

ECREA regional conference, ICSI section, Nov. 10.-11. 2015

Preliminary conference programme



Addressing the role of media in interpersonal communication and social interaction – in different contexts and professions

School of Communication and Culture,
Aarhus University, Denmark

Dear Colleagues and Participants

I wish you the warmest of welcomes at Aarhus University and the regional ECREA conference on Interpersonal Communication and Social Interaction in different contexts and professions. For a couple of days, we have the opportunity of getting together, present our individual work and exchange ideas, strategies and research processes and results. What a thrill!

According to the ECREA website, our section, Interpersonal Communication and Social Interaction (ICSI)

”focuses on the study of human interaction and human communicative behavior. The core is constituted of contacts and bonds between people, whether in private or public contexts, whether face-to-face or through various communication technologies. The research fields and theory development areas of interpersonal communication and social interaction are wide-ranging. They include interpersonal relationships, relationship formation, development and termination, group and team communication, conversational organisation, verbal and nonverbal communication, public speaking, radio and television performance, rhetoric, argumentation, persuasion and mutual influence, communicative competence and interpersonal skill, ethnography of speaking, and other related approaches to human social interaction. All kinds of contexts are welcome (e.g., family, work, instructional, political, health), as are all methodologies (qualitative, quantitative, mixed). The ECREA Section for Interpersonal Communication and Social Interaction aims at developing and fostering research and theory construction in the field in all European countries.”

Bearing this agenda and focus in mind, it is my pleasure to note the diversity of the subjects, focusses, approaches and interests represented in the programme, as it is joyous to note the manifold of nationalities of all of us.

I hope you will enjoy our time together. Let's make this a great event.

Thank you.

Dorthe Refslund Christensen

Chair of the ICSI section

Conference program

The conference location is Aarhus University, Taasingegade 3, 8000 Aarhus C, Auditorium 2 and room1441/110

All PSa sessions take place in Auditorium 2 and all PSb sessions take place in room1441/110

Tuesday, November 10

9.00-10.00	Coffee and registration
10.00-10.20	Welcome (Auditorium 2)
10.20-11.20	Keynote I: Malene Charlotte Larsen , associate professor, Dept. of Communication, Aalborg Univ., DK: Social Intimacy in Social Media: How Youth Practice friendships and construct identity online (Auditorium 2)
11.20-11.30	Short break
11.30-12.50	Parallel Session 1 (PS1A & PS1B) (Aud. 2 & room 1441/110)
12.50-13.40	Lunch (Studentarhuset/Students' House)
13.40-15.00	Parallel Session 2 (PS2A & PS2B) (Aud. 2 & room 1441/110)
15.00-15.20	Coffee and cake break
15.20-16.40	Parallel Session 3 (PS3A & PS3B) (Aud. 2 & room 1441/110)
16.40-17.00	Fruit Break
17.00-18.00	Wrap up: Chairs' remarks and discussion (Auditorium 2)
19.00	Conference dinner

Wednesday, November 11

9.30-10.00	Coffee and Good morning
10.00-11.00	Keynote II: Pekka Isotalus , professor, School of Communication, Media and Theatre, University of Tampere, Finland: Communication Competence and New Challenges of Po- liticians: From Public Speaking to live-tweeting (Auditorium 2)
11.00-11.20	Coffee and fruit break
11.20-12.40	Parallel Session 4 (PS4A & PS4B) (Aud. 2 & room 1441/110)
12.40-13.30	Lunch (Studenterhuset/Students' House)
13.30-14.30	Keynote III: Klaus Bruhn Jensen , professor, Dept. of Film, Media and Communication, Univ. Of Copen- hagen, DK: There is No Such Thing as Unmediated Communication: Media of Three Degrees (Auditorium 2)
14.30-15.00	Coffee and Cake break
15.00-16.00	Plenary discussion (Klaus Bruhn and others): Addressing the role of media in interpersonal communicati- on and social interaction (Auditorium 2)
16.00-16.15	Short break
16.15-17.15	Plenary wrap up discussion: ICSI Future, Dreams and Fanta- sies (Auditorium 2)
17.30-?	Cultural excursion and dinner

Ph.d. course program

Location: Studenternes Hus at Aarhus University, (Students' House),

Frederik Nielsens vej, meeting rooms 1, 1.1. , and 1.2.

Thursday, November 12

8.00.- 8.30	Arrival and Coffee
8.30- 9.40	Doing Research: 4 short presentations from the teacher from their research perspective (10 min's each for Isotalus, Hargie, Møhring-Reestorff, Sandvik) and discussion 30 min. <ul style="list-style-type: none">• ways of asking questions• propelling the research process• finding methods• the academic doubt
9.40-10.10	Coffee and fruit
10.10-10.30	Victoria Baskin-Coffey
10.30-10.50	Shuhan Chen
10.50-11.20	Minna Törrönen
11.20-11.50	Songyi Park
11.50-12.40	Lunch
12.40-13.00	Lennie Donn�
13.00-13.20	Anze Seendelbah
13.20-13.40	Plenary discussion and wrap up

- 13.40-14.00 Coffee and sweets
- 14.00-15.30 **YECREA Roundtable:** “Reviewing scholarly communication: Peer review process in academic publishing”:
- the role of peer review process in publishing,
 - how to ‘break into’ the reviewer community and become an active reviewer for a scientific journal,
 - skills, guidelines and tips to become a good peer reviewer,
 - the prospects and challenges of new modes of peer review in publishing.
- PANEL CONSISTS OF THE 5 SENIORS AND 5 STUDENTS
- 15.30-16.30 Closing and Reception
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Parallel Sessions overview

PS 1A: Interpersonal Interaction and Media:

Songya Park, Interaction and Social Influence, Communication Studies
Northwestern Univ., US: Understanding Online Word of Mouth (e-WOM) Communication in the Social Network Service (SNS)

Tuula-Riita Väliskoski, School of Communication, Media and Theatre, Univ. Of Tampere, Finland: The Impact of mobile phone behaviours on user privacy behaviours, communicative involvement and conversational sensitivity

Pablo Porten-Cheé, Dept. of Social Sciences, Heinrich Heine University, Düsseldorf, Germany, Factors of media-stimulated interpersonal communication. Evidence from an online diary

Jeffrey Youngquist, Department of Communication & Journalism
Oakland University, Michigan, US: The Relationship between Interruptions, Resisting Topic Changes, and Perceptions of Dominance and Conversational Appropriateness

PS 1B: Online Sociality and Identity

Cosimo Marco Scarcelli, Dept. of Philosophy, Sociology and Applied Psychology, Univ. Of Padova, Italy: Adolescents and sexting: meanings and practices of a "new" form of intimacy

Christina Miguel, School of Media and Communication, University of Leeds, UK: Meeting people online: From stigma and safety concerns to everyday practice

Shuhan Chen, Media and Communication Studies, University of Leicester, UK: Chinese Youths' online practices: facework or impression management

Jessica Roberts, Dept. of Communication, Boise State University, Idaho, US, and Michael Koliska, Auburn University, Alabama, US: The use of Space in Identity Construction in Selfies in China and the United States

PS 2A: Panel: Communication around Death and Dying in Digital Media

Carsten Stage, Dept. of Communication and Culture
Aarhus University, DK: Illness blogging and biological citizenship

Camilla Møhring-Reestorff, Dept. of Communication and Culture
Aarhus University, DK: Self-care and mediated tattoos

Tina Thode Hougaard, Dept. of Communication and Culture
Aarhus University, DK, Affective expressions on Facebook watching a documentary about a child's fight and loss to cancer

Dorthe Refslund Christensen, Dept. of Communication and Culture
Aarhus University, DK, and Kjetil Sandvik, Dept. of Film, Media and Communication, Univ. Of Copenhagen, DK: Being Parents to an Angel: on the mediation of parenthood, on- and offline

PS 2B: Media, Participation and Presence

Anze Sendelbac, Faculty of Social Sciences, Univ. Of Ljubljana: Media multitasking and the role of mediated interpersonal communication

Anne-Mette Albrechtslund, Department of Communication & Psychology, Aalborg University, DK: Goodreads and Amazon: exploring the struggles of participatory culture

Matthias Berg, Zentrum für Medien-, Kommunikations- und Informationsforschung, Univ. Of Bremen, Germany: Communicative mobility: patterns of mediated networking in job-related mobility

Ditte Laursen, Statsbiblioteket / state and university library, Aarhus, DK and Peggy Szymanski XX: Mobile, mediated multi-party talk: interactional practices for managing copresence

PS 3A: Mediated and Non-Mediated Crisis Communication

Minna Törrönen, School of Communication, Media and Theatre
Univ. of Tampere, Finland : Supportive Communication in online counselling. How to study it?

Stine Gotved, IT university, Copenhagen. DK: Addressing the dead – the role of digital/ social media in times of bereavement

Venla Kuuluvainen, School of Communication, Media and Theatre
Univ. of Tampere, Finland AI-Anon face-to-face mutual aid groups in the era of on-line mutual aid – Obsolete social community or something to value?

PS 3B: Social Encounters, Learning and Development

Teija Waaramaa, Tampere Research Centre for Journalism, Media and Communication (COMET), School of Communication, Media and Theatre
Univ. of Tampere, Finland: Emotion detectives – a computer game to ease emotional communication of children with communication disorders

Stine Liv Johansen, Dept. of Communication and Culture
Aarhus University, DK: Media, Play and social encounters in children's everyday life

Owen Hargie, School of Communication, Ulster Univ. Northern Ireland, David Mitchell and Ian Somerville: Social Exclusion and Sport: Experiences of ethnic minority people in Northern Ireland

PS 4A: Mediated Political Interactions

Annina Eloranta, School of Communication, Media and Theatre, Univ. Of Tampere, Finland: Live-tweeting as social interaction

Mika Hietanen, Dept. of Literature, Uppsala University, Sweden: The Östermalm Debate – a very short story road from words to action

Victoria Coffey, Dept. for Communication Studies, Univ. of Antwerp, Belgium: Visualizing Transgender Advocacy in digital India: Case study of Kalki Subramaniam and the Sahodari Foundation

PS 4B: Mediated Professional Communication

Sarah Kohler, Dept. of Communication, University of Muenster, Germany & Claudia Taubenrauch, Social Media and Community Manager, Weber Shandwick Germany, Cologne: Outlining the role of interpersonal communication for advertising research

Sara Atanasova, Tanja Kamin and Gregor Petric, Faculty of Social Sciences, Univ. Of Ljubljana, Slovenia: Comparing views between users and expert moderators on benefits and challenges of doctor-patient interaction in online health communities

Benjamin Matthews, School of Humanities and Communication Arts, Univ. Of Western Sydney, Australia: Emergent Collectivism in Professional communication in Australia and New Zealand: "Enkel" as a case study

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Keynote Abstracts

Social Intimacy in Social Media: How Youth Practice Friendships and Construct Identity Online

Malene Charlotte Larsen

For more than ten years social media have played a significant role in the everyday lives of young people; both as a way of communicating, practicing friendships and constructing identity. In this talk associate professor Malene Charlotte Larsen from Aalborg University will present her 10 years of research on young people's use of various social media technologies – from first-generational social network sites to mobile apps such as Instagram and Snapchat. Using virtual ethnographic and qualitative methods such as participant observations, informal conversations, interviews and large scale online surveys, Malene has particularly focused on the intimate nature of young people's online social practices and has found that young people employ all sorts of resources available to communicate intimate feelings on social media - even resources created for other purposes. Malene will discuss how social intimacy is heavily intertwined with both the maintenance of friendships and the construction of identity online – and how different sites and apps offer different opportunities in these complex dynamics.

Theoretically, Malene's studies are situated within the field of discourse studies with Nexus Analysis as the primary theoretical and methodological approach. Nexus analysis distinguishes itself from other discourse analytic approaches by focusing on central mediated actions carried out by social actors within a loosely tied 'nexus of practice' (rather than focusing solely on discourse). The term nexus of practice refers to the social field where humans, discourses and cultural artefacts intersect and result in social action. In the presentation, young people's use of social media is discussed and analysed as a nexus of practice where communicating social intimacy are among the most prominent and central mediated actions and cycles of discourses.

Malene Charlotte Larsen is Associate Professor, Department of Communication, Aalborg University

Communication Competence and New Challenges for Politicians: From Public Speaking to Live-Tweeting

Pekka Isotalus

Public speaking skills have always been one of the key abilities of politicians. During antiquity, public speaking was heavily emphasised in the birthplace of democracy and rhetoric —ancient Greece. The rhetoric of politicians still draws a lot of attention all around the world. In recent years, communication competence in regards to the media has become more and more important for politicians. Earlier politicians only had to deal with newspapers, but television has profoundly increased the significance of communication competence among politicians. For example, television debates are widely studied, and research indicates that how the candidates communicate both verbally and nonverbally during these events is crucial. However, according to my studies, competent performance during televised debates may be strongly influenced by culture.

Media skills, in general, seem to be very important for politicians nowadays. The politicians themselves have also understood the relevance of these skills in the political context. Therefore, the mediatisation of politics is also reflected in the criteria for communication competence. Furthermore, the personalization and privatization of politics have set new requirements for political communication. During the course of my lecture, I will report about a particular study where I have considered the type of criteria the media seems to set for political leaders and how the party leaders themselves view these criteria. The results of the study reveal that media skills, public speaking skills as well as other interpersonal communication skills are highly important for political leaders.

Additionally, new communication technology has gradually influenced the required skills needed by politicians. Especially social media requires new competencies. At the moment, social media is a real challenge for politicians, and there seems to be a wide range in how well they use this tool for tasks such as campaigning. During the few past years, Twitter has risen to be an important central forum for political discussion. For example, live-tweeting is an interesting new form of political communication through which traditional communication channels such as television debates are coloured. My latest study shows that live-tweeting during a television debate may create very different impressions of party leaders.

Pekka Isotalus is professor, School of Communication, Media and Theatre, University of Tampere, Finland

There is No Such Thing as Unmediated Communication: Media of Three Degrees

Klaus Bruhn Jensen

The field of media and communication research long remained divided into de facto subdisciplines of interpersonal communication and mass communication with separate research questions, theoretical frameworks, journals, conferences, and other material and mental infrastructures (Rogers, 1999). In response to the rise of personal computing and networked communications, studies since the 1990s have sought to bridge this divide, while still struggling to avoid poetic abstractions regarding artificial intelligence, cyberspace, and virtual reality (Slater, 2002). This lecture revisits the classic divide in the field in a two-step argument. First, I suggest that it is helpful, in historical hindsight, to conceptualize humans as media of the first degree (Jensen, 2010). Extended and enhanced through shifting technologies, humans – body and mind – have remained the prototype and reference point for other media of communication. Media of the second degree – print and electronic mass media – motivated the contemporary understanding of what media and communication are (Peters, 1999). With media of the third degree – digital media or meta-media (Kay & Goldberg, 1977) – the field has come face to face with some of its original premises concerning the nature of both ‘communication’ and ‘media.’ The second step of my argument notes the importance of recognizing three aspects of a medium – of any degree. Media are material, including the many affordances of the human body for communication. Media are discursive, as coded through different languages, registers, and codes. And, media are institutions: also embodied communication remains key to the central institutions of modern society, from politics to family life. In all three aspects, communication is mediated and embedded into nature as well as culture. One current challenge for media and communication research is to clarify the interrelations between these aspects as they apply to media of different degrees. There is no such thing as unmediated communication; the question is how the field should conceptualize and study mediation.

Klaus Bruhn Jensen is Professor at the University of Copenhagen and Head of its Centre for Communication and Computing.

Parallel Sessions abstracts

PS 1A: Interpersonal Interaction and Media

Understanding Online Word-of-Mouth (e-WOM) Communication in the Social Network Service (SNS): Its motivations and dynamics

Songyi Park, Northwestern University, USA

Previous studies have focused on finding antecedents, moderators, and consequences of e-WOM, mostly in the early online platforms. However, SNSs are interesting venues to investigate e-WOM because they show more complex dynamics and behavioral patterns than the ones in early online platforms do. Thus, this study intends to find out social, motivational and external factors of e-WOM in the SNS and how tie strength and message characteristics interact with them, based on the Social Capital Theory, the Elaboration Likelihood Model and other concepts. An online survey will be distributed to the convenience sample of Facebook users and the data will be analyzed by the partial least squares (PLS) approach and structural equation modeling by performing a path analysis.

This study will investigate the following research questions. First, there are privacy concerns and commercialization of the SNS due to the growing number of e-WOM messages. Therefore, this study asks, “is there an adequate amount of viral messages and how should they be discussed in the SNS?” Second, given that participatory cultures are different in various marketing platforms, this study asks, “what are the differences between the public discussion in the brand communities and the private discussion among friends/followers in the SNS?” Last, tie strength and source credibility are important issues in the SNS because e-WOM often takes place through the existing relationships there. Therefore, the boundary between offline and online communication becomes blurred and it is important to ask, “how can the knowledge of interpersonal communication help the research of e-WOM?”

The impact of mobile phone addition behaviors on user privacy behaviors, communicative involvement and conversational sensitivity

Tuula-Riitta Välikoski, School of Communication, media and theatre, University of Tampere, Finland (presenter); **Debra L. Worthington**, Auburn University, USA; **Shaugan Keaton**, Young Harris College, USA; **Margarete Imhof**, University of Mainz, Ger-

many

The ubiquitous use of mobile phones has led to numerous studies examining how they (and their related technologies) impact our social networks and interactions (cf. Campbell 2008; Geser 2006; Ishii 2006; Poutiainen 2007). Problematic mobile phone and short message service behaviors have the potential to affect social interaction with those around us (Banjo et al., 2008; Campbell, 2007; Mantere & Raudaskoski 2015).

Our study explores the relationship between mobile phone and short message (texting) use, interaction involvement and conversational sensitivity. Student participants from Finland, German, and the United States completed an online survey. Survey questions addressed demographic and phone ownership information (e.g., phone features, estimated usage, primary purpose of ownership, etc.) as well as information on privacy and listening behavior (e.g., difficulty concentrating, awareness of others, use in public places, conversational topic avoidance, etc.). Mobile phone addiction was measured using the Mobile Phone Addiction Index (MPAI) (Leung, 2007), SMS addiction was measured using Rutland, Sheets and Young's (2007) SMS Problem Use Diagnostic Questionnaire (SPUDQ). Additional communication behaviors addressed interaction involvement (Cegala, 1981) and conversational sensitivity (Daly et al., 1987; Stacks & Murphy, 1993). Results and discussion center on the following: Scale reliability across the three student populations and the implications for mobile phone use in the presence of proximate others. Future research programs in this area are suggested.

Factors of media-stimulated interpersonal communication.

Evidence from an online diary study.

Pablo Porten-Cheé, Department of Social Sciences, Heinrich Heine University Düsseldorf

This paper analyzes the factors that lead to and inhibit "media-stimulated interpersonal communication" (Ziegele & Quiring, 2013, p. 130) about issues of public interest. It develops a comprehensive theoretical framework that considers both personal characteristics and media-related factors as independent variables. Based on normative and instrumental perspectives, it is argued that people learn to identify media content that may be useful in conversations. The characteristics that foster interpersonal communication on media items are conceptualized as discussion factors. The paper suggests that relevance (Eilders, 2006; Galtung & Ruge, 1965) and

quality indicators (Arnold, 2009; Urban & Schweiger, 2014) on level of media items, are such discussion factors. They provide with cues for identifying content useful for anticipated (Atkin, 1972) and purposeful (Kepplinger & Martin, 1986) conversations. The effect of the discussion factors was tested in a multi-method field design in the context of the German media discourse on the climate change issue in 2012. The empirical study used online diaries in order to collect individual level data (444 participants) regarding the media items received in particular situations of interpersonal communication. Discussion factors were coded for the individually received media items. Controlling for personal characteristics, the data show that discussion factors hardly stimulated interpersonal communication in general, but they also show that different discussion factors encouraged conversations, depending on how purposive media items were used within conversations. Possible reasons for the limited effects of the discussion factors will be addressed.

Pablo Porten- Cheé, Kommunikations- und Medienwissenschaft III
Heinrich-Heine-Universität, Düsseldorf. Correspondence should be addressed to Pablo Porten-Cheé, Department of Social Sciences, Heinrich Heine University Düsseldorf, Universitätsstrasse 1, 40204 Düsseldorf, Germany. E-mail: pablo.por-ten-chee@phil.uni-duesseldorf.de, phone: +49 / 211 8110402.

The Relationship between Interruptions, Resisting Topic Changes, and Perceptions of Dominance and Conversational Appropriateness

Jeffrey Youngquist, Associate Professor, Department of Communication & Journalism, Oakland University, USA.

This study explores the relationship between interruptions, unsuccessful topic changes, and perceptions of dominance and conversational appropriateness, focusing specifically on how resisting topic changes will influence the perceptions of both the interrupter and the interrupted. In this study, it was predicted that resisting topic changes initiated through interruptions would not be seen as conversationally inappropriate and would lead to increased perceptions of the resister's dominance.

The independent variables in this study included the speaker (speaker A or B), interruptions (present or absent), and topic change (absent, successful, or unsuccessful). The dependent variables included perceptions of dominance and perceptions of conversational appropriateness. Participants listened to prerecorded dialogues and completed surveys that assessed the participant's perceptions of dominance (Youngquist, 2009) or conversational appropriateness (Canary & Spitzberg, 1989). The primary hypothesis was not supported by this research. Results indicated that

the speaker that was interrupted was not perceived as more dominant for resisting attempted topic changes. In fact, the opposite occurred. All experimental conditions suggested that the speaker would be perceived as less dominant, even when resisting topic changes. Conversely, the interrupting/topic changing speaker was perceived as more dominant, but only when interruptions occurred. When just changing the topic (without interrupting), either successfully or unsuccessfully, there was no change in perceptions of dominance. For the second dependent variable, perceived conversational appropriateness, there was no significant change of perception regarding the speaker who was interrupted and/or experienced a topic change. However, the speaker who interrupted and/or changed the topic (successfully or unsuccessfully) was perceived as significantly less conversationally appropriate in all experimental conditions.

PS 1B: Online Sociality and Identity

Adolescents and sexting: meanings and practices of a “new” form of intimacy.

Cosimo Marco Scarcelli, PhD, Department of Philosophy, Sociology, Education and Applied Psychology - University of Padova (Italy)

Digital and portable media are important part of adolescent everyday life and youth use these platforms also to enlarge they social networks that they construct outside digital spaces. Digital media becomes the place where to speak about emotions, to play with them, to flirt, to define and redefine the seduction practices and gender roles and the expectative about the others. Into the dance of seduction and of love sometimes adolescents decides to interact sending sexually explicit messages and photo, what nowadays is called sexting.

This paper presents and discusses the results of a sociological research (on course) that is exploring the role of the sexting into the everyday life of adolescents.

The work involved twenty Italian boys and girls from the age of thirteen to the age of eighteen, using face-to-face interviews.

The research seeks (1) to understand what they think about this practice; (2) to understand why they use (or don't use) to share photo or sexually explicit massages and what kind of risk/opportunity they find in these practices; (3) to understand the sense they give to their choice; (4) to define the extent of Internet on the youth's experience on love, sex and its social construction.

The main questions that could be topics for the discussion are: (a) Is there a new definition of intimacy among adolescents? (b) Are there gender differences related to the meaning that adolescents give to sexting?

Meeting people online: From stigma and safety concerns to everyday practice

Cristina Miguel, University of Leeds

There are a number of social media services for meeting new people online, which range from dating sites, to hospitality exchange networks, to meet up services. Despite of Internet-initiated relationships having the potential to develop into long-term couples or friendships, they are usually considered as superficial and transient. Drawing on 30 in-depth interviews with users of Badoo (dating/hookup site) and CouchSurfing (hospitality exchange/meet up network), this study investigates whether users of these platforms consider that personal relationships originated via social media are actually shallower than relationships that they had created in other

environments. The analysis shows that although most users consider social media as another means to meet new people, some users of these platforms believe that Internet-originated relationships are of lower quality, especially in the case of Badoo. In addition, apart from the general belief that meeting strangers online is dangerous, there is still certain social stigma about the practice of meeting new people online. People who use social media to create new relationships are often considered not to be able to make friends offline, to be 'desperate' looking for a (sexual) relationship, or to lack social skills to meet people face-to-face. Therefore, this paper opens up the discussion for the following questions: 1. Until what extent are personal relationships originated via social media of lower quality than others?, 2. Is it safe to meet new people online?, and 3. Is the practice of meeting new people online socially stigmatized?

Young People's Perspectives on Online Impression Management and Online Facework

Shuhan Chen, University of Leicester

Goffman's (1959) study on impression management and self-presentation are widely used in online impression management and performance studies, to explain how individuals perform strategically to make positive impressions on others through their online posts (e.g. Vasalou et al., 2008; Hogan, 2010). Similarly, Chinese 'face' practices are considered as the heart of Chinese culture, the intangible social norms and normative for Chinese people, which also believed have great influence on Chinese people's online interaction practices. 'Face' is different from self and identities that need to be formed and developed through a period of time, face is the relational and interaction phenomenon arising in everyday talk and conduct, but 'face' concept has rarely being empowered to explain individuals' online practice.

By interviewing Chinese youths' (between the ages of 18-24 years old) online motivation and adopting concurrent verbalization to ask participants explain their online posting decision making process, concerns and expectation for their online posts. The research findings indicate that Chinese individuals' may not always consider their online practices as performing for positive images, but they consider their online friends' (people who they connect with on certain social networking site) online practices as performing for 'face', which means these online friends' want to show they are better than others. Although Chinese individuals are not happy with their online friends' online posts, different facework strategies are applied to maintain Chinese individuals online and offline relationship with their online friends.

Using Space to Construct Identity in Selfies: A comparative study in China and the United States

Jessica Roberts, Boise State University & **Michael Koliska**, Auburn University

“Selfies” (self-portraits taken at arm’s length, generally with mobile devices) are a growing practice worldwide, creating cultural artifacts that go beyond mere narcissistic self-presentations. As a cultural phenomenon, selfies present personal narratives about members of a particular community, and reflect not just personal impressions but communal values of modern life. This study analyzes the use of space in selfies to construct a particular cultural self-representation, considering the interplay between self and place and examining differences and commonalities in the identity presentation of individuals in the United States and China. Location played a significant role in the majority of the selfies analyzed in both the U.S. and China. Public and private locations, were both shared—including domestic and labor sites, as well as commercial spaces and tourist attractions. Personal cars were a particularly popular location for selfies in both sites as well. Generally the data provide some support for the idea that the technologically triggered global “selfie” phenomenon contributes to or reflects the homogenization of self-representation across different cultures.

PS 2A: Panel: Communication around Death and Dying in Digital Media

Panelabstract: Communication around death and dying in digital media

During the last decade, we have seen a large number of websites, Facebook groups and other online networks centered around interpersonal communication and social interaction on chronic and serious illnesses and on death, dying and bereavement.

A common trait in these groups, are that they reflect deep interpersonal communication and social interactions between people that are most often not personally acquainted, whether it is people suffering from the same kind of serious illness or sharing the same kind of loss, or it is patients of serious illnesses sharing their stories with an audience of people that are not in the same existential crisis but lends their support: emotionally, affectively, politically and/or financially.

With this panel we want to present four different cases and a variety of theoretical and methodological perspectives on such mediated practices and their interrelatedness with offline practices. The four papers are:

Paper 1: "Illness blogging and biological citizenship" (Stage)

Paper 2: "Self-care and mediated tattoos" (Moehring Reestorff)

Paper 3: "Affective expressions on Facebook watching a documentary about a child's fight and loss to cancer" (Hougaard)

Paper 4: "Being parents to an angel: on the mediation of parenthood on- and offline" (Christensen & Sandvik)

While each paper focus on one single case, all the papers analyze cases that are examples of interpersonal communication that are mediated and re-mediated in a variety of ways, and they all reflect strategies and practices that are both affective and identity shaping and negotiating for the parties involved, and some, furthermore, reflect a new bio-sociality in the ways bodily strategies, lifestyles and practices are shared and negotiated and touches on the politization of the body present in the new mediated social interaction around illness and death.

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Illness blogging and biological citizenship

Carsten Stage, associate professor, School of Communication and Culture, Aarhus Univ.

This paper investigates the creation of biosociality and biocapital in relation to a certain case study of an ‘entrepreneurial illness blogger’ (Stage 2014): Stephen Sutton’s (1994-2014) transmedia communication about his cancer treatment on e.g. www.facebook.com/StephensStory and <http://stephensstory.co.uk/>. Here Sutton shared his very personal and intimate struggle against cancer, but also crowdfunded approximately 5 million £ (more than 50 million DKK) for the Teenage Cancer Trust in UK. The case shows how the Internet enables new voices and collectives around biological processes to arise, but also exemplifies ‘a biological citizen’ trying to maintain future vitality and hope to the very end of his life. Sutton is thus an extremely vital and entrepreneurial person and a person using his illness to secure hope in the future for other patients-to-be through investments in cancer research.

According to the Nikolas Rose Western societies are facing a new era of biopolitics, which is not only focused on eliminated existing pathologies/problems from the nation-state (e.g. epidemics), but also on singular individual’s maintenance and tracking of their own biological processes in the attempt to secure their future vitality (Rose 2009). In other words ‘bio’ is being politicised via a range of norms and discourses that interpellate bodies to stay/become healthy/thin/young and to explore all sorts of alternative treatments and sustainable life-styles – and that exclude those failing to stay vital. This era also gives rise to new forms of ‘biosociality’ – collectives created around biological processes/diseases/transformations (cf. Rabinow) like e.g. AIDS activism in the 1980s – and new ‘economies of vitality’ established when biology becomes connected to economic value (or ‘biocapital’).

In discussing the case – and its relationship to the abovementioned biopolitical era – the paper will consider how to balance the acknowledgement of personal engagement and empowerment with the critique of a discourse imposing evermore demands about vitality and hopefulness on citizens.

2

Self-care and mediated tattoos

Camilla Møhring Reestorff, assistant professor, School of Communication and Culture, University of Aarhus

This paper is based on an auto-ethnographic study of two online multiple sclerosis groups, pictures of 22 patients’ and their tattoos and two interviews. The paper inve-

stigates mediated self-care in relation to chronically illness and tattoos. The tattoos and the mediation hereof are analyzed as a specific kind of affective communication between the subject and the subject's body and between the subject and others. Tattoos are a kind of self-representation that utilizes both pathos and humor in the communication of more or less recognizable symbols. Whereas self-representation is often understood as an individual project people with MS use their tattoos as a way to communicate not only with their body, but also with others: the tattoos communicate the chronically ill body without causing discomfort of others. In that sense the tattoos may be a depoliticized practice. However, the mediated tattoos also suggest a politicization in which the body is utilized as an affective activist practice. As self-care the tattoos transform the patient from a passive receiver of care to a participant who are in an empowered relation to his or her body. Furthermore, whereas illness is increasingly treated as susceptibilities in terms of corporeality the tattoos insist on the bodily autonomous and valuable patient. By means of the autonomy of self-care the body is not merely the focus for the clinical gaze. The tattoos visualize and install a relation between self and body and signal the possibility of the subject of defining his or her body and its social relations.

3

Affective expressions on Facebook watching a documentary about a child's fight and loss to cancer

Tina Thode Hougaard, Associate Professor, Scandinavian Studies and Section for Rhetoric, Aarhus University

Fighting for Magnus (Miv) is a Danish Facebook group that holds about 25.000 members connected by the specific purpose of collecting a huge amount of money for a specific cancer cure for Magnus, an 8-year-old boy diagnosed with an aggressive cancer brain tumor. In January 2015 the group was founded by the relatives of Magnus in the hope of raising 800.000 DKK for a medical treatment in Spain. The group grew explosively, and after only five days, more than 1 million DKK were donated. The Danish broadcaster Danmarks Radio made a documentary about the family's fighting for Magnus' survival and the Facebook group supporting this fight. While watching the documentary Kampen for Magnus (broadcasted the 31th of May 2015, almost 2 month after the death of Magnus) more than 500 members of the Facebook group wrote about their feelings and thoughts on Facebook.

These comments can be seen as a public show of the compassion and despair of the spectators. Different ways of handling their immediate and impulsive emotions can be seen on the wall of the Facebook group, but some distinct features recur. Almost every comment contains a heart or a crying smiley, 30 % of the comments shows nothing else but emoticons. Persistent words are crying, tears, tough, warrior

and fantastic; and while watching the documentary a lot of the participants used the interjection “puha” (translation: whew), expressing some kind of relief or dismay. In my paper I want to uncover the spontaneous vocabulary of the grief in social media and discuss whether these tokens could be seen as participatory compassion or signs of some kind of catharsis or purgation.

4

Being parents to an angel: on the mediation of parenthood on- and offline

Dorthe Refslund Christensen, associate professor, School for Communication and Culture, Aarhus Univ. & **Kjetil Sandvik**, associate professor, Dept. for Media, Cognition and Communication

This paper demonstrates how everyday practices among those who suffer the loss of a child include the use of both analogue and digital means and media to create meaningful relations to the dead child, the bereaved as well as to the surrounding world.

A dead child – be it a stillborn or dead at a very early age – renders the parents in a highly vulnerable situation. The loss of a child leaves the parents in an existential void: their identity as parents-to-be and all preparations for this as well as all hopes and dreams for the future are rendered meaningless by the child’s death. In this situation, the process of grief becomes a way of reinstalling meaning by establishing an ongoing relationship to the dead child by which the child – who in life was barely there – gains existence and through which the identity as parents (however to a dead child) is established, communicated and socially acknowledged. Based on observation studies and qualitative content analyses of both children’s graves and online memory profiles (Christensen & Sandvik 2013, 2014) combined with interviews with bereaved parents, we present some reflections on how these practices of commemoration, meaning-making and establishing, maintaining and developing relations are articulated through everyday media use. The paper focuses on the cross media connection between offline and online activities and demonstrates how the loss of a child initiates processes which are not about letting go and moving on but rather keeping hold while moving on (Walter, 1999) articulated through communicational practices resembling everyday parental activities such as playing with the child, reading bedtime stories etc., the purpose of which are to keep the dead child as a part of the parents’ and family’s continuing life.

PS 2B: Media, Participation and Presence

Media multitasking and the role of mediated interpersonal communication

Anže Sendelbah, Faculty of Social Sciences, University of Ljubljana

Media multitasking (MM) refers to sequential and concurrent combinations of media activities with other media and non-media activities. In this context, media activities encompass consumption of media contents, creation of media contents and mediated interpersonal communication. A long line of research from cognitive psychology shows that human cognitive system is limited in processing multiple complex processes. Psychologists also alert about switching costs – switching between different activities leads to a slower performance and can also decrease quality of end results. These findings have become particularly relevant in this millennium, where studies from different disciplines (including communication, human factors, organizational behavior, and human computer interaction studies) show that MM represents an increasingly larger share of total media use time. In our study we integrate findings from multidisciplinary literature and develop a conceptual and methodological framework for a systematic research on MM. A special emphasis is given to mediated interpersonal communication and its relationship with other activities. In the context of this framework, we discuss existing empirical results on the role of interpersonal communication in increasingly multitasking space-time environments such as schools, offices, and everyday life. Moreover, we present our case study, done with a web survey on a sample of 82 bachelor students. Our case study investigated how often students combine different forms of mediated interpersonal communication with other media activities on a typical day. Overall, results from our and other studies show that mediated interpersonal communication has an important role in MM. Implications, limitations and future work are also discussed.

Goodreads and Amazon: Exploring the struggles of participatory culture

AnneMette Albrechtslund, Aalborg University

This paper presents an indepth study of Goodreads users' reactions to the acquisition of the popular social network site for readers by Amazon in 2013 (Amazon PR 2013). The purpose is to provide an empirical and critical examination of the struggle over cultural agency and ownership which is evident in the discussions ensuing the acquisition. The struggle is both that between the management and the users of an online social environment over the right to define the values and purpose of the communi-

ty (see e.g. Bechmann and Lomborg, 2013), and that between those who produce cultural works and their audiences over the right to determine what can be said and done about these works (see e.g. Fiske, 1989). The main issues emerging in this study relate to the complex dynamics shaping digital reading culture, with Goodreads as an example of a contested online space involving diverse uses and functions but ultimately heavily dependent on users' selfunderstanding as a community.

Communicative Mobility: Patterns of Mediated Networking in Job-related Mobility

Matthias Berg, University of Bremen, ZeMKI, mberg@uni-bremen.de

The labor market can be seen as one central incitement of everyday as well as exceptional forms of mobility. The resulting geographical dispersion of places of origin, work and life poses multiple challenges, especially concerning the maintenance of social relationships. That is why this presentation investigates specific patterns of (digital) media appropriation for maintaining social relations in situations of enhanced job-related mobility.

Empirically, this presentation draws on a qualitative study of 22 mobile workers (relocated, commuting, mobile business branches) in Germany. The research design contains qualitative interviews, drawings of open network maps, as well as semi-structured media diaries, capturing mediated interpersonal communication as a process. This presentation follows three steps: First, the empirical phenomenon is contextualized within a framework consisting of mediatization (Krotz 2014), individualization (Beck 2003) and mobilization (Tully & Baier 2006) as theories of social change. Integrating those theories, the concept of "communicative mobility" (Hepp 2008) functions as a hinge between physical and informational mobility.

A second step concentrates on the empirical results. Here, the central aspect is constituted by processual patterns of communicative mobility, which combine mobility and (mediated) interpersonal communication in a temporal perspective. Such process patterns (i.e. parallelizing, separating, submerging and creating niches) are based on different forms of managing one's private and professional life – in spatial/geographical, temporal as well as social terms.

A third and final step summarizes the findings and emphasizes that local mobility as physical motion and communicative mobility as translocal connectivity are working on the same level.

Mobile, mediated multi-party talk: Interactional practices for managing copresence

Ditte Laursen, State Media Archive, DK

Margaret (Peggy) Szymanski, PARC Inc., a Xerox company, US

An increasing number of studies have addressed the question of the environment in which mobile phone calls are made and how a mobile phone conversation impinges on the social situation and influences the participants' actions. Building on a corpus of 404 audio and video recorded mobile phone conversations from the United States and Denmark, this presentation adds to current mobile phone research by investigating interactional practices in mobile phone conversations that include the participation of copresent others, ie. multi-party mobile phone conversations. Our analysis shows some of the ways copresent people work out rights to speakership and phone possession, how speakers simultaneously manage copresence and remote copresence, and how all participants orient to what's hearable. We introduce the notion of a 'pivot person' who is a bridge between the phone conversation and the copresent interaction, acting in a role of integrator or blocker. Sometimes, however, copresent participants and remote copresent participants are able to directly engage one another, bypassing the pivot person altogether. With one of the phone participants in a pivot role, degrees of participation are possible from those copresent to the phone conversation. An aside is a face-to-face exchange that is outside of the mobile phone conversation; interjections, comments about the phone conversation, are more integrated with the phone conversation; echo actions produced by the pivot person enable the copresent person to become part of the phone conversation by reproducing actions in both domains.

PS 3A: Mediated and Non-Mediated Crisis Communication

Supportive Communication in online counseling. How to study it?

Minna Törrönen, School of Communication, Media and Theatre, University of Tampere, Finland.

People increasingly seek help and support to their problems via mediated interpersonal discussions or chats in internet counseling services, e.g. in social media or in other mediated discussions. Previous studies from face to face counseling show that counseling in different contexts have many positive effects on wellbeing and coping. Online counseling effects is increasingly but less studied.

This paper focus on two objectives. The first goal is briefly review previous studies of online counseling aiming at look for appropriate theoretical ground to the study in the perspective of supportive communication, helping communication behavior, competent online interaction in counseling and mediated interpersonal communication. The second objective of this paper is mapping the methods to research online counseling communication, e.g. what are the most appropriate methods to handle or approach the data?

The data of the study will be collected from Finnish Evangelical Lutheran Church online counseling services and the focal point is in internet services, especially in online chats. The interest of the study is to describe and understand the interaction and supportive communication which can be found in the online discussions. The interests of the study are also what help seekers consider helpful and supportive in the online discussions/chats and how online discussions fulfilled the expectations by both partners of discussion and also what are the features of competent helping communication behavior in this context. Finnish Evangelical Lutheran Church has 1400 trained voluntary and professional employees in the church online counseling services. They offer online counseling in telephone emergency service, via SMS service and in internet, online chat in social media with 70 000 telephone conversations and approximately 1500 online chat per year. Services are available to all offered by experienced trained volunteers and professionals. Offered support is entirely confidential and free of charge.

Addressing the dead - the role of digital/social media in times of bereavement.

Stine Gotved, IT University of Copenhagen, Denmark

The development of digital media for interpersonal communication coincidentally runs parallel with a change in how the process of grief is perceived in social psychology (from 'work through and let go' to 'live with the loss and continue the bonds'). This is fortunate, as the digital media offers the bereaved social network tools for persistent intimate communication and shared remembrance. At the same time, the digital media re-establish the visibility of death and loss in normal everyday life (for example, Facebook memorials or selfies at funerals), thus counteracting what Giddens described as the modern sequestration of death and dying.

This presentation explores the connections between new communication media for emotional sharing and co-created memorials, and the somehow connected and slowly changing national culture around the death of a human being. The key research will take place from 2016 and consists of several case studies in cooperation with a Danish company who currently is designing a new kind of memorial universe. The cooperation presents a unique research opportunity, as the case studies will include all stakeholders from the very beginning - the industry, the designers, the firstmovers, and (later) the regular users. Thus, the issues of cultural change can be addressed on three interconnected levels: the overall change in national rituals and perceptions (macro), the intersection of technology and sensitive issues (meso), and the experience of digital continuation of interpersonal bonds (micro).

Al-Anon face-to-face mutual aid groups in the era of online mutual aid—Obsolete social community or something to value?

Venla Kuuluvainen & Pekka Isotalus, University of Tampere (Finland), School of Communication, Media and Theatre

Al-Anon is a worldwide network of mutual aid groups, established in the 1950s to offer support for the friends and families of alcoholics. Although today Al-Anon also provides online meetings, the face-to-face meetings remain Al-Anon's basic unit. Moreover, the interactions in these meetings still follow a set of guidelines established in the early days of the organization. This presentation will shed light on the possible benefits of the face-to-face interactions in Al-Anon, approaching this issue through a qualitative study based on 20 interviews of Al-Anon members regarding their views of the supportive communication and helping mechanisms of Al-Anon. The results of the study show that in Al-Anon, not only words but also relational experiences res-

haped members' situational appraisals. According to the findings, the relationship level of supportive communication in Al-Anon operates more implicitly through, for example, nonverbal communication that can arguably be more easily conveyed through face-to-face communication. These findings suggest that face-to-face meeting mutual aid groups may feature certain aspects that are not directly replaceable in online supportive communities. Thus even in the era of expanding online mutual aid, communication research on face-to-face mutual aid groups is also needed. Moreover, research results about the communication in face-to-face mutual aid groups can aid in the design of online groups.

PS 3B: Social Encounters, Learning and Development

Emotion Detectives – a computer game to ease emotional communication of children with communication disorders

T. Waaramaa, University of Tampere, Finland; **K. Huttunen**, Åbo Akademi, Finland, **M. L. Laakso**, University of Jyväskylä, Finland, **R. Parkas**, Kokkola, Finland, H. Hyvärinen, Oulu, Finland

Recognizing emotional colouring in speech is sometimes challenging, and even more so if hearing is impaired. Double meanings, humor, sarcasm or irony are almost impossible to recognize. Inability to understand emotional messages may have a negative impact upon social interaction. These problems concern both auditive communication (speech) and visual communication (facial expressions and gestures).

Children with hearing impairment and children with e.g. specific language impairment, Tourette's or Asperger's syndromes have been reported to have more communication disorders than typically developing age-peers, e.g. in emotion recognition or taking contact to another person.

A targeted attempt to help these children's interpersonal communication and social interaction is a computer game developed for this purpose: Emotion Detectives (www.edu.fi/verkko_oppimateriaalit/tunne_etsivat) (Finnish National Board of Education, 2015). The game is planned on the basis of clinical experience and research in a multi professional working group. As a computer game does not require personal contacts it may offer an easy way to the children to learn social interaction and emotional communication. Moreover, a computer game is extremely topical, however, it must not be too addictive by nature.

A follow-up research has started to investigate whether playing the computer game helps the children to identify emotions, and whether the mediated emotions and mediated interpersonal situations will have transfer functions in recognizing emotions also in real life situations. The aim is to give the children tools to better understand reasons and consequences of social interaction and emotional behavior and to understand nonverbal communication of emotions.

Media, play, and social encounters in children's everyday life

Stine Liv Johansen, Associate Professor, School of Culture and Communication, Aarhus University

Understanding children's everyday life and agency means understanding their media use as well as the role, media and technology play in their social encounters, play culture, and informal learning practices. Digital media has come to play an important and inevitable role in children's everyday life. Digital media such as tablets and smartphones form the technological infrastructure of children's daily practices of communication, education and play.

Media of different sort might function as the symbolic and practical 'glue' of everyday life. For instance, media and mediated narratives and expressions fill an independent and comprehensive role as a kind of motor that keeps play going both at a general level across time and space and, quite specifically, in the play practices of a certain group of children in a certain context. As such, play with media can be said to function as a continuous movement back and forth between media's narratives, genres, and expressions and the play practice itself with or without different forms of media, computer games, mobile phones, tablets, the Internet, or toys.

Also, digital media are used for practical and organizational purposes by children as well as by their parents, teachers and other people in and outside formal settings. The paper will address children's own experiences focusing on the balances between play and learning, organizing and orientation, as well as connections, care and surveillance.

Social Exclusion and Sport: Experiences of Ethnic Minority People in Northern Ireland

Owen Hargie, School of Communication, Ulster University (presenter) David Mitchell and Ian Somerville

This paper presents the results from one component of a major government-funded study into social exclusion and sport in Northern Ireland (NI). It explores the views of ethnic minority people in relation to their experiences of sport. While there is a growing literature in the field of ethnic minorities and sport, there is a dearth of research into this area in many countries, including NI. The present study addresses this research gap. In-depth interviews were conducted with 10 ethnic minority males and females in NI, from a range of countries including China, India, Pakistan, Poland, South Korea and Zanzibar. Their narratives are examined within the conceptual rubrics of social exclusion and racism-related stress theory. Four interconnected

themes emerged from the interviewee accounts: positive experiences of sport in NI; the fact that the sports preferred and played by immigrants can be different to those available in NI; the challenges posed to ethnic minorities by the sectarian divide in sport; and, experiences of racism. The findings are discussed in relation to the degree to which ethnic minority exclusion exists in sport in NI and the related extent to which key racism-related stressors were experienced by interviewees.

PS 4A: Mediated Political Interactions

Live-tweeting as social interaction Name

Annina Eloranta and Pekka Isotalus, University of Tampere

Twitter enables interaction between its users. Commenting and retweeting are the main forms of interaction and the crucial parts of Twitter's communication culture. Twitter's interactive discussion is seen even as a new form of public discussion. Live-tweeting is a real-time discussion and therefore an especially interesting interaction phenomena. Interaction is essential especially for the so-called opinion leaders who try to make their views known. Live-tweeting is a rather new form of public discussion that only few studies have yet researched. Most of the studies focus on the quantity of the tweets but especially theoretical qualitative research is needed. This research focuses on live-tweeting during a televised electoral debate that is part of the Finnish parliamentary elections in April 2015. The main focus is on the content of the tweets and this research seeks to find out what generates interaction in live-tweets. Over 12 000 live-tweets with a specific hashtag were collected by NodeXL network analysis software. All tweets were categorized manually and the analysis is mainly qualitative. Important questions are: What generates interaction in live-tweeting? What counts as interaction in live-tweeting? What are the interactive live-tweets like? Preliminary results show that live-tweeting during a hectic electoral debate is not particularly interactive. However, those live-tweets that generated interaction were mostly opinionated in terms of style whereas report-like tweets and neutral statements generated less interaction. It seems that retweeting is a more popular form of interaction than commenting. Live-tweeting as social interaction is discussed further in the final paper.

The Östermalm Debate – A Short Viral Road from Words to Action

Mika Hietanen, Uppsala University

On August 3rd 2015 the passengers at an underground station in Stockholm were greeted by an ostentatious campaign by the Sweden Democrats (SD) that immediately caused anger and soon flooded the news feed on social media. The next day, around one thousand persons demonstrated against the campaign, against racism, and against SD, and later that evening a mob of a few hundred tore down the pictures and posters of the campaign.

Only a day passed from initial reaction to action. The posts on social media indicate strong frustration, anger, personal involvement, urgency to act, and the need to blame those responsible. Initially, the comments were surprisingly hyperbolic and even straight-out unacceptable. For example, the Hitler-argument was soon used against the head of Stockholm's local transportation, the transport-company's logo was outfitted with a Hitler moustache, and so on. The debate was permeated with a strong sense of righteousness: the critics were right and the others were Nazis or similar.

Against this background, the unlawful destruction of the campaign seemed only natural for those who took part in it. Soon, however, voices emerged in newspapers that pointed out that the activists harmed free speech by destroying the campaign, by trying to put out one of the legitimate voices in a democracy.

What interests me here is the beginning of the counter-movement and the interactive superficial argumentation and inflammatory rhetoric in social media amongst those who detested the campaign of SD. How was the correct way of thinking formed and justified? What kind of arguments were put forth and how were dissonant voices rejected? How was a mob-mentality created that within 36 hours led to an unlawful action of protest?

Abstract – Visualising Transgender Advocacy in Digital India: Case Study of Kalki Subramaniam and the Sahodari Foundation.

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In July of 2015 Indian Prime Minister Narendra Modi launched the “Digital India Campaign” with the words: “I dream of digital India where netizens are empowered citizens.” (NDTV, 2015). The campaign focuses on infrastructure, digital literacy, digital governance and services, and the challenges for connecting the vast and disparate communities in India are many. The greatest challenge for Modi is arguably the most influential when it comes to the successful take up of digital technologies: content. My PhD research explores how a community of transgender activists are creating content that, ironically enough, motivates the uptake of technologies that Modi is advocating whilst disrupting a broader ambivalence toward Western Culture in India. This ambivalence plays out against a backdrop of tensions regarding the illegal status of homosexuality in India, and the legal recognition of a third gender in Tamil Nadu. India has a unique history of visualising advocacy, and of community enga-

gement with communication technologies. With the introduction of digital communication technologies, Transgender activists carry out their activism across media that oscillate between the local and the global to present a new assemblage of their online/offline lives. By doing so, these trans-media transgender activists are forging a new sense of transnational space in a digitally networked global community. Working through the digital technologies in focus, this paper will draw upon digital ethnography so far conducted with trans-activists Kalki Subramaniam (India) and the Sahodari Foundation while drawing contrast with Rhys Harper (USA) and The Transcending Gender Project. Giving attention to the visual practices in the digital practices of these communities reveals their capacity to command and understand visuality (Urry, 2000) as ineluctably bound to a cultural economy and the exchange it mediates. The work of these activist communities function to connect gender variant people to one another while shifting the symbolic horizon of the "bodies that matter" (Butler, 1993) in global communities.

PS 4B: Mediated Professional Communication

Outlining the role of interpersonal communication for advertising research

Sarah Kohler, M.A. Research Associate Department of Communication, University of Muenster and **Claudia Taubenrauch**, M.A., Social Media and Community Manager, Weber Shandwick Germany, Cologne

The relation between mass communication and interpersonal communication is an interactive process (Chaffee 1972), within three distinct relations are possible: media features input for conversation, media accompanies conversation, and media use is a result of conversation. Similar relations can be described focusing mass communication: Conversation inspires media use, conversation accompanies media use, and conversation is a result of media use. Studying communication processes without taking interpersonal communication into account will lead to biased estimations of effects. E.g., typical media effects studies compare users and non-users and assess the difference as effect. But some of the non-users might have heard about the media input in conversation and therefore might have been influenced indirectly by the media as well. According to this, the difference between users and non-users will systematically underestimate the real effect (Nguyen Vu / Gehrau 2010).

These concerns also affect advertising research. Characteristics of the advertising might inspire conversation. Alternatively, conversations might be a social-psychological phenomenon which is only determined by personal and situational factors and is not a result of strategic decisions by media producers. Even more relevant is the question about the impact of conversation on advertising. Southwell/Yzer (2007) differentiate mediating and moderating effects. The mediating effect concerns the diffusion of effects via conversation. In contrast, the moderating effect postulates changes in effects because of conversation. At the conference, this talk tries to assess the conditions for positive or negative effects of conversation on advertising effects.

Comparing views between users and expert moderators on benefits and challenges of doctor-patient interaction in online health communities

Sara Atanasova (presenter) Faculty of Social Sciences, University of Ljubljana, **Tanja Kamin**, Faculty of Social Sciences, University of Ljubljana and **Gregor Petrič**, Faculty of Social Sciences, University of Ljubljana

The possibility for searching and exchanging health-related information, experiences and support has especially in the last decade resulted in increased participation

in online health communities (OHCs). OHCs associate different types of users, i.e. patients, potential patients, caregivers, discussion moderators and expert moderators, who are professionals of different fields, mostly doctors. The studies on OHCs have examined various social, psychological and healthcare benefits and challenges of participation and interaction between different types of OHCs' users. However, studies have been predominantly focused on the views of patients on online doctor-patient interaction, but neglected insights and perspectives of expert moderators (doctors). Expert moderators present a significant part of interactions in OHCs and play a key role in patients' experiences and outcomes when dealing with health-related issues. The main aim of this exploratory study is to qualitatively examine the benefits and challenges of interaction between users (patients) and expert moderators (doctors) in OHCs. The study is based on in-depth semi-structured interviews conducted with seven expert moderators and eight users of the biggest Slovenian OHC Med. Over.Net. With the aim to explore and compare the underlying perspectives of user and expert moderators participating in OHC regarding benefits and challenges of (online) doctor-patient interaction, qualitative thematic analysis is used to analyze the data. Several facilitators and barriers in the interactions between patients and doctors in OHC are identified that contribute to perspectives on the role of OHCs in providing clinical and patients care. The results are discussed together with their theoretical and practical implications.

Emergent Collectivism in Professional Communication in Australia and New Zealand: "Enkel" as a case study

Benjamin Matthews, University of Western Sydney

Creative collectives have existed in a wide array of formats and contexts of practice throughout modernity. They often emerge to facilitate agency in communities of like-minded practitioners who desire a move outside of the hierarchical constructs that typify alternative institutional settings. In their constitution and practices, they stand as a lens to contemporaneity, and in this paper I map two examples from Australia and New Zealand at different stages of maturity and development: Enspiral (NZ); and Enkel (Aus). My goal is to show that in both instances a set of emergent conditions associated of growing mobilities and the widespread uptake of digital communication technologies have begun to foster non-hierarchical interaction between collective members, whose local and communal ethos is marked by a global outlook. Cloud-based software, for example, allows members to contribute to decisions that constitute the activity of the group's planning toward transparent mediation of complex interaction between stakeholders who call on a globally defined set of resources. I outline their structure and history very briefly, before moving into more

detail around how Enkel is developing as a response to Enspiral. Enkel's attempts to move beyond a focus on knowledge exchange, and toward the foundation of a physical space in which work can be carried out as part of capital generating projects, provide insights into current challenges faced by collectivism. I call on interview materials and participant observation conducted with members of Enkel, along with a netnography (Boellstorff, 2012; Kozinets, 2015) of existing media and material culture associated of both organisations.

