Social Media and the Transformation of Public Space

3-Day International Conference, 18 – 20 June 2014, The Netherlands

University of Amsterdam

Co-funded by the Royal Netherlands Academy of Science and the Amsterdam Centre for Globalisation Studies (ACGS)
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Welcome

Dear participants,

We are happy to welcome you to Amsterdam, one of Europe’s best locations to spend a few days for work and leisure. The organizers are proud to host over 200 panelists, speakers, and guests from 26 countries at the academic conference Social Media and the Transformation of Public Space. We will spend three days discussing the latest insights and developments in our field, sharing research results, and listening to presentations and lectures.

It is a great honor to have several distinguished speakers in our midst, and we are eager to learn more from them about the impact of social media in areas such as journalism, television, activism, and a number of other public fields. The international range of presenters includes all the ranks and files of academia, including a number of PhD candidates who have come here to learn and network with their colleagues. Welcome to all of you!

We are most grateful to the sponsors of this conference. Without a generous grant from the Royal Netherlands Academy of Arts and Sciences, there would have been no conference. We are honored to host you in the monumental building of the Academy at this beautiful location. A special word of thanks goes to professor Hans Clevers (President of the Academy) for his support and to dr. Koen Hilberdink and Soek-Yi Tong for their advice and logistical support. Part of this conference is made possible by a grant from the Amsterdam Center for Globalization Studies (ACGS). The logistical help from Elo Kingma of the Amsterdam School for Cultural Analysis (ASCA) is greatly appreciated. We are also indebted to the University of Amsterdam for hosting part of panel discussions in their buildings.

Over the next few days, we hope you will enjoy each other’s intellectual company and engage in discussions on this timely and relevant societal topic. We encourage you not only to talk about social networks, but also seize the opportunity to network and socialize. The organizers have done their best to accommodate each of you. We are especially grateful to Sanne Kraijenbosch, our invaluable assistant, and a group of eight research master students in Media Studies who help us out during the conference. If you need any assistance, please ask them for help.

Finally, don’t forget to enjoy our beautiful city; Amsterdam is a great place to spend a few leisurely hours!

Best regards,

José van Dijck
Thomas Poell
Practical information

Registration
The registration desk can be found in the lobby on the ground floor of the Trippenhuis (Royal Academy of arts and Science, KNAW). Registration starts Wednesday morning and is open throughout the conference for late arrivals and practical questions.

Food & Refreshments
All luncheons will be served in the main building of the Royal Academy of Arts and Science, our biggest sponsor.

Reception – Thursday
17.30-20.00
The reception on Thursday afternoon will be held in the Royal Academy of Arts and Science.

Internet
There is free WIFI in the KNAW:
Netwerk: knaw-guest
Key: W1reless4GUESTS
The conference hashtag is: #asmc14

The conference has arranged temporary wireless access for speakers and non-presenting participants. Inquire at the registration desk for login information. Please note that access within buildings is uneven across the urban campus.

Important telephone numbers
Emergency number: 112
Conference Telephone:
Sanne Kraijenbosch +31683565136

Conference Venue & Transport

Getting there and away
Registration, lunch/drinks, reception and all the keynotes will be held in the main building of the Royal Academy of Arts and Science (KNAW): Kloveniersburgwal 29, 1011 JV Amsterdam. See two pages further for a map of the conference locations.
From Amsterdam Central Station – by metro
Take the metro 51, 53 or 54, get off at the first stop “Nieuwmarkt” and walk for 2 minutes.

Please note that not all of the parallel sessions will be in the main building. Some sessions will be located in buildings at max 5 minutes walking distance from the main location. We have volunteers guiding you to all sessions and helping you out with logistics.

Public Transport Chip Card

To travel in by public transport, you need a Public Transport Chip Card. This is an electronic card with a built-in chip for use on all public transport in Amsterdam including buses, trams and metros. The PT Smart Card (OV-chipkaart) can be topped up with credit in euros, or with a single or season ticket. The public transport company (GVB) offers 24 to 168 hour tickets (1-7 days) that entitle you to unlimited travel through Amsterdam – day and night- by tram, bus and metro, for the number of hours that best suit your plans. These tickets start from 7 euros.

Most importantly: Check in and check out! When you start your journey, hold your card up to the reader until a green light appears. A bleep sound will indicate that your card has been read. If you change to another bus/tram/metro, you have to check out (by scanning your card at the machine again), and check in again at your next stop. If you forget to check out, the card will no longer be valid and you may risk a fine.

Tickets are available at:
- Driver and conductor (only the day card – 24 hours)
- Sales & Add Value Machines in metro stations
- VVV offices (limited selection)
- Various hotels, camp sites and other organizations (limited selection)
- GWK offices in Amsterdam and Schiphol (limited selection)

Taxi
A few reliable taxi services – reservations can also be made online:
Taxicentrale Amsterdam (TCA) +31 (0)20-777 7777
Staxi +31 (0)20-221 0059
Taxistad +31 (0)20-208 0000
Schiphol Travel Taxi +31 (0)20-653 1000

By bike
Amsterdam is a great city to discover by bicycle. The extensive network of cycle paths are well maintained and the city is part of a network of major bicycle routes in the greater Amsterdam area. You can find rental shops anywhere in the centre. MacBike rental shop is located close to the venue:
Stationsplein 12
1012 AB Amsterdam
+31 (0)20 4285778

Social events in Amsterdam
Amsterdam has an overwhelming offer of cultural events, festivals, cinemas, nightlife, theatre, music and museums, such as the Rijksmuseum, Van Gogh Museum, Stedelijk Museum, Anne Frank House, Resistance Museum, Jewish Historical Museum, FOAM Photography Museum.

I Amsterdam Card
The Iamsterdam City Card offers the opportunity to explore Amsterdam providing free access to museums and public transports. Visit world-class museums, take a cruise through the charming canals
and sample the local delicacies. In addition, City Card gives you unlimited access to the city’s public transportation system for 24, 48, or 72 hours. The city cards costs about 47, 57, 67 euro. See: http://www iamsterdam.com/en-GB/experience/deals/i-amsterdam-city-card

Conference locations

![Map of conference locations](image)

A: Royal Academy of Arts (Trippenhuis, Tinbergenzaal, Oude vergaderzaal)
B: Oudemanhuispoort (OMHP) 4
C: Bushuis, Kloveniersburgwal 48
D: Oost Indisch Huis (VOC-zaal), Oude Hoogstraat 24

Call for Papers

For those of you who have indicated they want to turn their presentation into a paper, we remind you that the deadline for finished papers is September 15, 2014. We have two possible venues for papers coming out of this conference: first, we are invited to propose a special issue for Television and New Media (SAGE). Second, we (Jean Burgess, Thomas Poell, and José van Dijck) are co-editing a volume for a SAGE Handbook on social media and we will be recruiting suitable authors. We will send you more information on paper submissions after the conference.
# Full Conference Program

## Wednesday

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<td>Lobby Tripenhuis</td>
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<td>9.00 – 9.10</td>
<td>Opening</td>
<td>Tinbergenzaal</td>
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<td>9.10 - 10.30</td>
<td><strong>Plenary Conversation 1: Is Social the New Public?</strong></td>
<td>Tinbergenzaal</td>
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<td></td>
<td>Speakers: José van Dijck &amp; Thomas Poell</td>
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<td>Discussants: Jean Burgess &amp; Christian Christensen</td>
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<td>Moderator: Mark Deuze</td>
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<td>10.30 - 11.15</td>
<td>Coffee Break</td>
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<td>11.15 - 12.45</td>
<td><strong>Parallel Sessions 1</strong></td>
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<td><strong>Moderator: Christian Christensen</strong></td>
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<td>Highfield, Tim</td>
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<td>Election days and social media practices: Tweeting as Australia</td>
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<td>Larsson, Anders Olof</td>
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<td>Assessing the Permanence of Online Campaigning: A comparison of</td>
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<td>Political Facebook Pages in Sweden and Norway</td>
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<td>Christensen, Christian</td>
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<td>Targeting Politicians? Twitter and the National Rifle Association</td>
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<td>Bruns, Axel</td>
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<td>All Politics Is Local? The Twitter Performance of Local Candidates</td>
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<td>in the 2013 Australian Federal Election</td>
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<td><strong>Tinbergenzaal</strong></td>
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<td><strong>Moderator: Pieter Verdegem</strong></td>
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<td>Salinas, Lara</td>
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<td>Digital Public Space(s): redefining publicness</td>
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18-jun-14
Fletcher, Gordon, Marie Griffiths and Maria Kutar

A Day in the Digital Life Project: Private Spaces v Public Places, can there be a distinction?

Lünenborg, Margreth and Christoph Raetzsch

Media Practices and Social Change: Rethinking Concepts of Publics in the Digital Age

Berglez, Peter and Ulrika Olausson

The Public-Private Sphere: the Constant Oscillation between 'Public' and 'Private' Oriented Communication on Twitter and its Power Relations

VOC-zaal (E0.02)

**Moderator: Niels van Doorn**

Taylor-Smith, Ella

1C Analyzing Social Media Platforms

A socio-technical approach to studying participation spaces

Pierson, Jo, Ralf de Wolf, Ellen Vanderhoven, Bettina Berendt, Tammy Schellens

Self-reflection in privacy research on social network sites

Nolin, Jan, Nasrine Olson

Social Media Studies: Demarcating a new interdisciplinary research field

Moats, David J.

The Politics of Group Formation on Facebook: A quanti-qualitative approach to the study of connective/collective action

Oude Vergaderzaal

**Moderator: Jeroen de Kloet**

Nieborg, David B.

1D Economics

App Economics: On mobile marketing and user acquisition

Tiessen, Matthew

Virtually Taking Public Space to the Bank: Banking-App Design and Making a Market out of Everyday Social Spaces

Arifon, Olivier, Nicolas Vanderbiest

Integrating social networks in a lobbying campaign: the case study of Intermarché, a supermarket chain

Heyman, Rob, Jo Pierson

Sponsored stories as an invasion of the lifeworld. A focus group approach to the attitudes and awareness of Facebook users

Bushuis F0.22

**Moderator: Stefania Milan**

Kim, Min Jeong

1E Global Protests 1

Expanding a Scope of South Korean Media Strike in 2012: Network Analysis of the Issue Framing on Twitter
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<th>Authors/Title</th>
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<td>Rodriguez-Amat, Joan Ramon and Cornelia Brantner</td>
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<td>Štětka, Václav, Jaroslav Švelch</td>
<td>The coup that flopped: the role of Facebook in a grassroots political action in the Czech Republic</td>
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<td>Azlan, Nurul Azreen</td>
<td>The Hashtag Game: Protests in Postcolonial Kuala Lumpur</td>
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<td>Oost Indisch Huis AT.03</td>
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<td>Baack, Stefan</td>
<td>Goldmine or a source of misery? Determinants of success and failure of crowdsourcing in journalism</td>
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<td>Hille, Sanne, Susanne Janssen</td>
<td>Making Analytics Public: really useful analytics and public engagement</td>
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<td>Kennedy, Helen, Giles Moss</td>
<td>Properly informed? An analysis of consumption patterns in an algorithm-based mobile news application</td>
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<tr>
<td>Courtois, Cédric, Kristin van Damme, Lieven de Marez, Toon de Pessemier, Kris Vanhecke, Luc Martens</td>
<td>2A Understanding Contested Public Space with Social Media</td>
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<td>Lunch</td>
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<td>14.00 – 15.30</td>
<td>Plenary Conversation 2: The Logic of Connective Action</td>
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<td>Speaker: Lance Bennett</td>
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<td>Discussants: Richard Rogers &amp; Marlies Glarius</td>
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<td>Coffee Break</td>
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<td>16.00 – 18.00</td>
<td>Parallel Sessions 2</td>
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<td>Hashtag as hybrid forum: Controversy mapping, digital methods</td>
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and the case of #agchatoz

Bruns, Axel, Theresa Sauter

The Emergence of Trending Topics: The Dissemination of Breaking Stories on Twitter

McNair, Brian

Public service media and social media: interactions and impacts

Wang, Wilfred Yang

In the name of nationalism - reproducing Guangzhou’s geo-identity on Weibo

Light, Ben

Towards a Theory of Disconnection and Social Networking Sites

**Oude vergaderzaal**

*Moderator: Paolo Gerbaudo*

Rieder, Bernhard

Studying Facebook Pages as Political Platforms

Poell, Thomas

Facebook in the Midst of Revolution

Zack, Liesbeth

Language and identity on Facebook: the case of Kullina Khaled Said

Woltering, Robbert

A page and its politics: Situating Kullina Khaled Said in Egypt’s ideological landscape

Abdulla, Rasha

Facebook Polls as Proto-Democratic Instruments

**VOC-zaal (E0.02)**

*Moderator: David Nieborg*

Mercea, Dan and Marco T. Bastos

Serial Protest Activists: Unpicking the Global Network of Political Activism

Van der Heijden, Chris

Challenging traditional politics Partido X & the collision of public fields in Spain

Dencik, Lina

Organised labour and social media in times of protest

Clark, Lynn Schofield

Padres y Jovenes Unidos: Exploring Internet use and the cultural work of performance among counterpublics

DeLuca, Kevin Michael, Sun, Ye

"Weibo, WeChat, and the Transformative Events of Environmental Activism in China"

**Tinbergenzaal**

*Moderator: Ansgard Heinrich*

2B Social Media and Political Contention

2C Global Activism

2D News and Social Media
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<th>Authors</th>
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<tr>
<td>Groot Kormelink, Tim and Irene Costera Meijer</td>
<td>“I can have an opinion without being like, the internet has to know”: How space matters in social (news) media</td>
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<td>Hattaka, Niko</td>
<td>Online Remediation of the News on the Eurozone Crisis by the Eurosceptic-Populist Party True Finns</td>
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<td>Bakker, Piet</td>
<td>Bigger than the brand. Journalists, social media and audience relations</td>
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<td>Van Damme, Kristin, Cédric Courtois, Jorre Afschrift</td>
<td>Serendipitous news consumption. A mixed-method audience-centred study on mobile devices</td>
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<td>Büchi, Moritz</td>
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<td>Teurlings, Jan</td>
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<td>Manual and semi-automated user-generated content selection and integration in radio-mediated environments</td>
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<td>Pietrobruno, Sheenagh</td>
<td>Participatory Media and the Digital Commons: The Social Archiving of Intangible Heritage</td>
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<td>Van Es, Karin</td>
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<td>Schwarz, Jonas Anderssson</td>
<td>Adapting—to the individual, to the industry, to information. Algorithmic thinking and audience prediction within Swedish Public Service</td>
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<td>Alencar, Amanda Paz, Nathalia Alonso Ramos</td>
<td>“Social TV”: How TV News Programs Are Adapting to the Second Screen?</td>
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<td>Woodford, Darryl, Katie Prowd</td>
<td>Everyone's Watching It: The Role of Hype in Television Engagement through Social Media</td>
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**Tinbergenzaal**

**Moderator: Michael Schudson**
Broersma, Marcel and Todd Graham

- Triggering the News, Setting the Agenda

Paulussen, Steve, Raymond Harder

- The conditionality of Twitter’s agenda-setting power

D’heer, Evelien, Pieter Verdegem

- The tweeting viewer. The use of Twitter during a current affairs TV program

Heinrich, Ansgard

- Twitter as sourcing tool - connecting people, transforming journalistic practice?

**OMHP F2.01C**

**Moderator: Michael Dieter**

Ankerson, Megan Sapnar

- Making/Unmaking a Social Web: Historicizing the “Read-Only” Logic of the 90s Web

Helmond, Anne

- The Platformization of the Web

Stevenson, Michael

- Cyberspace, the social graph and other legacies of digital utopianism

Ammann, Rudolf

- The estranged subjectivity of insurgent selfhood: Dave Winer, Jorn Barger and the emergence of blogging

**Oude Vergaderzaal**

**Moderator: Payal Arora**

Latzko-Toth, Guillaume, Nicole Gallant and Madeleine Pastinelli

- The role of social media in major public debates: the case of the 2012 student strike in Quebec

Vrikki, Photini

- Storytelling on Twitter: The Occupy Movement and the narratives constructing it
Wong, Shiau Ching  
Dissecting the communications ecology behind the anti-National Education movement in Hong Kong

Hartman, Carol Terracina, Robert G. Nulph  
Communication and Sustainability: Exploring nonprofit environmental groups use of social media

Holmberg, Kim and Iina Hellsten  
Twitter and campaign spreading around the 5th IPCC report

Oost Indisch Huis E0.14C  
Moderator: Jan Teurlings

Zaid, Bouziane  
Internet and democracy in Morocco: a force for change or an instrument for repression

Graham, Leigh Llewellyn  
‘Here Comes the Rain Again’: Global climate change, social media, and rising political consciousness in Saudi Arabia

Krzyzanowski, Michal  
Communicating and Democratising or Still Just Informing? Discursive Practices on Twitter and the Communication Deficit of the European Union

Milan, Stefania  
Algorithms shaping collective identity: From a politics of identity to a politics of visibility

OMHP F0.02  
Moderator: Tim Highfield

Merkovity, Norbert  
MPs’ Use of Social Networking Sites. A cross-national research

Jensen, Jakob Linaa, Jacob Ørmen, Pieter Verdegem and Evelien D’heer  
Tweeting the EU elections: A cross-national study

Hrdina, Matous and Zuzana Karascakova  
Parties, Pirates and Politicians: Twitter campaigns before the 2014 EP Elections

Schwartz, Sander Andreas  
Echo Chambers By Design: Citizen Debate on Politicians’ Facebook Pages

OMHP C1.23  
Moderator: Brian McNair

Parisí, Lorenza, Francesca Comunello, Andrea Amico  
2013 Sardinia floods. Exploring conversations on Twitter among citizens, institutions and Twitstars

Saputro, Kurniawan Adi  
The Disaster Publics
Collective Outrage in Social Media - When and Why Hostile Online Crowds Do (Not) Hide Behind Anonimity

10.45 - 11.15  Coffee Break
Trippenhuis

11.15 - 12.45  Plenary Conversation 3: Contested media spaces: #Idlenomore as an emergent middle ground
Tinbergenzaal
Speaker: Alfred Hermida
Discussants: Marcel Broersma & Michael Schudson
Moderator: Tamara Witschge

12.45 - 14.00  Lunch
Trippenhuis

14.00 - 15.30  Parallel Sessions 4

OMHP F2.01C  4A Social Media and the Transformation of Value, Values & Subjectivity
Moderators: Carolin Gerlitz & Niels van Doorn
Van Doorn, Niels
The Neoliberal Subject of Value: Measuring Human Capital in Information Economies

Arvidsson, Adam
Collaborative Crowds. A Digital Ethnography of Adolescent Fan Cultures on Twitter

Skeggs, Beverley, Simon Yuill
A Sociology of Value and Values

Bucher, Taina
Putting protocols to work: On the politics of the Twitter APIs

Passmann, Johannes
Playing with value(s). Retweet and fav in the German Favstar Sphere

Tinbergenzaal  4B Community, Audience & Sharing Information
Moderator: Maria Bakardjieva
Kotras, Baptiste
“From one link to another. Web communities and the epistemology of online opinion”
John, Nicholas
Sharing and the boundary between the public and the private

Bolin, Göran and Jonas Andersson Schwarz
The ontology of media use in the age of geo-local and space-based database audience address

Elanor Colleoni
Beyond differences. The Use of Empty Signifiers as Organizing Device in the #Occupy Movement.

OMHP C2.23
4C Broadcasting & Public Engagement
Moderator: Natali Helberger
Selva, Donatella
Social TV: online discursive practices and political engagement

Pond, Philip
Twitter Time: a temporal analysis of tweet streams during televised political debate

Were, Rhian, Ala' Radi
Social media, public broadcasting and governance: A case study from the Palestinian Territories

Gillespie, Marie
Tweeting Global Events: Soft Power, Publics and the Politics of Participation in International Broadcasting

OMHP C3.23
4D Urban Space
Moderator: Martijn de Waal
Willems, Wendy
Spatialising social media debates: urban sociability and shifting sites of publicness

Arora, Payal
Protest Parks: Digital Activism and the Public Leisure Sphere

Bengtsson, Stina
The Right to the Citi(zen): social media sites and the transformation of urban space

Despard, Erin
The social mediatization of public parks in the city and new ways of seeing (and shaping?) the public good

Shapiro, Aaron M.
User-generated city

OMHP C3.23
4E Particular Publics
Moderator: Germaine Halegoua
Jensen, Jakob Linaa
The siloization of the public sphere

Boeschoten, Thomas and Karin van Es
Like-Minded Publics on Facebook. An Analysis of the Black Pete Discussion

Lukashina, Yulia
Engagement of users in a Facebook-based counter public

England, Tricia
Stay-at-Home Citizens: Pinterest and the Gendered Domestic Public Sphere
Moderator: Helen Kennedy
Roth, Yoel
Our data, ourselves: Vertical interfaces and surveillance in mobile social media

Bächle, Thomas Christian
Smartphones as Surveillant Agents – New Practices of Identity and the Reconceptualisation of Public Space

Van der Velden, Lonneke
Forensic devices for activism: on how activists use mobile device tracking for the production of public proof

Ananny, Mike
Achieving “Proper Distance” in Infrastructures for Public Witnessing: Analyzing the design and discourse of Google Glass

Moderator: Lynn Schofield Clark
Sobrepere, Marc Perelló
Realtime protest and governance in Catalonia

Pischetola, Magda
Protests in Brazil: the role of social media in political action

Özçetin, Burak, Ömer Turan
Fandom and Contentious Politics: Çarşısı Fan Group at Gezi Protests in Turkey

Porto, Mauro P. and João Brant

15.30 - 16.00 Coffee Break
Trippenhuis

16.00 - 17.30 Engines of Order. Social Media and the Rise of Algorithmic Knowing
Tinbergenzaal
Speaker: Bernhard Rieder
Discussants: Axel Bruns & C.W. Anderson
Moderator: Carolin Gerlitz

17.30 - 20.00 Reception
Trippenhuis
## Friday

**20-jun-14**

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<td>&quot;Let’s Get them Involved&quot;... to Some Extent: Conditioning Co-Creative Media Space</td>
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3. What is the title of the session on critical reflexivity, informal civic learning, and the development of democratic imaginaries in contentious communication?

The title of the session on critical reflexivity, informal civic learning, and the development of democratic imaginaries in contentious communication is: *Critical Reflexivity, Informal Civic Learning and the Development of Democratic Imaginaries in Contentious Communication*.

4. What is the title of the session on social news media and an idealist business case (or a business case for idealism)?

The title of the session on social news media and an idealist business case (or a business case for idealism) is: *Social news media. An idealist business case (or a business case for idealism)*.

5. What is the title of the session on "Let’s Get them Involved"... to Some Extent: Conditioning Co-Creative Media Space?

The title of the session on "Let’s Get them Involved"... to Some Extent: Conditioning Co-Creative Media Space is: *"Let’s Get them Involved"... to Some Extent: Conditioning Co-Creative Media Space*.

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6. What is the title of the session on social networks and the space of bookselling?

The title of the session on social networks and the space of bookselling is: *Social networks and the space of bookselling*.

7. What is the title of the session on "What are your reading?": unraveling social networking sites on books?

The title of the session on "What are your reading?": unraveling social networking sites on books is: *"What are your reading?": unraveling social networking sites on books*.

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8. What is the title of the session on social media and the creative industries?

The title of the session on social media and the creative industries is: *Social media and the creative industries*.
Kalsnes, Bente
Social media as journalistic tools among political journalists and commentators

El Gody, Ahmed
Social Media and the Transformation of post-revolution Egyptian newspapers Public Space

Johnston, Lisette
UGC within the BBC: how covering the Syria conflict has altered journalistic practices and BBC News’ output

OMHP E2.01
5E Togetherness, Trust & Identity
Moderator: Wendy Willems

Marino, Sara
Social Media and the construction of Italian transnational identity in London. Online communities and virtual togetherness.

Leurs, Koen
Digital throwntogetherness and cultural citizenship: young Londoners negotiating the co-presence of various ‘others' on social media

Bakardjieva, Maria
Making do with social media

Tinbergenzaal
5F Surveillance & Social Media
Moderator: Mike Ananny

Verdegem, Pieter, Shenja van der Graaf
From Participatory Culture to Prosumer Capitalism: Imaginaries of Transparency in the Age of Corporate Surveillance

Kennedy, Helen
What should concern us about social media data mining’s transformation of public space?

Schäfer, Mirko Tobias
Policing the Social Media. Control and Communication in a networked Public Sphere

Holt, Jennifer
Privacy, Data Security, and the Public Spaces of Social Media

10.45 - 11.15
Coffee Break
Trippenhuis

11.15 - 12.45
Plenary Conversation 5: Which Public, Whose Service? Social Media and the Role of Public Service Broadcasting
Tinbergenzaal
Speaker: Hallvard Moe
Discussants: Eggo Müller & Irene Costera Meijer
Moderator: Jeroen de Kloet

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### OMHP F2.01C
**Moderator: Louise Barkhuus**

- **Hochman, Nadav**: On Hyper-locality: Performances of Place in Social Media
- **Lingel, Jessa**: Out of the bars, into the profiles: The role of social media in shaping queer spaces in Brooklyn’s Drag Community
- **Schwartz, Raz**: The Social Media Pulse of Public Places
- **Halegoua, Germaine**: “I was aware of her existence in this world only because of Foursquare”: Examining Foursquare users’ experiences of public space and street sociability

### Oude Vergaderzaal
**Moderator: Richard Rogers**

- **Weltevrede, Esther, Anne Helmond and Carolin Gerlitz**: Pace Online: A Device Perspective on the Making of Realtime
- **Hammelburg, Esther**: Re-conceptualising liveness in the era of social media
- **Bucher, Taina**: Theorizing "right time": Kairos and algorithmic culture
- **Niederer, Sabine, Gabriele Colombo and Sophie Waterloo**: Climate Change Vulnerability and Conflict: Climate Debate Mapping with Twitter.

### Bushuis F0.22
**Moderator: Chris Anderson**

- **Lossin, Rebecca**: Social Media, Social Art, Social Change?
- **Agur, Colin**: Social Media, Public Spaces and Identity in Indian Journalism
- **Alsina, Lluis de Nadal**: Threats and Promises of Transparency for Public Discourse
Foxman, Maxwell
Gaming the System: Gamification, Playbor and Toying with the Public

**Tinbergenzaal**

**Moderator:**
**Bruns, Axel**

Vatnøy, Eirik
Talking with the "Tweetocracy": A qualitative study of Norwegian political micro-bloggers

Novelli, Edoardo
The multilevel impact of the Internet on public opinion, media and political system. The case study of the re-election of the President of the Italian Republic Giorgio Napolitano

Ørmen, Jacob
"Would you like to set the agenda?": Engagement with political news across media

Maireder, Axel, Stephan Schlögl
The Structure of Political Networks on Twitter in National and International Contexts

**OMHP F0.02**

**Moderator:**
**Koen Leurs**

Taussig, Doron
You've got you all wrong: Objecting to the narratives others tell about themselves online

Miguel, Cristina
From Diaries to Profiles: The Rise of Public Intimacy

Miazhevic, Galina
New media and new practices of identity and citizenship of sexual minorities in post-Soviet space

De Ridder, Sander
Intimate social media cultures: Youth, intimacy and regimes of control in social networking sites

**Oost Indisch Huis E0.14C**

**Moderator:**
**Asta Zelenkauskaite**

Ferrer Conill, Raul
Gamified social media. User engagement and the individualization of online communities

Courtois, Cédric, Bastiaan Baccarne, Pieter Verdegem
What’s a like worth? A multi-level analysis of collective mediated civic participation on Facebook

Tan, Corinne
The Impact of Technologies on Generative Activities on Social Media
Bastard, Irène

“A “hint” of public space? Teenagers’ news sharing activities on facebook”

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<td>16.00 - 17.30</td>
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| Tinbergenzaal | Speakers: Hallvard Moe, Alfred Hermida, Lance Bennett, Tarleton Gillespie, José van Dijck, Thomas Poell

**Moderator:** Bernhard Rieder
Keynote Speakers: Abstracts & Biographies

Wednesday 18 June

Plenary Conversation 1: Is Social the New Public?
09.10-10.30

José van Dijck is a professor of Comparative Media Studies at the University of Amsterdam (J.F.T.M.vanDijck@uva.nl).

Thomas Poell is assistant professor of New Media and Digital Culture at the Department of Media Studies at the University of Amsterdam (Poell@uva.nl).

The opening keynote of this conference explores three basic questions: Do new Web-based definitions of “social” (as in “social media”) overwrite former conceptions of “public” (as in public media)? Can social media be regarded as a site of struggle to define what public space is? And how are social media involved in the transformation of particular domains? The boundaries between public, private, and corporate in the ecosystem of connective media are increasingly fuzzy. The ubiquitous implementation of social media transforms public space and public institutions just as it impacts notions of privacy. Self-evident public spaces, such as journalism and public television but also law and order or activism, are currently reconfigured as a result of techno-commercial mechanisms inscribed in social media platforms. What are these dynamics of social media logic and how do they affect the nature of mediated publicness? We propose to examine the social Web as a contentious dialogical space: a blend of old and new media tactics in the procurement of public debate; a mixture of offline and online interventions in the social order; a clash of civic, corporate, and state forces over the question what constitutes publicness. This keynote tries to capture the theoretical debates at stake in the various fields highlighted during this conference: journalism, social activism, (public) television, urban space, and politics.

Plenary Conversation 2: The Logic of Connective Action
14.00-15.30

Lance Bennett received his Ph.D. in political science from Yale University in 1974, and has taught since then at the University of Washington, where he is Ruddick C. Lawrence Professor Communication and Professor of Political Science. He is also founder and director of the Center for Communication and Civic Engagement (www.engagedcitizen.org) (lbennett@u.washington.edu).

From the Arab Spring and los indignados in Spain, to Occupy Wall Street (and beyond), large-scale, sustained protests are using digital media in ways that go beyond sending and receiving messages. Some of these action formations contain relatively small roles for formal brick and mortar organizations. Others involve well-established advocacy organizations, in hybrid relations with other organizations, using technologies that enable personalized public engagement. Both stand in contrast to the more familiar organizationally managed and brokered action conventionally associated with social movement and issue advocacy. This talk examines the organizational dynamics that emerge.
when communication becomes a prominent part of organizational structure. It argues that understanding such variations in large-scale action networks requires distinguishing between at least two logics that may be in play: The familiar logic of collective action associated with high levels of organizational resources and the formation of collective identities, and the less familiar logic of connective action based on personalized content sharing across media networks. In the former, introducing digital media do not change the core dynamics of the action. In the case of the latter, they do. Building on these distinctions, the article presents three ideal types of large-scale action networks that are becoming prominent in the contentious politics of the contemporary era.

Thursday 19 June

Plenary Conversation 3: Contested media spaces: #Idlenomore as an emergent middle ground
11.15-12.45

Alfred Hermida is an award-winning British online news pioneer, digital media scholar and journalism educator. An associate professor at the Graduate School of Journalism of the University of British Columbia in Vancouver, Canada (alfred.hermida@ubc.ca).

This presentation considers how engagement with networked technologies by people outside formal news structures neutralises, challenges or reinforces the power of media institutions to construct social reality. It examines how the Idle No More movement in Canada used social media to articulate and evolve their message via multi-vocal grassroots indigenous voices, opening up public discourse around colonialism, shared history and environmental issues. Idle No More emerged in late 2012 following government changes to environmental policy and indigenous governance. It quickly grew to become an indigenous-led Canada-wide political movement that coalesced around the #Idlenomore hashtag to articulate a counter narrative, and challenge selective or dismissive framing by mainstream media. This presentation reflects on how social media, and Twitter in particular, affords a contested middle ground for relevance, meaning and interpretation.

Plenary Conversation 4: Facebook, Breastfeeding, and the Policing of Public Visibility
16.00-17.30

Tarleton Gillespie is an assistant professor in the Departments of Communication and Information Science at Cornell University. He also teaches in the Department of Science & Technology Studies. He is a non-residential fellow with the Center for Internet and Society at the Stanford Law School (tlg28@cornell.edu).

All social media platforms police their content. They all have rules of some kind, they all have mechanisms for removing content or suspending users, they all have moderation teams to handle this process. For most users, it is easy to pass through these platforms without ever encountering these restrictions, so much so that it can be easy to imagine they do not exit, or to be ignorant of what they prohibit and what they allow. Other users are distinctly aware, running up against and sometimes contesting the guidelines regularly, finding their preferred cultural practices curtailed by the commercial platforms they have come to depend on. In the study of social media platforms, these rules and the manner in which they are enforced are an important but largely overlooked element of the socio-technical governance of sociality and public discourse.
A look at Facebook’s years-long struggle to set and impose rules around breastfeeding photos highlights what it takes to assert and maintain editorial oversight in a new media environment. I want to suggest that where Facebook draws its lines on these issues matters for the contested issues themselves, and leaves a heavy footprint on an already contested public question - especially when the issue, like this one, is about public visibility. This case raises important questions about the impact of social media platforms on public space: some of the women affected by Facebook’s rule are concerned that it will have an ancillary impact on the acceptability of breastfeeding in public spaces; some argue that Facebook is the public space of most concern, where their visibility and legitimacy matters most. Finally, it highlights how the platform itself can become a public site of contestation and activism: where the issue can be debated, where support can be gathered, and where both the rule and its imposition can be challenged.

Friday 20 June

Plenary Conversation 5: Which Public, Whose Service? Social Media and the Role of Public Service Broadcasting
11.15-12.45

Hallvard Moe is Associate Professor in media studies [førsteamanuensis] at the Department of Information Science and Media Studies at the University of Bergen. He holds a PhD in In-formation Science and Media Studies from the University of Bergen (Hallvard.Moe@infomedia.uib.no).

Like all forms of private and public communication, and all kinds of media institutions, public service broadcasting has become entangled with social media. But how is social media contributing to the transformation of the public space constituted by public service broadcasting? And how should we think of a public media institution for today and tomorrow? This talk will address such questions. Taking stock of recent debates about public service broadcasting institutions’ adventures into new media across Europe, the downsides and upsides of social media entanglement is discussed. Focusing on the core task of bringing together a public, it is argued that we need to fundamentally reconsider the organisation of public media and communications.
Speakers: Abstracts & Biographies

Wednesday 18 June

Parallel Sessions 1
11.15-12.45

1A) Social Politics: Twitter, Facebook and Reaching out to Voters
Moderator: Christian Christensen, christian.christensen@ims.su.se

(The papers on this panel are made possible by the project, "Social Media and Agenda-Setting in Election Campaigns (SAC)" funded by the Norwegian Research Council)

Rationale: Previous research has argued that profound changes in both society and the media might result in a new form of political communication that is qualitatively different from its predecessors (Norris et al. 1999). Blumler and Kavanagh (1999) divided political communication in western democracies into three distinct historical phases: First, the two decades after WWII have been termed "the golden age of the parties", and are recognised as a party-dominated communication system. The second phase started in the 1960s, with the emergence of television as the dominant medium for political communication. Third, the digital era imposed a new turn in political communication, both in terms of intensified professionalisation of political advocacy, and increased anti-elitism, popularisation and populism.

Recent research has demonstrated that social media impose changes in both mundane communication (Marwik and boyd 2010) and political communication (Lilleker and Malagón 2010). Social media have become a prominent tool for political communication in key Anglo-American democracies such as Australia (Bruns 2011; Grant et al. 2010), Britain (Lilleker and Jackson 2010; Jackson and Lilleker 2011), and the USA (Wallsten 2010; Wooley et al. 2010). Moreover, studies have shown that political communication has migrated online (Skogerbø and Winsvold 2011) and that social media, in combination with mainstream media, play an increasingly important role in the public sphere also in Nordic countries such as Norway (Kalnes 2009; Karlsen and Skogerbø 2010; Moe 2010) and Sweden (Larsson 2011; Larsson and Moe 2011). Politicians use social media as strategic tools for impression management and election campaigns with the aim to connect with publics, and advertise their candidacy (Westling 2007; Grant et al. 2010; Lilleker and Jackson 2010; Larsson 2011).

With these issues in mind – particularly strategic communication and impression management -- in this international panel, and using a diversity of theoretical and methodological approaches, scholars will present new research on the use of social media (Facebook and Twitter) for the purposes of campaigning by politicians/political parties, as well as by political lobbyists.

Session Organizer: Christian Christensen, christian.christensen@ims.su.se, Stockholm University

1A) Election days and social media practices: Tweeting as Australia decides
Dr Tim Highfield is a Research Fellow at Queensland University of Technology, Brisbane, Australia, and the Centre for Culture and Technology at Curtin University, Perth, Australia (tim.highfield@curtin.edu.au / http://timhighfield.net)

The use of social media for political campaigning and election coverage has become commonplace, and the subject of studies from around the world (e.g. Graham, Broersma, Hazelloff, & van't Haar, 2013; Strandberg, 2013). Such studies, though, primarily focus either on strategies and tweeting patterns of
candidates and political parties during campaigns, or on the total election-related activity on Twitter. Key moments during elections are consistently found to provoke spikes in Twitter activity, from televised debates to the election day itself (e.g. Larsson & Moe, 2012). These individual events are comparatively under-represented in research into social media and elections, yet they encourage other tweeting practices beyond campaigning, as citizens, journalists, and politicians alike publicly contribute to the coverage of the election, and also shape and report the voting experience.

This paper addresses the research gap by identifying tweeting practices during election days. A comparative study of Australian election days evaluates the universal nature of such activities, testing for their recurrence across different election contexts. The cases studied are the Queensland state election in March 2012, the Western Australian state election in March 2013, and the Australian federal election in September 2013.

Australian political discussions on Twitter are often accompanied by standard hashtags (e.g. #ausvotes, #qldvotes, #wavotes); within election day tweets, though, distinct practices and phases are apparent. In addition to the expected campaigning and partisan commentary, election days see regular tweeting during the voting period, as Australians vote and also tweet location-specific, user-generated reports about local polling places. As the polls close, tweets turn to results and conjecture, moving from the individual experience to the overall outcome. Broadcasters and analysts become increasingly focal accounts during this phase as their updates are widely-disseminated. Finally, with the confirmed results and leaders’ victory and concession speeches, activity turns to live-tweeting, in keeping with other televised events as Twitter users quote, summarise, and critique the speeches and results.

The different phases of election day coverage and commentary highlight the practices of social media use by political actors. This paper then provides important information on how citizens, journalists, politicians, and parties alike make use of Twitter on election days, and in particular identifies the types of information provided, and interactions between, these different accounts. Election days offer insights into formal and informal uses of social media around a common context, further highlighting emerging and established practices concerning public debates and political discussions, including campaigning, online.

1A) Assessing the Permanence of Online Campaigning: A comparison of Political Facebook Pages in Sweden and Norway

Anders Olof Larsson is a Postdoctoral Research Fellow at the University of Oslo (a.o.larsson@media.uio.no).

While research into online political communication provides a rich body of research, few studies have focused on online ‘permanent campaigning’. The term signifies campaign-like activities at the hands of politicians also during non-election periods and has spawned a number of conceptual discussions. The present paper presents an exploratory effort, studying traces of online permanent campaigning in Norway and Sweden. The paper places its focus on Facebook, providing insights into what is labeled an ‘election effect’ – traces of online campaigning that can perhaps best be understood in relation the fact that Norway underwent an election during the time period studied.

1A) Targeting Politicians? Twitter and the National Rifle Association

Christian Christensen is Professor in the Department of Media Studies at Stockholm University in Sweden (christian.christensen@ims.su.se).

Using the concept of the ‘conversational ecology’ (boyd, et al, 2010) of Twitter, and building upon my own work on the use of Twitter by smaller, “third parties” in the US (Christensen, 2013), in this paper I examine the use of this social media platform by the National Rifle Association (NRA) - US group dedicated to protecting the right to bear arms, and a recognized Washington lobby force – for the purpose of influencing debate on the subject of gun ownership. Specifically, I have focused upon tweets from the NRA (from the end of 2013 through the start of 2014) with direct reference to either proposed legislation impacting gun ownership or statements made by sitting politicians on the subject of gun ownership.
1A) All Politics Is Local? The Twitter Performance of Local Candidates in the 2013 Australian Federal Election
Assoc. Prof. Axel Bruns is an Australian Research Council Future Fellow, and an Associate Professor in the Creative Industries Faculty at Queensland University of Technology. He is a co-editor of Twitter and Society (a.bruns@qut.edu.au).

The phrase “all politics is local” is especially appropriate in the Australian federal electoral context, where all 150 Members of Parliament are elected on the basis of their success in the electoral contests in their local electorates and no adjustments are made to account for their parties’ nationwide vote shares. Media coverage, however, tends to focus squarely on the national party leaders, with local contests receiving media attention only in exceptional circumstances. This paper examines the extent to which social media are able to address this gap. During the 2013 Australian federal election, we tracked activity around the Twitter accounts of some 350 MPs and candidates; here, we examine the extent to which candidates and voters use this medium to supplement insufficient local media coverage.

1B Transformation of Publicness
Moderator: Pieter Verdegem

Digital Public Space(s): redefining publicness
Lara Salinas Alejandre is a practitioner and researcher. Currently carrying out a practice-led PhD at The Creative Exchange, University of Lancaster, UK (l.salinas@lancaster.ac.uk).

In the last decades a number of labels have been employed to describe how urban spaces have changed, augmented by layers of digital information. However, the digital realm is seldom acknowledged as a social space itself, being typically conceptualized as a mere utility. Therefore, I would like to introduce the concept of Digital Public Space(s). DPSs are neither physical nor digital spaces, but the result of a hybridization process in which physical and digital spheres have merged to constitute a new hybrid typology.

This paper explores how in contemporary social spaces the concept of public space is contested by the inclusion of social media, through Chattr. Chattr is a provocative experiment and artwork that brings the benefits of social networking into a physical café. Under the slogan 'your privacy is very important to us’, Chattr mirrors the policies of social media platforms such as Facebook, Twitter or LinkedIn. Chattr participants must accept the Data Use Policy to access the restricted area that constitutes the café, in which all conversations are recorded, transcribed and broadcast online via Twitter and Chattr website. Chattr’s participants experience a dystopian space governed by social media rules, in which they have to negotiate the boundaries between physical, digital, private and public communication.

A first prototype of Chattr premiered at FutureEverything (Manchester, March 2013), and an improved version was presented at Today’s Art (The Hague, September 2013). Drawing from a comparative analysis between the two events, I describe how participants experience, negotiate and appropriate a space ruled by a new concept of publicness.

1B) A Day in the Digital Life Project: Private Spaces v Public Places, can there be a distinction?
Dr Gordon Fletcher is Senior Lecturer in Information Systems, Salford Business School, University of Sanford, UK (g.Fletcher@salford.ac.uk).

Dr Marie Griffiths is Director of the Centre for Digital Business, reader at the Salford Business School, University of Salford, UK (m.griffiths@salford.ac.uk).

Dr Maria Kutar is Senior Lecturer in Information Systems, Salford Business School, University of Salford, UK. Director of PGT Programmes in International Operations and Information Management (M.Kutar@salford.ac.uk).
Digital technologies have long been associated with huge data centres, pervasive surveillance, and the ability to replicate and instantly distribute information globally, and these conversations have been part of the public sphere since the 1960s (Nissenbaum 2010). The concerns then were of massive databases on standalone computers under the control of government and large institutions. Rapidly changing technologies, in particular those related to mobile, distributed and ubiquitous computing, have altered the digital landscape unrecognizably and each decade of technological adaptations has with it different associated privacy concerns (Nissenbaum 2010). We ask the question, are we now at a point in time where private and public places are so entwined and blurred, that they are indistinguishable? A current concern is how privacy, surveillance, social media and social relations, are being informed and informing large scale cultural shifts; Trottier and Lyon (2011) refer to Bauman’s (2000) notions of the ‘liquid modernity’ of these shifts. Bauman suggests that modernity shifts from a solid to a liquid phase, which means that social shifts cannot serve as scaffolding for human action and life strategies. Trottier and Lyon argue against this notion and say that it is not entirely shapeless, as the constraints of structural and institutional facilitators have not simply melted away. There is a need to form a central focus around which we can examine impact of changing technologies and cultural shifts, which has inspired the Day in the Digital Life Project (DDL). The focal point of the DDL project is to create a lightweight, repeatable methodology to quantity an individuals’ digital footprint over a 24-hour period (Fletcher el al 2012). The development of a methodology will enable the quantification of individual’s digital footprints at various points in time and regions, enabling international and longitudinal comparisons, and providing a data set which can inform discussion and analysis of privacy in the information age. The first phase captures an individual’s digital footprint as their presence is recorded by a broad range of surveillance and communications technologies over a 24-hour period. The second phase uses a wallet analysis approach to generate baseline digital identity, which will be the focus of this paper. The combination of these will enable the quantification of change to the digital footprint. Moreover the footprint which emerges provides a solid representation of an individual’s digital self, enabling examination of how it is surveilled, and its changing public / private nature.

1B) “Media Practices and Social Change: Rethinking Concepts of Publics in the Digital Age”

Margreth Lünenborg is Professor of Journalism Studies and Director of the International Center of Journalism at Freie Universität Berlin, Germany (margreth.luenenborg@fu-berlin.de).

Christoph Raetzsch has recently finished his dissertation on “Journalistic Practices and the Cultural Valuation of New Media” at the Graduate School of North American Studies in Berlin, Germany (Raetzsch@gnas.fu-berlin.de).

The confrontation of a predominantly political public sphere with ubiquitous publicness in social media challenges the identification of the public with political prerogatives and with a normative ideal of deliberation. As the media of communication diversify and become embedded in many quotidian social practices, the forms and structures of public discourse change toward more heterogeneous, agonistic and dissonant formations. One decisive consequence of this ongoing social change is that journalism’s pivotal role in creating publics for issues of broader concern is no longer a given. Instead, the simultaneity of professional and non-professional modes of public communication creates new social orders in which dissonance and conflict account for the value of public discourse in general. Instead of bemoaning the demise of journalism in this new confusing communication environment, our paper develops a theoretical model of a dissonant public, in which the heterogeneity of media practices is interpreted as an important dimension of current social change.

The connection between media and social change is integral to understanding how new media technologies are domesticated in new routines of communication. The concept of ‘media practices’ describes change as an ongoing process of transposing routines of actions (as cultural resource, performative procedure, narrative form) to new contexts. Media practices thus account for varying levels of agency both on the individual and the collective level. Because not every kind of mediatized articulation can claim relevance for constituting a (political) public, media practices establish a link between individual acts of appropriation and collective structures of articulation. In this view of publics as (communicative) practice, the prestructured routines of online social networks, for example, do not
necessarily infringe on individuals’ ability to articulate, organize and mobilize collective interests. Because media are embedded individually as social practices, structural restraints can also serve as resources for new forms of agency and empowerment.

In our paper, we propose a theoretical model that promotes cross-cultural comparison of how quotidian media practices of individuals change processes of public communication, agency and political articulation. At the core of the model is a critical development of practice theories, such as Nick Couldry’s concept of ‘media as practices’, structuration theory, and recent research on the ‘mediatization’ of everyday life worlds. Specifically, we are interested in how media practices on the individual level contribute to and shape collective processes of mobilization, political activism and the formation of political subjects.

1B) The Public-Private Sphere: the Constant Oscillation between ‘Public’ and ‘Private’ Oriented Communication on Twitter and its Power Relations
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Some public sphere research tends to rely on Habermas and the idea that political deliberation ought to be characterized by ‘impersonal’ kind of communication, in which the participants are supposed to represent particular interests in society rather than themselves. But there are also attempts to deconstruct this notion and instead emphasize the desire for private oriented discourse and individualized, personal and semi-informal communication in all kinds of public contexts. However, the Web gives proof of communication that makes this analytical dichotomy somewhat outdated. A social media service such as Twitter could be viewed as a public-private sphere due to its constant oscillation between public and private oriented communication. Despite the great number of studies about social media, including Twitter, there is need for more empirical research and detailed analyses of their assumed discursive transformation of the traditional public sphere.

Thus, the purpose of the paper is to empirically examine the communicative character of the budding public-private sphere of Twitter. The empirical material consists of a network of tweets, generated by three Swedish elite users (a Minister, journalist, and PR-practitioner) during three days (18-20/2-2014). The analysis focuses on their cross-professional communication as well as their interactivity with other users/twitter accounts. The study seeks to combine general public sphere theory, network theory (Cardoso 2012) and Bourdieu’s (1998) field theory with the method of critical discourse analysis (CDA) and the concepts of genre and discourse type (Fairclough 1995: 76-78). The twitter articulations are embedded in different genres, which emanate from the users’ different professional belongings and/or personal backgrounds, which, in turn, give rise to various discourse types, i.e. hybrid combinations of genres which become more or less public/private oriented. The study demonstrates the ways in which the strategic and/or spontaneous twittering provide the three selected users with more or less power in various situations, depending on whether or not the communication is more or less public/private oriented. More precisely, their management of the public-private divide generates various extents and kinds of cultural and symbolic power; on Twitter, within their particular profession/field of expertise, and/or in society as such.

1C) Analyzing Social Media Platforms
Moderator: Niels van Doorn

A socio-technical approach to studying participation spaces
Ella Taylor-Smith is currently a third-year, full-time research student, in Edinburgh Napier University’s Institute for Informatics and Digital Innovation, UK (e.taylor-smith@napier.ac.uk).

The field of eParticipation has historically looked to Habermas’ (1964) Public Sphere concept as a model for deliberative democracy, supported by the Internet. More recently, authors like Baym and
boyd (2012) have discussed the Public Sphere in terms of the relationship between social use of online spaces and political action. In parallel, ideas about democratic activities have been widened by identity politics and concepts like Bennett’s self-actualizing citizen (2008). In this context, of moving from the ideal to the observed, this paper describes the use of a socio-technical framework to create holistic models of participation and eParticipation. These models can provide new insights into the relationship between the social, technical and economic elements of online and offline spaces and the democratic participation of people and groups.

Three case study groups are actively working to influence their local councils and environments. A socio-technical approach is used to explore the groups’ use of online and offline spaces. Ethnographic methods are used to get to know the groups and identify participation spaces for each. These spaces include meeting rooms, public places, social media or other webpages and email communications. People’s use of participation spaces is observed directly, online and offline. Their ideas and expectations about the spaces are further explored through conversations and interviews. Participation spaces vary according to their level of publicness, their economic model and behavioural norms such as formality/informality, as well as their relationship to the Internet. Each of the groups’ participation spaces is investigated as a network of people and technologies: for example photographs on social media pages, taken and displayed by phones, are shared in a meeting.

A Socio-Technical Interaction Network (STIN) approach (Kling et al. 2003) is used to analyse data and create models of the use of each participation space. First, the heterogeneous elements of each space, including people, groups, technologies, resources and expectations of behaviour, are identified. Next, the analysis explores how these elements fit together, systematically identifying technical, social and economic influences. The STIN approach is particularly useful for identifying the contexts of important relationships and current exclusions in each participation space. This paper highlights the advantages of using the STIN approach to investigate the myriad factors affecting activist and community groups’ use of online and offline spaces for participation. The models describe the practices and trade-offs of day to day participation, rather than idealised deliberation or social media revolutions.

1C) Self-reflection in privacy research on social network sites
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The increasing popularity of social media, in particular social network sites (SNS), has been a source of many privacy concerns. To mitigate these concerns and empower users, different forms of educational and technological solutions have been developed. Developing and evaluating such tools, however, cannot be considered a neutral process. Instead it is socially bound and interwoven with norms and values of the researchers.

The goal of the paper is to make the researchers’ role transparent by highlighting five self-reflective questions when defining a privacy problem and developing solutions. To do this we draw on key lessons that were learned in an interdisciplinary four-year research project spanning various computational approaches, media and communication studies, sociology, educational studies, law, and behavioral economics. In the project we study and address security and privacy problems in SNS, with the aim of increasing users’ awareness and control over their online information and underlining the responsibilities of service providers and third parties. Moreover, we develop and evaluate different sorts of privacy technologies, such as access control models, feedback and awareness tools and encryption tools, as well as educational packages. By highlighting different self-reflective questions
during the research process, we argue, that it is possible to obtain the goal of making this research process more transparent.

The analysis is framed within the Science and Technology Studies (STS) perspective. Instead of focusing on the technical features of technologies, STS articulates and analyzes how they are culturally and socially shaped. Specifically, in this paper, we focus on how privacy technologies and educational packages are shaped in the different steps of the research process. When developing solutions, we delineate two main stages: first one defines the problem for which one wants to develop a solution, and second one develops the solution. In both stages, different decisions need to be made. It is with regard to these decisions that we propose the different self-reflective questions. First, we discuss the defining of the privacy problem, pay attention to which actors are involved when defining the privacy problem and whether it is defined as a property or as a human right. Second, we focus on the solution for a problem defined earlier and discuss the issues related to increasing awareness and changing attitudes and behaviors. Finally, in the discussion, we propose a procedure, called “tool clinics”, for further practical implementations of the proposed approach.

1C) Social Media Studies: Demarcating a new interdisciplinary research field
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Nasrine Olson, Social Media Studies research group, University of Borås, Sweden.

Research relating to social media is still freshly evolving, therefore lacking solid institutional frame. Put bluntly, we are still struggling to understand how we ought to understand socio-cultural and socio-technological dimensions of platforms dealing with user-generated content. This paper is, as far as we know, the first attempt at describing the larger entity of social media research. We will start our analysis with a bibliometric overview in order to characterize the fragmented entity of social media research. The first few articles on topic seem to have been published in 2004. Research publications have expanded in quantity rapidly since then and cover a wide range of disciplines.

Social media research can be divided into 3 clusters. The first of these is oriented toward technological development. The second is concerned with social media as an instrument for marketing. The third of these, here called Social Media Studies (SMS), builds on traditions developed within the human and social sciences. It is this cluster that is the focus of the remainder of the paper. SMS is characterized as fragmented in four different aspects are identified and discussed: Societal value, Disciplines, View of technology, Unit of study.

In the conclusions of this paper the case is made for enacting SMS as an interdisciplinary research area. Involved researchers within the human and social sciences need particular arenas such as conferences, workshops, research groups and journals in order to counter current tendencies of fragmentation and polarization. Given such a development, this third cluster could and should serve as a substantial theoretical resource for research within the other clusters. Involved researchers in the first and second cluster have usually very little schooling in the complexities of “the social” even though this always appears as a guiding concept. SMS need not only improve organization within itself, there must also be strategies concerning the larger area of social media research.

1C) The Politics of Group Formation on Facebook: A quanti-qualitative approach to the study of connective/collective action
David J. Moats is an ESRC funded PhD Candidate in Sociology at Goldsmiths College, UK. Co-editor of the Centre for the Study of Invention and Social Process (CSISP) (d.moats@gold.ac.uk).

Recent studies of social movements and social media have proposed that activist groups need no longer be defined by a shared identity or a cohesive message but only by the "connectivity" of the medium (Bennet and Segerberg 2011). Social media platforms allow participants to share, often contradictory, personal claims, which are then aggregated, rather than synthesized "collectively". Yet, others (Gerbaudo 2014) insist that some notion of collectivity or shared intentionality persists beyond these micro-practices. So are activist groups best analyzed as a set of organizational practices or in terms of
shared identity or even ideology?

In this paper, I will make the case that this debate is largely a product of methodological tensions between quant and qual, macro and micro. Researchers tend to either perform a macro quantitative analysis of traceable practices and group dynamics or a micro qualitative analysis of the discursive content of messages, both of which produce very different conceptions of groups. To help bridge this gap, I will propose a potential ‘quanti-quali’ method (Latour and Venturini 2011), which allows fluidly zooming from the text of individual posts to relationships at the aggregate level. I will use this approach to analyze a set of Facebook Pages representing anti-nuclear groups and nuclear PR companies in the UK.

This involves combining two bi-partite network graphs 1) a social network connecting individual posts to users who interact on them and 2) a co-word network words and phrases to posts that they co-occur in. The two networks are then joined at the posts which are arranged into columns: users on the left, words on the right and posts in the centre arranged by timestamp. This map allows the researcher to clearly see the dynamic relationship between participation and content – which users gather around what types of content over time.

Using this tool, I find that groups on social media do not explicitly define themselves through programmatic statements (“we are ___”, “we believe ___”) but they are constantly defining themselves relationally to other groups, objects, events, public figures, through sharing and commenting about news stories, petitions, videos etc. It is through these little debates about the framing of external content that the group’s boundaries are policed. I also find that the design of Facebook encourages the promotion of certain types of content and modes of participation at the expense of others.

**1D Economics**
**Moderator:** Jeroen de Kloet

**App Economics: On mobile marketing and user acquisition**
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The advent of smartphones radically changed the production, circulation and usage of mobile games. Games have become “apps” and in a matter of years new market entrants such as Apple, Google, Amazon and Samsung are dominating a multibillion-euro market segment. Compared to developing games for “traditional” mobile game platforms operated by Sony and Nintendo, the new online marketplaces for apps (or “app stores”) are relatively open to new entrants, signalling the democratization of cultural production. With minimal financial investments, game developers are able to quickly develop and publish a mobile game, resulting in the availability of hundreds of thousands of games. As a result, for game developers the discoverability of mobile games has become a significant barrier to generate revenue. In addition, over the last three years the dominant revenue model for game apps has shifted from a paid-for or “premium” model towards free-to-play model. Over 90% of mobile games in app stores can be downloaded free of charge; revenue is derived from in-app-purchases and advertising.

Drawing on political economic theory this presentation focuses on mobile games played on Apple’s “iDevices” (i.e. the iPhone, iPod and iPad) and discusses how developers grapple with the issue of discoverability and increasingly rely on social networks and mobile marketing platforms to aggregate users. It is argued that mobile marketing practices associated with the industry practice of “user acquisition” tie in neatly in with a social media logic that is constituted of the elements of programmability, popularity, connectivity and datafication (Van Dijck & Poell, 2013). This contribution aims to offer a deeper insight in how both mobile platforms and social media platforms affect the operations and economics of mobile game production and how power relations among industry actors are reconfigured. Drawing on interview data collected from over 30 companies from the Netherlands, Finland, and the United States, specific attention is paid to the new role of mobile game marketing platforms such as Chartboost, AppLift, and Glispa. Contrasting traditional mass media marketing
campaigns raising brand awareness for premium games, mobile advertisers offer developers a set of tools to “acquire users” for their free-to-play titles. That is to say, mobile game advertising has become an elaborate and quite complex process of targeting users via mobile apps (e.g., Facebook, Twitter, mobile browsers and games).

1D) Virtually Taking Public Space to the Bank: Banking-App Design and Making a Market out of Everyday Social Spaces

Dr. Matthew Tiessen is an Assistant Professor in the School of Professional Communication in the Faculty of Communication and Design at Ryerson University, Toronto, Canada. Research Associate at The Infoscape Research Lab: Centre for the Study of Social Media (mtiessen@gmail.com).

Banking’s going mobile and becoming social. Today your smartphone is your own personal and portable bank vault, allowing you to access, deposit, and transfer the ever-morphing debt instruments we refer to as money with a light caress of your screen and a deliberate tap on an imaginary digital button. Our devices are allowing money and debt to achieve what money’s always “desired” (Tiessen, 2014) – ubiquity, immateriality, infinite accessibility, and instantaneity. Connecting banks with customers’ mobile devices allow the social relationship between banks and their creditors and debtors to become more granular. This is primarily a one way street defined more by the banks’ access to user-generated content than by customers’ desires. Through mobile devices and social networking, the pre-existing power asymmetries between banks and their customers are further extended in the bank’s favour. By providing customers with the appearance of access and interactivity, app-based banking allows the financial system to extend its ability to track, surveil, influence, and control credit-seeking populations.

Today in Canada, 70% of Canadian smartphone owners have banking apps on their devices. I will examine the design and operation of smartphone-based banking apps offered by Canadian banking institutions to objectify the ways these mobile and virtual credit portals moderate consumers’ relationship to their online accounts. My objective is to figure app-based banking as the recent manifestation of the dematerialization of debt and credit, of the financialization of everyday life, and of the integration of capital with an individual’s everyday social lives. Moreover, as banking apps function as mobile surveillance and data-mining aids for the banking industry we can imagine a future wherein banking apps figure as digital portals to a networked environment of credit-driven competition wherein banking and paying debt itself becomes “gamified,” giving rise to a more perfect integration of banking, digital labour, credit production, and desire-fulfillment.

Since borrowing money, receiving credit, and manufacturing debt are all synonymous with the ex nihilo manufacturing of money, I will argue that the extension of banking services onto smartphones manufactures yet another market – a mobile market – that enables the banking system to colonize social spaces in between more conventional points of exchange. Banking and money’s flows, then, are accelerating, filling in the gaps that till now have remained free of financial transaction. Public space, in other words, is increasingly becoming banking space and our social lives, in turn, are literally becoming something we have begun to bank upon.

1D) Integrating social networks in a lobbying campaign: the case study of Intermarché, a supermarket chain

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On December 10, 2013 the European Parliament voted against a ban on bottom deep sea trawling. What appears to be a victory for the fishing industry, and in particular for Intermarché group through Scapèche, the fishing division, almost turned into a defeat after a social media campaign launched by the NGO Bloom. Everything begins on Nov. 4, 2013, when the NGO Bloom learns that the vote on the deep-sea fishing is scheduled on December 9 at the European parliament. The NGO distributed flyers at the
European Parliament in Strasbourg and purchased billboards in a Paris’s station. Intermarché focuses its action on politics by elaborating newsletters through the lobbying firm « G Plus Europe ».

On Nov. 18, 2013, a French illustrator, Pénélope Bagieu, published a comic explaining the deep sea trawling technique on her blog\(^1\) and point directly the finger at Intermarché. This campaign quickly becomes viral and transforms the Intermarché lobbying campaign into an image one. The company had secured the politicians support, according to opinions expressed such as the French Minister of Fisheries, Frederic Cuvilier, who said at a conference: “We are not in a comic book, but in an economic reality with jobs involved.”\(^2\) Bloom has successfully managed to mobilize people to such an extent that the decision of Parliament will lead more comments on social networks than the cartoon.

The petition launched with the comic, gathered 827,000 signatures and forces Intermarché to reach out to NGOs since the company decided to stop deep-sea bottom trawling below 800 meters by early 2015. This case raises the question of how NGO Bloom came to this result considering the fact that Intermarché has so far, through its lobbying, a favorable situation. To answer this question, we analyzed the 44,226 tweets talking about Intermarché and deep sea trawling with the intelligence software Visibrain. We also analyzed newspaper articles and the communication of the different actors, Scapêche, Intermarché, Greenpeace and Bloom.

Intermarché failed to communicate with the public, leaving scope to the NGO Bloom. In addition, the company probably did not have a strategic monitoring process enabling it to detect such a crisis. By doing so, it has won on field of lobbying, but lost on the public opinion field. This is a clear case of an absence of social media strategy in a lobbying campaign.

1D) Sponsored stories as an invasion of the lifeworld. A focus group approach to the attitudes and awareness of Facebook users

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Advertising products and advertising revenue have increased in social media platforms such as Facebook, LinkedIn and Twitter after their IPO filing. Ad revenue increased with 50% for Facebook, but it doubled for Twitter and LinkedIn if we compare their revenue streams with the year prior to their IPO. We theoretically frame this advertising increase as a colonization of the lifeworld of social media users. We research the expansion of the system world in the form of increased personalization, amount of advertising and use of personal data in persuasive content. We approach Facebook as a case and research how users experience this colonization.

The focus of our research is to understand how 18 year olds engage with Facebook and what their attitudes about privacy and advertising are to understand if and how users experience colonization in everyday life. The data collection consists of a series of six focus group sessions (May 2013), with a total of 78 respondents and on average 13 participants per session (lasted one hour), and the audio recordings were transcribed and analyzed with Nvivo. Since the topic is technically complicated and prone to misconception, we created a different ex ante situation for four focus groups to test if awareness changed their attitude. They received an introductory course about advertising on Facebook. Prior to the course/interview, users were asked to identify advertisements on a screenshot of Facebook’s News Feed in order to measure their awareness of ad units on this medium.

Preliminary results: Facebook was primarily used to keep up to date with news, hobbies, friends, schoolwork and instantaneous communication and agenda setting. It is an all-in-one medium that respondents find hard to do without because everybody else is on it. Respondents were able to recognize advertising without understanding the process in all focus groups. Awareness of the process did not change their attitudes towards advertising, which was seen as a necessary nuisance that could be ignored or blocked with applications.

\(^1\) http://www.penelope-jolicoeur.com/2013/11/take-5-minutes-and-sign-this.html

\(^2\) https://twitter.com/jerome_n/status/406405427380097024, traduction by the author.
Conclusion: The increase of advertising and use of their personal information and UGC does not influence users’ Facebook experience. The invasion of the system world is not felt as such or at least not yet for as long as this process does not interfere with the lifeworld in any tangible way. This raises questions for future research; have 18 year olds already taken this colonization for granted or is it too hard to understand the consequences thereof?

1E Global Protests 1
Moderator: Stefania Milan

Expanding a Scope of South Korean Media Strike in 2012: Network Analysis of the Issue Framing on Twitter
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This study investigates how the scope of conflict is expanded through an interactive and discursive process on Twitter in terms of dimensions of issue dominance. Twitter is used as a political platform enabling political actors and groups not just to participate in the political process, but to “control the expansive power of conflict that determine the shape of the political system” (Schattschneider, 1960, p. 17). As Schattschneider (1960) suggested, expanding the scope and the extent of the conflict is not additive process; but rather process of displacement of issue frames. This paper aims to see how the original frame of a conflict loses its dominance and is replaced by new ones. The case examined involves the media strike against the government’s suppressive journalism policies in South Korea, begun on January 30, 2012 and lasting until July 7, 2012, which exhibited tensions and changes as a consequence of the widening involvement of people in the strike.

To examine how the extent, the scope and the control of the media strike had changed, this paper utilizes networked framing theory, and employs social and semantic network analysis, which allows the researcher to understand the associative network of political actors, a major concept of the strike and its related ideas, as well as the strength of these relations. Specifically, this paper explores how “particular problem definitions, casual interpretations, moral evaluations and treatment recommendations attain prominence through crowdsourcing process” (Meraz & Papacharissi, 2013, p. 22) using Tweets and Retweets collected between January 30, 2012 and July 7, 2012. Multiple keywords are used to collect data on Twitter, which are # Media Strike, #Surveillance, #Media independence, and # the 19th election for National Assembly, and investigates what other concepts and words were associated to these keywords in the networked framing process.

1E) Fighting against the ball: communicative spaces of twittered protests
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The Akademikerball [ball of the Academics] is an event for German-national Associations, many of its attendees are members of far-right organisations in Europe. The public institutions of the city support it by providing public spaces for the event (the symbolically charged Hofburg) and protect the ball participants from those who demonstrate against the event. Beyond the debates about the ball and the permission to hold it in the Hofburg, on the evening of January 24th 2014 the center of Vienna was a hot zone. The continuous report of violent clashes between police and claimed antifascist demonstrators extended along hours, across the streets, and over the social media, in real time. Protests and citizen social action challenge the understandings of communicative spaces. The combination of mobile devices, social network sites and the struggle for political visibility breaks the traditionally stable conceptions of public space, of media of communication, and of the political languages of protest.

This paper responds to the need of new theoretical models and methodologies by avoiding the dichotomy between media-centered and place-centered approaches. The communicative spaces are
taken as fields of cultural production. Protests against the Akademikerball in Vienna show how media, place and social practices integrate in the formation of complex communicative spaces. Touristic spots are under curfew, and the public squares are taken to express disagreement, order or resistance. The conflict and the geolocated tweets, the overlapping of places and practices, of communications and structures collide and define a complex territory of visual and textual constructions of place, a whole geography of media activity integrated by a myriad of social activities. The complexity of discourses meeting and struggling across the communicative spaces is analyzed using the model suggested by Adams and Jansson (2012) that distinguishes four dimensions: representations, structures, textures and connectivity. This paper is part of an ongoing research about governance of communicative spaces that started by testing the model on cases of crowdmapping and the Spanish protests involving the 25s “rodea el Congreso”. The corpus is formed by tweets containing the most popular hashtags #nowkr, #wkr, and #akademikerball and there, the four dimensions are explored. Findings show that the model applied is very useful to understand the social media practices across the boundaries between the physical and the virtual; and that in spite of the different mapping conditions between the Spanish #25S and the Viennese #nowkr both communicative spaces have many interesting similarities.

1E) The coup that flopped: the role of Facebook in a grassroots political action in the Czech Republic

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The potential of social media to serve as an instrument of political activism has recently become a popular subject of academic enquiry. Across the world, social network sites such as Twitter, Facebook or YouTube have been increasingly utilized as instruments of protest movements, demonstrations or attempted revolutions. However, while these events have proven the ability of social media to become a catalyst of collective action, their real-life effects on processes of social and political change have been often disputed. At the same time, SNSs have been incorporated by the established political actors and power holders as tools of political marketing and propaganda, challenging thereby the widespread hopes about the emancipatory and democratizing potential of these new communication platforms.

In this paper, we use these contradicting arguments surrounding the contemporary discourse on new media and civic participation as a springboard for our own empirical case study, in which we attempt to explore the course of online mobilization and the relationship between online and offline political engagement related to the attempted "coup" within the Czech Social Democratic Party in 2013. During this coup, directly following the 2013 Parliamentary Elections, several party members tried to depose the chairman and aspiring Prime Minister Candidate, Bohuslav Sobotka. However, after a few days of political turmoil, the coup was eventually fended off, following the wave of public outrage and Facebook-organized, non-partisan support activities for Sobotka.

Using a combination of content and discourse analysis of communication from the sample of over 2500 comments posted on the Facebook profile of the Czech Social Democratic Party, as well as of the special Facebook group established to support Mr. Sobotka, we attempt to demonstrate that: a) grassroots social media mobilization, real-life demonstrations and critical coverage in news media mutually supported each other’s agenda of criticism of the coup; b) framing the events by the Facebook users in terms of (im)morality instead of political affiliation helped rally support among voters of otherwise competing parties; c) a major reason for the extent and the success of the protests was the fact that the immediate and emotional nature of the protest is well suited to the social media discourse, which lends itself to communication of affective messages and compelling narratives.


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In societies where mainstream media is controlled by the state, social media has proven emancipatory for the subaltern in providing a platform to communicate and express their anxieties. In this context, due to the major role that social media play in igniting social movements and uprisings, it has been hailed as an alternative form of public sphere, at times more important than the material urban spaces. On the other hand, it has been argued that real change only happen once events unfold in the material urban space, and social media depend on these events for the images that they produce in order to have material to broadcast. In this instance, due to the loosening monopoly that the state has on flows of information, their hold on material urban space is challenged as well. The democratization of both public spheres is taking place, and the state is playing catch up in the social media game.

Since 2007 to present, there has been an upsurge of protests happening in Kuala Lumpur, Malaysia, in contrast to sporadic events happening over previous years since achieving independence in 1957. These protests share the common trait of actively utilizing social media as a means of mobilization, as spearheaded by the Bersih movement in 2007. Social media are used from the beginning, for igniting awareness, to real time protest communication, and finally as forum for discourse post-protest. Post Bersih 2.0 in 2011, the police had responded to this flood of imagery by releasing their own version of the story, via a video released on social media. In the recent protest against rising living costs, the state's news agency, Bernama, uses the hashtag '#guling' (topple), instead of the hashtag used by the organizers themselves, '#turun' (down/go down).

I am using that hashtag as a departure point for this paper, where I am interested to investigate the state's effort at catching up with social media, from blatant attempts to police it outright, to having 'Cyber Troopers' monitoring and countering statements made by activists and opposition parties, and finally the softer approach of monopolizing it via setting up various interest groups. I will focus on the evolution of this attempt, and situate it within the political context of postcolonial Malaysia, to explore the changing dynamics of interaction between the state and the subaltern, and how this translates into the imagery of public sphere.

**1F Openness, Transparency**
Moderator: Steve Paulussen

**Open Data and Empowering Intermediaries. Why and how the Open Data Movement wants to transform Journalism**
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There is an interesting link between the spread and diversification of ‘open initiatives’ (like the Open Data or FOSS Movement) that aim to transform social relations and institutions and the growing importance of ‘computational’ or ‘data-driven’ journalism. To date, however, the relationship between activists and journalists has not been subject to a lot of research. In this paper, I examine the way in which the German Open Data Movement through their concept of ‘empowering intermediaries’ tries to influence journalism. I critically interrogate the normative conceptions central to this type of ‘openness advocacy’ and the role of the software tools employed in this form of activism.

My research shows that empowering citizens is the major goal of activists in the Open Data Movement. For them, Open Data – raw government data that is openly available for anyone to access, use and redistribute – represents a potential ‘democratization of information’ that enables citizens to better understand and control their governments and gives them more opportunities for participation. However, activists recognize that the empowering potential of Open Data is dependent on the existence of ‘suitable’ intermediaries that make raw data accessible and enable or encourage participation of citizens. ‘Empowering intermediaries’, in this sense, should not only be able to handle large data sets, they should also mediate with the public in an open and transparent way. This can mean, for example, that they give access to raw data if possible and allow contributions from citizens. Activists’ conceptions can in this way both reinforce the position of traditional journalists as intermediaries, while at the same time impact on journalistic values and expand their practices.
In the paper I will discuss how these activists have a dual function in public space. On the one hand, activists act as intermediaries themselves, regarding themselves as ‘civic developers’ working in citizens’ interest. They build applications – so called ‘civic apps’ – that are supposed to make governments more transparent, open and accountable. On the other hand, they aim to change established intermediaries, namely NGOs and institutionalized journalism by co-operating with them, but also by challenging their professional autonomy through their values and the civic apps that are developed to propagate them. My research aims to show this by drawing on a combination of qualitative content analysis and interviews with members of the German Open Knowledge Foundation, a key actor in the German Open Data Movement.

1F) Goldmine or a source of misery? Determinants of success and failure of crowdsourcing in journalism

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In 2009, the Guardian made 457.153 pages of documents with declarations of the Members of Parliament public on their website. A total of 20.000 readers got hold of these expenses, reported the interesting outcomes, which then were published by the Guardian. This distinctive example of making use of the public can be referred to the concept of crowdsourcing. Crowdsourcing can be defined as ‘A system of constructing a story in which journalists request data, analysis or other assistance from audience members’ (Singer et al., 2011: 204). The collaboration between the Guardian and the audience revealed several political scandals. Furthermore, the editors would never have had the time and manpower to go through all those documents with information. This example of The Guardian is often cited as the prototype of a successful application of crowdsourcing in journalism (Pleijter, 2013). Determinants of success in this case was the subject matter, which concerned all UK citizens, the way the Guardian motivated the audience to participate, kept their attention and the degree of transparency and the technical framework they used in this process (Andersen, 2009; Brabham, 2013).

In the Netherlands, there are similar cases where the audience assisted in the journalistic production process. A prime example comes from the public news broadcaster NOS, who requested their audience to inspect and report about the annual budget of the Dutch government on newsworthy changes and the possible impact these changes could have on everyday life. Unfortunately it can’t be determined whether this crowdsourcing initiative was successful. In fact, empirical research on the use of crowdsourcing in Dutch journalism is lacking and is also rare outside the Netherlands (Vehkoo, 2013).

Therefore this study provides a case study of Dutch crowdsourcing projects of the national public broadcasters NOS Net, Altijd Wat Monitor and Input the regional broadcaster RTV Noord-Holland Hete hangijzers (Hot issues). We interviewed all responsible editors concerned, analysed the content of the publication platforms and policy documents to answer the question: What are the determinants of failure and success of crowdsourcing in Dutch journalism?

The preliminary results indicate a strong similarity in the vision of crowdsourcing. Crowdsourcing ensures that news stories created with the help of the crowd are richer and more complete than stories produced solely by the journalist and their traditional sources. The level of success depends strongly on factors like the described vision, subject, motivation, time, budget and expertise.

1F) Making Analytics Public: really useful analytics and public engagement

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Bold claims are frequently made about what the analysis of big data might tell us about ‘the public’. People’s web and social media use generates a vast source of data which, it is suggested, can be mined for new insights into how publics behave and what they think, feel, and prefer. At the same time, critical commentators have rightly pointed out that access to analytics tools, to the data itself, and to relevant forms of expertise is uneven and that we are seeing the emergence of new digital inequalities and the private enclosure of digital data (boyd and Crawford 2012, Kennedy et al forthcoming).

Drawing on an action research project which assessed the value of analytics as a way for public sector organizations to know and engage their publics, we argue in this paper that if analytics is to serve the public good, it needs to become more public itself, in three main ways. First, analytics needs to be available to the public to use. Analytics tools and data must be accessible to public organizations and groups and open to public uses and purposes. Second, analytics should be open to public supervision. Whereas the code, algorithms, and methodologies behind analytics are often proprietary and black-boxed, we argue that they should be public so they can be scrutinized and debated. Third, we argue that analytics should be rethought as a more participatory process. Analytics should not just be viewed as a way for experts to track and know the public with ever-greater precision, but can also be understood in more participatory terms, as offering the means and forms of representation by which publics can come reflexively to know and constitute themselves in new ways. In this view, ‘the public’ as a collective subject is something that needs to be imagined and constructed through forms of representation (Barnett 2008).

We suggest that thinking of analytics as offering a way for publics to constitute themselves means, as John Durham Peters (1995: 16) argues, that ‘in acting upon symbolic representations of “the public” the public can come into existence as a real actor’. In this way, we reflect on the ways in which analytics and their visualizations and algorithms might serve the public good. We call this ‘really useful analytics’, adapting cultural theorist Richard Johnson’s concept ‘really useful knowledge’ (1979), which he saw as both self-defined and empowering.

1F) Properly informed? An analysis of consumption patterns in an algorithm-based mobile news application.

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Since the rise of mobile news consumption, audiences are offered abundant updates on current events, wherever and how often they want. Still, this endless stream of information tends to become overwhelming, hence welcoming automatically learning recommendation algorithms to filter what is relevant for each individual user. However, it could be argued that algorithm news brings about a monoculture of lighter forms such as lifestyle and entertainment, rather than offering a well-balanced diet of current affairs.

In this study, we elaborate on the process and outcomes of a media innovation project, inquiring the value of such recommendations as assessed over the course of a month by a panel of 105 test users. In collaboration with a team of creative research engineers, a test environment was designed, logging each individual action with the mobile application. The designed app was continuously filled with branded news items, provided in real time by both commercial broadcasters’ and publishers’ newsrooms. We report on the analysis of consumption patterns and user appraisals of recommended news, comparing them with self-reported news preferences. In fact, it appears there is a substantial gap between both types of data: what users actually consume (i.e. lifestyle) does not reflect what they report to find important (i.e. politics, domestic news and foreign affairs).

More specifically, our experiment was based on three test conditions, with news updates based on (a) self-reported news category preferences, (b) a self-learning algorithm based on individual
content consumption, (c) a self-learning algorithm that supplements the content consumption with contextual information (i.e. time of day, type of device). Per set of three item consumptions, each user was automatically prompted to assess whether the previous recommended item was either interesting or not (thumbs up or down). The ratio of these logged ratings functioned as dependent variable. After two weeks, the results indicate the content-based algorithm to outperform self-reported preferences and the context-based version, although preliminary data analysis suggests the latter to improve over time.

In discussing the results, we explicitly focus on the tension between declared user preferences, consumption behaviour, and the notion of an informed citizen, which might discord increased algorithm-based selections of news diets.
Social media are increasingly entangled in contentious matter; and contentious or uncertain situations - “when no one knows what to do, when unprecedented kinds of consequences make themselves felt” - are precisely where publics come into their own (Marres, 2012: 56). Social media platforms and their politics (Gillespie, 2010; Van Dijck, 2013) are implicated in issues relating to commercial interests, privacy, censorship, identity and so on; at the same time, established notions of publicness and publics are being unsettled via these same entanglements. Social media hold the potential to rearrange the way we participate as publics and experience publicness. Our experiences of publics and publicness can of course range in emphasis in relation to their entanglements with the physical and the digitally mediated. In effect, sites of contention can circulate predominantly within digitally mediated spaces, physical spaces or achieve a similar presence across multiple spaces. Questions therefore arise with regards to how such sites of contention come into being, what the roles of different people and things are in their unfolding, through which methods we can study these phenomena, and what theoretical equipment we need to interpret them.

This panel brings together both senior scholars and early career researchers from the Social Media Research Group at Queensland University of Technology, Australia. Each of the five papers pays theoretical and methodological attention to the entanglements of social media with shifting notions of publics, focusing particularly on moments or sites of contention (or disconnection), where these notions are most uncertain and open to redefinition. They do this through a range of methodological approaches by which sites of controversy, connection and disconnection can be understood - including social media analytics, mapping and visualisation, ethnography and discourse analysis. The papers engage a range of theoretical paradigms to illuminate different aspects of processes of contention, including those rooted in studies of scientific controversy, the politics of identity and nationalism, the dynamics of cultural chaos and crises, and the practice and politics of journalism. The sites of empirical investigation range from dominant Western platforms such as Twitter, Facebook and LinkedIn, through to powerful sites such as Weibo in China and niches of subcultural activity within those. Through these diverse approaches, the panellists aim to open up debate regarding how we might come to understand the role of social media in public modes of deliberation (or disagreement), and the processes by which matters are deemed to be settled, or not.

2A) Hashtag as hybrid forum: Controversy mapping, digital methods and the case of #agchatoz
Jean Burgess (Associate Professor of Digital Media, CCI, QUT) & Theresa Sauter (Postdoctoral Research Fellow, CCI, QUT).

This paper reflects on a project that uses digital methods to investigate how controversial issues - and issue publics - are being constituted via the contemporary media landscape. We demonstrate how social media data can be used to identify and track the emergence of new sites of uncertainty and public concern across science, technology and popular culture, and the ‘ad hoc publics’ (Bruns & Burgess, 2011) that form around them. Using this approach, we present an exploratory analysis of the Australian agricultural community’s hashtag #agchatoz, which works both as a source of ‘speculative examples’ and exemplifies the concept of “hashtag as ‘hybrid forum’” (Callon et al, 2001).

2A) The Emergence of Trending Topics: The Dissemination of Breaking Stories on Twitter
Axel Bruns (Associate Professor and ARC Future Fellow, CCI, QUT) & Theresa Sauter (Postdoctoral Research Fellow, CCI, QUT).
Twitter is widely recognised as a key medium for the dissemination of breaking news. Bruns & Burgess (2011) describe how ad hoc publics form, especially around shared hashtags, as events and issues become more widely recognised, and Hermida (2010) and Burns (2010) both describe this as Twitter’s “ambient news” function - always in the background, until trending stories push it into the foreground. What is less understood are the early moments of such ‘trending’, before hashtags and other mechanisms define a new story as breaking news. This paper explores these early processes: by tracking the dissemination of links to Australian news sites on an everyday basis as part of the ATNIX project (Bruns et al., 2013), we were able to trace the shift from sharing to trending from the very first links being shared on Twitter to the subsequent widespread dissemination of trending topics. We use innovative visualisation techniques to show the dynamics of this transition and to map the networks of interaction which emerge onto the overall Australian Twittersphere.

2A) **Public service media and social media: interactions and impacts**  
**Brian McNair** (Professor of Journalism, Media and Communication, QUT).

This paper explores the accumulating evidence of social media impacts on democratisation and political reform processes. With reference to recent political crises in the Middle East and post-Soviet Europe, and to ongoing political tensions in Asia, the paper asks if social media can be credited with a significant redistribution of cultural power from elite to mass, or ‘publics’, in countries where strict communication control regimes have hitherto prevailed. Building on Cultural Chaos (McNair, 2006), and drawing on current research on Communication and Political Crisis, the paper assesses the ‘effects’ of social media in relation to the emergence of embryonic public spheres and popular protests against authoritarian governments.

2A) **In the name of nationalism - reproducing Guangzhou’s geo-identity on Weibo**  
**Wilfred Wang** (PhD Candidate, CCI, QUT)

The territorial dispute between China and Japan over the Diaoyu Island (the Senkaku Islands in Japanese) in mid-2012 triggered nationwide nationalist protests in China. Guangzhou, the capital city of the southern province Guangdong, was one of the main protest sites. With nationally shared outrage against the foreign force (Japan in this case), cyber nationalism was also exploited to draw attention to Guangzhou’s local identity. By collecting and studying data from Sina Weibo, China’s most popular social media, this study investigates how Guangzhouers negotiate their rights and duties through Weibo and how local identity is reproduced within a context of strong nationalism.

2A) **Towards a Theory of Disconnection and Social Networking Sites**  
**Ben Light** (Professor of Digital Media Studies, QUT)

Connection and connectivity have become significant areas of emphasis in our definitions of SNS and in our understandings of how these technologies are used. Based on qualitative interviews with a variety of people who engage with a diverse range of SNS I will put forward an alternate reading that emphasises disconnection as integral to our lived experiences of SNS activity. From my analysis, I have developed a theory of disconective practice. Disconnective practice refers to the potential modes of human and non-human disengagement with the connective attempts made possible with SNS. These modes of disengagement sit in relationship to our experiences of a particular site, between and amongst different sites and with regard to these sites and our physical worlds. Disconnective practice highlights SNS as operationally contradictory whereby connection and disconnection coexist and can be mutually necessary.
A wide variety of scholars have highlighted the intense online activity that accompanied the Tunisian and Egyptian uprisings of early 2011. While most of these scholars emphasize that offline protest communication and mobilization was ultimately more important for the success of the Arab revolts than online activity, they agree that social media functioned as essential components of the larger protest configurations. Castells (2012) and Bennett and Segerberg (2012, 2013) argue that the ‘sharing’ of easy to personalize ideas, images, and resources through social media platforms was at the heart of the protests. In turn, specifically focusing on the Egyptian revolution, Lim (2012) argues that social media, especially Facebook, helped to broker connections between previously disconnected groups, and to spread shared grievances beyond activist circles. Similarly, Gerbaudo (2012) sees Facebook as a key channel for sharing grievances about the Mubarak regime, and as a vital platform for ‘constructing a choreography of assembly’ to facilitate offline mobilization.

Although social media are considered important, relatively little research has been done on the actual content and dynamics of the social media protest exchanges. There are a few studies available that examine the Twitter communication around the Tunisian and Egyptian uprisings (Lotan et al. 2011; Papacharissi & de Fatima Oliveira 2012; Poell & Darmoni 2012). However, much of this communication had a transnational character, connecting activists, bloggers, and journalists around the globe. Indigenous online protest communication, which especially took place through Facebook, decidedly remains underexamined. Beyond the discussion of a few individual Facebook posts, no systematic research has been done on the exchanges that were made through this platform.

This panel presents a project that pursues such research. It examines from different disciplinary perspectives the communication on the ‘We are All Khaled Said’ Facebook page, the most important and active Facebook page in the lead up and during the Egyptian revolution. All of the data exchanged during the lifetime of the page, from June 2010 until July 2013, has been collected through Netvizz, a data collection and extraction application (Rieder 2013). This data set, consisting of 14,072 posts, 6.8 million comments, and 30 million likes by 1.9 million users, not only allows us to gain insight into the contentious Facebook communication before, during, and after the revolution, but it simultaneously provides a window on the development of political sentiments during this turbulent period in Egypt.

2B) Studying Facebook Pages as Political Platforms

Bernhard Rieder is associate professor of New Media and Digital Culture at the University of Amsterdam (rieder@uva.nl).

This paper addresses the question of how to use digital methods to study very large Facebook pages that function as platforms for political debate, mobilization, and coordination. Focusing on the Arabic language version of the "We are all Khaled Said" page, one of the largest cases in point, it proposes an approach that combines the analysis of medium-specific markers, such as liking and commenting, with textual analysis, in order to characterize a political venue that received tens of millions of interactions from nearly two million users. Behind the desire to make sense of the particular case at hand lingers the question of how to gain a more in-depth understanding of the role Facebook pages can play for political movements through mixed method designs that combine quantitative and qualitative elements in different ways. The articulation between "close" and "distant" reading will receive particular attention. The computational analysis of user distribution, temporal patterns, and textual data will thus be related to the selection and interpretation of individual items. The goal is to show how a nuanced and contextualized approach to a very large dataset can enhance our understanding of the actual political dynamics playing out on a Facebook page and inform our appreciation of the political significance of that platform.
2B) Facebook Polls as Proto-Democratic Instruments
Rasha Abdulla is associate professor of Journalism and Mass Communication at the American University in Cairo (rasha@aucegypt.edu).

The organizational skills of the We Are All Khaled Said page administrators played an important role in the Egyptian revolution before and during the initial 18 days. Over the course of several months, the page gained wide credibility, partly because the events it posted were always well organized, and the users’ opinions were taken into consideration in planning them. The administrators polled their users, asking them to vote for their place or time of preference for the next protest. The polls were not always electronic; sometimes, they were in the form of an open-ended question. The thousands of responses would be read, tabulated, and the results provided by the admins. This presentation looks at the dynamics of interaction on such polls, and the role they played in teaching Democracy 101 to potential protesters.

2B) Facebook in the Midst of Revolution
Thomas Poell is assistant professor of New Media and Digital Culture at the University of Amsterdam (poell@uva.nl).

This paper investigates how the ‘We Are All Khaled Said’ Facebook page was involved in the Egyptian uprising. While various studies have argued that the page played a crucial role, in the run up to the protests of 25 January, little systematic research has been done on the content of the page. This paper presents such research. It examines what kinds of messages were exchanged through the page, and how these messages aimed to contribute to processes of protest communication and mobilization. The research specifically focuses on the period from 1 January until 15 February 2011, covering both the weeks preceding the uprising and the revolt itself. For each day during this period, the three most engaged with posts, as well as the most engaged with comments on these posts, have been translated and coded. The analysis of this material shows that the page played different roles over the examined period. As recognized by various studies it functioned as a key platform for mobilizing protesters, strategically coordinating protests, and uttering grievances about the Mubarak regime. Moreover, the page constituted a crucial space for solidarity building among the opposition, and for discussion about government actions. Yet, as the analysis shows, it is also a space that can be easily hijacked by government supporters, in their efforts to undermine the protests. The particular functions fulfilled by the page in the different stages of the uprising, depended on the interaction between the page administrator(s), the only one(s) who could send posts, and the mass of commentators.

2B) Language and identity on Facebook: the case of Kullina Khaled Said
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When writing on social media platforms such as Facebook, Arabic speakers have different options as to the language they use. In the diglossic situation of the Arab World, Standard Arabic was always the language of choice for written communications. However, with the advent of social media, which are considered to be more informal platforms, many users choose to write in their dialect, or in a mixture of dialect and Standard Arabic. Moreover, either the Arabic script, or the Latin script can be used to write Arabic. Some of the factors, which play a role in the choice of a language variety and script, are related to identity, such as the age and education of the author, the ideologies expressed in the posts, religion, and nationality. This paper explores how language use and identity interact on the Facebook page “We are all Khaled Said”.

2B) A page and its politics: Situating Kullina Khaled Said in Egypt’s ideological landscape
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An important aspect of the contextualization of the data in this project concerns the extent to which the posts and comments reflect a certain ideological tendency. Throughout the page’s lifespan its admin was accused of belonging to one or another ‘trend’ in Egyptian politics; some called him an agent of Western neo-liberalism, others made him out to be a Muslim Brotherhood ‘terrorist’. But of course this page was more than its admin; any assessment of the page’s orientation must look at its community of commenters and likers. An analysis of positions taken in the posts and comments in regard to domestic and international politics should tell us whether this was a broad platform that transcended ideological divides or whether it is justified to categorize this page in terms of political orientation. Vice versa the nearly 7 million collected comments provide a window on the rise and demise of political actors and the development of political alliances over the past years.

2C Global Activism
Moderator: David Nieborg

Serial Protest Activists: Unpicking the Global Network of Political Activism
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Marco T. Bastos is the NSF EAGER postdoctoral research fellow at HASTAC of Duke University, USA (marco@toledobastos.com).

In this paper we introduce the concept of serial activism to capture and extricate present-day transnational movement entrepreneurship through an examination of cross-national protest communication on Twitter. Exponential discourse networks of political activism burst onto the scene in the wake of the demonstrations in the Arab world (late 2010 and 2011) that forced rulers out of power in Tunisia, Egypt, Libya, and Yemen. These political events reportedly inspired the subsequent Indignados movement in Spain and the Occupy demonstrations in U.S. cities that later spread to other cities around the world. Ironically, while countries in North Africa and Middle East were in the grip of a revolution to bring in elements of representative democracy, many political upheavals in the West occurred as citizens were turning away from political parties.

We employed a mixed-methods design to a dataset of 20M tweets related to nearly 200 instances of political protest. The distinct political agendas populating the broad spectrum of movements were articulated in a global media ecology of self-publication and scalable mobilization that was instrumental for sparking the upheavals. Therefore, distinctions between these instances of political unrest are located at the ideological and not at the tactical level. In fact our data shows a considerable level of cross-pollination between users dedicated to political activism around the world. We found that 17% of users that tweeted messages with the hashtag #freeiran, 3% with the hashtag #freevenezuela, 15% with the hashtag #jan25, and 6% with the hashtag #spanishrevolution also tweeted messages with the hashtag #occupywallstreet.

In our analysis, we monitored 193 political hashtags from July 2009 to July 2013. The political movements considered for data collection cover the entire range of the political spectrum and took place across five continents. The dataset thus spans four years of online political activity and includes nearly 20M tweets (19,879,893) posted by 2.5M unique users (2,657,457). Of them, 100 were identified as being active across multiple instances of political unrest. They were subsequently approached with request for in-depth interviews. The interviews considered the intricate interplay between political activism and social media usage. Our objective has therefore been to inquire into users’ personal and political lives, concerns, and struggles with institutionalized power. The reported results will provide a baseline for scholarship grappling with the rapidly shifting architecture of political activism from a representative, hierarchical, and party-based system towards a decentralized, horizontal, and network-based mode of political engagement.

2C) Challenging traditional politics Partido X & the collision of public fields in Spain
Chris van der Heijden, PhD, is a historian and journalist. He teaches at the Utrecht School of Journalism, The Netherlands (chris.vanderheijden@hu.nl).
Around the same time that the Arab Spring broke out, in Europe and in the United States a movement with similar traits arose. Although this movement is mostly associated with Occupy, in Spain it is called 15-M (May) or Indignados. The 15-M movement is not only important because it stood at the basis of the European Occupy-movement, it is also important because offers the most promising follow-up of that movement by forming new political ‘organisations’ as Partido X. These parties challenge traditional politics by using new methods and new technologies and constructing a new/old public space.

Research on public space and public opinion in Spain is interesting because in this country both phenomena are relatively young. Until Franco’s death (1975) a ‘public’ space in the modern sense almost didn’t exist and long after the dictator’s death this space in Spain was not very public because it was completely dominated by a few political parties and its allied newspapers. The most important of these ‘public opinion blocks’ were formed at one side by the socialists (PSOE) and the newspaper El País and at the other side by the christian democrats (PP, AP) and the newspaper El Mundo. Public television generally followed the course of the government. Since a couple of years, these blocks are losing grip, not so much because the leading newspapers are taking distance from ‘their’ political parties but more so because new ‘fields’ are emerging. Independent television channels form one of these fields. New political movements growing out of 15-M form another. Together they construct a different public space.

Especially interesting in the appearance of new public fields is the denial by 15-M (and Occupy) of the dominant field as localized in Parliament and the leading media. 15-M brought this about by occupying public spaces, literally and by using different media. Partido X is now seriously preparing its participation in the elections of the European Parliament (May 2014). In the meantime the party is bombarding Spanish society with heterodox ideas about politics, public participation and the future of the country. This is not the most interesting aspect of it. That is its completely diverging method, using real space, la plaza, and new media. Based on field work, interviews and literature I will sketch the origins, development and leading ideas of Partido X, discuss new fields in Spain’s public space and discuss public space as a collision of fields.

2C) Organised labour and social media in times of protest

Lina Dencik is Lecturer at Cardiff University’s School of Journalism, Media and Cultural Studies in the UK. Fellow with the Center for Media and Communication Studies (CMCS) at the Central European University in Budapest (DencikL@cardiff.ac.uk).

The power of social media is said to be in the spontaneous and unpredictable ways in which networks of protest and solidarity can emerge. Commentators have attributed social media with key functionalities for contemporary activists as these platforms are presented as nurturing new forms of bottom-up, inclusive and horizontal movements of resistance. This has created a different kind of protest environment in which media practices and organizational structures are said to have become more diversified, individualized and decentralised. Much attention has been paid to the significance of this in shaping contemporary forms of popular resistance and uprisings, from the Arab Spring to Occupy to Gezi Park and beyond.

However, much less attention has been paid to how existing structures and institutions of resistance such as trade unions and labour organizations are engaging with this new protest environment and the ways in which social media gets integrated into broader practices of organizing and campaigning for workers rights and conditions in such a context. At a time when corporations are increasingly becoming powerful political players, infringing upon and effectively using influence to redraw workers’ rights, and governments can no longer be seen to be able or willing to protect the interests of their working citizens, labour movements have had to develop a wide and complex range of activities to organize and meet these new challenges. Social media can arguably be said to play an important role in this broader transformation of the labour movement as worker resistance takes on an increasingly multifaceted and complex form that moves away from the traditional corporatist model of formal and informal political party affiliation.

However, social media platforms equally present new challenges and tensions for trade unions and labour organizations as they attempt to integrate social media practices into a very different
existing and deeply entrenched protest and organizational culture. Drawing on empirical research into a number of recent union campaigns and protests as well as interviews with organizers and union activists, this paper will look at how social media has been used by labour movements and explore some of these tensions, highlighting some of the limitations and problems with social media for organized labour in times of protest. In particular, it will explore issues around short-term advocacy, ephemerality and simulation of protest, as well as questions around the notion of ‘authenticity’ as a narrative for social media driven activities. This will introduce some significant insights into the possibilities for sustained resistance to the ongoing corporate exploitation of labour in the current context.

2C) Padres y Jovenes Unidos: Exploring Internet use and the cultural work of performance among counterpublics

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Padres y Jovenes Unidos is a multi-issue organization started by people of color in Denver who work for educational justice. It first began as a parent group that organized to remove a principal who refused to end the practice of disciplining Mexican children by forcing them to eat their lunches from the floor of the cafeteria. High school students later became involved in organizing for student immigrant rights. Then, linking with national efforts through Internet-based outreach, those in Denver were successful in reaching a groundbreaking agreement with the Denver Police to limit the role of police in schools and to work toward removing racial disparities in scholastic discipline. This case study explores a Youth Participatory Action Research (YPAR) effort that provided support for high school students involved in Padres y Jovenes Unidos who sought to utilize social media to rally their fellow students in support of these efforts and to garner support among their parents and communities.

Utilizing Michael Warner’s (2002) concept of counterpublics, this paper considers the ways that these students involved in Padres y Jovenes efforts envisioned the audiences to which they addressed themselves in the creation and use of social media to campaign for this effort. It also considers the applicability of Bennett and Segerberg’s (2013) logic of connective action in this case, considering the extent to which the new capability of online networks provided greater efficiency or fundamentally changed preexisting social movement efforts. The paper argues that sustainability remains a challenge for small and flexible groups such as Padres y Jovenes, particularly in relation to Warner’s vision of a public that must be constituted and re-constituted regularly and that must provide a means for both timely and punctual responses to efforts.

2C) “Weibo, WeChat, and the Transformative Events of Environmental Activism in China”

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The emergence of China and the advent of social media are two events that rupture the world as it is and force us to rethink activism and public spaces. Exploring the thousands of environmental protests annually in China, often performed on a mediascape dominated by social media, suggests new conditions of possibility for activism and the need for adoption of new methods and tools for understanding the myriad practices of activists in China today that exceed the strictures of governmental control and offer hope for different futures. This essay theorizes emerging practices of citizenship and inventive imaginings of public spaces supplemented by social media.

Moving beyond dated architectural metaphors, fenced-in pre-approved “free” speech zones, and eclipsed rights that guarantee nothing but moribund public spaces and an apathetic people, we want to embrace here wild public screens, places full of risk, without protection, without guarantees. Displacing
the public sphere and its ossified attributes is necessary in order to account for the practices of activism people perform on myriad wild public screens.

From Shanghai’s Nanjing Road to Times Square, from Tokyo’s Shibuya District to London’s Piccadilly Circus, from TVs to iPhones, from computers to iPads, public screens are ubiquitous. In comparison to the rationality, detachment, embodied conversations, and compulsory civility of the public sphere, public screens highlight dissemination, images, hypermediacy, spectacular publicity, cacophony, immersion, distraction, and dissent. Exploring how images eclipse words, image events displace books, glances replace gazes, speed shatters contemplation, immersion erases objectivity, broadcasting drowns out dialogue, panmediation trumps mediation, and distraction erodes focus as a mode of perception highlights public screens as contemporary venues for participatory politics and public opinion formation that offer striking contrasts to the public sphere.

In moving from the public sphere to wild public screens, we pay attention to activism beyond institutional approval and control. Environmental activism in China provides a compelling case study. Instead of neglecting environmental activist practices in China because China is not a democracy, focusing on wild public screens pushes us to explore how environmental activism is practiced in China and how citizen practices form publics that hold the government accountable and foment social change. In our exploration, we analyze how Chinese environmentalists deploy Weibo, WeChat, and other social media platforms in their activism.

2D News & Social Media
Moderator: Ansgard Heinrich

“I can have an opinion without being like, the internet has to know”: How space matters in social (news) media
Tim Groot Kormelink is a PhD Candidate in Journalism Studies at the VU University Amsterdam, The Netherlands (t.grootkormelink@vu.nl).

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It has been claimed that news is becoming a shared, social experience (cf. Hermida et al. 2012; Purcell et al., 2010). “If searching for news was the most important development of the last decade, sharing news may be among the most important of the next,” wrote Mitchell and Rosenstiel in 2011. News, however, has always been social: long before the advent of social media, people made small talk about the news at the water cooler, and discussed it while watching the news together on the couch. Second, without seeking to minimize the impact of social media, our audience research suggests that news consumption on Facebook and Twitter is supplemental. The research participants do regularly encounter news in their Facebook feeds, but they usually do not experience news as an important part of Facebook, and, conversely, do not experience Facebook as an important part of their news use. While Twitter generally also plays a limited role in their news diet, Twitter users do appear to be more welcoming to news. This result highlights the importance of differentiating between social networking sites and their respective genre conventions.

Between 2011 and 2014, 113 people were interviewed in an everyday setting about their news use, employing such qualitative research methods as sensory ethnography, ranking exercises, and the think-aloud protocol. The experiences of a wide spectrum of research participants were included: younger and older users, laggards and early adopters, and light and heavy users. The results show how space matters in news use: by the water cooler, people use news as fodder for conversation, but on Facebook, news becomes part of the user’s identity. The research participants showed a marked hesitancy about engaging in liking, sharing and commenting on the news. Displaying an awareness of the (potential) publicness of these practices, they worried about “what others might think”. Why should they share their news interests with “all and sundry”? What is more, they showed concern for their privacy: what exactly happens when you click on a share button? Rather than “share” the news, several
participants preferred to “link” the news, i.e., copy and paste the article’s URL. As these acts of linking are not registered by news organizations, web metrics do not accurately reflect the (re)distribution behavior of users.

2D) Online Remediation of the News on the Eurozone Crisis by the Eurosceptic-Populist Party True Finns
Niko Hatakka is a PhD Candidate at the Department of Political Science and Contemporary History at the University of Turku, Finland (nthata@utu.fi).

The paper explores how populist euroscepticism – a political discourse historically excluded from the Finnish public sphere – has found its way to the mainstream via online remediation and politically motivated reframing of the news flow. My research addresses the transformation of discursive public space, in which web-communication and traditional journalism have become tightly interconnected parts of the political public sphere. Due to the rise of social media, news on politics and social issues are no longer being merely broadcasted, but as the paper enlightens, they are being remediated and ideologically reconfigured through individuals’ online commentary of the news. This enables activists and fringe politicians to get more involved in the framing and public contestation of policy options within their political communities.

The relationship between journalism and eurosceptic-populist online remediation of the news is analyzed in the context of the on-going Eurozone crisis. In the paper a compilation of the populist party True Finns parliamentarians’ blog-texts, Facebook-updates and tweets from the years 2010–2014 is subjected to qualitative textual frame analysis in order to answer the question of how the news flow on the Eurozone-crisis has been diffused into populist rhetoric, argumentation and anti-EU advocacy. By utilizing Robert Benford and David Snow’s theory on social movements’ framing processes, the findings suggest that politically motivated online remediation of the news increases the eurosceptics’ framing power at the cost of reducing the journalists’ and the political elite’s control over public discourse on European integration. In the paper it is further elaborated, how this type of research approach could be used to better understand how networked counter-publics contribute to the formation and political utilization of alternative spheres of knowledge.

2D) Bigger than the brand. Journalists, social media and audience relations
Piet Bakker is Professor Cross Media & Journalism at the School of Journalism and Communication at the Technical University Utrecht, The Netherlands (piet.bakker@hu.nl).

For journalists, their network has always been an important asset; their Rolodex, phonebook and contact-list gave them access to sources and information. Because it was a private network, it also gave them a competitive advantage over competitors. A whole industry of deep background off-the-record information, trusted sources, anonymous spokesmen and mysterious leaks could be traced back to this network.

These private networks still exist but have been expanded and partly substituted by public networks. Politicians and other public figures can ‘skip’ traditional media by using social media to communicate directly with audiences; journalists can expand their network with sources, audience members and colleagues by using these same media. In many cases the journalists themselves become more popular than the media they work for. Almost every broadcaster and newspaper in the Netherlands now employs journalists who have more followers – and more interactions with the audience - than the media they represent. Sometimes this concerns the editor-in-chief of the medium, but in most cases it concerns columnists, prolific reporters or foreign correspondents.

In this research we focus on this expanded network and how journalists deal with this position based on their online popularity. We argue that in these cases individual journalists ‘become’ the media brand, and often even bigger than the brand. They change from professionals into celebrities. An unwanted by-effect of this popularity is that they also have to take the blame for mistakes media are claimed to make or for opinions these media are taught to hold according to members of the audience. This includes taking abuse– ranging from name-calling to death threats -, and dealing with trolls and online stalkers.
We track journalists from regional and national newspapers and broadcasters. We compare their popularity with that of their employer, but more important we investigate how they communicate with audience members, what topics they discuss, the way they communicate with followers, whether they are seen (and react) as celebrities or journalistic professionals, and how they deal with criticism and abuse.

Theoretically, this research must be seen against the backdrop of media and communication within the public sphere becomes more personal and direct; we are particularly interested in the consequences these developments might have for media, they people they employ and public communication.

2D) Serendipitous news consumption. A mixed-method audience-centred study on mobile devices
Kristin Van Damme is a research and teaching assistant at Ghent University, iMinds-MICT-Ghent University, Belgium (Kristin.VanDamme@UGent.be).

Cédric Courtois and Jorre Afschrift, iMinds-MICT-Ghent University – Belgium.

As a consequence of media convergence, news production and consumption are substantially liquefying (Murray, 2003). This especially holds up for news items, which have become transferable commodities that are no longer inherently tied to a specific platform. In recent years, mobile news consumption has increasingly permeated individuals’ news consumption repertoires (Picone, Courtois, & Paulussen, in press). Hence, the main purpose of this study is to gain insight in the serendipitous find of mobile news, with an emphasis on mobile news consumption through social media. Based on existing models of serendipity (Sun, Sharples, & Marki, 2011; Rubin, Burckell, & Quan-Haase, 2011), the role of serendipity in mobile news consumption has been investigated.

The study elaborates on the relation between serendipity in mobile news and (1) specific news types, (2) the news interests of the consumer, (3) the location and (4) the device used by the consumers. A second topic is the difference in the experience of serendipity between different groups of mobile news consumers. A multi-method user-centred design was set up to investigate these topics, combining four research phases: (1) a guiding cluster analysis on news consumption (N = 1279), (2) in-depth interviews (N = 30) on news habits, followed by (3) a week in which the news related activities of the respondents are being followed through diaries and device logging and (4) a debriefing to confront the respondents with their news consumption patterns.

The data analysis shows that three groups of mobile news consumers can be distinguished. A first cluster of omnivores is predominantly characterized by a digital news diet originating form multiple sources. Each of them experience news serendipity differently. They frequently experiences serendipity through the use of social network sites. Second, a cluster of traditionalists is discerned, which mainly sticks to traditional audio-visual outlets, while rarely engaging in mobile news consumption. To them, serendipity is mostly experienced on the tablet, through social network sites or the scanning of news websites. Finally, a third cluster is composed of stumbleurs, not routinely engaging with news, albeit usually digital in nature when they do. The smartphone is the preferred device and they experience serendipity through scanning of news websites.

Results show that news serendipity is mostly experienced at home for all three of the groups and the greatest part of serendipity is directed towards lighter news types and the types of interest from the consumer.

2D) Public Interfaces of Science Topics – News and Tweets
Moritz Büchi is a research and teaching associate in the Division on Media Change and Innovation at the Institute of Mass Communication and Media Research, University of Zurich, Switzerland (m.buechi@ipmz.uzh.ch).

For most people, media are their main source of scientific information. Services such as Twitter offer new ways to disseminate and debate research-based knowledge. How are scientific topics being discussed on Twitter? And in traditional news outlets? Who are the central players? What does the
network structure tell us about the diffusion of topics? How are web resources and other users referenced in tweets with scientific content?

The interface between the science community and the public is shifting – from traditional news outlets to originally web-based services (Brossard & Scheufele 2013, Brossard 2013). For the empirical analysis, the old and new web are represented by traditional news websites and Twitter, respectively. Others have stressed the importance of Twitter for «science 2.0» (e.g. Darling et al. 2013). The dominant functional role of Twitter is not entirely solidified (van Dijck 2012), therefore the structure of tweets and the network constellation of users is analyzed. News websites are selected based on a classification by Weber & Monge (2011). Related Twitter research has e.g. been conducted by Bruns & Burgess (2012) and Veltri (2013). The unique feature of this analysis however, is a dynamic linkage between tweets and online science news – this avoids an ex-ante restriction on a specific issue (e.g. nanotechnology).

A dynamic setup automatically collected online science news articles, extracted topic key words using latent Dirichlet allocation (Blei 2012), and scraped the Twitter API for matching tweets over the course of five weeks. The data comprise 965 news articles and 72,469 tweets. Methods include topic modeling, bag-of-words based co-occurrence analysis (Grimmer & Stewart 2013), multidimensional scaling, social network analysis, and sentiment analysis.

Major topics in the period of data collection are space (e.g. water on Mars), the Nobel Prizes, the U.S. government shutdown, breast cancer, and climate change. The prevalence of mentioning other users and linking to Web pages in tweets points to a recommender role of Twitter. The mention network of users shows some conversational aspects but a pronounced and unidirectional focus on big traditional players such as The New York Times. Science news is on average more positive in tone than tweets, which in turn experience much greater sentiment variation. The contextualization of science issues (term co-occurrences) differs for some topics while it is essentially the same for others. The empirical results and the literature review insights are synthesized in a bigger picture to foster future research.

2E Rating, Selecting, and Criticizing
Moderator: Beverly Skeggs

2E) Social media and the commonification of TV criticism.
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This paper investigates the way that social media have given a renewed impetus to TV criticism. Websites like Entertainment Weekly or TVline.com not only offer TV criticism by TV critics but they also offer ample opportunity for fans to debate their favorite TV shows, part of what Graeme Turner has called "the demotic turn" in contemporary media. Whereas academic scrutiny of this demotic turn has tended to focus on the issue of democratization and the valorization of subjugated knowledges, relatively little attention has been given to how this has affected taste cultures. Through a detailed analysis of audience reactions to The Walking Dead this paper argues that we see a protoprofessionalization of TV criticism, with audience members offering increasingly sophisticated analyses of TV shows. But contrary to the "subjugated knowledges" thesis we witness a hybrid form of popular critique, that is as much informed by standards set by the culture industry as it is by other standards. The paper ends with a discussion on what this means for the new cultural commons that is emerging, and the type of cultural knowledge that it produces.

2E) Manual and semi-automated user-generated content selection and integration in radio-mediated environments
Asta Zelenkauskaitė is an Assistant Professor of Communication at Drexel University, USA (az358@drexel.edu).
In the past decade, users have been encouraged to participate via various outlets – texting, Facebook, Twitter, resulting in increased amounts of interpersonal content but also content submitted to mass media outlets. This poses challenges to content collocation and meaningful integration. Due to increased numbers of contents, in addition to manual ways to select contents, some parts of the content selection integration are entrusted to automated technological applications. This study analyzes manual and automated sides of content selection and integration practices in a commercial Italian hit radiovision station RTL 102.5 relying on gatekeeping as a theoretical framework and its implications to content selection.

Automated agents and tools in large-content contexts have been extensively used to facilitate various mechanical tasks. Robots (bots) can be dated back to Internet Relay Chat. Wikipedia contributors extensively deployed bots to clean, protect, and revert content (Niederer and van Dijck, 2010; Linvingstone, 2014). Yet, automated part of content management of user participation is underexplored in mass media settings, notwithstanding some exceptions (Enli, 2007). Given the rise of social media, what are the challenges related to content production in user participation-based programming? How does content integration process shape gatekeeping for media producers in a technology automated content processing environments?

The study was based on a multi-method approach. Semi-structured interviews were conducted with media producers to map the process of content integration. Participant observation was conducted to assess the practices associated with the content selection. Text messages via mobile phones and Facebook sent to this radio-TV program were analyzed in terms of proportion of selected content and content flows over time.

The study revealed that the initial screening of incoming user messages is conducted by media technicians who made decisions regarding content selection. Results showed that only around 30% of user messages get selected for the programming (out of roughly 400,000 messages, over a four months period). Yet, once messages were manually selected, the subsequent level involved software-based messages aggregation and subsequent collocation within the programming. Instead of tailoring individual user contents to predefined contexts, messages’ integration was challenging because of the lack of control associated with the content allocation. This also poses challenges regarding the meaningfulness and the value of user-generated content to the user experience. The semi-automated part of content integration opens the debate on the challenges in increased value creation through user-generated content and questions the gatekeeping process as a human-based decision making outcome from theoretical perspective.

2E) Participatory Media and the Digital Commons: The Social Archiving of Intangible Heritage
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This paper examines how YouTube’s potential to safeguard heritage produces a paradoxical heritage archive with competing ends. YouTube’s global and public access enables the archiving of divergent representations of heritage, fostering greater democratic representation through social media. YouTube is forging a public archive of heritage that facilitates the dissemination of cultural diversity. At the same time, the public archive that is burgeoning on YouTube thrives on a platform that is designed to monetize the labour and communication of its users through the personalization of media. This personalization is structured to capture the perceived private media consumptions of individual users to reap corporate profits.

The dissemination of democratic cultural representation on a commercial platform is explored through the transmission of intangible heritage videos on YouTube. These videos can potentially counter official gendered narratives proposed by nation-states through UNESCO. This questioning of official heritage emerges because YouTube archives videos of intangible heritage uploaded by UNESCO as well as other institutions, individuals, and communities. The storing of UNESCO and user-generated videos is creating informal and dynamic archives that are constantly shifting in accordance with user-generated content and algorithms. Social archiving can call into question the UNESCO-sanctioned narratives of intangible heritage advanced by national governments through stories transmitted in
user-generated videos, metadata and posted texts. This archiving can further challenge national heritage stories by positioning specific videos on fluid lists assembled by search engines through algorithms and user-generated input. YouTube's capacity to counteract UNESCO-supported narratives nevertheless yields to the politics of code. This platform is under the authority of algorithms and policies that Google designs and upgrades to convert the labour and social interaction of YouTube users into corporate profits. The archiving of intangible heritage via new technologies is approached through the case study of the Mevlevi Sema (or whirling dervish) Ceremony of Turkey. Through the Turkish Ministry of Culture and Tourism, UNESCO promotes the Ceremony as practice that is only performed by men. However, YouTube features videos of the religious performances of a contemporary Mevlevi community in Istanbul where women dervishes whirl alongside their male counterparts in public ceremonies.

This research combines performance studies, critical heritage studies, new media, digital humanities and software studies with historical analysis of specific performing arts. Theoretical and historical approaches are interconnected with actual ethnographies of heritage communities, interviews with UNESCO heritage practitioners, virtual ethnographies of YouTube videos and analyses of search engines lists of YouTube heritage videos.

2E) The Politics of Content Aggregation
Patrick Vonderau is an Associate Professor and Senior Lecturer at the Department for Media Studies, Stockholm University, Sweden (patrick.vonderau@ims.su.se).

While digital media scholarship has critically analysed the political use of metaphors in building the Internet (e.g. Gillespie 2010), exploitative forms of digital labor or issues of media ownership (Scholz 2013), considerably less attention has been paid to the role played by new intermediaries in the delivery of cultural content. Dinah Iordanova (2012) has claimed that digital technology has radically challenged traditional distribution models; with digital, our access to media culture is supposed to have become more open and inclusive. Her work adds to a wide-spread notion that with the digital transformation, producers and consumers of media have come to benefit from a process of "disintermediation", that is, from the cutting out of traditional middlemen such as commercial film distributors. Online delivery thus is seen to expand the circulation of independent, alternative, and noncommercial cultural forms. Such visions, however, are seldomly met by empirical evidence, and the purpose of this paper is to critically examine the role played by new intermediaries in the field of content aggregation. Situating content aggregators within a larger and rapidly changing media ecology that includes different forms of content, services, service providers, physical transportation networks and consumer media ecosystems, my talk will specifically compare online aggregators for music and video, such as Tunecore (for Spotify) and Under the Milky Way (for iTunes), in order to identify what appears as a new form of "re-intermediation" rather than disintermediation.

The research presented in this paper is part of an ongoing, collaborative research project entitled "Streaming Heritage: Following Files in Digital Music Distribution", funded by the Swedish Research Council (2014-2018). In accordance with the idea of "following the thing" (George Marcus), the overall idea of this project is to study digital distribution by following digital files rather than those making, using, or collecting them. The sub-study I am currently conducting aims to deliver a "lifespan tracking" of cultural content (online video, as delivered via on demand streaming services to multiple devices) and is based on direct access to the internal analytics of selected VOD providers and on interviews with various market actors such as Google, Netflix, Warner Bros, but even more specialized content aggregators like Under the Milky Way, and in addition, with the European Commission/Creative Europe and major Internet Exchange Points such as Netnod (Sweden) in order to provide a holistic view on the partly (algorithmically) "black-boxed", partly publicly discernible politics of content aggregation.

2F Social TV
Moderator: Jennifer Holt

The Promise and Perils of Social TV: The Voice (USA)
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In popular discourse on social TV, Twitter is heralded as the natural companion to television. In this presentation, I want to problematize this claim by interrogating the use of Twitter in the live shows of the popular reality-TV competition The Voice (USA) over the course of its first five seasons. I trace how the role of tweets/Twitter has changed and reflect on the implications hereof in the relationship between producers and viewers, and viewers amongst each other. Doing so reveals an interesting tension between the potential uses of Twitter for its viewers, and the ambitions of television producers. More specifically, I claim that over the course of these seasons there are two identifiable trends pertaining to social media use in, or by, the show: (1) it decentralized social media usage by gradually directing participation to online platforms rather than to integrate it in the on-air episodes and (2) it made user participation increasingly reactive, encouraging accumulative voting, rather than interactive, by highlighting individual comments, having the hosts and/or contestants respond to them on-air. Both observations are based on qualitative and quantitative considerations of the episodes over time. To make the first trend explicit I consider how the program employs social media, identifying the different relationships between social media and television through a taxonomy provided by Van Es and Müller (2012). Subsequently, I reveal the second trend with the help of a classification developed by Sara Gunn Enli (2013) to examine the degree of viewer influence over the on-air production.

My analysis of The Voice demonstrates how the producers of the show have found a clever way to take advantage of the medium-specific qualities of Twitter in order to transform the viewers at home into spokesmen for the show. Ironically, they are able do so whilst limiting the actual influence these viewers have over what unfolds on-screen. The two identified trends taken together will stimulate a reflection on the promise and perils of social TV. I will propose that social TV is hardly a new phenomenon since concepts like participation, liveness and event TV are all part of social TV, and they all in their unique ways have been employed to help reproduce ‘value’ for programs (Couldry 2003) – as has been done in past television formats.

2F) Adapting – to the individual, to the industry, to information. Algorithmic thinking and audience prediction within Swedish Public Service

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Given the increasing reliance on audiovisual streaming over internet protocols—integrated with platforms for digital sharing—a number of potentials and challenges for media companies have begun to emerge. Audiences can be surveyed in much finer detail, in real time; audience behavior becomes premised on timeshifting, and a pick-and-mix, pull-based mode of discovery. Potentially, this makes audience behaviors even more fragmented. Simultaneously, they become possible to track and even predict, by recursion to algorithmic modes of audience management (pattern recognition of “sociograms,” purely aleatory correlations).

How should PSB actors respond to a surrounding media landscape that is increasingly beset by these “panspectric” (i.e. data-driven, surveillant, cybernetic) modes of audience prediction and audience maximization? While the importance of on-demand services (e.g. BBC iPlayer, SVT Play) grows rapidly, pressure is also increasing as a result of providers such as Netflix and Spotify attracting large audiences. Login-based access to the PSB’s own on-demand services has begun to materialize, making individualized, all encompassing tracking even more feasible. This is important for debates on the future of PSB licensing.

In interview-based fieldwork, I have examined the current attitudes and world-views of Swedish PSB representatives (mainly, line managers) regarding audience tracking and measurement, audience prediction, crowdsourced intelligence, and corporate planning. I have previously explored prototypical services, employed by PSB actors that experiment with panspectric elements (Andersson...
Schwarz & Palmås, 2013). My current fieldwork continues to show that different departments within the PSB corporations tend to have divergent attitudes on this form of media management.

The paper will address (1) internal organizational divergence, routinely manifested in a tension between latent paternalism and panspectrocrism; (2) current tendencies to adopt a “panspectric mindset”—instances when human (manual) information-gathering in social media environments mimics the surveillance practices and cybernetic impulse found within algorithmic corporate intelligence; and (3) the consequences regarding the nature of media content as one of “social objects,” accentuating likeability (suggesting that the act of consumption be publicly flaunted) and shareability (in short, a “viral” capacity).

I conclude that PSB has an exceptional position in that it is guided by an entirely different remit than commercial actors, and hence does not need to “maximize” audiences in the same way—especially so in those Scandinavian PSB systems that do not rely on advertising.

2F) “Social TV: How TV News Programs Are Adapting to the Second Screen?

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Television is much more than what is reproduced in household appliances. Today, television is crossed by Internet and its multiple tools (blogs, social media, chats, websites, forums), forming a nearly indivisible union in which one cannot go without the other. Social media users realize this relationship by using them to inform about TV contents, have access to the news before its diffusion in mainstream media, engage in discussions, or even make jokes out of it, and for the exchange of information with users. The purpose of this paper is to investigate the extent to which television news programs explore the potentialities of social media for promoting participation and interaction among their audiences. It is assumed that the use of interactive resources in social networks by TV news programs increase participation among their followers, be it through comments, share or “likes”, but it seems that not much emphasis has been put into the new forms of bringing television together with social networks.

We carry out an interdisciplinary and comparative analysis in order to establish the differences and similarities between audiovisual and social media discourse. We analyze daily posts on Facebook and tweets of two TV news broadcasts in Brazil and Spain during a 5-week period. Simultaneously, we reproduce the play lists of prime time TV news in both countries and then compare what news topics broadcasted are published in their social profiles with those which are not, as well as determining which topics generates a higher level of interaction. For both countries, results indicate that (a) television news broadcasts are not using social networks effectively to invite their audience to engage in their contents, (b) the topics selected for social media posts are likely to be the headlines in the TV news analyzed, and that (c) public news broadcasts are more likely to publish political topics than private broadcasts in both countries.

2F) Everyone’s Watching It: The Role of Hype in Television Engagement through Social Media

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Katie Prowd is a Research Assistant at the Queensland University of Technology, Australia (k2.prowd@qut.edu.au).

Social media is playing an ever-increasing role in both viewers engagement with television and in the television industries evaluation of programming, in Australia – which is the focus of our study - and beyond. Twitter hashtags and viewer comments are increasingly incorporated into broadcasts, while Facebook fan pages provide a means of marketing upcoming shows and television personalities directly into the social media feed of millions of users. Additionally, bespoke applications such as FanGo and
ZeeBox, which interact with the mainstream social networks, are increasingly being utilized by broadcasters for interactive elements of programming (c.f. Harrington, Highfield and Bruns, 2012).

However, both the academic and industry study of these platforms has focused on the measure of content during the specific broadcast of the show, or a period surrounding it (e.g. 3 hours before until 3 am the next day, in the case of 2013 Nielsen SocialGuide reports). In this paper, we argue that this focus ignores a significant period for both television producers and advertisers; the lead-up to the program. If, as we argue elsewhere (Bruns, Woodford, Highfield & Prowd, forthcoming), users are persuaded to engage with content both by advertising of the Twitter hash-tag or Facebook page and by observing their network connections engaging with such content; the period before and between shows may have a significant impact on a viewer’s likelihood to watch a show.

The significance of this period for broadcasters is highlighted by the efforts they afford to advertising forthcoming shows through several channels, including television and social media, but also more widely. Bilteyreyst (2004, p.123) has argued that reality television generates controversy to receive media attention, and our previous small-scale work on reality shows during 2013 and 2014 supports the theory that promoting controversial behavior is likely to lead to increased viewing (Woodford & Prowd, 2014a). It remains unclear, however, to what extent this applies to other television genres. Similarly, while networks use of social media has been increasing, best practices remain unclear. Thus, by applying our telemetrics, that is social media metrics for television based on sabermetric approaches (Woodford, Prowd & Bruns, forthcoming; c.f. Woodford & Prowd, 2014b), to the period between shows, we are able to better understand the period when key viewing decisions may be made, to establish the significance of observing discussions within your network during the period between shows, and identify best practice examples of promoting a show using social media.

2F) Merely facilitating or actively stimulating diverse media choices? – Public service media at the cross-road

Prof. Dr. Natali Helberger, Institute for Information Law (IViR), UvA, The Netherlands (N.Helberger@uva.nl).

Can it still be the task of public service media to add to the digital abundance, and offer types of content that are almost certainly available elsewhere – providing users are able to find them? Or must the public mission shift from providing diverse supply, to stimulating and enabling users to benefit from the diversity of media content offered, within the repertoire of the public service media, or even elsewhere?

Common to the recent trends in media technology, such as smart TVs, second screen viewing, connected TV, search, personalized targeting and social recommendations is that they put the media–audience interaction central, allowing for a far more differentiated and intensified interaction between the media and the user. The result is a growing orientation towards the user, her social context, her information needs and media consumption habits. The technological advances also provide the media with the means to approach the question of what kinds of contents users are exposed to far more proactively. Interactivity, personalization and tracking of user preferences, but also the possibilities of targeting individual users open up new opportunities to guide or even ‘nudge’ the audience towards more diverse consumption, thereby also actively countering fears about ‘filter bubbles’ and selective exposure. Public service media today are at a cross-road at which to decide of how personal, persuasive and responsive their relationship to the audience should be, and what safeguards are needed to preserve autonomy, privacy and the public sphere.

This paper will conceptualize the possible roles of public service media in adopting a more proactive approach towards diverse exposure and reflect on the normative and ethical benchmarks to consider. After a brief discussion of exposure diversity as a policy goal, and the role that the public service media have played so far, the paper will explore how public service media already is or could contribute even more to pro-actively exposing the audience to more diverse content. It will then offer some reflections on the possible ethical and normative implications, inspired by a growing body of literature about the ethics of persuasion.

The paper will not only advance the academic debate but also provide timely input to a number of influential consultations at the national and European policy level that highlight concerns about
information abundance, attention scarcity, new gatekeepers but also new forms of commercial and public surveillance as well as unprecedented possibilities of filtering and steering users media consumption.
Thursday 19 June

Parallel Sessions 3
9.15-10.45

3A Twitter as an Alternative Space for Sourcing and News Selection
Moderator: Prof. Michael Schudson (Columbia University, New York)

Research shows that a growing number of journalists use Twitter to gather, monitor and share news, information and opinions. If journalists increasingly rely on social media, one can ask whether and how this affects the news they produce. Are social media altering the work of journalists and their daily news products? And the other way around: to what extent are news discussions on Twitter instigated and fuelled by news stories produced by professional journalists working for traditional media? Rather than considering the Twittersphere in opposition to traditional news media, this panel makes the case for research that focuses on the interplay between both media spheres. The central question is whether social media have the potential to break traditional patterns in the journalistic processes of news selection by creating a space for alternative stories and voices. More specifically, researchers in this panel will reflect on how social media are reshaping sourcing practices in journalism, and how this affects the flow and nature of news in the networked public sphere.

3A) Triggering the News, Setting the Agenda.
Marcel Broersma and Todd Graham (University of Groningen). Marcel Broersma is professor of Media and Journalism Studies at the University of Groningen (m.j.broersma@rug.nl). Todd Graham is an assistant professor in political communication at the Centre for Media and Journalism Studies at the University of Groningen (t.s.graham@rug.nl).

This paper both theoretically and empirically explores how people formerly known as sources use Twitter to strategically generate news coverage and to set the public agenda. Based on a large scale content analysis (2007-2013) of newspaper coverage in both tabloids and broadsheets in the UK and the Netherlands, we map the influence of tweets on mainstream news coverage. We focus in particular on tweets that trigger news articles and are thus in itself considered news worthy by journalists. How do various agents like politicians and celebrities use tweets to set the public agenda? What is it about their tweets that make it to the pages of newspapers? More specifically, we examine if journalists embed the use of Twitter in traditional reporting routines of verification, develop new (online) reporting practices or simply rely on social media as sole information source. We contend that Twitter should be first and foremost studied as both a public and private arena in which elite agents negotiate over the power to determine which (political) representations are legitimate.

3A) The conditionality of Twitter’s agenda-setting power
Steve Paulussen, Raymond Harder and Peter Van Aelst (University of Antwerp). Steve Paulussen is an assistant professor in media and journalism studies at the University of Antwerp (steve.paulussen@uantwerpen.be). Raymond Harder is a PhD student at the department of Communication Studies at the University of Antwerp (raymond.harder@uantwerpen.be). Peter Van Aelst is an associate professor in political communication at the University of (Antwerp. peter.vanaelst@uantwerpen.be).

Drawing on agenda-setting theory, this theoretical paper reflects on the capacity of Twitter to influence the news in mainstream media, on the one hand, and the impact of mainstream journalism on Twitter
debates, on the other. The paper presents a theoretical and methodological framework to investigate the mutual influence between the Twittersphere and mainstream news media. The central hypothesis is that the power of Twitter as a news source in mainstream journalism depends on different factors, such as the actor using social media (e.g. celebrities, politicians, ordinary people, etc.), the medium covering the news (e.g. newspaper, news website, radio, TV), the type of issues in the news (e.g. hard versus soft news topics), and the degree of routine involved in the coverage of the news (as opposed to big news events).

3A) Twitter as sourcing tool - connecting people, transforming journalistic practice?
Ansgard Heinrich is an assistant professor in journalism studies at the Centre for Media and Journalism Studies at the University of Groningen (a.heinrich@rug.nl).

This paper examines the relationship between journalistic production and the use of Twitter as information source. While scholars have suggested that social media can assist to serve more perspectives on stories, the body of literature on existing journalistic sourcing practices indicates that journalists till date heavily rely on traditional, elite sources to cover news. ‘Alternative’ views, on the other hand, often appear to remain isolated, confined to the spaces of social media platforms and direct references seem to be missing. Through studying the online and offline coverage of the Egyptian uprisings by Dutch and UK newspapers and their online counterparts, this paper aims to compare if and how Twitter was directly mentioned as a source. As social media are assigned a crucial role in the Egyptian context, can we trace in coverage how news organizations use social media? Specifically, the paper is interested to see if and how sourcing practices might differ online and offline. When journalists can provide direct links or larger amounts of content, does this for example equal greater influx of voices sourced via Twitter to fulfill the promise of a networked public sphere?

3A) The tweeting viewer. The use of Twitter during a current affairs TV program.
Evelien D’heer and Pieter Verdegem (Ghent University). Evelien D’heer is a PhD Student at the department of Communication Sciences at Ghent University (evelien.dheer@ugent.be). Pieter Verdegem is an assistant professor in new media and ICT in the Department of Communication Sciences at Ghent University (pieter.verdegem@ugent.be).

This paper is part of a project titled ‘Agenda Setting in a networked Public Sphere’ and aims to understand the changing relations between politicians, mainstream media and citizens in an election context. The paper studies audience participation in the news production process of a popular current affairs TV program, called Terzake, during the 2014 election campaign. The program is aired five days a week on the specialist, ‘in-depth’ channel Canvas of the Flemish public service broadcaster VRT. The study combines in-depth interviews with Terzake journalists and audience members as well as an analysis of interaction patterns on Twitter. Based on the combination of behavioral data and perceptions of both program makers and the audience, we aim to understand how the relation between them is changing visibly and invisibly. How do program makers perceive their relation with the tweeting viewer (and vice versa)? Do they engage with the audience on Twitter or take offline action based on audience monitoring tools? Hence, how does the audience participate in the news production and consumption processes? Through a case-study approach, this paper sheds light on the influence of real-time online comments on journalistic practices.

3B Prefiguring social media: the culture and technology of 1990s web publishing!
Moderator: Michael Dieter

To prefigure means to be an early indication of something, or to imagine or suggest beforehand. This panel explores how 1990s web publishing innovations, initiatives, technologies and discourses intersect with issues that appear to be unique to a new paradigm of participatory and social media. Where social media histories may center on a succession of platforms (from Friendster to Facebook), or trace the genre’s roots to early social uses of networked computing, these papers find resonances in a
period of web history in which the medium’s capacities for self-publishing were initially explored, built and theorized.

In its very point of departure, then, the panel suggests two correctives to popular accounts of web history and social media's place within that history. First, it rejects the sharp oppositions drawn up between the first and second decades of web development and design, whether articulated as web 1.0 vs. 2.0, publishing vs. participation, read-only vs. read-write, and so on. Second, it emphasizes a view of social media as publishing media, and thus sooner are mediation of practices, technologies and forms of mass media than the extension of personal communication suggested by such terms as “connection” and "sharing.”

Following the insights of media archeology, “to prefigure” may also mean to imagine or suggest differently. The histories explored here provide new critical perspectives on social media in two ways. On the one hand, insofar as they point to particular aesthetic or technological divergences from today's social media platforms, they force us to question what is missing and why - that is to say, they function to some degree as a history of paths not taken. On the other, by detailing the specific circumstances in which antecedents emerged, thrived or failed, they serve as reminders of the contingency of media forms, or how they are subject to various cultural, commercial and technological pressures. Together, the papers thus contribute an historical approach to the ongoing attempt to understand the character and significance of social media.

3B) The estranged subjectivity of insurgent selfhood: Dave Winer, Jorn Barger and the emergence of blogging

Rudolf Ammann was recently awarded a PhD by University College London for his work on the emergence of blogging in the early web. He is Designer at Large at the UCL Centre for Digital Humanities.

In previous publications I identified Dave Winer of Scripting News and Jorn Barger of Robot Wisdom Weblog as the two most central actors in the initial network of weblogs during the formative 1997 to 1998 period. Throughout this period and the preceding years, both of these early bloggers contributed a large number of postings to the web and to usenet. The study of these writings reveals a considerable divergence in the two bloggers’ objectives, yet also a striking congruence in their ideological commitment to the cyber-utopian counter-culture of the preceding decade. In this paper I address the ‘politics of consciousness’ at the heart of this commitment, and its manifestation on the web as a locus of identity production that is dedicated to a sense of quasi-revolutionary, insurgent selfhood. The paper traces such identity production – advocated as ‘integrity’ (Winer) and ‘self knowledge’ (Barger) – to the romantic lineage of American transcendentalism and discusses it as a prefiguration of the ‘estranged subjectivity’ of social media.

3B) Making/Unmaking a Social Web: Historicizing the “Read-Only” Logic of the 90s Web

Megan Sapnar Ankerson is an assistant professor in the Department of Communication Studies at the University of Michigan. Her research interests include new media industries, visual culture, software studies, and web history. She is currently working on a book that explores the commercial development of web design industries and aesthetics during the dot-com era.

Understood as “Web 2.0,” social media platforms are typically distinguished from the “read-only” logic of Web 1.0. Yet, this narrative risks naturalizing technological progress without attending to the complex ways that “social” and “publishing” functions were first negotiated in web production. Drawing on interviews, archives, and trade press, this paper compares two global web-publishing events, “Day in the Life of Cyberspace” (1995) and “24 Hours in Cyberspace” (1996), focusing on the tensions between “social” possibilities and the uncertain role of media institutions. Here, the “read-only” web doesn't accidentally emerge; rather, it constituted a hard-fought victory at the time.

3B) The Platformization of the Web
Anne Helmond is a PhD candidate with the Digital Methods Initiative, the PhD program in New Media & Digital Culture at the Department of Media Studies, University of Amsterdam. In her dissertation she studies the platformization of the web. Her research interests include software studies, platform studies, digital methods, social media, web archives, algorithms and data flows between web platforms.

This paper provides a critical account of the “platformization” of the web, that is the consequences of the rise of Web 2.0 as the “Web as Platform” (O’Reilly 2005) signifying a shift from software applications built for the desktop to web applications built upon the web. Popular social media websites such as Facebook and Twitter are not only built on the web platform, but are also platforms themselves on which others can build by offering an Application Programming Interface (API), enabling a structured exchange of content, data and functionality between websites, services and platforms. In this paper I focus on how websites have historically enabled such exchanges by looking at web-native elements such as RSS and widgets in order to analyze early mechanisms for the syndication of content and the exchange of content and functionality. The aim is to understand changes in the composition of the web by looking at the circulation of content and data flows between various actors from a medium specific perspective.

3B) Cyberspace, the social graph and other legacies of digital utopianism
Michael Stevenson is an assistant professor in the Department of Journalism at the University of Groningen, and a member of the Groningen Centre for Media and Journalism Studies. In addition to his research focus on web history, he is a founding member and contributing researcher at the Amsterdam-based Digital Methods Initiative. He has also created or co-created a number of new media art projects, including The Whatever Button (with Erik Borra) and the social media profile service Elfriendo.com (with Govcom.org).

From cyberspace to Web 2.0, dominant perceptions of the web and its exceptional character would appear to have changed radically in the past 20 years. Where once the web promised to become an electronic frontier exempt from real-world constraints on movement, identity and enterprise, now it is popularly understood as an unprecedented source of social and cultural data - that is, a space in which the real world is made increasingly transparent. Counter to the sense that our understanding of the web has simply been upgraded, this paper argues for seeing continuity in how the web has been imagined. In particular, I examine how powerful concepts like the social graph resonate with assumptions and ideas that characterize digital utopianism as it emerged in the early 1990s.

3C Activist Communication
Moderator: Payal Arora

The role of social media in major public debates: the case of the 2012 student strike in Quebec
Guillaume Latzko-Toth is an Assistant Professor in the Department of information and communication at Université Laval, Quebec City, Canada (Guillaume.LatzkoToth@com.ulaval.ca).

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Spring 2012 was marked by a major social crisis in Quebec that stemmed from massive student protests against the provincial government’s decision to steeply increase tuition fees. As it happened elsewhere (in Turkey, Brazil, Chile, etc.), the issue complexified from the original students’ claims into a substantive social debate on the role of post-secondary education in society. Nicknamed “Maple Spring” (Printemps érable), the strong mobilizations challenged the taken-for-granted assumption of Canadian youth’s lack of interest for political issues and low political engagement. Some works suggest that social media could have played an important part in that phenomenon. Facebook and Twitter, notably, served
as information sources and sharing tools which, while not replacing traditional media, might have been used in a complementary way by young adults to get informed, discuss, and form their opinions.

The paper presents the results of a research we undertook to document those informational practices and to determine to what extent the role of social media in public debates are complementary to the role of traditional media, or whether they reveal emerging informational practices. In particular, and besides the use of social network sites – notably Facebook – as an echo chamber for mainstream media news, we were interested in the phenomenon of spontaneous political conversations that temporarily turn a Facebook post into a microsphere of semi-public debate (with “friends of friends”). Are these practices indicative of a collective appropriation of socio-digital platforms for democratic participation by the so-called “digital generation”? Is this phenomenon transient and only related to the acuteness of the social issue, one with direct potential consequences on young adults’ lives?

The enquiry is based on a series of semi-structured interviews with young adults (students and non-students, N=30) who were aged 18-25 at the beginning of the academic year 2011-2012. The first part of the interview was conventional, with a series of topics ranging from informational habits to political engagement. The second part took place in front of the computer screen, and consisted in the examination of the participant’s Facebook activity log around specific dates, over a whole year period—before, during and after the crisis. The posts, comments, “likes” and other forms of interactions with contents and other users were video-recorded with a dynamic screen-capture software and analyzed along with the participant’s comments. This hybrid, “small data” approach allowed us to observe digital practices retrospectively, with the benefit of reflexivity from the subjects themselves.

3C) Storytelling on Twitter: The Occupy Movement and the narratives constructing it
Photini Vrikki is a PhD candidate in the department of Culture, Media & Creative Industries at King’s College London, UK (photini.vrikki@kcl.ac.uk).

Social Media developed in the 21st century have become tools for people to transmit and express their opinions for the global political scene. At the same time a worldwide recession and financial crisis has led people to make use of these technologies in means that were never intended to when they were launched. Looking specifically at the Occupy movement, and the role of social media, this paper will argue that Twitter cultivated a new public space where the movement was presented as a synergetic construction of events through smaller fragmented narratives. Considering the use of Twitter during a number of protests that adapted the ‘Occupy’ name, slogans or rationales, incubated in New York and London this presentation will be premised upon the following advances.

First, Twitter is the mechanism via which the story of the Occupy movement becomes publicly broadcasted and knowable. By considering each tweet as a fragment of the larger on-the-ground Occupy story the movement is traceable in a one-time system where the realisation of its existence is portrayed simultaneously in the world and inside its networks of production, offline and online. However, since Twitter’s architecture can be described as having a fragmented bottom-up structure where the text is reshaped with every new tweet, it also sets up a metaphor for the conception of the Occupy narrative as a site of multiple, conflicting and fragmented meanings.

Second, social media storytelling has become a core skill for contemporary activism, affording people with the ability to translate deep social concerns into compelling narratives that help the public frame and act on their understandings of social movements. Here I argue that Twitter’s discursive identity appoints an interactive role to the twitterers who use the medium as a tool to synergetically construct the movement’s story. Exploring storytelling as a practice that bridges cultural and political engagement, I define social media storytelling as a shared activity in which users contribute to the telling, retelling, and remixing of the Occupy’s narratives creating a space where social technology is changing traditional repertoires of contention. By suggesting narratological theories and conceptual frameworks for the analysis of Occupy’s multiple narratives, and offering an exploration into the architectures of the social media story, the aim is to reach to an analysis of the practices and processes through which Twitter becomes the storyteller of social events such as the Occupy movement.

3C) Dissecting the communications ecology behind the anti-National Education movement in Hong Kong
Shiaw Ching Wong, PhD Candidate School of Culture and Communication, The University of Melbourne, Australia (shiauw@student.unimelb.edu.au).

This paper examines the changing repertoire of mediated contention in contemporary social movements with the case study of the anti-National Education movement in Hong Kong. The movement was started by a group of secondary school students known as “Scholarism” in May 2011 in response to the government-proposed National Education program which was perceived to contain questionable “brainwashing” content favorable towards the Chinese Communist Party. With limited resources and initial poor media interest in the National Education issue, the activists relied on social media to publicize their claims and activities, and Scholarism’s Facebook page became the key information and mobilizing resource for parents, students, civil society groups, mainstream media and other interested publics as the issue gained momentum from July 2012. The subsequent mass mobilization of parents, teachers and students at various high-profile protest events drove the government to make concessions to delay the program implementation, and the subject was eventually withdrawn in October 2012. It could be argued that Scholarism’s astute usage of Facebook (Hong Kong’s most popular social networking site) has set the modus operandi of online activism for other single-issue movements: the use of attractive and regularly-refreshed graphics; live updates of protest events; and sharing of relevant posts and photos of protesters with symbolic attire, creative placards or body signs.

Drawing from interpretative analysis of mainstream media coverage, Scholarism’s social media content and interviews with the key activists, this paper analyzes the activists’ tactical use of social media and media-oriented tactics, which contributed towards the success of the movement. In dissecting the “repertoire of communication” (Mattoni, 2013) used in the movement, the paper considers the strengths and limitations of the “mediation opportunity structure” proposed by Cammaerts (2012). The three-pronged framework of “media opportunity”, “discursive opportunity” and “network opportunity” structures, provides a multi-level examination of the openings and constraints for social movements via the interplay of mainstream media representations, self-representations from the activists’ media channels, and technology-enabled collective action and communication, but lacks articulation of how the inter-interactions could impact the trajectory of the movement (Cammaerts, 2012). As this case study suggests, the gap lies in understanding the agency of the activists, mainstream media journalists, and mobilized local and overseas groups in their respective mediated representations, and how these forms of repertoire interacted and converged into a cohesive oppositional frame of “anti-brainwashing education” that rendered no other viable option for the authorities than to call off the program.

3C) Communication and Sustainability: Exploring nonprofit environmental groups use of social media
Carol Terracina-Hartman is an environmental journalist with 18 years experience working in print and electronic media as well as a Ph.D. candidate at Michigan State University, working with the Knight Center for Environmental Journalism, USA (terracina.carol@gmail.com).

Robert G. Nulph is an Assistant Professor of Convergent Media and video/film writer/producer/director, Missouri Western State University, USA (rnulph@missourwestern.edu).

Environmental groups once relied on local campaigns and traditional media to broadcast their messages. Now social media has become a vehicle for their conservation and activism campaigns. This pilot study conducted a survey of five nonprofit environmental organizations (NPOs) and collected qualitative data from seven local chapters examining the use, measurement, and results with this growing mode of communication. The findings document the existence of a new type of activist communication – one that is reliant on a technological logic, rather than the standard mass communication network. Results indicate disparities between usage and analytics, suggesting this tech-organizational communication is embraced, but not managed structurally. Successful activist campaigns such as Facebook’s Beyond Coal offer visible results in spurring online activism leading to the closure of 150 coal-fired plants. Other activism campaigns, whether responding to a crisis like Superstorm Sandy or a planned effort, such as river clean-up, require the same thoughtful, careful, and persistent social
media presence and management of the communications. However, the findings illuminate an interesting dynamic in the use of social media in campaigns. A key finding suggests a gap between the managers of this communication tool and the executors of this tool, with knowledge of the results and the desired outcomes seldom shared. The goal is to extend the network, but measurement is not occurring, so ROI comparison is not possible. Yet, the users have a sense of which tool yields better reception, conducting most business at home, reporting a need for technical guidance from younger family members. The managers report that usage of social media tools allows creation of an image of ‘being green’ as it gives an appearance of using fewer resources. Prior research agrees nonprofit environmental groups routinely are under close scrutiny for spending and resource utilization in communication. Because of the gaps in staff structure and because communication officers and offices lack roadmaps for using social media, studying these communication practices requires a mix of methods. As prior literature has examined use of Internet, this study attempts to assess infrastructure among nonprofit environmental groups and research those who choose, use, and measure the tools social media offers. This study offers a valid first step in establishing a method for documenting these activist communication efforts and their results in the arena of nonprofit organizations and other like populations.

3C) Twitter and campaign spreading around the 5th IPCC report

Dr. Kim Holmberg is a postdoctoral research associate at the Department of Organization Sciences at VU University Amsterdam, The Netherlands. A honorary research fellow at the Statistical Cybermetrics Research Group at University of Wolverhampton, UK, and an adjunct professor at the Department of Information Studies at Åbo Akademi University, Finland.

Dr. Iina Hellsten is Associate Professor at the VU University Amsterdam, Department of Organization Sciences and affiliated to the Network Institute at the VU, The Netherlands (i.r.hellsten@vu.nl).

Twitter enables rapid communications, information sharing and organization of activist groups and campaigns (Jansen/Zhang/Sobel/Chowdury, 2009). The 140 character long messages have proved to be efficient tools in spreading of campaign messages, in the context of political elections (e.g. Vergeer/Hermans/Sams, 2011) and activism (e.g. Bennett/Segerberg, 2011), for instance. Our aim is to discuss Twitter as a space for campaign spreading.

Around the publication of the 5th IPCC (Intergovernmental-Panel-for-Climate-Change) Assessment Report of the WorkingGroup 1 in September 2013 climate change in general and the IPCC report in particular were hotly debated topics on Twitter. Among these conversations and messages were tweets that were part of a campaign to “drown out the phony propaganda and make sure the scientists’ global wake up call is on the front pages [of major newspapers]” (www.avaaz.org). Aavaaz identifies itself as “a global web movement to bring people-powered politics to decision-making” and serves as a virtual space that contributes to community building (Kavada, 2012). Around the publication of the IPCC report in September 2013, Aavaaz encouraged visitors to their website to send a tweet to an editor of a media organization and demand that they put the IPCC report on the front page and acknowledge that climate change is real and manmade: .@[...] @nytimes Put the #IPCC report as front page news! Climate change is real and urgent #debateisover http://www.avaaz.org/en/ipcc_media_hub_us/

In this paper, we will discuss findings of two recent case studies on Twitter communities (Pearce/Holmberg/Hellsten/Nerlich, in prep.) and the content in these communities (Hellsten/Holmberg, 2014) and focus on the tweets that were part of the Aavaaz campaign to put pressure on media organizations. Our main focus here is on Twitter as providing an online platform for campaigns targeting the media, and in particular the interaction between the tweeters and the spreading of the campaign message over time.

We collected the tweets containing the acronym IPCC around the publication of the report and coded them according to the tweeters’ stance towards anthropogenic climate change as convinced of anthropogenic reasons for climate change, neutrals and skeptics (Pearce/Holmberg/Hellsten/Nerlich. in prep.). The tweet content within each of the three communities was analysed to detect which types of words functioned as integrating meanings across the communities and which words as
differentiating such meanings (Hellsten/Holmberg, 2014). Using network analysis techniques we traced the spread of the Avaaz campaign tweets in the context of providing a virtual space for interactions and activism.

3D Democracy and Social Media
Moderator: Jan Teurlings

Internet and democracy in Morocco: a force for change or an instrument for repression
Bouziane Zaid is Assistant Professor and Chair of the Communication Studies Program at Al Akhawayn University in Ifrane, Morocco (b.zaid@aui.ma).

The paper explores the extent to which the future of democracy in Morocco is healthier with the Internet as the primary means by which people create a public sphere where they communicate and form public opinion. A study on digital media in Morocco was carried out to examine the emergence of new media platforms, and the impact of digitization on democracy and journalists’ activity. The study relies on in-depth interviews with digital activists and online journalists, and carries out content analysis of online news portals. The study found that the Internet had created a dynamic and networked public space where lively debates can take place on many issues still considered off limits to mainstream media. Social media triggered a revival of the watchdog function of the media and paved the way for it to act as a fourth estate in monitoring political abuses by the regime. It has also been used as a tool for nascent political movements to organize and mobilize supporters across the country, particularly in the context of the ongoing Arab Spring. Morocco was spared from the draconian measures used in other authoritarian countries and the Internet was relatively free. The 20th of February movement in 2011, Amina Filali campaign in 2012, the Daniel Gate case in 2013 are significant moments of victory that relied on social media for political mobilization. However, with the surveillance technology available and its use justified (since the most democratic countries such as the US and France use it), the state is clamping down on Internet freedom. Activists identified surveillance as the most dangerous instrument in the hands the regime. Surveillance is worse than censorship, harassment, cyber-attacks and other instruments of repression used so far by the regime. The regime learned to use the empowering potential of the Internet to serve its own repressive agenda.

3D) 'Here Comes the Rain Again’: Global climate change, social media, and rising political consciousness in Saudi Arabia
Leigh Llewellyn Graham is an anthropologist, PhD at Columbia University, USA (Llg2107@columbia.edu).

Saudi Arabia has the highest per capita Twitter use in the world, accounting for 4.1% of global Twitter users. This presentation will interrogate Twitter’s potential and limitations as a platform for real-time information sharing, community organization, and political and legal policy reform in response to environmental disasters. Drawing upon ethnographic data collected during my fieldwork at a women’s university in Jeddah from 2010-2011 and periods of online ethnography since, I address the ubiquity of Twitter in Saudi Arabia and suggest that a mixed methods approach combining online and offline ethnography is optimal for understanding social media as a mode of public education and political mobilization.

Since 2009, torrential rains have flooded the seaside city of Jeddah. Each year, rains claim lives, wipe out critical transportation routes, and destroy cultural heritage sites, homes and businesses. Saudi citizens repeatedly turn to social media, namely Facebook, Twitter and YouTube, to manage the disaster. Tweets keep citizens connected and informed as the rains begin to fall and disseminate critical, real-time updates and alerts that often save lives. In the aftermath of the floods, Twitter functions as a platform for public debate and pointed criticism of the city’s antiquated infrastructure and laws. Online debates have led to a number of online campaigns targeting the government’s failures in urban planning, environmentalism, emergency preparedness, and immigration policies.

This presentation highlights specifically how Saudi students are emerging as educators and leaders in response to this situation. Students are connecting the grassroots activism and techno savvy
that typifies their generation with the reach and resources of their universities to create new tools for crisis intervention and powerful public expressions of political will. When local governments are too slow or fail to respond, students organize food, clothing, and medical drives to meet urgent need. They utilize Twitter to monitor the situation, access community needs, and spread location information about shelters and aid sites.

Through discourse analysis and sentiment analysis as well as case studies of Saudi citizens negotiating the precarious relationship of online and offline activism in a strict legal culture and highly monitored Internetscape, this paper positions Twitter as a key factor in the country's transformation of public space and emerging sense of civil society. Moreover, we may approach Saudi Arabia’s Twitter use as a veritable experiment in peer-to-peer civic education, envisioned, embodied, and enacted by tech savvy Saudi youth with an inclination toward self-organization and political activism.

3D) Communicating and Democratising or Still Just Informing? Discursive Practices on Twitter and the Communication Deficit of the European Union
Michał Krzyżanowski is Full Professor of Media and Communication Studies at Örebro University, Sweden (Michal.Krzyzanowski@oru.se/http://www.oru.se/humus/michal_krzyzanowski).

It has been argued that the ‘democratic deficit’ of the European Union (EU) resides in a set-up of different forms and channels of its communication. As it was often suggested, the EU has failed to develop an efficient, orchestrated strategy of communicating with its ‘external environment’ that would also foster the development of a transnational European Public Sphere. The European Commission (CEC) was especially criticised despite developing its own Communication Policy since the early 2000s. In the criticisms, the CEC was seen as not aiming at communication, i.e. practices of exchange of information and ideas with its stakeholders, media and the wider public, but much rather at one way information about the politics of the EU. As a result, the CEC was thus criticised for failing to make the EU a part of Europe's national public spheres, a goal that the Commission has actually set itself in its own 2006 White Paper on the European Communication Policy. The same concerned the use of web-based and social media that since 2006 (‘Strategic Framework on e-Commission’) have become the key element of CEC communication.

The current paper examines the role of Twitter, and its use by the CEC PR specialists, in improving the ‘communication deficit’ of the EU. The paper links systematic, critical-linguistic analysis of discursive practices on Twitter with a theoretical reflection on the role of social media in democratising Europe’s supranational politics. The paper looks closely at the Twitter behaviour of the key CEC spokespeople and analyses the ways in which they interact within the triangle that also includes EU-politicians (e.g. officials such as CEC President or EU Commissioners) and media/journalists covering EU matters. Conducted within the tradition of Critical Discourse Studies, the analysis (spanning one month) focuses on the discourse of tweets along with patterns of interdiscursive recontextualisation of various meanings (e.g. by means of retweets). It aims to assess whether the Twitter discourse and behaviour of CEC spokespeople display openness and willingness to engage in Europe-related debates, or whether the EU PR uses social media as just another channel of information. The paper hence analyses whether CEC spokespeople’s Twitter activities emphasize their willingness to strengthen communication – especially between the EU and European media – and its EU-democratising role or whether they approach Twitter-based media/journalist contacts in a typical and technical spokesmanservice manner (just ‘checking’ the efficiency of information).

3D) Algorithms shaping collective identity: From a politics of identity to a politics of visibility
Stefania Milan is Assistant Professor of Data Journalism at Tilburg University, The Netherlands. Fellow at the Citizen Lab, University of Toronto, USA (S.Milan@uvt.nl).

How does the algorithmically mediated environment of social media re-structure social action? This paper explores the role of social media in the organization, unfolding, and diffusion of contemporary protests, focusing on the role of social media in shaping identity-building processes. Social media are changing the way people organize, mobilize, and protest. Organizational patterns of social movements have transformed, as individuals and networked collective action become more
prominent at the expenses of traditional movement organizations. Organizing has become easier and quicker, and protest tends to be elusive and temporary. The narrative of the action is no longer controlled by organizations and leaders: any activist can contribute, by producing, selecting, punctuating, and diffusing meaning in the forms of tweets, posts, and videos. Individual and collective narratives unfold in social media platforms as much as they unfold into the real world. I call this (relatively) new type of mobilizing “cloud protesting”, as it is grounded on centralized and proprietary social media platforms.

In computing, ”cloud” indicates the delivery over the Internet of customized services such as software. Similarly, recent mobilizations can be seen as a cloud where a set of “soft resources” coexists: identities, narratives and know-how, which facilitate mobilization. These resources originate both online and offline, but mostly “live” online. They can be customized by and for individuals, who can tailor their participation. In addition, through social media protesters participate in the first person in identity building. The algorithmic environment of social media platforms structures this emerging social dynamic.

In this paper, I explore different aspects of the “cloud” seen in relation to the technical properties of social media: organizational patterns, tactics, and the impact of perception of online surveillance on tactical choices. I then focus on collective identity building at the interplay of a “politics of identity”, typical of the so-called new social movements, and the “politics of visibility” fostered by social media. By visibility, I indicate the online presence of individuals and organizations, which needs to be constantly negotiated, reinvigorated and updated. The politics of visibility is the result of a process that originates and ends within the individual, where the group is just a necessary intermediary stage, functional to peer recognition.

This research is situated at the crossroad of science and technology studies and social movement research. The paper intends to be a theoretically contribution grounded on fieldwork that combines participant observation with software ethnography.

3E Politicians and Social Media
Moderator: Tim Highfield

MPs’ Use of Social Networking Sites. A cross-national research
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According to literature, the theory of media logic is dominant and is here to stay. Although, there is no real answer from the theory of media logic to multiple media channels, fragmentation of audiences and rising electoral instability. The internet carries the possibility to the electorate to successfully change the direction of communication and change from consumers to prosumers (producers and consumers). Social media is now seen as the fastest media (see the case of Boston bombings and the Twitter). Despite all this, social media includes specifics of media logics.

During the last three years I have been conducting research on party websites (Merkovity 2010; 2011a, 2011b; 2012) and with an Australian and Latvian research team on email responsiveness of the MPs (Major 2012; Merkovity et al. 2012; Merkovity 2013). This same team is currently conducting a research project on MPs Facebook use. We are analyzing the interactivity, responsiveness and the nature of MPs communication on the social media. These research projects are promising, but they have unexpected results, as well.

At the beginning of the project we expected that most of the MPs are using Facebook to demonstrate their openness to the new ICTs, but they do not actually use them to keep daily contact with their voters. This assumption has already been confirmed in the first phase of the research project, when we analyzed the email use of the MPs. On the basis of the previous results, we expected a preference for a unidirectional practice of communication in Facebook research as well. Our expectations were justified. Most MPs who are using new media, are applying different logics than what they are used to. They are “the media” on social media, and their characteristics are: MPs are identifying
with the public; public is addressed as citizen; the journalism role is secondary, entertaining and skeptical-cynical; the reports are interpretative; agenda is set by the political events.

In my presentation I will introduce findings from above mentioned research, which could prove the emergence of a new logic of MPs on social media. This logic is different from party logic and from media logic. Its main goal is not to create an alternative ‘public sphere’, but rather to create a ‘lap dog’ media, where the politician could have its own media sphere.

3E) Tweeting the EU elections: A cross-national study
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The upcoming European elections provide an opportunity for comparative research on political communication. This paper aims to outline the theoretical framework and methodological approach for a cross-national research project that investigates the changing role of the media in the context of political communication.

Mass media have traditionally functioned as the intermediary between society and political institutions. The rise of social media, however, offers the potential for both politicians and citizens to circumvent the media, and directly influence each other. This process potentially results in the emergence of a networked public sphere, in which citizens, journalists, political elites and other stakeholders can actively participate in public discourse. The project employs agenda-setting theory, a framework often used in election campaign research, which enables to explore the changing relationship between the media, political elites and citizens. We combine traditional agenda-setting theory with network analysis to capture the potential and impact of social media for political communication.

By framing the research around an analysis of Twitter communications during the 2014 European elections from a national/cross-national perspective, we investigate (a) how political elites use Twitter for online election campaigning and (b) how and to what extent the national contexts of the elections intersect with the European level.

The projects include studies from a number of countries, geographically spread throughout Europe. The country-specific studies follow the same basic research framework: The political candidates and parties for the EU elections are the main units of analysis. Twitter accounts of candidates and parties will be followed, using the YourTwrapperkeeper infrastructure. This procedure allows for comparative analyses (whereas for a hashtag based approach, this is less likely the case) of how politicians engage with other types of actors in debating issues related to the elections.

The analysis put forth is a combined network and content analysis. First step is a ‘user-user’ network analysis based on mentions, replies and retweets. National candidates will mention or are mentioned by other users in the debate. It is interesting to see whether these ‘other users’ reflect accounts of (1) the same country, (2) other countries or (3) to the EU itself. Subsequently, content analyses is applied to a sample of the tweets, identifying overall topics as well as further indications of national versus cross-national focuses within the debates. Besides being the first study of national versus cross-national debates online in relation to EP elections, the project also applies a combined methods approach.
The ongoing expansion of new communication technologies and platforms is inseparably linked to transformation in the field of political communication. A new logic of communication and social organization is embedded directly in the code of popular social networks, among other platforms. Formal political organizations are struggling to adapt to these new circumstances. Some of them are trying to appropriate the communication logic of new connective activist networks, some are sticking to traditional methods and mass media campaigning. Can a formal political party successfully implement decentralized, networked mode of communication based on personal connections and weak social ties, or is it against the very logic of both the hierarchical organizations and the technology itself? Can the technology itself replace diminishing formal political organizations?

We are trying to describe the vast spectrum of various approaches and tactics of political actors on social networks through complex analysis of Twitter campaigning in Czech Republic before the elections to the European Parliament in May 2014. The eclectic and highly personalized nature of campaigns before elections to European Parliament provides a unique opportunity both for politicians and researchers – to experiment with new ways of communication with the voters and to perform an innovative analysis of the campaigns. We believe that a simple quantitative or qualitative analysis is not a suitable tool for complex analysis of dynamic patterns of digital communication networks. Instead, a complex, computer-assisted data retrieval and analysis allows us to fully grasp the shape of fluid, time-dependent networks of candidates, their campaign teams, supporters, NGOs, formal and informal activist organizations, the general public and the technology itself, which we consider to be a sovereign and crucial subject of political communication. Their mutual relations and information exchanges are manifested through retweets, reciprocal following, hashtag campaigns, frequent keywords, shared multimedia content and other elements of social network environment.

The ongoing study is based on the concept of connective action (as defined by Bennett & Segerberg) and on the general technocentric approach to communication studies. The preliminary results show an emerging typology of campaign strategies, from formal, centralized and rigid campaigns on one side through various hybrid overlaps of traditional and new “activist” forms of communication to the personalized, networked and unregulated campaign “buzz” on the other side. Nevertheless, is digital cleverness and dexterity really the main condition for victory?

**3E) Parties, Pirates and Politicians: Twitter campaigns before the 2014 EP Elections**

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This paper studies what kind of political debate is afforded on the Facebook pages of politicians, and how the debate on these pages is constrained by the architecture of Facebook as well as by the dominant political view of the particular page. A case study is presented based on: 1) data collected from Facebook pages of nine top Danish politicians, one from each party competing during the Danish national election campaign of 2011, and 2) four focus groups interviews with a selection of citizens who posted comments to one of the politicians’ Facebook pages.

Gillespie argues that social media platforms are highly politicized and we need to consider the organizations behind social media as political *curators* of the platforms they provide (Gillespie, 2010). In line with this argument van Dijck analyzes how commercial interests shape our identity performance and social interaction on particularly platforms like Facebook (2013a; 2013b). The study further examines how Facebook pages, the public ‘face’ of the platform, introduce new issues as the page owners curate the debate and influence content directly by censorship and indirectly by political association and fan mentality.
In order to study the activity and debates of Facebook users, ITU designed a Facebook crawler that collects data from Facebook pages, including updates, likes and comments. During the election campaign the nine politicians posted 612 updates leading to approx. 18,000 unique users posting approx. 35,000 comments. The data was gathered using theoretical sampling and analyzed using Habermas’ theory of the public sphere (1962) 1992), Chantal Mouffe’s theory of agonistic pluralism (1999) and Sunstein’s theory of Echo Chambers (2009). Also, in order to discuss perceived affordances and constraints (Gibson in: Shaw & Bransford, 1977; Grint and Woolgar, 1997; Hutchby, 2001) of this engagement, four focus group interviews were conducted with Facebook users who engaged in the comment section.

Early results suggest that the comment section of the 9 top politician pages afford a very particular type of political debate, which leaves little room for outsider critique. The page owners and moderators actively delete many comments, though commentators often criticize the act and motives for censorship. Furthermore, on each page, a fan mentality complicates critical discussions with “outsiders”. It is argued that Facebook pages of politicians are not just a restricted form of political debate but that they are echo chambers by design. Researchers and journalists are encouraged to consider this, when looking to Facebook pages for public opinion.

3F Event Publics
Moderator: Brian McNair

2013 Sardinia floods. Exploring conversations on Twitter among citizens, institutions and Twitstars
Lorenza Parisi is a post-doctoral research fellow at the Department of Political Sciences and Communication, University of Sassari, Italy (lorenza.parisi@gmail.com).

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Co-author: Andrea Amico

Social media have served as powerful tools for emergency management and disaster relief in many recent emergency situations worldwide. Among other social media, Twitter appears as one of the most interesting platforms during natural disasters: the large amount of disaster-related conversations taking place on Twitter during and after ‘acute events’; the prevalence of public accounts; the role of some specific features, such as the RT (retweet) feature, and of the ‘public’ dimension of hashtag conversations, in making Twitter a suitable platform for information spread. While in many countries institutions appear to be fully aware of the potential of social media during disasters, previous research on the Italian context shows that Italian public institutions don’t tribute high efforts in communicating trough social media during “acute events”; moreover, even when institutions use social media accounts in such contexts, they appear far less influential than other social media users (be they “Twitstars” or common users).

Our research focuses on the Twitter activity related to the heavy floods that occurred in Sardinia in November 2013, with regard to the hashtag #allertameteoSAR. As institutional social media communication was generally lacking, the hashtag witnessed a user-driven shift: at the beginning it was used as a general-purpose hashtag; afterwards, some active Twitter users succeeded in transforming it into the “(un)official” hashtag for disaster recovery-related conversations. While a major role in promoting such a shift has been played by local “(micro)Twitstars”, celebrity accounts (well-known Italian pop-stars) appear as the most influential, having received the highest number of mentions and retweets.

We analyze the whole dataset of the tweets with hashtag #allertameteoSAR that have been produced during the first week of the Sardinian floods (around 90,000 tweets have been extracted through GNIP “Historical Power Track”). Our research goals include: - giving a quantitative account of Twitter activity, analyzing information spread and patterns of influence, exploring the interactions between citizen-generated content, institutional communication, information by media outlets and by
celebrities, analyzing the strategies that lead to turning a “generic” Twitter hashtag conversation into a more practical - disaster-recovery oriented – conversation. Our research integrates quantitative and qualitative methods. The quantitative side includes automated data analysis and activity metrics; content analysis; moreover, a specific description of the subset of geolocalized tweets will be carried out through a socio-spatial analysis. Such quantitative methods are integrated with a qualitative tweet analysis.

3F) The Disaster Publics
Kurniawan Adi Saputro is a PhD student at Sheffield Hallam University, UK (kurniawansaputro@gmail.com).

The development of social media begs particular question to the study of public, namely whether social media allow for new opportunities for the constitution of publics. To answer the question, I employ a processual approach that pays particular attention to how the mechanism works at each sequence of the constitution of publics in disaster. The case was the constitution of publics in response to the eruption of Mt. Merapi in Indonesia in 2010. In particular, I examine the emergence of the publics who complained to the Indonesian Broadcasting Commission (KPI) about a television show that spread a rumour. The rumour of impending catastrophe was spread by the most popular Indonesian gossip show called Silet, two days after the biggest series of eruption. The publics responded by making ‘spontaneous’ calls for action on three different platforms: Facebook, Twitter, and Kaskus (local online forum), which resulted in an unprecedentedly high number of complaints in the history of KPI.

Through interviews with proponents of the collective complaint, survey of the complainers, and examination of the complaint archives and social media archives, I reconstructed the transformation of the television audiences into publics. I found three mechanisms were at work. First, since the audiences acted as separate individuals, to realise their collectivity the audiences represented the people using discursive figures, such as witness, victim, expert, and fellow. Second, their complaints were aggregated by the socio-technical arrangement of the online system into a singular voice. And, third, the aggregated voice was mobilised by KPI to strengthen its role as the regulator of the Indonesian broadcasting system.

In addition to identifying the stages of transformation of the publics, I identified three routes taken by the audiences who complained. The first route was from watching television to visiting the website of KPI; the second was from social media to the KPI’s website; and the third was from their social circles to KPI’s website. The three starting points were not independent of each other, but they overlapped. The empirical investigation also revealed the role of enablers, namely those who did not file the complaints themselves but created the information common that could be used by the potential complainers when they wanted to inform themselves and/or to take an action.

3F) Collective Outrage in Social Media – When and Why Online Crowds Do (Not) Hide Behind Anonymity
Lea Stahel is a research assistant and doctoral student at the chair of political and economic sociology at the University of Zurich, Switzerland (stahel@soziologie.uzh.ch).

The power of traditional media to publicly scandalize factual or alleged norm violations has long been acknowledged. With the rising participation of an internet public, however, the enforcement of social control increasingly shifts to new, collective, and unregulated forms within social media. As a battleground for ideological conflicts, it allows online crowds to express and enforce - sometimes hostilely - their ideological values.

In this context, one increasingly occurring phenomenon is online collective outrage. It describes a great amount of hostile critique as a tool to publicly vent anger against public figures. Such as in cases of corporate wrongdoings, political gaffes, celebrities not keeping in line, and other social or moral violators. In popular debates, such hostile storms of critique are repeatedly attributed to the anonymity of online users. The social context, however, is largely ignored as a contributing factor, although collective outrages are embedded in a political, economic, and ideological context. This leaves some questions unanswered: Besides anonymity, may there be other, contextual factors which explain the
occurrence of online outrage? Under what contextual conditions do online users prefer to express hostile critique anonymously? When do they abstain from anonymity? A comprehensive, contextualized model with representative, observed data on such interactions from an academic perspective is largely lacking.

This paper challenges the simple assumption that anonymity is the main factor in explaining the occurrence of online collective outrage. It aims to put forward the antithesis that more complex, contextual factors moderate the relationship between anonymity and the scope of online hostility. As a first step, this study explores how far anonymity may explain online hostility. In a second step, it analyzes how contextual factors such as characteristics of the hostile users (e.g., a fairness motivation), the accused person (e.g., its status) and group dynamics of a protest event (e.g., its controversy) may explain hostility. In a third and final step, it explores how the interaction of anonymity and contextual factors may increase or decrease the expected utility of anonymity for hostility. This is investigated through a quantitative analysis of 1623 German online petitions from 2011-2013 (~ 500,000 comments). Overall, the systematic exploration into the causal interactions leading to collective online hostility may contribute to a more complex understanding and prediction of this phenomenon.
Parallel Sessions 4
14.00-15.30

4A Social Media and the Transformation of Value, Values & Subjectivity
Moderators: Carolin Gerlitz (c.gerlitz@uva.nl) and Niels van Doorn

Carolin Gerlitz is Assistant Professor in New Media and Digital Culture at the University of Amsterdam. Niels van Doorn is Assistant Professor in New Media and Digital Culture at the University of Amsterdam. He received his doctorate from the same university in 2010, after which he spent two years at Johns Hopkins University as a postdoctoral research fellow in the Department of Political Science.

Social Media and their contiguous web devices are currently restructuring the ways in which people can create, assess, and engage with various forms of value – from moral and aesthetic values to economic and financial value. As a digital ecology of interconnected platforms, applications, and user cultures in which the adjudication and measurement of value(s) is a perpetual public concern, social media present us with a vibrant environment for the study of everyday practices of valuation, justification, aspiration, and subject formation. This panel brings together scholars whose work deals with activities and processes of valuation in social media, which are all constitutive of the common worlds created on social media platforms – and which consequently make these platforms so valuable to its many stakeholders. The panel will inquire into the tension between moral/ethical values and monetary value, asking questions about the relationship between economic rationales and collective affects, and between quantification, different modes of calculation, and public performances of evaluation. Furthermore, it will attend to the technicity of valuation and its inextricable connection to processes of data circulation, platform ecologies and politics of visualization. Are we witnessing the cultivation of new forms of neoliberal subjectivity, which equate a person’s worth with their measurable economic value within increasingly competitive settings, or are we instead seeing the birth of new ways to create value – ways that are more ethical, collective, and just?

4A) Collaborative Crowds. A Digital Ethnography of Adolescent Fan Cultures on Twitter.
Adam Arvidsson (University of Milan, IT): (adam.arvidsson@unimi.it). Arvidsson teaches sociology at the University of Milano and directs the Center for Digital Ethnography in Milano (www.etnografiadigitale.it).

In this study we have looked at the crowd dynamics of adolescent fandom by gathering a corpus of 110,000 tweets around the top ten trending teen-band tags on twitter during a week of May 2013. The result is an image of fan cultures as structured by cascades of imitation, with very little in terms of deliberation of information transfer. However, this dynamics differs from classic accounts of crowds in two ways. First, the directionality of crowding on twitter is given by the algocratic affordances of the platform itself: this way crowd behavior becomes directed towards the purposeful pursuit of individual visibility (defined as number of RT and @) and, at the collective level of turning a hashtag into a tending topic. Second, individual actors are reflexively aware of the power of the crowd in achieving celebrity and trend and frequently appeal to it in their attempt to pursue these aims. This gives rise to a collaborative ethic whereby individuals make affective appeals to the collective identity of the crowd in order to attract and mobilize its potential for the purpose at hand. Looking at fan-culture on twitter form the point of view of crowd dynamics provides new insights on the nature of value and value creation on social media platforms.

4A) A Sociology of Value and Values
Beverly Skeggs (Goldsmiths, UK): (B.Skeggs@gold.ac.uk) and Simon Yuill (Goldsmiths, UK): (sos01sy@gold.ac.uk). Beverley Skeggs works in the department of Sociology at Goldsmiths, University of London. She is currently an ESRC Professorial fellow on a project on ‘A Sociology of Value and Value’. Simon Yuill is an artist, writer and programmer based in Glasgow. His work includes the use of
We will draw on findings from an ESRC research project on 'A Sociology of Values and Value’ which explores the relationship between values and value on Facebook. We ask if FB has had any impact on the re-organisation of relational values (friendship, attention, care) and a person’s value through its technical structuring for extracting monetary value. Our previous research demonstrated how the public performance of one's value (incited on TV) was central to how we learn to recognize the legitimate and proper subject, with significant implications for the institutions of law, welfare and education. Is digital media generating similar incitements and what are the implications?

**4A) Putting protocols to work: On the politics of the Twitter APIs**

Taina Bucher (University of Oslo, NO): wfg568@hum.ku.dk. Taina Bucher is an Assistant Professor at the Center for Communication and Computing, University of Copenhagen. Her current research interests include: Twitter bots, computational journalism, and the power of algorithms in social media.

Starting from the premise that application programming interfaces constitute a technology of government, this paper seeks to open up a line of inquiry into the specificity of APIs as protocological objects, asking not so much what APIs are, but of what they do. Exploring the particular case of the Twitter APIs, and drawing on interviews with Twitter third-party developers, this paper examines the power relations imbued in APIs and the kinds of practices that APIs allow for, and constrain. Whilst often portrayed as being representative of a broader ‘turn towards openness’, the empirical findings suggest that APIs are highly controlled gateways to data, strategically implemented to channel practices of creative coding and processes of subjectivation.

**4A) Playing with value(s). Retweet and fav in the German Favstar Sphere**

Johannes Passmann (University of Siegen, DE): (johannes.passmann@uni-siegen.de). Passmann is a Post-Doc researcher at the DFG-Graduiertenkolleg Locating Media, University of Siegen, Germany (post graduate program of the German research foundation).

On German-speaking Twitter, largely two groups can be differentiated among different usage practices for the same button: Whereas one group rather uses the favorite-button as a bookmark to save tweets they want to come back to later, the other one made a kind of competition out of gathering as much favs as possible and comparing this over the third party platform favstar.fm. The talk tries to trace, how this attribution of value to this platform activity came about. The company Twitter presents it as a bottom-up development of alternative usage practices. Drawing on an online and offline participant observation of the group which developed around the valued fav-button, I will discuss in how far third party platforms such as Favstar and Software updates by the platform Twitter have to be considered the most important driver of this collective value attribution.

**4A) The Neoliberal Subject of Value: Measuring Human Capital in Information Economies**

Niels van Doorn (University of Amsterdam, NL): nielsvandoorn@uva.nl

In this paper, I explore the affective ambiguities of what Tiziana Terranova (2000) has termed “free labor”, or the “voluntarily given and unwaged, enjoyed and exploited” activities that generate the digital data, content, and networks central to informational capitalism. If, as Terranova argued, free labor is characterized by exhaustion – due to the lack of means by which this labor can sustain itself – why are millions of people still sustaining a commitment to these pervasive modes of unremunerated work? To formulate an answer to this question I turn to the neoliberal theory of human capital, which effectively eviscerates the concept of labor by positing an entrepreneurial subject for whom work is a form of rational economic conduct. I subsequently discuss a case study of Klout, a digital device that scores and ranks users according to their perceived 'influence', which has become an important – if contentious – measure of human capital in information economies.
4B Community, Audience & Sharing Information
Moderator: Maria Bakardjieva

“From one link to another. Web communities and the epistemology of online opinion”
Baptiste Kotras is PhD student in sociology from Paris-Est University, with fieldworks in France and in the USA (bktoras@gmail.com).

Describing and measuring public opinion has always been a mediated process which performs the existence of social groups in the public space. In fact, it is impossible to objectify an opinion trend without simultaneously saying “whose” it is, that is to say reattach it to categories of the social: “the workers”, “the urban middle-class”, etc. For half a century now, actors willing to identify public opinion have been using the traditional socio-demographic characteristics, whether to know consumer preferences, electoral forecasts, or audience shares. This variety of goals relies on a same categorization of the public, which tends to be monopolistic.

Yet since around 2006, a group of innovative start-ups have been popping up in Europe and North America, which considers the high volumes of online conversations as an opportunity to know about public opinion in a new way. For this purpose they gather with the appropriate software large quantities of social posts, mainly from blogs, forums, and social network sites, claiming to measure a more massive and spontaneous opinion than with traditional polling. At the same time, as people are mostly anonymous when posting and interacting on the Web, these companies have to face a major issue, having to describe decontextualized opinions, without using the usual socio-demographic characteristics like age, gender, occupation or location.

From a sociological and STS perspective, we aim to study how these actors reconstruct the online social space, attributing opinions to groups that they call “online communities” (Latour 1993). We focus on the link between theoretical inspirations and the material tools and algorithms they use to objectify these communities. By doing so, we try to understand how they shape an alternative epistemology of opinion, performing new social configurations and then reconfiguring the public space (Gillespie 2013).

Today the word "community" is overused and unquestioned in fields like marketing, communication, or even social sciences, and we wish to deconstruct both its theoretical implications and history. For this purpose, we have to explain first how the concept of “community” was redefined in the 1990’s by academics and new technologies activists including H. Rheingold (1993) or S. Jones (1995). Then, we will focus on the case of a French start-up, drawing from interviews and on the documents they produced, to understand how they embedded these theories into procedures and tools to produce their own epistemology of opinion, based on fluid and action-centered collectives called “communities”.

4B) Sharing and the boundary between the public and the private
Nicholas John is Assistant Professor at the Department of Communication at the Hebrew University of Jerusalem, Israel (n.john@mail.huji.ac.il).

My paper offers a close analysis of the rich and emotive notion of ‘sharing’ to discuss the shifting relationships between the public, the private and the commercial. It centers around Web 2.0 and social network sites, but draws on the polysemic nature of the word ‘sharing’ to discuss the increasing publicness of contemporary social life. Sharing can be an apt response to increased social alienation or atomism, or to the (mythological) shift from Gemeinschaft to Gesellschaft, while recognizing that the platforms for many practices of sharing are privately owned and very often state monitored.

Sharing today has three main modalities: it describes our participation in Web 2.0; it is a way of distributing goods; and it is a type of communication, or a category of speech. In these modalities, a common set of values is enacted: openness, mutuality, commonality, trust, and reciprocity. For each of these modalities, ‘sharing’ refers to practices that sit squarely astride the boundary between the public and private—however socially constructed and unstable that may be—and nudge the boundary to reduce the space occupied by the private.
In the context of Web 2.0 platforms, sharing often means making public that which had previously been private (‘public’ may be the whole world, or one’s Facebook friends). Echoing criticisms of TV talk shows (1980s and 1990s), popular criticisms of Web 2.0 platforms have given rise to the notion of ‘oversharing,’ a concept that implies the pollution of the public sphere by the private sphere.

In the context of the distribution of goods (the Sharing Economy), the flagship enterprises are those that unequivocally blur the boundary between public and private: the practices of couchsurfing and lift-sharing, for instance, entail offering the private spaces of our living rooms or cars for (some kind of) public consumption. As a category of speech between intimates (and even when the speech is not between intimates, when we call it ‘sharing’ we enact a sense of intimacy).

Sharing encapsulates many aspects of the tension between the public and the private. By implying connectedness, it seems to offer a way to overcome the oft-stated alienation of modern life and the lack of community. However, despite being an ancient practice, at least in its distributive sense, sharing is increasingly mediated by commercially-owned platforms, such as Facebook or Airbnb, raising questions about the feasibility of a public sphere untainted by commercial interests or state surveillance.

4B) The ontology of media use in the age of geo-local and space-based database audience address

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Jonas Andersson Schwarz is Senior Lecturer in Media & Communication Studies, Södertörn University, Stockholm, Sweden (jonas.andersson.schwarz@sh.se).

Intelligence on audiences in the mass media age was founded on representative statistical samples (surveys) or people meters, analyzed by statisticians at the market and research departments of media corporations. The techniques for aggregating data on media users in the age of pervasive and ubiquitous personal media (laptops, smartphones, credit cards/swipe cards and RFID), build on large aggregates of data analyzed by algorithms that transform data into commodities. While the former technologies were built on socio-economic variables (age, sex, ethnicity, education, and media preferences), the new technologies build on consumer choice, geographical position, web movement, and pattern recognition (detection of non-representational correlations), privileging relational rather than social qualities, and extending the areas of surveillance to digital space (in addition to physical, social space).

While there seems to be tenacious structures within the advertising industries (and their customers among producers of consumer goods and services) that prevent the technological capacities to be fully taken advantage of, we can see an increase in ‘database marketing’ within the surveillance industry. We need to ask which consequences this has for the perceptions of the audience (as statistical, algorithmically generated aggregate) and the identity of the media user (as social subject submitted under the surveillance technologies). Our previous research indicates a shift in media production, where media producers gradually rethink the character of their target audiences in light of new surveillance technologies. However, it also indicates a shift among media users, who take advantage of the affordances of the new digital media platforms while at the same time reflect on -sometimes worry- about the implications of their surveillance capacities.

Based in qualitative research on media producers (interviews) and media users (focus groups) this paper discusses the implications of perpetual surveillance of the media user as a ‘digital consumer’ in public as well as private spaces, and how the emergence of a ‘digital self,’ produced by user movement in digital space, adds to the complexity of the audience as target of the media industry and as self-perceived identity. What are the changed perceptions of media users implicated by changes in data gathering? What consequences would this have for the perception of self as citizen and/or consumer? What are the consequences of geo-local surveillance for our thinking around the audience subject as acting in public space? How is our understanding of social and material space altered by the rise of algorithmic and geo-located surveillance (if at all)?
4B) Beyond differences. The Use of Empty Signifiers as Organizing Device in the #Occupy Movement

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The relationship between social processes and technology has long been study in communication, political and social science (Marx 1976) More recently, several authors have shown the material aspects and organizational power of the human communicative processes (Latour, 2005; Marres and Lezaun, 2011). With the advent of the Internet, there has been growing interest about the impact of online global networks of communication on political and social change. During the Middle East uprising, with the diffusion of real-time communication through online social networks, the world has witnessed the capabilities of services such as Twitter in allowing dissidents to communicate not only to the international audience and news services, but amongst themselves in order to protest and organize effectively’ (Gaffney, 2010: 2).

As shown by Garrett (2006), existing studies mostly emphasize how social movements emerge, develop and achieve their goals by mobilizing resources, taking advantage of political opportunities and framing issues in useful ways (McAdam McCarthy and Zald, 1996). However, as recently pointed out by Bennett and Segerberg (2012), these traditional theories seem to fail to account for new organizational logics that are emerging from the ways social movements make use of online social networks. As a remedy, they have proposed the concept of connective action. In their investigation of 15M and Occupy, they observed how these movements present peculiar characteristics in contrast with many conventional social movements.

However, by focusing mainly on the digital medium as organizing principle and on the individualization/personalization of communication, Bennett and Segerberg largely ignore the material organizing device new social movements activate by engaging in the creation of empty signifiers (e.g. ‘we are the 99%’). What they identify as ‘easy-to-personalize action frames’ rests on the well-known properties of loosely signed concepts that allow multiple interpretations of the same word, and in so doing permit the re-composition of fragmented subjectivities.

Drawing on a study of the US Occupy movement, this paper makes use of network analysis to investigate how this movement found a way to create a global movement by using empty signifiers, signifiers with vague signified as organizing device that act as glue of very diverse situations and identities shared through online personal social networks. We argue that US Occupy movement achieved this by employing two main processes: the creation of shared ‘nodal points’ that take the form of universal affective communication in social networks and the development of floating signifiers or particular communication that allow articulating particular claims and practices, expression of the singular subjectivities at the individual and group level.

4C Broadcasting & Public Engagement
Moderator: Natali Helberger

Social TV: online discursive practices and political engagement
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Social TV practices are increasingly spreading, especially in Twitter. These kind of practices trigger a number of questions about the evolution of the mediated public sphere towards a hybrid media system where audiences combine online and traditional media in personal routines. This is particularly evident when audiences use Twitter to comment on political talk shows, which are still the major source of information for the majority of the Italian population and can be described as a “third Chamber” of the Parliament.

My research aims to explore the correlations between social TV practices and political engagement by analyzing the Italian Twitter sphere’s behaviour in the frame of mediatized politics. While not suggesting a cause-effect relationship between those two variables, my hypothesis is that the use of Twitter can add to traditional TV viewing a sense of collective belonging – “we the public” –
which is fundamental for any political action, as political and media scientists well know. After a quantitative account of users’ patterns of activity during half a TV season, I interviewed some of the most active and constant users: this is one of the first attempts to describe the meaning of social TV by directly interviewing users, instead of using prevalent quantitative content analysis approaches. I identified users to be interviewed by applying a series of filters: first, I executed Gawk scripts in order to obtain the distribution of users in terms of activity for each of the shows’ episodes I selected. Second, I matched the lists using the TM package of R to extrapolate those users who tweeted continuously, episode after episode. Then I interviewed those users, and the analysis gave me the opportunity to develop a model of four different kinds and meaning of using social TV: from the most engaged (which I called civic-informative use of social TV) to the most recreational (the game use), from outburst of emotions (emotional use) to identity building and social control use.

4C) Twitter Time: a temporal analysis of tweet streams during televised political debate

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A recurrent theme in both the academic and popular press is that social media is democratizing because it extends and strengthens civic society and the public sphere – the intermediary system between state and society. The Habermasian public sphere, however, is a normative model and depends upon certain, specific conditions in order to function. One of these conditions is that media constituting the public sphere should permit rational, deliberative discussion – that is, debate, leading to opinion formation, that is public and transparent; inclusive, offering equal opportunity for participation, and allowing “a justified presumption of reasonable outcomes” (Habermas, 2006).

In this paper I argue that social media, exemplified through the micro-blogging service Twitter, can extend the public sphere in a way that is problematic with respect to this deliberative potential. The principle problem is that Twitter imposes a temporality on communication that is fundamentally different from the temporality of Enlightenment democratic models. I characterize this temporality as Twitter time, a derivative of network time, and propose a series of empirical measures that can be used to describe this temporality. I apply these measures to a corpus of tweets collected during an episode of the popular Australian political debate show, Q&A, aired in the run-up to the 2013 Federal Election. Three temporal measures – tweet half-life, tweet-stream- density, and user-interaction rate – are used to frame a coded analysis of tweets relating to thematic discussions on the Q&A program. I evaluate the content of tweet streams against the criteria Habermas considered necessary for deliberative discussion – namely that communication is inclusive, transparent and rational (reasonable).

I argue that, in order to engage meaningfully and deliberatively with these high speed, high density information flows, Twitter users must operate various filtering mechanisms, excluding the vast majority of published tweets. Some of these mechanisms will be asserted by the user, others dictated by Twitter code and platform design. Inevitably, though, they introduce prejudices, replicate socio-political power structures, and start ‘language wars’ that further complicate Twitter’s position as a deliberative discussion space.

4C) Social media, public broadcasting and governance: A case study from the Palestinian Territories

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Residents of the Palestinian Territories have a high level of access to both traditional and new media. BBC Media Action data shows that of those with access to these platforms, 79% watch TV every day and 60% use the internet daily. The same dataset also shows a high level of political participation. The paradox however is that Palestinians feel that they lack opportunities to engage in dialogue and debate with decision-makers. In order to address this, BBC Media Action works with the state broadcaster, Palestine TV, to produce two debate programmes. These programmes aim to enable ordinary people to
engage with decision-makers in society, empowering them to participate in public dialogue and contribute to holding these decision-makers to account. But the data shows that TV programmes alone are not enough to increase governance and accountability. Data collected through BBC Media Action’s nationally representative surveys has been used to demonstrate that Palestinians who report a multi-platform approach to media use are more likely to engage in offline civic participation when compared with those who only use traditional media. Therefore the BBC Media Action programmes also use social media to offer Palestinians, particularly young people, a resource for political participation through communication, which may further contribute to holding decision-makers to account. Primarily through an official Facebook page, the programme makers encourage participation from inside and outside the Palestinian Territories, generating dialogue, opinions and inputs for the debate shows.

In this presentation, we will present BBC Media Action’s work in the Palestinian Territories through a case study approach; explaining what the programmes are and how they aim to improve governance in the territory. The presentation will draw on extensive research data collected specifically to inform and evaluate the project including national representative surveys, audience focus groups and social media metrics.

4C) Tweeting Global Events: Soft Power, Publics and the Politics of Participation in International Broadcasting

Marie Gillespie is Professor of Sociology at The Open University and Co-Director of the Centre for Research on Socio-Cultural Change, UK (Marie.Gillespie@open.ac.uk/ www.cresc.ac.uk).

State-funded, international news broadcasters operate in an intensely competitive and uncertain financial, geo-political and media arena. In order to survive in the digital age, they seek to engage overseas publics in participatory social media initiatives that involve trade-offs between established public service news values and public diplomacy imperatives (for example, impartiality and transparency, empowerment and surveillance). As more or less overt agents of soft power and public diplomacy, international broadcasters use social media very differently, often with unintended, contradictory and surprising consequences. This paper examines how international news organisations, including the BBC World Service (WS), Russa Today (RT) and Al Jazeera (AJ) are responding to and adopting social media. It evaluates the uneven success with which they integrate Twitter into their journalistic practices and how publics engage with these organisations via Twitter, sometimes switching between them and participating in multiple public spaces.

The paper draws on a series of interdisciplinary, empirical case studies carried out at the Open University around global political crises (Syria in particular) and sporting events (the London and Sochi Olympics). The case studies share a broad methodological framework, which we refer to as ‘the public life of methods,’ in order to get at the performative nature of the social media monitoring methods used by broadcasters. We examine how data circulates within the organisations, shapes organisational processes and editorial decision-making, monitors publics and seeks to influence them. It looks at what happens when academics intervene in these processes using alternative methods.

The case studies combine big data analysis, discourse analysis and production ethnography in order to theorise the reconfiguration of transnational publics and the politics of participation at the intersection of social media and international broadcasting. It evaluates the twitter strategy adopted by broadcasters and the extent to which they succeeded in actively engaging overseas publics and widening participation in global public debate around global events. We assess the extent to which attempts at promoting of a participatory journalistic culture are thwarted, and how social media is used to enhance soft power and public diplomacy objectives. We point to some intriguing contradictions in our findings, challenge assumptions about participation via social media, and highlight the surprising success of RT in engaging its Twitter users in debate around the Syria crisis. The paper will reflect on the wider theoretical and methodological implications of our findings for notions of connectivity and conviviality in public space and publicness.

4D Urban Space
Moderator: Martijn de Waal
Spatialising social media debates: urban sociability and shifting sites of publicness
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New media have either been conceptualised as technologies of freedom crucial in the mobilisation of demonstrations and protests globally or as ‘middle class fads’. The role of social media in political change became particularly contested in the context of the protests part of the so-called ‘Arab Spring’. What often marked these debates was the alternate focus of analysts on either physical space as sites of protest, as represented by Tahrir Square, or an emphasis on virtual space, epitomised by Facebook debates and Twitter hashtags. The artificial separation between physical and virtual space in analyses has masked the connections and movements between different spaces and has failed to appreciate the fluid shifts between different sites of publicness. Furthermore, it has underplayed the processes through which certain spaces – whether physical or virtual – are claimed and constituted as public and the way in which others lose their publicness as a result of private, commercial, or state claims on these spaces.

This paper interrogates these questions by examining urban sociability in the context of Zambia’s 2011 hotly contested general elections. While public spaces - such as bus stops, public transport, market stalls and tuckshops - are normally important sites of political debate in Zambian urban locations such as Lusaka, the growing tensions following the announcement of the election results turned streets into spaces of unsociability due to self-imposed restrictions on physical mobility. This coincided with a court injunction on commercial media which were accused of publishing “speculative stories” on the election results. The information black-out led middle-class Zambians to resort to their internet-enabled mobile phones for updates on the elections on social media. The Facebook page of the commercial television station Muvi TV came to constitute an important, lively public space where Zambians actively discussed the elections. Drawing on an analysis of Muvi TV’s Facebook page coupled with participant observation and interviews in an up-market shopping mall and an informal market in Lusaka, I argue that a more location-aware understanding of social media debates enables us to link conventionally detached arguments on public space (which have situated urban sociability within concrete urban spaces) and public sphere (which have focused on political debates but have often remained insufficiently ‘spatialised’).

4D) Protest Parks: Digital Activism and the Public Leisure Sphere
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This paper situates current conversations about political mobilization via social media into dialogue with the historical analysis of public parks as protest spaces. Public parks were, in a similar fashion, designed for leisure and sociality but were often appropriated as sites of resistance. Hence, ‘protest parks’ serve as a metaphor for contemporary digital networks of activism. Comparing these urban parks to digital networks can better explain the relationship between virtual and material public space and their role in political movements. It is worth examining why certain public leisure spaces attract political action while others do not. Also, this paper investigates the range of mediations that enable the transformation of these seemingly innocuous spaces into places of activism. The argument is illustrated by comparing the social architecture of and political enactments within urban parks and squares in the United States, United Kingdom and China with cyber-protests within their contemporary digital networks. It becomes clear how material and virtual leisure platforms have evoked similar reactions: Some are enthusiastic about these platforms, which are seen as a significant expansion of democracy into public space. Others, however, take a more dismal view of the platforms as prime spaces to disarm and manipulate the masses through their seemingly unregulated leisure character. In analyzing events and movements that started within urban park locales across these nations, this paper reveals how politics and leisure are historically and dialectically tied. In focusing on the range of social movements across park and digital geographies, we discover that protests do not so much detract from the park’s
primary leisure purpose but often are deliberate products of such infrastructures. Further, depending on the regulatory mechanisms of these urban parks, we see protest taking on more creative, play-like forms of expression, creating new rituals of communication between citizens and the state. Finally, we see a plurality of democracies emerge through the complex interplay of the public-private nature of leisure space and political action. By drawing parallels between the historic use of public parks and squares in the city, and the use of certain forms of digital networks like Twitter and Facebook, we can gain a more integrated and critical understanding of the novelty of these spaces. Overall, we consider how virtual leisure territories serve as centers of democracy and sites of protest.

4D) The Right to the Citi(zen): social media sites and the transformation of urban space

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Following the publication of the pamphlet *The right to the city* (Lefebvre 1968) a vivid debate about neoliberal take over of urban spaces has emerged. This debate has primarily revolved around urban activism and civic engagement, putting forward an urge for resistance to structural and organizational restraints that commercial culture has laid on city inhabitants. According to Lefebvre, these restraints involved in the transformation and expansion of urban space force underprivileged groups away from the land they have appropriated and inhabit, and transform the basics for urban life, something the working classes must stand together against.

During the last ten years we have however seen a continuous expansion of urban space via social networking sites, and today most public institutions (as well as commercial organizations) in Western states use social networking sites to communicate with their ‘citizens’. In this presentation I will address the discussion following *The right to the city* by way of an analysis of a public institution vainly trying to establish communication with its ‘citizens’ in an urban space in a virtual world: the virtual city of Malmö, *Malmo in Second Life* (2009-2010), a project to enhance civic engagement and to improve the city’s communication with its citizens. Many different kinds of materials have been used in the analysis; interviews with producers as well as interviews and more informal chats with (Swedish) users in *Second Life*, web based- and mass media material, written documents, and a spatial analysis of the virtual city itself.

I argue that the users of the online urban space that the city administration met did not regard themselves as citizens when dwelling in this online environment, but were addressed as and thus behaved like, consumers. The reason for this is triple; due to the spatial character of the virtual world, due to the commercial character of the virtual world, and due to the different ways the city administration and the users articulated the virtual space. I argue that this came from a lack of shared articulations about the virtual island as (public) place, resulting in a lack of common motivation to cooperate in developing it. Digital media not only offers public actors possibilities to expand urban space in new exiting environments, it also transforms the basis for whom we become and how we act in urban spaces and thus transforms the possibilities of the public actors to communicate with citizens.

4D) The social mediatization of public parks in the city and new ways of seeing (and shaping?) the public good

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In the city, designed landscapes such as public parks serve as sites for activities that enable the ongoing negotiation of how people live together. Despite the democratic connotations of their designation as ‘public’, they shape this negotiation in ways that are informed by political interests: signifying the importance of particular aesthetic and environmental values, facilitating certain activities while discouraging others, beautifying government buildings, celebrating historic landmarks and so on. The visibility of this kind of political work, and its role in constituting particular publics and public goods, is enhanced in cases where ‘park life’ is mediated by online cultural programming.

I investigate the relationship between urban parks and visual social media as a means of complicating notions of ‘use’ and ‘reception’ as categories for understanding engagement with public
designed landscapes. Taking the new (and thoroughly mediated) Grand Park in Los Angeles as my case, I am interested in the possibility that new ways of seeing public places may be emerging between visual social media and parks designed to rehabilitate problematic urban areas. In both cases, there seems to be an ongoing renegotiation of how social life is inflected with aesthetic value. Grand Park provides a scenic/photogenic setting for ‘desirable’ social and cultural activities, while also reducing the visibility of certain social problems by being inhospitable to the activities that bring them into view (crime, drug use, political demonstrations and sleeping outdoors). Photographs of the park circulated in self-consciously social contexts and seem to work differently than those presented as part of an aesthetic practice—including not only representational but performative uses suggesting a changing social and cultural importance of public places.

I will draw on examples from an ongoing analysis of Grand Park photographs collected by Instagram to sketch the outlines of what I view as the changing public ‘good’ as realized in urban parks. The role of visual social media in Grand Park’s cultural programming makes a reciprocal influence between landscape form and media use impossible to ignore, and suggests that ‘the public’—as both consumers and producers of media—have, if indirectly, a greater influence on landscape form. Of course, if this relationship is to realize its full democratic potential, the reverse would also have to be true: people would have a role in determining landscape use (and, for that matter, media form). At Grand Park, it is not at all clear that this is the case.

**4D) User-generated city**

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Participation has come to the fore as model for production. Emanating from discourses around new media technologies, specifically Web 2.0 and platforms for user-generated content, the cultural and political dynamics of participation are pitted against rigid, formal technologies of mass media and communication, promising a near-revolutionary upending of the traditional distributions of agency and power. A similar "participatory turn" can be observed in urban design and planning, influencing how the material world of urban space can be represented, planned, and actualized. This movement, however, attends the creeping privatization of public space and the entrepreneurialization of urban governance globally. Participation comes as a response to the renewed interest in urban public space’s value generating capacity for the “citadels” (Marcuse, 1997) of consumer-oriented cities. Its proponents tout participatory design models as “user-centered,” democratizing, and inclusive against a backdrop of the exclusionary, expert-driven traditional models for urban planning—a juxtaposition that mirrors that of new and traditional media. While it portends a politics of inclusion, the many contradictions of urban design’s participatory turn remain under explored.

In part, this results from the fact that most accounts of urban design’s participatory turn have failed to acknowledge the influence of new media’s social logics. This paper aims to fill this lacuna by grappling not just with new technologies’ usage in urban space, but with the social logics that attend the economies of participation in online contexts. Focusing on the often contradictory social logics of new media provides critical contextualization to the participatory turn in urban design. The paper first characterizes two key points where this migration takes place, flexibility and convergence, with attention to how these concepts are transmuted into models for urban design. It then moves to a discussion that frames participation as a form of “governance” that impacts cultural expressivity, political efficacy, and subjectivity. Followed by a detailed analysis of a specific public space, The Porch at 30th Street Station in Philadelphia, PA, which has been touted “one of the first truly user-designed spaces in the country.” This analysis borrows Van Dijck & Poell’s (2013) four-pronged rubric for understanding “social media logic” and applies it to the report on The Porch’s design model and theory. It argues that the concept of the user-generated city, while imagined to upend distributions of power and agency, ultimately falls short of its promise to erode the traditional hierarchies between "authors" and "users" of urban space.

**4E Particular Publics**

Moderator: Germaine Halegoua
The siloization of the public sphere

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The perspectives for democracy online have been debated since the mid-nineties. It has been claimed that the Internet can facilitate a revitalization of the public sphere, in line with theoretical ideals of for instance Jürgen Habermas and John Dewey. The integration of social network sites in citizens’ everyday life and social interactions have strengthened such hopes. Facebook for instance has been turned into a "one stop public" (Linaa Jensen, 2013), a portal for interactions which combines small talk among friends with news sharing and political discussions. Everyday life and politics interact seamlessly. Benkler (2006) has talked about "a networked public sphere" and danah boyd (2011) has discussed the potential of "networked publics".

I will argue that although Facebook and other social network sites may facilitate political interaction and enhanced democratic awareness among citizens, such phenomena are far from a classic notions of the public sphere with large collective discussions steering political agendas and discussions.

Based on examples from the Arab spring, European election campaigns and Danish political Facebook groups, I demonstrate that although citizens might feel emotionally envolved and politically empowered by discussing politics via social network sites, the wider political consequences are limited. The debates only to a limited extent affect overall political decision-making and the mobilization is often short-lived. The communities and "sense of togetherness" coming out of debates and groups are often ephemeral communities. Social network sites are good for mobilizing around single issues or facilitating online protests where citizens are united against corrupt politicians or oppressive regimes. However, when it comes to long lasting mobilization and dedicated, binding political participation, the engagement often evaporates.

Further, the many online discussion groups, debates and campaigns do not form a single coherent political agenda. Rather, they are separate public spheres, defined by affinity and interest (Gitlin, 1998). The personal one stop public of Facebook is an example that you are exposed to only your own network and not the entire society with it's diversified attitudes, norms and interest. You are wrapped in your own social silo, whether on Facebook, Twitter or in a certain blog universe. When more and more news consumption and political communication takes place in such personalized communicative spaces, the consequences is a siloization of the public sphere in general. The public debates take place in segregated places rather than in a united public sphere. People might get more engaged but less connected with overall society.

4E) Like-Minded Publics on Facebook. An Analysis of the Black Pete Discussion

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Facebook, and social media more generally, has been perceived as a space where a great variety of opinions and perspectives on societal issues are played out. In our research we investigate the fast mobilization of like-minded publics on Facebook surrounding the controversial Black Pete discussion in The Netherlands using digital methods and data visualization tools. Additionally, through platform analysis, we consider how the Black Pete discussion has been shaped by the technical design and interface of the Facebook Pages and by how these Pages have been administrated. The research question we address is how the like-mindedness of the 'Pietitie' and 'Zwarte Piet is Racisme' Pages (the two dominant Facebook Pages surrounding the topic), and the opportunities to deviate from the dominant opinion therein, has repercussions on the notion of the public sphere and for ideas of a deliberative democracy.

So far, we have downloaded all posts – over 100,000 - (and likes) from the 'Pietitie' and 'Zwarte Piet is Racisme' Pages. With the insights garnered from our empirical data we intend to intervene in the academic debate on social media as public sphere and deliberative democracy. More exactly, using both
quantitative and qualitative methods we reflect on: **Attention distribution**: Despite the promise that anyone can participate in societal issues, by responding to a post for instance, our data suggests that attention is unevenly distributed. **Technical design**: The uneven distribution of attention on Facebook Pages relates to the technical design of the platform. Empirically we can show that attention for comments (measured through the amount of likes) is limited to the first hundred responses to a post. Also, we consider how the administrator of a Page has the ‘power’ to select the topics discussed (and even moderate these). **Like-minded publics**: Our initial data suggests that the ‘Pietje’ Page and the ‘Zwarte Piet is Racisme’ Page are dominated by one-sided sentiment. The former provides space for those in favor of preserving Black Pete, and the latter Page is where people assembled who were in favor of abolishing this figure from the Dutch Sint Nicolaas tradition.

In other words, communities of liked-minded publics flock to a particular Page with minimal interest in oppositional views and debate. We test this hypothesis by checking for overlap between these two publics, and do a qualitative exploration of a representative sample of comments from both Pages.

4E) **Engagement of users in a Facebook-based counter public**

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The Habermasian ideal of the public sphere draws a picture of highly engaged public discussions, where all issues are granted equal attention. In real life there can be some distortions, so that a format of the message can increase or reduce engagement regardless of the content. There are two main factors causing such distortions. First of all, different formats of a message may activate different ways of information processing. This hypothesis comes from the elaboration likelihood model. Secondly, the personal motives to use Facebook can be different. Therefore, a user can perform different types of engagement by giving preference to the «like»-, «share»- or the «comment»-button. As a result, different patterns of engagement can emerge, again regardless of the content. The hypotheses are tested with the data from the Facebook profiles of the right-wing political organizations in Germany, 21 pages, more than 14 000 single posts. Main methods are mean comparison and factor analysis, both performed in SPSS.

The paper provides a brief overview of the studies employing the theory of counter public and studies about the online right-wing counter public in Germany. It also discusses elaboration likelihood model, Facebook studies employing uses and gratification theory, as well as visual framing studies. The methodological section explains data collection on Facebook and data analysis. The findings are: (1) There is a clear correlation between the format of a message (status, video, picture, link) and quantitative values of engagement (amount of «likes», «shares» and «comments»). Messages with embedded video are the most engaged ones. (2) There are two clear types of engagement: liking and sharing versus commenting. The findings confirm that the platform specific features can influence how the users engage in public discussions and content creation, and, thus, how they contribute to an online counter public sphere.

4E) **Stay-at-Home Citizens: Pinterest and the Gendered Domestic Public Sphere**

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Described on its “About” page as “a virtual pinboard,” the social media site Pinterest allows users to collect, organize and share visual content and links culled from around the web. Launched in 2010 by male start-up founders, Pinterest rapidly gained media attention, user loyalty, and a reputation as a specifically feminine-gendered space. As a media platform that is both relatively “new” and widely used (but not necessarily widely or “authoritatively” understood), Pinterest provides media scholars an opportunity to study a medium’s unfinished identity formation as it continues to unfold.

This paper interrogates the potentials of Pinterest to disrupt historical gendered norms of private and public spaces, particularly as related to political activism. While Pinterest’s reputation as a
domestically-oriented women’s realm might suggest that it simply replicates historical exclusions of femininity from public spaces, I deploy Rick Altman’s crisis historiography model to argue that users in fact contest this monolithic identity. Most saliently, users’ inclusion of political content and conversation in this nonetheless feminine online space serves as an important case study in the potentials of social media to transform gendered conceptions of publicness. Through a rereading of Lauren Berlant’s theory of intimate publics, I argue that Pinterest demonstrates the potential of gendered affect to exceed the juxtapolitical constraints suggested by Berlant, showing how women can be at home in the political.

4F Tracking Data, Constructing Publics
Moderator: Helen Kennedy

Our data, ourselves: Vertical interfaces and surveillance in mobile social media
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With more than 7 million active users in 192 countries, the gay-targeted mobile geosocial networking service Grindr has become a technological mainstay of contemporary gay life. Integrating a range of textual, visual, and location data within a user-friendly interface, Grindr allows its users to browse, in real time, an interactive catalog of nearby men — for purposes as varied as making new friends, finding dates, or arranging casual sexual encounters. As increasing numbers of gay, bisexual, curious, and questioning men turn to geosocial services like Grindr to seek social and sexual interactions, how should we parse the impact of these novel mobile interfaces on the rendering of gay bodies and identities online? In a widely-varied network of users, software developers, and commercial actors, who is watching whom — and to what ends?

This research examines Grindr, the most popular gay geosocial networking application and one of the pioneers in the mobile dating industry, with a focus on the work of social networking interfaces in rendering visible certain types of bodies, identities, and interactions in networked contexts. I advance two related claims: First, that the interface conventions introduced by Grindr (and have now diffused to other applications and social contexts) enable and manifest a shift from horizontally-mediated social interactions to vertically-mediated ones, in which multiple types and layers of data converge within a single interactive scene. Second, this vertical mediation relies upon three interrelated schemas of surveillance: of users surveilling themselves; of services surveilling their users; and of users surveilling each other. While many studies of networked surveillance have focused on commercially-driven structures of power and observation, I argue that users themselves are drawn into surveillant practices through digital interfaces that provide vertical views of individuals, communities, and social interactions.

4F) Smartphones as Surveillant Agents – New Practices of Identity and the Reconceptualisation of Public Space
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Mobile communication devices have been theorized as having a huge impact on the allegedly hitherto clear-cut private/public divide, contesting the former by extending the latter, or fundamentally altering the very nature of our social relationships. These wildly changing social and cultural dynamics are now seemingly extended and accelerated by technical devices such as smartphones and tablets which facilitate three characteristic new functions: First, they allow users to be permanently connected to the internet and their respective social networks – making the invasive nature of networking sites such as Facebook, Twitter or Tumblr truly ubiquitous. Second, these devices are ‘location-based’ and offer applications such as interactive maps or ‘check-in’ services, which relates media use to physical places or social spaces in a never seen before fashion. Third, these devices promote a new culture of visibility, as all types of social interaction, object or performance can potentially be recorded and shared with a disperse audience of friends and followers.
This presentation aims to focus on two interwoven consequences from these changing practices of media use, effectively turning social networks into visual social media. (1) Smartphone cameras allow the documentation of virtually any social context, which leads to an essential shift in the quality of public space(s). This is mainly due to the loss of anonymity, being of fundamental importance to the quality of ‘the public’ in a liberal sense. The Foucauldian notion of Panopticism is revived in these media practices, as visibility and non-verifiability are two of their basic traits. Social interactions and settings, such as meeting friends in a café, are qualitatively redefined when smartphone users decide to take pictures of this social setting and share it to an unknown Instagram or Twitter community. The potential, paradoxically absent presence of a third party not only changes the perception of the social context. This modulation of the Third Party Effect (Mead) also leads to a stronger standardization of social interactions. Closely linked to this reconceptualisation of public space and social interactions are (2) new practices of identity, depending on intricate strategies of visibility and visualization of the self. Besides new visual genres such as the ‘selfie’, only contextualized by hash-tags, formerly intimate aspects and practices of identity such as sex, disease or death have been transformed into aesthetically elaborate strategies of self-presentation. These surveillant qualities of the new – visual – mobile media seem to establish a new and powerful Society of the Spectacle (Debord).

4F) Forensic devices for activism: on how activists use mobile device tracking for the production of public proof

Lonneke van der Velden is a PhD Candidate at the Digital Methods Initiative (DMI) at the University of Amsterdam.

This paper describes the various ways in which a mobile phone application, InformaCam, creatively turns a problem, that of mobile device tracking, into a method for the production of public proof. The widespread use of mobile devices by human rights activists and organizations has raised a new set of concerns. First, mobile devices, and the communication they allow for, can be easily tracked. Second, the documentation that is produced by mobile devices is often instable: because digital material is vulnerable to manipulation, verifying its authenticity has become key. This is further complicated by the volume of images and video that are captured and uploaded. Against the backdrop of these concerns citizen journalists and human rights activists and organizations are faced with the question of how to investigate and prove the truth of an event using digital technologies without being traced themselves.

InformaCam, developed by The Guardian Project, is a mobile phone application in the making that deals with metadata, such as GPS data or the device number, embedded in the make-up of a file. When posting images or videos online one likely also uploads potentially identifying metadata along with it. InformaCam allows users to remove metadata and to diminish the chance that they can be identified or located. However, InformaCam also makes a second version of the image. In this version, contextual metadata is not obscured but deliberately captured, encrypted and stored. One could even add specific metadata about the setting in which the image was taken and annotate the images with the help of categories that legal experts consider relevant. Hence, InformaCam mobilizes the tracking capacity of mobile devices for the sake of producing potential evidence. Moreover, when images are assembled together the annotated data could prove useful for (online) investigation into an event.

Similar to what forensic experts do with their instruments, the InformaCam project makes invisible data visible and connects them to legal protocols. Inspired by the work of Susan Schuppli and Andrew Barry, I introduce the term “forensic device” to emphasize that this application is not just a tool, but a way of arranging things by bringing together the legal arena and metadata in a manner that is useful for a particular form of activism.

4F) Achieving “Proper Distance” in Infrastructures for Public Witnessing: Analyzing the design and discourse of Google Glass

Mike Ananny is an Assistant Professor at the University of Southern California’s Annenberg School for Communication and Journalism and Affiliated Faculty with USC’s Science, Technology and Society Cluster, USA (ananny@usc.edu).
Grounded in scholarship on witnessing and journalistic witnessing, this paper analyzes how the infrastructure of Google Glass affords and constrains particular kinds of witnessing. I begin by explicating witnessing as a body of literature that has continually grappled with three questions: Who qualifies as a witness? What does witnessing entail? And what is witnessing meant to accomplish? I go on to examine how journalism—and online in journalism in particular—fits within the “field of witnessing.” (Ashuri & Pinchevski, 2011) examining the unique demands that witnessing places on reporters aiming to be “moral journalists.” (Wiesslitz & Ashuri, 2011) I suggest that such morality-summarized by Silverstone as the achievement of “proper distance” (Silverstone, 2007) through media and media technologies—can best be achieved by closely examining how networks of humans and non-humans work together (Latour, 2005) to achieve “networked witnessing”: the sociotechnical infrastructures (Star, 1999) that both shape and reflect the public spaces in which certain people are seen to qualify as witnesses, witnessing takes place and is normatively regulated, and in which witnessing has the potential to make social change.

I examine this concept of networked witnessing in light of Google Glass’s infrastructure, interviewing early Glass designers, and conducting close, analytical readings of the Glass’s user interface, its technical architecture (Glass Development Kit), and design discourse (developer conversations on Stack Overflow and GitHub). I conclude by discussing how Glass infrastructure fails and succeeds to live up to the criteria outlined by scholarship on journalistic witnessing, and how it makes new demands of that literature. Such an investigation, I argue, is critical to understanding how infrastructures like Glass- with the potential to both surveil and witness the human condition—work to configure public spaces.

**4G Global Protests 2**
Moderator: Lynn Schofield Clark

**Real-time protest and governance in Catalonia**
Marc Perelló Sobrepere is a Professor and a doctoral researcher in Journalism and Communication Sciences at Abat Oliba CEU University in Barcelona, Spain (perello5@uao.es).

In 2006, a new Statute of Autonomy for Catalonia was approved by the 91% of the Parliament of Catalonia, with the following support of a 73,24% of the Catalan electors in a referendum. On June 28th, 2010, the Constitutional Court of Spain declared 14 out of its 277 articles to be invalid, while another 27 would require a restrictive interpretation. Following the events, the Catalan society organized a massive demonstration for July 10th, which gathered a million in the streets of Barcelona. The demonstration was communicated mainly by Twitter with a live coverage on traditional and new media. The people became the live reporters of the evening. The event was called the first 2.0 demonstration in Catalonia, but it wouldn’t be the last.

In 2012, coinciding with the National Day of Catalonia, September 11th, a bigger demonstration was held again, gathering a massive crowd of almost two million under a single chant: Catalonia: Next European State. This time, the demonstration, organized through New Media channels, had a bigger impact locally and internationally. In 2013, again on the National Day of Catalonia, supporters of independence gathered to form a 400km human chain all through its coastal area. The event proved successful, as almost two million people hold hands in the chain.
An independence referendum date has been set for November 9th, 2014, for the ruling parties in the Catalan Parliament. The Spanish government, however, has vowed to block the referendum. Media polls show that 60% of Catalans would support for independence, 30% wouldn’t and 10% still don’t know. Interestingly, before New Media, support for independence had a narrow 40% in polls. A 20-points switch in less than a decade is certainly impressive. We maintain that New Media and its collateral effects -activism, gathering, virtual socialization, etcetera- have widely contributed to change the dormant public space in Catalonia into a heavily active one.
Catalan president Artur Mas assures that the Catalan claim has had much more of an impact during the last few years than during the past three decades. If the Catalan Parliament succeeds, Catalonia may well be called the first state born out of a social outrage catalyzed by New Media. This investigation contains both theoretical and empirical approaches to the new relation established in
Catalonia between its politics, the media and the citizens in the past few years, following the expansion of New Media and the claim of independence.

4G: Protests in Brazil: the role of social media in political action
Magda Pischetola is Professor in Digital Media in Education at the Pontificia Universidade Católica do Rio de Janeiro, Brazil (magda@puc-rio.br).

Recent years have seen the world enter a new political era, one defined by changing methods of popular protest across the globe. From the Occupy movement to the Arab Spring, from the actions of online hackers Anonymous to the recent uprisings in Brazil and Venezuela, society is experiencing the concrete potential of social media to enhance political activism and participation. Yet, we need to better understand the possibilities and implications of this landscape.

It has been pointed out that forms of social interaction and reproduction which characterize social networks such as Facebook and Twitter represent a clear example of participatory culture as they allow for common values’ articulation, which have found expression through social protests in different countries. Regarding their political potential, these platforms would appear as spaces where new ways of performing citizenship become visible, with a significant role to play, for instance as a counter-surveillance strategy in cases of police brutality or in contrast to the way events are presented in TV news. Nonetheless, these insights pose more questions than they answer. What are the true implications of the social media for political action? Do mobilization and political activism emerge from these spaces as unintended consequences or conscious aims? How does the social appropriation of common concerns shape the protests? How do the leadership and the online organization of protests work?

The present article presents the case of recent protests in Brazil. It analyzes the role of social platforms in the organization of the demonstrations and tries to illustrate the participatory culture beneath the different political aims which inspire the mass of participants. Sparked by a 20-cents increase in the ticket price of public transport in June 2013, the Brazilian demonstrations have grown into protests against corruption in the government, the high costs of hosting the soccer World Cup in 2014, the lack of investments in public health care and education, as well as specific demands from different social or professional categories. They have attracted over one million people and involved mainly young workers of middle class and low-income communities, often with no clear leaders and no speeches. Reflecting on the elements that characterize the specific case of Brazil, the paper aims to study the changing face of political activism, the circulation of news and the online communication processes of mobilization from a critical perspective.

4G) Fandom and Contentious Politics: Çarşı Fan Group at Gezi Protests in Turkey
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Dr. Ömer Turan is Assistant Professor, Istanbul Bilgi University, Turkey (omer.turan@bilgi.edu.tr).

The Gezi Park protests of June 2013 were the most massive protests in the recent history of Turkey. Different political groups joined their forces with crowds with no prior experience of political protest and mobilization. As it has been the case in Tunisia, Arab Spring, Iceland, Spain or Occupy protests, the event cannot be comprehended without taking leadership and the online organization of protests into consideration. Motivations to participate to Gezi Park resistance were multilayered, including environmentalist awareness focusing on protecting the trees in the park; opposition to neoliberalization of urban space; anger against the police violence; and more general opposition to the ruling party of Tayyip Erdoğan, or to Erdoğan himself. Many observers of the resistance confirmed that football supporter groups played a crucial role in this protest wave. Especially Çarşı, the supporter group of Beşiktaş, was always at the center of resistance. Their role was especially crucial at instances of clash with police, since many members of Çarşı had been already experienced in dealing with police violence and had accumulated resentment thereof. As the protests evolved, Çarşı has become one of the symbols and leaders of resistance both in online and offline environments. On this account, the Gezi
Park resistance and the role of football fans within these protests offer an invaluable opportunity to think about the link between theories of public sphere, online activism and changing forms of contentious politics.

The presentation aims to give an account of the role of Çarşı fan groups at Gezi Park protests through a specific focus on online presence (Twitter account, Facebook Page and fan blog forzabesiktas) of Çarşı both as organizer of the protests and as one of its symbols (even one of the myths). The presentation will be based on in-depth interviews with Çarşı members and virtual ethnography of fan blogs, Twitter and Facebook accounts of Çarşı supporter group. Moreover, it will try to present the joys of football brought to the Gezi Park by Çarşı, with a series of in-depth interviews with protestors, who are not member of Çarşı or any other fan group. Departing from the Gezi Park/Çarşı case, the presentation will also try to question the basic assumptions of Habermas inspired theories of public sphere and their relevance for considering cybersphere as an alternative public sphere.
Friday 20 June

Parallel Sessions 5
9.15-10.45

5A Reclaiming the “Social” in Social Media
Moderator: David Domingo, Université Libre de Bruxelles

Panel proposers: C.W. Anderson (cwa2103@columbia.edu) & Tamara Witschge (t.a.c.witschge@rug.nl)

Panel Rationale
Academic perspectives on social media tend to prize individualistic, psychological, or aggregate accounts of these technological phenomena, usually looking at the impact of social media on everyday life, as affecting individual attitudes, or (increasingly) as mass clumps of so-called “big data” or “social networks.” This panel, on the other hand, seeks to emphasize social, cultural, organizational perspectives on social media, particularly at the ways in which media are embedded in specific places, spaces and times. We do so, in part, by examining the overlap between the personal and the political in activist use of common social media tools and the surprisingly personal, passionate motivations of new journalism startups and their audiences. But we also do it by problematizing the very notion of the social itself, particularly the division between “technology” and “culture” that exists at the heart of much new media analysis.

Despite the accumulation of much qualitative, empirical work on new media organizations and their journalistic counterparts, there has been surprisingly little written about the ways that emotions and so-called non-rational attitudes influence the decision to start or join a startup journalism organization, or to consume content produced by a startup news outlet. Witschge and Deuze seek to rectify this gap in the literature, looking at the decidedly emotional, dare we even say passionate, motivations that drive the founders of new journalism organizations. The acknowledgment of these passions, furthermore, challenges some of the basic normative attitudes of much journalism theory. Likewise, Gerbaudo discusses how increased activist adoption of social media tools like Twitter and Facebook imbricates the personal (including, but not limited to, personal social networks) in the political. What happens, for instance, when a loosely connected group of friends start to receive activist or mobilizing messages from another friend, one whom might not share their political beliefs?

Anderson and Ford, on the other hand, challenge the very distinction between social, cultural, and material perspectives on social media use. Anderson, reviewing and summarizing much of the current literature on journalistic adoption of new technologies, argues that journalists maintain an attitude toward various technological forms that can be best classified as cultural, but that this symbolic attitude is itself constrained by the very materiality of technological devices themselves. Social media, in other words, contain affordances that big data does not, and this affects how journalists think about it. Ford also analyzes an institution that defines itself, rhetorically, in opposition to social media -Wikipedia— but demonstrates the inconsistency between the Wikipedia practices and Wikipedia rhetoric in this regard. What, she asks, do these incongruences, say about what the “social” in social media actually means? With these papers this panel seeks to re-frame debates about technology and its effects. Foregrounding the material, normative and cultural aspects of (social) media production and use, this panel problematizes the dominant interpretation of the “social” in social media and proposes alternative conceptions.

5A) “What Hating Social Media Means: Economic, Organizational, Cultural, and Material Perspectives on Journalistic (non)-Adoption of New Technology.”
C.W. Anderson is an Assistant Professor of Media Culture at the College of Staten Island (City University of New York), and director of research at the CUNY Graduate School of Journalism.

One of the major findings of journalism studies scholarship throughout the early years of the 21st century has been the relative non-adoption, slow adoption, or differential adoption by news organizations of a variety of new digital technologies including those of blogging, linking, and social media. These technologies have usually been scorned and ignored, or taken up in ways that are often orthogonal to their theoretically intended purpose. On the other hand, big data and algorithmic techniques have been surprisingly popular in newsrooms. This paper proposes that, especially given the relative affinity for journalists toward big data and algorithms, we need to fuse cultural perspectives on technology with materialist aspects of technology to understand this paradoxical adoption and non-adoption.

5A) “Wikipedia: NOTFACEBOOK.”
Heather Ford is a DPhil student at the Oxford Internet Institute at Oxford University where she is studying how Wikipedia editors write history as it happens. She has worked as a researcher, activist, journalist, educator and strategist in the fields of online collaboration, intellectual property reform, information privacy and open source software in South Africa, the United Kingdom and the United States.

The Wikipedia policy, ‘Wikipedia is not’ lists a number of media forms that should be excluded from any conception of the project. According to this policy, Wikipedia is neither a newspaper nor a dictionary, a soapbox nor a crystal ball. One of the oft-quoted policies, shortened as ‘WIKIPEDIA:NOTFACEBOOK’ is that ‘Wikipedia is not a social networking service’ and that user pages should present only limited biographical information. Despite these proclamations, Wikipedia practice displays aspects of all these forms. What is the significance of such inconsistencies, and what does this mean for the way we conceptualise and understand the ‘social’ in ‘social media’?

5A) “Social Media Activism and Informal Organisational Cultures.”
Paolo Gerbaudo (1979) is lecturer in Digital Culture and Society at King’s College London. He has worked as a reporter for the Italian Left newspaper il manifesto and has been involved in anticorporate, global justice and ecologist campaigns.

The adoption of social media as mobilising platforms across a number of social movements part of the 2011-13 wave, from the Arab Spring, to Occupy Wall Street and the anti government protests in Turkey and Brazil needs to be understood in connection with organisational cultures. Specifically the use of tools articulating friendship and acquaintanceship connections such as Facebook and Twitter has come to constitute a perfect fit for the practices of informal organising that have come to dominate social movements after 1968. In this context, social media act as a flexible organisation tool that is used in alternative to formalised organisational structures and connected bureaucracies. This situation raises a series of serious contradictions, given the intermingling between personal and political, private and public relationships that this logic of organising brings about.

5A) “Passion, Politics and Play in Journalism Start-Ups.”
Tamara Witschge, University of Groningen and Mark Deuze, University of Amsterdam. Tamara Witschge is a Rosalind Franklin Fellow at the University of Groningen, Faculty of Arts. She has been a lecturer at the School of Journalism, Media and Cultural Studies, Cardiff University and research associate at Goldsmiths Leverhulme Media Research Centre. Tamara has been the General Secretary of European Communication Research and Education Association (ECREA) and is a member of the editorial board of the international journals ‘Digital Journalism’, ‘New Media and Society.’ Mark Deuze is Professor of Media Studies at the Department of Media Studies of the University of Amsterdam, The Netherlands. Weblog: http://deuze.blogspot.com. E-mail: mdeuze@uva.nl.
New endeavors in journalism such as Follow The Money, LocalFocus, TPO Magazine, Sargasso, and NewPaper in The Netherlands challenge conceptualizations of what is news, by whom and how news is produced, and as is the focus of this paper, what news is for. In this paper we examine the self-reported social relevance and public interest at the heart of these news start-ups. In this way, they challenge both the predominant scholarly understanding of journalism’s role in society as well as the predominant individualistic understanding of digital media. We propose an alternative approach to gain insight into the mix of passion for news, personal politics and the pleasure of play that drive new actors into the news industry.

5B Civil Society
Moderator: Marie Gillespie

Critical Reflexivity, Informal Civic Learning and the Development of Democratic Imaginaries in Contentious Communication
Anne Kaun is a post-doctoral research fellow at the Institute for Media and Communication Studies, Södertörn University, Sweden. Visiting scholar at the Center for Global Communication Studies at the Annenberg School for Communication, University of Pennsylvania (anne.kaun@sh.se).

Dan Mercea is lecturer in media and communications in the department of sociology at City University London, UK (Dan.Mercea.1@city.ac.uk).

This paper charts recently observed shifts in contentious collective action that encompass the technological affordances of the latest social media for evidence of cosmopolitan modes of learning and practicing citizenship that are fundamentally global in outlook, political in the sense of critical of hegemonic power and may be constitutive of citizen subjectivities that expand civic engagement as it is enacted in informal, self-organized digital settings.

Informal civic learning designates an interactional process whereby the exchange and acquisition of citizen knowledge, skills, beliefs and values is performed outside the confines of educational (formal) and social (non-formal) institutions. One aspect of informal civic learning is critical reflexivity by citizens. Critical reflexivity is considered as a practice that forms spaces of possibilities for change. In that, it designates the organisation of informed perspectives, which - reflecting the sprawling culture of connectivity (van Dijck, 2013) - are shared with others. The aim is to explore the changing conditions of civic learning involving critical reflexivity instanitated in the current ecology of collective media and directed at key actors that shape democratic politics, i.e. the media and government, in a broad sense.

In a qualitative study of media criticism focusing on the potential of social media for public discourse, Kaun (2013) retrieved accounts of critical reflexivity about the media and government that kindled informal civic learning about democratic citizenship. Prompted by such findings, this paper undertakes a textual analysis of the communication that unfolded on Facebook and Twitter around the Europe-wide Stop ACTA movement. The latter erupted onto the global political stage in late January 2012, in the wake of the Occupy movement which endorsed it. The Stop ACTA movement disputed the encroachment of corporate interests on democratic decision-making and called for the instatement of participatory mechanisms and accountability processes in contemporary transnational policy. On this terrain of political contestation, we deploy and query the online civic learning schema designed by Bennett et al. (2009) with the intent to, on the one hand, develop a grounded model for informal civic learning with social media protest platforms. On the other hand, we scrutinize traces of informal civic learning for evidence of spaces of possibilities erected on democratic imaginaries evoked and discussed as advances on extant democratic institutions. For the purpose, we examine a corpus of 19,000 tweets and 7,000 Facebook posts gathered 2 weeks in advance of the pan-European Stop ACTA protest (9 June 2012).

5B) Social news media. An idealist business case (or a business case for idealism)
This paper will investigate whether internet-based news media can follow the logic of social media. Social media are different from e.g. print-based news media in that they are reciprocal. The logic of give and take, of losing the distinction between producer and consumer (or content-owner and content-buyer) would seem to be at odds with typically ‘high modern’ notions of journalistic integrity and quality (Hallin 1992). But are they? Given that social media depend in large measure on a sense of authenticity, there are good reasons to pursue a new type of news production that is both co-created and crowd-sourced, and that is perceived as authentic (co-owned by an interpretive, actual or virtual community) and well-researched. ‘Social news media’ can only prove themselves as a sustainable form of quality news production by developing viable and trustworthy business models. The Dutch slow-news outlet De Correspondent is a recent successfully crowd-sourced start-up but hardly a social news medium: it is internet-based quality news. Another example De Onderzoeksredactie is financed by subsidies. This project focuses on a project called Urban Stories. It is to be an attractive news source for urban youth, financed by impact investment and related new forms of business consultancy, by crowd funding and sourcing. It may come to include a gamified space for young urban journalists to pitch possible stories to the marokko.nl and other urban communities. Its journalists will work with input from the web community. The defining feature will be its inclusive perspective that centres on dual ethnic-cultural backgrounds. If news is indeed the primary tool to achieve democracy, social news media as co-owned public spaces are of crucial importance, given that youth audiences feel less and less attracted to conventional news sources. A robust business model and countervailing the current neoliberal regime of governmentality will be its most pressing challenges. The paper is based on participant design research (interviews with urban youth; project work with aspiring young writers with a dual background and regular interaction with Urban Connect, publishers of the Marokko.nl and Hababam communities).

5B) Web 2.0 communication at the local level
Ilona Biernacka-Ligieza is Professor at Maria Curie-Sklodowska University, Faculty of Political Studies, Poland (ilona-jbl@o2.pl).

This paper explores how the quality of democratic processes can be augmented by ICT uses on the local level. Firstly the paper presents actions that are being introduced to improve local administration and information systems in Poland. It discusses contemporary structures of local e-government in selected communes in Poland (top-down process). Secondly, the paper focuses on the development of local community e-participation (bottom-up process). It looks at the ways in which the affordances of the Internet and web 2.0 services apply (or not) on the level of local democracy. Using both quantitative and qualitative research and website content analysis, the paper analyses how the power of ICT is used by local communities in regions of different economy level.

When we look closer at the local governance across Europe we can clearly see that different ways of strengthening citizens’ trust in local authorities and the creation of platforms of public dialogue are important factors that shape contemporary democracy. Globalization does not render locality irrelevant but it challenges it as was emphasised for instance by the concepts of glocalization (Featherstone, Lash & Robertson 1995) hyperlocality (any reference) or translacality (Appadurai 1996). These concepts suggest that encounters of the local and the global can be productive in terms of modifying locality by placing it in the wide context of the global and vice versa. When using digital technologies in a local context, we are not interested in their width but in their depth. Looking at the implementation of the digital technologies into the life of the local community, we are not concerned with the question how the local gets modified by the global but if it can get intensified.

The main aim of the paper is to analyse democratic challenges and problems associated with new information and communications technology (ICT) being implemented by local communication...
systems in Poland. A survey has been carried out in different regions of Poland. Questions are asked about how ICT can further democracy by creating the new shape of the public sphere? Whether and how ICT has changed the functioning of local government in Poland? Does ICT support political communication and local democracy? Is ICT used as platform for local debate? Is ICT used mainly as a tool for transmitting information from the dominant one-sided communication? These questions are pertinent in light of the current problems in democratic organization.

5B) “Let’s Get them Involved”… to Some Extent: Conditioning Co-Creative Media Space

Susanne Almgren is PhD Candidate Media and Communication, Jönköping University, Sweden (susanne.almgren@hlk.hj.se).

Tobias Olsson is Professor of Media and Communication Studies, Lund University, Sweden (tobias.olsson@kom.lu.se).

The development of social media applications, such as blogs, Facebook and Twitter, has offered new participatory opportunities to everyday media users. In some respects this also marks a transformation of public space, as the broadcasting era’s “audiences” nowadays also can take on the role as participating “co-creators”. Or to put it slightly differently: the contemporary media landscape allows for new forms of coexistence between producer and user generated content.

For traditional media companies, this transformation has brought both challenges and opportunities. User generated content has always played a part in media production, but the current media situation has made it a more salient feature. Among online newspapers, specifically, the new opportunities to include users’ participatory practices have taken different forms. For instance, they nowadays allow sharing content through Facebook and linking blog posts adjacent to articles. Within this context of offering new, participatory opportunities, online newspapers have also come to adapt to and develop on one specifically salient strategy: To allow readers/users to comment on articles online.

Media research has already paid attention to user comments as a participatory practice. These studies have typically looked into what technological features for participation that are offered and how they enable and limit users’ participatory practices (cf. Domingo et al., 2008; Hermida & Thurman, 2008). In this paper, we take on a slightly different approach. Firstly, the paper looks into the conditions for participation in terms of topics: What content are users allowed to comment on? How do content characteristics differ between news that are made available and news that are withheld from comments? After having mapped these conditions for participation, we – secondly – analyze how users actually navigate within this (conditioned) space: What news are they interested in commenting on? How does commenting vary between different kinds of articles? These questions are answered by help of an analysis of 1.100 news items and their adjacent user interface in an online news site (affiliated with a professionally produced, local newspaper). In terms of methodology, we apply quantitative content analysis.

Our analysis reveals that the participatory space offered to the readers is geared towards light news, whereas users themselves have clear preferences for commenting news concerning changes in their local environment, about general national politics and welfare issues. The paper concludes with a discussion on potential implications as to why this discrepancy exists and it also further reflects on its potential implications for users’ participatory practices.

5C Creative Industries

Moderator: Jo Pierson

5C) Social networks and the space of bookselling

Eben Joseph Muse is a researcher at Bangor University specializing in the nature of space and place in a digital age, UK. Associate editor of the Journal of Gaming and Virtual Worlds (e.muse@bangor.ac.uk).

This paper will present the initial findings of a study into the strategies and tactics used by booksellers to create an on-line identity as a public space of ideas, culture and especially community. Algorithms and procedures of a social network platform shape the norms of behavior, of
connectivity and of content on that platform. In other words, the strategies and tactics that facilitate the practice of everyday life in a shop are unlikely to be as effective in an on-line environment. Laura J. Miller has documented the attempts of booksellers to transform their retail establishments into "vital community institutions" (1999), a process used by independent bookstores. They used traditions from the 18th century printing houses as a way to compete with the chains and superstores that arose in the second half of the twentieth century.

The rise of on-line book selling that has been led by Amazon and the ebook has forced independent bookstores and bookseller associations to rely heavily on this discourse and commodification of public space, while at the same time requiring them to re-articulate it in the on-line spaces of their web sites and social networks. This articulation of the space on-line, in text and images, provides an opportunity to read the text of community; the creation and maintenance of Facebook pages and web sites requires the store owners to inscribe an identity which previously was often informal and emergent. As they move it from a geographic social sphere to a virtual one they must remediate themselves, often needing to server two communities and facing sometimes divided loyalties.

This research project aims to understand how booksellers perceive the social network space and their attitutes toward both social networking and the discourse of community. The study is being conducted through critical analysis of the Facebook pages and web sites maintained by independent Welsh bookstores. The analysis will be informed by interviews with bookstore owners or managers. The research is being conducted in partnership with the Welsh Books Council.

5C) "What are you reading?": unraveling social networking sites on books

Renata Prado Alves Silva is a Professor at the Faculty Estacio de Sa of Juiz de Fora, Brazil (renata.prado@estacio.br).

The use of social networking sites is growing in the world, pointing to a worldwide trend in the interest of people to communicate and exchange all kinds of information in social platforms. The type of social capital present in social networking sites is due to both the ownership of the system by social actors as the characteristics of the tool (the site itself). Apart from influential sites like Facebook, there are specialized, niche or theme social networking sites, which provide new means of expressions and connection, mixing private, public and commercial spaces to exchange information. The aim of this study is to present social networking sites about books, identifying and classifying its role in the discovery and selection of books as well as its ability to converge readers, writers and publishers. This research is motivated by the need to understand the role of online sociability in the discovery and selection of books as well as its ability to connect readers, authors and publishers in promoting reading habits and book choices.

We start from an exploratory research focused on the most significant social networking sites devoted to books such as Goodreads, Shelfari, Librarything, Bookish, Anobii and Skoob. These are the sites analyzed in this study. This choice assumes that the relevance and influence of these sites is linked to its popularity and its position in the world ranking of websites by number of hits. Through the survey of the characteristics of social networking sites about books, also called social cataloging platforms, we will draw a frame of reference to determine, through a comparative analysis, what are the similarities and differences between the studied sites, intending thereby better understand the object of study. The interfaces of the presented social networking sites on books were analyzed, and its features were related in order to ascertain what are the main features offered by these sites to their users, as well as specific tools that aim to encourage reading habits. This analysis also sought at first to recognize the features of these sites and then point to their presence or absence in each of the systems studied. The preliminary results of the analysis point to the fact that social networking sites about books have specific characteristics with regard to their tools, contents and forms of use, each having similarities and differences in the promotion of reading through sociability in the web.

5C) Social Media and the Creative Industries
Computers and the Internet have had a tremendous transformative impact on every aspect of life in just a few decades. These effects created a public image of computer and Internet pioneers as Schumpeterian creative entrepreneurs: the ‘wild spirits’ who drive innovation and economic development. This figure has much contributed to the now celebrated image of the creative entrepreneur that has become a trope in the creative industries policies of many Western countries. This public image of the creative entrepreneur has effects of its own. It suggests that it only takes a ‘killer app’ to join the ranks of Jobs, Gates and Zuckerberg, and it reinforces a techno-deterministic slant in creative industries policies. Today’s creative entrepreneur looks more like a technological – and financial -tinkerer than an artist.

Social transformation is not just brought about by heroic entrepreneurs nor does it consist of a one-off, deliberately orchestrated dramatic overhaul. It comes from multiple sites and interventions, is incremental, tentative, contingent, and emergent and produced by the uses made of, the meanings ascribed to, and experiences afforded by technological devices and infrastructures. Here is or ought to be the realm of value creation by creative industries in a cultural, experiential and economic sense. Social media provide creative workers with a field for experimentation and research. They are hired by corporations to assist in developing public relations and advertisement strategies on mainstream SNS’s. Along these SNS’s there is a wealth of games and apps developed by self-employed designers or small companies (SME’s) that experiment with new ways of building social networks, making contacts, communicating with ‘friends’, accessing local information, annotating sites, etc. Some of these apps are more successful than others, but together these are likely to incrementally and often surreptitiously transform social and cultural habits and attitudes.

Creative industries workers set up digital networks to share and exchange information with peers, make themselves visible to potential commissioners, and to develop new ways of (co-) working. SNS’s are not only the (virtual) results of their deliverables, but are also being developed as an integral part of their production process. Finally, it is to a large extent up to the creative industries to experiment with viable business models for social apps and games. In spite of the spectacular sums for which SNS’s have been sold lately, nobody knows as yet what their real value is. It is up to the creative industries to figure that out.

5D) Journalists & Social Media
Moderator: Peter Berglez

Social media as journalistic tools among political journalists and commentators
Bente Kalsnes, PhD Candidate, Department of Media and Communication, University of Oslo, Norway (bente.kalsnes@gmail.com).

Social media services such as Facebook and Twitter have within few years become essential tools for political journalists and commentators. “Hybrid media system” (Chadwick, 2013), ”ambient journalism”(Hermida, 2010) and “produsage” (Bruns, 2007) are some of the terms used to explain the transition from analogue to digital media, from traditional to social media. Studies have documented that social media and particular Twitter is used as sources by journalists (Broersma & Graham, 2012, 2013; Wallsten, 2013, Cision, 2011). However, it is still not clear how political journalists and commentators are using digital tools such as Facebook and Twitter to sort information, find sources and frame articles.

In this article, I will analyze how ten Norwegian political journalists and commentators (online, print, TV and radio) use social media as part of their journalistic tool case. The data material is based on semi-structured interviews, and the aim is threefold: First, to describe the purpose and usage of Facebook and Twitter among journalists and commentators. Secondly, to identify if and how social media has changed the journalists’ working routines. Lastly, I will analyze differences in social media practice among political journalists and commentators.
By doing a close-study of political journalists and commentators’ professional use of social media, I intend to explain how they are relating to sources in digital channels, how they analyze and sort relevant information – and as a consequence – describe how the agenda is set in a hybrid media system.

5D) Social Media Usage by Chinese Journalists: A survey analysis on youth journalists in Shanghai

Dr. Baohua Zhou is Associate Professor at the Journalism School of Fudan University, China. Director of the new media communication master program of Fudan, a research fellow of the Center for Information and Communication Studies and associate director of Fudan’s Media and Public Opinion Research Centre (FMORC) (zhoubaohua@yeah.net).

With the rapid development of social media in China (especially Chinese Weibo and WeChat), their impacts on journalism have attracted a lot of academic efforts. Although communication scholars have emphasized the significance of this line of research, the empirical studies focusing on the adoption and usage of social media among Chinese journalists and their influential factors are still very scant. Compared to other social contexts, China is somewhat special because of its coexistence of “dualistic discourse universes” (He, 2000), which characterizes contemporary Chinese society as a dualistic discourse system that distinguishes the Party line from grassroots ideologies, the official from the unofficial, and the centralized propaganda from the decentralized mobilization. The emergence of social media in China suggests the possibility of having qualitatively different information and expression from traditional/official media in terms of diversity and alternative content. Will this coexistence of “dualistic discourse universes” encourage Chinese journalists to seek social media as an effective “alternative media” to express their personal opinions on current public issues or post the sensitive or even censored news that they cannot publish on traditional media? To what degree would Chinese journalists like to strategically visualize the “backstage” of journalism, especially part of the news production process, on social media to invite public supervision to evade or fight against state control? Will the three paradigms, “party journalism”, “market journalism” and “professional journalism”, which now co-exist among Chinese journalists, have differential influence on their social media usage and expressive behaviors? What’s the relationship between Chinese journalists’ professional and personal/private usage of social media and how to make sense of their interplay?

To address these questions, we will analyze a questionnaire survey data on young journalists in Shanghai (N=535). We will systematically report the current status of adoption and usage among Chinese journalists from both professional and personal dimensions. We will explore to what degree the social media serve as an “alternative media” for Chinese journalists to publish and express in the context of “dualistic discourse universes” as well as their articulations with journalistic paradigms. We will also examine the influences of personal socio-demographics, professional positions, individual attitudes towards social media, as well as organizational characteristics. With this empirical study in Chinese context, we hope to make a dialogue with similar studies on social media and journalism from other societies and make better sense of how social media is reconstructing the journalism around the world.

5D) Social Media and the Transformation of post-revolution Egyptian newspapers Public Space

Ahmed El Gody is a Senior Lecturer in Media and Communication Studies at Örebro University, Sweden (ahmed.elgody@oru.se).

The opening months of 2011, the world witnessed a series of turmoil events in Egypt that soon lead to uprisings toppling President Mubarak regime. The Egyptian revolution was, by far, the most media exposed event in the Middle East for journalists/ activists using different forms of media –especially social media- to voice Egyptian opposition to the world. Even with the Egyptian government shutting Internet lines, imprisoning activists, blocking media websites, confiscating newspapers, cutting off mobile communications, and scrambling satellite signals to limit coverage of the events, Egyptian journalists circumvented government pressure to voice their cause online that lead many label the Egyptian uprising as the ‘Facebook’ or the ‘Twitter’ revolution.
Since 2011, the utilisation of social media has irrevocably changed the nature of the traditional public sphere. One can see the Egyptian online society as a multiplicity of networks. Audiences started to provide detailed descriptions of Egyptian street politics, posting multimedia material, generating public interest, and reinforcing citizen power and democracy. This trend changed the way audiences consumed news, with traditional media, (especially independent and opposition) started to access online information to develop their media content and to escape government control.

Indeed, after the first phase of the revolution, social media became a main source for information and political participation. New actors started to invest in creating news portals to attract communities and to enable these communities to interact with each other’s ideas on the one hand and with the ideas of the news portals on the other.

Similarly, several media organisations started to expand their presence to social networks so that, as well as providing news content, they also provided a ‘space’ for interactivity. Social media news sites became the playground for political parties, activists, and groups from various ideologies creating ‘online spaces of flows’ to cater for the emerging needs of the readers. In transitional societies moving towards democracy, such as Egypt, political development is a central topic which journalists mediate with their audience. Indeed, journalists inform the audience and facilitate informed choices as ‘gatewatchers’, not as watchdog ‘gatekeepers’, in the power struggle between audience, media, and politics.

The aim of this paper is to study how different news organisations (government, opposition, non-partisan) are utilizing social media to establish a sustainable infrastructure for free and public democratic deliberations in the post Egypt revolution. Building on Network journalism theories and empirical material collected, this article aims at utilizing Critical Discourse Analysis and netnography at answering the following research questions: (1) the use of social media by Egyptian newsorganizations in interacting with audience (2) nature of online discussions in news organizations social media outlets.

5D) UGC within the BBC: how covering the Syria conflict has altered journalistic practices and BBC News’ output
Lisette Johnston is a second year Journalism PhD student at City University London, UK (lisettejohnston@yahoo.com).

For much of the Syria conflict, news outlets such as the BBC had been forced to engage with media activists. Even when correspondents can enter the country, this user generated content remains a vital storytelling tool, complementing journalistic ‘boots on the ground’ as eyewitnesses become media ‘produsers’ (Allan 2013, Bruns 2003). This research examines how user generated content (UGC) has been helped BBC newsrooms understand developments surrounding the Syria conflict and shaped their coverage over the last three years. It also considers how BBC journalistic practices have changed to incorporate this content and feature voices from Syria which were arguably marginalised when events surrounding the conflict began in March 2011.

Using newsroom observations and 25 qualitative interviews, this paper examines how individual roles have changed, and the ways in which BBC departments have adapted to make best use of UGC, which at times is the only resource available to illustrate events inside Syria.

For the past three years the BBC has covered the conflict, often in challenging circumstances. Relationships between BBC departments have been tested, as journalists have developed new practices and verification measures to cope with UGC– all while maintaining the BBC values of accuracy and trust in a pressurised news environment. This paper explores these difficulties, how they have been overcome, and where new relationships could lead to improved workflows and more streamlined ways of using content produced by ‘the people formerly known as the audience’ (Jarvis 2008).

Following on from other newsroom studies on the use of UGC (Wardle 2008, Harrison 2010, Aday 2013, Robertson 2013), this research suggests that despite frequently relying on this content, BBC editors still have the final say as to what passes through the ‘gates’ into their final news product. Therefore, despite a changing media ecology, BBC journalism cannot be said to be truly collaborative or ‘networked’ (Sambrook 2010).

5E Togetherness, Trust & Identity
Moderator: Wendy Willems

**Social Media and the construction of Italian transnational identity in London. Online communities and virtual togetherness**

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In migration studies, when talking about pluralism and inclusion, the terms ‘immigrants’ and ‘adaptation’ frequently found together, and the general impression is that the latter seems the only appropriate approach in understanding migrant’s stages of settlement inside the host country. The common use of the ‘adaptation’ framework mainly derives from the view that it is the initial stage for immigrants, followed by their acculturation, assimilation, and ultimately integration into the local society. This perspective seems to identify the immigrant as a passive ‘receptor’ of the host culture, and to ignore how in contemporary times social media have changed the panorama towards a more active participation of diasporic minorities in terms of visibility and public engagement.

This paper is based on a three-year research conducted online and offline within the Italian young community based in London. The main and ultimate purpose is to understand how digital technologies can be seen as modes of identity recognition and visibility. The central hypothesis is that online communities such as ItaliansofLondon.com sustain the process of immigrant's integration by linking and creating a network of ethnic solidarity within Italians living abroad.

Following this perspective, new media seem to actively cooperate in defining spaces of communication and virtual togetherness where immigrants can speak their own language and debate issues of engagement with the local community. In a certain way and based on my data, the opportunity of relaying on social media as comfort zones during the first and challenging stages of integration, can facilitate the construction of a transnational identity and therefore the process of public visibility in the host society. What we can deduce is a new model of creative media consumption specific for diasporas and ethnic minorities, which can hopefully be used as a theoretical pattern that goes beyond specific ethnicities and can be variously applied in one of the most urgent issue of present times: immigrants' participation and visibility.

**5E) Digital throwntogtherness and cultural citizenship: young Londoners negotiating the co-presence of various 'others' on social media**

Dr. Koen Leurs is a Marie Curie Postdoctoral Fellow at the Department of Media and Communications, London School of Economics and Political Science, UK (K.H.Leurs@lse.ac.uk).

In this paper that considers everyday experiences of urbanity among young Londoners, grounded experiences of co-presence of we-ness and other-ness in digital platforms such as Facebook, Twitter and YouTube will be reconsidered using Doreen Massey's notion of the "throwntogtherness" (Massey, 2005, p. 11). Throwntogtherness refers to contemporaneous intersecting ethnic, religious and class multiplicities, among others, observable in contemporary global cities. The throwntogtherness of urban space, according to Massey is constituted by the "contemporaneous existence of a plurality of trajectories", sameness and otherness are both present in a "simultaneity of stories-so-far" (2005, p 11.). The notion of throwntogtherness, I propose, can be productive to give an account of general online experience. Contemporary online/offline urban multiculture juxtaposes entangled, internally heterogeneous axes of difference including gender, age, ethnicity, class, religion and urbanity. The question arises how users make do with a situation of throwntogtherness that can be said to characterize digital culture.

Identifications performed on digital media platforms are tangible results of micro-political action, as one can make public whether one emphasizes difference or identifies with ethnic/religious/cultural others. More specifically on the topic of cultural diversity and digital practices, the decision to identify – or not – with others and otherness online can be seen as an example of “identity alignment”: through practices of identification, the subject can align with or against this other (Ahmed, 2004). Thus far, the ways in which diverse identities digitally encounter, contest, appropriate and negotiate one another remain understudied. Empirical data was gathered among young people
from working, middle and upper class families in the three distinct London boroughs of Haringey, Hammersmith-Fulham and Chelsea-Kensington respectively. The fieldwork consists of three phases, starting of with qualitative in-depth interviews with 90 young people between 12 and 18 years old (30 in each borough), secondly a virtual ethnography with a selection of 30 informants and thirdly a digital methods analysis that contextualizes user patterns. Based on informants reflections on the normalcy of diversity as well as racial abuse in their urban online/offline everyday life, this presentation will offer greater insights into whether intersecting identities performed across digital spaces corroborate growing pan-European sentiments of failed multiculturalism and ethnic segregation, or whether they showcase conviviality, cross-cultural exchange and cultural hybridization proving that digital space can be considered as a training ground for cultural citizenship and belonging.

5E) Making Do with Social Media
Maria Bakardjieva is Professor in the Department of Communication and Culture, University of Calgary, Canada.

In recent years, social media have been the object of profound and multidirectional criticism by media scholars. Work exposing the commercial and administrative imperatives built into the structure of social-media platforms, the predatory, manipulative and exploitative practices of extracting monetary value from users' personal data and actions online has mounted. It has been demonstrated beyond doubt that the enticing of users to conduct the bulk of their social interactions within the delimiting architecture of social media platforms has contributed to the cultivation of identities and relationships with marked neoliberal character. Critical analyses in this vein have been conducted from the perspective of Marxist theory and political economy, the ideas of the Frankfurt School, autonomous Marxism, Foucauldian theory, Actor-Network concepts, postmodernist and feminist approaches and other positions belonging to the wide and diverse church of Critical Theory.

What has remained sidelined in this critical surge has been the notion of user resistance. A simple analogy with the earlier generation of media studies suggests the question: to what extent is it justified to think of social media users as dopes who have given in to the manipulative strategies of platform operators? What happened to the active audiences of the mass media and the active users of media technologies of years past? Has the prevalent kind of activity characterising social media use or "produsage" (Bruns, 2008) of social media content turned user activity itself into a force of self-disciplining and subordination to the platform imperative? Has the room for resistance completely evaporated from the world of social media? Have the tactical maneuvers of the powerless so stubbornly pursued throughout countless other territories governed by the powerful lost their drive and their foothold?

This paper explores the ways of operating (de Certeau, 1984) enacted by social media users in their effort to meaningfully appropriate the public voice and public connection offered to them by social media. A range of social media practices— from tactical tailoring of friendship lists to organizing protest campaigns are examined through the eyes and the situated rationalities of the users involved drawing on individual interviews and focus group discussions. The tug of war between subordination and subversion in which users are constantly involved is identified as the actual process in which user activity can be found.

5F Surveillance & Social Media
Moderator: Mike Annany

From Participatory Culture to Prosumer Capitalism: Imaginaries of Transparency in the Age of Corporate Surveillance
Pieter Verdegem is Assistant Professor (Tenure Track) in New media and Information & Communication Technologies in the Department of Communication Sciences at Ghent University, Belgium (pieter.verdegem@ugent.be).
In the complex ecosystem where community and technology intersect, social media data is playing a key role in the transition of social media platforms from a logic of sociability to one of commerce. Implicit in this transition are the issues of surveillance and transparency, as what started out as collective, user-centred social media platforms have become profit-driven organizations required to create commercial returns for investors. This contribution investigates the political economy of social media data, looking at how social media platforms are making this shift with new methods of surveillance to monetize user-generated-content and the personal information of users. With platforms such as Google, Facebook, and Twitter listed on the stock market, they are confronted with the continuous challenge of expanding their user base while also proving they can offer value for advertisers and other third parties. In trying to appeal to both users and investors, what is at stake is transparency, as users and other stakeholders are not made aware of what information exactly is being monetized and how surveillance techniques function in. This potentially undermines a transparent, effective, and trust-inducing interdependent relationship that underlies social media practices.

This contribution seeks to document and compare how Google, Facebook and Twitter present themselves to the world in the light of ‘corporate surveillance’. By systematically analyzing their S-1 forms we uncover what information is disclosed about user surveillance, and how this is presented to users as well as to potential investors. Employing critical document analysis we investigate how and to what extent these platforms are transparent about their strategies of monitoring, mining and aggregating user data.

Theoretically, this contribution seeks to unpack how we have moved from participatory culture to a form of ‘prosumer capitalism’. The first concept celebrates user expression and civic engagement in which prosumers are actively engaging in the production and distribution of content, thus feeling (socially) connected to others. The latter points at how the active role of users has resulted in a new form of capitalism, i.e. prosumer capitalism. In the social media era this means that the driving force behind the content shared on these platforms is not corporations such as Google, Facebook or Twitter, but is instead the users themselves. The relevant question then is whether corporate information informs users about their role in value creation, not only the presumption of content but also the social monitoring techniques that are built into these platforms.

5F What should concern us about social media data mining’s transformation of public space?

Helen Kennedy is Senior Lecturer in New Media in the Institute of Communications Studies, University of Leeds, UK (H.Kennedy@leeds.ac.uk).

As social media usage grows, so too does the tracking, mining and analyzing of social media data. The rise of social media data mining has been driven by the increasing availability of data on users and their online behavior, as more social activities take place online; the decreasing cost of collecting, storing and processing data; and the exponential expansion of social media platforms from which much of this data is taken. Whilst more and more data is mined from a broad range of sources, social media data mining is of particular concern, because of the intimate place that social media occupy in people’s lives and the intimate data that people share in social media spaces.

A number of criticisms have been leveled at social media data mining practices. First, it is characterized as a form of privacy violation. Social media spaces feel private, even if they are not, and people expect control over the flows of their personal information therein. The personal/private/intimate seeps into the public through social media data mining. Second, it’s a form of surveillance. Social media data mining results in the emergence of new forms of surveillance (voluntary, self, lateral, as well as institutional and state) and the extension of governance beyond the public, into the personal/private/intimate (Trottier 2012). Third, it exploits the labour of social media users. Not only do data mining and related digital reputation building practices mean that users labour to turn themselves into commodities and self-brand, but these selves-as-commodities and the labour that
underlies them are exploited by social media platforms for enormous profit (Fuchs 2013). Fourth, social media data mining is a form of algorithmic control; it results in social sorting. Individuals are categorized as targets or waste and if the latter, receive narrowed options – a form of social discrimination (Turow 2012) – and data is increasingly constitutive of culture, not just capturing culture, but feeding back into culture and having a shaping effect (Beer and Burrows 2013).

This paper surveys these critiques of social media data mining in order to ask what should concern us about social media data mining’s transformation of public space. It proposes foregrounding debates about algorithmic culture and algorithmic control, to enable more awareness and discussion of the less visible and more troubling ways in which social media data mining is transforming public space.

5F) Policing the Social Media. Control and Communication in a networked Public Sphere

Mirko Tobias Schäfer is Assistant Professor for New Media & Digital Culture at Utrecht University, The Netherlands (mts@mtschafer.net / www.mtschafer.net).

For public administrations social media platforms appear as a new space to govern and to enforce laws. The platform providers have already put in place a number of tools and strategies to monitor user activities and user generated content. From automatic content screening over distributed flagging mechanisms to individual content moderation, platform providers make an effort to oust copyright violation and inappropriate content. They also provide commercially vast possibilities for third parties to monitor and evaluate social interaction and communication through their application programming interfaces. For law enforcement agencies the openly available communication of users, also dubbed open source intelligence, is a new source for crime detection. Several agencies have already set up units to patrol the social media precincts. The inherently marketeer-friendly social media platforms allow large scale analysis of data and provide for targeted advertising as well as for tracking individual users. As such they are well suited alike for marketing means and law enforcement.

This leads to several practices that transform our traditional understanding of private and public and the role of law enforcement in the public sphere. While death threads had to be reported by the potential victim, now the police intercepts such messages when distributed through social media and might take action when considered necessary. Through social media the police communicates differently with citizens and invites their participation in reporting crime, providing information or spreading police communication. The monitoring of activist communication in platforms such as Facebook, Twitter and YouTube expands traditional forms of infiltration and surveillance. The analysis of social graphs, personal social media profiles and timelines raises issues of privacy and legitimacy of security demands.

This paper revisits practices of social media use and monitoring by police forces. Findings result from an analysis of monitoring tools and practices as well as from an investigation into law enforcement’s take on social media in the Netherlands. This paper discusses the emergence of security dispositives in the political economy. With reference to Foucault’s notion of governmentality, monitoring tools and practices of policing social media will be discussed as “mechanisms of security.” In their co-production of security, this assemblage of private monitoring companies and public law enforcement authorities raise serious issues of accountability and civic liberties.

5F) Privacy, Data Security, and the Public Spaces of Social Media

Jennifer Holt is an Associate Professor of Film and Media Studies at the University of California, Santa Barbara, USA. Director of the Carsey-Wolf Center’s Media Industries Project at UCSB (jholt@filmandmedia.ucsb.edu).

As digital content distribution and engagement with social media platforms becomes increasingly reliant on streaming platforms, remote servers and access to viewers’ preferences, privacy and data security have become key issues for producers, distributors, and consumers of cloud-based media and social networking sites. The necessity for securely managing digital identity and maintaining the confidentiality of online data has become vital for governments, individual citizens, and private corporations. The international nature of cloud storage makes this challenging, given the gaps/fissures
in international data jurisdiction, regulating third party hosts, and the global difficulties defining “personal information.” This presentation focuses on the role that privacy and data security are playing in big data-driven digital content distribution and social media platforms.

The focus lays on a comparative analysis of US and European approaches to privacy that impact content providers in a digital era of streaming media and connected viewing, delineating current boundaries (legal, psychological, practical) for using digital data. European national initiatives, such as those in Germany and Switzerland, aim to create insular cloud infrastructures. These are contextualized within the EU’s impending Connected Continent initiative, which advocates implementing data privacy laws that will foster a single interoperable market with high data portability. The US is embracing more market-driven approaches which include the creation of a new Identity Ecosystem, a competitive market of identity service providers (the new ISPs).

As comparative case studies, the EU Connected Continent initiative and the US Identity Ecosystem reveal four conceptual dimensions of privacy regulation currently under contestation: interoperability, security, identity, and data flow. The EU seeks to protect identity with a portability law that gives consumers the right to move personal information among data controllers, while the US supports the market-driven innovation of identity management systems. Contested understandings of data flow affect rules governing bandwidth management and user monitoring, including techniques like deep packet inspection, with the EU favoring neutral conduits in their legislation and the US backing existing techniques of traffic-management.

The possible relationships among the dimensions provide a conceptual matrix of privacy, and international privacy regulation. It informs culturally specific responses to data mining and network analytics, such as the advocacy of “the right to be forgotten.” This consumer movement seeks to instantiate privacy protections precisely by defining privacy in the negative. It promotes the absence of “big data” related to individuals, straddling the competing models of privacy that the Connected Continent and Identity Ecosystem respectively represent.
Parallel Sessions 6
14.00-15.30

6A Reconceptualizing Public Space and Place through Social Media
Moderator: Louise Barkhuus is an Associate Professor at Stockholm University, department of computer science, and the director of the Location eXperience Lab where she explores location-based social media and social artistic experiences.

Description of Panel
Internet studies researchers have allotted vast attention to the ways social media create networked publics, reorganize interpersonal and group interactions, foster new forms of “publicity,” and blur boundaries between public and private contexts. Among these investigations, less attention has been given to the relationships between social media and physical interactions with public space. While social media platforms help shape how people interact with each other in public, they also influence the ways that people interact with public space and place, and in fact help disambiguate between space as a set of geographic coordinates and features, and place as a set of social and spatial relations (Massey, 2007; See also Tuan, 1977). For decades, urban design theorists and practitioners have often discussed the importance of presence and interactions with other people in shaping the use, value, history, and character of public spaces (Whyte 1980; Lehtonen and Mäenpää 1997; Lefebvre 1974). More recently, researchers have begun to document and analyze the ways that people use social media to reorganize and/or re-embed themselves within public space (Sutko and de Souza e Silva 2012; Gordon and de Souza e Silva 2011, Humphreys 2007, Farman 2013). And yet, other scholars have expressed concern over the privatization of public space and the role that digital technologies might play in fostering private or disembedding experiences in public (Bull 2007). The papers in this panel expand on this research through a series of case studies that investigate everyday use of social media and recent transformations or reconceptualizations of public space and place.

This panel consists of four papers that interrogate the ways in which social media users create and rely on user-generated data in order to augment their connection with public spaces, participate in the construction of public space through online activities, produce and engage with hyperlocal representations and knowledge, and publicly express individual or collective experiences within particular places. Through a variety of qualitative and interpretive research methods we expand on previous conversations around social media by investigating the experiences of those who use digital media to re-conceptualize, re-organize, coordinate, and enrich or filter their relationship to public space. From the point of view of consumers, performers, and pedestrians, we aim to understand how physical space is produced, represented, and understood through a variety of social media data and how researchers and members of various publics might utilize social media data in order to connect and engage with public, local spaces and places in new ways.

6A) “I was aware of her existence in this world only because of Foursquare”: Examining Foursquare users’ experiences of public space and street sociability
Germaine Halegoua is an Assistant Professor in the Film and Media Studies Department at the University of Kansas. She received her PhD from the Media and Cultural Studies program at the University of Wisconsin.

Lehtonen and Mäenpää (1997) employed the concept of “street sociability” to explain the public practices of interaction and engagement among people in urban shopping malls. As the authors explain, “The culture of street sociability is born out of the tension of anonymity and intimacy, the tension in which encounters are dictated by chance”. The authors observe that street sociability is maintained by the excitement and pleasure of being together with strangers in public, who have the potential to
interact with one another, as long as everyone adheres to certain norms of interaction. In this paper I revisit the ideas behind street sociability as they relate to location-based social media use in urban settings. I present findings from an ethnographic study that sheds light on how vendors and customers understand street sociability and public interactions via the location-based social media service, Foursquare. Through interviews with local, regional, and national vendors and their customers in Boston and Cambridge, Massachusetts this paper analyzes Foursquare users emerging norms of street sociability, the meaning of location online and offline, perspectives on “publicness” and visibility via Foursquare, and changing perceptions of what it means to be “present” and collocated in public space.

6A) On Hyper-locality: Performances of Place in Social Media
Nadav Hochman is a doctoral student in the History of Art and Architecture department at the University of Pittsburgh, and a visiting scholar at the Software Studies Initiative (The Graduate Center, City University of New York).

In this paper I theorize, visualize, and analyze the relation between physical places and their social media representations, and describe the characteristics of hyper-locality in social media. While the term “hyper-local” has been recently used to describe social media that is produced in particular locations and time periods, existing research has not raised important questions about representation and experience. How is the physical place performed through social media data? How do we experience locality via social media platforms? I start by historicizing the hyper-local, drawing parallels between conceptualizations of “site-specific” artworks created in the 1970s and current organization of geotemporal social media images. Next, I exemplify the hyper-local using the case study of the famous street artist Banksy’s month-long residency in NYC during October 2013. I analyze and visualize 28,419 Instagram photos of these artworks to explore how these photos represent space and time specific events, as well as add new meanings to Banksy’s original images. Finally, I offer a theoretical analysis, proposing what I see as some of the key characterizations of hyper-local social media data.

6A) Out of the bars, into the profiles: The role of social media in shaping queer spaces in Brooklyn’s Drag Community
Jessa Lingel is a postdoctoral research fellow at Microsoft Research New England, working with the Social Media Collective. She received her PhD in communication and information from Rutgers University. She has an MLIS from Pratt Institute and an MA from New York University.

Online technologies have provided a means of storytelling, visualization, community building, and educational resources that have particular significance for groups that have been historically disenfranchised. Scholars in queer and internet studies have noted the extent to which online technologies shape the construction and documentation of queer lives (Gray, 2009; Hamer, 2009; Portwood-Stacer, 2010). Rather than focusing on issues of queer identity, this paper discussion how social media platforms mediate relationships to space. Drawing on qualitative interviews with Brooklyn’s drag community, I examine drag performers’ strategic uses of social media platforms to connect to other performers and audience members, as well as their relationships to the neighborhoods in which they perform. Key questions guiding this research include: -How are social media platforms leveraged not only for the production of individual identities, but spatial characterizations? How do social media users understand their relationships to both online and offline spaces? -When thinking about shifts between online and offline contexts, what negotiations of queer identity transpire? How are relationships to physical spaces (re)constructed and (re)represented online?

6A) The Social Media Pulse of Public Places
Raz Schwartz is a postdoctoral researcher at Cornell Tech NYC and a Magic grant fellow at the Brown Institute for Media Innovation at Columbia Journalism School. Prior to joining Cornell Tech NYC, Raz was a postdoctoral researcher at the Social Media Information Lab at Rutgers University. Raz completed his Ph.D. in the STS program at Bar-Ilan University and was a visiting scholar in the Human Computer Interaction Institute at Carnegie Mellon University.
Pulse, rhythm and beat are just a few of the common adjectives that are thrown into the mix when researchers describe works studying social media data and cities. Considering the urban habitat has a live organism is not a new idea. Previous works in urban psychology, geography and architecture investigated the ways in which we can trace and better understand the ever changing social setting that the city creates. What happens however when researchers have live access to real time geo-tagged social media interactions from specific public spaces? What do the patterns and visualizations of real time people’s activity on social media tell us about the actual activity of people at these venues? This paper explores these questions using a quantitative study of Instagram data from Times Square in comparison to pedestrian foot traffic count data. Based on my results, I examine the type of insights this data can provide researchers as well as the biases, shortfalls and information that is missing from this signal.

6B Making time, making space
Moderator: Richard Rogers

This panel is concerned with social media temporalities and geographies as a means of engaging with the overall conference theme of how social media are transforming concepts of “publicness.” It is argued that publicness is tightly intertwined with notions of time and space, and that we need to be attentive not just of the ways in which societal actors claim a position in public space, but also to the ways in which specific positions for appearing and disappearing are created in the first place. As John Rajchman building on Foucault argues, ‘spaces are designed to make things seeable, and seeable in a specific way’ (Rajchman, 1988). This is also the case with social media, where information is meticulously and carefully arranged into specific forms of meaningfulness. Social media make their own claims for publicness through their particular designs and ways of working.

Rather than merely providing a particular space and time for users to connect and express themselves, social media help make that time and space. Drawing on a medium-specific and device-oriented perspective, this panel addresses the various ways in which social media can be said to make and do time and space. Approaching the theme of social media temporalities and geographies from different angles and scholarly approaches, this panel explores such questions as: What is the time and space of social media? What kind of time regimes do social media platforms embody? How to the temporalities of social media relate to the various temporalities embodied in different social practices?

There are of course as many different answers to these questions as there are time regimes. Depending on whom you ask, there is repetitious time, recursive time, everydayness, boredom, waiting, disruptions, flows of time, real time and much more besides. Exploring the question of how devices shape and create specific times and spaces, the papers: 1) argue that realtime is never simply about realtime, but about multiple realtimes inhabiting their own pace; 2) unpick the technocultural significance of right time in a real time world; 3) show how a year’s worth climate change-related tweets maps out particular publics in conflict.

6B) Pace Online: A Device Perspective on the Making of Realtime
Esther Weltevrede, Anne Helmond, Carolin Gerlitz.

Esther Weltevrede is PhD candidate and lecturer at the New Media and Digital Culture program, University of Amsterdam. Esther is coordinating the Digital Methods Initiative and is a member of Govcom.org (E.J.T.Weltevrede@uva.nl). Anne Helmond is PhD candidate and lecturer at the New Media and Digital Culture program, University of Amsterdam (anne.helmond@gmail.com / @silvertje). Carolin Gerlitz is Assistant Professor in New Media and Digital Culture at the University of Amsterdam (C.Gerlitz@uva.nl / @cgrltz).

This paper inquires in the making of realtime in online media. It suggests that realtime cannot be accounted for as universal temporal frame in which events happen, but explores the fabrication of realtime as mode of information organization from a device perspective. Based on an empirical study
focused on the pace of an issue across online media devices, we show how the interplay of devices, user practices and issues create different rhythms, patterns or tempos which are specific to device cultures. What emerges are specific forms of 'realtimeness' which are not external but immanent to devices cultures, in which realtime engagement with information is organized through socio-technical arrangements and distinct practices of use. Realtimeness not only unflattens general accounts of the realtime web and research, it draws attention to the agencies build into specific online temporalities and the political economies of time online.

6B) Re-conceptualising liveness in the era of social media

Esther Hammelburg is a PhD-candidate at the Amsterdam School for Cultural Analysis, University of Amsterdam, and lecturer at the School of Design and Communication, Amsterdam University of Applied Sciences (e.e.hammelburg@hva.nl / @eehammelburg).

Aiming to re-conceptualise liveness in the social media era, this paper explores various factors influencing our current construction of it. Liveness is here regarded as a historical construct that mainly drives on the potential connection, through media, to events that matter to us as they unfold. Three central claims are made to direct this exploration: 1. The two key aspects of liveness are immediacy and meaningful connection. 2. There is no privileged 'liveness medium' as liveness is not a quality of a medium, but rather a construction around media. 3. For understanding this construction of liveness, we should examine it from three constituting positions: media user, media content, and media technology. By taking the ‘stemfie’ (selfie when voting) as an example of a contemporary media text in which liveness is enacted the position of user, content and technology are explored to discover changes in the construction of liveness within the current media-ecology.

6B) Theorizing “right time”: Kairos and algorithmic culture

Taina Burch is Assistant Professor at the Center for Communication and Computing, University of Copenhagen. Currently her research interests include: Twitter bots, computational journalism, and the power of algorithms in social media (wfg568@hum.ku.dk / @tainab).

Departing from Facebook’s stated mission to “deliver the right content to the right people at the right time”, the aim of this paper is to unpack the meaning of right time in a real time world. In a mediated environment obsessed with real time - of near instantaneous content production and delivery - the question of what constitutes right time has curiously been overlooked. Building on the idea that devices have a performative role in structuring temporality, this paper looks at the ways in which timeliness is constituted in and through the algorithmic logics governing the news feed, trending topic list and content recommendations. The paper ultimately argues that it is not real time, but right time that is characteristic of the algorithmic time regime of social media.

6B) Climate Change Vulnerability and Conflict: Climate Debate Mapping with Twitter.

Sabine Niederer, Sophie Waterlo, Gabriele Colombo.

Sabine Niederer is Director of CREATE-IT, the applied research center of the School for Design and Communication at the Amsterdam University of Applied Sciences. She is also coordinator of the Digital Methods Initiative, the new media PhD program at the Department of Media Studies, University of Amsterdam (s.m.c.niederer@hva.nl). Gabriele Colombo is data visualization researcher at MediaLAB Amsterdam, Amsterdam University of Applied Sciences School of Design and Communication. He works regularly with the Digital Methods Initiative at the University of Amsterdam as data analyst and visual designer, and is currently involved in the European research project ‘Electronic Maps to Assist Public Science’ (EMAPS) (gcolombo101@gmail.com).

Climate vulnerability, the degree in which a system is able to cope with the adverse effects of climate change, is contested within the climate debate. Countries categorized as ‘particularly vulnerable’ are eligible for funding, whilst a common method to assess this has not yet been established. Vulnerability indices employ a variety of variables and metrics to output lists of countries ranked from most to least
vulnerable. In addition, vulnerability has been connected to conflict, giving rise to its prominent coverage in the news and scholarly publications. This paper sets out to critically analyze the assessment of vulnerability by triangulating three vulnerability indices on the level of their variables, methods and ranked country lists, followed by a timely view on vulnerability with Twitter. A set of climate change tweets on which we perform co-hashtag analysis, provides an alternative perspective on the possible victims of environmental change. Here, an ecology of sub-issues illustrates the current state of climate action and adaptation, and possible future climate victims.

6C “The Formation of Publics Through Social Media”
Moderator: C. W. Anderson, The College of Staten Island

Program Description:
This panel presents a variety of perspectives on the role of social media and other forms of representation in the shaping of social and political relationships. Its four papers examine the extent to which social media technology can alter the relationship individuals and collectives have with the public sphere. Composed of a diverse group of scholars, the panel will address the relationship between mediated, discursive spaces and the public sphere at large, through the lenses of history, journalism, art and games.

Panel Rationale:
One of the most promising and important things that social media provide is a space through which the traditional public sphere—criticized for its exclusionary structure, narrow conception of public discourse, and historical reductionism—can be fruitfully re-imagined. Social media provide new ways of accessing and interacting with others, and thus suggest a potential for radical reformation in social relations. In theory, the space created by social media offers a flexible platform for individual and collective identity formation, as well as a new means of participation in public discourse. At the same time, like the public sphere theorized by Habermas, social media remain embedded in preexisting economic, social and ideological relationships.

Our panel will critically analyze the formation of publics using social media with four case studies: the “social turn” towards participatory art projects; transparency and objectivity in trans-Atlantic journalism; the game-like nature of many apps and programs; and journalistic uses of social media in India. In each of these cases, one central question is whether social media generate and disrupt or simply follow existing social relationships. We aim to highlight how social media provide an interplay of particular types of identities and social potentials that are distinct from their historical predecessors. However, we also emphasize that the interaction fostered by social media are embedded in pre-existing discourses and established media models. Just as social media encourage connectivity and transparency, and thus foster wider communities, they can also intensify old conflicts and reinforce existing divisions. The panel seeks to amend more Utopian views of social media’s affect on the larger public sphere. This discussion will provide pathways to a more complex and dynamic view of social media’s role in the public sphere and its relationship with public spaces.

6C) “Social Media, Social Art, Social Change?”
Rebecca Lossin is a librarian, writer and PhD candidate in Communications at Columbia University. Her work has appeared in The Nation and The Huffington Post. She is a regular contributor to The Brooklyn Rail.

From the mid 1990s into the 2000s socially engaged art occupied a particularly prominent place in curatorial practice and art critical discourse. Labelled by curator Nicolas Bourriaud as relational aesthetics and referred to alternately as participatory, interactive, community based or simply social art, this set of artistic practices attempted to displace the singular artist/creator, circumvent the hierarchies of traditional art institutions, and shift the role of the public from that of passive spectator to active participant. Not only does the social turn in art historically coincide with the increasing public
availability of the Internet, its rhetoric intersects with that of social media in important ways. Indeed, participatory art could be read as a cultural symptom of an increasingly networked world. Considered as a parallel practice, a critical analysis of the social and political implications of participatory art provides a useful framework for thinking about the limits and potentials of social media. The discursive limits of art make these projects and performances more amenable to analysis and critique than something as diffuse and variously integrated as social media. Within this limited context—also “virtual” in that it occurs as art rather than ‘real’ politics—one can more easily pose questions about basic structural issues affecting social networking's political potency, such as the relationship of the real to the virtual. It also offers a space to think about the political implications of categories such as participation in a critical way because they are thematically central and already offered as critical categories rather than appearing as technological effects or mechanical necessities.

6C) “Social Media, Public Spaces and Identity in Indian Journalism”
Colin Agur is a PhD student in Communications at Columbia University and a Visiting Fellow at Yale Law School’s Information Society Project. His dissertation examines mobile phone policy and network formation in India.

This paper draws on interviews with Indian and foreign correspondents on their uses of social media during the 2012 Delhi gang rape case. It discusses the new communicative spaces and identity that are emerging in Indian storytelling and explores the new interactions that are a part of Indian journalism. These interactions involve a mix of old and new journalistic elements: On the one hand, the coverage of the Delhi gang rape highlights an emerging, participatory nature of storytelling by journalists. The growth of social media suggests new openness and inclusivity in news production and dissemination. On the other hand, the ‘inclusivity’ of social media is enjoyed mostly by the country’s urban, educated, connected middle and upper classes. While these are early days for social media in Indian journalism, this case study provides insight into social media interactions in different economic and social circumstances than exist in the West.

6C) “Threats and Promises of Transparency for Public Discourse”
Lluis de Nadal is a PhD student in Communications at Columbia University. After receiving a B.A. in Communication Sciences from the Autonomous University of Barcelona, he went on to work for the Public Catalan Television, specializing in the convergence between television and digital media. He also founded the popular Catalan band Quart Primera, where he played the drums and the clarinet. Recently, he graduated from the Arts Journalism M.A. program at Columbia University. In his Master’s thesis, he explored algorithmic theater.

The rapid expansion of social media has been accompanied by a move towards transparency in journalism. More and more reporters are blogging about how they do their jobs, and developing a closer relationship with their readers. The catchphrase “transparency is the new objectivity” enjoys great popularity in online journalism. The benefits of this move for the quality of public discourse seem hard to dispute. However, is transparency enough? Can it successfully challenge objectivity? To explore this questions, I turn to the iconic exchange between former New York Times executive editor, Bill Keller, and former Guardian columnist, Glenn Greenwald, published in the Times last October. While Keller defends the value of impartiality, Greenwald advocates a journalism more open about biases and point of view. In this paper, I consider the strengths and weaknesses of their viewpoints for a substantial and meaningful public discourse. In essence, I argue that objectivity in journalism remains unsuccessfully challenged, and that, properly understood, it is still a necessary ideal.

6C) “Gaming the System: Gamification, Playbor and Toying with the Public”
Maxwell Foxman explores the nature of digital media in everyday life as a PhD candidate in Communications at Columbia University. Maxwell received his Master's from NYU’s Department of Media, Culture and Communication, where he studied social and digital media in the contexts of gamification and location-based technology. While completing his Master's, Maxwell taught at a
secondary school, where he founded an independent study program and taught, among other things, journalism, the history of comics and Non-Western Civilizations.

If the public sphere created a safe space for the development of critical and rational discourse, its anthropological predecessor might be the magic circle. According to historian Johan Huizinga, this safe space for play preceded modern society and was manifested in everything from law to war. Part of the magic of play within this circle was the ability to know and be aware of the rules of play. With the rise of “gamification” in the beginning of this decade, play and the public arena are colliding. Gamification has been highly criticized for employing games and play to cultivate particular user activity, causing one scholar to redefine it as "playbor." Yet, it persists within academic and business communities because of its powerful effects on individuals and the public alike. Participants, for the sake of play, perform all sorts of unexpected acts, from losing weight to publicly disclosing their whereabouts. This paper will serve two primary functions. First, it will explain the power of gamified applications on individuals through a kind of "punctuated play" where the magic circle imbues everyday activities. Secondly, it will then consider, through the case study of the social media application Foursquare, the effect of public disclosure through gamification, arguing that the community created through the application is both public, broadcasting information over the Internet, and insular, playing a game among a distinct group of individuals. This dichotomy raises important questions about the nature of the public and private, global and local, in the digital age.

6D Political Communication
Moderator: Axel Bruns

Talking with the "Tweetocracy": A qualitative study of Norwegian political micro-bloggers
Eirik Vatnøy is PhD Candidate in political rhetoric at the Department of Information-science and Media Studies at University of Bergen, Norway. Visiting scholar at University of Texas, Austin on a Fulbright Scholarship, USA (Eirik.Vatnøy@infomedia.uib.no).

Twitter is often described as the social media that is most suited for political debate. At the same time, Twitter-use is more divided than other, traditional forms of political participation. In Norway the press has coined the phrase "Tweetocracy", describing the well-established voices from media, politics and academia using Twitter as the coffeehouses of the 21st century. This study explores how political micro-bloggers perceive the rules and resources of political and civic debate on Twitter. By focusing on rhetorical dimensions it brings new perspectives to the predominantly quantitative approaches in social media research. The paper presents the findings from 15 semi-structured in-depth interviews (1h) with active political micro-bloggers. The informants have been selected using a snowball-method, having the interviewees identifying new key informants. The 15 informants are political pundits, journalists, academics and laymen from different sides of the political spectrum.

The interviews are structured around four main categories: perceived affordances, roles and relations, discursive schemes, and social norms. Across political and professional differences the interviewees express a common understanding of themselves as the “chattering class”, indicating the recognition of a particular public within Twitter with its own rules and resources. This is explicitly described as an elitist milieu engaged in political and civic debate through a more advanced form of deliberation than other areas of the public sphere. In their own narratives the interviewees adhere to a classic ideal of political deliberation based on rational, disinterested argumentation. The interviewees claim that they mainly interact with people with opposing opinions, that they sanction ad hominem arguments, break off stale debates etc. This rhetorical ideal is clearly contrary to the most critical perspectives on Internet debate. At the same time the interviewees describe a distinct form of irony and humour that characterizes Twitter. Wit and sharpness is a rhetorical ideal, for some perhaps the most important. The largely ironic tone assumes a high degree of implied and hidden knowledge, which strengthens the impression of a particular, demarcated public sphere.
The findings give valuable insight to our understanding of micro-blogging as deliberative arena. In particular it is an example of how different media can form publics with their own discourse norms. The case of the Norwegian political Twitter-sphere also shows the relevance of rhetoric to understand how new media transforms political communication and the public sphere.

6D) The multilevel impact of the Internet on public opinion, the media and the political system.
The case study of the re-election of the President of the Italian Republic Giorgio Napolitano.
Edoardo Novelli is Assistant Professor in Sociology at the University of Rome Roma Tre, Italy. Head of the digital archive of Italian political commercials and member of the editorial board of Journal of Comunicazione Politica (edoardo.novelli@uniroma3.it / www.archivspotpolitici.it)

In April 2013 the elections of the President of the Republic took place in Italy. Reflecting on these elections, television news and newspapers announced that a new phase of direct democracy by the Internet had started in Italy. Of course this wasn’t true, but the election of Giorgio Napolitano is a perfect case study of several phenomena connected to the Internet, and of the uprisings of what has been defined “a new hybrid news system” (Chadwick 2011). What does this mean? First, it refers to how citizens engage in politics and the rise of new forms of political participation (Beck 1997, Benet 2008; Bentivegna 2006; Dahlgren 2009; Rosanvallon 2008). Second, it shows how television and newspapers look at the Internet phenomenon and the central role of the net in accelerating the timing of information (Bennet, Entman 2001; Mazzoleni, Schulz 1999). Finally, it focuses on the uses of the Internet by parties and politicians and the consequences of the new net-arena on traditional forms of political representation; (Crouch 2004; Dayan, Katz 1992; Manin 1997; Revelli 2013; Jeffrey 2005).

This research is based on the analysis and cross-comparison of the media coverage, the different uses of the Internet - social media, mail bombing, on line petitions, hacker attacks, online elections- the interaction between the actors of the public arena and new non elite actors. Qualitative analysis is combined with quantitative data about the use of Facebook and Twitter by politicians and citizens between April 1 – 30, 2013. At all three levels analyzed – citizens-activists, media system, political system - the Internet marked profound changes in the mechanisms of political participation and information, impact the course of events on multiple levels, as well as coverage by mainstream media. The weaknesses of the political system and its main actors were amplified by new uses of the Internet as an instrument of pressure from below. The coverage of mainstream media was hybridized and influenced by the flow of information produced on the Internet. The election of Giorgio Napolitano was “decisively shaped by mediated interactions among politicians, professional journalists, bloggers and citizen activists organized on the social network” (Chadwick) as well as political institutions, old a new media, non elite actors. In Italy many traits of what has been called a Hybrid News System can still be observed.

6D) “Would you like to set the agenda?”: Engagement with political news across media
Jacob Ørmen is a PhD Fellow at the University of Copenhagen, Denmark (dcs499@hum.ku.dk).

In a current media landscape where large parts of the population in developed countries have ubiquitous access (through e.g. mobile devices) to a multitude of media it becomes even more important to attend to how people combine and configure these media throughout their everyday life (Couldry, 2012). This presentation addresses this issue by asking how individuals engage with political news across media. A wide definition of engagement is used in this context to include the various communicative practices (Craig 1989) that pertains to the discussion of politics in private, semi-private as well as public spaces. Critical engagement with politics is often portrayed as both a requirement for a well-functioning democracy (Walsh, 2004) and as a source of increased civic participation (Norris, 2012). Furthermore, the use and discussion of news can be seen as an essential part of the ongoing opinion formation (Gamson, 1992) and ‘performance of identity’ (Madianou, 2009) that takes place throughout people’s everyday life. To get more knowledge about these processes it is important to attend to how users engage – or disengage – with political news.
The presentation discusses engagement with political news on the backdrop of a cluster analysis of types of news users across media made from a quantitative survey among adult Danes (n=1205) as well as findings from a series of qualitative interviews investigating the motivations for engaging with political news. This empirical material will both shed light on a) which individuals that are more likely to engage in the various communicative practices and b) in which situations people feel comfortable in discussing political issues.

The presentation also advances a specific theoretical agenda for studying media use in the 21st century. By studying the communicative practices related to one particular medium in the context of the range of alternative media available to the individual we can get a better understanding on the way media are used in an age of ‘polymedia’ (Madianou & Miller 2012). How is talking about politics for instance on Facebook different to political discussions on other platforms online (e.g. on news sites and blogs) or conversations face-to-face? On which media platforms and with whom is it appropriate to discuss politics? In short: who is willing to try to set the agenda when?

6D) The Structure of Political Networks on Twitter in National and International Contexts
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In many European countries, both ‘casual’ citizens and political actors including politicians, activists, lobbyists, experts and journalists use Twitter to exchange information and engage in conversations on current political affairs. Those communication flows are primarily structured by the individual choices users make in ‘following’ certain accounts, and the subsequent position of the user within the greater network of ‘follower’ connections. Those choices imply an interest in the accounts’ messages, and clusters within those networks may represent common interests among subgroups of users. In a national political context, users might cluster around ideological positions and party affiliations, hence mirroring the political party landscape of the respective country. In an international political context users might primarily or additionally be segmented alongside countries and/or languages.

We tested the assumptions for the national context in the run up to Austria’s federal elections 2013, and are preparing a similar study for an international case—the European Parliament elections to be held in May. In the Austrian case, we collected Tweets with a reference to Austrian parliamentary parties in a seven–months period (N=149,691) sent by 11,776 users. We identified 1,852 top users (<10 Tweets), retrieved their follower connections from Twitter’s REST API, constructed the respective follower network and performed a cluster analyses (algorithm ‘walk trap’). We then analyzed the descriptions of the respective users for similarities that would reveal the cluster’s character and coded for political affiliations.

The analyses revealed eleven major communities (<1% of total accounts), six of which showed a distinct political orientation and were positioned in the periphery of the network. The structure of the Twitter network partly mirrored the political landscape, because three of those clusters clearly related to the largest of the six Austrian parliamentary parties and two others to smaller extra-parliamentary parties. A centre consisting of a large ‘journalism’ largely connected the ideologically fragmented periphery of the Austrian political Twitter-sphere and an even larger ‘civil society’ cluster that included activists, experts and politically unaffiliated citizens. While the centrality of journalism was no surprise given its general relevance for public communication flows, the analyses showed that Twitter also provides chances for ‘new’ civil society actors to become hubs within networks of political communication. We are already monitoring distinct keywords for the EP elections case and will perform a comparable study. We present both studies, allowing for comprehensive insights into the construction of spaces of political communication on Twitter.

6E Identity & Social Media
Moderator: Koen Leurs
You've got you all wrong: Objecting to the narratives others tell about themselves online
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When a person tells a biographical story communicating something about himself, he is making a presentation of what personality psychologists call "narrative identity." Much first-person online content, from professional publications, personal blogs, and of course social media, falls into this category of "stories of the self." Interestingly, people on the receiving end of these presentations don't always accept them. Examples abound on Web 2.0 publishing platforms of one person writing that another has his own story wrong: That he is drawing the wrong conclusions about his experiences, and laying claim to a mistaken identity as a result.

This paper explores people's investment in the narrative identity presentations of others, and how the discursive context of Web 2.0 publishing informs their response. I draw on interviews with two individuals about pieces they wrote objecting publicly to other people's stories. The first posted an essay in the reader-generated content section of the website Jezebel about a first-person piece from the New York Observer, in which a 22-year old woman who had purchased a Manhattan apartment described herself as a "normal 20-something," rather than a rich person. The interviewee objected to the writer's classification of herself as normal, and the implication of merit he believed that classification carried. The second interviewee is a conservative blogger who took issue with an essay by a "daddy blogger" about the guilt he feels when he ogles women. The daddy blogger believed his experiences with powerful women had turned him into a feminist; the conservative blogger wrote that they had turned him into a man ashamed of natural impulses.

I discussed with these writers 1) why they took an interest in the narrative identities of others; 2) what they hoped to accomplish with a public response, and 3) how the discursive context of the exchange influenced their behavior. I argue that when people dispute others' narrative identities, they may be using those identities as stand-ins for broader social values: Narrative identities are easily understandable and socially inflected, and thus make good proxies for social issues. Web 2.0 publishing platforms provide a discursive context conducive to the use of narrative identities in public debates about such issues, because they encourage response, provide a sense of disconnect from the subject of discussion, and give responders access to a potential audience. In this sense, social media are helping to turn the personal into the political in very public ways.

6E) From Diaries to Profiles: The Rise of Public Intimacy
Cristina Miguel is a PhD Candidate in Communications and a Teaching Assistant at the University of Leeds. Part-Time Lecturer at Leeds Metropolitan University (csm@leeds.ac.uk).

Social networking sites (SNSs) are powerful tools for interpersonal communication. Enabling both identity expression and community building, SNSs have dynamics dominated by concepts such as trust, reputation and visibility, and allow to maintain and develop an extensive network of strong and weak ties (Wellman et al., 2003). Pre-established personal relationships (family, friends, work colleagues) and Internet-originated relationships (romantic partners, hookups, new friends) are located in the context of one's identity online. Disclosing personal information to represent oneself online is a pre-condition to participate in the social media service. Self-disclosure is essential in order to foster and maintain ongoing relationships and to turn strangers into relational partners because it is a necessary part of getting to know one another and building trust (Baym, 2010). Increasingly, the extensive use of social media, according to Ito et al. (2009), is fostering that individuals define themselves by what they can show, and what others can see. The exhibition of one's intimacy online through social media is breaking the traditional private-public division of realms insofar people show their intimate lives in SNS which are public-by-default. Some scholars (Sibilia, 2008; Mateus, 2010) apply the Lacanian term of extimacy in order to explain this exhibition of intimacy in public through social media, contradicting the traditional concept of the necessity of privacy in order to build intimacy (Gerstein, 1984; Turkle, 2010). Also, some authors point out the potentiality for empowerment through extimacy practices.
(Koskela, 2010; Baym, 2010; Rubin, 2011). Koskela (2010) describes the practice of revealing one’s personal life as empowering. She considers this practice as a tool to rebel against anonymity and as a refusal to be humble. Rubin (2011) identifies the potentialities of extimacy practices through social media (Neo-solidarity, new social responsibility, sense of community) but also negative implications (emotional numbing, commercialization of emotions, social indifference).

The main aim of this paper is to explore public intimacy mediated through SNS, and to question if intimacy online really exists (Baym, 2010; Ito et al., 2010; Jamieson, 2013; Lambert, 2013), if it is redefined (Sibilia, 2008; Turkle, 2010), or if it is illusory (van Manen, 2008; Taddicken and Jers, 2011). In particular this research is focus on adults (25-50 y-o), and Facebook was used as case study. In-depth semi-structured interviews and user profiles analysis were used to understand the nature of the intimacy practices people engage in through social media in front of the networked publics.

6E) New media and new practices of identity and citizenship of sexual minorities in post-Soviet space

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Whilst the political changes following the fall of the Berlin Wall have been extensively explored, the socio-cultural ones have yet to receive a full assessment. Change in gender relations is one of these aspects. The emerging scholarship (Temkina and Rotrich, 1997; Tereskinas, 2009; Pietilä, 2010; Kay, 2006) is somewhat one-dimensional (focus on Russia), fragmented and limited by their focus (patriarchal gender politics). The post-Soviet mediascape is characterised by nationalist-populist discourse (of a strong man a la Unknown Soldier, etc.) and explicit homophobia of mainstream mass media. As Martínez (2013) has pointed out, it seems that the post-communist gay community is being defied to speak on their own terms. In turn, an online sphere embraces wider range of voices and allows maximum flexibility of discourse. In this paper I propose to explore new practices of identity and citizenship of post-Soviet sexual minorities enabled by new media.

By looking at the post-Soviet Belarus and ‘European’ Lithuania the paper strives (i) to locate post-Soviet homosexuality at the 3-way intersection of its official and semi-official (new media) mediations, and individual identification practices, (ii) to problematize new media’s ability to transgress and transform the boundaries separating private from public space using the case of sexual post-Soviet minorities, (iii) illustrate how the new media’s technological architectures channel interaction between members of sexual minorities and a wider public. Drawing on official media texts, semi-structured interviews with sexual minorities and new media’s data (e.g. online forum discussions), the paper will explore the process by which the mediation of homosexuality enables new practices of identity and citizenship. On the one hand, by voicing their concerns online members of the sexual minorities can better cope with societal change and ensure group solidarity. On the other hand, they can become an easy target of grassroots homophobic currents. It shows that technological determinism (i.e. idealism about new media) should be placed within the context of existing power relations and their impact on ICT-driven practices. Then, the paper illustrates the ways in which the new media offers a broader range of opportunities to engage in civic activism and problematizes their effectiveness for civic mobilization in the post-Soviet region. Finally, the new media’s role in renegotiation of the relationship between a post-Soviet and a wider ‘virtual electronic’ community is questioned.

6E) Intimate social media cultures: Youth, intimacy and regimes of control in social networking sites

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Starting from the observation that young people live their intimacies in everyday life as intertwined with digital media such as social networking sites, this paper interrogates the mediatization of intimacy. Arguing that digital media cultures have become primary resources in the social and cultural organization of intimacy, new regimes of control are introduced.
This contribution relies on the main conclusions of a four-year research project, exploring the social and cultural dynamics of young people’s (14-18) intimate stories on social networking sites. Intimate stories are seen as everyday communicative interactions that give meaning to a diversity of genders, sexualities, relationships and desires. Within this presentation, intimate storytelling will be related to the use of popular social networking sites. Drawing on an 18 months participatory observation of young people’s (N=200) intimate storytelling practices in a popular social networking site, and focus groups (N=8, 51 participants) research that inquired young people’s intimate experiences related to the use of popular social networking sites; this presentation explores intimate storytelling as a popular media practice.

This contribution will argue how particular understandings of the intimate self and intimate identities in popular social networking sites, relate to strong claims about the existence of an authentic and real intimate self. These claims argue a coherent intimate self, instead of allowing diversity and fragmentation. It is shown how these claims are connected to particular media ideologies; people’s ideas about social media that have the power to shape intimate interactions are broadly oriented towards digital networked media. These new regimes that are controlling intimacy draw on intensive peer control over communicative interactions in social networking sites, fear of imagined audiences, and eventually self-disciplining. These mediatized complexities have become increasingly important to understand young people’s intimate citizenships, which are currently increasingly lived with ubiquitous digital media applications.

**6F Engagement & Participation**
Moderator: Asta Zelenkau skaite

**Gamified social media User engagement and the individualization of online communities**
Raul Ferrer Conill is a PhD Candidate at the department of Media and Communication Studies at Karlstad University, Sweden (raulferrer@kau.se).

A decade after the launch of Facebook, social media has expanded and established itself as one of the everyday life arenas for communication for millions of users. However, the standardized services such as communities without thematic approaches (Facebook, Twitter, Instagram, etc.) have started to see a dip in user engagement.

This paper examines the introduction of gamification techniques within new theme-oriented social media. Gamification, defined here as the use of game thinking and game mechanics in non-gaming environments, adds a layer of game elements primarily in order to improving user engagement. Methodologically, this paper uses three gamified social media communities as case studies to analyze some of their functionalities and how they are implemented in order to promote user engagement. This paper deconstructs gamification into elements that can be implemented into an online community system. These elements are placed in three different categories: dynamics, which relate to the narrative and purpose of the gamified layer, providing the system with a sense of direction; mechanics, which relate to the processes aimed to create engagement and the strategies aimed to provide the system with momentum; and components, which relate to the visible game elements embedded in the system aimed to create flows of interaction with the users. These elements are then evaluated in terms of level of playfulness and the underlying intention of implementation, whether it is to motivate engagement, participation, or to promote social change.

Gamification has shown to be an effective method to attract the attention and engagement of users in various domains, and it has been widely implemented in digital communities as an attempt to increase user engagement, by individualizing social media and placing the user at the center of the service and providing tools for self-reflection and interactions with users that share similar interests. Theoretically, this paper focuses on the motivational aspects of games and discusses the approaches on which they can be incorporated in social media systems.

With the aim of contributing to a fairly under researched topic in academia, but with large implications for the industry, this paper ends with a discussion on the potentialities of this new approach of social media in terms of positive ideals and dangerous abuses, as well as the shift of focus...
from the social aspect of communities to an individualized user-centric view, and what it represents for the digital public sphere.

6F) What’s a like worth? A multi-level analysis of collective mediated civic participation on Facebook
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Bastiaan Baccarne and Pieter Verdegem, iMinds-MICT-Ghent University – Belgium.

While formal civic engagement is declining, e.g. by taking part in in civic organizations or public manifestations, there is a seeming increase in using various online media to have one’s voice heard. In the current debate on the supposed decline of formal civic participation, the role of social media constitutes an important element. In theory, social media potentially afford opportunities to access and to fuel various domains of associational interaction (i.e. public spheres), which are considered a precondition to actively develop the necessary literacies to exercise civic agency (Dahlgren, 2006). Still, despite scholarly attention for the topic, means of participation have been empirically underresearched (Couldry, Livingstone & Markham, 2009, p. 28).

In our presentation, we present the results of a multi-level study on collective mediated civic participation on Facebook, collecting 774 valid survey responses through 72 invited Dutch-language groups of pages. It centres on civic goals in the fields of equality, civil rights, animal protection, environmental care, mobility, and urban development. The individual survey data were further supplemented by collecting group and page sizes, next to harvesting their interactions (i.e. posts, comments, rates, likes, shares).

We found that increased levels of mediated civic participation through Facebook initiatives are explained by the experience of social support, next to appropriating it as a means to communicate involvement to the social network, rather than the belief of making an actual difference. As such, it affirms its use as a tool to raise local awareness. In second instance, both individual and collective factors explain the effectiveness attributed to a collective Facebook initiative. The results suggest perception of individual efforts as fundamental building blocks of effectiveness, although this does not immediately translate into actual individual behaviour. At the same time, it shows that the individual sense of social embeddedness and actual collective interaction support the idea of collective efficacy.

6F) The Impact of Technologies on Generative Activities on Social Media
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Technological advances have resulted in the vulnerability of user-generated content to exploitation, and the blurring of the rights and obligations of the producers of such output, who are more often than not, users of the creative efforts of others. This problem is exacerbated against the contemporary backdrop of that which may be termed the social media phenomena. As such, it is pertinent to examine how the generative activities undertaken by users of such sites resulting in creative content, are regulated. One factor of regulation, amongst others, will be the architecture of existing technologies imposed on users of social media sites. I note that widely adopted technologies have the potential of prematurely solidifying positions in ongoing debates and further that, there is a dearth of existing literature addressing this issue particularly in relation to social media sites. On this basis, my paper intends to examine how the technological designs of four dominant social media sites (being Facebook, YouTube, Twitter and Wikipedia) impact upon the generative activities of their users.

Drawing on prior scholarly reflections on the regulatory functions of technologies and taking an empirical approach, my paper will interrogate the impact of technologies on generative activities undertaken by users, in relation to the creation, modification and dissemination of content. More particularly, these technologies will refer to the contact points established by the technological designs of these sites with their users, which are interacted with, when users engage in generative activities. I will identify and discuss features of these social media sites that encourage particular generative
activities, as well as those which reduce the impact of generative activities undertaken. Additionally, features of such sites preventing or constraining users from engaging in generative activities will also be surveyed.

The empirical work undertaken for the purpose of this paper will inform its conclusion evaluating the impact technological designs have on the generative activities of users on social media sites. This work will have wider implications on the regulation of user behaviour on social media sites, by other modalities of regulation, including copyright.

6F) “A “hint” of public space? Teenagers’ news sharing activities on Facebook”
Irène Bastard is a PhD student in sociology at Telecom ParisTech, France (irene.bastard@gmail.com / app.algopol.fr).

For younger generations, traditional media such as newspapers and television are not the agenda builders anymore. It is Facebook that plays that role. Facebook is a place where teenagers share information about themselves and build their privacy (Madden et al., 2013). Online activities carry on social and urban activities: news and public space’s concerns can take place on Facebook if friendship is reproduced (Oppenchaim, 2011). At the same time, online media offer extended forms of activities about news (Boczkowski, 2012) and social networks spread information by special paths of attention (Bakshy, 2012).

I’m interested here in the co-construction of younger identities and friendship through online use of news: does Facebook initiate teenagers into public space? The fieldwork was realized in four high schools, from different social and cultural settings. It was based on a survey (N=500) that presented a sample of news topics, from sport to culture or economy, and asked respondents their possible Facebook activities about those topics. I also conducted 20 collective interviews and 10 individual interviews.

This paper will explore three questions: - What are the activities concerning news on a teenager’s Facebook wall? - What are the topics interviewees are concerned with? - What are the types of profiles’ activity about news? The research shows that 1) young people don’t care about news on Facebook, but they pay underhanded attention to information as it can help them in their exploration of themselves and of their friends; 2) that they extend their centers of interests as sport or music from off line to on line, and that collective construction through pages and groups are places of discover; 3) that the kind of expression (status, like, comment, etc.) is more determinant than the topics. Facebook is a place where teenagers experiment their interactions with oblique concern, and this experimentation can invite them to an individual and selected position in public space.