COMMUNICATION WORLDS
ACCESS, VOICE, DIVERSITY, ENGAGEMENT

The Annual Conference of the Australian & New Zealand Communication Association
The University of Sydney
Tuesday 4th – Friday 7th July 2017

PROGRAM AND ABSTRACTS

Hosted by
Department of Media and Communications
School of Literature, Art & Media
Faculty of Arts & Social Sciences
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PRESIDENT’S
INTRODUCTION

Lelia Green, a number of times. What she has said in the past remains true now; “ANZCA is a rare thing in today’s scholarly world: a generalist organisation... very few organisations are as diverse and as friendly.” I hope you will also find this is the case as we gather, once again, to celebrate, critique and comment on the many aspects of communication we will discuss here at the University of Sydney. We know from what our reviewers have seen so far, that the quality of papers remains high. I’m sure the discussions around them will be stimulating. One thing you might consider is attending papers and panels that are outside your normal comfort zone. You never know what ideas might cross-pollinate your own. ANZCA is a truly interdisciplinary organisation and we know many of our longer serving members will make you very welcome, especially if this is your first time with us.

As a member of ANZCA you are entitled to two of our high quality research journals. Both Communication Research and Practice, which has the backing of the publishers Taylor and Francis, and Media International Australia, backed by Sage, are excellent fora for the generation and circulation of ideas. Under the guidance of Terry Flew and Rowan Wilken they have become important to ANZCA for the presentation of evidence based research and theoretical debates that have pushed scholarship in our region on to the international stage. We thank the editors, their editorial boards and the many hard working reviewers who give unstinting feedback to the scholars, local and international, who submit papers to these journals.

This year we would also like to thank past President Dianna Bossio and her Swinburne University of Technology team, for their efforts in ensuring ANZCA has an active social media presence. If you haven’t been there yet, our Facebook page is a dynamic one and well worth visiting. If you tweet, now’s the time to do so.

At this conference we will be celebrating some significant achievements. Apart from the Grant Noble and Christopher Newell awards, which will be announced later at this conference, we will be taking the time to remember and honour Anne Dunn, one of our much loved colleagues. Holding this conference here at the University of Sydney is special because this institution was her intellectual home, the base from which she made her presence felt across the scholarly world, and the place where many of her friends came to know what a wonderful woman she was. The Anne Dunn Scholar Award, instituted in her memory, is jointly supported by ANZCA, the Journalism Education and Research Association of Australia (JERAA) and her family. This year the award has been given to Professor Geoffrey Craig, Head of Research in the School of Communication Studies at Auckland University of Technology in Aotearoa New Zealand.

ANZCA, as the peak association for our discipline in this region, is charged in part with ensuring that the issues that affect us are noted and acted on at the policy level. The increasing pressure on academic freedom, and the responsibilities we have in maintaining scholarly standards in the face of the corporatisation of the university system, are of particular concern. Associated with this corporatisation is the increasing casualisation of our workplace. This is a problematic affair and one that affects many of our colleagues as they struggle to maintain a useful scholarly profile in this brave new world. Changes to research funding regimes, following the desire to not only enact ‘efficiency dividends’ while producing good research work, but to also have it have impact, are matters to be watched. To help us do something about these matters we, as an organisation, are members of the Council for the Humanities, Arts and Social Sciences (CHASS) in Australia and the Royal Society in Aotearoa New Zealand. Both of these organisations are active in lobbying governments on these matters. I am only too happy to take these and other issues you raise forward. As I say to my students, stop me at any time to talk – you will just have to walk and talk with me as I move from one task to the next!

Finally, I would like give a very warm word of praise and thanks to our conference organisers. Gerard Goggin and his team have worked tirelessly for the last few years to make this a memorable event for you. The last few weeks have been very hectic for them. They have not only organised stream coordinators and peer reviewers, as well as securing great keynote speakers, they’ve been up nights ensuring that this venue is ready for us to carry on our discussions and celebrations. As a result of their efforts I know you will have a wonderful conference. Enjoy.

Associate Professor Phillip McIntyre
University of Newcastle, ANZCA President 2017
We are delighted to welcome you to the University of Sydney for the 2017 ANZCA Conference, which is hosted by the Faculty of Arts and Social Sciences and our own Department of Media and Communications.

It is a privilege to host this annual gathering of those interested in the study, practice, policy and implications of media and communication. Because of the centrality of communication transformations to most domains and aspects of life, these are matters of deep and expanded import –– making the study, teaching, debate, and engagement represented in our academic fields all the more significant.

ANZCA 2017 also acknowledges the traditional owners and custodians of the country on which the University of Sydney campuses stand, the Gadigal people of the Eora Nation, to whom we pay respect as we share our research and ideas at this conference. We recognise the knowledge embedded forever within the Aboriginal custodianship of country and acknowledge our responsibility as scholars to respect and care for country, people and spirit.

With the significance of Indigenous knowledge and the fate of media diversity very much in mind, the theme of this year’s conference is: Communication Worlds: Access, Voice, Diversity, Engagement. The overarching questions we proposed were:

- What are the worlds of communication we inhabit, create, and reshape?
- How can we interpret the dynamic expansions and contractions of our mediascapes?

The call for papers invited reflections on ancient, modern and future communication worlds, colonial and postcolonial worlds, activist and start-up worlds, ecologies, ecosystems and environments.

We also were keen to foster discussion what is worldly (and unworldly) about communication in Australia, Aotearoa/New Zealand, and their regions — including how communication in Asia and the Pacific relates to that in other parts of the globe.

The four key themes of the conference, threaded through the opening and closing plenaries, keynotes, and many of the panels and papers are:

- **Access:** What lies in and outside these symbolic worlds? Who has access to them and who is excluded? What are the boundaries, frontiers, borders, bridges, gulfs, and federations of different communication worlds? What knowledge, skills, resources and strategies enable us to enter these worlds? What forms of presence do these environments support, and absences to they suggest?
- **Voice:** Who decides, on what terms, with what consequences, who has voice in, and gets listened to, in our communication worlds? What are the design, infrastructure, technology, communication channel, repertoire, style, recommendation and preferencing decisions that shape these worlds to suit some and not others?
- **Diversity:** How can we reimagine communication worlds for cultural and media diversity? What are the potential options for reformatting, rethinking, and reconfiguring policy, practice, platforms, possibilities, participation, and the politics of plenty (and scarcity), if we think communication, in all its guises and potential matters?
- **Engagement:** How do we invite and recruit people to interact in our worlds? How might we gauge the depth, breadth or scope of their interests and responses, participation and contribution? And how might we understand the emerging social and power relations among distinct groups of workers—those making hardware, software, and infrastructure; professional content makers, immaterial and precarious labourers—and audiences, users, communities, publics, and others?

This conference is prefaced by our PhD and Early Career Researcher Day (Tuesday 4th July), which celebrates and nurtures rising talent in our field, and the afterword comes in the form of the annual Henry Mayer Lecture (6pm, Friday 7th July) delivered by Ruth Harley, CNZM, OBE, a veteran screen industry executive and arts mentor.
As is evident from the conference program, the results are rich and thought provoking. We are delighted at the generous response from our antipodean colleagues, as well as international counterparts. We are especially grateful to our distinguished keynote speakers, and invited panellists, particularly our Indigenous media industry guests who will open our conference with thoughts on changes in their field, and visions for the future.

A great deal of work, thought, and support comes to fruition in the ANZCA conference –– which is very much what you wish to make of it! We particularly thank our University of Sydney and ANZCA colleagues who have worked so hard over the last 18 months to make this a stimulating event. Our best wishes for a great conference, hoping that it will be a significant, pleasurable, and resonant experience for each of you individually, as well as for the development of this vital field locally and internationally.

Gerard Goggin, Fiona Martin, and Jonathon Hutchinson
Department of Media and Communications, the University of Sydney

ACKNOWLEDGEMENTS

With many thanks to our tireless conference organiser Fuchsia Sellers, to former ANZCA host Janet Fulton, for all her sage advice, and to our ANZCA stream coordinators for their work and dedication throughout the conference: Saba Bebawi, Diana Bossio, Geoffrey Craig, Katie Ellis, Kate Fitch, Robbie Fordyce, Jessamy Gleeson, Stephen Harrington, Donna Henson, Mike Kent, Susan Kerrigan, Marj Kibby, Phillip McIntyre, Kerry McCallum, Donald Matheson, Kyle Moore, Colleen Mills, Penny O’Donnell, Holly Randell-Moon, Scott Rickard, Lisa Waller, and Olaf Werder, as well as tireless advice and assistance from our ANZCA 2016 colleague Janet Fulton, New Zealand advisers Donald Matheson, Tara Ross & Diana Bossio; our local USyd conference committee, Penny O’Donnell, Bunty Avieson, Mitchell Hobbs, Kyle Moore and Eugenia Lee; our Digital Media Unit support team Phil Glen, Maria Barbagallo, Shelagh Stanton and Marc Fernando, publishing advisor, Agata Mrva-Montoya; program designer, Miguel Yamin; and proceedings editor Sue Jarvis –– together with all our colleagues who reviewed papers and made our lives easier in many little ways. Finally we thank the Dean of the Faculty of Arts & Social Sciences, Professor Annamarie Jagose, for her unfailing support, both intellectual and financial, of the Department of Media and Communications.

GETTING TO THE UNIVERSITY OF SYDNEY

The conference will be held on the historic University of Sydney campus at Camperdown, four kilometres from the Sydney CBD. There are two main entrances to the campus: one is just past Victoria Park where Broadway becomes Parramatta Road; the other is on City Road at the corner of Butlin Avenue. We’re near Sydney’s Central and Redfern train stations, and on several major bus routes. There is very little parking on campus so we would not recommend you come by car, unless you have accessibility needs.

BY TRAIN
Redfern is the closest train station. It is a 15-minute walk to the main campus, and a fairly steady flow of students walks the route via Abercrombie Street at all times of day and evening. Central Station is a 25-minute walk along City Road and George Street; however, buses to and from Central are frequent and easy to catch from Parramatta Road or City Road bus stops.

BY BUS
If you are arriving by bus, there are convenient stops on Parramatta Road and City Road at our main entrances. For stops on Parramatta Road (closest to the Quadrangle) catch routes 412, 413, 435, 436, 437, 438, 440, 461, 480 from George Street or Railway Square. For stops on City Road (closest to Darlington Campus) catch routes 422, 423, 426, 428 from Castlereagh Street or Railway Square.

Route 370 runs between Coogee and Leichhardt. Alight on City Rd for Sydney University.

Route 352 runs between Bondi Junction and Marrickville. Alight on City Rd for Sydney University.

Please use the campus map at the back of this book (p. 156) to locate the closest bus stop to your destination.

For more information about the campus, please visit the University’s Getting to Campus page: sydney.edu.au/getting-here
THE CONFERENCE VENUE

The New Law School Building will be home to ANZCA 2017. Registration will be in the New Law Foyer from 8.00am on Wednesday 5th July (see previous Sydney Uni map) and lunch will be served here. Registration will open from 8.30am on Thursday and Friday.

All keynotes and concurrent paper sessions, including the AGM as well as morning and afternoon teas will be in the level 1 and 3 floors of the New Law Annexe building.

For a view of the building surrounds please see the campus map at the back of the program (p.156).
SOCIAL EVENTS

We have arranged the following social events throughout the conference.

**Postgraduate ECR drinks**  
(day attendees only)  
**Tuesday 4th July 2017, 5–7pm**  
Pizza and drinks  
The Courtyard  
Holme Building, Science Road, the University of Sydney, Camperdown  
Map: sydney.edu.au/maps/campuses/?area=CAMDAR&code=A09

**Welcome to ANZCA cocktail event**  
**Wednesday 5th July 2017, 5.30–7pm**  
TAG Family Foundation Grandstand  
Oval 2, 23 Regimental Drive, the University of Sydney, Camperdown

**Conference dinner**  
**Thursday 6th July 2017, 7–11pm**  
Dockside restaurant  
Cockle Bay Wharf, Wheat Road, Darling Harbour

**Closing reception and interlude for Sydney Ideas lecture**  
**Friday 7th July 2017, 4–6pm**  
Main Quadrangle Cloisters and then from 4.30pm in the Nicholson Museum  
Manning Road, the University of Sydney, Camperdown

**Henry Mayer Lecture with Sydney Ideas**  
**Friday 7th July 2017, 6–7.30pm**  
New Law Foyer  
Law School Building, Eastern Avenue, the University of Sydney, Camperdown  
Map: sydney.edu.au/maps/campuses/?area=CAMDAR&code=F10
CONFERENCE A_Z

ACCESSIBILITY
All main conference venues are wheelchair accessible and the large lecture theatres have hearing loops.

ANZCA ANNUAL GENERAL MEETING
The ANZCA annual general meeting will be held on Thursday 6th July at 4.00pm in the New Law Lecture Theatre 101. The meeting will elect representatives for all regions of Australia and Aoteroa New Zealand, approve the budget and discuss other business. We invite all ANZCA members and prospective members to attend.

AWARDS
The recipients of the 2017 awards will be announced on Friday 7th July during lunch. We will also honour the winner of the Anne Dunn Scholar of the year, Professor Geoffrey Craig. Geoffrey is head of research in the School of Communication Studies at Auckland University of Technology in New Zealand, and recipient of a $3,000 prize, supported by ANZCA and the Journalism Education and Research Association of Australia, as well as by Anne Dunn’s family.

Other ANZCA 2017 awards include:
- The Grant Noble Award, which goes to the best postgraduate paper. It includes a prize of $1,000, half of which is contributed by the University of New England, and honours Grant Noble’s pioneering work in the field of communication and his contribution to ANZCA.
- The Christopher Newell award, including a prize of $500, for the best conference paper dealing with matters relating to disability and communication, or to questions of equity, diversity and social justice as they pertain to communication. It honours Christopher Newell’s groundbreaking work in this field.
- The President’s Service award is made at the sole discretion of the ANZCA president and recognises the extraordinary efforts of a particular member (not part of the senior executive, e.g. Treasurer, Secretary, President) in support of the Association in that year. It is decided and announced at the annual conference. The President’s Service Award was inaugurated in 2006 in Adelaide by Colleen Mills.
- The People’s Choice award for the best conference paper. Your vote (one per work email address) can be made by sending the title and author of your choice to peopleschoiceanzca2017@gmail.com

CERTIFICATE OF ATTENDANCE
If you require a certificate of attendance, please request one from the convenors at anzca2017.organiser@gmail.com and it will be sent to you.

COFFEE AND REFRESHMENTS
Arrival tea and coffee will be served each day in the New Law Foyer. Morning Tea and Afternoon Tea will be served each day on the Concourse outside of Lecture Theatre 101. A light breakfast item will be provided in the New Law Foyer on Friday morning from 8.30am-9.00am. Lunch will be served each day in the New Law Foyer.

Espresso coffee can be found at Taste Café in the new Law Annexe entrance, and at the Coffee stall outside Fischer library.

COMPUTER AND PRINTING ACCESS
Each of the session rooms has a house computer and internet access for presentations.

If you are looking for a quiet space to work during the conference you can use the Law Lounge area on level 1, located behind the water feature, or the New Law Foyer. If you would like to print documents, you can enquire at the registration desk or go to Fischer library.

CONFERENCE DAILY INFORMATION
Extra information and program updates will be posted on a whiteboard by the conference registration desk, and posted on Twitter #anzca17. For any program questions please ask one of the conference assistants.

CONFERENCE DINNER
The conference dinner will be held at the Dockside restaurant in Darling Harbour (see map page 5). Tickets are $110, and some places may be available during the conference, so if you didn’t book, please see the conference organiser, Fuchsia Sellers or email her at anzca2017.organiser@gmail.com
**DIETARY REQUIREMENTS**
Your dietary requirements were requested at time of registration. Every effort will be made to provide your nominated food items during the meal breaks. Please consult the on-site catering staff if you have any concerns about the suitability of the menu items.

**DRESS CODE**
Smart business casual is the dress code for the conference, but you are welcome to wear cocktail attire to the conference dinner. Do keep in mind that July is winter in Sydney and we can experience temperatures between 8.8-17°C (47.8 - 62.6°F).

**EMERGENCIES**
In the event of an emergency in Australia, dial 000. In the event of an emergency at the University of Sydney, designated wardens will advise evacuation procedures and meeting points.

**INTERNET ACCESS**
The conference wireless network is called ANZCA2017. The password and log-in details will be provided on registration.

**LOST PROPERTY**
Any materials left in the rooms will be taken to the registration desk. Please email anzca2017.organiser@gmail.com for recovery post conference.

**REGISTRATION**
The registration desk in the New Law Foyer will open each day, at 8am on Day 1 and 8.30am on Day 2 and 3. It will be staffed until 5pm each day.

**SECURITY**
If you lose property on campus, or have it locked in a room you can contact campus security on 9351 3333. In event of emergency, conference assistants will guide you to marshalling areas and we will follow the procedures outlined here: http://sydney.edu.au/campus-life/safety-security.html

**SOCIAL MEDIA**
Twitter: @ANZCAConference #anzca17
Facebook: @ANZCAAnnualConference

**TECHNICAL ASSISTANCE**
During the conference we will provide limited technical assistance via our Digital Media Unit colleagues. If you need help, please contact them via the registration desk.

**WATER FOUNTAINS**
The University has water filling stations outside Fischer Library and in front of the Chemistry building on Eastern Avenue. There are also fountains inside the New Law Annex building.
# DAILY SCHEDULE OVERVIEW

## Tuesday 4th July 2017


## Wednesday 5th July 2017

- **8am**
  - Registration opens – New Law Foyer

- **9am**
  - Conference welcome – New Law Lecture Theatre 101
  - Welcome to Country – Uncle Allan Madden, Metropolitan Aboriginal Land Council
  - Welcome to ANZCA – Phillip McIntyre, President of ANZCA
  - Welcome to the University of Sydney – Professor Annamarie Jagose, Dean, Faculty of Arts and Social Sciences
  - Conference attendee information – Professor Gerard Goggin, Conference Convenor

- **9.30am**
  - Opening Plenary – New Law Lecture Theatre 101
  - Prof. Bronwyn Carlson Macquarie University, Daniel Browning, ABC RN Awaye!, Summer May Finlay, public health communicator; Dale Husband Māori Radio & e-tangata; Allan Clarke, NITV; Amy McQuire, journalist, broadcaster & AICA member

- **11am**
  - Morning Tea – Concourse outside of New Law Lecture Theatre 101

- **11.30am**
  - Concurrent Session 1

- **1pm**
  - Lunch – New Law Foyer

- **2pm**
  - Concurrent Session 2

- **3.30pm**
  - Afternoon tea – Concourse outside of New Law Lecture Theatre

- **4pm**
  - Concurrent Session 3

- **5.30pm**
  - Welcome to ANZCA cocktail event - TAG Family Foundation Grandstand  
  - Sponsored by Taylor & Francis

## Thursday 6th July 2017

- **8.30am**
  - Information desk opens – New Law Foyer

- **9am**
  - Keynote sessions – New Law Lecture Theatre 101
  - Professor Paula Gardner, McMaster University;
  - Professor Silvio Waisbord, George Washington University

- **11am**
  - Morning Tea – Concourse outside of New Law Lecture Theatre

- **11.30am**
  - Concurrent Session 4

- **1pm**
  - Lunch – New Law Foyer, Sponsored by the Reporting Islam Project, Griffith

- **2pm**
  - Concurrent Session 5

- **3.30pm**
  - Afternoon tea – Concourse outside of New Law Lecture Theatre

- **4-5.30pm**
  - ANZCA Annual General Meeting – New Law Seminar Room 106
  - All ANZCA members and prospective members welcome

- **7-11pm**
  - Conference dinner at Dockside Darling Harbour

## Friday 7th July 2017

- **8.30am**
  - Information desk opens – New Law Foyer

- **9am**
  - Keynote sessions – New Law Lecture Theatre 101
  - Professor Daya Thussu, University of Westminster;
  - Professor Wanning Sun, University of Technology Sydney

- **11am**
  - Morning Tea – Concourse outside of New Law Lecture Theatre

- **11.30am**
  - Concurrent Session 6

- **1pm**
  - Lunch – New Law Foyer

- **2-2.15pm**
  - ANZCA Prizes Ceremony

- **2.15-4pm**
  - Closing Plenary – Re-imagining Communication Worlds.

- **4-6.30pm**
  - Closing drinks: Main Quadrangle Cloisters and then from 4.30pm in the Nicholson Museum

- **6.30pm**
  - Henry Mayer Lecture with Sydney Ideas: Dr Ruth Harley - New Law Foyer
HENRY MAYER LECTURE

Following the close of the ANZCA 2017 you are welcome to attend the Henry Mayer lecture in the New Law Foyer. The Mayer lecture is annual event of Media International Australia (MIA), the premier scholarly journal affiliated with ANZCA, and supported by Swinburne University of Technology.

This year the lecture will be delivered by Dr Ruth Harley, former CEO New Zealand Film Commission and Screen Australia, and the title of her talk is ‘Luminous Moments: My Life and Times In The Trans-Tasman Screen Trade.’ Her abstract is as follows:

My continual hope is that repeated failures and puzzlement will be punctuated by occasional luminous moments… It is the beauty … that holds my interest as well as the essential veracity.

– Paul Callaghan, Magnetic Resonance Imaging (MRI) physicist and visionary.

I have taken this quote from MRI scientist Paul Callaghan as a jumping off point for my talk. It perfectly describes my experience of working with screen stories. It is a story of the endeavour that is required to imagine truth and the fortitude to engage with it through repeated disappointment as well as occasional luminous moments.

Our culture is our identity. It is multiple expressions of plural identities. Nobody owns it. We share it with each other. More...or less. The stories that resonate, the luminous moments, are our inheritance from the past and our bequest to future generations.

The endeavour for the storyteller is to illuminate experience. For the executive like me, the endeavour is to enable the storyteller.

This talk will explore my experience as a CEO in the screen sector on both sides of the Tasman in terms identity, shared experience, diverse perspectives, the role and practice of government as an enabler and the essential humanity of our endeavour. I will conclude with some personal perspectives of the opportunities and challenges for the screen industry and how they might play out in New Zealand and Australia in the global screen industry.

Dr Ruth Harley, CNZM, OBE worked in public and private sector screen organisations for 25 years including 21 years in CEO roles at the NZ Broadcasting Commission (NZ ON Air), New Zealand Film Commission and Screen Australia. In her post executive life, she is variously chair/board member of 3 cultural organisations, an executive coach, consultant of numerous screen projects, carer for her infant grandson and elderly parents and, most surprisingly, a member of a ukulele band.

ABOUT THE HENRY MAYER LECTURE

The lecture is named in honour of Professor Henry Mayer (1919-1991), who founded the journal Media International Australia, and was a pioneering figure in the study of media, communication, and politics in Australia.

Originally established in 1993, previous Mayer lectures have been delivered by leading figures in research, media industries, journalism, and policy. This year will be the first time the Mayer lecture has been held at the University of Sydney, where Henry Mayer had a long association, including as Professor of Political Theory from 1970 until 1984.

For more information, see:
KEYNOTE SPEAKER
ABSTRACTS AND
BIOGRAPHIES

PAULA GARDNER
Paula is a feminist interdisciplinary scholar, whose multimedia practice and text-based scholarship binds feminism, media studies, human computer interaction, and science and technology studies. Gardner is the Asper Chair in Communications in the Faculty of Communication Studies and Multimedia, McMaster University (Canada) where she runs Pulse Lab, and is Senior Adjunct Faculty at OCAD University, where she co-founded the Mobile Experience Lab (mobilelab.ca). Gardner is incoming President of the International Communication Association, sits on the Steering committee for FemTechNet, and was a founding PI on the Canadian GRAND NCE network. Gardner’s research creation practice has been supported by Canadian funders including SSHRC, Heritage Canada, and National Centres of Excellence. Gardner’s current research creation projects employ visual aesthetics, participatory design, critical feminist, mobile and locative theory to create mobile, gesture-based and biometric platforms establishing unique art experiences, and therapeutic interventions. She is completing a documentary film on US asylum system problematics since 9/11/01 and is working on a book entitled Pace, the Affective Labour of Activity Trackers. Her scholarship has been published in Body and Society, Ada: Journal of Gender, New Media and Technology, the Journal of Medical Humanities, the Canadian Journal of Communication, and Aether: Journal of Media Geography, among others.

ABSTRACT: Sharing as Power: ICA’s Ethical Paradoxes in the Information Age

In the information age, we witness snowballing ethical tensions regarding information; organizational obligations to safeguard consumers’ private information, and concerns that research data is protected, tempered by demands for increased access to resources to benefit knowledge, research, and consumer interests. At the same time, universities increasingly reward faculty for collaborating with industry and community—for disseminating beyond university walls. In these ethical entanglements, we ask whose knowledge becomes valued, who directs the research or owns the “IP”, and how one sustains research in marginal communities. Sharing, we understand, is a practice of power. Recognizing these varied tensions, the International Communication Association (ICA) is debating our own ethical mandate and considering a researcher code of conduct. In these complicated exchanges, we contrast the benefits of oversight, with its potential faults: directives that are ethnocentric, regionally focused, or overlook and thus sanctify certain offences. In another ethical struggle, we debate the benefits of holding conferences in ethically troubled locations, versus withholding support. This talk considers how power operates in ethical considerations and mandates relevant to ICA—how in seeking to share our communication research practices and outcomes we might also risk endangering, proscribing, thieving, ideologizing and shrouding information.

WANNING SUN
Wanning is Professor of Media and Communication Studies, Faculty of Arts and Social Sciences, UTS. She is best known for her research in Chinese media and cultural studies; soft power, public diplomacy and communication in China; rural-to-urban migration in China; and transnational migration and diasporic Chinese media. Sun worked briefly as a journalist in China in the 1980s, and since then has taught media and communication at undergraduate and graduate levels in a number of universities in Australia, the US and China in the disciplines of media, communication and journalism. Her recent works include:

• Subaltern China: Rural Migrants, Media and Cultural Practices (Rowman & Littlefield, 2014)
• Telemodernities: Television and Transforming Lives in Asia (Duke University Press, 2016, with T. Lewis & F. Martin), and
• Media and Communication in the Chinese Diaspora: Rethinking Transnationalism (Routledge, 2016, eds. with J. Sinclair).

ABSTRACT: “Isn’t Your News Supposed to Be Unbiased?” Challenges in Teaching Journalism, Media and Communication in the Global Classroom

Australian universities compete with other countries in the so-called ‘global West’ for international students including, mostly notably, students from China. But differences in ideological and cultural values between students from diverse backgrounds can lead to tension and alienation in the classroom. These problems are played out much more acutely in Humanities and Social Sciences courses such as media, communication and journalism. The question facing us all is whether it is
still possible to achieve an intellectually enriching and academically rewarding experience for all, including academics themselves as well as students—both domestic and international. In this presentation I aim to do three things. First, I review the main challenges in teaching journalism, media and communication in an increasingly global classroom. Second, I discuss the range of learning outcomes that are respectively expected by international students and fellow colleagues within the community of journalism, media and communication. And third, I consider the possibility that we may be able to turn such tensions and disengagements into opportunities whereby cross-cultural dialogue, intellectual debate and critical thinking are fostered.

**DAYA THUSSU**

Daya is Professor of International Communication, founder and Co-Director of India Media Centre and research advisor to the China Media Centre at the University of Westminster in London. Author or editor of 18 books, his latest publication is *Communicating India’s Soft Power: Buddha to Bollywood* (Sage India, 2016). Among his other key publications are: *Mapping BRICS Media* (co-edited with Kaarle Nordenstreng, Routledge, 2015); *International Communication: Continuity and Change* (third edition, Bloomsbury, forthcoming); *Media and Terrorism: Global Perspectives* (co-edited with Des Freedman, Sage, 2012); *Internationalizing Media Studies* (Routledge, 2009); *News as Entertainment: The Rise of Global Infotainment* (Sage, 2007); *Media on the Move: Global Flow and Contra-Flow* (Routledge, 2007). Thussu is the founder and Managing Editor of the Sage journal *Global Media and Communication* and Editor-in-Chief of the new Sage journal *Global Media and China*. In 2014, Professor Thussu was honoured with a ‘Distinguished Scholar Award’ by the International Studies Association.

**ABSTRACT:** Constructing a New Global Communication Order?

While acknowledging that in terms of volume and value global media and communication continue to be dominated by the West, with the US at its core, this presentation suggests that there is growing visibility and influence of content emanating from BRICS (Brazil, Russia, India, China and South Africa) countries. It proposes that in a dynamic and digitized 24/7 globalized multi-media age, the one-way vertical flow of media and communication products—from the West to the Rest—has given way to multiple and horizontal flows, in which the BRICS countries play a key role. Despite its many internal differences and complex external affiliations, the BRICS group shares their non-Euro-Atlantic origins as well as their call to redress power imbalances in existing international institutions and structures. The international presence of idea and images from the BRICS nations is likely to expand exponentially with the growing convergence of mobile communications technologies and content via an altered and multi-lingual internet. The predominance of English on the internet might also be undermined, creating tendencies towards a fragmented cyber-space. Already, China is the world’s largest user of internet, followed by India, which surpassed the US in 2015 to become the world’s second largest user. Apart from being the world’s two most populous countries and fastest growing economies, both China and India are also civilizational powers: with old and distinctive cultures and aspirations for a greater role in a ‘post-American world’. Given the scope and scale of change in BRICS countries, the presentation will suggest that a new world communication order may be evolving for the digital age. What implications will such digital connectivity have for global media and communication flows, Soft Power discourses and broader communication agendas?

**SILVIO WAISBORD**

Silvio is Professor and Associate Director in the School of Media and Public Affairs at George Washington University. He is the Editor-in-Chief of the *Journal of Communication* (2015-2018) and served as Editor-in-Chief of the *International Journal of Press/Politics* (2008-2014). He has authored and co-edited ten books, including *Media Movements: Civil Society and Media Policy Reform in Latin Americas* (Zed, 2016), *Reinventing Professionalism: Journalism and News in Global Perspective* (Polity, 2013) and *Media Sociology: A Reappraisal* (Polity, 2014), and published on news and politics, and communication and social change.

**ABSTRACT:** Populism and the dangers of anti-liberal communication

In this presentation, I discuss why media and communication are central to populist insurgency in contemporary politics, and the problems of the populist style of political communication for a democracy grounded in central premises of progressive liberalism—reason, tolerance, and solidarity. The upsurge of populist candidates, parties and movements reflects the crisis of a democratic model of communication grounded in the public use of information and rationality, the pursuit of truth, the centrality of fact-based arguments, the importance of scientific expertise, and other features.
Although the rise of populism is grounded on multiple causes, I argue that certain transformations in the architecture of public communication and particular attributes of the digital media ecology, namely, the breakdown of the public commons, are conducive to the kind of segregated, anti-rational, post-fact, post-truth communication championed by populism. The populist insurgency raises important questions about the viability of liberal-progressive communication at a time of anxiety unleashed by global capitalism and transnational mobility coupled with the resurgence of the politics of hate.

PLENARY SESSIONS

OPENING PLENARY

Wednesday 5th July 2017, 9.30–11am

The conference will open with an Indigenous media plenary session, marking the anniversary of the 1967 referendum in Australia, and the 10th anniversary of National Indigenous Television (NITV). Deterritorialising Media: Resilience and Activism will explore key changes to Indigenous media practice, publishing and policy over the last decade. Chair Professor Bronwyn Carlson, formerly of the University of Wollongong, is now the new director of Indigenous Studies at Macquarie University. Her guests will include Daniel Browning, presenter of ABC Radio National's Awaye!, Summer May Finlay, public health consultant with Cox Inall Ridgeway and #Justicemovement; Allan Clarke, journalist with NITV and formerly BuzzFeed and Fairfax Media; Māori Radio and e-tangata.co.nz editor, Dale Husband; and Amy McQuire, freelance journalist for the Guardian, New Matilda, The Saturday Paper and presenter of Let's Talk on Brisbane 98.9 FM.

Professor Bronwyn Carlson is Head of the Department of Indigenous Studies at Macquarie University. Bronwyn is an Aboriginal woman who was born on and lives on D’harawal Country in NSW. She was awarded an Australian Research Council (ARC) Discovery Indigenous grant in 2013 for research on Aboriginal identity and community online, and has since received a second ARC in 2016 for her research on Indigenous help-seeking on social media. Bronwyn is the author of The Politics of Identity: who counts as Aboriginal today? (2016, Aboriginal Studies Press) and has co-edited a special issue on Indigenous Activism on Social Media for the Australasian Journal of Information Systems due out in July 2017.

Daniel Browning is an Aboriginal journalist and radio broadcaster. A descendant of the Bundjalung and Kullilli peoples of far northern New South Wales and south-western Queensland, Daniel presents and produces Awaye!, the Indigenous art and culture program on ABC RN which surveys contemporary cultural practice across the arts spectrum. His long career has included stints as the news director of Triple J and arts reporter for ABC Radio News. A visual arts graduate, Daniel is also a widely-published freelance arts writer and guest editor of Artlink Indigenous, an occasional series of the quarterly Australian contemporary arts journal.

Summer May Finlay is a Yorta woman who grew up in Lake Macquarie. She has worked in health communications, promotion, social marketing and policy at state and national levels and has strong professional connections across the country in the Aboriginal Community Controlled Health Service sector. She is Acting Public Health Association of Australia Aboriginal and Torres Strait Islander Vice President, an Honorary Associate of Sydney University, a journalist with Croakey.org and is undertaking PhD studies in the School of Population Health, University of South Australia.

Allan Clarke is a presenter, producer and investigative reporter for Australia’s Indigenous television network NITV. He grew up in a small, remote Aboriginal community in outback New South Wales. Allan, a Muruwari man, became fascinated with the media at an early age after watching negative news about his community, finding it hard to reconcile the ‘poverty porn’ on the screen with the reality on the ground. That sparked his lifelong passion to ensure fair, honest media coverage of Australia’s Indigenous communities. Before joining NITV, Allan shaped BuzzFeed Australia’s first national Indigenous affairs round, was a news journalist with ABC Television and a video journalist at SBS Television. In 2015, Allan was nominated for a Walkley award for a series of investigative stories about youth suicide and incarceration in remote Aboriginal communities.
Dale Husband is a veteran broadcaster with Auckland’s only Māori radio station Radio Waatea 603am. A key member of the Waatea English news team, Dale is also one of the leading Māori radio announcers in the country. He is Radio Waatea’s Te Wahanga Parakuihi breakfast host and is a lead sports commentator for the Auckland Warriors games for Sky Television and Māori Television’s English sports commentaries. Dale is also an editor of, and writer for, E-Tangata an online Sunday magazine specialising in top quality, highly readable feature stories on Māori and Pasifika personalities, events and issues. It’s published by the Mana Trust which is an independent charitable organisation focused on helping build a better informed and more inclusive New Zealand society.

Amy McQuire is a Darumbal and South Sea Islander journalist who has worked in Indigenous media in Australia for nearly a decade. She has been the editor of two national Indigenous newspapers - the National Indigenous Times and Tracker Magazine, and a political correspondent for National Indigenous Television. Amy is currently a journalist for New Matilda, the Guardian, the Saturday paper and the Monthly, and presents the Let’s Talk programme on Brisbane Indigenous radio station ‘98.9 FM’. She is on the board of the peak body for Indigenous media, the Australian Indigenous Communications Association (AICA). Her passion is Aboriginal affairs and human rights.

**CLOSING PLENARY**

Friday 7th July, 2017, 2.15pm

**Reimagining Communication Worlds**

In the closing plenary, a panel of experts in dialogue with the live and online audience, reflects on the conference theme of communication worlds, and the urgent questions we face in relation to access, voice, diversity, and engagement –– in the antipodes, Asia-Pacific region, and internationally.

The session will explore:

- What are the key challenges and openings in contemporary and future communication and media?
- What are the responses and imperatives we might consider in relation to research, scholarship, education, and engagement from the academic field?

Anchor questions include, but are certainly not limited to:

- What are the new frontiers and battles in access to communication and media? How are we faring in securing access, control, and rights to these crucial resources for everyone?
- What is at stake in the shift of media landscapes away from traditional publishing organizations and models? What are the key social, political, and cultural transformations in the Asia-Pacific region that have local as well as global implications for communication worlds, and how we shape and study them?
- Many countries (including Australia and New Zealand) still have pressing, consequential issues with diversity of media and communications, in all this term’s meanings. What is holding back fundamental change for better recognition of diversity and pluralism? And what can we do to initiate and support such change?
- Why is new technology, for all its promise, so resistance to diversity? Across the various emergent social, information, computational, and data technologies, infrastructures, and digital cultures, why is there so little embrace of, and design for, democracy? Why are we still producing technology that is ignorant of social dynamics, diversity, and cultural nuance?
- How might we represent people ethically and appropriately? Repeatedly, we encounter stereotypical, offensive, and disabling forms of media assumptions about way people should be represented. After so much work and societal shift in relation to identities and diversity, why is there still such a long way to go, in relation to so many groups?
- Across micro, meso, and macro arenas of communication, trust is a burning issue. What we can usefully do about this, and how can we build trust with clients, audiences, communities, users and others?
- How do we understand, secure agreement for, and safeguard the new public interests in journalism, news, and knowledge—especially in communications worlds dominated by powerful new digital media platforms and providers?
- What are the communications worlds that lack sufficient discussion, attention, and research?

During the session you are welcome to join in the debate by tweeting questions and comments to #anzca17plenary, or requesting the mic from our roving helpers.
Job loss and insecure work are on the rise in Australian journalism in the context of continual industry restructuring for digital-first editorial models. Since 2012, all major print and broadcast news companies have used workforce reduction as a key cost-cutting measure. The latest round of job cuts, in April 2017, saw News Corp Australia announce the sacking of most of its photographers and sub-editors, while Fairfax Media confirmed the loss of another 100 editorial positions as well as a new focus on popular stories that attract more readers. Downsizing of this magnitude inevitably affects news quality and staff morale. It also raises tricky questions about the future of journalism.

The News Beats research project, created in 2013 and funded by ARC Linkage and Discovery grants, is tracking job cuts and the employment trajectories of journalists who lost their jobs between 2012 and 2014. It aims to document the personal and professional impact of redundancy on career journalists and evaluate the wider implications of changing occupational and employment trends for the social provision of news into the future. In 2014, the New Beats team presented a paper entitled, ‘Is that job journalism? A study of the extent to which new forms of journalism-related work are offsetting the loss of traditional employment’ to the ANZCA conference held at Swinburne University.

This year, at the 2017 ANZCA conference to be held at the University of Sydney, the New Beats panel will address the following research questions: Does employment insecurity deter young Australians from pursuing journalism careers? Does it foster individualism or do workplace networks and occupational solidarity persist? Are there more decent ways of managing redundancy for those who lose their jobs and those who remain in newsrooms?

The panel consists of three papers:

1. CAREER PATHS OR CAREER PAIN? YOUNG JOURNALISTS, NEWSROOM JOB CUTS, AND INSECURE WORK
   Penny O’Donnell and Merryn Sherwood
   According to recent scholarship, atypical work is overtaking life-long professional media careers, with consequent changes in employment trajectories, skill sets, and work/life styles. The meaning and value of journalism labour is thus being redefined to accommodate new modes of portfolio-career building, entrepreneurialism, networking, and constant self-promotion. It is widely assumed new hires will accept these developments more readily than veteran journalists accustomed to full-time jobs, union representation, and collective bargaining on workplace change, but, in the Australian context, this premise is yet to be confirmed through research on younger journalists. This paper addresses the gap in the literature by exploring younger journalists’ perceptions of journalism work in the aftermath of job loss and re-employment. Using semi-structured interviews, as well as survey data on a cohort of 29 younger Australian journalists who lost their jobs between 2012 and 2014, the analysis will explore three themes: adapting to change, gendered inequalities, and the emotional costs of insecure work.

2. THE WORK OF J-NETWORKS IN THE AFTERMATH OF REDUNDANCY
   Lawrie Zion and Tim Marjoribanks
   Since 2012, more than 2000 journalists in Australia have experienced redundancy. For many of these, the consequences of leaving newsrooms were not just disruptive on a professional level, but also socially. As a means of engaging with the processes through which journalists both negotiate loss of employment through redundancy and seek to manage their careers and lives after the redundancy experience, this paper asks two main questions: 1: How do redundant journalists use their networks post job loss? 2: How relevant are networks to journalists who lose their jobs through redundancies? To answer these questions, this paper analyses the responses of 222 journalists in Australia to a survey conducted in 2014. While focusing on a diverse range of issues related to journalism work and redundancy, an important focus of the survey was on networks and on how journalists and former journalists mobilised and managed those networks and for what purposes. To analyse and explain the findings of the research, the paper engages with research focusing on precarious labour,
redundancy and the importance of networks in the employment experience.

3. THE REDUNDANCY EXPERIENCE
Andrew Dodd and Matthew Ricketson

Redundancy has been a life changing event for the many journalists who have departed Australian newsrooms in recent years. For many, it was a broadly negative experience, and triggered anger, resentment, financial insecurity, a sense of being under-valued and a loss of professional identity. For others, the experience was broadly positive because it came at the right time in life and enabled new opportunities and provided some financial freedom. In addition, a proportion of those who reported they were broadly happy to leave work inside news rooms felt that way because they were in fact relieved to be leaving workplaces where they had encountered a slow decline in morale, lingering uncertainty about their own job security, and poor management of an often strung-out change management process. In this paper we discuss responses to a survey in which participants were asked to describe what happened and how they felt about taking redundancy. The participants’ voices are powerful and suggest there are several ways managers in general and news rooms in particular can improve the way redundancies occur for the sake of those journalists involved.

Dr Penny O’Donnell, penny.odonnell@sydney.edu.au is Senior Lecturer in International Media and Journalism in the Department of Media and Communications at the University of Sydney. Penny is a Chief Investigator on the New Beats project (2014 – 2018, LP140100341; DP150102675), responsible for liaison with the Media Entertainment and Arts Alliance, and for internationalising the project through collaborations with Canadian, German and UK colleagues. Previously, she was lead Chief Investigator on research into the future of Australian newspapers, in collaboration with Associate Professor David McKnight (UNSW) and Mr Jonathan Este (Walkley Foundation), and funded by an ARC Linkage Grant (2009 – 2012, LP0990734), published in Journalism @ the Speed of Bytes (MEAA/Walkley Foundation, 2012).

Dr Merryn Sherwood, M.Sherwood@latrobe.edu.au is a Journalism Lecturer in the Department of Communication and Media at La Trobe University in Melbourne, Australia and a Chief Investigator of the New Beats project. Merryn is a former newspaper journalist and has also worked in communications for the International Triathlon Union. She completed her PhD on the influence of public relations on sport news, and her research and teaching engage with journalism practice, media disruption, sports media and gender. She coordinates the sports journalism major within the Bachelor of Media and Communication at La Trobe.

Professor Lawrie Zion, l.zion@latrobe.edu.au heads the Communication and Media Department at La Trobe, and is co-founder of the online magazine, upstart (www.upstart.net.au) which showcases student writing, and provides a forum for emerging journalists. He is the lead Chief Investigator on the New Beats project (2014 – 2018, LP140100341; DP150102675). His new book, The Weather Obsession, which examines how digital media has reconfigured our relationship to weather and climate, will be published by MUP in August.

Professor Tim Marjoribanks, T.Marjoribanks@latrobe.edu.au is Associate Head, La Trobe Business School, La Trobe University and a Chief Investigator on the New Beats project. Tim joined La Trobe University in 2011 as Professor of Management. His research and teaching engage with debates in organisational behaviour and transformation, and management practice, both in Australia and internationally, with a particular focus on the media industry, journalism practice, sport, and new technologies.

Associate Professor Andrew Dodd, adodd@swin.edu.au is Convenor of Journalism, Swinburne University and a Chief Investigator on the New Beats project. Andrew has been a journalist for over twenty-five years, working in radio, TV, print and on-line. He was a media and business writer with The Australian and a broadcaster with ABC Radio National, where he presented many of the network’s programs and founded the Media Report. He was a reporter on ‘The 7.30 Report’ and has also worked for Radio Netherlands and community radio. He has freelanced for The Age and numerous magazines and newspapers and currently writes on media issues for Crikey and other outlets.

Professor Matthew Ricketson, matthew.ricketson@deakin.edu.au is an academic and journalist. Chief Investigator on the New Beats project. Matthew has recently taken up a role as professor of communication at Deakin University after spending eight years as the inaugural professor of journalism at the University of Canberra, Matthew was Media and Communications editor for The Age before that, from mid-2006 to early 2009. He ran the Journalism program at RMIT for 11 years and has worked on staff at The Australian, Time Australia magazine and The Sunday Herald, among other publications. He is the author of three books and editor of two more. His
most recent publication is a revised edition of *Writing Feature Stories*, co-authored with Caroline Graham.

**PANEL 2 SESSION 1/6**

**Building Engagement Through New Narrative Worlds: Perspectives on Emerging Storytelling Innovation**

Wednesday 5th July 11.30am – 1pm

New Law Lecture 101

JT Velikovsky, University of Newcastle
Matt Loads, RMIT University
Nic Velissaris, RMIT University
Christy Dena, SAE Creative Media Institute, Brisbane

This panel explores the questions: Who is creating new narrative worlds? How do they engage audiences? And, what new methods and technologies enable this process? World-building has been a mainstay of storytelling since narrative began. Technological and cultural changes have affected the ways in which humans communicate, and facilitated by the growth of the internet, new storytelling methods have emerged. This has meant a re-evaluation of the types of stories which can be told, the use of new platforms to communicate these narratives, and discussions about the changing roles of audiences. Industries that have traditionally seen their core business as 'building storyworlds' have adapted and experimented, in order to tell stories more effectively; to stay financially relevant; and to catch new 'breaking waves' of disruptive technology.

This panel of transmedia scholars will address these questions from four perspectives. On a 'macro' level, How transmedia narratives, as 'narremes' (units of story, and units of culture) emerge, evolve and adapt as a form of cultural evolution frames part of the discussion. Secondly, a specific case study of how cultural and economic forces shape the production of multi-platform stories in the Australian Television Industry is explored. Thirdly, discussions of theatre and live art; - Why they are not typically considered primary elements for creating transmedia storytelling, yet are currently producing work that extends across mediums and expands possibilities of performance and narrative. And, finally: How innovative 'immersive worlds' are being created through the lenses of physical and mental experiences, in both Australia and the United States.

There has been significant theorising on the shape of innovative narrative forms since the 1990s. We live in an era where experimentation and implementation of transmedia (multi-platform) storytelling as set out by researchers such as Marsha Kinder (1991), Henry Jenkins (2003) and Christy Dena (2009) have occurred across the world in many different forms. This panel adds to the scholarly debate on transmedia by focusing on what we have learned from recent examples, and sets out some new methods to analyse and understand these emergent story forms. These new narrative types are now moving beyond merely being examples of innovation, as current industry standards reveal that transmedia/multiplatform stories are "the narrative new-normal!"

**References**


The panel consists of four papers:

1. **WHY TRANSMEDIA IS DESTINY: TRANSMEDIA AND CULTURAL EVOLUTION**

   **JT Velikovsky**


   A deeper question is: *Why do narratives 'speciate' like this, in the first place?* Does culture spread and adapt to fill ecological niches, in the same way biology does?
Sampson (2010) notes that in evolution, simultaneous diversity and unification means that ‘at each higher, emergent stage, older forms are enveloped and incorporated into newer forms, with the end result being a nested, multilevel hierarchy’ (Sampson 2010, pp. 1-2). This paper examines all Transmedia as a biocultural evolutionary process, where narratives speciate ‘downwards’ into different media (e.g., novels, films, TV, games, etc) - yet these story-parts integrate (‘upward’) into a unified story whole, or a singular transmedia story universe (Velikovsky 2014a). Three laws of evolution (in both biology and culture) (Velikovsky 2016b), explain why: Transmedia Is Destiny.

References


2. PRODUCTION OF NEW NARRATIVE WORLDS IN AUSTRALIAN TELEVISION: OFFSPRING AND MULTI-PLATFORM STORYTELLING

Matt Loads

The last twenty years have seen dramatic changes in Australian Television production. Television’s increasing integration with the internet and digitalisation has enabled producers to engage audiences on technical platforms beyond the traditional television screen. Television production in Australia must now be considered from the perspective of multi-platform stories, and how institutions are embracing these methods to engage new audiences. Short form ancillary texts, like webisodes, mobile games and applications are now seen as important tools in promoting programs to audiences through expanded narrative forms. While transmedia storytelling - telling one narrative across multiple platforms - has been embraced as an innovative form of production by many broadcasting institutions, there remain significant challenges in implementation, due to a number of complex factors.

Network Ten’s comedy/drama Offspring (2010-2017), has been a critical and commercial success since it was first broadcast in 2010. A significant element of the program over its six seasons to date (a seventh season will air in 2017) has been the utilisation of a number of multi-platform storytelling texts such as webisodes, mobile applications and games to engage audiences. This article will draw on Levine’s approach in analysing cultural and economic factors that shaped the production of Offspring’s multiplatform stories. Through interviews with key personnel managing strategy and production staff, this presentation will describe how Network Ten and production company Endemol Shine Australia creates these texts. A range of issues are covered: Views on the role of storytelling across platforms; What constitutes success in measuring audience engagement; Institutional factors and routines; and practices in production. How production is changing will also be shown in the role of innovation and fluidity in conventions in the production of these ancillary texts. On a broader level, using Offspring as a case study this article will help to document an industry in transition.

3. THEATRE, LIVE ART AND THE POSSIBILITIES OF TRANSMEDIA STORYTELLING

Nic Velissaris

In most discussions of transmedia practice, theatre and live art are not typically considered primary elements for creating transmedia storytelling. This paper will
discuss the factors as to why these forms remain so under-represented in transmedia storytelling.

From a writing and theatre-making perspective there is an inherent difficulty in establishing narrative continuities for live audiences that exist beyond the bounds of the stage without some considerable forethought and organisation. There is also often reluctance from existing practitioners to utilise transmedia because of their lack of proficiency working across mediums and because there is a view that transmedia is not considered necessary to creating innovative live performance. The ephemeral nature of these live forms seems to be a limiting factor to their transmedial possibilities. Yet this paper will argue that transmedia storytelling offers live performance an opportunity to expand the possibilities of performance and storytelling, and can offer experiences that are vital and will improve an audience’s engagement with transmedial worlds.

This paper will provide some case studies of the practitioners who are producing work that can be extended across mediums. This will include an examination of companies such as Punchdrunk and Coney and productions such as Choose Your Own Documentary. There will also be a discussion of the author’s own transmedia theatrical work Scenes from an Action Film (2012) and The Capgras Project (as yet unrealised) which will examine the issues and difficulties involved in realising these works, and how to engage audiences to interact with these transmedial worlds.

4. COMPARING WORLD RECENTERING PRACTICES IN AUSTRALIA & THE USA
Christy Dena

The writing and design techniques of worldbuilding or subcreation (Konzack 2006, Wolf 2009) have emerged with renewed interest in light of the transdisciplinary rhetoric of transmedia phenomena (Jenkins 2006, Dena 2009). Beyond a practitioner technique to create realistic and scalable settings, events, and characters (Klein et al. 2012), it can also describe what some audiences find appealing. Worldbuilding and immersion are often intertwined in this regard. You can have immersion without worlding, but worlding is often designed with the goal of satisfying some immersive urge. That immersion can be physical (for example seeing a digital world through a headset) or mental (for example imagining the world from textual triggers). Conversations about worldbuilding, worlding and immersion, often oscillate between these different approaches. But these technological-oriented categorisations obscure the different audience urges taking place. These immersive engagements are instead differentiated through the contrary (but related) drives of either wanting to be transported to a world, or wanting the world to enter their own. Through the cognitive narratology theory of “deictic center” (Segel 1995), art theory, and media studies, this presentation offers a theory of these two kinds of centering practices. They are decoupled from worlding and immersion as a single mode, and explained what psychologically is different for audiences. The occurrence of these in Australia and the USA transmedia projects is then compared, to show how broadcasters, studios (large and small), theme parks in Australia and the USA have different understandings of how audience engagement works, and therefore do not always apply them appropriately to meet expectations.

References
- Dena, C 2009 Transmedia Practice: Theorising the Practice of Expressing a Fictional World across Distinct Media and Environments, doctoral thesis, University of Sydney.

Dr JT Velikovsky is a Ph.D in Communication & Media Arts (High-Rol Story/Screenplay/Movie & Transmedia) at University of Newcastle, Australia; an Evolutionary Systems Theorist; and Transmedia Writer-Director-Producer for Movies, Games, TV, Theatre, Books and Comics (http://on-writing.blogspot.com.au/). He has been a professional Story Analyst for film studios, screen funding organizations and the national Writers’ Guild. His PhD dissertation ‘Communication, Creativity and Consilience in Cinema’ is at: https://storyality.wordpress.com/my-phd-dissertation-free-online/ See also https://aftrs.academia.edu/JTVelikovsky He is also a member
of the CAMR Group (Communication and Media Research Group at the University of Newcastle): http://dcit.newcastle.edu.au/camr/about/members/ Research interests include: Biological & Cultural Evolution, Creativity, and Systems Science.

**Matt Loads** has worked in communications since 1999 in professional communication roles and some television production. He has worked on a number of multi-platform storytelling projects and currently works in communications with refugees and new migrant communities. Currently teaching at RMIT, Matt has also taught at Deakin & Monash University in Communications theory and production. He is currently completing a PhD at Swinburne University, looking at Transmedia production in the Australian Television Industry, and published an article on this topic in *Media International Australia* in 2014.

**Nic Velissaris** is completing his PhD in Media and Communications at RMIT University. His research is looking at establishing a poetics for choice-based narratives and developing processes for generating choice-based narratives for creative and interactive narrative practitioners. Through his research, he has developed a creative work, *Melete’s Story*, which is designed to be realised in a variety of different mediums. He is looking to continue his research by examining the ways in which narrative can be automated through the use of AI and intelligent narrative systems. He currently teaches Media and IT at RMIT and Australian Catholic University.

**Dr Christy Dena** is the Program Co-ordinator of the Masters of Creative Industries at the SAE Creative Media Institute, Brisbane. Previously she was the Chair and Department Coordinator of Games at SAE Creative Media Institute. Christy completed her PhD on Transmedia Practice at the University of Sydney, and wrote the definition of ‘transmedial fictions’ for the *The Johns Hopkins Encyclopedia of Digital Textuality*. She has been published in *Convergence Journal: International Journal of Research into New Media Technologies*, and *New Perspectives on Narrative and Multimodality* for Routledge. Christy is a Member of the International Academy of Television Arts and Sciences (Emmys); I Member of the Australian Writers’ Guild; and Board Member of the Entertainment Technology Press (ETC).

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**PANEL 3 SESSION 1/7**  
**Multicultural Broadcasting in Changing Times: Obstacles and Opportunities**  
**Wednesday 5th July 11.30am–1pm**  
**New Law Lecture 104**

**Dr John Budarick, University of Adelaide**  
**Dr Tanja Dreher, University of Wollongong**  
**Mr Clyde Salumu Sharady, African Media Australia**  
**Mr Russell Anderson, CEO National Ethnic and Multicultural Broadcasters Council**

This panel, sponsored by the National Ethnic and Multicultural Broadcasters Council (NEMBC) will analyse and discuss media access, control and representation for migrant communities in Australia. The session will explore how older migrant communities and new and emerging communities engage with different media in a context of changing migration patterns and the increasing politicisation of migration.

A particular focus of the panel will be the way migrant communities produce, use and contribute to media in ways that circumvent and challenge negative media coverage and stereotyping. This will include a focus on diversity within mainstream media, and the way ethnic and migrant voices have challenged the normal practices of the mainstream.

Presenters will offer both scholarly and practitioner perspectives on the opportunities and obstacles for ethnic and multicultural media at a time of resurgent racisms, the official retreat from multicultural policy, digital disruption and increasing partnerships between community and mainstream media organisations.

The session will further develop a framework to guide the media’s engagement with and reporting of issues relating to migrant communities and explore how to accelerate access for a broader diversity of multicultural values.

**Dr John Budarick** will look at the impact of policy on the role of ethnic media in society. In particular, his paper will think through some of the ways in which policies at various levels may have direct and indirect effects on the ability of ethnic media to communicate across cultural boundaries. Little work exists on role of media and migration policy in shaping ethnic media.

**Dr Tanja Dreher** will discuss the opportunities and challenges for community media in the context of ‘digital disruption’ and emerging partnerships between legacy media and new entrants. In particular, Tanja will focus on new possibilities for amplifying diverse voices, the state
Mr Clyde Salumu Sharady will address the issues facing minority groups. Right now, minority communities (like the African community Mr Sharady is a part of) are unfairly targeted in news reports because of their ethnicity and vulnerability. In such an atmosphere, the media must play a conscious role to promote healthy community relations. Often mainstream media appears unable or unwilling to recognise the implications of their editing and construction of news stories and how this affects the lives of minorities. Favourable media reporting can make a difference as witnessed by Fairfax media and the ABC positive reports that uncovered injustices against Indian migrant and students. If there is a willingness and focus, the mainstream media can achieve a great deal of positive change for minorities and the rest of the society by extension. Mr Sharady believes there need to be an Editors duty of care for the diverse and multicultural Australian society.

Mr Russell Anderson will explore the ways in which ethnic and multicultural community broadcasting is part of the third pillar of media in Australia, with an extensive reach across the country. His presentation will focus on how this localised community reporting builds an inclusive and cohesive society and how it can have a broader influence on media through developing a framework for pathways and partnerships. The presentation will further explore the challenges and opportunities facing ethnic and multicultural community broadcasting sector with new digital platforms and the effects of changing migration patterns and growth in xenophobia.

Dr John Budarick is currently a lecturer in the department of Media at the University of Adelaide, and in researches in the areas of ethnic media, diaspora and transnationalism. He has recently been conducting research into the practices of ethnic media producers in Australia, with a focus on their role in creating and sustaining relationships between different communities. His work has been published in journals such as Global Media and Communication, International Journal of Communication, Media, Culture and Society and Journal of Sociology. His book (co-edited with Associate Professor Gil-Soo Han) Minorities and Media: Producers, industries, audiences, is being published by Palgrave Macmillan in 2017. https://researchers.adelaide.edu.au/profile/john.budarick

Dr Tanja Dreher, tanjod@uow.edu.au, is an ARC Future Fellow at the University of Wollongong, and a Senior Lecturer in media and communications in the Faculty of Law, Humanities and the Arts at UOW. Tanja’s research focuses on the politics of listening in the context of media and multiculturalism, Indigenous sovereignties, feminisms and anti-racism. Her current Fellowship, funded by the Australian Research Council (2015 – 2018) analyses the political listening practices necessary to support the potential for voice in a changing media environment characterised by the proliferation of community and alternative media in the digital age.

Clyde Salumu Sharady, clydesha@gmail.com, the Director and co-founder of Africa Media Australia (AMA) was born in the Democratic Republic of the Congo (DRC), where he was educated and later worked as a journalist including the BBC. Clyde arrived in Australia in 1999 and while he settled to life in Australia he also became President of the DRC Community Association of Australia, a position he held until 2006. In representing the diverse African communities that call Australia home. He also served as a board member of the African Think Tank, Chairperson of African Professionals of Australia and the Founder and director of Africa Media Australia – Clyde recently organised the very successful inaugural Media Migration and Integration conference in partnership with the NEMBC. http://www.africamediaaustralia.com

Mr Russell Anderson, exec@nembc.org.au, is a communications specialist with 28 years’ experience. He has worked as a journalist, in media production and management, as a trainer and as Senior Media Advisor for East Timor’s national radio and television station. He has worked for international organisations including the United Nations and for national and international NGOs and the East Timorese Government. Russell has experience reporting on refugee crisis situations and established a radio production unit with journalists in East and West Timor and produced a daily program that was broadcast on United Nations Radio and on Radio Republic Indonesia. Russell has significant experience in the community broadcasting sector and has worked in ethnic community media for eight years as CEO of the NEMBC. http://www.nembc.org.au

**PANEL 4 SESSION 2/6**

**Communication Research in Online Worlds: Ethical Approaches to Design and Participation in Social Media Research**

**Wednesday 5th July 2–3.30pm**

**New Law Lecture 101**

Mary Simpson, University of Waikato
Jonathon Hutchinson, University of Sydney
Kim Barbour, University of Adelaide

**Respondent:** Fiona Martin, University of Sydney
Increasingly, communication scholars incorporate social media in their research to focus their investigation, and/or as a research method. The complexity of online social worlds now offers a raft of research opportunities with research located in, or using data generated by, social media. Such research explores communication in different ways including individual, group, and organizational use of social media, as well as social activism, community building, and health promotion for example. In addition, large scale data-mining now features in a wide range of research disciplines—not only media and communication.

These developments bring new methodologies and, in so doing, raise issues for consideration of what constitutes ethical communication research. Assumptions about public and private information, and procedures for deciding once clearly discernible differences between them, now need nuanced re-consideration. Questions facing communication researchers include: How do we as communication researchers (re)conceptualise “public” and “private” information in the multiplicity of online worlds? How can communication research design facilitate ethical research in the shifting spaces of online worlds? How do we approach security, risk, and vulnerability of not only participants, but also ourselves as researchers? In what ways do communication researchers navigate this new territory? Many communication researchers are based within universities, and this means that University Ethics Committees/Boards also need to ensure that policies and procedures support researchers as they incorporate social media in their projects.

This panel explores the ways in which communication research engages with and builds on recent scholarship of contemporary media ethics for social media research. It will bring together a group of media and communication scholars who have confronted conceptual, methodological, and practical ethical issues in research, and/or as part of their involvement with university ethical research policies. The presenters will examine ethical issues emerging from their experience, and pose questions aimed at inspiring ongoing interrogation by researchers and university ethics committees as to how to facilitate ethical research in contemporary online worlds.

SOMETIMES I JUST WANT TO EAT EGGPLANTS, TACOS AND PEACHES: A RE-CALIBRATION OF ETHICAL SOCIAL MEDIA USE
Jonathon Hutchinson

While the eggplant, taco and peach emoji are simple ways to express one’s favourite fruit or snack idea, in social media they can also take on other folksonomy meanings, including sexual conversation connotations. The eggplant emoji in particular, has attracted a great deal of attention as it has been culturally re-appropriated and used in social conversations that relate to the male penis. Causing somewhat of a moral panic around how to manage these runaway ‘underground’ conversations, there has been such a backlash against this sort of behaviour including Instagram banned searches related to #eggplant. While most of this explicit communication arena has limited impact on broader societal implications, it does point us toward the contested space of regulation, cultural use and ethics surrounding everyday social media use.

In this talk, Dr Jonathon Hutchinson outlines the current state of social media regulation and contrasts this against the rich history of online communities and cultural norms. He highlights how additional regulation is inappropriate in most cases and suggests that ethics and social media is rarely a straightforward process. Instead, a better understanding of social use and constructs may be a useful tool in the current state of social media that certainly enables a dark conversation of hate speech and vilification. Finally, this talk offers a contribution on how to make progress to improve our everyday social media environments through new ethical frameworks.

CREDIT WHERE IT’S DUE: THE ETHICS OF NAMING
Kim Barbour

In the noble pursuit of protecting research participants or research subjects from harm, the default process is to de-identify, provide pseudonyms, report aggregate results, and paraphrase or rephrase direct quotes. However, when dealing with online research (and, I would argue, in other cases also), de-identifying those who provide the data for our studies can result in a perverse form of plagiarism, as we use the words, images, and ideas of others for our own benefit without providing appropriate credit. In particular, given that we have the capacity to study texts produced by social media users—whether photographs, videos, gifs, status updates, jokes or any other form of communication—we need to ensure we ask the question as to how we acknowledge the creative labour involved in the production of the text we study. At what point does the desire to protect participants from potential harm infringe on their rights as content producers? How do we fit these questions within existing institutional ethical procedures that are often not keeping up with the changing landscape of online research?

This presentation will discuss two research projects that took different approaches to the naming of participants. In the first, I gave the participants three options as to how they were identified throughout the study; in the second, I removed some key identifiers when publishing
the results of the study. I will discuss the decision making process that led to the two different approaches taken in these studies, and some of the benefits and drawbacks to identifying people involved in research.

THE SHIFTING SANDS OF RESEARCH ONLINE: PERSPECTIVES FROM THE ETHICS DESK
Mary Simpson
Media and communication researchers have forged not only new methodologies and arenas of study within social media research, but have also presented new ethical questions for university ethics committees to interrogate and respond to. Opportunities to engage in such questions, and to actively respond can be hampered when university ethics committees/boards are viewed as bureaucratic compliance checkers, and/or “butt-coverers” for the institute. One way to change this situation is to reconstruct the ethics committee role as one of facilitating research and researcher integrity. Such an approach helps to enable researchers and ethics’ committee members to focus on the issues at hand, and use their respective skills and knowledge to work together in addressing those issues.

University ethics committee are regularly confronted with ethical issues related to social media and other online research. One such issue concerns the emergent understandings of what constitutes “publically available” information. Another concerns consent in relation to researcher access to different kinds and levels of data in the online context. Still another concerns the use of online, third-party data-gathering tools, for example. Such questions present universities with issues of how they can support researchers and ethics committees to work together to facilitate ethical media and communication research.

This presentation explores a selection of ethical questions that researchers and ethics committees experience in the arena of social media research. Discussion of methodologies, risks, rights, and responsibilities will feature, as will the role of university ethics committees in supporting ethical online research.

Dr Jonathon Hutchinson (Ph.D. 2013, ARC Centre of Excellence for Creative Industries and Innovation, QUT) is a lecturer in Online and Social Media Communication at the University of Sydney. His current research projects explore everyday social media use, the role of social media influencers within co-creative environments, and how social media is used in cyber-terrorism. He is a trained ethnographer and has been published in many leading national and international journals.

Dr Kim Barbour is a qualitative new media scholar and lecturer. Kim’s research looks at online persona, the strategic production of identity through digital media, and particularly focuses on the use of social media. Kim’s research often focuses on artists or other creative practitioners. Kim is the co-founding editor of the Persona Studies journal, an online, open access journal based at Deakin University. She has published articles in Celebrity Studies journal, an online, open access journal based at Deakin University. She has published articles in the Ethics Convenor for the Waikato Management School, and Deputy Chair of the Human Research Ethics Committee for the University of Waikato. Her research is located within the nexus of organizational and health communication, and healthy ageing.

Dr Fiona Martin is a Discovery Early Career Research Award (DECRA) fellow studying the governance of news commenting, social media news sharing and media industry change. She lectures in online journalism at the Department of Media and Communications, University of Sydney. Fiona is a former journalist/producer with the Australian Broadcasting Corporation and has worked in radio, print and online media. She is co-author, with Tim Dwyer, of Sharing News Online (Routledge, 2018), co-author and editor, with Gregory Lowe, of The Value of Public Service Media (Nordicom, 2014) and a contributor to Ethics for Digital Journalists (eds. Lawrie Zion and David A. Craig, Routledge, 2014). She tweets @media_republik

PANEL 5 SESSION 2/7
The future of local content? Children’s TV in transition: policies and production
Wednesday 5th July 2–3.30pm
New Law Lecture 104
Anna Potter, University of the Sunshine Coast.
Jenny Buckland, CEO, Australian Children’s Television Foundation.
Michael Carrington, ABC Head of Children’s and Education.
Professor Bridget Griffin-Foley, Macquarie University.

Children’s television has recently undergone a period of rapid technological, regulatory and economic change and is subject to powerful globalising forces. Despite the
The coordination, distribution and management of children’s television has never been as globally organised and configured as it is now. Yet within policy circles locally produced children’s television content nonetheless retains its importance, due to its perceived contribution to national cultural representation, which is often used to justify financial and policy supports for the genre. This support for homegrown children’s content stands in contrast to the growing multiplicity of mainly commercial providers created by deregulation and technological transformations, whose content can be distributed seamlessly across borders. The arrival of subscription video on demand (SVOD) services like Netflix and Amazon and a dedicated YouTube children’s app further increased the transnational nature of children’s screen offerings.

This panel echoes the May 2017 theme edition of *Media International Australia*, edited by Anna Potter and Jeanette Steemers. The panel will be made up of children’s media researchers and leading industry figures, including the ABC’s Head of Education and Children’s Television, Michael Carrington, discussing the challenges facing producers of children’s television content at a time of dwindling resources for local content, changing consumption patterns and the increasing presence of transnational corporations in the market. The panel discussion will cast light on emerging policy and production trends for children’s screen content at a time of transformation and disruption, and their implications for child audiences, media industries and local content origination.

This panel has three presentations:

1. **INDUSTRY COMMENTARY**
   Jenny Buckland and Michael Carrington
   In their industry commentary pieces for the May issue of *Media International Australia*, Jenny Buckland expresses her concerns about the future of local children’s content, particularly live action drama, which is increasingly being displaced by the globalised content produced and distributed by US corporations, which rely on merchandise and branding associated with their children’s brand to generate revenues.

   Michael Carrington, however, remains optimistic that the ABC will continue to work with the independent production sector to commission culturally specific television for children but warns of the risks of the public service broadcasting (PSB) becoming virtually the only commissioner of Australian children’s content, as has happened in the United Kingdom with the BBC.

2. **CHILDREN’S TV IN TRANSITION**
   Anna Potter
   Children’s engagements with and appearances in factual entertainment television can tell us a great deal not only about the changing landscape of children’s television, but also about some of the conditions of possibility of television now. For example, the ABC and BBC both recently decided to stop making television for the over 12 audience at a time when teenagers are more visible than ever in programs shown by these PSBs, but made for general audiences. Children, and teenagers in particular, are thus more and more visible as participants in factual entertainment and especially reality programs, despite the facts that most are not made specifically for a child or teenage audience, and that young audiences are widely considered to be abandoning broadcast television for other online platforms and pursuits.

   Since its inception, the relationship between television and the child audience has been the subject of public concern and regulatory attention. Little is known, however, about the recent impact of digitisation on the unattractive but influential practice of television compliance, that is, the industry’s application of state regulations and broadcasters’ own editorial standards to children’s programmes. Drawing on extended interviews with broadcasters and producers, this presentation maps developing trends in UK and Australian compliance systems, focusing on their impact on the children’s television produced by public service broadcasters. It demonstrates that multi-platform delivery and dedicated children’s channels have caused a re-calibration of compliance standards, encouraging conservatism and risk aversion in programme production.

3. **THE ABC AND CHILDREN’S PROGRAMMING**
   Bridget Griffin Foley
   This paper will consider the ABC’s early children’s offerings in radio, highlighting the innovation and the international reach of these endeavours, and the ABC’s objectives in the children’s and educational broadcasting arenas. She will then reflect on developments in ABC television, from Play School to Behind the New.
Jenny Buckland was appointed as CEO of the Australian Children’s Television Foundation in 2002. She has played a key role in positioning the ACTF as a national children’s media and policy hub, and growing the business to become one of the most successful international marketers of children’s television programs. It was Jenny who originally floated the proposal for an Australian children’s digital television channel, which culminated in the establishment of ABC3 in 2009.

Michael Carrington, ABC Head of Children’s and Education is an award-winning media executive with more than 20 years’ experience in the children’s television industry, from production and program acquisition roles to channel management and content commissioning. Prior to joining the ABC from Zodiak Kids Studios where he was CEO, Michael’s roles included Vice President, Global Content & Executive Producer – HIT Entertainment Ltd; Chief Content Officer, Cartoon Network; Channel Controller, CBeebies – BBC; as well as various roles at LEGO Media, Discovery Communications, Amazon Films and Network Ten.

Professor Bridget Griffen-Foley is an ARC Queen Elizabeth II Fellow and the Director of the Centre for Media History at Macquarie University. Her publications include The House of Packer (1999), Sir Frank Packer (2000), Party Games: Australian Politicians and the Media from War to Dismissal (2003), and Changing Stations: The Story of Australian Commercial Radio (2009). Bridget is the editor of A Companion to the Australian Media (2009).

Anna Potter was awarded an Australian Research Council (ARC) Discovery Early Career Researcher Award (DECRA) in 2016 for $A370,000 for her project entitled ‘International Transformation in Children’s Television 2013–2018’. She is a senior lecturer at the University of the Sunshine Coast and an Adjunct Senior Research Fellow at the University of Queensland. Her book Creativity, Culture and Commerce: Producing Australian Children’s Television With Public Value was published in 2015.

PANEL 6 SESSION 2/8
Digital Communication & Disability Citizenship
Wednesday 5th July 2–3.30pm
New Law Lecture 106

Haiqing Yu, University of NSW
Gerard Goggin, University of Sydney
Katie Ellis, Curtin University
Mike Kent, Curtin University

Simon Darcy, University of Technology Sydney
Wayne Hawkins, Australian Communications Consumer Action Network; University of Sydney
Filippo Trevisan, American University

This panel aims to bring together original research papers from a diversified range of disciplines in disability studies, media and communication studies, social policy research, economic anthropology, and management to explore the relation between digital communication, disability, and citizenship in different national and cultural contexts from sociocultural perspectives. It explores the use of digital communication technologies and platforms by people with disability toward self-efficiency, self-efficacy and effective socio-political participation.

It is known that digital and mobile technologies can play a positive role in nurturing disability citizenship, as they can empower people with disability to become more independent socially and financially and hence enable them to be active citizens. Digital and mobile communication technologies have transformed the lives of many people with disability. These people now explore the world and network with people outside their normal social networks; they become employed or self-employed through e-commerce platforms and digital interfaces; they have hence stepped forward to enable fellow citizens with disability to live a meaningful, dignified, and fulfilled life through lobbying for policy reforms or enterprise activities that employ or serve people with disability. The stories of these individuals and their supporters need to be heard, their experience to be shared, and lessons to be learnt, in order to create an inclusive society and culture.

DIGITAL/SOCIAL ECONOMIES OF DISABILITY IN CHINA AND AUSTRALIA
Haiqing Yu and Gerard Goggin

This paper provides a comparative and conceptual discussion on digital economy and disability in China and Australia. Using case studies, it examines the opportunities for economic participation of people with disabilities enabled by digital and social media platforms and their political and social implications on respective communities and societies. It addresses the following questions: what have been done in China and Australia to include people with disabilities in digital communication and digital economy; can digital inclusion lead to social inclusion; what are the power structure, hierarchy, struggle, and appropriation implied in the rise of digital economy for and by disability; and what can be done by people (with or without disabilities), governments, the private sector, and civil society organisations to address the structural barriers to social and economic inclusion (not just digital inclusion) by utilizing digital
and networking technologies. Although born of different
cultural-socio-political contexts, digital economies
for and by disability in China and Australia present an
opportunity for social inclusion.

**USING SMARTPHONES TO NAVIGATE URBAN SPACE**
Katie Ellis and Mike Kent

This paper explores how people with vision impairments
and people who are wheelchair users located in both
the Perth metropolitan area and the South West region
of WA use their mobile smart phones to navigate
urban space. The presentation examines both the apps
available to people with disabilities that may improve
their navigation of urban spaces and the ways people
with disabilities report using their mobile phones
for direct navigation, social interaction and as an
assistive technology.

**EVANGELISTS, EMBARKERS AND DISCONTINUERS: IMPLICATIONS FOR ACTIVE CITIZENSHIP OF A SMART PHONE TECHNOLOGY PLATFORM FOR PEOPLE WITH DISABILITY**
Simon Darcy

This paper explores a completed study of a major initiative
involving a non-for profit, government seed funding for
the development of a smart phone technology platform
and the launch of the platform with a pilot group of
people with disability. The paper reports on 2 major
components of the study, the typology of uptake of the
technology and the affect this had on active citizenship.
A further paper is in preparation examining the business
model and interaction of the “mixed economy” in the
development of the social enterprise.

**AUSTRALIA’S NATIONAL RELAY SERVICE – DIGITAL CITIZENSHIP ENABLER?**
Wayne Hawkins

Full digital citizenship is predicated on individuals having
the capacity to connect and engage economically,
socially, culturally and politically using digital and online
platforms. The United Nations Convention on the Rights
of Persons with Disabilities (CRPD) articulates access to
these digital platforms as a fundamental right for people
with disability; specifically, Article 9 (g) “To promote
access for persons with disabilities to new information
and communications technologies and systems, including
the Internet.” As we approach the 10th anniversary
of Australia’s ratification of the CRPD, this paper
interrogates, from a Critical Disability Studies framework,
the efficacy of Australian public policy and related
Commonwealth contracts which underpin the National
Relay Service (NRS). This paper will identify and evaluate
how these policy instruments promote digital citizenship
for those people who rely on the NRS for functionally
equivalent access to communications networks.

**DIGITAL ELECTION CAMPAIGNS AND VOTERS WITH DISABILITIES: MISSING A KEY CONSTITUENCY?**
Filippo Trevisan

One in six voters in the United States has a disability
(Thomson-DeVeaux, 2016). This makes the American
disability community a 34.5 million-strong constituency
that matters to election campaign strategists, particularly
in close contests. At the same time, despite persisting
access and accessibility barriers, Internet use among
disabled Americans has grown substantially in recent
years (Anderson and Perrin, 2017). Younger persons
with disabilities – who are the most likely to vote
in the disability community – are particularly likely
to use the Internet on a regular basis, especially on
smartphones. Are election campaigns capitalizing on
these opportunities to reach out to disabled Internet
users effectively, communicate persuasive messages, and
possibly mobilize them as supporters within the disability
community and their broader networks? This paper
addresses this question by illuminating the perspective of
U.S. voters with disabilities through eight focus groups
with 44 participants with different types of disabilities
and varying levels of interest in politics that were carried
out during the 2016 U.S. presidential election.

**VOTERS WITH DISABILITIES: MISSING A KEY CONSTITUENCY?**
Haiqing Yu

h.yu@unsw.edu.au is Associate Professor of

contemporary Chinese media and culture in the School
of Humanities and Languages, University of New South
Wales, Australia. Her research focuses on the “effect”
and “affect” of digitally mediated social economy, social
movements, and cultural transformation. It explores
Chinese digital and informal economy, associations,
and social activism; rural e-commerce and its impact on
gender and ethnicity; social enterprise, digital economy,
and disability; social media and Chinese diaspora. Her
published works have also explored the implications of
the Internet and mobile communication on Chinese
journalism, youth culture/sexuality, HIV related
health communication, and everyday life politics. Her
publications include: *Media and Cultural Transformation
in China* (Routledge 2009) and *Sex in China* (co-author
with Elaine Jeffreys, Polity 2015).

**DIGITAL ELECTION CAMPAIGNS AND VOTERS WITH DISABILITIES: MISSING A KEY CONSTITUENCY?**
Gerard Goggin

Gerard.goggin@sydney.edu.au is the

inaugural Professor of Media and Communications at the
University of Sydney, a position he has held since 2011.
His research focuses on social, cultural, and political
aspects of digital technologies, especially the Internet
and mobile phones and media. He has published 13 books
and over 140 journal articles and book chapters. As well as his academic roles, Goggin has had a twenty-year involvement in communications and telecommunications policy, including appointments as a board member of the Disability Studies and Research Institute (DsaRI), foundation board member of the peak organization Australian Consumer Communication Action Network (ACCAN), deputy chair of the self-regulatory body Telephone Information Services Standards Council (TISSC), and member of the Australian e-Research Infrastructure Council (AeRIC).

**Katie Ellis** is an Associate Professor and Senior Research Fellow in the Department of Internet Studies at Curtin University. Her research focuses on disability and the media extending across both representation and active possibilities for social inclusion. Her books include *Disability and New Media* (2011 with Mike Kent), *Disabling Diversity* (2008), *Disability, Ageing and Obesity: Popular Media Identifications* (2014; with Debbie Rodan & Pia Lebeck), *Disability and the Media* (2015; with Gerard Goggin), and *Disability and Popular Culture* (2015).

**Dr Mike Kent** is Head of Department and a senior lecturer at the Internet Studies Department at Curtin University. Mike’s research focus is on people with disabilities and their use of, and access to, information technology and the internet. His recent books in this area with Katie Ellis include *Disability and New Media* (2011), *Disability and Social Media: Global Perspectives* (2017), and *Chinese Social Media: Social Cultural and Political Implications* (2017) with Kat Ellis and Jian Xu.

**Professor Simon Darcy** is part of the Management Group at the UTS Business School, University of Technology Sydney. He specialises in developing inclusive organisational approaches for diversity groups and conceptualising social impact outcomes at the organisational and individual levels. Simon’s research has involved improving accessibility to information communication technology, assistive technology and whole of system integration to promote active citizenship. Simon is actively involved in changing business, government and the not-for-profit sectors practice through implementing the outcomes of his research that has led to national and international awards. Over the past six years Simon has been actively involved in aspects of the National Disability Insurance Scheme and the National disability strategy. He was a member of the Disability Council of NSW from 2011–2015 where he was involved in actively shaping the development of the NSW Disability Inclusion Act, 2014, changes to accessible public transport provision and disability employment initiatives.

**Wayne Hawkins** is Disability Policy Advisor with the Australian Communications Consumer Action Network. Wayne is legally blind after losing his eyesight in 2005 from retinitis pigmentosa. He is dedicated to issues concerning people with disability, especially in relation to accessibility for telephony, television, the internet and converged media. Wayne is a Doctoral candidate at Sydney University researching Australian Telecommunications and Disability Policies post Australia’s 2008 adoption of the United Nations Convention on the Rights of Persons with Disabilities. Wayne has a Master in Public Policy from Sydney University and a Bachelors of Business Administration from City University of New York.

**Dr Filippo Trevisan** is Assistant Professor in the School of Communication and Deputy Director of the Institute on Disability and Public Policy (IDPP) at American University in Washington, DC. His research focuses primarily on online advocacy, activism, disability, and political communication. He is the author of *Disability Rights Advocacy Online: Voice, Empowerment and Global Connectivity* (Routledge, 2017). He blogs at www.filippotrevisan.net and you can follow him on Twitter @filippotrevisan.

### PANEL 7 SESSION 3/6
#### Digital Inequalities & Inclusion Strategies

**Wednesday 5th July 4-5.30pm**

**New Law Lecture 101**

Sora Park, **University of Canberra**  
Julie Freeman, **Deakin University**  
Catherine Middleton, **Ryerson University**  
Justine Humphry, **University of Sydney**  
Julian Thomas, **RMIT University**  
Gerard Goggin, **University of Sydney**

In Australia and elsewhere, there is intense debate over the focus of digital divide research and strategies deployed to address digital exclusion. Access gaps have re-emerged as a key determinant of digital and social exclusion, now understood as more complex and closely intertwined with issues of affordability, literacy, accessibility and engagement as well as changes in the media landscape. In this panel, chaired by Professor Gerard Goggin, four researchers of digital media examine the digital inequalities that persist in the context of a ubiquitous digital media environment, highlighting how new possibilities for connection bring about new challenges for inclusion. Sora Park, Senior Research
Fellow at the University of Canberra, presents findings from collaborative research on the ‘interrupted access’ experienced by rural NSW internet users and the strategies for dealing with these constraints. Justine Humphry, Lecturer in Digital Cultures at the University of Sydney, scrutinizes government and welfare service reform and new automated compliance models as key drivers of new burdens of cost and connectivity facing media consumers in situations of extreme financial hardship and homelessness. Julian Thomas, Director of the Social Change research platform at RMIT University, provides an overview of the design, findings and uses of the Australian Digital Inclusion Index, a research initiative that measures the extent of digital inequality as evidentiary basis for developing appropriate and more effective inclusion policies and programs. Catherine Middleton, Professor in Ted Rogers School of Management, Ryerson University, suggests lessons that might be learnt from the revision of Universal Service policies in Canada, pointing to the strategies of local citizens to achieve affordable and available broadband access in the absence of direct policy support or sufficient federal funding.

TECHNOLOGICAL LITERACY AS AN INTERIM SOLUTION FOR INTERRUPTED INTERNET ACCESS

Julie Freeman, Sora Park and Catherine Middleton

Large-scale investments and deployment policies have attempted to remedy gaps in internet access. However, ubiquitous infrastructure provision takes time, during which technologies advance further and methods to connect to the internet increase. For consumers, these new possibilities bring additional barriers to inclusion, including higher costs and new digital skill sets. Differences subsequently arise between people who are able to connect in the multi-platform environment and those constrained by inferior quality of access. Using a case study of rural internet users in NSW (N=20), we conceptualise ‘interrupted access’ to reflect poor internet quality in rural settings. There are three types of interrupted access: (1) access to devices but limited access to the internet, mainly due to high rural usage costs; (2) inconsistent and unreliable services; and (3) data limits. A form of technical literacy is emerging to help overcome these barriers. Participants described new types of consumer knowledge that encompass infrastructure, devices and plans in an effort to improve opportunities for effective and beneficial use. Examples include: translating service conditions such as megabits per second, data allowances and peak times into their relative usage costs; and how auxiliary hardware such as boosters and external antennas can be self-deployed to amplify digital signals around homes and workplaces. This awareness of what technologies can do and the broader contexts of connectivity makes a significant difference in the ways in which rural communities can – or cannot – digitally engage.

#CENTRELINKFAIL: SMARTPHONE DEPENDENCE AND COMMUNICATION POVERTY

Justine Humphry

What is driving reliance on smartphones and high data downloads for carrying out everyday activities and engagement with essential services? New online and content distribution models and streaming services are seen to be pushing Australian consumers into mobile and multi-platform modes of access. An underestimated contributor to this society-wide shift is the digital reform of a wide range of key government and welfare services. In this paper I explore how the shift to online self-service and compliance models is driving mobile demand and pushing up data use, producing new burdens of cost and connectivity for low income media consumers. Drawing on two studies on the access and use of mobiles and the internet by Australians facing extreme financial hardship and homelessness, I highlight the risks of producing new forms of social and digital exclusion through the digitisation and automation of government and welfare services. Through the case of the Centrelink automated data matching scheme introduced by the Australian Department of Human Services in July 2016, I demonstrate how connectivity requirements are intensified through the automation of compliance systems. Low income and marginalised consumers recognise the essentialness of smartphones for meeting social and state-imposed obligations and have numerous strategies for maintaining connectivity and service access. Social media also features strongly as a tool of resistance, used for exposing errors, sharing stories of suffering, and re-purposing the meaning of accountability. However, these strategies are short term and partial solutions to what Russo (2015) has described as systemic inequalities in the economics of access; “poor people routinely pay more for access capital”. In developing inclusion frameworks and universal service provisions I argue for the need to not only have ways to redress digital disparities but also to recognise the different forces behind what makes a form and mode of communication essential.

THE AUSTRALIAN DIGITAL INCLUSION INDEX

Julian Thomas

This talk provides a concise overview of the design, findings and uses of the Australian Digital Inclusion Index (2016-). The Index is a broad, longitudinal measure of the Australian digital divide from national to regional
levels. It provides the most detailed account to date of the social and geographic distribution of internet accessibility, affordability and use in Australia. One of its aims is to assist in the design and evaluation of policies and programs which aim to address digital exclusion. This paper locates the Index in the context of wider debates, in Australia and elsewhere, over the appropriate focus of digital divide research and the strategies deployed to address digital exclusion.

UNIVERSAL SERVICE IN CANADA – THE STILL UNCERTAIN PATH FORWARD FOR CANADA’S DIGITAL ECONOMY

Catherine Middleton

In December 2016, the Canadian Radio-Television and Telecommunications Commission, Canada’s telecommunications regulator, announced a new Universal Service policy (CRTC, 2016). The policy was developed following a year-long consultation period, in which the Commission sought advice as to whether broadband should be considered an essential service. Tens of thousands of Canadians (individuals, and representatives of businesses, government and civil society organizations) responded, providing input through survey responses, written submissions and/or oral presentations during a public hearing. Throughout the consultation Canadians made it very clear that access to high quality, affordable fixed and mobile broadband services is essential to participate in society in the twenty-first century. The CRTC responded to this input with a decision that was lauded for enshrining affordable fixed and mobile broadband access in its new definition of universal service, but criticized for failing to directly address affordability concerns, and for not offering real solutions to improve broadband availability in rural and remote Canada in a timely manner. In the absence of a national broadband strategy, it is still unclear how, and by whom, these affordability and availability challenges will be addressed.

This presentation will offer some thoughts on tangible actions that stakeholders can take to advance affordability and availability of broadband access in Canada in the absence of direct policy support or sufficient federal funding. It will highlight some groups that are taking action to improve access for local citizens, and consider whether similar citizen-driven activities might also be useful in advancing affordable access to high quality fixed and mobile communications services in Australia.

Sora Park is Senior Research Fellow at the News & Media Research Centre, University of Canberra. Her research interests are in digital media users and demand-driven digital inclusion policies.

Julie Freeman is an Edward Wilson Research Fellow in the School of Communication & Creative Arts at Deakin University.

Catherine Middleton is Professor in Ted Rogers School of Management, Ryerson University, Canada. She holds a Canada Research Chair in Communication Technologies in the Information Society. Her research focuses on the development and use of new communication technologies, with specific interests in mobile devices and fixed and wireless broadband networks.

Justine Humphry is Lecturer of Digital Cultures in the Department of Media and Communications, University of Sydney. She researches digital inequalities, antiracism and everyday life and work in online and mobile media cultures. Justine conducted research on homelessness and digital connectivity for the Australian Communications Consumer Action Network and for the Young and Well Cooperative Research Centre from 2014 to 2016.


PANEL 8 SESSION 3/7
The Limits of lol: Irony, Memes, and Belonging

Wednesday 5th July 4-5.30pm
New Law Lecture 104

Giacomo Branchino, University of NSW
Sean McEwan, University of Illinois-Chicago
Alex Griffin, University of Melbourne

Recent political history has brought to the fore the importance of memetic forms of communication in building political movements. From the alt-right’s mystic “meme magic” to pages such as “Bernie Sanders’ Dank Meme Stash”, ironic memes have been used by both sides of the political spectrum to engage users in novel ways. This boom, however, has not come about in a vacuum, nor can irony be considered a neutral tool. This panel attempts to tackle some of the nuance associated with the rise of ironic engagement online. It asks questions about the forms of irony itself, the habitus of online
cultures, and looks at several specific Australian memes as examples. It critiques the assumption that irony is benign and equally accessible to all, and instead argues that ironic expression should be situated in broader political culture(s). Far from being trivial ephemera, memes and meme cultures represent a new frontier in political expression that should be assessed as seriously as more traditional media outlets. This panel hopes to make the case for, and provide a preliminary study of, Antipodean modes of speech expressed through meme.

SIMULATION AND DISSIMULATION: MEMES AT THE LIMITS OF IRONY
Giacomo Branchino
Irony is a broken tool; rather a tool that can only be used to destroy or deconstruct. It is an act upon language rather than a simple act of language. It interposes the “practico-inert” into the simple act of signification. At least, this is how it was used by Søren Kierkegaard. His attempts to “arrest” the progress of the tyrannous Hegelian system sought to trip up the universal subject of history on a linguistic stumbling block. Irony, as the separation of signer and signified, was Kierkegaard’s weapon of choice. The meme, to all appearances, has the same potential to interrupt narrative. It introduces a freedom of association that the author finds both intoxicating and terrifying. What it lacks, as an incipient ethic, is an understanding of its place in history and ethics. The free play of figural forms is, at one level, an apparent opening of positive and speculative mimesis. Indeed, some pundits have called for the associative power of the “relatability” of memes to inaugurate a new cohesion in social movements and identities. However, the danger in opening the fissure lies in the indeterminacy of its historical reception and construction. For Hegel (and, at times, for Kierkegaard) the necessity of irony is decided in retrospect; its historical value has no relation to the intention it supposedly expressed. The danger of issuing indeterminacy into language is the ability of anyone to “force” the symbol and its meaning together. Analyzing the disagreement between Kierkegaard and Hegel on the significance of the death of Socrates, this paper will examine the potentials of irony in history. I will argue that the meme as ironic image inaugurates a new political language that can be weaponized by all who wield it.

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“IRONIC NOLLPOSTING IS STILL NOLLPOSTING”: IRRONIC ENGAGEMENT WITH THE FACEBOOK POSTS OF SHANNON NOLL AS RECONFIGURATION OF AN AUSTRALIAN COLLECTIVE IDENTITY
Sean McEwan
Recent work on the cultural logics of trolling (Milner, 2015; Philips, 2015), argues that their behaviour should be situated in broader media cultures in order to be understood. Building upon this work, this paper considers ironic engagement with the Facebook posts of Shannon Noll (Nollposting), both as a vehicle for the accumulation of symbolic capital by users, and ultimately as re-centring of a particular Australian, working class, heterosexual masculinity through a comedy of inadequacy (McCallum 2004). I track the history of “Nolllsy” as avatar of the “Aussie Battler” throughout his initial Australian Idol run, through to his subsequent memetic re-birth and ironic re-appreciation, in petitions to have him play Groovin’ the Moo and creation of pages such as “Shannon Noll was robbed of winning hit TV show Australian Idol 2003”. Focusing on Nollposting in particular, I find that a typical Nollpost has three features: an opening with sexual innuendo related to the original post, a request for an item that Noll has borrowed back, and an extended sign-off, usually in Australian slang. The ironic deployment of an offline pattern of communication is a demonstration of the user’s embodied cultural capital (Bourdieu 1985). Indeed, the act of ironic engagement with Noll himself is a form of taste distinction, a form of “cultural condescension which asks us to laugh at those who apparently don’t know any better” (Turnbull 2004). Nollposting is, then, an Australian articulation of other memes that mock users unfamiliar with the habitus of the new (Papacharissi 2013), such as “I’m thinking about thos beans” [sic]. There is also opportunity to flaunt cultural capital in the increasingly obscure Australian vernacular used in Nollposting itself, which is again a localisation of another meme, of Incorrect Filenames.

Despite this potential critique, I argue that Nollposting serves in the last instance to assert the centrality of the (male) Aussie Battler in Australian identity formation, not unlike Paul Hogan’s Crocodile Dundee character. Like the television series Kath and Kim before him, Noll has become subject to an extradiegetic narrative that casts his resurgent popularity as a triumph of the Battler
(Turnbull 2004). The user commenting on his posts both has their fish taco and eats it too: they are both self-critical and self-celebratory, distancing themselves aesthetically from Noll while re-affirming him his authenticity as “the quintessential good Aussie bloke”, thereby reifying a dichotomy of battlers under threat from elites (Whitman 2013).

**ABSTRACT CRICKET MEMES: MASCULINITY, CRICKET AND MEME CULTURE**

**Alex Griffin**

“What is cricket? Wovon man nicht sprechen kann, darüber muss man schweigen.”

Abstract Cricket Memes Facebook bio (2016)

From campaigns (“#Shezad4Sixers”) to elaborate recombinations of cricketing clichés and ‘high’ culture, Abstract Cricket Memes has a small but dedicated following of followers participating in ritualised engagements of arcane translations of cricketing ‘content’. Analysis of this page will reveal how critical cultures recreate and recoheres around shared notions of irony and humour in contemporary Australian masculine-coded venues.

Drawing on Bourdieu (1984) and masculinity studies (Emig & Rowland 2010), as well as the history of cricketing media, this paper will read through historic physical/mental dualities in cricketing historiography and articulate Abstract Cricket Memes as an innovative continuation of this question of taste and ironic/aesthetic sporting appreciation. Through these emergent ideas, I will suggest that digital meme cultures and their ‘memelords’ require attention from digitally engaged literary scholars in terms of their interpretation, polysemy, and claims to authority, and how contemporary Australian masculinities are articulated through these shared communities of taste.

**Giacomo Branchino** is a student in English at UNSW. He has written for the Saturday Paper, New Matilda and Overland. He has also presented at the 2016 Australasian Society of Continental Philosophy conference at Deakin University. He administers a number of meme pages.

**Sean McEwan** recently graduated from the University of Western Australia, with a dual major in History and Cultural Studies. He begins his Masters in Communication at the University of Illinois-Chicago later this year.

**Alex Griffin** is a sessional academic in the School of Culture and Communication at the University of Melbourne, studying the intersections of politics, poetics and digital culture. He has presented at the Emerging Writers’ Festival and National Young Writers’ Festival and has written for publications including Cordite Poetry Review, Overland, The Australian, The Sydney Morning Herald and The Lifted Brow.

**PANEL 9 SESSION 4/6**

**Gendered Cyberhate as Workplace Harassment and Economic Vandalism**

Thursday 6th July 11.30am – 1pm

New Law Lecture 101

Emma A. Jane, University of NSW
Amanda Elliot, University of Sydney
Kath Read, writer, feminist, and fat activist

Fifty years ago, workplace harassment was seen as the cost of doing business for working women. Just as spousal rape and domestic violence were trivialised as lovers’ tiffs, the harassment of women at work was dismissed as harmless flirtation: a normal part of everyday life and a scenario too personal and idiosyncratic for law. Since the second wave of the women’s movement, much headway has been made in terms of introducing new laws and policies, as well as shifting social attitudes. But – as feminist protestors outraged by President Donald Trump’s “grab her by the pussy” remark would no doubt attest – the fight against sexual harassment is far from over. Gendered harassment remains a problem in contemporary workplaces, not only in “traditional” forms such as women being leered at, propositioned, groped, and sexually pressured or coerced, but in new variations involving digital and communications technology. The latter are the focus of this panel. Speakers will detail some of the professional and economic harms suffered by women as a result of gendered cyberhate in forms such as hate speech, plausible threats, sexualised vitriol, privacy invasion, defamation, and stalking.

Among other issues, panel members will speak to the need for new supports and protections for the increasing number of women whose workplaces are partly or completely located in the cybersphere.

Panelist one (Emma A. Jane) will provide a broad overview of the problem. Panelist two (Amanda Elliot) will focus more specifically on the professional implications for those women workers targeted during GamerGate. Panelist three will speak not from an academic perspective but from the point of view of a gendered cyberhate target who has been subjected to an extraordinary volume of cyber hate and harassment, including concerted attempts by online mobs to have her sacked.
"I HAD TO FIGURE OUT OTHER WAYS TO MAKE MONEY OTHER THAN PUTTING MYSELF IN THE STOCKS EVERY WEEK": WOMEN WORKERS UNDER SIEGE ONLINE

Emma A. Jane

Drawing on new research involving interviews with 52 Australian women, this paper shows that the adverse impacts of cyberhate and harassment on women’s livelihoods include: lost income, productivity, and business; reputational harm; and, in extreme cases, the need to leave certain lines of work altogether. Subjects also experience difficulties maintaining a professional presence online, and engaging in business-related networking, and crowdsourcing. To make matters worse, women workers subjected to these types of gendered cyberhate have few to no means of obtaining support or redress. This is due to a combination of: (1) “precarious” work circumstances (as opposed to more “traditional” Fordist employment arrangements); (2) an often inescapable blurring of personal and professional contexts (because of changing employment models alongside advances in digital media); and (3) the fact that these new, electronic iterations of workplace abuse and harassment fall between the cracks of or are otherwise inadequately addressed by existing laws and policies.

Given that gendered cyberhate has been found to be particularly acute for women working in the media, it is shown to be notable that so many professional contexts – that is, not just formal media practice positions – now demand digital media engagement. Women may be required to manage an organisation’s social media accounts, engage online with customers and clients, and/or maintain a professional social media presence as part of their employment in non-media sectors of the labour force. These types of digital media practice are also critical for women engaged in various forms of private entrepreneurship and precarious labour. Thus research indicating high levels of abuse directed at women in “traditional” media practice must also be considered relevant to putatively “non-media” professions, where it may well be impacting workers with little or no institutional and/or union backing.

Amanda Elliot

The escalation of on-line harassment against women involved in the video game sector in 2014 came to be known as Gamergate. The phenomenon has prompted significant critical commentary and media coverage on the extent to which sexism and misogyny is rampant amongst gamers and endemic in the video game industry. This paper expands existing analysis by drawing attention to the way that Gamergate activists explicitly attempted to disrupt women’s economic activities and marginalise their engagement in the video game sector. Gamergate largely targeted women whose online profiles, public presence and engagement are a significant part of how they support themselves financially. Likewise, the primary targets of gamergate were all engaged in what can be understood as precarious work (work characterised by little security in employment and income and low levels of regulatory protection). The primary targets of Gamergate are not alone, public engagement with consumers, communities, and other networks is an increasing component of economic activity in the new economy as is the experience of precarity. The first part of this paper draws on Gamergate and the video game industry to explore the experience of precarious work and the requirement of publicised or marketed selves, arguing that they combine to expose women engaged in income generating activities to the intensification of sexualised threats and harassment on-line. The second part of this paper explores the continuities in women’s experience of employment between the old and new economy in western liberal democracies. Women’s economic activities in such societies have long been characterised by marginalising forms of socio-cultural regulation and limited institutional protection. While paid work itself is currently undergoing a significant transformation, here it is argued that, this has not meant an erosion in the gendered experience of paid work, rather phenomenon such as Gamergate are indicative of the experience many women are likely to face as they engage in income generating activities in the new economy. Moreover, it is argued that the strategies deployed by Gamergate are key to understanding the way in which the socio-cultural regulation of women’s engagement in paid work is being rearticulated and reinvigorated in the new economy.

Kath Read has been a writer and fat feminist activist for more than eight years. From her very first blog post, she has received harassment for daring to be an unapologetic fat woman visible in the world. Her name is easily searchable online and she also has a professional presence online that is reasonably easy to find. As such, hundreds of anonymous people over the past eight years have been quite open about their intention to try to ruin her life. A significant part of these assaults has been a steady attack on her primary work, as well as on other paid projects she has undertaken over the years. Of all the steps Read has had to take to mitigate the abuse and harassment she has received via the internet, the most embarrassing has always been having to approach her employers to make them aware that people, complete strangers, are attempting to sabotage her career. For instance, the call centre phone number for her employer was being published on an online “doxing” forum which led to someone signing her up for mailing lists and requests for contact for almost every gym, weight loss
Kath Read is a librarian by day, and at night dons rainbow tights and a sparkly leotard as a fat feminist activist from Brisbane, Australia. She is finding that the rainbow tights and sparkly leotard need to come out often during her day-to-day life, too. Kath has been writing online about fat and feminism for almost a decade, both on her own blog (named “Fat Heffalump” after the taunt of her childhood) and in the media. She has received more “fat, ugly, bitch” messages than she can count.

**PANEL 10 SESSION 4/7**

**Social Justice Opportunities for Digital Influencers and Algorithms: Economic, Social and Legal Consequences**

Thursday 6th July 11.30-1pm

New Law Lecture 104

Jonathon Hutchinson, University of Sydney

Crystal Abidin, Jönköping University & Curtin University

Emily van der Nagel, Swinburne University

James Meese, University of Technology Sydney

Digital influencers have firmly established themselves as a critical part of the broader digital marketing landscape, producing branded content and circulating it amongst their follower base on various social media platforms. From a marketing perspective, working with influencers allows brands and services to access target demographics in a relatively low cost fashion, and can result in increased engagement with those brands and services.

Simultaneously, automated media systems have been increasingly commonplace. From recommender systems, which are the norm on digital platforms such as Netflix or iTunes, through to automated chatbots across a number of internet spaces, the increase of artificial intelligence has become a significant player in the contemporary communication landscape. Digital influencers have always played a role in gaming these automation systems to ensure their content is reaching the ‘top of the pile’ in a media environment that is flooded with niche and specialised content. This is typically the modus operandi for many when it relates to the commercial media market, but how might the interaction between digital influencers and automated communication evolve to include social issues and critically relevant discourse for engaged and concerned citizens?

This panel brings together four early career researchers who are engaged in the digital influencer field to highlight how these practices play out from several global perspectives including Los Angeles, Singapore, Australia and the United Kingdom. It explores how influencers, followers, and clients qualify metrics, and
then how influencers attempt to game those same metrics/algorithms. The panel will examine the role of digital influencers, automation, pseudonymity, and Reddit, ultimately defining how influencers influence pseudonymously within expertise domains. It will also reflect on the opportunities that are available for influencers to engage in social justice issues and reflect on how this alignment might impact their broader commercial role. Finally, the panel will consider how the digital influencer fits within a broader political economy of social media.

Collectively, this panel will reframe the concept of digital influencers beyond the commercial media market alone, and provide a unique insight into how this contemporary everyday social media use can be leveraged to promote and champion social justice issues.

**VISIBILITY POLITICS: INFLUENCERS AND ALGORITHMIC INTERVENTIONS**

**Emily van der Nagel**

When a popular Redditor was exposed for manipulating the bulletin board’s algorithms, it damaged his reputation as the “excited biologist”. Algorithms make things visible, and Unidan exploited these algorithms through alternative accounts that downvoted people he was arguing with, and upvoting his own submissions to ensure his contributions were prominent. This paper will explore the ways that social media influencers use their understandings of algorithms to either become visible themselves, or to undermine the visibility of others.

Visibility is a reward on social media, argues Taina Bucher (2012), who claims that becoming visible on Facebook is a result of being selected by the algorithm. Work on influencers and microcelebrity like Alice Marwick’s (2016) points out that platforms have visible, comparable metrics of success, including followers, likes, and upvotes, that encourage actively seeking an audience. Crystal Abidin (2016) calls the work influencers do to be noticeable and prominent ‘visibility labour’, which can involve engaging with platforms in either sanctioned or deceitful ways. While algorithms are not well understood, as they are not open to outside scrutiny (Willson 2017), people on social media still adapt their platform engagement based on how they believe algorithms work (Beer 2009; Rader & Gray 2015).

This paper turns from Unidan’s algorithm manipulations to a part of Reddit devoted to making fun of so-called “social justice warriors” without giving them the kind of web traffic that translates into profit. A rule on the Tumblr in Action subreddit warns people to post only screenshots or archives of feminist sites “to avoid giving these clickbait shitholes traffic and ad revenue”. If, as Tarleton Gillespie (2013) argues, algorithms are “a key logic governing the flows of information on which we depend”, this paper argues that visibility is a crucial part of social media influencer practices, and algorithm interventions can tell us more about how these automated processes are understood and engaged with.

**DEVELOPING CRITICAL ANALYTICS FOR AUTOMATED INFLUENCERS**

**Jonathon Hutchinson**

The use of vanity metrics are widespread amongst the everyday activities of social media influencers, where likes and follows, for example, can determine the extent to which a user’s published post is viewed. In the commercial context of influencers, vanity metrics ultimately determine the level of exposure, aligning with the multiple social media platform exposure algorithms like the News Feed on Facebook, correlating with the remuneration influencers gain from their branded self. Influencers are aware of these ‘gamified’ designed experiences and design their content accordingly. From a well designed and executed flat lay of an influencer’s products on Instagram, to the most recent listing of clothing posted for sale on a Depop page, an influencer is, for the most part, entirely reliant upon their vanity metrics to drive visibility, exposure and influence. These gamified social media influence factors contribute to the varying levels of media power described by Street (2011) as access, resource, discursive and network power, which enable users to sway ideologies within network communication spaces.

The influence mechanisms in place within the commercial influencer environment are highly innovative and for the most part are incredibly effective in how they design and gamify the vanity metrics measurement system. However, the increase of automation within these publication spaces, brings the significance of vanity metrics into question. How important are likes and follows if genuine users are being dwarfed by bots? How are developers and coders using algorithms to game and modify influence exposure? Are we witnessing the demise of human influencers who are replaced by ‘vanity metric bots’? And indeed, what are the implications for social media users when they engage in the same networked communication environments as bots? While these questions may be a trivial moment within commercial marketing and public relations industries, the creative industries and the non-commercial environments face crucial challenges when automation becomes the norm for public issues and social justice projects.
This paper explores the principles of social media influencer and vanity metrics, and highlights the challenges as automation media through bots and algorithms become increasingly commonplace. It then develops a new metric framework which shifts user visibility and engagement from vanity metrics, and towards critical analytics. In this context, critical analytics draws from the urban informatics field to highlight key measures crucial to society. With a developing approach towards social media use and measurement that engages important societal issues, this paper finally applies a critical analytics framework on cultural institutions, social justice issues, and critical public issues.

DIGITAL INFLUENCERS AND THE POLITICAL ECONOMY OF SOCIAL MEDIA
James Meese

This paper will explore the regulatory frameworks that are emerging in response to influencer practices and go onto discuss how they are situated within broader economies of social media. It will begin by discussing cases involving Warner Bros. Home Entertainment, Inc. and the much-maligned Fyre Festival and situate them in relation to recent regulatory shifts in the United States and Australia that focus on greater clarification around how sponsorship operates on social media platforms. It will go on to explore the broader state of the social media economy and make a case for moving away from Marxist approaches (see Fuchs, 2015), which have dominated initial work around the political economy of social media. Drawing on recent work from Siva Vaidhyanathan (forthcoming), Rowan Wilken (forthcoming) and Stuart Cunningham, Terry Flew and Adam Swift (2015), this paper suggests that there is more work to be done around theorising the structural economics of social media platforms as well as the range of actors that operate in this space from investors and incubators to influencers and nation states. This requires moving beyond theories that explore playbour and the overarching control of social platforms to approaches that address how economies are actually enacted and operate on social media platforms.

I will suggest that the influencer stands as an interesting site of analysis that troubles existing Marxist accounts that aim to articulate a political economy that links platforms, advertisers and algorithms. While these accounts are valuable for their overarching political analyses, which capture many of the macro-level developments around social media they often simplify relatively complex developments within the market itself. The online advertising markets on social media are incredibly complicated and the most recognised practice relies on complex algorithms that often produce awkward results (see Fuchs, 2015; Lobato 2017).

However, alternate marketing sites that sit alongside these algorithmic modes of production, such as branding opportunities organised through influencers or the social media platform themselves, have been subject to much less attention in the context of political economy analyses. Addressing these phenomena would produce a more complex account of the advertising ecology on social media but also suggests a potentially more active role for “the human” in algorithmic contexts. This does not discount the rise of algorithms but points to the ongoing role that human actors play in the ongoing commodification and commercialisation of social media.

PANEL 11 SESSION 5/7
Mediating the Body: Questioning New Health Technologies in Practice
Thursday 6th July 2–3.30pm
New Law Lecture 104
Suneel Jethani, The University of Melbourne
Katie Ellis, Curtin University
Luke Heemsbergen, The University of Melbourne
Robbie Fordyce, The University of Melbourne
Jasmine Coles-Black, Austin Health, The University of Melbourne

The question of media has often focused on an idea that media is a container for human life, understood as a metaphor for the social content of media technologies. This panel, however, will be treating that question of media in a more literal sensibility. The papers presented here report on research into how new questions about the body and modes of understanding it appear alongside changes in how networked, sensor-driven, and object-based communications mediate health. The technification of health in this way, we argue, emerges from a new economic context.

This context is defined by an increase in so-called disruptive innovation and the enthusiastic uptake and experimentation with sharing economy-based forms of production across the healthcare sector. Taken together both these currents suggest that cultures of personal data extraction and materialisation, along with reduced and uncertain regulatory environment, have created unique complexities for mediating and measuring the body. These ways of managing health need to be aligned against incumbent and emerging corporate imperatives that instrumentalise personal data outside of the body, the community, and the public. Equally, new health media technology is capable of providing heretofore unprecedented perspectives on the body and its care,
displaying deep data about selfhood, subjectivity, and the potentiality of human bodies.

These papers individually investigate how current evolutions of media technologies are increasingly implicated in practices of healthcare, from individual self-management to the tensions between healthcare professionals and patients, and the societal questions towards privacy, algorithmic governance, and regulatory contexts. Collectively they signal theoretical and methodological challenges incumbent on medical practitioners and media critics, who are crafting new intersections of mediated health practice.

**ELECTRODERMAL ACTIVITY MONITORING AND THE DIMENSIONAL TRANSFORMATION OF BODIES**

*Suneel Jethani*

The introduction of wearable sensor technologies into consumer markets has been met with enthusiasm across the domains of healthcare. The use of wearable devices that can be used to monitor and track virtually any aspect of human health and behaviour, for some, brings with it a transition away from laboratory and evidence based medicine to a mode of clinical knowledge production, seemingly, oriented more towards individuals. In this paper, I examine this transition with specific reference to the dimensional transformation of the sick-body. I argue that as technically mediated patient participation in medicine becomes increasingly commonplace a number of potential iatrogenic effects accompany the beneficial outcomes related to remote patient monitoring, enhanced clinical decision-making, and ultimately a lowering of the cost burden on the healthcare system. I attempt to show that an acute health event, such as a seizure, when mediated by digital sensors disorients the body relative to dimensional axes of space-time, internal-external, self-other, and individual-population. I do this by way of a media centric study of the “embrace watch” a wrist borne epilepsy monitor which is designed to detect seizure events, alert, and notify caregivers, and produce data for clinical trials and research into other applications for electrodermal activity monitoring.

**DISABILITY DIVERSITY IN THE TOYBOX: TRANSITORY AND CONCRETE VALUES**

*Katie Ellis*

The popular culture of disability toys began as a history of medical culture. While toys, dolls and teddy bears have been used in medical settings to illustrate surgical procedures, gradually, throughout the twentieth century, specific disability toys began emerging in mass culture. Some such as Hal’s Pals and Down Syndrome Dolls were created specifically for children with disabilities, others – notably the J. Jay Armes and Mike Power Atomic Man action figures and Share a Smile Becky (wheelchair Barbie) – were intended for the wider market. As we move into the second decade of the 21st century, consumers are demanding disability toys (see #toylikeme).

As Nachbar and Lause argue, popular culture is made up of two distinct values – the transitory and the concrete. Transitory values can be directly tied to a particular era, while concrete values are more permanent and transcend the time period in which they were made. For example Share a Smile Becky reflects the transitory moment of the introduction of disability legislation in several Western nations throughout the 1990s while also communicating more concrete values about feminine beauty. Similarly, disabled action figures such as GI Joe’s Mike Power Atomic Man and Ideal Toy’s Jay J. Armes communicate concrete values that associate masculinity with strength and resourcefulness while delving into transitory values regarding injured veterans seeking a place within mainstream society. This paper traces the social, cultural and medical history of disability toys to explore what they communicate regarding social values regarding disability, from ableist representations to social inclusion.

**3D PRINTING IN BIOMEDICAL SETTINGS: INNOVATIONS IN HEALTHCARE/MEDIA ECOCLOGIES**

*Luke Heemsbergen, Robbie Fordyce and Jasamine Coles-Black*

This paper reports on the early phases of a research project that is investigating the use of 3D printing technology in clinical-biological practice as a new form of mediating the body and pathology. As has previously been recognised, 3D printing as a technology reflects a great deal of speculative investment about its potential as a panacea for all manner of worldly ills. Such utopian visions span from the rapid construction of houses, to precision individualisation of quotidian consumer lifestyles, to more general upendings of labour and supply-chain practices, to the creation of both organic and prosthetic body parts. This paper’s departure point considers the avenues in which 3D printed precision medicine may become quotidian in clinical practice from a transdisciplinary perspective that draws heavily from media and communications studies. It investigates clinical communications practices utilising 3D printing via both descriptive and normative approaches to the sociotechnological contexts in which and from which innovations in medical communications practice can be sustained.
The paper considers two seemingly paradigmatic cases from Melbourne to explore 3D printing innovations in healthcare/media ecologies. The first introduces patients and surgeons to individually modelled and printed pathology as communication devices, the second explores the disruption of training aid economies via hyper-realistic 3D printed biology. The paper uses the first case to describes how 3D printed models fit as a sociotechnological communication practice as a part of a patient education protocols to help patients understand the extent of the impact of the surgery, potentially to develop a rapport and trust with their attending surgeon, and present surgeons with pre-operation planning facility. The second case is used to address normative, legal and social considerations in enabling new forms of (3d print enabled) teaching and pedagogy that disrupts current economies in the medical training industry. The paper thus considers not the technology of 3D printing in the medical field, but the contextual communications dilemmas that these new forms of mediating the body in professional, clinical and teaching practice.

Suneel Jethani, School of Culture and Communication, The University of Melbourne

Luke Heemsbergen, The School of Social and Political Sciences, The University of Melbourne

Robbie Fordyce, The School of Culture and Communication, The University of Melbourne

Jasamine Coles-Black, Austin Health, The University of Melbourne

PANEL 12 SESSION 6/6

Anti-Racisms Online:
Possibilities and Pitfalls

Friday 7th July 11.30am–1pm
New Law Lecture 101

Chair: Tanja Dreher, University of Wollongong
Omar Bensaidi, Western Sydney University
Alana Lentin, Western Sydney University
Akane Kanai, University of Newcastle
Ariadna Matamoros Fernández, Queensland University of Technology

The election of Donald Trump in the US and the Brexit vote in the UK, the resurgence of One Nation in Australia and far right nationalist movements across Europe and elsewhere have all prompted renewed concerns at the prevalence and persistence of mediated racialised discourse. As well as recurring racist incidents, controversies and ‘debates’, many organisations and activists see online tools and social media as essential to contemporary anti-racism work. This panel explores the potential, the tensions and the challenges for anti-racism campaigns and conversations. Ideas of race, racism and anti-racism are always highly mediated (Lentin and Titley 2011), and media are crucial sites for the circulation and transformation of racist and anti-racist discourses. The panel explores diverse examples including social media activism around the #BLM hashtag, mobile phone apps, intersectionality in the feminist blogosphere and the booing of Adam Goodes. Close analysis of these vital interventions reveals possibilities including transnational connections, mobilization and reporting – and also pitfalls such as reliance on formal systems of governance, intersectional aims that are left by the wayside, and invisibility.

BLACK LIVES MATTER AND ANTI-RACISM IN AUSTRALIA: A TRANSNATIONAL CONVERSATION ON RACISM

Omar Bensaidi

The intersections between the online and offline spheres has created a unique form of activism, and are engaging people across the world in transnational conversations on racism. In this paper, I examine the role of social media in actively creating antiracist conversations and activism through a study of the Twitter hashtag #BLM and BLM protests that were organised in Sydney and Melbourne in June 2016. Through an examination of the power of hashtags to collect and collate mass amounts of information, I look more broadly at the capacity for a hashtag to mobilise individuals towards political change. And more specifically, how the hashtag #BLM had transformed into a tangible, anti-racist organisation and movement, which has been appropriated, and at times misappropriated, into the Australian environment? To answer such questions, I turn to Stuart Hall’s notion of a ‘key term’, to investigate what the BLM hashtag has come to represent since its inception almost four years ago, and interrogate how this representation shifts within the context of the Australian Anti-racist scene. Drawing on the data collection and analysis, I look at the creative and unique forms the #BLM has manifested itself through and the shifting forms by which the hashtag has become an entry point to garner attention towards the struggles for Indigenous Rights in the Australian context. This study draws on analysis of Twitter and Facebook data using the data analytical tools Gephi and TAGS, public Facebook event pages used to publicise and coordinate Indigenous rallies and events, and news media articles which reported on the BLM protests that were organised in June last year in Sydney and Melbourne.
MOBILE PHONE APPS FOR ANTI-RACISM AND THE POLITICS OF RACE, SPACE AND THE STATE
Justine Humphry and Alana Lentin
The live streaming and eyewitness video recordings of police shootings of Black Americans—most notably of Philando Castile and Alton Sterling last year—were made possible by mobile phones. And the cross-platform social media capabilities were central to the widespread response and condemnation of institutionalised police brutality. How is the mobile phone being used to combat racism, and what does its use rupture, or continue in terms of antiracism strategies? What are the dangers of these for re-inscribing race and racism? In this paper co-researchers Alana Lentin and Justine Humphry respond to these questions referring to research carried out on five anti-racism apps (in the UK, France and Australia) and analysis of other online and emergent mobile reporting tools. We discuss differences in the meaning and purpose of reporting in these mobile apps and how these impact on who is targeted by the apps. We discuss the problematics of apps that seek to represent ‘racism’ in order to combat it, referring to Hook’s (2008) formulation of the double trauma of embodied absence and disembodied presence. What does it mean to think about responding to a racist incident using a phone that we increasingly experience as an extension of ourselves when you are racialised? Finally, we highlight how reliance on formal systems of governance for taking action against racial discrimination has implications for the credibility and effectiveness of reporting apps. Indeed, with the state sanctioning of racism and racialised police securitisation, new mobile apps are emerging that seek to circumvent and protect against state initiated acts of racialised violence.

ON INTERSECTIOnal DIGITAL FEMINISMS, AND THE LIMITS AND POSSIBILITIES FOR ANTI-RACIST PRACTICE
Akane Kanai
This paper reflects preliminary explorations in a pilot project on contemporary Australian feminist knowledges that circulate online. Recently, it has been noted that there has been a resurgence in interest in feminism, predominantly led by young women in digital spaces (Horack, 2014; Keller, Mendes & Ringrose, 2016; Rentschler, 2014). Indeed, feminism ‘has become, sort of incredibly, popular’, as observed in a recent CFP for Feminist Media Studies. In the rise of popular feminism, the notion of intersectionality has become prominent as a means of both acknowledging race as an element of gendered identity, as well as contributing to anti-racism efforts (Jonsson, 2014; Phipps, et al, 2017). According to the narratives through which it discursively and affectively emerges in these primarily North American and Western European digital spaces, intersectionality, I suggest, is treated as an aim that is sometimes left by the wayside, but remains desirable and viable as a goal to be achieved. This normative status is understood as particularly important in attempts to resist the rise of xenophobia in the contemporary Western political climate. Indeed, intersectional feminism is often counterposed to ‘white feminism’ as toxic, racist practice (Gorrie, 2016). Being mindful of Jasbir Puar’s (2006) critique of the fixed, identitarian, and additive politics of intersectionality, in this paper, I explore how Australian feminist bloggers and writers understand the concept of intersectionality, and put it into practice. What does intersectionality signify and what ends does it achieve? In doing so, I aim to start thinking through the possibilities of intersectionality and going beyond it, as a means of anti-racist practice in the Australian context.

PLATFORMED RACISM AND COUNTERPUBLICS: TECHNICAL AND ETHICAL CHALLENGES TO STUDYING ANTI-RACISM ON SOCIAL MEDIA
Ariadna Matamoros Fernández
The cultural dynamics of racism online are complex, not only because racism articulates differently in each nation but also because public communication takes place in multiple online spaces with its own logics and rules. In this paper I examine the technical and ethical challenges of studying counterpublics that confront racism across platforms in Australia. How can we investigate pro-social voices online when platform dynamics tend to make visible antagonistic views (Burns & Matamoros-Fernández, 2016), right-wing arguments (Albright, 2016) and normative views (Duguay, 2016)? I draw on the concept of ‘platformed racism’ to understand racism online as the entanglement between users’ practices and platforms’ design, technological affordances and policies (Matamoros-Fernández, 2017). I am interested in further pushing the concept and exploring how ‘platformed anti-racism’ articulates with regard to an Australian race-based controversy: the booing of the Indigenous AFL star Adam Goodes, as it was mediated by Twitter, Facebook and YouTube. While social media is embedded in the everyday practices of Indigenous Australians (Carlson, 2013), their voices were not the most visible in the data I gathered around the Goodes controversy using the Tracking Infrastructure for Social Media Analysis (Bruns, Burgess & Banks et al., 2016). A preliminary exploration of this data suggests that while Indigenous writers, academics and activists such as Celeste Liddle, Anita Heiss and the rotating account @IndigenousX were active in discussing this controversy on Twitter, their arguments were not necessarily the most visible in the dataset. On Facebook, the Indigenous discourse is more personal, with individual users commenting on public
statements made by Indigenous public figures on the issue, such as the boxer Anthony Mundine. On YouTube, the controversy was discussed around the opinions of non-Indigenous media personalities (for example, videos featuring TV presenters Sam Newman and Waleed Aly). The Indigenous comedian Bjorn Stewart posted a video on YouTube about Goodes (Cope ST, 2016). However, these anti-racist media were not visible in my dataset. These examples open up questions about the challenges of identifying relevant voices to understand how race relations are articulated online in Australia, and how the medium specificity of platforms facilitates or constrains the visibility of these viewpoints.

References

Omar Bensaidi is an arts and law student at Western Sydney University. He has published articles on race and racism in The Guardian and New Matilda. He was the successful recipient of a summer student scholarship to study the #BLM movement and social media.

Dr Justine Humphry is a University of Sydney researcher of online and mobile media focusing on digital inequalities, racisms/antiracisms, and work and everyday life. Justine was the chief investigator of research on homelessness and mobile connectivity for the Australian Communications Consumer Action Network (ACCAN) from 2013-14 and for the Young and Well Cooperative Research Centre from 2015-16. Her publications appear in the Routledge Companion to Mobile Media, the Journal of Information, Communication & Society, M/C Journal, Journal of Media, Culture and Society and the Australian Journal of Telecommunications and the Digital Economy.

Alana Lentin is Associate Professor in Cultural and Social Analysis at Western Sydney University. She works on the critical theorization of race, racism and antiracism. She is co-editor of the Rowman and Littlefield International book series, Challenging Migration Studies. Her latest books are Racism and Sociology (with Wulf D. Hund 2014) and The Crises of Multiculturalism: Racism in a Neoliberal Age (with Gavan Titley, 2011).

Dr Akane Kanai is a lecturer and early career scholar in the School of Humanities and Social Sciences at the University of Newcastle, Australia. Crossing cultural studies with sociological theory, her research interests span gender, race, and affect in digital spaces and in popular culture. Her PhD research on youthful femininities and digital intimate publics can be found in Social Media and Society, the Journal of Gender Studies, and Feminist Media Studies.

Ariadna Matamoros Fernández is a PhD candidate in the Digital Media Research Centre at the Queensland University of Technology. She holds an MA from the Digital Methods Initiative, University of Amsterdam, and a BA in Journalism from the Autonomous University of Barcelona. Her research explores the entanglement between technology and users’ practices in the cultural dynamics of racism online.

PANEL 13 SESSION 6/7
Academic Book Reviewing: The State of Play
Friday 7th July 11.30am–1pm
New Law Lecture 104

Donald Matheson, University of Canterbury
Susan Murray, University of Sydney Press
Kyle Moore, The University of Sydney
Karina Aveyard, The University of Sydney

This panel will focus on the function and value of academic book reviews in contemporary academia and
publishing. Reviews traditionally fulfil a wide range of purposes that extend beyond simply helping (hopefully) to sell books. They have been important to the profile and credibility of academic journals, helped academics with grant and promotion applications and enabled postgraduates and ECRs to build their profiles. However, the shift to digital publishing and the proliferation of online platforms that rapidly disseminate news, information and marketing, is undoubtedly changing the landscape for the production and readership of book reviews. Bringing together perspectives from the publishing industry, academics, and postgraduate students, this roundtable discussion will examine how reviewing practices are adapting to the digital age and where the challenges and opportunities for the future lie.

**Donald Matheson, University of Canterbury**

It’s hard to pin down what book reviews in academic journals are for (peer review, personal commentary, disseminating scholarship). Perhaps a better question is: what can journals do best as some of those tasks are done better via social media? This presentation will draw on industry data and my own experience as a reviews editor to propose we academic reviewing moves away from informational forms of reviewing towards more network logics, including experimenting with multiple reviewers of a book (and author reply), ‘what I’m reading’ posts on journal social media accounts and providing bibliographic or even bibliometric services.

**Susan Murray, University of Sydney Press**

This presentation will discuss the continued significance of book reviewing from the perspective of academic publishing and the role reviews play in marketing, promotion and engaging readers.

**Kyle Moore, The University of Sydney**

Kyle will share his experiences of book reviewing as a postgraduate student. Having reviewed both monographs and edited collections he will discuss differences in reviewing these book genres, engaging in close reading of these outputs, and their role in helping him survey the field for my doctoral research.

**Karina Aveyard, The University of Sydney**

This presentation will consider the curatorial role of book review sections of academic journals. How do journals decide what books they review, and from what fields of scholarship? What is the function of book reviews in modern academic journals?

**Donald Matheson** is associate professor in media and communication at the University of Canterbury, New Zealand. He is currently working in two areas: corpus-assisted discourse analysis of social media and the ethics of journalism in social media. Donald is the author of two books, *Media Discourses: Analysing Media Texts and Digital War Reporting*, and joint editor of *Ethical Space: The International Journal of Communication Ethics*.

**Susan Murray** manages Sydney University Press (SUP) and other publishing projects for the University of Sydney Library. Susan led the re-establishment of SUP in 2005, and has developed the scholarly publishing program and the Darlington Press imprint for popular works based on research. Susan has worked at the confluence of IT, media and information management for over 20 years, having worked for the Sydney Morning Herald, the State Library of NSW, and as a freelance web developer.

**Kyle Moore** is a PhD candidate at the University of Sydney in the department of Media and Communications. His doctoral research explores how location-based gaming practices are situated within our understanding of sociocultural and material circumstances. Kyle has previously published research on mobile, portable, and location-based games in journals such as *M/C Journal and Games & Culture*. Kyle currently serves as the postgraduate student representative for the Australian and New Zealand Communication Association.

**Karina Aveyard** is a University of Sydney Postdoctoral Research Fellow in the Department of Media and Communications. Her publications include *The Lure of the Big Screen: Cinema in Rural Australia and the United Kingdom* (2015), and the edited collections *Watching Films* (2013) and *New Patterns in Global Television Formats* (2016). She is the current Book Reviews Editor for the journal *Media International Australia* (published by Sage).

**PANEL 14 SESSION 6/8**

**Putting Medium at the Centre: Reports from the World of Media Ecology**

Friday 7th July 11.30am–1pm

New Law Lecture 106

Travis Holland, Charles Sturt University.
Adam Muir, independent scholar
David Paterno, Royal Melbourne Institute of Technology

The academic meta-discipline known as Media Ecology (M.E.) is typically seen as a North American tradition owing largely to the origins of the scholars who instantiated and influenced this approach. The Media Ecology Association, however, has recently held two of its annual conventions abroad (in Mexico and Italy). The time is right to survey what might be happening...
elsewhere across our urbed orb and within the larger medium studies milieu. This panel takes a snapshot of media ecology in the southern hemisphere with particular attention to its position within Australia and New Zealand. Participants will present original reports addressing the state of media ecology, its strengths and weaknesses, and its potential to shift the grounds of conventional 'media studies' away from issues of content to sustained considerations of medium. This panel will be interactive and is designed to have audience members participate in the discussion of the topic at hand.

FIELDING (UN)STABLE OBJECT RELATIONS: ACTOR-NETWORK THEORY OR MEDIA ECOLOGY?
Travis Holland -
This paper is an examination of the contingencies, similarities, and divergences between actor-network theory (ANT) and media ecology (ME), through a case study of the ontology of media objects. Both ANT and ME propose that individual objects exist within a complex network of associations with other objects – what might be called environments. Within that network, actions taken by individuals (actants) have impacts on others. These are the clear similarities, but they diverge in the relative weight given to nonhuman objects and the nature of the shared environment. The case study takes in several instances of media objects that relate to or represent a local government area in Australia with a view to clarifying the extent to which each medium theory supports the existence of those objects.

MORE THAN A METAPHOR: INTRODUCING THE SOFTWARE-DEFINED-MEDIA ECOSYSTEM
Adam Muir
This paper introduces “software-defined media” as an extended class of digital media, updating the notion of the “media ecosystem” typically found in North American Media Ecology. Contemporary media ecosystems are dominated by computational media. The majority of a computer’s functions—as far as people are concerned—come from the layers of software that constitute the internetwork of devices: the software-defined-media ecosystem. As more and more contemporary media are “remediated” by computational media we should question the assumption that the media ecosystem is merely a metaphor; it is not a metaphor, the interactions of software influences an increasing amount of our social lives and media studies urgently needs to come to terms with the subtle yet significant shift to software-defined media.

THE MEDIUM ORDER: COMMUNICATIVE PROCESS AND PRODUCT
David Paterno
In this paper, the author outlines the conceptual and practical boundaries of one of the integral, co-produced orders of communication. This order, the medium order, is the organised output and organising force responsible for the translation of technologies of communication into media of communication. As the paper outlines in some detail, the issue of medium is a general feature of communication and is relevant to all areas and sub-specialties in the field including interpersonal, organisational, and intercultural communication. The paper advances the utility of the medium order as an analytic tool through the review of an ethnographic investigation of one community’s behavioural performances in and around the medium order. The paper concludes with a suggested programme of future empirical studies potentially useful in plumbing the depths of the medium order as a general explanatory touchstone and feature of human communicative behaviour.

Travis Holland is Lecturer of Communication and Digital Media at Charles Sturt University.

Adam Muir is an independent scholar and educator interested in the intersections of media ecology, software studies and computer history.

David Paterno is a Research Fellow and Lecturer in the School of Property, Construction and Project Management at RMIT, Melbourne.
ABSTRACTS OF PAPERS
(in alphabetical order by first author)

GAY AND FAMOUS ON YOUTUBE: AUSTRALIAN INFLUENCERS, DISCURSIVE ACTIVISM, AND QUEER NETWORKS OF MICROCELEBRITY
Crystal Abidin, Postdoctoral fellow, National University of Singapore; Affiliate Researcher, Media Management and Transformation Centre, Jönköping University, Sweden
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Since they first debut in the early-2000s, Influencers have progressed from hobbyist home-based webcaming and desktop publishing to extremely lucrative full-time careers. So viable and attractive is their craft that the industry has grown rapidly, with followers intensifying in brand loyalty to their favourites, wannabe Influencers attempting to mimic after successful exemplars, and businesses clamouring to tap into the following of these notable icons. Influencers are now capitalizing on their high visibility in digital spaces to propel themselves into other mainstream media industries including television, cinema, music, publishing, and fashion. Many Influencers are also engaging in social justice ecologies, using their lifestyle narratives and platforms to personalize and promote causes pertaining to politics and LGBT advocacy. These queer Influencers are important nodes in LGBT networks on the internet, especially as they have become ambassadors for various queer-related community and corporate services, amplify crucial health and wellbeing messages as informal sexuality educators, and continue to foster a sense of community and loyalty among their young followers. While Influencers are now established across social media platforms and old/new media, under the historical legacy of the It Gets Better network of videos that first debut on YouTube in 2010, queer Influencers on YouTube operate with distinct cultural repertoires and community vernacular. In instituting and enacting the narrative tropes of queer confessions on YouTube - such as coming out, struggling with depression or self-harm, the processes of transitioning, confirming a relationship, or announcing a breakup - queer Influencers on YouTube tend to adopt the stance of responsibility, care, and advocacy when addressing young followers, especially those they imagine to be closeted, struggling, or looking for guidance. In this paper, I draw on digital ethnography to produce a content analysis of three gay-identifying Australian YouTubers, focused on how they use their status as Influencers to promote discursive queer support, and how they constitute and utilize queer networks of microcelebrity in their activism and for their careers.

Keywords: cultural studies, influencers, microcelebrity, youtube, social media, queer

HEADLESS PORTRAITS: ONLINE SPACES OF ACTIVISM AND TERROR IN THE MEXICAN CARTEL WARS
César Albarran Torres, Swinburne University of Technology, Australia
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This paper seeks to investigate the ways in which the underground yet widespread dissemination of shocking crime-scene images through blogs and social media such as Twitter, has changed the notion of the violated body during the ongoing conflict between drug cartels and the Mexican government, and between various cartels (the conflict has claimed over 100,000 lives in the past ten years). Blogs such as El Blog del Narco (http://www.blogdelnarco.com/) and Puro Narco (http://puronarco.com/) publish explicit material (photographs and videos) that portrays mutilated, decapitated and traumatized bodies, images that would not have gone through the gate-keeping mechanisms of traditional printed and/or online media. This material is often produced by the cartels, who film and photograph executions. The photographs of a 2011 massacre in Acapulco are an exemplar of this. El Universal, one of Mexico’s largest-selling newspapers, published photographs in which the bodies are barely visible and military personnel are the main subjects (http://www.eluniversal.com.mx/notas/735853.html), while Puro Narco published explicit imagery taken from Ágora Guerrero, a local independent news source, which shows the bodies and one of the heads in detail (http://goo.gl/9wXhp).

Ultimately, this paper strives to answer a fundamental question: Does the dissemination of these videos and photographs objectify ‘the Other’ or does it serve as a way in which citizen journalism presents a ‘truer’ face of reality that humanizes statistics? The paper is informed by previous books and essays on imagery of human suffering, from studies of classical paintings with Biblical or classic Greco Roman themes (artistic renderings of the beheading of John The Baptist or Goya’s Saturn Devouring His Son, for example), to more recent discussions on the portrayal of real life violence in internal and international warfare scenarios (we can name, for instance, Sergio González Rodríguez’s El hombre sin cabeza and Susan Sontag’s Regarding the Pain of Others). Additionally, this project presents a review of
the historical trajectory of war photography and videos, focusing on images of the Vietnam War, the Gulf War, the Rwandan genocide and recent conflicts in Latin America and the Middle East, such as the rise of the Islamic State or ISIS.

Keywords: journalism, war coverage, activism, terror, narco wars

‘RECOGNITION OF COMPETITION’ VS THE WILL TO APP: RETHINKING DIGITAL ENGAGEMENT IN AUSTRALIAN YOUTH SEXUAL HEALTH PROMOTION POLICY AND PRACTICE.
Kath Albury, Swinburne University of Technology, Australia
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Recent Australian research has found that young people (broadly defined as 15-30 year olds) express a strong preference for seeking out digital sexual health information that is produced by authoritative sources (ie.gov websites), but are more likely to share material that is funny and/or features intimate first-person narratives. This produces a tension for sexual health messaging that aims to flag credibility, but also ‘spreadability’ - and perhaps even ‘relatability’ (Jenkins et al 2013). This tension is not exclusive to health communication, but has much in common with the challenges facing digital news publishers who have struggled in recent years to tread a line between authoritativeness and clickbait. This paper reflects on both participant observation of Australian sexual health promotion policy and practice (Foley and Valenzuela 2005), and the findings of qualitative interviews and workshops with over 100 key stakeholders to consider the challenges and opportunities facing Australian sexual health organisations seeking to work with young people in digital spaces. It suggests strategies that may assist policy-makers and funding bodies in moving away from ‘the Will To App’ (or the tendency towards the creation of inflexible or didactic digital ‘walled gardens’) by building on models offered by successful digital communicators such as Vice and Upworthy.

Keywords: digital media, sexual health promotion, young people, health communication

TRUST AND THE CEO
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Trust is recognised a foundation stone of societal stability. If we cannot trust family, friends, doctors, nurses, or colleagues then who can we trust? Politicians? Scientists? Bureaucrats? The media? CEO’s?

The 2017 Edelman Trust Barometer reported a “huge divide between the modest trust in institutions of business and government and a pitifully low level of confidence in their leaders. The credibility of CEOs fell by 12 points this year to 37 per cent globally; in Japan, it is 18 per cent.” This was a 12 percent drop over 2016 and an all-time low since the survey began in 2001. CEO credibility was also reported to have dropped across all markets reflecting a global crisis of leadership. Also the Barometer stated that CEOs needed to engage in talking “with” and not “at” people, with a need to be more experienced in dialogue and to join in their company’s social media presence. International business media commentary on the release of the Edelman results highlighted the loss of trust in leadership and CEOs. Humphery-Jenner, Banerjee and Nanda (2017) research into class actions by investors found that overconfident CEOs were the primary cause as they overestimated their own abilities and underestimated the performance of their companies. It is argued that these outcomes are also the result of a lack of trust.

What can be done about this dire situation in the business environment?

PhD research over the past six years highlights that core CEO attributes that are sought by investors, analysts and the business media are transparency, honesty, and trustworthiness. The outcomes of this research are that CEO’s need to be aware of how their communication attributes are received by external stakeholders because they play an important part in the management of external stakeholder perceptions.

Scott’s (2007) discussion of the Relationship Index developed by Hon and Grunig (1999) affirmed that trust consisted of integrity, dependability and competence. The Index is primarily used to map the universe of external stakeholders that an organisation has to deal with (the media, customers, suppliers, governments, industry peers, investors and analysts). The basis of this research project is the communication dimensions for a CEO-key external stakeholder relationship, which can be measured and which can be used by a CEO to better understand their need to be an effective communicator when dealing with those external stakeholders.
Based on this evidence it is imperative that CEOs understand how external stakeholders such as the business media receive and understand their meaning if they wish to win their confidence and ensure at least positive media reportage and also to build a trust relationship with investors and analysts. CEOs need to encourage investors to hold or buy stock based on their favourable perception of the communication behavioural attributes and reputation of the CEO and their organisation. The CEO has a pivotal role in telling the organisation’s story to key external stakeholders and the CEO needs to be aware of what competencies and attributes will enable them to meet the expectations of those stakeholders. The linkage between a CEO’s reputation and communication is also an important variable.

This paper proposes a matrix of core communication attributes that CEOs and their boards need to take into account to ensure a trusting relationship is created between the organisation and key external stakeholders.

References:

Keywords: Trust, CEO, organisational communication

FROM PRAXIS TO PRAGMATISM: JUNIOR SCHOLARS AND POLICY IMPACT
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Drawing on Buckingham’s (2013) observation that academic research either has to become public knowledge or its originators must have a high visibility in the public realm before their research can find inclusion into policy-making processes, this article offers a variety of examples of how academics have managed to bridge the gap between media and communication policy scholarship and policy-making. Contrary to the long standing belief that policy impact is extremely difficult and rare to achieve, we argue that junior scholars have more opportunities than ever to have their work become part of the policy-making process through new forms of collaboration, coalition building and changing perceptions of what is public knowledge.

Keywords: Trust, CEO, organisational communication

HAVING A VOICE AND BEING HEARD: COMMUNICATION THROUGH PHOTOGRAPHY FOR CHILDREN
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Photography can be a powerful tool for self-expression. For those that are less empowered in our community, such as children, photography can provide a voice through images. It is a form of creativity that can provide a new way of seeing. This paper examines the potential of photovoice as a meaningful way of developing critical thinking and communication approaches. Photovoice is a method of participatory action research that is innovative in the ways it enables participant to identity and represent their surroundings. Photovoice has been used in anthropology, public health and education. Linked with feminist theory photovoice is associated with empowerment and valuing subjective experience. For this paper we draw upon the outcomes of photography workshops held with children whose families are the recipients of welfare support, and have agreed to participate in the Hand Up: Disrupting the communication of intergenerational poverty Linkage project. We examine the processes of photovoice, in which every child’s perspective is valued. We explore both intrinsic and external motivation in producing images. The children are active participants empowered through capturing images through professional cameras, selecting and editing their work and importantly talking about their photographs, which encourage engagement in critical consciousness. There was also a focus on the directness of communication, in how personal thoughts and ideas

Keywords: Media policy, Praxis, Intervention, Impact, Collaboration
are handwritten alongside the photographs produced. Particularly, we are also interested in the significance for the children in creating a photo album. In our age of digital images, photographs are mainly viewed on screen. Instead, in the photovoice workshops the children were given photo prints to assemble in an album, and had a new tactile experience as well as a lasting reminder of their personal photographs, which can be shared, discussed and an esteemed product of creativity.

Keywords: Photography, Empowerment, Children, Photovoice

AL JAEEZA IN SYRIA: THE RESIGNIFICATION OF THE SO-CALLED “US-LED WAR ON TERROR”
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In 2014, a new episode of the US open-ended “war on terror” started when Obama declared his will to “degrade and ultimately destroy” the Islamic State (IS). This war is not only fought on the battlefields but also in the media realm. So, this study looks at how Al Jazeera Arabic (AJA) framed the US-led war against IS in Syria given Qatar’s participation in the US-led coalition. I argue that the direct involvement of Qatar in this crisis has led the AJA to deconstruct the popular frame which it has already built to portray the previous US led interventions in the Middle East, where AJA reporters focused on human suffering, showing the U.S administration as persecutor in Afghanistan and Iraq, and reconstruct a frame which corresponds to Qatar’s foreign policy, which entails a resignification of the “US led war on terror”.

This study builds on Samuel Azran’s (2013) conclusion that AJA adopts a state-sponsored style broadcasting during crises involving Qatar. It also reinforces war reporting theories which propose that media act loyally to their countries of origin in wartime. It also draws upon mediated public diplomacy theories which hold that states use their media as a form of soft power to promote their foreign policies particularly in relation to counterterrorism.

The study is conducted through qualitative frame analysis of 240 visual reports. It covers one year (30 September 2015 to 30 September 2016). It looks at three aspects: the governance, the military and the humanitarian. The AJA framing of the US role in Syria is compared to the framing of the US-led war in Afghanistan by Jasperson and Kikhia (2003) to show the shift in discourse.

This study finds that unlike the war on Afghanistan where AJA framed the US intervention as a war against Arabs and Muslims, and promoted voices which stood against the war, in the framing of the US-led action against IS in Syria, the AJA coverage has promoted messages which criticize the weakness of the US war strategy and which raise the demand for more US military involvement on the ground as well as the need to deal with the IS crisis and the internal conflict as a whole. Additionally, the US forces are not represented through AJA screen as leading violent roles as was the case in Afghanistan. Given Qatar’s involvement, AJA has adopted a softer tone in its coverage of the humanitarian aspect in relation of the US intervention against IS.

The study shows how AJA as a pan-Arab channel takes a role in shaping the public opinion in the Middle East within the interests of Qatar in the first place and its allies in the region in the second place. It also shows how the media, such as AJA, deconstruct and reconstruct their discourse in order to put the meaning in the service of power, particularly in wartimes.

Keywords: war on IS, AJA, Qatar, US-led coalition

RADIO AS A COLLABORATIVE CYCLE OF EMPOWERMENT: ACCESS, ENGAGEMENT AND VOICE.
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Empowerment through media training comes from being given an opportunity to broadcast one’s voice – a space in the media sphere to feel legitimised, and ideally, to also be listened to. This paper explores these issues through the case study of an ongoing action research project with women of lived prison experience producing a radio show for a community station in suburban Adelaide.

The research project contributes to a sparse, yet growing, body of work that views transitions from incarceration through the lens of success rather than that of failure; it also adds to our understandings about the value of arts-led research methods and the role of radio (and potentially other creative industries) in supporting women of lived prison experience. Arts-led research in community radio requires the capacity to provide access to the radio platform, engagement through training and mentorship, as well as the opportunity to broadcast one’s own authentic voice.
This paper demonstrates that empowerment is manifested in a number of ways through these processes of access, engagement and voice. Participants recognise that, when it came to sharing valuable knowledge related to surviving the prison experience, they are the actual experts. As well as communicating with women (and men) of lived prison experience, the participants also presented content that was meaningful to the wider community within which criminalised and non-criminalised people co-exist. The radio show showcases articulate compassionate women who wanted to improve opportunities for others, so that their own journey was a little less daunting. It introduces alternative representations of women prisoners (and former prisoners) to the wider public, expanding on the discourses available for discussing issues of law and order, and the criminal justice system.

We argue that an important element within the action research arts-led model is to continually build upon previous work, findings and relationships to create a collaborative cycle of empowerment. This paper outlines how an initial pilot with a linear pattern of collaboration, creation and content has developed into a more meaningful and sustainable cycle that creates and fosters empowerment and knowledge.

Keywords: community radio, prisoner radio, prisoners, radio, empowerment

BELIEF IN MEDIA: THE TECHNOLOGICAL RELIGIOUS INSTRUMENTALISM OF NEW ZEALAND EVANGELICAL AND PENTECOSTAL/CHARISMATIC CHRISTIANITY
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An underexplored area of Media & Communication Studies in New Zealand is the effect of technological development in religious spheres. As secular forms of communication have advanced, so too have the capabilities of religious communicators, especially those within innovative and entrepreneurial religious traditions. While changes have occurred across the spectrum of New Zealand Christianity, congregations from the Evangelical and Pentecostal/Charismatic (EPC) stream of Protestantism have led the way in religious technological experimentation in both external and internal communications. Significant examples include: the use of digital screens and projection technologies, enabling visual media to become ubiquitous within EPC churches; social media, mobile apps, and other Internet-based platforms, which extend the information dissemination of church bureaucracies; and commercial marketing techniques including the use of graphic-design and branding, which inform the changing communicative processes and outputs of EPC congregations. These innovations have become vital infrastructure within EPC settings, and play a prominent role in transforming the appearances, experiences, and identities of Christian communities.

The cause of this phenomenon at first glance seems to be fairly straight-forward: churches need to pragmatically appropriate new forms of communication to appeal to the ever-modernising New Zealand culture and society. But under the surface of this and similar rationales is in fact a more complex belief system that is driving technological integration: Religious Instrumentalism. Drawing from ethnographic research on five large EPC churches in Christchurch, New Zealand, and incorporating theory from Media & Communication Studies, Sociology, Theology, and the Philosophy of Technology, this research presents how intrinsic beliefs about media, technology, and communication have coalesced into subconscious religious dogma, and unsystematic doctrine. EPC churches believe that modern communication media are value-neutral tools (means) that can usefully be integrated for religious purposes (ends), which mostly depend on the intent of human communicators. These instrumentalist views largely fit within the dominant understanding of technology by Western cultures (Feenburg, 2014: 15-17); but EPC leaders and media producers express a specifically Christian understanding which stems from popular understandings of church history, local ministry experiences, biblical interpretations, and more. The result is an intuitive religious belief system that shapes the EPC communication world in profound ways that has mostly been unknown and unchallenged due to its normative and hidden nature.

My oral presentation for the ANZCA 2017 Conference will outline these developments in technological and communicative Religious Instrumentalism; and briefly introduce some of the implications, evaluations and critiques of the belief system, including perspectives on media determinism. The presentation will be instructive for academics who are interested by the religious dimensions of technological change, especially those that are occurring within the New Zealand context.

Keywords: Media Studies, Media & Religion, Christianity, New Zealand, Technology, Visual Media, Online Communication, Marketing
FLAGGING DIVERSITY: THE DISCURSIVE CONSTRUCTION OF CULTURAL DIVERSITY BY THE FLAG CONSIDERATION PANEL
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The purpose of this research is to examine how the cultural diversity of New Zealand is discursively constructed by the Flag Consideration Panel. In essence, a national flag should activate a sense of belonging for all citizens (Eriksen 2007), but in the case of New Zealand, the flag continues to define the country as a British colony and ignores the heritage of non-British New Zealanders (Mulholland 2011). This is problematic in the contest of the increasing levels of cultural diversity and the historical difficulty faced in ensuring that multiple cultures contribute to the construction of New Zealand (C. Bell 1996; King 2003; Mikaere 2011; O’Sullivan 2007; Spoonley 2015). As it transpired, The Flag Consideration Project invited New Zealanders to change the New Zealand flag, and in doing so, provided an opportunity for public discussion about what it means to belong to the nation. Consequently, this paper set out to examine the contemporary conceptualisations of New Zealand offered in the 5 Alternatives text that accompanied the first flag consideration referendum. We used Fairclough’s critical discourse analysis (1992) to consider the ideologies of nationhood prevalent in the text, and in particular, were interested in insights pertaining to bicultural and multicultural constructions of New Zealand. As it happens, the Panel attempts to construct cultural diversity through asserting that New Zealand is inclusive and multicultural, and by referring to Māori culture as well as Chinese. On a surface level, it appears the constructions address the limitations attached to the current flag, and specifically its Pākehā symbolism. However, the language used by The Flag Consideration Panel indicates a continued reliance on a Pākehā perspective of New Zealand and the positioning of Māori as outside of the mainstream. Therefore, we conclude that although the text may have attempted to emphasise commonality and unity regardless of cultural affiliations, it inevitably tokenises cultural difference and offers a seemingly shallow notion of New Zealand as inclusive.

Keywords: cultural diversity, biculturalism, multiculturalism, inclusive, national flags, flag consideration project

THE IMAM, THE PASTOR AND THE POLITICIAN. ANALYSIS OF RELIGION’S INFLUENCE IN PARTICIPATORY PUBLIC SPHERE
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We are facing a situation similar to the 1970s Britain in which Hall et al. (1978); Hier (2011); Morgan and Poynting (2012); Simpson (1997); Poynting (2001), and many others, refer to as state of moral panic. Anti-immigration populist politicians like Nigel Farage with his Brexit success; Donald Trump with his US Presidency; resurgent Pauline Hanson’s One Nation in Australia; the extreme right wing Marine Le Pen of France, and the Dutch Geert Wilders’ PVV party, all have high jacked the global political debate. They have also victimised immigration for the failed neoliberal economic policies, which have disenfranchisement majority of the working class.

During the almost hung parliament in Australia’s 2016 Federal, Collier (July 9, 2016), said that the unprotected sent a message to the men who wouldn’t listen. “We expressed our disappointment. We don’t have our version of Trump yet. There is, at the moment, only an angry crowd and an empty chair. It will be interesting to watch who tries to fill it”. In the analysis of Trump’s ascendency into power, Johnson (14 Nov 2016), presented some powerful statistics to demonstrate that Trump’s success was not about Trump, but about his ability to tap into a society in search of change due to widening socioeconomic inequality.

In the lead up to the 2017 State Election in Western Australia, with widening unemployment rate, voter backlash was brewing against the Colin Barnett government. In a bid to capitalise on the populism of far right independents, the state Liberal party made a preference deal with Pauline Hanson’s One Nation party, to preference One Nation ahead of the Nationals, who have been their traditional ally at the Federal level. As a consequence of the preference deal, six Imams in Western Australia, sent letters to their worshippers, warning them that any vote for the Liberals “will effectively be a vote for One Nation”, and consequently against Islam. According to Sheikh Mohammed Shakeeb, Imams are by and large apolitical, “we don’t really get involved in politics,” but due to the recent rise of political parties that advocate politics of racism, division and hatred, we thought it was in our best interests to take this stance” (Moodie, 2017).

Similarly, in Nigeria, “current religious revival is understood in terms of the failure of modern institutions, and political rationality to take hold, and religious
Having a new baby is often a time of great upheaval and potential isolation for first-time parents. New parents, particularly mothers, have a broad range of concerns during the postpartum and early childhood periods (Kanotra et al. 2007; Fahey and Shenassa 2013; Leahy-Warren and McCarthy 2011). Such concerns can lead to significant stress, anxiety, and depression, which in turn can impact on the mothers’ ability to care for their child as well as themselves. Increasingly, new mothers are using social media as a source of information and advice, a space to share and vent, and as a form of social support. This project, funded by St John of God Health Care and in partnership with Playgroup WA, investigates if social media may be able to enhance well-being among Western Australian mothers of young children aged 0–4 years old.

While there has always been a strong focus on infant and child health and well-being, there is increasing recognition that mothers of young children deserve equal attention (Brown and Lumley 1998; Wachs, Black, and Engle 2009). In Australia, perinatal depression is considered to be a significant risk, with 1 in 7 new mothers expected to be affected, and has been estimated to carry a national cost of $433.52 million (PANDA 2016). There is also evidence to suggest that maternal postnatal depression can have long-term impacts on children (Murray 1992; Murray et al. 1996; Leiferman et al. 2005). Therefore, there are appreciable benefits to investing in research and strategies to further support new mothers.

There has been a significant amount of research conducted into how new mothers can and do use the internet. However, to date there are relatively few studies of how they are using social media specifically, particularly in the Australian context. New parents today are likely to be adults in their 20s and 30s, a demographic that forms a sizable share of current social media markets in Australia and are also part of the original ‘Facebook generation’ (Sensis 2015; Hoelzel 2015). As such, it is worthwhile examining their patterns and motivations for using social media as this can not only help provide better support for new parents, but can also inform the provision of health services and the development of policy.

This paper presents the initial findings from the 10 focus groups conducted as the first phase of this project. Findings indicate that, while social support is an aspect of social media use, participants were largely ambivalent about their relationship with social media and it was perceived to have a significant impact on interpersonal communication in relationships with partners, family, friends, and children. This raises questions as to the

MOTHER, BABY AND FACEBOOK MAKES THREE: DOES SOCIAL MEDIA PROVIDE SOCIAL SUPPORT FOR NEW MOTHERS?
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Keywords: Public sphere, Socioeconomic inequality, Participatory democracy, Politics of religion, Islamophobia, Pentecostalism, Neoliberalism, Immigration, Racism
perceived efficacy of social media to act as a conduit of social support for new mothers and thus relieve some of the stress associated with new parenthood.

References:


Keywords: social media, social support, mothers, Facebook, young children, internet, well-being

TERRORISM, NEWS AND THE WORLD OF WIKIPEDIA

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At 9.44am on 15 December 2014 a gunman, professing allegiance to Islamic State, took 18 people hostage in Sydney’s Lindt Cafe provoking a stand-off with police which lasted 17 hours. Within two hours Wikipedia was publishing alongside international media organisations, updating a page devoted to the siege, compiled by unidentifiable contributors around the world as well as experienced Wikipedia editors, in constant negotiation about how to portray this global media event with its political and cultural implications. Embedded in the page is the history of these negotiations, which provides insights into the editing culture and the tensions around Wikipedia’s role in the news media landscape. In 2011 Web scholars Geert Lovink and Nathaniel Tkacz established a new wave of Wikipedia research. Using the Café Lindt siege as a case study, this paper builds on their work and investigates Wikipedia as an important site for the social construction of knowledge and information politics.

Keywords: terrorism, news, Wikipedia

FAKE NEWS AND THE RISE OF POST-TRUTH CULTURE

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In 2016 Katherine Viner, the editor of the Guardian argued that journalists have lost their ability and willingness to see truth during technological change. This
consumerist shift (chasing clickbait) has altered media to the point where when a fact begins to resemble whatever you feel is true, it becomes difficult for anyone to tell the difference between facts that are true and facts that are not. The erosion of the public sphere in journalism and media has been well documented over the last 30 years and media critics of deregulation have noted the move to softer news and current affairs subject matter and the erosion of the fourth estate. The trend of Fake News, and Post Truth is part of a larger recent shift which is a result of the changing media ecology. Viner said in the digital age, it is easier than ever to publish false information, which is quickly shared and taken to be true. The contemporary state of media is so challenged that some critics argue that we are now in a post-factual democracy; a democracy in which ignorance and irrationality hold sway over facts and reason as is often see in emergency situations, when news is breaking in real time. This trend to a rise in fake news and post-truth was seen in the events of 2016 such as Brexit and the United States General Election. Media, instead of strengthening social bonds, or creating an informed public, or the idea of news as a civic good, a democratic necessity, instead creates gangs, which spread instant falsehoods that fit their views, reinforcing each other’s beliefs, driving each other deeper into shared opinions, rather than established facts. This paper will examine how years of media change has led to a rise in fake news and post-truth was seen in the events of 2016 such as Brexit and the United States General Election. Media, instead of strengthening social bonds, or creating an informed public, or the idea of news as a civic good, a democratic necessity, instead creates gangs, which spread instant falsehoods that fit their views, reinforcing each other’s beliefs, driving each other deeper into shared opinions, rather than established facts. This paper will examine how years of media change has led to the latest crisis of post-factual truth and democracy.

**Keywords:** Fake News, Post Truth, Post Democracy

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**HEARING FOREIGNERS’ VOICES: UNPRECEDENTED COMMUNICATION FOR HEARING FOREIGNERS’ VOICES IN SAUDI ARABIA**

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After the Arab Spring uprisings, and specifically the events of 2012, the Saudi Arabian Ministry of Labour initiated its Participatory Management Department to engage citizens via the introduction of new policies to meet Saudi citizens’ needs. The department adopted two approaches to promote citizen participation and to hear and respond to citizens’ voices. The first approach was ‘social dialogue’, and the second was ‘the use of digital communication’.

These approaches provide a valuable means for Saudi citizens to voice their opinions to the Ministry of Labour. Conversely, the objectives and policies of the Ministry of Labour have been made accessible to ordinary Saudis. Despite these changes, the Ministry of Labour has chosen to exclude foreigners, including those who, although born and living in Saudi Arabia, do not have formal citizenship. This is particularly troubling, as Saudi society considers these individuals to be Saudis, because they are members of Saudi families (e.g., some may be fathers, grandfathers or uncles of Saudi citizens).

This paper investigates the reasons behind the exclusion of this group of foreigners from voicing their needs to the Ministry of Labour via communication means adopted by the Participatory Management Department.

The theoretical framework adopted for this paper is based on Shelley Arnstein’s (1969) work. She created a ladder of participation that uses the rungs of a ladder as an analogy to indicate the degree of citizen participation. Arnstein argued that citizen participation is based on a redistribution of power that enables citizens presently excluded from the political and economic processes to be deliberately included in these processes in the future. Data for the present study were collected through document analyses, in-depth interviews and focus group discussions.

This paper found that opportunities for foreigners’ engagement and to make their voices heard are given to specific foreigner groups. These groups, who hold various types of power, are included with ordinary Saudis citizens in terms of participation. Those foreigners are divided into four sub-groups in relation to the powers they hold: the first sub-group comprises foreigners who hold power derived from direct relationships with ordinary Saudis; the second comprises foreigners who hold religious power; the third comprises foreigners who hold political power; and the fourth comprises foreigners who hold social network power.

These groups are listened to because they have the power to persuade the Minister of Labour to include them with other Saudis. In addition, ignoring those powerful groups could lead to acting against Saudis’ best interests, which is the main consideration of the Saudi government and the Ministry of Labour.

In addition, the engagement of foreigners via the communication approaches favoured by the Participatory Management Department fosters a closer and more harmonious relationship between the Ministry of Labour and those foreigners. Furthermore, the social dialogues and the use of digital communication promotes a culture in which these foreigners believe that they are empowered to improve themselves and to articulate freely their needs and suggestions for how to find solutions to their identified problems.
Keywords: political communication, power, voice, foreigners

IS THE JOURNALIST REPORTING THE TERRORIST OR THE TERRORIST REPORTING THROUGH THE JOURNALIST?
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Modern terrorist organisations such as the Islamic State use Facebook and Twitter as part of their strategic messaging towards gaining more attention from mainstream news media organisations. The Islamic State uses different social media tactics such as recurring Twitter hashtags (#hijacking) and the tagging of mainstream media organisations to amplify the reach of their message. This sometimes results in the dissemination of false impressions of these terrorist organisations. For example, when Boko Haram pledged allegiance to the Islamic State, the Islamic State’s Facebook and Twitter pages were flooded with tweets that ISIS had captured a significant portion of Africa which was picked up by news organisations and packaged as breaking news as ‘Islamic State’s new stronghold in Africa’.

There is an emerging ‘breaking news phenomenon’ in media organisations which terrorist organisation can take advantage of to spread messages that create panic and fear. This phenomenon is driven by information being sourced from social media platforms. Any Facebook update or tweet has become the primary source of news to be moulded and packaged as ‘news’.

This study explores information dissemination revolving around the intersection between terrorist organisations and mainstream media. We propose the utilisation of network analysis and algorithms for pattern detection to extract general tendencies in the information flow from terrorists to media organisations on social media. The aim of the study is to show when and how strategic messaging deployed by terrorist organisations is picked up in mainstream news.

Keywords: social media, Islamic State, terrorism, newsmaking, breaking news

THE FRAMING OF THE AFGHANISTAN WAR IN AUSTRALIAN NEWSPAPERS: A COMPARATIVE CONTENT ANALYSIS
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Australia’s involvement in the Afghanistan War (2001-2014) was a direct result of 9/11 events in the United States and subsequent global war on terrorism. It is reported to be the ‘longest military conflict in Australian history’. Despite this, scholarly literature on the Afghanistan War from an Australian perspective is deficient, in particular, empirical and longitudinal studies conducted on Australian press coverage of the US-led Afghanistan War. The proliferation of literature and research on the Afghanistan War is largely within the US and European, and to some extent Canadian media landscape. This study offers a comparative analysis of mainstream and tabloid publications, exploring how four Australian newspapers framed the Afghanistan War and used a diversity of news sources over the surveyed period of six years (2008 – 2013).

This research study adopts a mixed methods approach incorporating a comparative content analysis juxtaposed with in-depth interviews of relevant journalists from two mainstream and two popular newspapers: The Australian (News Corp); The Age (Fairfax); The Herald Sun (News Corp) and The West Australian (Seven West Media).

This presentation reports on some findings arising primarily from a comparative quantitative and qualitative content analysis. In order to identify the trends of reporting evident in the sampled newspapers that are representative of three newspaper conglomerates, 385 news stories were selected and analysed using a custom designed coding instrument. Results reveal some pertinent distinctions and diversity in the use of frames and sources (voices) between the sampled newspapers. The military conflict frame was more dominant in the mainstream newspapers’ coverage of the war while the violence of war frame was more prominent in the popular newspapers. All the sampled newspapers equally offered attribution of responsibility and reconstruction, aid and training news stories. This study also identifies some significant differences in the inclusion of Australian military sources and US government/military sources in the sampled newspapers. This study uses theoretical constructs of framing (Entman 1993), agenda-setting (McCombs 2004; McCombs & Shaw 1972) and gatekeeping (Bennett 2004; White 1950) to examine the patterns of coverage by the sampled Australian newspapers. This study provides evidence into how these newspapers emphasised some aspects of the Afghanistan
War while neglecting others, hence, diminishing the silenced or excluded aspects as ‘casualties’ of coverage. This is important because it foregrounds the newspapers’ frame choices as prominent organising packages that may influence public agendas.

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Keywords: media studies, Afghanistan war coverage, Australian press, news framing, content analysis

UNCOVERING COMMENTING CULTURE: A MODEL FOR UNDERSTANDING THE PARTICIPATORY CULTURE OF COMMENTING
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Commenting is the primary method in which we engage with and react to each other in the online space. We chat, disagree, worship, vent, confess, and even attack in written form in public digital spaces. Typically, commenting is investigated by focusing either on motivations to engage, types of behaviours and virtual communities’ development or dissolution. This paper seeks to draw a more comprehensive model for understanding the contributing factors to commenting culture by drawing from three theoretical approaches to the study of media: fan studies, practice theory and the political economist perspective. Fan studies, which draws from school of traditional audience research that views media as a text which is interpreted by the audience, will be drawn on to examine the fundamental role that emotion and affect play in guiding our commenting behaviour. Following Couldry (2014), media will, then, be viewed as a practice, to determine how media usage orders, controls and anchors other social and cultural practices and vice versa. The practice of commenting can then be seen as part of larger practice of information-seeking, which is influenced by factors of time and place. Finally, drawing from the political economy tradition, the role of the commercial institutions who have colonised the spaces in which comment online will be examined. Specifically it will examine, the role that user-interfaces, moderation, as well as the devices used to access these platforms. Used together, these approaches enable a comprehensive understanding of commenting culture and provide a method for understanding how we as individuals and collectively can influence the virtual communities in which we engage; and the role that the institutions play.

Keywords: commenting, participatory culture, fan studies, practice theory, virtual community

HEARING VOICES
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The turn to listening as a way of reconciling the limitations of voice needs to engage with mad studies, an emerging area of research, which aims to politicise and historicise the field of mental health. Although listening is certainly an aspect of clinical interventions and therapy, it nonetheless sustains colonised modes of listening, in which individuals are required to listen to mental health experts to make sense of their lives. Echoing the mantra of disability studies, ‘nothing about without us’, mad studies overturns traditional hierarchies, giving voice to lived experiences and legitimising the expertise and knowledge that is embedded in the experiential. Within this, the Hearing Voices Movement (HVM) in particular, sets out to give voice to voices – embodied auditory experiences that would otherwise run the risk of being silenced in the face of conventional psychiatry. These practices require the listener to go beyond listening, to ‘unlearn’ knowledge, and to understand the unspoken, and the untold stories of the body and mind. In this paper, I extend conceptualisations of listening within cultural studies to the area of mad studies. To do this, I engage with theorisations of listening, while exploring how these relate, and can be built upon with the principles of HVM. Specifically, I discuss practices of listening within HVM, and consider the relevance of these in the field of mental health and media.

Keywords: Listening, Voice, Mad studies, Mental illness
ACCESS RADIO FOR THE LONG TERM: A CASE STUDY OF COMMUNITY RADIO STATION PLAINS FM 96.9
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Access Radio in New Zealand is radio made by, for, and about special interest audiences and the service has been a feature of the country’s media environment since 1981 (acab.org.nz). In its nearly 30 years on air the conditions in which Plains FM broadcasts have changed considerably, including digitalisation and a burgeoning commercial radiosphere as a result of deregulation. But over the decades Plains FM has been successful in meeting its mandate to create radio programming by, for and about the Canterbury region in which it is located and thereby ensuring their “voices, music, ideas and interests” are heard (accessradio.org.nz).

This study considers the adaptability of community radio in light of social, political, economic, and technological changes. Archived material and individual interviews with the Plains FM station manager and a representative group of programme presenters form the basis of this primarily qualitative study. The data from a number of long- and short-term Plains FM presenters serves to account for a range of practices, expectations, and experiences within the access radio service.

Approved access radio stations in New Zealand enjoy government support (as legislated under Section 36c of the Broadcasting Act 1989), and are viewed as fulfilling an important public service. Yet, the potential of access radio to meet the civil defence needs of its audiences was not utilised by officials during the 2011 Christchurch earthquakes (Pauling and Reece, 2014), leaving many immigrant communities unsure of how to respond to the disaster and what the latest information was. What changes have been put into effect in response to reviews of civil defence practice and protocol during natural disasters will be considered in relation to the adaptability of access radio. This paper therefore contributes to the global discussion and expanding understanding of what community radio is and can be, for the long term.

Keywords: Access Radio, Adaptability, Disaster, New Zealand

THE PERFECT STORM?: UNDERSTANDING THE ‘FAKE NEWS’ PHENOMENON
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While on the surface ‘fake news’ refers to the phenomenon of the purposeful manufacture of fabricated stories for the purposes of politics and profit, this paper seeks to position it as a symptomatic product of a complex that has contributed to a drastic reshaping of mediated politics. To this end, it engages with a series of factors that have converged to create the environment in which ‘fake news’ not only exists, but enjoys extensive reach and influence. Some of these factors – the rapid deterioration of legacy media business models, the rise of news as entertainment, changed modes of consumption, the converged media environment, the need to draw advertising revenue, the algorithmically driven advent of filter bubbles – are about the changing face of the industry. Others, however, speak to complex changes in the relations between online media business models, the relationship between long-term transformations and emergent practices in the field of politics, and emergent knowledges surrounding media users. Here, we consider the relationship between user practices that centre on the human desire for affinity and belonging, the deliberate targeting of such affective desires in the ‘like economy’, and how these are shaped by the intersections between political mobilisation and new media economies. The outcomes of this complex not only inform performative aspects of identity formation via media consumption in participatory space - self-branding and political belonging – but also impact neurophysiological pathways that can lead to sometimes seemingly contradictory impulses in the form of practices such as hate-reading and hate-following. This is a space in which outrage culture meets the pleasure principle, where expressions of outrage are designed to provide opportunities for people to affirm their identity and worldview via likes and supportive commentary triggering a dopamine release response, a response that lies at the heart of addictive behaviour. The elements in this complex – political, economic, psycho-social and neurophysiological – have all contributed to a ‘perfect storm’ in which both fake news, and the promotion of widespread political cynicism, are symptomatic and troubling features.

Keywords: fake news, convergence culture, political economy, like economy, populism, outrage, participatory culture, social media
SEARCHING FOR ONLINE NEWS CONTENT: THE CHALLENGES AND DECISIONS
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As the public and media continue to turn to the online world there is an increasing need to preserve and examine digital content. As part of a study on the Victorian media’s reporting of violence against women it became evident that traditional methods of searching for content were not adaptable to collecting samples of online news content. After consultation with service providers, other researchers and existing literature it became apparent that this dilemma was not unique to our field of inquiry and the issues extended beyond the sampling stage and into the content analysis methods themselves. There are warnings of the inadequacy of these standard methods and a number of suggestions are made such as, triangulation of different databases and the combination of computational and human methods. However, there is no definitive solution to this problem nor are there set protocols or standards as to how to proceed in this area of study. As called for by scholars Michael Karlsson and Helle Sjøvaag (2016), this paper aims to provide the research community with a transparent account of the processes, challenges and decisions made when grappling with the issue of collecting and sampling online news content. It is suggested that more proactive collaboration between newsroom archivists, database services and researchers is needed going forward. It is vital that we find creative ways to capture online news content which plays a significant role in the formation of public attitudes and beliefs not only about domestic violence, but a broad range of social issues.

Keywords: online journalism, web archiving, content analysis, online news, domestic violence

PROFESSIONAL OR PERSONAL? NEGOTIATING IDENTITY IN SOCIAL MEDIA WORK.
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There has been much recent growth in the so-called ‘social media industries’; that is, the services, professions, products and forms of labour that are concerned both with organisational and audience/customer use of social media (Albarran, 2013). Organisations are increasingly prioritising the use of social media to promote products and services, and engage directly with their various stakeholders. Specialised social media and community managers have been employed to facilitate this new focus. This paper explores the emergent organisational characteristics of social media management, comparing various industry sectors and the strategies of managers attempting to negotiate the different affordances and cultures that have emerged across different platforms. In particular, the emergence of some prominent social media users as ‘influencers’ has underlined the importance of representation of ‘authenticity’ in audience engagement, including use of personal information, colloquial language and irreverence and humour. We argue that this has created a blurring of the representation of personal and professional identities online, resulting in a number of issues and opportunities for social media managers and their stakeholders in creating and managing new communications environments. Using semi structured interviews with social media and community managers across a number of industry sectors, including news, health, entertainment and infrastructure, this paper describes how organisational use of social media is structuring professional and personal representation of identity online.

Reference:

Keywords: social media, social media work, identity, professional identity, labour

NEWS YOU CAN USE - HOW AUDIENCES BELIEVE OBESITY AND INACTIVITY MEDIA CAN BE IMPROVED
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Media have been identified as a key factor in obesity and inactivity. As well as being sedentary entertainment, the media are a key source of health information. News media shape understandings of health issues and influence attitudes and actions. While expert communities have developed sophisticated understandings of environmental drivers of inactivity
and weight gain, news framing of obesity and inactivity predominantly blames individuals and neglects environmental factors. Analyses of news coverage of obesity and inactivity find that people of size are blamed for their weight, industry and government are less often held accountable, nutrition is a key causal factor and inactivity is relatively neglected as a news topic and a cause of weight gain. In-depth interviews with 46 people found media audiences wanted greater coverage of obesity and inactivity, more educational material, more practical advice, less negative content and reduced portrayals of extremes. To test the generalisability of these findings at a population level, results from these interviews were used to develop questions for a cross-sectional, national survey. A professional survey organisation was commissioned to recruit 1,000 participants and administer the survey which included questions asking people what they liked about media coverage of obesity and inactivity and how this coverage could be improved. Analysis of the answers found audience responses from the survey were consistent with the five key themes relating to coverage of inactivity identified in the previous study. Audience views of how to improve obesity news fell into the following themes: be more inspiring and encouraging (10 per cent); reduce shaming & stigma (9 per cent); provide advice on diet, exercise and lifestyle (8 per cent); offer more independent & truthful facts (8 per cent); provide more practical tips & advice (7 per cent); increase coverage (6 per cent); be more educational (4 per cent); and provide more realistic/real world reporting (4 per cent). Five per cent said no changes were needed; two per cent said there was enough coverage and two per cent called for less coverage. Suggestions for improving PA/inactivity coverage included: provide greater coverage of physical activity (9 per cent), be more encouraging/inspiring (5 per cent); provide more practical information (5 per cent); provide more realistic stories about real people (4 per cent); provide more educational content (1 per cent), be less negative (1 per cent) and focus less on the extremes (1 per cent). About 14 per cent said PA media did not require improving. While media practice is shaped by professional values and commercial constraints, these results suggest there is an audience for a more helpful, less stigmatising type of media coverage which refrains from blame and shame and provides more news audiences can use.

Keywords: obesity, inactivity, news media, audience research

SHIFTING THE BALANCE?: LOCAL JOURNALISTS’ VIEWS ON NEWS-PUBLIC RELATIONSHIPS IN THE SOCIAL MEDIA ERA

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The impact of social media on news production and news engagement has garnered an increasing amount of academic attention in recent years. But despite this rapidly growing body of literature, there has been relatively little exploration of social media’s effects on news media outside major cities. Such news outlets, known in Australia by terms including “regional”, “local” and “country” journalism, have traditionally held a privileged place in their communities as central elements of local communication networks and as the main, or sometimes only, source of local news and information. However, as the changing media environment lessens the influence of geography on access to news and shifts established notions of news hierarchies, regional news media are being affected alongside their metropolitan counterparts. This paper reports on key results of a survey of regional newspaper journalists in Australia and Canada that explores the impact of social media on journalism practice and relationships between news media and their publics. It examines journalists’ understandings of the ways in which these relationships are shifting in the social media era, and the implications of these shifts for journalism practice and local news engagement. At a time when regional news media are facing pressure on a range of fronts – including audience fragmentation, plummeting advertising and corporate cost-cutting – the effects of social media on relationships between news outlets and their publics may have far-reaching implications for the roles of such publications and through this the long-term sustainability of localised news media in regional areas.

Keywords: local news, social media, journalism practice, regional journalism

PIONEERING TRANSNATIONAL SOCIAL SPACES: CONNECTING SELVES AND COMMUNITIES THROUGH MIGRANT AND REFUGEE LETTERS

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This paper presents an analysis of communication through letters as a vital point of comparison for understanding the contemporary digital communication practices and social inclusion of people of refugee and migrant background, people who have historically faced myriad
forms of bordered exclusions. The paper engages with historic epistolary analyses of migrant correspondence, in addition to interviews with people of refugee and migrant background regarding experiences of letter writing and digital communications after settling in Australia. The paper seeks to demonstrate the role of letter correspondence in promoting feelings of belonging and inclusion among people of diverse geographic origins in new homelands, where the mediation of thoughts and relationships through the written letter enabled a perceived continuity and construction of identity integral to understanding the self and community. Elements of similarity and distinction are highlighted between analogue and digital forms, such as expectations of regularity, reciprocity and performance, the paper arguing that while digital media platforms offer new ways to selectively communicate with those separated by distance, the migrant letter was pivotal in creating preexisting transnational social spaces. The significance of this comparative research lies in the broader historical contextualising of digital communication practices, ensuring our understanding of more recent communication trends is anchored by the international postal and migration legacies preceding it. In doing so, we are better placed to comprehend the influence of digital communication affordances in enabling feelings of connection and inclusion for those who face cultural, political and systemic barriers to belonging in countries of migration and resettlement.

Keywords: Migration, Refugees, Letters, Digital communication, Community, Social inclusion

FOREIGN STUDY TOURS FOR STUDENT JOURNALISTS: CROSS-CULTURAL LEARNING AND EDUCATION
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Studies conducted over many years have consistently shown that a significant proportion of Australians hold negative attitudes towards Arabs and Muslims. These attitudes are driven by, among other things, fear of terrorism and anxiety about cultural incompatibility, and a conflation of the Middle East as a region, Arabs as a people, and Islam and a religion. At the same time, Australian news media tends to report on the Middle East and related topics through a narrow frame of conflict, terror and extremism, and often after similarly conflating region, race and religion. Given that much of citizens’ exposure to foreign cultures is through the news media, the negative effect on cross-cultural understanding between Australia and the Middle East caused by such reporting is significant. A range of educational and informational programs, past and present, have attempted to address this problem and disrupt journalists’ cascade of assumptions and conflation of associations, with the intention of inspiring more nuanced, informed and diverse journalism about the Middle East and related matters. This paper presents the findings of research into one such program: a mid-2016 study tour for Australian journalism students to the United Arab Emirates and Qatar. At the end of a 17-day professional and cultural program, the participating students returned to Australia with deeper, more critical understandings of the Middle East and related matters across cognitive, behavioural and affective dimensions, along with an intention to use the lessons learned on tour to inform the work they produce throughout their careers.

Keywords: study tour, work integrated learning, cross-cultural exchange, Middle East, journalism education

TALES OF ‘DIGITAL BUTLERS’ AND ‘ALGORITHMIC ANGELS’: ARTIFICIAL INTELLIGENCE AND THE IMAGINED END OF ADVERTISING HISTORY
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Gartner Inc., one of the leading global technology research companies, predicts that by 2020 85% of customers will manage their relationships with companies without human interaction. Driven by attempts of leading technology companies – most notably Facebook, Google, Amazon and Microsoft – to commercialise artificial intelligence, Gartner and many other industry observers expect a sea change in (digital) marketing and advertising. Central to this anticipated marketing revolution is the move towards natural language interfaces – the possibility to interact with digital devices and platforms by way of voice-activation and - control.

The aim of this paper is twofold: First, it critically analyses the industry discourse around artificial intelligence and ‘conversational commerce’, situating it in the long history of ‘new’ technologies that were said to empower consumers and hailed as the cure to advertising’s ills and inadequacies. Second, it conceptualizes AI-driven advertising in relation to two critical scholarly accounts of advertising and branding: A ‘culturalist approach focusing on consumers’ symbolic meaning-making and
lived cultural practices (Banet-Weiser 2012; Arvidsson 2005; Holt 2002), and a ‘computationalist’ account that analyses how the ‘work of culture’ is increasingly delegated to calculative, data-processing platforms (Striphas 2015; Turow 2012; Turow and Couldry 2014; Andrejevic 2015; Andrejevic and Burdon 2015).

The paper advances the notion of ‘brand machines’ (Brodmerkel & Carah 2016) as a useful concept for understanding and critically investigating AI-driven advertising as the simultaneous process of stimulating consumer participation and channeling it into computational infrastructures for further calculation and modulation.

Keywords: advertising, artificial intelligence, conversational commerce, branding

DYNAMICS OF A SCANDAL: THE CENTRELINK ROBODEBT AFFAIR ON TWITTER

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Past months have seen considerable controversy over the operation of an algorithmically controlled debt recovery system for suspected overpayments by the Australian federal social services agency Centrelink. Incorrect debt recovery notices, often for considerable amounts, have been sent to a substantial number of Australian welfare recipients, while channels for the disputation and redress of such notices were often left unclear or, where available, were overloaded by the volume of calls from affected citizens.

Since the beginning of 2017, this matter has received considerable political, media, and public attention, ranging from heated parliamentary exchanges through investigative reporting on internal Centrelink case management practices to public debate in social media. The #notmydebt campaign, rallying around the eponymous Twitter hashtag but operating across a number of online platforms, has facilitated the collation of citizens’ experiences with Centrelink; in response, the targeted leaking by federal government sources of at least one vocal Centrelink critic’s personal details to the press has further inflamed the controversy.

This paper explores the dynamics of the ‘robodebt’ affair through the first half of 2017. We draw centrally on a major dataset of tweets relating to the affair that is drawn from the multi-institutional, collaborative TrISMA infrastructure, which tracks all public tweets by the four million Australian Twitter users identified to date on a continuous basis; this provides the considerable advantage of being able to filter the full dataset of Australian tweets for posts referring to the issue without needing to track a pre-determined and immutable set of keywords only.

Instead, we assemble our dataset from those tweets matching a number of core terms (Centrelink, robodebt, #notmydebt, etc. – amounting to more than 300,000 tweets for January and February 2017 alone), identify further topical keywords from that set, and repeat that sampling process multiple times to establish a larger, more comprehensive set of posts. We also add to our dataset all those posts that were made in @reply conversations on Twitter immediately before or after our matching posts, even if these additional @replies did not themselves contain any matching keywords. This results in a more comprehensive picture of the full range and volume of conversations than would be possible to establish by other means.

We use this dataset to investigate the dynamics of the Centrelink affair: over time, we identify the major individual and institutional actors highlighted in the discussion; we examine the key external sources of new information being introduced (media reports, press statements, etc.) and assess their relative impact on continuing public debate; and we trace the changing popular framing of the affair by assessing the shift in descriptive language over time. Finally, we also correlate our observations with the detailed information about the structure of follower relations and thematic clusters in the Australian Twittersphere that is available from TrISMA, to examine which parts of the network are active at any one point of the debate.

Keywords: Twitter, social media, politics, Australia, scandal, Centrelink, robodebt, #notmydebt

MOVING THROUGH NETWORKS: SMARTPHONES, WI-FI NETWORKS AND THE ATTITUDES OF RAIL COMMUTERS TO THE MONITORING OF THEIR MOVEMENT

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Wi-Fi enabled smartphones and tablets search for wireless hotspots in their immediate vicinity. This capacity can be used to count the number of devices via installed
sensors, and by association, the number of people in a designated space. With sufficient coverage by sensors, the number and flow of people through a space can be mapped. This technical capacity is of potential use in the case of busy public transport systems in major cities where the flow of crowds is central to the commuter experience. However, the ability to monitor commuter movement via Wi-Fi networks and signals tells us nothing about the range of attitudes that exist towards the potential for this mapping and the possible use of the collected data.

This paper emerges from an interdisciplinary pilot project investigating the mapping of commuter movement in public transport systems, and is conducted by researchers in the Faculty of Arts, Faculty of Engineering, and Art Design and Architecture at Monash University in Melbourne. Train platforms are approached as mutable ‘technosocial public spaces’ that are sites for simultaneously parallel and divergent commuter experiences, and differing intensities of engagement with mobile media, communications networks and telecommunications infrastructures (Berry & Hamilton 2010).

We first discuss the methodological challenges of conducting qualitative research – simple observation and a three-question survey – on a difficult-to-access public railway system run by both a metropolitan train network operator and a customer-focussed statutory authority. We then outline preliminary results from a three-question survey of 100 commuters completed at one of Melbourne’s busiest train stations, Richmond Station, over a three-day period. According to station staff, Richmond Station hosts anywhere between 20,000 and 100,000 commuters per day. Commuters were asked about their attitudes towards the possible monitoring of their physical movement on train platforms via Wi-Fi enabled mobile devices. The results of the survey suggest that attitudes can be grouped into six categories: (1) in favour; (2) in favour with guarantees; (3) apathetic; (4) confused; (5) sceptical, and; (6) staunchly opposed. This range of views helps us move closer to an understanding of how secure and non-intrusive Wi-Fi network monitoring and data collection practices in public spaces might be enacted and communicated to citizens.

Keywords: Wi-Fi networks, smartphones, sensors, monitoring, public transport, train systems

PARLIAMENTARY DISCOURSE AND PORTRAYAL: THE DISCURSIVE CONSTRUCTION OF MUSLIM–AUSTRALIANS

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As discussion on the compatibility of Islam with liberal democracy and so-called Western values takes place across much of the world’s media and political establishments (Bayat, 2007; Cohen, 2015; Salhani, 2015; MacLeod, 2016; Pauly, 2016), it is vital that communication scholars research how these discourses influence public policy debates. Australia’s Islamic populace is divided between national and ethnic groups, the secular and the religious, different theological sects, as well as the young, the middle aged and elderly (Saeed & Akbarzadeh, 2001; Phillips, 2007; Kabir, 2010; Scanlon, 2016). This paper analyses whether parliamentary discourse within the 44TH Coalition-lead Federal Government (12/11/2013 – 29/08/2016) reflected this diversity.

Identified in scholarship on parliamentary discourse and political representation is a recurring employment of complex discursive repertoires and rhetorical devices used by speakers when discussing minority groups (van Dijk, 1989, 1997; Bruner, 2005; Augoustinos & Every, 2007; Carter, 2009). This paper applies critical discourse analysis as its methodological tool of enquiry and examined 16 speeches; selected based on the criteria of containing key terminology (Muslim, Islam, Islamic, Mosque, Imam, Sharia and Koran), from the 44TH parliamentary sitting and were speeches from the House of Representatives. The analysis uncovered frequent use of such repertoires and devices during debates concerning the Islamic faith. Furthermore, although no members of this government were Muslim, many expressed strong opinions as to what they believed constituted ‘true’ or ‘legitimate’ Islam.

The analysis also demonstrated that this discursive construction was inconsistent and often articulated through an essentialist and hegemonic narrative that neglected the diverse reality of Australia’s Islamic population, presenting issues of individual and group agency through access to voice. While some members drew direct connection between acts of terror and Islam as practiced fundamentally, others saw it as a perversion of a majestic world religion. The inability of those in government to agree on whom exactly makes up this populace has the potential to impact the formulation and implementation of relevant foreign and domestic policy.

Keywords: Discourse, Muslims, Islam, Parliament, Diversity, Representation
EMERGENT POLITICAL COMMUNICATION TRENDS: NEW RESPONSES TO CONCEPTS, ROLES, AND FORMS OF POLITICAL CAMPAIGNING AND ACTION IN THE LATE DIGITAL AGE
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This paper systematically surveys and contextualises the current trends of collective, connective and campaigning logics of political action in the digital age. Since the Trump ascendancy in popular communications-come-political communications, the processes, outputs, and targets of communicating for political ends have turned to what can be considered a ‘late digital’ age where, social media, micro-casting, and big data and ‘advanced psychographics’ enable and empower new forms of communication efficacy and strategy. Our paper offers one of the first systemic analyses of what is now different and how, and to what effects. It offers data from a systemic review of the work of over 25 practitioners and scholars’ (including international) reporting and collaboration as explored through workshopping in Melbourne in mid-2017. Our indicative trends consider three sets of evidence grouped towards new conceptions of political communication and action, new roles for old actors including parties, interest groups and social movements, and resultant forms of campaigning in a digital era. Our theoretical perspective is channelled through connective action (Bennett & Segerberg 2015), and we hope to build a grounded approach to data gathering and analysis through identifying a range of concepts present in emergent practices, delineating their dimensions (de Vauss 2001), and then to the extent possible, reaching a level of saturation for discernible shifts so far in practice in the ‘Trump-era’ of political communications. These shifts are scoped to include both Australian and international outcomes, providing insight to future political communications practices that can be leveraged, or protected against, by academics and practitioners alike.

Keywords: political communication, protest, campaigns, digital technologies, political organisations, polling

ONLINE IN-HOUSE CONTENT PRODUCTION AND THE DEVELOPMENT OF LIVE STREAMING IN CHINA: A COMPLEMENTARY PERSPECTIVE PARTNERING SOCIAL NETWORK MARKETS AND THE POLITICAL ECONOMY OF THE NEW MEDIA
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The rise of online in-house production and content distribution in China has been challenging the power to broadcast and locate resources, which is usually controlled by the Chinese TV stations. Simultaneously, audiences, as online content consumers, also play the roles of content providers or/and creators in the new media age. To an extent, this change has decentralised the symbolic power within the Chinese TV production field. Therefore, the dynamic relations of the in-house production model used in Chinese online video platforms, the role of user-generated content in the content production field, power relations involving capital operations in the production stage, and government regulation are essential focuses in an area of research that, as the review of the literature reveals, is relatively unexplored.

This study adopts the concept of the social network market to discover the dynamic relations among enterprises, networks, and agents. Besides, the notion of the political economy of the new media is used to study the process of commercialising original works and the government’s role in the mentioned dynamic processes.

For this study, 17 professionals from the traditional TV production field, new media companies, and managers from online platform companies were interviewed between August of 2015 and January of 2017 in Taipei, Beijing, and Shanghai.

The findings show that the number of big IPs owned by an online platform determines the future success of their in-house production. However, the hunt for big IPs has led to a high concentration of capital and has encouraged the authors or agents to boast about their works. In addition, the owners or managers of online platforms use big data broadly to understand their users. However, with a view to quickly catching the attention of users and increasing program traffic, content with provocative, sensual effects has gained popularity, and has become the professional workers’ principal concern. In terms of user generated content (UGC), this study finds that once original creations become included in a formal production process, a capital-intensive mode is activated.
The findings of this study also show that UGC has been presented in the new format of live streaming in 2016. Everyday Internet users have benefited from new technology that allows them to present themselves to Internet audiences, to accumulate fans from those audiences and, subsequently, to become Internet celebrities. The value of Internet celebrities is subject to the number of fans and the output value that fans contribute. Therefore, competing for potential Internet celebrities is one of the critical tasks in the media industry.

This study significantly contributes to Chinese media studies, having involved conducting interviews with professionals and closely staying abreast of ongoing new media developments in China.

Keywords: Online platform, in-house content production, Internet celebrities, live streaming, political economy of the new media, social network markets, user generated content (UGC)

THE ROLE OF MORALITY AND EMOTIONS IN NEWS VALUES
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What constitutes “news” has been a subject of academic, practitioner and public debate for centuries. In an age of digital media, clicks and shares, questions about newsworthiness and news values are decided as much by content consumers as they are by content creators. Building on scholarship by Whyte-Venables, Lule and Grabe, this paper considers news values from a moral psychology perspective. Drawing also on ideas from evolutionary and social psychology, it examines how the news media, through stories that appeal to emotion and morality, reinforce group norms and imagined communities. Specifically, it interprets news stories as ideological narratives based on the universal moral foundations delineated by US psychologist Jonathan Haidt. The creation of heroes and villains is discussed through case studies from Australian and international media, illustrating how moral foundations contribute to group formation and group maintenance through regulation. Examples highlight the role of emotions in sports journalism as well as general news, with analysis extending to the Trump-linked phenomenon of “fake news”. In other words, an argument is made that moral infringements have news value because they are stories about transgressions that threaten the group in some manner, and as such draw audience attention. Thus this paper illuminates why established news values have impact at both an individual and broader social level. In a post-truth world, in which norms are increasingly unshared or unclear, Durkheimian notions of anomie also inform the analysis. The work helps explain why news values vary among media outlets, which have different audiences with different interests and internal norms. This notion of different audiences contributes to the identification of worlds within worlds and assists comparison of news-making practices globally.

Keywords: News values, Morality, Emotions, Journalism

DIGITAL REAL ESTATE MEDIA AND REPRESENTATIONS OF SPACE
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It’s open house online! Residential real estate promotion has been among the more prominent innovators in digital media, transforming the practices of seeking and selling property, and creating distinctive ways of representing space. It is a field outside traditional media that is experimenting with new media. Real estate websites, smartphone apps and virtual reality systems deterritorialise properties using combinations of photographic images, text, maps, floor plans, moving images and game-like affordances. These reconstructions of spatiality stage experiences of property inspection at a distance through multiple layers of hypermediacy and immediacy — abundant information and immersive spectacle. In the context of constantly escalating property prices in Australian cities, these representations serve to include and exclude, addressing audiences that can afford properties. At the same time, these media support the practices of ‘property porn’ — the surreptitious exploration of properties for the pleasure of watching.

This paper performs a multimodal critical discourse analysis of a selection of real estate promotional media texts, comparing listings in different suburbs in Sydney. While individual ads promote the virtues of particular properties, the overall experience serves to affirm the ideology of home ownership (Ronald 2008; Kemeny 1986). Listings of high end properties for sale typically feature media with high production values, with carefully staged lighting and mise-en-scène, using furniture and props that suggest fantasy lifestyles, encouraging visitors to imagine themselves living in the space. By contrast, rental properties are typically photographed empty. The slideshows of photos for a property have
both affective and evidential value, covering the exterior, the key rooms, and the odd impressionistic image. Text in the ads contains a notorious mix of ‘euphemism, hyperbole and superlative’ (Pryce and Oates 2007) in the discourses of aspiration and opportunity. The ads present a multiplication of spatial semiotics, combining location maps, floor plans and details such as the schools and amenities close by. Videos often feature agents commenting to camera on the features of the property, invoking the documentary genre. They typically include cross-faded shots with panning and moving cameras, constantly revealing and concealing the space. Some videos include drone shots that perform spatial transitions from inside to the space above the property. Virtual reality walkthroughs such as those created with the Matterport camera suggest a comprehensiveness of spatially immersive coverage through a game-like interface. For properties that are for sale ‘off the plan’, photorealistic 3D graphics capture the spaces of the future. The sum of all these representations is to generate multiple overlapping spatial representations (Lefebvre 1991), creating fetishised and commodified encounters with virtual spaces that set up expectations before the physical inspection. These media that allow inspection at a distance support the globalisation of the real estate market. They reinforce a real estate mentality that naturalises a libertarian paradigm of ownership (Rogers 2016) while alienating the growing number of those who are excluded from the market.

Keywords: real estate, spatiality, digital media, virtual reality, mobile media, advertising

THE CASE FOR A STUDY OF RHETORICAL RECEPTION: A CASE STUDY APPROACH
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The study of rhetoric has traditionally focused on discursive production and discursive products (or texts), typically by applying positivist analytic frameworks that are grounded in normative assumptions about ‘successful rhetoric.’ That said, there are many interesting exceptions to this generalisation.

There is also a well-established body of non-positivist and non-normative research around rhetoric, which has been concentrated in academic theory associated with the poststructuralist turn. In other words, its public impact has been both limited and resisted.

This paper explores what people make of the political discourse they receive: how they understand it and how they respond to it. Discussion will take a poetics-driven approach to selected vignettes of contemporary rhetoric and of its public reception, in order to explore how we may identify and analyse the meaning that everyday people draw from political rhetoric.

Keywords: Rhetoric, Reception, Poetics, Political communication

WHAT IT MEANS TO ‘DO’ MEDIA CRIMINOLOGY
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For the most part, scholarly research and the literature on the relationship between media and crime has derived primarily from sociological and criminological perspectives with an under-developed regard for an applied or ‘working knowledge’ of media practices, and the nuances and layers of complexity that these command and derive. The result has been a mostly one-dimensional interpretation of the media-crime nexus that over-emphasises and perpetuates the idea that mediated representations of crime, criminality and criminal justice are ‘bad news’ oriented and distorting in content. This both negates the fact that positive portrayals are possible, and do indeed occur, as well as the ways in which media (in its broadest terms) can offer marginalised individuals a platform from which to speak back (sometimes to media misrepresentation) and lobby for change. Whilst the provincialism evident within the practice of media criminology may not be problematic in itself, we argue that there is much to be gained – in terms of richer, deeper, reflexive, nuanced and applied forms of analysis – from a more deliberate coupling and convergence of the empirical knowledge, conceptual approaches and research methodologies specific to the disciplinary fields of criminology and journalism and media studies. This paper shares the experiences of a recent collaboration of this kind. It explores the ways in which we have both been challenged by the perspectives and specialist language of the other, but have ultimately come to conclude that
this is not reason enough to abandon the interdisciplinary enterprise; the benefits can far outweigh the drawbacks. In particular, we suggest that bringing together the best of both disciplinary backgrounds, experiences and expertise can create a space in which to critically discuss, debate and learn from one another in creative and productive ways. More importantly, it offers a chance to try and understand, negotiate and realise what it means to 'do' media criminology, especially within a changing media environment.

Keywords: media criminology, interdisciplinary research, applied knowledge, collaboration

“MASTERS OF THE GAGS:” CARTOONIST VISIONS OF WAR AND PEACE, 1941-1945©
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Despite their communicative power, cartoonists have often been viewed as the detached outsiders of the newsroom. This paper contributes to the relatively new area of research into cartooning as a significant, enduring aspect of journalism. It is the first study to focus on the caricaturists’ editorial clout in visualising post-imperial communities while defying isolationist politics during the Australian-US alliance in World War II. This case study fills gaps in the research by revealing the wartime caricaturists’ forgotten role in strengthening Australia’s international alliances. Overseas, such illustrators represented a wide range of politically aligned publications including the liberal PM’s Dr Seuss, the Saturday Evening Post’s Norman Rockwell, and the conservative London tabloid, the Daily Express’s Sidney Strube. In Australia, newsroom humorists included Bohemian artists Norman Lindsay and George Finey, the Bulletin’s John Frith, the Daily Telegraph’s Will Mahony, The Sun’s Stuart Peterson, and Kate O’Brien, creator of the Wanda the War Girl comic strip. A new analysis of this often overlooked archival material shows how the cartoonists initiated journalistic techniques to engage public support for Australia’s increasingly assertive, independent foreign policies. This humour strategy aided the Australian Prime Minister John Curtin in winning public confidence in his leadership of the nation’s war. The newsroom artists mostly benefited from the government’s relaxation of censorship rules, contributing to a flourishing era of Australian cartooning. Their images signified a symbolic geography that transcended imperial divisions and involved more diverse voices in participating in international affairs. This lost conception of cartooning as a journalism profession can provide fresh insights into tracing the industry’s developments. The paper indicates that the hidden value of cartoonists is deserving of higher status and just rewards.

Keywords: Journalism, editorial cartoons, cartoonists, World War II, John Curtin, Dr Seuss, Norman Rockwell, Sidney Strube, Norman Lindsay, George Finey, John Frith, Will Mahony, Stuart Peterson, Kate O’Brien, Wanda the War Girl

LANGUAGE OF THE EVENTS - INTERPRETING THE IMAGES OF GEZI RESISTANCE
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In this study, we address Gezi Resistance, which erupted against the destruction of Gezi Park in Taksim, Istanbul and sparked a nationwide uprising against the neoliberal and authoritarian government of Turkey, in June 2013. While lasting societal effects of the event are still intense, we particularly deal with the occupied citiescape in light of post-structuralist literature. We interpret the Resistance as an constructive event; possessing a multiple time that is dividing and dismantling the horizontal temporality and bears both a radical hope for the future and non-existing past simultaneously but also does not let the one to catch the present. Although ephemeral, an event could be interpreted as a destructive regeneration and a constructive intervention. However, even though it is close to the absolute freedom of Lyotard unfortunately as many other events Gezi only means a moment of revolutionary transformation that has a short span of time and non-persistent effect on the urban sphere. Therefore, the lifetime of the communicational and constructive practice and the urban design is only limited to a 15 days occupation practice. But nonetheless, this short time period may accompany an insightful perception regarding the urban design of the future as it was a powerful experience. Trying to build a free, democratic and pluralist society while at the same time resisting the state violence was not an easy task. Most probably this sort of designing could be read as an attempt to realize an ecologist and communalist project of Bookchin or to put the radical democracy of Laclau and Mouffe in practice. We believe that as Paris in 1789, 1848, 1871 and 1968’s enlightens the present, the Gezi event, among other resistant urban projections with its exceptional features shall be articulated within the discourse of democratic movements against the top down neoliberal social engineering.
Here we internalize the historical understanding of Foucault and produce a reading practice which is similar to the one that is materialized based on two images of photojournalist Serge Hambourg taken in Paris in May, 1968 and benefits from the concepts - studium and punctum - of Barthes. As Martin Jay we also see the photos as language of the events and even more we also indicate that the photos, although always constructed are the reflection of the event itself of the lost past onto the present and therefore shed light on the historical narratives. However, we expand our reading attempt with the theoretical scope of critical visual literacy that appears at the junction of cultural studies and media studies, we take into account the participation and design as constructed by citizens themselves.

We will examine the visuals from the widespread photos of Gezi Resistance that mostly start their journey at platforms of alternative and activist new media. We shall read horizontal chronicity - studium - and vertical interventions - punctum - that interrupt such continuation that are framed right at the moment of the fixation of the photo through the images to be categorized by focusing on the constructive design of the life at the occupied square and the park.

Keywords: Gezi Resistance critical, visual literacy, alternative and activist new media

EARLY CAREER PATHWAYS FOR ENTERTAINMENT INDUSTRIES GRADUATES

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In 2012, Queensland University of Technology launched Australia’s first university degree to focus solely on the commercial cultural industries: the Bachelor of Entertainment Industries. The course—taught across the Creative Industries, Business, and Law faculties—educates students for careers as Producers across the entertainment sector (including radio, tv, movies, theme parks, cruise ships, live performance, events, festivals, music, games, major sports). Enrolments have been strong, and the course’s graduate outcomes are consistently above faculty averages. This project’s analysis of the early career paths of this course’s graduates addresses the current lack of coherent academic understanding of the role of the cross-sectoral commercial entertainment producer. Specifically, it attends to the early career development strategies, patterns, and challenges in entertainment producing and management. This evidence also assists educators to develop curricula to align more closely with the ways in which entertainment producers’ careers work.

Keywords: creative industries, entertainment industries, career development

CELEBRITY LIFESTYLES AND ENVIRONMENTAL ACTIVISM

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This presentation analyses both the functions of celebrities in the media promotion of environmental issues, and also the media portrayal of the everyday sustainable lifestyles of celebrities. The paper initially considers the cultural functions of celebrities: their status as charismatic individuals who provide a vocabulary of values and style, and their ability to express and embody an ‘authenticity’ that facilitates engagement with ordinary people. This discussion will contrast critiques of the elitism or unrepresentative status of celebrities with an argument that celebrity representation, like other forms of public subjectivity, involves a necessary negotiation of both identification and distinction. The value of the environmental activism of celebrities is also considered, contrasting the real impacts of such activism against the symbolic power of such actions in the promotional contexts of mediated public life. The centrality of everyday life to the concept of sustainability – its spatial and temporal contexts, its pleasures and practices – is also discussed, and the linkages between everyday sustainability and an environmental activism that is grounded in the concerns of everyday ethical consumption are examined.

The presentation will explore such topics through an analysis of celebrity chef and environmental activist, Hugh Fearnley-Whittingstall. This analysis will explore the representations of everyday sustainability in the River Cottage television series and also issues of environmental and food activism, as illustrated in television programmes such as Hugh’s Chicken Run and Hugh’s War on Waste. This discussion will note the generic distinctions that exist between those programmes that highlight everyday sustainability and promote the ‘ordinariness’ of celebrity presenters, and those programmes where environmental activism campaigns mobilise the powers of ‘distinction’ possessed by celebrities.

Keywords: Environment, Activism, Celebrity, Lifestyle, Sustainability, Everyday Life
THE STRUGGLES FOR CLIMATE JUSTICE: INDIAN NEWS MEDIA COVERAGE OF CLIMATE CHANGE

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In India, justice and equity have been central tenets of the public debate surrounding climate change. This debate has been complicated by the entwining of different viewpoints vis-à-vis climate change with the country’s best interests, which have been variously defined by different quarters. For example, in 1991, the Centre for Science and Environment (CSE), a Delhi-based advocacy body, published a report titled “Global Warming in an Unequal World”. This report argued for India’s right to emission for economic development as it was still emitting a lower level of greenhouse gas per capita than the other big emitters. In contrast, in its 2007 report titled “Hiding Behind the Poor”, Greenpeace India claimed that the right to emission for poverty reduction was not a viable argument in the contemporary context. Here, both arguments relate to the complex and contentious issues of justice and equity. Climate justice involves two crucial things: ensuring that the rich nations take responsibility for their past emissions; and, supporting developing nations’ efforts to tackle climate change, by extension protecting the world’s most vulnerable peoples from climatic disasters. While there is a growing interest in climate justice from a global perspective, this concept is yet to receive due critical attention from a local perspective. This study examines how climate justice was represented in two Indian newspapers during Conferences of Parties in Paris (COP21) and Marrakech (COP22). Drawing on Caney’s (2002) notions of “burden sharing” and “harm avoidance” perspectives of the climate justice, this study analyzes the selected newspaper content by utilizing a combination of quantitative and qualitative measures to understand the nature of climate justice in the Indian climate change debate. The findings suggest that while the coverage is quite critical to rich countries for their role in rising emissions, there is an inadequate attention to identifying and scrutinising the local authorities in command of containing local pollution and diverse sources of rising emissions.

Reference List:

Keywords: climate justice, burden sharing, harm avoidance, emission, framing, Indian press

A NEW, ONLINE CULTURE WAR? THE COMMUNICATION WORLD OF BREITBART.COM

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Public debate about the US culture wars reached a rancorous peak in the 1990s. Patrick Buchanan’s famous comment that “There is a religious war going on for the soul of our country”, made at the 1992 Republican National Convention, crystallised a public debate that had been raging since the 1980s. At the same time, a no less contested scholarly debate was taking place over the significance of the culture wars. In the wake of James Davison Hunter’s seminal account (1992) critics assembled to declare the culture wars an elite affair—a “war of words”—that had little purchase among ordinary Americans. Meanwhile, recent accounts of the culture wars have located them as an historical event—a lesson from the past.

In this paper I revisit the culture wars through the lens of far right website Breitbart.com. Using a case study approach informed by qualitative content analysis I show how Breitbart deploys a ‘culture wars discourse’ that reinvigorates the key rhetorical opposition between progressive liberal “elites” and common sense conservative “mainstream” that animated the US culture wars of the 1980s and 1990s. While the culture wars were dismissed by some scholars, the research shows how Breitbart, with its affiliations to a so-called “alt-right”, reinvigorates the logics of the culture wars, giving them new impetus in an online environment. The emergence
and manifest political influence of sites such as Breitbart, I argue, represents a new development in the process by which, as Manual Castells and others have observed, politics are increasingly framed by digital networked media. Such sites evidence the emergence of a complex, multi-faceted online “alt-right” “communication world” that brings together the cultural logics of the culture wars, extreme forms of far-right discourse, and troll culture, and that has growing influence at the very centre of global political power.

Keywords: culture wars, online media, troll culture, ‘alt-right’, Breitbart.com

EXPLORING REPRESENTATIONS OF INDIGENEOITY IN POST-WAR POPULAR PRESS PHOTOGRAPHY
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This study explores representations of indigenous Australians in photographs published in the Australian Women’s Weekly during the post-war period 1945-1956, and highlights the narrative of indigeneity constructed by these photographs. The highest-circulating weekly publication in the world per capita during the post-war period, the magazine was one of few mediums through which readers could consume images of Australia and Australians, within the home and in colour, in the years prior to the introduction of television. Yet despite receiving scholarly attention since the 1980s, the magazine’s photographic representations of indigenous Australians have yet to be thoroughly interrogated. Content analysis of editorial and advertising photographs published during the decade indicates that indigenous Australians were featured more frequently than migrants. They were depicted on magazine covers, greeting the Queen as she undertook her tour of the nation in 1954, and as part of the rural workforce which was responsible for generating the wealth that enabled Australia to emerge from post-war reconstruction into the prosperity of the mid-1950s. However, the paper asks: While indigenous people were visible on the pages of the magazine, did that visibility equate to a voice? Were indigenous subjects framed as victims, outsiders, or active participants in the magazine’s narrative of Australia? The paper seeks to track whether and how representations of indigeneity changed; what differences existed between narratives of Australian indigenous peoples and depictions of otherness, for example indigenous New Guineans; and what purpose these differences served.

Through a visual analysis of selected photographs, I examine coverage of well-known indigenous Australians including artist Albert Namatjira, singer Harold Holt and the cast of the film Jedda (1955) as well as photographs of unknown men, women and children. These photographs may have celebrated the successes of these individuals, both in artistic pursuits or assimilation, however they located them firmly within the rural and outback landscapes. The magazine’s construction of indigenous Australians as symbols of a ‘true’ or ‘real’ Australia placed them at a physical and metaphorical distance from the magazine’s idealised reader, who was located at the heart of her modern suburban home.

The paper argues that unlike their white Australian counterparts, indigenous Australians were not included in the magazine’s dialogue with its readers. The primary case study of the Australian Women’s Weekly is situated within the broader context of the popular press during the period, drawing upon examples from contemporary publications Pix, Walkabout and the Australasian Post to contextualise these findings.

Keywords: Indigenous Australians, Popular press photography, Post-war Australia

PROPOSITIONAL JOURNALISM AND NAVIGATIONAL LEADERSHIP IN TASMANIA
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The future is a world that communication serves to anticipate and construct in the present; a world populated by propositions and developments which, before materialising, are often mediated by journalists’ everyday decisions concerning newsworthiness, source selection and framing. This category of reporting, which I term ‘propositional journalism’, plays a vital role in democratic societies by providing the public with a range of options and alternatives to consider. It is also an important source of public optimism – counteracting pervasive disaster, crime and corruption reporting. However, it is a category of reporting that has been subjected to criticism.

According to David Beers (2006: 121), the news media’s reporting of the future is limited by the visions and propositions of, ‘corporate-funded think tanks, public relations experts paid by corporations, advertising experts selling us the shape of the new, and government officials beholden to corporate lobbyists’.

In response to this critique, and a lack of research on proposition-centred reporting in the academic literature, this paper presents the findings from a case
study analysis of propositional journalism in Tasmania where, perhaps more than anywhere else, propositions (dams and pulp mills especially) have fixated political discourse and provoked bitter controversy. The study sought to identify whose voices were most prominent in pitching and commenting on propositions and how this type of reporting was framed. Over a six month sample comprising 1,172 proposition-centred articles from the three major, local news outlets—The Mercury (Hobart), The Examiner (Launceston) and ABC Tas (state-wide)—the research found that politician and business sources together represented more than two-thirds of all sources. This paper argues that their prominence was legitimised by the metaphorical framing of news articles. The most common framing devices appeared to celebrate leadership qualities which were identified as proficiency in navigation, construction, gambling, nurturance and marketing. These metaphorical virtues tended to legitimise the dominant political and business sources and served to construct alternative sources and propositions as unreliable and illegitimate.

Keywords: propositional journalism, future, metaphor, news framing, leadership, Tasmania

AUTO-NETNOGRAPHY: FIRST ENCOUNTERS AS A NETNOGRAPHER IN MINECRAFT
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The study of virtual worlds and how gamers play within these spaces is being given greater research attention (Black, Korobkova & Epler, 2010; Kafai 2008; Marsh 2010; Olson 2010; Valentine & Holloway, 2002). However, before netographers can investigate virtual worlds and their participants they first need to successfully and seamlessly enter these spaces without causing disruption to other gamers, which commonly proves to be more challenging than researchers realise (Kozinets 2010). In addition, this entrée into virtual worlds is not seamless or flawless when the researcher is a newbie gamer. This was particularly true for the author of this paper during her netnographic investigation of children’s use of virtual worlds. Nonetheless, it was through these experiences that valuable insight was gained into the challenges that researchers and gamers need to overcome in order to play in these spaces. This article utilises the method of auto-netnography to reflect on the challenges that the author, a netnographer, overcame in order to enter the research field of Minecraft. When entering the field in the netnographic research process, auto-netnography can be used as an important reflexive process, and can add depth and perspective to the analysis of collected data and experiences (Kozinets & Kedzior 2009). During the process of entering Minecraft, the netnographer began to understand the digital skills that are required to enter and play in virtual worlds. In addition, this article reflects on the author’s contentious situation as both a researcher and a newbie gamer and how this predicament was impacting on the researcher’s ability to conduct netnography within a virtual environment. By incorporating these personal experiences, vital interpretive data is analysed to gain a deeper understanding of the social and cultural practices that are central to these experiences. This article concludes that auto-netnography assists the critical analysis of a netnographer’s experiences, and areas of development, in the research field.

Keywords: games studies, children, Minecraft, auto-netnography, virtual worlds

INTERNATIONAL ISSUES FOR MEDIA PRODUCERS FLYING DRONES: OUTBACK TO BREXIT
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A small team at the BBC first used a Hexacopter in 2013 to explore the possibilities of drones for creating news stories. In 2011 a drone was also used for making an Australian documentary, flying ‘over Christmas Island immigration detention centre, before the craft eventually crashed into the sea’ (Corcoran, 2014). In recent years drones are used more in the making of documentaries than they are for news stories, due to regulatory and practical reasons, which are outlined in this paper. The standards for Australian media producers operating drones are reasonably clear in relation to safety, aviation rules, privacy, exemptions, and legal matters, but what progress has been made with deregulation of European airspace (European Union, 2017) and a regulatory framework for drones, which was supposed to commence in 2017? Will Europe follow the US in a push for central registration of drones, and who are the likely business partners? Also, will Brexit mean that the UK must now develop new frameworks and regulations (UK Parliament, 2017)? Large media corporations in the US have integrated live streaming video from civilian drones, which has produced opportunities and barriers for media producers. In recent years the author undertook training for a Private Pilot Licence Theory to explore the practical and legal dimensions of flying a remotely piloted aircraft.
for media producers, and eventually obtained a controller licence from CASA in 2016. The author explains why training and education is still critical for media producers interested in using drones for aerial filming, with unique insights into many issues, including shifts in international policy.

Keywords: Civilian-drones, Media-Producers, Drones-Brexit, EU-airspace, Drones-frameworks, Australia-drones, Documentary-drones

THE BEGINNING OF ONLINE SOCIAL MOVEMENTS IN VIETNAM
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After the Vietnam War, and particularly since 1986, Vietnam has been internationally recognised as one of the few communist countries to successfully implement a socially-oriented market economy. In the internet age, Vietnam has become one of the most active locations in Asia for the use of information technology and Facebook has grown to become the unrivalled social network in Vietnam used by 42% of the country’s population. The social network has proved its influence further than the entertainment needs of Vietnamese people. Active Vietnamese internet users are networking their voice to express their discontent to social issues and demand Vietnamese authorities to act. This study highlights the recent phenomenon of online social movements in Vietnam having some similar characteristics of 'horizontal networks' and 'mass self-communication' conceptualized by theorist Manuel Castells. My arguments are developed based on the analysis of original research interviews with media professionals and on a case study approach exploring the dynamism of internet users who began networking to voice public feelings on social urgent issues. The study suggests that online social movements in Vietnam are in the beginning stage and will expand along with to the influential role of the internet and the changing mode of control of the communist authorities.

Keywords: Vietnamese netizens, online social movements, network society, communist authorities

MEDIA FREEDOM AND SUPER-INJUNCTIONS: REACHING AUDIENCES IN THE DIGITAL AGE
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This conference paper explores continuing debate over those interim injunctions in English law commonly referred to as super-injunctions, and their impact on media freedom in the public interest, with special reference to the role of digital media and mass communication. To this end, several key cases are commented upon, with reference to communication theories of the public sphere, framing analysis and qualitative impact. Beginning with the Trafalgar case [2009] EWHC 2540 (QB) – in the wake of a toxic waste dump in the Ivory Coast – which led The Guardian newspaper to coin the term super-injunction in relation to this affair, questions of legitimate public interest and competing claims are explored. This paper’s findings tend to show that, given the historical absence of a privacy tort in English law, the passage of the 1998 Human Rights Act has had a profound impact upon the balance between the right to privacy and media freedom. Additionally, the inherent lack of transparency in super-injunction cases sometimes undermines the ability of mainstream media to share information in the public interest. However, alternative media are surpassing legal and geographical boundaries in order to reach audiences and influence perceptions. This begs the question as to the practicality of such injunctions.

Keywords: Freedom of access to information, Human rights, Journalism ethics, Mass communication, Media freedom, Press freedom, Public sphere, Right to privacy, Super-injunctions

MEDIA, MEDITATION AND SKATEBOARDING PRACTICE.
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Past research on skateboarding in extremely limited and can roughly be group into two categories: 1. Skateboarding as a spatial practice in modern architecture. 2. How authentic style and subcultural identity are constructed in the skateboarding community. While skateboarding specific media accounts for a large portion of the raw data in previous research, it does not explore the media itself. My research explores the ways in which the media mediates skateboarding as a spatial practice. The consumption and production of
skateboarding media plays a key role for both amateur and professional skateboarders. Indeed the rise of social media platforms such as Instagram has only increased the speed and volume of skateboarding media, especially among amateur skateboarders. Understanding the relationship media and skateboarding is important in order to effectively engage with the growing community of skateboarders globally. In this research I conducted 8 semi-structured interviews with amateur Melbourne based skateboarders. I asked interviewees to reflect on their use of media, prompting in depth discussion regarding how and why that engage with skateboarding media in the way they do. My research revealed that skateboarding media not only functions as a way to document tricks, but affects numerous aspects of skateboarding practice including learning, spatial exploration, community engagement and social interaction. This study highlights the need for further research into the area; particularly in the lead up to the debut of skateboarding in the 2020 Tokyo Olympics.

Keywords: Media studies, Social media, Youtube, Public space, Mediated spatial practice, Skateboarding

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In the last US presidential election, though CNN took a very strong anti-Trump stance, eventually Trump became the president elect of the United States and this change in effectiveness of CNN can be studied as a turning point for both CNN and the news media. The present research is an effort to discover news’ key themes as presented by CNN in the last election of the United States, during “October surprise”. The October surprise is of significance as it is often regarded as a turning point in US Presidential election as the very critical issues and news are revealed. CNN has been chosen as the case study for its major impact on American public and decision. It is of note that the CNN has often been very effective on US presidential election. The study applies content analysis as a method to analyze the key themes. Agenda setting has been considered as a theoretical framework to help the researcher to find out what was the consequence of CNN selection of key themes and topics on the audiences. Agenda setting has been very practical and functional among media studies scholars through past decades, but apparently with today’s a wide range of media sources for public consumption, a revision of the effectiveness of the agenda setting theory should be taken into consideration. In order to contribute to agenda setting theory this study explore what agenda CNN was seeking during the 2016 US presidential election and questions the wider impact of that agenda. The paper concludes that setting agenda in the public’s mind is not similar to the agenda setting of the 1970s and the factors and the elements of agenda setting has a different core and causes in today’s life.

Keywords: Content Analysis, Agenda Setting, the US Presidential election, October surprise, CNN

BEST PRACTICE FOR PUBLIC COMMUNICATORS DURING TERRORISM CASES
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This session will provide media, communication and public relations educators with an opportunity to undertake training designed for current and future public communicators who may be involved in crisis communications in the event of a terrorist attack or revelations about a terrorism plot.

In 2016 as part of the Reporting Islam project <https://reportingislam.org/> we undertook a pilot study involving a sample of Australian government officials who are or may be involved in crisis communications in the event of a terrorist attack (n=72). We assessed participants’ knowledge of Islam and Muslims and found they had alarmingly low levels of knowledge of Islam and Muslims. In response to the findings of this study we developed a tailored made training package for these types of public communicators (current and future) and in this session we offer communication and public relations educators the opportunity to undergo that training and to provide feedback on it.

Keywords: terrorism, communications, reporting Islam project, public relations, journalism
From the early days of peer-to-peer file sharing to the YouTube and Vimeo blockbusters of today, the always-on, always-accessible internet delivery of creative content has revolutionised producers’ relationships with their audiences. Audiences now have round-the-clock access to entire series of audio visual content, sometimes legitimately, and otherwise via copyright infringements. Less attention has been paid however, to the 24-hour creative economy which supports efficient digital production in trans-national and inter-time zone contexts.

Using the example of The Morrison Studio’s decades old relationship with Hollywood, and given their trans-national location in the UK and Spain, this paper explores how the 24-hour work cycle has evolved with new digital affordances but by no means dependent entirely upon them. The elite production services that combine to create titles for films such as Jupiter Ascending, Batman, Enemy at the Gates, The Golden Compass and Sweeney Todd depend upon extraordinary skills, deep working relationships and a keen desire to exploit every new technology in every possible way to build the most gripping sequences imaginable.

Reflecting upon over four decades of production experience, Richard Morrison argues that the inter-continental links actually enable “working 48 hours a day…doubling our capacity”. Some things remain the same however, “the creative still takes the time it takes, the putting together can be quicker but the delivery system can be slower”. He sees this creative process as requiring a diverse range of skills: “A bit like being a constant librarian in old-fashioned terms, you know, ‘where is that stuff stored’”. Other things he sees as staying the same are the short deadlines, and knowing the right person for the key job and their capacity to deliver as and when required. It’s tempting to believe that the internet has revolutionised the 24-hour creative economy, but this retrospective demonstrates that creative workers have always been on the hunt to eke out that little bit extra to give their work the edge.

Keywords: Creative economy, Film production, Hollywood, Digital technology, Working relationships
Gender is encoded into the professional occupational identity of public relations. For example, the feminisation of the industry has arguably led to significant anxiety around its perceived lack of, and the significance for its claim for, professional standing. This paper explores the gendering of public relations’ occupational identity, through an analysis of visual representations of public relations practitioners in popular culture, on social media platforms such as Instagram, and in other media, including trade media. In doing so, it offers a feminist perspective on the construction of meanings in relation to the public relations occupation, focusing on how physical capital, in terms of a professional body image or identity, is both defined through processes of professionalisation and produced and contested in contemporary culture. Research into the professional encoding of the physical body in other service professions, such as accounting and law, found that the physical body embodies particular aspects of professional identity along gendered lines (Haynes, 2012). Analysis of the gendered embodiment of public relations work, continues to play out in ideas around fashion and the professional body, the contemporary construction of meanings on gendered roles in public relations, and the ongoing tension between professionalism and sexualisation (Demetrious, 2014). The findings highlight how particular embodied and gendered identities are legitimised and, given the lack of diversity in media and cultural industries more broadly, offer new perspectives on the significance of physical capital in constructing professional occupational identities.

References:

Keywords: Gender, Identity, Occupation, Physical capital, Professionalism, Public Relations
COMMUNITIES IN CRISIS: ABC EMERGENCY BROADCASTING IN RURAL/REGIONAL AUSTRALIA

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As an emergency broadcast provider, the Australian Broadcasting Corporation (ABC) has a duty to ensure communities are informed in times of crisis through its local radio network. This obligation is tested by the diversity of rural and regional Australia as well as the structural and resourcing changes taking place within the ABC. Funding cuts in recent years have seen the public service provider reduce regional newsrooms and staff, centralise operations in metropolitan locations, and shut off shortwave radio services through northern Australia and the Pacific. The ABC will reinvest the resources saved in this efficiency seeking towards serving audiences through more modern technologies. There is, however, burgeoning discontent from rural and regional communities about the Corporation’s ability to fulfil its role as a designated emergency broadcaster and provide communication life lines during natural disasters like bushfires and floods.

This paper draws on the concept of ‘mediated social capital’ to examine the ABC’s role in connecting rural and remote people times of crisis. Mediated social capital provides a useful framework to critically examine factors that position certain media outlets as the most legitimate providers of information to help people connect with one another, and the inequalities and inconsistencies that arise from this. We examine public submissions to the 2015 ABC Rural and Regional Advocacy Bill to amend the ABC’s Charter with greater provisions for rural/regional journalism and media coverage.

Thematic document analysis was used to examine the 54 submissions made, which offer evidence of the voices of affected publics and heuristically valuable insight into the role of public service media in rural and regional Australia.

Resounding through the submissions was a deep felt confliction towards the ABC that the views of rural/ regional communities are ignored in urban-focused decision-making. The analysis reveals two key concerns regarding ABC radio: inability to access radio broadcasts and issues with using digital replacement technologies for emergency information; and how the frequency, timeliness and accuracy of emergency news suffer from decreasing ‘localness’. We argue the ABC’s current policy frameworks – including its Charter and Memorandums of Understanding with state/territory emergency service agencies – are insufficient in meeting the media access and content needs of rural and regional communities in times of crisis. We suggest the proposed Charter amendments offer a necessary step towards how local contexts shape the effectiveness of crisis communication and re-examination as to whether the ABC should retain its role as the legitimate provider of emergency information for rural and regional Australians.

Keywords: ABC, rural and regional communities, emergency broadcasting

TECHNOLOGICAL LITERACY AS AN INTERIM SOLUTION FOR INTERRUPTED INTERNET ACCESS (FROM PANEL 181: DIGITAL INEQUALITIES AND INCLUSION STRATEGIES)

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Society’s rapid digital evolution has seen large-scale investments and deployment policies in broadband infrastructure, everyday practices increasingly transition online, and on-going development of data-intensive applications. For some people, these developments bring additional barriers to digital inclusion, including higher costs and the need for new skill sets. Using a case study of 20 rural internet users, we conceptualise ‘interrupted access’ to reflect how the quality of connectivity in rural settings is shaped by limited access, inconsistent and unreliable services, and data restrictions. A form of technological literacy is emerging among rural citizens to address these challenges. Participants described new types of knowledge encompassing infrastructure, devices and plans in an effort to improve their opportunities for effective and beneficial internet use. Awareness of the broader contexts of connectivity makes a significant difference in the ways rural communities digitally engage. However, users cannot solve all barriers to digital inclusion through technological literacy and issues such as rural prices and data allowances will likely require intervention. Without addressing the interrupted nature of rural connectivity to improve service quality, disparities in the digital engagement opportunities available in urban and rural Australia will persist.

Keywords: rural connectivity, broadband quality, digital divide, technological literacy, digital inclusion.
EARLY ACCESS AND NEW READINGS OF SERIALITY IN GAMES

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The Forest (2014–present) begins with a plane crash. Waking on the island, the nameless protagonist of the game experiences a warped experience that is only vaguely reminiscent of the Minecraft-style survival games. Brandishing a mountaineer’s hatchet, the player hurriedly mashes wood, rocks, and leaves together with the bodies of animals and humans alike to try and forge some meagre protections against the pale and hairless cannibals of the island. Besides the hatchet and a pedometer, the player is given a simple logbook to survive. Within the notebook are ‘instructions’ for building various architectural structures and traps, for identifying plants and animals, for constructing small vegetable gardens and storage systems, and for assembling gruesome totems composed of heads, hands, and feet torn from the bodies of the island inhabitants.

Despite its gross violence, hidden amongst the development we can see that The Forest exposes an alternate perspective on how we could understand seriality in games. The Forest has been in early-access release since 2014, with periodic updates expanding the content in the game and the range of things that can be built and experienced. New species appear, new forms of foliage, more complex objects, and a greater array of enemies begin to populate the island of The Forest. I argue that this simulates not a series of discrete gaming experiences, where players re-encounter a slightly more developed game, but rather that the continuous development is a part of the experience of play. Rather than being disjointed gaming experiences, it is the continuous experience of a character who dreams each night of a plane crash, and each morning develops a more nuanced understanding of the world they inhabit. Species that had gone unnoticed suddenly appear amongst plants and trees of the gameworld. Different fruits and berries that had previously appeared the same now diverge into nutritious or toxic foods. The character, becomes more acutely aware of what they might build, realising the possibilities afforded by taking up plantation agriculture, or turning animal carcasses into camouflage and armour.

In short, the early-access aspect of The Forest is what makes the game a continuous experience of development of a character that cannot be found in a single stand-alone title. The Forest begins with a plane crash, but the game will end when, at least for me, when the game’s developers release version 1.0. At this point, the game will no longer grow, and the players will be left with a game that does not grow.

This reading of The Forest can easily be applied to other texts to expose a new form of play that invests in the development phase of games, and thus exposes the various projects available on Steam, Patreon, and other platforms to a different form of interrogation which will add to game studies repertoires.

Keywords: games, seriality, early access, new media narratives

CYCLING AND THE ‘CLOSE CALL': ACTION CAMERA FOOTAGE AND THE MEDIATION OF CYCLING BODY VULNERABILITY THROUGH SOCIAL MEDIA

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Much has been written about the ubiquity of smartphones and the capacity of everyday citizens to document the world around them as contributions to journalism (Andén-Papadopoulos, 2013a, 2013b). Many cyclists wear ‘action cameras’ or have them fitted to their bikes (Lewis, 2016; Lloyd, 2016; Spinney, 2011), including the Australian-designed Fly6 rear-facing camera-taillight combination. The everyday conflict between cyclists and other road users is therefore regularly captured on camera. The frequency of on-road aggression and violence directed towards cyclists in automobile-dominant countries like Australia has led to a new genre of news story organised around reporting on such incidents using the action camera footage. Like all other social interactions in traffic, hostility directed towards cyclists from other road users is difficult to document, regardless of its severity and long lasting effects, because of its incidental temporization (Fuller, 2017). This article critically engages with news reportage that uses such footage and the way such news reports contested commentary as they are shared through social media networks. We are interested in outlining the way contestation between users in comment threads rearticulate the vulnerability of cycling bodies in ways that reproduce the normative hierarchies of automobilised bodies. Contestations over action camera footage make visible not only vulnerability of cyclist bodies but also the cultural values and meanings that make the commuting cycling environment a hostile social space.

Keywords: Social Media, Comments, Action Camera, Cycling
A POLITICIAN’S CONVERSATIONAL CAREER ON TWITTER: THE CASE OF AUSTRALIAN PRIME MINISTER MALCOLM TURNBULL AND THE NBN

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Well established in the literature is that Twitter is widely used by politicians to promote their policies and engage with citizens (Enli, 2017). However, there is little research focussing on how politicians’ use of Twitter changes over time depending on their political circumstances. This paper reports on an analysis of the Twitter account of the current Australian Prime Minister, Malcolm Turnbull, from October 2008 to July 2016. Turnbull is regarded by some political commentators as having an ‘authentic’ social media persona, because of the way he ‘engages’ (Matthewson, 2015). Firstly, we problematise mainstream and political communication conceptualisations of ‘engagement’ (Vaccari, Chadwick, & O’Loughlin, 2015) by temporising Turnbull’s Twitter career alongside his political career. We will discuss this in terms of the ‘conversations’ Turnbull has had with other Twitter users, defined in terms of contemporaneous replies, and show that the number of ‘conversations’ Turnbull had with the public was highest when he was opposition spokesperson for communications and starkly decreased once he became a government minister and later, Prime Minister. Secondly, we closely examine Turnbull’s mentions of ‘NBN’ (National Broadband Network) in the context of ‘engagement’. While Turnbull was in opposition part of his ‘mediated authenticity’ (Enli, 2015) was produced through an aggressive Twitter persona and the temporality of critical contestation between Turnbull and the ‘media’. This paper points to the need for further long-duration research on Twitter use by politicians to better understand the evolving use from career change and other circumstances.

References:

A WIL AND A WAY: INTEGRATING AUTHENTIC LEARNING EXPERIENCES TO DEVELOP WORK-READY COMMUNICATION STUDENTS

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Work integrated learning is increasingly playing a key role throughout higher education in Australia. Industry groups, education networks and tertiary institutions are collaborating to provide students with learning pathways throughout their undergraduate degrees. This assists in ensuring the theory-practice divide is bridged and that students are better prepared to enter the workforce.

The Bachelor of Communication program at the University of Newcastle Australia offers majors in journalism, public relations, media production and media studies. The program embeds authentic learning experiences throughout the degree while satisfying key learning outcomes and this is done using several innovative approaches. While there is a formal placement course that students can elect to undertake their final year, academic staff in the discipline have embedded assessable learning experiences where students at all levels of their education, from first to final year, work on ‘real world’ projects and engage with industry, community groups and government organisations. In-class activities are structured to simulate professional environments and assessment design drives students to make the connections between theory and practice.

This approach ensures that the students receive authentic learning experiences where they construct contextual meaning rather than receiving information passively, what is known as a constructivist approach to learning, and it encourages students to engage with the processes, concepts and procedures of their chosen professions rather than isolated curriculum material. This paper is reporting on how UON’s BComn. program has integrated experiential learning to provide students with
a learning experience that contains numerous innovative approaches.

Keywords: work-integrated learning, WIL, Communication, journalism, public relations, media production

ONLY FOR WHITE, MIDDLE CLASS FEMINISTS? ISSUES OF INTERSECTIONALITY WITHIN CONTEMPORARY ONLINE FEMINIST CAMPAIGNS
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Intersectionality was a term first articulated by Kimberle Crenshaw in 1989; Crenshaw describes intersectionality as the acknowledgement that domination exists along multiple axes, including those related to class, race, sexuality, and disability. Initially being incorporated into feminism’s third wave, intersectionality continues to play a prominent role in contemporary feminist groups and campaigns. Furthermore, Alison Winch (2014) argues that it can be “dangerous” not to engage with the histories and debates of feminism, as this helps us to recognise why some feminists – and their existing campaigns – are more visible than others.

Using interview data drawn from my PhD research, I examine the role of intersectionality within two contemporary Australian-based groups: Collective Shout (CS) and Destroy the Joint (DtJ). Both CS and DtJ have previously received criticism for their approaches to intersectionality; resultantly, I will consider questions of access, diversity, and voice as existing within each group’s ‘world’, and analyse how each campaign has previously handled and addressed these critiques. Can feminists equally access and contribute to these campaigns in a social-media based space? Do these campaigns fully emphasise issues that affect women of colour, queer women, and women of other minority groups?

These questions are further complicated by the existence of these groups within an online space – one in which the “blocking” of opposing voices is as straightforward as clicking a button. This paper argues that intersectionality should be a central activity and consideration for social-media based feminist campaigns, and that to ignore this issue is understood by other feminists to presume to speak for other women.

Keywords: gender, feminism, social media, intersectionality

ANALOGUE RENAISSANCE: REMEDIATING PHOTOGRAPHY
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Kodak has been using the motto Analogue Renaissance to promote a series of new products based on and inspired by analogue technologies, including a Super 8 video camera, and the return of the film ektachrome. The same term could be used in relation to media reports signalling increases in both offer and demand of analogue photography products and services. From a linear perspective on technological development, analogue renaissance could be interpreted as a movement backwards or as a comeback of old mediums. As an example of retromania, the self-obsession of popular culture with its own past. This paper, however, proposes an alternative reading of this analogue renaissance. It proposes to look at analogue photography as a present technology rather than a past one, as a remediation process in which analogous photography is enlivened by digitally based practices technologies. It argues that it is precisely a series of social and commercial online networks, as well as digital devices (scanners, smartphones, computers) what makes possible the success of this analogue renaissance. To advance the argument the paper builds upon a global and a local examples of the Lomography movement. The first one looks at Lomography website and social media platforms. The second at Lomography Melbourne embassy - the Film Never Die Cafe - not just a store of cameras and equipment, but a hub in a network for selling and buying, shooting, processing and digitising films.

Keywords: Remediation, analogue, digital, photography, practices

THE DILEMMA OF VOICE IN BIOGRAPHICAL NARRATIVES: CONFRONTING COMPLEXITY IN THE “UNEXPECTED STORIES” OF INTERCOUNTRY ADOPTEES
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The communicative event of the biographical-narrative interview has been touted as a conduit for ‘giving voice’ to previously unheard, marginalised or disempowered groups and individuals (Etherington 2009; Patel 2005; Suarez-Ortega 2013). On account of this strength, as well as its potential for conveying dynamic constructions of identity, a biographical-narrative approach (Rosenthal
2004) was chosen for an investigation into the cultural identity constructions of intercountry adoptees in Australia. However, while yielding rich and detailed accounts of participants’ lives, the method also facilitated the telling of “unexpected stories” (Cary 1999) that did not conform to the identity construction processes that were anticipated at the outset of the inquiry. Rather than focusing on the effects of racialisation outside their homes, a number of interviewees foregrounded family relationships involving abuse and/or insensitivity about ‘race’ and adoption as pivotal sites of sensemaking about self. This paper reports on these unanticipated findings and also discusses how participants’ narratives led to the realisation that ‘giving voice’ is not a transparent process of collecting stories through unstructured interviewing techniques and retelling them in academic manuscripts. Instead, narratives as told in these academic texts are co-constructed between interviewees and researchers. Moreover, both interactants are embedded in a multitude of sociocultural discourses that frame and inform each contributor’s intertwining viewpoints, and the interview exchange itself. This paper therefore contends that while biographical-narrative research can facilitate the telling of previously-unheard stories, doing justice to participants’ voices requires an explicit recognition of the multi-voiced and co-constructed nature of academic storytelling. Without this recognition, there is a risk of presenting participants’ words as ‘truth’, rather than as a subjective representation that has been crafted in collaboration with a socioculturally situated researcher.

Keywords: intercultural, biographical narrative, voice, intercountry adoption, cultural identity

WHAT'S THE FUTURE OF THE PUBLIC SPHERE?

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This paper is driven by two central questions. Firstly, how do contemporary public spheres engage with “the future”? Secondly, how well does public sphere theory fare in taking account of the future as a key category of democratic discourse? I address these questions in several, albeit partial, ways. Modality refers to the diverse ways in which the future is invoked in public discourse as, for example, prediction, forecast, extrapolation or speculation. Foresight and backcasting, terms drawn from contemporary futurology, are also relevant here. Closely connected to this is temporality: consider, for example, how climate change discourse is subject to the conflicting temporal frames of reference of democratic systems (electoral cycles), news outlets (a bias towards immediacy) and scientific discourse (glacial timeframes). Another dimension of analysis (not typically well-served by established public sphere theory) is affectivity. In our contemporary public sphere, discussions of the future (from automation to biotechnology) circulate through various emotional (and often mythological) registers: fears and anxieties about technologies running amok; pessimism or fatalism about impending catastrophe or apocalypse; or, conversely, resilient faith in progress or techno-utopianism. Accounting for the ‘futural public sphere’ also entails institutional analysis. Who and what are the ‘futures industries’ that serve as the media’s primary definers of the future, its problems and solutions? And what are the popular media’s interests in prioritising certain futural topics (e.g. Elon Musk’s spectacular space technologies) over others (e.g. impending world water shortages, or debates over Universal Basic Income)? This, finally, connects to issues of legitimation: how is ‘credibility’ and ‘authority’ to speak of the future (unevenly) distributed? How are current battles between cultures of expertise and populist backlash being played out in debates over the future of the environment, of technology and of political systems within the contemporary (digitised and fragmented) public sphere? This paper brings together the concerns of recent work (co-authored with Michael Godhe) aimed at mapping and reimagining critical future studies as a field of enquiry, and my own previous work on Habermas’ public sphere theory.

Keywords: public sphere, future, critical future studies

WHAT ARE WE TWEETING FOR AGAIN? NON-PROFIT ORGANISATIONS AND DIGITAL CHANNEL USAGE

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Studies indicate most organisations in the non-profit sector are now taking advantage of one or more digital communication tools to meet a variety of public relations objectives (Briones et al., 2010; Paek, Hove, Jung, & Cole, 2013; Schoenmaker, 2014; Waters, Burnett, Lamm, & Lucas, 2009; Wright & Hinson, 2013). Nevertheless, recent research suggests NPOs are still not utilising digital channels for the full dialogic communicative attributes that they are capable of, particularly in terms of managing relationships and promoting stakeholder engagement (Bruning, Dials, & Shirka, 2008; Waters & Bortree, 2012). Hou and...
Lampe (2015) found that NPOs are increasingly using multiple digital channels, but are still not able to turn communication delivery into dialogic exchange. This study set out to discover what digital channels NZ NPOs are actually using, how they are using them, and whether they could use them better to build and cultivate all-important relationships.

Communications practitioners working for twenty New Zealand NPOs were interviewed. Over 80% reported using at least five digital channels for organisational communications. The five digital channels used most widely were websites, e-newsletters, Facebook, Twitter, and YouTube. Of the ‘Big Five,’ Facebook and Twitter channels are used the most frequently, generally updated daily. Interviewees were also asked their key purposes in using these channels: stakeholder engagement; recruiting or communicating with volunteers; fundraising and gaining donor support; PR to build reputation and credibility; marketing new or existing services or programmes; and general organisational goals such as advocacy or campaigning. Although all of the digital channels are being used by the NPOs for more than one of the purposes listed, communication practitioners named websites, Facebook and e-newsletters as the channels they prefer to use the most to try and achieve every one of those strategic purposes.

Following the interviews, a content analysis was undertaken to discover what purposes these channels are actually achieving, and whether these match the strategic goals articulated by the NPOs. Some sobering conclusions are drawn. NPOs still seem to assume that a website is a one-stop shop for digital communications, and seek to use it for a wide variety of purposes. No evidence was found that websites were enabling dialogic communication between organisation and stakeholder. Additionally, although Twitter is widely used, the engagement possibilities it offers seem to be largely overlooked by the great majority of the NPOs surveyed. And despite Messner and Guidry’s (2015) assertion that it is the fastest growing digital channel, Instagram as a channel is still relatively under-developed by New Zealand NPOs. Research into the characteristics of individual digital channels, a coordinated digital strategy, and investment in evaluation are all sorely needed.

Keywords: Non-profit organisations, Digital media, Dialogic engagement, Websites, Facebook, Twitter, Instagram

ACCOUNTING FOR SIBLINGS IN FAMILY-BASED RESEARCH
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Even in qualitative research, numbers pay a crucial role. This is particularly the case when children are assigned to one or other age group on the basis of perceived levels of development, or susceptibility to risk. This can cause a range of challenges when investigating media and ICT use in naturalistic family settings. The authors have had recent experience in researching i) fives and under; ii) sixes and sevens; iii) five to twelves; and iv) nine to sixteens.

Siblings are, arguably, an under-researched element of children’s media and communications lives (Olafsson et al., 2017), yet for the pre-teens, they play a positive role in promoting resilience (Sanders, 2004) and offering opportunities for social interaction (Milevsky, 2011). Research indicates that the more siblings there are, might increase competition for access to ICTs, with benefits in skill development in younger siblings balanced by lower skills for older siblings when compared to only children and to same-aged peers (Olafsson et al., 2017). These aspects of sibling dynamics are under-researched in the literature. The gap to be addressed in this paper is the methodological challenge associated with identifying one sibling as a desirable participant whilst trying not to damage the social and family dynamics by ignoring and excluding other child members of the family.

Having worked for a number of years on family-based ethnographies, including studies of children impacted by financial hardship, the authors have had to consider the ethical dimensions of rejecting contributions from willing children because they fall outside a target age group on the one hand, and being equitable in terms of token gifts and honoraria to a participant child and their siblings. Drawing upon case-studies around the media use of very young children, and of primary aged school children; including children impacted by poverty, this paper offers a way forward through this moral maze, acknowledging the dual requirements of situating the child within the family and valuing the family as constituting a major element of the child’s communicative practices.

Keywords: Siblings, Equity, Inclusive, Family-based, Ethnography, Young children
ENGAGING MĀORI HEALTH COMMUNICATION ISSUES: AN INITIAL EXPLORATION

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Māori (Indigenous people of New Zealand) represent a small population of New Zealand, and yet they are the dominant in terms of negative health statistics (Ministry of Health, 2015). Māori face disproportionate health inequities when accessing health care; with health communication and cultural differences; poverty, and locational barriers. In the last two decades, there has been significant improvements in Māori health; even so, health inequities remain. Since the 1990’s Māori Health Organisations have been established resulting in improvement in cultural competency within health organisations, as well as Māori initiatives to encourage Māori to seek further health care (Smith, 2000). However, Māori still lead the negative health statistics.

Using Kaupapa Māori methodology (Smith 2000), and data collection process known as hui (focus groups; Lakshman, Sinha, Biswas, Charles, & Arora, 2000), this presentation will explore communication factors that Māori consider enabling and/or disabling in their use of health care services. In order to understand the issues faced by Māori it is essential to gain an insight into how Māori initially learn about health and wellbeing. Therefore, the presentation will offer a holistic approach to health communication issues facing Maori face when they attempt to utilise health care services. The findings highlight the importance of a collaboration between Māori, and health organisations. The findings stress that in order to improve current Māori health statistics, Māori and health providers must work in harmony to achieve a common goal.

References:

Keywords: Maori Health, Health Communication, Indigenous Health

PERIPHERAL VOICES, MARGINAL LIVES: REPRESENTATION, SUBALTERNITY, AND PROXIMATE SUFFERING

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It has been argued that indigenous and refugee communities, along with the impoverished, comprise the global subaltern. While the reasons for their current precarity, as well as the various aspects that comprise their subaltern conditions, differ significantly between these groups, the politics of ‘race’, ethnicity and exclusion, and of representation and ‘voice’, appear to impinge on both their material and their media presence in similar ways. Building on WJT Mitchell’s insights in ‘seeing through race’, this paper engages with the anthropology of ‘voice’ and the politics of representation, both of which are intrinsic to an interrogation of the validity of the concept of the subaltern in the contemporary context. Our ethical (non)responses to more proximate suffering, to the visibility/audibility, and the very perception of the racial subaltern who are amongst us rather than in distant locations, raise deeper issues and more critical questions, such as what constitutes ‘distant’ suffering – is it geographic distance or socio-cultural-racial distance? How is this related to the marginalisation of indigenous communities, particularly in settler colonies, and to the responses to the plight of those who, fleeing conflict and/or disasters, have arrived on our shores? It can be argued that refugees constitute a mobile South, while indigenous communities comprise what could be called a rooted South. Their presence demands an examination of the politics of voice and of representation, and the systemic features of the ‘imperial debris’ that continue to marginalise particular communities. And finally, this marginalisation also demands a reconsideration of the prevalent understanding of the Global South.

Keywords: refugees, indigeneity, the subaltern, voice, the Global South
INFOTAINMENT AND THE IMPACT OF ‘CONNECTIVE ACTION’: THE CASE OF #MILKEDDRY

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The Project has been a successful form of political entertainment on Australian commercial television since 2009 (McNair et al., 2017). The program has been noted for its ability to blend comedy and informal discussion between panellists (who have ranged from traditional news presenters, to comedians, politicians, and ordinary viewers) with serious analysis of news of the day. Since Waleed Aly took over co-hosting duties in 2015, one of the more popular features of the program has been segments called ‘Something we should talk about’. In one of these, Aired in May 2016, called “Milked Dry”, Aly urged Australians to ‘eat more cheese’ and drink more milk to support local dairy farmers. Soon after, Australian consumers were reporting drastic shortages of locally-produced milk in supermarkets (Eriksson, 2016).

Political entertainment has often been criticised for helping to increase people’s cynicism towards the political process, thus leading to greater apathy and disengagement (Hart & Hartelius, 2007). In this paper, however, we will focus specifically on #MilkedDry, looking closely at the way in which the specific ‘call to action’ played out on key social media platforms (focussing particularly Twitter). Through an analysis of social media data made available through TrISMA: Tracking Infrastructure for Social Media Analysis (Bruns et al. 2016), which comprehensively tracks all public tweets by some four million Australian Twitter accounts identified to date, we will also examine how the framing of this political issue was taken up at a local level, and how citizens used social media for the purposes of ‘connective action’.

References:

Keywords: The Project, Social Media, Television, Infotainment, Connective action

“STUDY KEEPS DRAWING THEM BACK TO THE DEVICES”: THE ROLE OF DIGITAL PEDAGOGY IN THE MEDIATIZATION OF MOTHERHOOD

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Government and school-led initiatives aimed at increasing school-children’s digital literacy in Australia exist to facilitate one-to-one access to computers, and to equip students with the necessary skills to work in future technology-focused professions. Such programs can however, place pressure on parents to purchase a device for their children to use at school, and can challenge family dynamics by demanding a renegotiation of technology rules to allow completion of digital homework tasks. The remit of digital governance often falls to the mother to coordinate, who is still regarded as the main provider of childcare in Australia, adding yet another responsibility to a role that may already encompass paid work, childcare provision, and domestic and household duties. The task of monitoring and managing their children’s digital use in the home has culminated in a “digital motherhood” role that is shaped by a process of mediatization – the transformative effects that occur from interactions with and through media. Political, social and cultural changes, such as digital pedagogical practices of schools, can trigger mediatization processes and change the way motherhood is conceptualised and practiced, thus creating a mediatization of motherhood.

As part of a wider study, this paper considers the impact that school-related factors have on the mediatized worlds of mothers in Australia. Qualitative in-depth interviews were conducted with 17 mothers with children aged 9-15 years. The findings from this study indicate higher consumption of digital devices driven by schools’ digital learning strategies, and the emergence of conflict and challenges to rules and routines regarding technology use for digital homework tasks. The findings...
also revealed difficulties keeping children on task with homework duties, and the temptation to indulge in online recreational pursuits, balanced by mothers’ positive perceptions of the affordances of digital media for pedagogical use.

This paper describes and discusses the nuances of mothering in a digital age by examining important factors that influence their perceptions of technology in the home. In doing so, it contributes empirical knowledge to the mediatization agenda by offering unique insight into the issues that affect and effect mother’s interactions with digital media.

Keywords: cultural studies, digital media, gender, mediatization, motherhood, digital learning

THE DISRUPTED SCREEN PRODUCTION SECTOR REVEALS A HIDDEN HOMOGENEITY.

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This paper interrogates the impact of the internet as a disrupter of traditional screen production industries. The privileging of direct links between creators and audiences, as seen in a myriad of new platforms including Youtube, Netflix, Vimeo, Amazon, etc., underpins the foundation of an emerging communication world where access, voice, diversity and engagement are radically altered from what used to be thought of as screen production. Yet in the ensuing chaos, there is huge opportunity, screen content creators from diverse cultures and experience are finding consistencies in their navigation of this brave new world. Online platforms can be monetised, provided that the creator has the capacity to build a brand with a hook that keeps pulling people back. This paper blends very different perspectives from a screen producer in Australia, practised in non-mainstream, crowd funded content, collaborating with a UK-based screen professional whose experience includes content production for some of the largest legacy broadcasters in the world. Although their careers, perspectives, education and ambitions are very different, these two broadcast professionals identify homogeneity in their experience of the internet as a disrupter of screen production.

Keywords: screen production, disruption, legacy media, crowd funding, niche audiences

COMMUNICATING AUTISM ON THE INTERNET: THE EMERGING OF NEURODIVERSITY MOVEMENT IN INDONESIA

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Based on previous literature, the Internet has proven potential to open up possibilities for Autism Spectrum (AS) people for both social interaction and support (Benford & Standen, 2009). Social media are also used by people on the spectrum, not only by the Asperger (Aspie) who is on the high spectrum, but also by those who are non-speaking, to be present online to raise awareness, and as a channel to communicate their existence to broader audience.
Along with the rapid growth of social media users in Indonesia, parents with autistic children were starting to build online support groups in 2000. While there is still no exact data found on the rate of autism prevalence in Indonesia, in 2009 the Ministry of Health stated that one in every 150 children in Indonesia is born with autism, and the number of children diagnosed with the disorder is continuing to increase (Mardiyati, 2011).

In these previous 10 years, autistic individuals in Indonesia have begun to communicate about themselves through online media, including blogs, Twitter and YouTube. Although still in its infancy, it highlights the emerging phenomenon of the autism neurodiversity movement in Indonesia. In 2005, Oscar Yura Dompas, a man who was diagnosed autistic at the age of 4 years, published the first autobiographic book by an autistic person in Indonesia, which based by his blog journal. In 2014, a famous Indonesian pianist and music composer, Ananda Sukarlan, described himself for the first time as a person with Asperger and has Tourette syndrome by sharing his experience on being a “different” person through a video on YouTube. In the same year, an account on behalf “Pemuda Autisme” (“Autism Youth” in Indonesian) in Indonesia emerged using Twitter and blog to educate people about autism and advocating on behalf of people with autism, as well as finding people on the spectrum to build a community.

This working paper will explore how social media were used by AS people in Indonesia in expressing opinion and communicating identity, and thus, promoting representations of a newly self-conscious minority group to advocate for autism as valuable “way of being” (Schwartz, 2009; Bagatell, 2010 in Tucker, 2013).

References:

Keywords: Autism, Neurodiversity, Internet, Disability

PSB-FRIENDS GROUPS IN MEDIA- AND CULTURAL POLITICS

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During the past ten years public service media organizations have experienced increasing demands for transparency, audience participation and public engagement. In response to this a number of reformed regulatory structures and audience-engagement measures were implemented. Drawing on interviews and archival materials, this paper adopts a media-governance perspective in order to investigate two German civil society interest groups that emerged out of discontent with the scope of these reforms: Ständige Publikumskonferenz and Initiative Publikumsrat. Both groups aim to reform the indirect German model of audience representation via socially relevant groups in the broadcasting councils and instead lobby for the inclusion of more direct participatory elements. The two German groups are compared to the British civil society interest group Voice of the Listener and Viewer (VLV). The paper investigates whether certain factors that led to the successful institutionalization of the VLV in British media governance could also be applied to the German context. It is argued that the domestic regulatory frameworks differ strikingly. Furthermore, the conditions in the 1980s, when the VLV was founded, are very different from today’s networked society. Still, to some extent the VLV can serve as a role model for the young German interest groups.

Keywords: Public Service Media, Interest Groups, Media Policy, Media Governance, Accountability, Audience Engagement
LIVE STREAMING: APPLICATIONS IN BUSINESS EDUCATION

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Live streaming is an incredibly popular content delivery format amongst youth and young adults in the entertainment sphere. Live streaming services such as Twitch, YouTube’s Live, and Facebook’s Livestream allow an individual to ‘cast’ video in real time to a large audience. In this presentation we discuss our experiences employing live-streaming, paired with traditional face-to-face classes, as a teaching tool in a large undergraduate strategic management class.

In this class, students were asked to use a strategy tool and to apply it to a ‘live’ case, an online Harvard Simulation incorporated into the curriculum in place of weekly tutorials. This simulation designed by Narayanan (2014) draws on Kaplan and Norton’s (2001) Balanced Scorecard and requires students to work in teams of four to formulate and implement a strategy for an automobile parts firm. Amongst its learning objectives the simulation aims to help students understand the role that a well-defined strategy plays in relation to data analysis and decision making. In the second week of class students were introduced to the simulation and to the concept of the weekly live streams and how they would serve to both demonstrate how to use the simulation software and offer a space for a broader Q&A about the simulation concepts and other class content.

Live streaming was introduced in response to student feedback that they needed more assurance and guidance in engaging in what had been an almost entirely self-directed engagement with an online simulation. The response to the introduction of live streaming was positive. Student evaluation scores from the previous semester pointed to a marked increase in overall student satisfaction. In addition, students voiced very positive perspectives of the live streaming as a teaching mode throughout the semester. Live streaming is a potentially effective yet largely unexplored teaching tool. Ironically, as a new media, it is better aligned with traditional classroom formats such as lecture, instruction, and demonstration than it does the flipped classrooms and experiential learning environments. Within those more traditional formats however, it excels. It is a pedagogically sound and cost effective way of demonstrating core content and tasks to large numbers of students. Thereby, helping to reduce variance between instructor deliveries, as well as, no longer limiting the size of demonstration or lab style classes. Moreover the digital, and recorded nature of live streaming facilitates flexible access and engagement. Students who may otherwise find physical classes difficult to attend, or class-based lessons not suited to their needs – can engage with the material at their own pace. We suggest that live streaming is a familiar and powerful teaching tool that can be considered for a range of applications including demonstrations as well as lectures in distance learning.

Keywords: live-streaming, new media, business, pedagogy

SONIC EMPIRES: LISTENING TO RECORDED SOUND IN NEW ZEALAND 1879-1914

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The development of technology that could capture, store, and reproduce sound during the late nineteenth century radically transformed human experience of the world. The contemporary world is suffused with the ubiquitous din of recorded sound. This sonic saturation is largely taken for granted but this was far from the case when recordings were first experienced and before they became part of daily life.

This paper examines the introduction of recorded sound into New Zealand between 1879 and 1914. New Zealanders heard phonographs, gramophones, records, and wax cylinders in many and varied ways during those years. They were listened to as toys, wonders of science, new commercial opportunities, and as links with the wider world. New Zealanders heard the world through the products of the rapidly expanding global recording industry. This nascent industry was established in New Zealand in the form of new consumer items such as recordings, playback machines, and printed items such catalogues, magazines, and books. These new consumer items were found in traditional shops and new retail spaces were also developed to supply the demand for these novel and attractive goods.

In this paper I give an account of how recorded sound was first heard when it arrived in New Zealand and how this was part of a transnational development brought about by multinational companies. I discuss how recorded sound linked the country with the burgeoning global popular culture built around recording stars and performers. I also trace the ways in which these startling new consumer technologies were normalised and accepted as part of everyday life in a fairly short time period. This paper situates New Zealand in the heart of modernity.
and captures a sense of the ‘shock of the new’ aroused by past.

Keywords: Media history, Audio culture, Recorded sound, New Zealand history, Recording industry, Popular culture

POLITICAL PUBLIC RELATIONS AND POST-TRUTH POLITICS: AUSTRALIAN PRACTICES AND PERSPECTIVES
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In November 2016, the Oxford English Dictionary chose ‘post-truth’ as its word of the year, following the rapid increase in its usage during the Brexit EU referendum and the US presidential election. During these electoral contests, politicians obfuscated the issues by using emotive rhetoric and communications based on ‘alternate facts’. Likewise, third party political groups produced political public relations (PR) tactics designed to confuse the electorate, including ‘fake news’. However, as this paper makes clear, the political PR tactics underpinning post-truth politics are not new. Misdirection, dissociation, and the use of arguments based on selective evidence and dubious data have always been features of communications contests within the political public sphere. Indeed, many of the communication tactics of post-truth politics are merely the continuation of political PR practices once commonly referred to as ‘spin’, and which have been evolving in response to technological innovation and changing media landscapes. Whereas once political leaders avoided telling outright falsehoods fearing the negative publicity that would ensue, now they can seemingly employ communications tactics bereft of facts that are dependable and verifiable. Post-truth political discourse is, then, an amplification of strategic communication practices increasingly honed for social media networks and ideological echo-chambers. This paper offers an Australian perspective on some of these political PR practices. It draws on news sources, biographies, interview data and the personal reflections of the author (a former political PR practitioner) to identify contemporary ‘post-truth PR tactics’ and assesses their consequences for political journalists and the ideal of informed citizenship. This discussion will allow for a more defined and historical understanding of post-truth political discourse and its agents.

Keywords: political public relations, political communication, post-truth political discourse, spin, communications power

HOW WE COMMUNICATE AND HOW SATISFIED WE ARE WITH OUR COMMUNICATION PREDICTS HOW MOTIVATED WE ARE
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In this study, we examined links among general communication constructs, self-efficacy beliefs regarding communication at school, participants’ satisfaction in their communication with their mathematics teachers, and their domain-specific motivation orientations. The two general communication constructs we studied are communication apprehension (CA) and communication competence (CC). The two criteria we employed were key domain specific (i.e., related to mathematics) motivation orientations. The first one, student individual interest, is a “relatively stable evaluative orientation” (Eccles & Wigfield, 2002, p. 119) towards mathematics. The last construct investigated, attainment value, is defined as “the personal importance of doing well” (Eccles & Wigfield, 2002, p. 119) on mathematics-related tasks.

The structural equation model tested revealed that CA and CC were strong predictors of school-related communicative self-efficacy and CC was positively associated with the same construct. The model
accounted for 42.2% variability in communicative self-efficacy beliefs with regard to school. In addition, the more satisfied a student was in communicating with her mathematics teachers the higher her interest in and attainment value regarding this school domain. Notably, inter-individual differences in satisfaction in communicating with teachers accounted for 33.3% variability in interest and 17.9% variability in attainment value. Moreover, communicative self-efficacy beliefs pertaining to school fully mediated the relationships between CA and CC (on the one hand), and SCT, on the other. Furthermore, the relationships between these self-efficacy beliefs and interest in mathematics (respectively, the attainment value of mathematics) were fully mediated by satisfaction in communication with mathematics teachers.

In sum, having lower levels of CA, higher levels of general communication competence and strong self-efficacy beliefs regarding communication in school settings contributes to strengthen feelings of satisfaction in communicating with mathematics teachers and heightened motivation related to mathematics. Given the key roles of motivation in student achievement (Wigfield, Tonks, & Klauda, 2009), these findings suggest the importance of understanding the communication processes that could support students’ rapport with their teachers and their motivation to succeed in school.

Keywords: communication apprehension, communication competence, satisfaction in communication, student interest, attainment value

AGENCY OR COMPLACENCY?
UNDERSTANDING WHY EQUALITY FOR WOMEN HAS “STALLLED” IN NEW ZEALAND.
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A statement generated and further reiterated in 2013 by Professor Judy McGregor, the former Equal Employment Opportunities Commissioner with the New Zealand Human Rights Commission, suggests that equality for women in New Zealand has “stalled”, and progression towards achieving equality is in a state of “limbo”. Therefore, my doctoral research focuses on whether the halted progression of equality for women is the product of agency (increased or diminished voice) or complacency enacted by women because of a multitude of experiences and worldviews. In this regard, I will examine the current national landscape of equality for women, whilst taking an intersectional feminist approach to analyse the complexity of women’s lived experiences and perspectives of equality/inequality, and how they might demonstrate agency or complacency related to women’s equality.

Agency, in the form of increased voice, has been represented in feminist movements in several ways throughout New Zealand’s history. For example, political agency enacted by Kate Sheppard and the suffragist movement enabled New Zealand women to be the first in the developed world to have the right to vote. Leadership agency is shown through the more recent presence of women in roles of national importance. The appearance of increased agency represented in the amplified visibility of women can enable individual women to have the confidence to pursue equality for themselves.

Social media has also allowed women a forum for increased agency, allowing participants to voice their opinions, views and experiences globally. On the other hand, even where agency is facilitated, the existence of “trolls” can create challenges, conflict, and lead to misinterpretation. Agency merges into complacency with the notion of “clicktivism”; the ability to “share” or “like” posts, counting these actions as contributions to wider women’s equality movements despite the uncertainty of whether our input will lead to action.

Inequalities are also becoming harder to recognise as obvious gendered issues; for example, the gender pay gap, glass ceiling, and unequal employment opportunities are partly addressed through legislation. Complacency about inequality and its presence within women’s individual lives may create the illusion that equality for women has been achieved, whether or not women are aware of the advancements made possible by past feminist action. Therefore, the challenge lies in understanding how it is possible to continue building on the legacy of equality for a diverse range of women in present day New Zealand.

Keywords: Equality for women, Stalled equality, Intersectionality, Agency, Complacency
ANALYSING OBESITY-PREVENTION CAMPAIGNS THROUGH THE LENS OF SOCIAL PRACTICES, HEALTHISM AND RESISTANCE

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Social marketing campaigns that promote healthy eating and physical activity are a key component of government obesity prevention and reduction strategies. These campaigns typically fail to acknowledge contestation around the science of obesity and the imperative of weight loss and tend to be centred on changing the behaviour of individuals, rather than changes in infrastructure, policy or regulation. Despite their shortcomings and ongoing concern about rates of obesity, strategies that promote changes in eating and exercise habits have come to dominate policy responses to obesity in Australia and elsewhere.

This situation raises questions about potential disconnections between obesity prevention/weight loss campaign messages and the everyday lives and practices of consumer-citizens. It points to problematic assumptions about communication and behaviour change that underpin most social marketing campaigns, including their top-down model of knowledge transmission and promotion of healthism, which focuses on individual behaviour change through the modification of lifestyles (Cheek, 2008; Crawshaw, 2012). Such campaigns not only disseminate health information, they project ideologies about who the rightful producers and recipients of health knowledge are and also work to produce ‘healthy’ and ‘unhealthy’ subjects (Briggs & Hallin, 2016).

This presentation draws upon social practice theory, notions of healthism and health resistance and previous research to highlight the problems and limitations of mainstream obesity prevention campaigns. Social practice theory seeks to overcome the failings of individualistic approaches to behaviour change and to develop more sophisticated understandings of health practices and the contexts in which they are enacted (i.e. Blue et al., 2016). This approach shifts our attention to the interconnections between various routine social practices (i.e. eating, cooking, shopping, exercising, working), the contexts in which they are performed, and the alternative conceptions of health and healthy living they reveal. We suggest this kind of understanding may also help to illuminate the tensions between the discursive repertoires and social practices of citizen-consumers and the dominant discourses about health and weight that are found in social marketing campaigns. We offer some suggestions about the kinds of research questions, methods and modes of analysis this approach lends itself to.

Reference:

Keywords: obesity, social practice theory, health communication, resistance

THE MANY WORLDS OF RICK AND MORTY

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Multiple or parallel universes are a staple concern of science fiction film, television, and novels. This article examines the presentation of multiple universes in the American animated science fiction television show Rick and Morty, in which they frequently appear. Though only two seasons old, Rick and Morty has gained a significant worldwide following for its combination of a sophisticated portrayal of scientific concepts with slapstick, often ‘low-brow’ humour. Rather than one form of parallel universe, Rick and Morty portrays an infinite universe with many discrete worlds, alongside which there are many parallel universes, each of which has multiple dimensions, and which can have alternate timelines. I refer to this as a ‘multi-world’ approach: a highly complex and unconventional treatment of the multiple universes trope in which many worlds exist with many barriers between them, including a more traditional ‘multiverse’. The article compares three selected episodes of Rick and Morty with multi-world examples from other science fiction, including those texts parodied within the individual episodes. Of particular interest is the show’s refusal to adhere to an internal logic with regard to rules for inter-world travel - a strategy that inverts and satirises sci-fi tropes even as it valorises and embeds them since, although the rules exist, the characters are
given free license to break them. A further consideration in this paper is the complicated metaphysics of Rick and Morty. The show plays with distinctions between what is perceived as 'real' and what is not by the characters, and therefore viewers. It portrays worlds with with many levels of scale, interaction, and device-controlled transgression between and within universes. The paper contributes to understanding of approaches to world-building within modern sci-fi.

Keywords: science fiction, world building, Rick and Morty, television, multiple universes

EMBODIED DWELLING: THE ONTOLOGY OF OBJECTS IN POKÉMON GO
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The making of trails and wandering along them have long been limited to one of a few realms: either they have existed in media such as games, the imagination, or they have taken place in the physical world. This paper is a speculative engagement with the metaphysics of the mobile phone-based augmented reality game Pokémon GO, which combines the physical and digital worlds into a unified experience of embodiment, movement, and play. It considers the nature of the embodiment experienced by Pokémon GO players, and their relationship to the spaces and places in which they dwell during and after play - simultaneously in both the real world and the virtual gameworld of Pokémon GO. Both worlds offer the opportunity to experience different instantiations of the same space, in the sense that the digital world recreates aspects of the physical world and, in doing so, fuses and entangles them together. Pokémon GO is an interesting case study because, unlike many other digital games, it enforces physical movement through the real world as a mechanic of gameplay. It is also a wildly popular game that builds upon similar mechanics of the forerunner game Ingress by the same publisher Niantic. Embodiment is positioned alongside the notion of dwelling - from Heidegger (1996) and adapted by Ingold (1993) - as a distinct practice of attunement to and engagement with the world - as a turning-toward the world through the use of devices which reveal hidden digital features. Additionally, the paper explores the ontology of objects within the game, plus the mobile devices used to access the gameworld, both of which operate to distinguish the gameworld from the underlying 'real' world. These objects are positioned as 'mediators', after Latour's actor-network theory (ANT) (1993). Their role is described as boundary markers and access points between the digital and physical.

Keywords: augmented reality, dwelling, Pokémon GO, objects, space, place

CORRUPTION AND CRIME COMMISSION AND MURDOCH UNIVERSITY: COMMUNICATIONS PROCESSES DURING GOVERNANCE CRISIS
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This paper uses a communications ecologies approach (Foth and Hearn, 2007) to investigate and analyse the communication processes that occurred during a major governance crisis. The crisis involved the Vice Chancellor (VC) of Murdoch University and other senior university leaders which resulted in a formal Corruption and Crime Commission (CCC) investigation over the period from September 2014 to July 2016.

The lengthy twenty two month investigation by the CCC found that the VC had committed one act of serious misconduct and two acts of misconduct (CCC, 2016). The external and internal communications that took place during this period of significant organisational crisis, both formal and informal, were analysed utilising a communications ecology framework.

The findings indicate that, notwithstanding the legal requirements of the Corruption and Crime Commission to keep matters under investigation secret during the term of the investigation, media communications to the general public and student body was well managed using advice from an external public relations agency. However, internal communications between Senate (the senior governing body of the University), the Senior Leadership Group (senior management) and professional and academic staff was unnecessarily confusing and contradictory. A lack of information about legal processes and secrecy requirements, time frames and the possible outcomes of the investigation led to a significant amount of uncertainty, rumor mongering, conflict and anxiety within the university.

The publication of the CCC report has brought to an end a dark period in Murdoch University history. Despite little sign of change in the communications ecology, several changes have occurred. There has been a consequential
rewriting of key policies and procedures as recommended by the CCC; the appointment of a new Vice Chancellor; and, the replacement of key senior personnel which has resulted in the University being able to focus more effectively again on its traditional roles of teaching, research and community service.

References:

Keywords: Communications ecology, University governance, Serious misconduct

THE PANOPTICON KITCHEN: THE MATERIALITY OF PARENTAL SURVEILLANCE IN THE FAMILY HOME
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This paper examines the production and performance of parental surveillance of children’s internet activities in the family home. Through an analysis of cyber safety sites for parents; ongoing media articles about the negative effects of internet use and social media; and, qualitative interviews in the family homes of children five to twelve years of age, the manner in which parents are positioned as ‘instruments of surveillance’ and the materiality of this surveillance is discussed.

The pedagogy of parental surveillance whereby parents now observe, interpret and regulate their children’s online behaviour is reflective of children’s re-entrance into the public realm. Children’s growing online presence is a sociocultural shift, which sees children having a more personal and active public voice than has been seen since the 18th century protectionist movement (Bavelier et al. 2010; Poyntz & Hoechsmann 2010; Wyness 2006). Nonetheless, children’s re-entrance into the public realm is also firmly grounded in the private, worldly spaces of the family home. This paper argues that, while this is the first generation of parents to use surveillance similar to those used by the police or military to scrutinise their children’s behaviours remotely (or digitally), parents are also diligently carrying out physical surveillance of their children’s internet use. This double duty (physical and virtual surveillance) tends to amplify the surveillance work parents are expected to do.

In addition to this, parent’s worldly surveillance of their children’s internet use in Australian family homes can be likened to Foucault’s Panopticon where the site of central inspection is often the family kitchen. This is because, the physical positioning of spatial dimensions in the standard Australian home lends itself to Panoptic surveillance of children where the mechanisms of fixing and containing subjects (children) can be carried out from, and in, communal living spaces within the standard Australian home. The use of these communal family spaces lends itself to watchtower-style monitoring where parental gaze is always possible and where children tend to assume and act as if they are being watched. This is not to say, however, that children’s resistance and/or negotiation is any lesser part of the power relationships within the Panopticon kitchen.

Keywords: cultural studies, parent mediation, children’s internet use, surveillance, Foucault, panopticon

DISCURSIVE CONSTRUCTIONS OF THE INTERNET OF TOYS
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The Internet of Toys (IoToys) refers to the small subset of the Internet of Things which is marketed to children and their caregivers as smart toys. These toys include many of the affordances of screen-based technologies packaged as a child’s everyday plaything. Thus Hello Barbie uses voice recognition and cloud-based computing combined with artificial intelligence procedures to craft meaningful responses to children’s statements and engage them in quasi-naturalistic conversation. Other toys also include image recognition and geo-locational data collection. These toys can be constructed in a range of ways that represent the perspectives of speaker and circumstances. Thus Germany’s Federal Network Agency announced in February that it classified the My Friend Cayla doll (a competitor to Barbie), as an “illegal espionage apparatus” because “under German law it is illegal to manufacture, sell or possess surveillance devices disguised as another object” (Oltermann, 2017).

One of the particular features of products which form part of the IoToys is that they facilitate at least three sets of income streams for the manufacturers and/
or data processing organisations. My Friend Cayla, for example, has been criticised because of its links with The Walt Disney Company and the fact that one of its conversation starting points prompts the child to talk about their favourite Disney shows and characters. Accordingly, one of the revenue streams available to promoters of the IoToys is to augment the toy-based revenue by including commercially inspired messages. It is not hard to imagine, for example, that a toy with geo-locational capability will always say 'I'm hungry, can I have a burger?' when in the vicinity of a specific fast food outlet. A second source of income is from monitoring the data set collected from children of certain age groups or demographic areas to identify frequency and nature of comments about for example, a particular product at Christmas. Many IoToys companies explicitly retain the right to collect and use children’s data from their toy-based interactions thus giving themselves the opportunity to provide reports on children’s comments about brands, services, and other matters of interest to relevant companies and organisations. The third income stream comes from selling the toy, but in order to use the toy, parents and caregivers have to consent to a range of conditions in a manner which, arguably, compromises the child’s right to privacy. Further, as with so many software-driven devices it is likely that, as the IoToys grows, certain desirable features will be marketed as add-ons, leaving parents and children vulnerable to increasing running costs for this category of plaything.

Given their status as an emerging category of human-computer interaction devices, objects which can be classified as part of the IoToys currently occupy a controversial and contested space raising many questions that children themselves are not equipped to consider or take account of. This paper considers the discourses that frame discussions among the adults who are currently deciding what the future Internet of Toys is going to look like.

Keywords: Internet of Toys, Revenue streams, Surveillance, Privacy, Children’s rights, Discourse analysis

UNTOLD NARRATIVES: VOICES OF FELCRA SETTLERS TOWARDS MACAQUE MONKEYS IN HULU MELAKA MALAYSIA

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We present a case study of the social issues of wildlife conservation in Hulu Melaka Federal Land Consolidation and Rehabilitation Authority (henceforth FELCRA). The depletion and destruction of rain forest promoted by man over originally pristine habitats have led to an increased competition between humans and wild animals for space and resources. This study analyses interviewees’ responses collected from a group of FELCRA settlers comprising of 15 peoples, which covers their perceptions and attitudes towards macaque monkeys in Hulu Melaka, Malaysia. We found that FELCRA populace revealed their widespread negative attitudes and perceptions towards conservation of long-tailed macaque found in the area via the in-depth interview conducted. The negative attitude was caused by wildlife damage to crops, losses of livestock to predators, loss of land to conservation, attacks to humans, lack of control over animal wildlife resources and had a relatively poor opinion of the Department of Wildlife. We suggest the reduction of the negative impacts of animal wildlife, through, for example, fencing of agricultural land, improved control of problem animals, and adequate compensation schemes. It is also essential that local communities be given more control over the wildlife resources than they currently enjoy.

Keywords: Voices, Perception, Attitude, Macaque, FELCRA
TRACING THE RELATIONSHIP BETWEEN SCREENS: TELEVISION, SOCIAL NETWORKING AND MOBILE MEDIA DURING THE 2016 SUMMER OLYMPIC GAMES

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The Olympic Games are a global sports mega-event where the aggregation of mass audiences is still observable at a time when multiplying forms of personalised connective media – digital, mobile and social – are making inroads into media consumption habits. Using the 2016 summer Olympics in Rio de Janeiro, Brazil, as a case study, this paper examines the intersections between: (i) broadcast television coverage of the Games; (ii) digital live streaming of Olympic events via desktop computing and mobile apps, and; (iii) the social networking services, Facebook, Instagram, Twitter and Snapchat. It is argued that broadcast television anchors the flow of content across screens, with social networking services both extending the televisual logics of media sports coverage and emphasising their own commercial influence and command of massive user numbers. This arrangement ultimately bolsters the power of television as the primary means through which sports mega-events are experienced.

Keywords: sport media, media sport, social media, mobile media, connected viewing, broadcast television

EXERCISING DIGITAL INFLUENCE IN YOUTH CULTURES: CONSTRUCTING COMMUNITIES OF INTEREST

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Digital influencers are emerging as a field of study within contemporary media studies, especially with the rise of social media platforms such as Instagram, musical.ly and YouTube. The prominence of individuals garnering incredibly large audiences across these platforms has attracted interest from academics and industry stakeholders, where the latter have built a creative industry around what they have termed ‘social talent’. High social talent suggests users are able to demonstrate considerable levels of entertaining value in their content production, have the ability to talk to large audiences, and have technological skill across production devices and platforms to communicate with their audiences. Ultimately, high social capital translates into high economic capital. Thus, digital influencers are pioneering new models of advertising, where brands pay large amounts of money to have their products endorsed as ‘lifestyle’ to new media audiences.

Many agents within the digital influencer environment fail to see this as advertising alone, but more as a process of developing communities of interest around thematic content. There have been documented case studies, for example, in Australia (Ferdinands, 2016), Singapore (Abidin, 2016), and the United States (Senft, 2013), which have explored digital influencer subcultures such as health, youth, LGBTQI, and #dabdads. In each of these environments, digital influencers have capacity to build new communities around their ‘brand me’ (Senft, 2013) content, which can be used for commercialisation, or to raise awareness for societal issues.

My recent research has revealed that many of the actors involved in digital influence are primarily concerned with constructing communities of interest (Lave and Wenger, 1991) beyond selling products. This problematizes what has until now been thought of as a purely commercial venture, suggesting the role of authenticity is more crucial than previously thought. As such, this paper explores youth culture within the digital influencer industry by presenting ethnographic data from two agencies located in Sydney and Los Angeles. This paper presents preliminary findings from an expansive international comparative research project exploring commercial digital influencers.

Keywords: digital influencers, cultural intermediation, social media

VICTIM OR SURVIVOR? EMERGING NARRATIVES FROM EXPERIENCES OF TERRORISM

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This paper explores the impacts of terrorism, and of consequent disability, on three people. Two participants have a direct, and one has an indirect, experience of terrorism, but all have been deeply impacted by their encounter in the physicality of everyday existence. Using storytelling, as described by Hannah Arendt (1998), as the medium for exploring the daily lives of people directly affected by a terrorist attack, I choose here to focus on the ways in which they describe their disability, or their relationship to disability, and the meanings they create around their direct experience of terrorism. I seek to understand the ethical struggles of life after a terrorist attack. I ask how does one live an ethical life, a life that...
seems ‘right’ in the eyes of the person concerned? By this I mean how does one live a life worth living – a ‘good’ life where one has a sense of agency? In what ways do the terrorists, and the continuous experience of an acquired disability, fail to compromise the power experienced in human existence? Through two stories, “Phoenix” a victim of the 2002 Bali Bombings, and Gill Hicks a survivor of the 2007 London bombings, and her partner Karl Falzon, I explore how the long-term physical effects of terrorism play a significant role in the ways victims and survivors reassert themselves into their social world. Through the stories these people tell of their experiences of terrorism, and their lives since the attack, we come to understand that a life worth living is often achieved in spite of the effects of the attack itself. And yet these effects constantly draw survivors back, not only into the newer limitations of their bodies, but into the experience of the attack itself, and their personal relationship with a globally-relevant event. Gill clearly takes heart from her multi-layered perspective, and the ways in which she positions herself, the attack and her new physical limitations and sees herself as having learned an invaluable lesson about humanity. Bali survivor, and self-named Phoenix, also finds himself ready to emerge from the fire.

Part of the agency implicit in the story-telling shared by these participants is encapsulated in the perceptions that these people are survivors, not victims; and this also impacts upon the various ways in which they approach living a good life with a disability and as a visible reminder of the randomness and extraordinary ferocity of terrorist attacks.

Keywords: terrorism, disability, storytelling, ethical anthropology

THE CULTURAL REGULATION OF FACEBOOK’S ADVERTISING
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My argument is that throughout its short history, Facebook has been culturally regulated. Cultural regulation is described as the practices of criticisms and negotiation that Facebook is subject to, by it users and non-users and the subsequent effects of these criticisms and negotiation on Facebook’s policies and practices. The cultural regulation of Facebook is an arbitrary process that is leading the construction of Facebook’s continuously evolving norms.

Using the theme of “advertising” this paper explores how Facebook’s policies and practices of targeted advertising are being criticized and negotiated. In particular, the case study of Facebook’s tussle with ad-blockers is examined and debated. An ad-blocker (or ad-filter) is a software program that helps in removing or altering different types of advertising content from an Internet user’s online experience. While Facebook has constantly made changes to its software to circumvent ad-blockers, this circumvention is being challenged by users and non-users, in multiple ways.

This paper, then, serves as both, a critique and a roadmap for Facebook’s cultural development, and looks to ascertain the process of Cultural regulation of Facebook.

Keywords: Cultural Regulation, Facebook, Advertising, Ad-Blocker, Facebook Criticism, Facebook Negotiation

ETHNOGRAPHIC INSIGHTS INTO SAFETY COMMUNICATION FOR FRONTLINE WORKERS
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In 2013, a communications PhD thesis won the Dr Eric Wigglesworth Education (Research) Medal from the Safety Institute of Australia. The research, which had embraced the communications challenges associated with customer-facing, front-line staff in a public service organisation, was based on a detailed ethnographic investigation of those staff. The researcher, Dr Christine Teague, had undergone twelve weeks of intensive training alongside the staff she was researching, and then spent four months as a participant observer rostered alongside these service staff as they went about their duties at the times in which they were most likely to be injured (8pm – 2am).

One of the reasons why this thesis was judged to best advance occupational health and safety (OHS) education through research, was that ethnographies have not often been used in OHS settings, but that they have the capacity to put the reader directly in contact with every-day life on the OHS front-line. Further, as one OHS organisation CEO commented, “the full immersion of the ethnographer within the daily life of the workplace being researched means that it becomes impossible for the workforce, or their managers, to pull
the wool over the researcher’s eyes. Differences between cultural expectations and cultural practices are exposed, and cannot be glossed over. This paper demonstrates the value of ethnographic research in opening up new avenues for understandings that can inform OHS policy development and the implementation of OHS procedures within complex organisations. The importance of this perspective is particularly underlined by the increasingly common experience of front-line staff having to deal with socially aggressive and/or substance affected members of the public.

In light of Teague’s research, it may be that a further investigation of the skills which these frontline staff believe are useful could make a positive difference to everyday stress and injury faced by people who work with the public.

Keywords: Ethnography, Safety, Health, Communication, Front-line staff, Injury

WEARABLE SENSORS AND THE PRODUCTION OF PATIENT SUBJECTIVITY AND CLINICAL KNOWLEDGE
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One of the most common applications of wearable, sensor-enabled technologies is for collecting personal data on various aspects of human health and behaviour. While lauded for their potential to help people become more insightful, and in control of their lives, these technologies also produce nuanced and under-acknowledged effects. This paper examines the use of self-tracking technologies in the context of heteroanamnesis. I look specifically to how wearable digital sensors alter the communication flows between doctors, patients, and the administrative institutions governing the healthcare sector. The installation of technical presence into these flows, by way of digital sensors, I argue, foregrounds a tension where the advantages of patient information gathered in real-time, unbroken, clinically optimised data taxonomies, information permissions, come into contact with technocratic logics. Using theories of affordance which grant access to technical, industrial, symbolic and cultural forces structure the ways users interact with technology in combination with Nicholas Jewson’s work from the 1970s which shows us that through progressive reorientations of the loci where clinical knowledge is produced. In combining these two approaches, I attempt to frame the transition from bedside to hospital and to laboratory and personalised medicine as one which has removed the individual from the modes of social interaction which structure the production of clinical knowledge in ways that are contingent on technical materialities. By focusing affordances and techniques which compromise the fidelity of medical data collected through digital devices, I propose that pre-figured, egalitarian and celebratory framings which accompany data-driven healthcare can be challenged in a manner which is oriented towards translatable explorations of alternative, and speculative applications of the technology.
Keywords: self-tracking, digital sensors, knowledge sharing, health data, subjectivity, affordance, participatory health, media archaeology

ALTERNATIVE RADIO: EXHIBITING RADIO AND MUSIC HERITAGE AFTER THE CHRISTCHURCH EARTHQUAKES
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This paper examines the representation of Christchurch, New Zealand, student radio station RDU in the exhibition ‘Alternative Radio’ at the Canterbury Museum in 2016. With the intention of ‘making visible what is invisible’ about radio broadcasting, the exhibition articulated RDU as a point of interconnection between the technical elements of broadcasting, the social and musical culture of station staff and volunteers, and the broader local and national music scenes. Student radio has a long history in New Zealand as a space for active participation in media for radio hosts, musicians, and technicians. Alternative Radio also addressed the aftermath of the major earthquake of 22 February 2011, when RDU moved into a customised horse truck after losing its broadcast studio. The exhibition emerged from the post-quake story, but also emphasised the long history of the station before that event and activated the historical, cultural, and personal memories of the station’s participants and audiences. This paper is grounded in observations of the exhibitions and associated public programmes, and interviews with the key participants in the exhibition including the museum’s exhibition designer and staff from RDU, who acted as independent practitioners in collaboration with the museum.

Keywords: Student Radio, RDU, Christchurch, Earthquake, Museum

ACCESSING DEMOCRACY: DIGITAL MEDIA, SURVEILLANCE AND CITIZENSHIP IN THE #BERSIH5 PROTEST.
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This paper presents the findings from a digital ethnography with 6 youth participants [4 Kuala Lumpur based, 2 Melbourne base] who organised and/or participated the 2016 #Bersih5 rally, either in Melbourne or Kuala Lumpur. It communicates how national and transnational networked publics associated with these protests were accessed and engaged with by participants, and how state based surveillance of networked communications was negotiated by these two different cohorts. The findings emerge from a pilot study exploring negotiations of digital citizenship among Malaysian-Chinese youth in Kuala Lumpur and Australia, which had a larger sample of participants [25 Malaysian-Chinese youth participants, 6 digital citizenship policymakers and educators]. The data and findings presented in the paper emerged from a pilot study, which involved a 5 week field trip to Kuala Lumpur (July- August, 2016), a period of sustained online ethnography with Malaysian based youth participants (August – November, 2016), and field research in Melbourne with Malaysian diaspora youth organisers of the Bersih Melbourne protest (October-November, 2016).

The Bersih 2.0 movement is an anti government corruption movement originally conceived by opposition political parties in Malaysia, but then re-launched in 2011 as a civil society and NGO-led movement which had its genesis through digital organising and the use of national and transnational networked publics (Kho 2010; Postill, 2013). The political aim of the movement is to mobilise Malaysian citizens, outside of party affiliations and across ethnic and religious divides, to actively assert their democratic rights, engage in solidarity building and apply pressure for political reform. In response the incumbent government has used existing media and national security laws, as well as new powers, to engage in widespread disruption of digital networks (The Straits Times, 2016), digital surveillance and arrest of activists and ‘ordinary’ citizens participating in bersih (Mayberry, 2016; Yee, 2016). As Bersih is often associated with the Chinese ethnic minority, who, as the largest ethnic minority group in Malaysia has a degree of political capital and are subsequently targeted for surveillance, the participation of Malaysian-Chinese youth in Bersih-related digital activism could be considered an act of “digital citizenship” (Isin & Ruppert, 2015; Hintz, Dencik and Wahl-Jorgensen, 2017). Digital citizenship examines how digital and social media affordances are enhancing participation of youth, ethnic minorities and other marginalised groups in forms of political action, social change and the public good, but also how digital citizens must negotiate their participation in an increasingly “datafied environment in which everything we do leaves data traces” (Hintz, Dencik and Wahl-Jorgensen, 2017: 732).

Methodology: the digital ethnography method was adopted to grant in-depth analysis of different modes of engagement with social media platforms and networks inside and outside of Malaysia, including providing insights into why networked publics were in some cases
used cautiously, or not at all, and instead replaced with more privatised and secure communication networks (i.e. WhatsApp).

Keywords: digital ethnography, digital citizenship, access, surveillance, Malaysia

RADIO SPECTRUM AS TAONGA
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This paper will discuss the claims made under the Treaty of Waitangi for Māori sovereignty over radio spectrum in New Zealand. It will address the arguments made under the Treaty for Māori access to radio spectrum, and the role of this process in counterbalancing the drive to laissez faire sale of property rights in New Zealand radio spectrum from the late 1980s. The Waitangi Tribunal claims (in 1990, 1999 and 2009-10) represent the only institutional attempt to stop the sale of radio spectrum in Aotearoa New Zealand. The Waitangi Tribunal has consistently upheld the claimants’ view that the spectrum should be regarded as a taonga under article two of the treaty, and that the crown has no right to sell spectrum without consultation with Māori, rather there needs to be a full partnership in spectrum planning and allocation. The crown has never accepted this ruling, to the point where the most recent claim, in response to the sale of 700MHz frequencies in the Digital Television Switch Over process, was never heard by the Tribunal, which argued it was pointless reiterating a well-stated position that the Crown would continue to ignore. The position accepted by the Crown is that broadcasting has a role to play in supporting Maori language and culture, and the framing of radio spectrum that endures is as a tool for language and culture. The claimants, however argue that spectrum rights are fundamental to building ICT capacity for Māori, and developing infrastructure that can support Māori economic development. This paper is grounded in interviews with key Waitangi claimants and analysis of claims documents lodged with the Tribunal and presented to Cabinet.

Keywords: Radio Spectrum, Waitangi Tribunal, Treaty of Waitangi, taonga, economic development

THEORIZING SHARING: COMPETENCIES, MATERIALITY, AND SYMBOLIC VALUES
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Sharing is a distinct form of interaction championed in communication worlds. Yet the term sharing is a site of contestation. There are multiple overlapping imaginaries of sharing, such as: sharing as an inherent social norm; sharing as a frictionless form of communication through social technologies; sharing as a fraught practice which, when over-performed, undermines and breaks down relationships and reputations, and sharing as an economic model. Furthermore, the term sharing has been appropriated by specific cultural intermediaries at the cost of understanding the material and affective significance of sharing in everyday life.

Yet still, there isn’t a sufficient theory or formalisation of sharing, only re-appropriations of existing theories – such as gift, reciprocity, knowledge and commodity exchange, boundary work – that partially explain certain practices of sharing to the exclusion of others. Based on this observation, I argue that we are in need of a framework for theorizing sharing as it is experienced in the contexts of the worlds of communication we inhabit. In response to this need I set out a theory of sharing as a coherent and consistent set of elements. These elements consist of competencies, materiality, and symbolic values.

Keywords: sharing, media theory, practice theory, materiality

INTERFERENCES: EVERYDAY WI-FI USE IN THE HOME
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Wi-Fi is now embedded, ubiquitous and generally regarded as largely unremarkable. Wi-Fi mediates spaces of connectivity, though remains largely invisible in configuring wireless living – as Adrian Mackenzie (2010: 69) writes, Wi-Fi “develops in assemblages of conjunctive relations: it lies at the fringes of experience, but tinges experience with certain feelings of proximity and attentiveness that may very well not register consciously”.

Keywords: Wi-Fi, everyday life, connectivity, domestic space
In an effort to make visible such mundane media infrastructures, this paper reports on findings from a longitudinal ethnographic research project exploring the impact of high-speed broadband on home environments and household media ecologies in Australia. Informed by media domestication theory, infrastructure studies, and home networks research, this paper analyses the material ecologies of household Wi-Fi networks, corporate imaginaries of seamless operations and their horizon in the Internet of Things, and the everyday material, spatial and social implications of domestic Wi-Fi use. Findings from this research highlight how a range of interferences, from router connectivity, and computer literacy, to signal noise and range, create seams in the smooth functioning of household Wi-Fi and wireless practices. To understand these interferences, we present a typology of Wi-Fi-related apparatuses – ontological, epistemological, economic, social, spatial, temporal – and consider how they shape and are shaped by the often intuitive use of Wi-Fi in the home, by the perceptions of and meanings associated with Wi-Fi, and by the often makeshift efforts to manage or circumvent the seams and limits of domestic Wi-Fi assemblages.

Keywords: wi-fi, domestic settings, everyday, technology use in the home

FREE SPEECH IS NOT FREE SPEECH: RETHINKING MEDIA SYSTEMS FOR ACCESS, VOICE AND DIVERSITY
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This paper revisits the classic and much-debated study by Daniel Hallin and Paolo Mancini, Comparing Media Systems (2004) and seeks to add to it a more nuanced understanding of free speech. Doing this draws out an aspect of free speech that is not addressed by them—an aspect which helps to understand some of the weaknesses that have been raised about their analysis, and an aspect that is central to media systems serving goals such as access, voice and diversity. In short, free speech can be seen to have ‘positive’ as well as ‘negative’ aspects; free speech entails ‘enablement’ as well as ‘liberty’. Similar to longstanding debates in political theory about positive freedom, free speech can be understood to involve the presence of a multiplicity of voices as well as the absence of censorship. And it appears that access, voice and diversity would be better served by positive aspects of free speech. The fact that free speech is understood in this broader fashion in some of the countries analysed by Hallin and Mancini helps to clarify an important way in which the possibilities open to media policy differ across countries.

It is not that Hallin and Mancini ignore free speech, but they note only some ways in which free speech differs under the US First Amendment from the other western countries they analyse. However, there are differences in free speech as a concept or value and further differences in law which they do not explicitly address. US free speech is said to be distinct in terms of the manner in which courts protect it, not distinct in terms of what it is that is being protected. That is, the meaning of free speech appears to be the same thing in Europe, where it is routinely balanced by courts against values such as privacy, reputation or dignity, as it is in the US where free speech is not balanced, but instead courts take a rule-based approach to protecting it. What is not brought out is that free speech’s meaning differs across the countries they consider. It is not just that the state’s role within politics and state intervention in media are important factors in their analysis—it is that certain state actions affecting the media are possible because of a country’s legal approach to free speech, or even that certain actions are required because of a country’s legal approach to free speech. Examining some of these differences in the meaning of free speech helps to explain the position of the UK and Germany within Hallin and Mancini’s models—both countries have strong public media traditions, in the first it is allowed by the approach to free speech under UK law, in the second it is required because of what free speech means under the German Constitution. Understanding this also suggests how US dominance in contemporary communications and communications policy may promote a different form of free speech, a form that is not free speech as it is known elsewhere.

Keywords: Free speech, Media law, media systems, Positive freedom

REGIONAL CREATIVE SCREEN INDUSTRIES: AN EXAMINATION OF SMES, CREATIVE PRACTITIONERS AND SCREEN ORGANISATIONS IN AUSTRALIA’S HUNTER REGION.
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The creative screen industries in regional Australia are responding well to the contemporary digital workplace.
For example, there are a number of thriving film production companies in Newcastle NSW which are now nationally and internationally recognised who develop creative projects that keep the screen industries in this city interesting and productive (McIntyre & Kerrigan 2014). While the production of film and television is a ‘highly capital-intensive’ (Flew, 2012 p 13) activity and regional workers have to be astute, flexible and multi-skilled, the activities these Small to Medium Enterprises (SMEs) engage in result from ‘a combination of individual creativity and the mass-production of symbolic cultural goods’ (Davis & Sigthorsson, 2013: p. 4). These screen industry enterprises in Newcastle are owned and operated by individuals who have established screen industry careers which demonstrate television and cinematic antecedence. Taking that knowledge and a strong sense of agency these SMEs and the creative practitioners who work with them have created entrepreneurial enterprises that produce feature films, broadcast documentaries and award winning digitally delivered educational campaigns as well as advertising content. In sustaining their businesses and their creative industries outputs these creative practitioners are leading the way in the digital workspace providing sustainable business models for the creative sector. By looking at both the creativity (Csikszentmihalyi, 1999, Kerrigan 2013) of the business owners and their fellow workers, the interlinked practices of regional film makers, as well as the resourcing and infrastructure implications offered in the region, it is possible to identify the complexities that help make the Hunter region a strategic and sustainable place for the creative industries. An ethnographic examination of these SMEs, and the creative practitioners engaged with them, provides evidence for the ways in which the businesses, the workers and the film artefacts they produce have become a crucial part of the creative industries in the Hunter region.

Keywords: Creative industries, Screen Production, Filmmaking, Networks

MODERATION AS A TOOL OF PLATFORM GOVERNANCE ON REDDIT: BENEVOLENT DICTATORS OR UNPAID LABOUR?
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This paper examines the use of moderation by social media platforms as a means of governing the discourse they host. Through a case study of Reddit, I show how platforms do not simply host communication neutrally but rather intervene in opaque ways for their own ends. Moderation is a key part of this governance — the act of governing beyond the bounds of the nation-state or government that includes a range of organisations, groups and individuals. Platforms use moderators to regulate the public discourse of millions of people everyday. I argue that Reddit’s architecture deliberately enables different standards of discourse on the platform by shifting responsibility of governance to moderators. Because moderators act within separate subreddits, debates over standards of discourse are dispersed and siloed across the platform. By giving amateur moderators almost complete autonomy within a particular sphere of action, Reddit complicates responsibility for the discourse it hosts. I illustrate this system by comparing Reddit moderators to benevolent dictators — a term used by open-source software developers to describe individuals who control open source projects. The only way to undermine the control of benevolent dictators is to create a “fork” and split the community. Reddit’s moderation functions in the same way — moderators operate unopposed and users’ only means of protest is to create new communities — fragmenting the debate instead of fostering consensus. This paper contributes to the growing research field of platform politics and platform vernacular that seeks to re-politicise the business and methods of hosting public speech. Understanding moderation is important to better interrogating the sometimes convoluted and opaque ways by which platforms govern a growing amount of the public and private communication.

Keywords: Platforms, Social Media, Moderation, Governance, Open-source software, Interpretive Flexibility

“THERE WILL BE A ROYAL COMMISSION... BECAUSE THERE MUST BE”; OR WHEN INVESTIGATIVE JOURNALISM BECOMES A CASE OF ADVOCACY.
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In August 2012, regional journalist Joanne McCarthy wrote an opinion piece in which she declared “There will be a royal commission on the church’s handling of child sex abuse because there must be”. At this point, as a senior writer for Newcastle’s The Herald newspaper, McCarthy had been reporting about the child sex abuse scandal in the Maitland-Newcastle Catholic diocese for at least five years and spearheaded the publication’s Shine the Light campaign giving voice to the victims. In seeking to refute the denials of the Catholic Church
and by privileging the testimony of abuse survivors she effectively transformed the discourse surrounding sex abuse and set up a challenge to the power structures of the Catholic Church. Academic examination of print media representations of child abuse and neglect has shown that tabloid reportage can engage the emotions of readers and tap into a “moral repugnance towards harming children” (Lonne & Gillespie, 2014) but there are differing conclusions about how investigative reporting may influence political decision-makers (Cook et al., 1983; Protess et al., 1987; Dearing & Rogers, 1996; Bowen et al., 2009).

McCarthy’s brazen call for a royal commission was provoked by two events: firstly, the silence of Catholic bishops in response to suggestions of a government inquiry into revelations of the Church’s cover-up of widespread clerical sexual abuse of children; and second, the suicide of one of those victims – Hunter man John Pirona who left behind a partner and two children aged 11 and 7. In the article, McCarthy admitted The Herald had mounted a ‘sustained campaign’ for victims and their families who had asked for help to counter the active cover-up of a powerful institution. The journalist engaged with hundreds of abuse victims at a raw level and tapped into something deep in the community, describing this as ‘a loss of faith’ in governments and politicians, in authority, in the media and in faith itself. In the course of this investigation, she became a counsellor, a confidante and an advocate.

As a result, this journalist shifted focus on questions of systemic injustice highlighting who gets access to the media and in particular whose voice is privileged. McCarthy herself acknowledges the collaborative nature of her reporting and that the community’s input and engagement was essential to her investigative attempts to reveal the hidden (Hunter & Hanson, 2011, p.8). It is fair to argue that without the openness of victims themselves, that Prime Minister Julia Gillard may not have felt the call and instigated a Royal Commission into Institutional Responses to Child Sexual Abuse in 2013.

Keywords: investigative journalism, systemic injustice, advocacy journalism

I SPY WITH THE SMALLEST EYE: POST-SNOWDEN DISCOURSES OF MASS SURVEILLANCE IN AOTEAROA NEW ZEALAND

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In 2013, former NSA contractor-turned-whistle-blower Edward Snowden released an archive of top-secret documents that revealed a series of controversial mass surveillance programmes conducted by the ‘Five Eyes’ alliance: a global intelligence network comprised of the US, UK, Canada, Australia and New Zealand. Since then, most international media attention has centred on the role of the US and UK in this alliance as told through the Snowden archive trustee affiliates, The Guardian and the Intercept. But in early 2015, Wellington (NZ) based investigative journalist Nicky Hager - in collaboration with The Intercept and NZ Herald - began reporting on New Zealand’s role in the Five Eyes alliance. These stories marked the most comprehensive insight to date of New Zealand’s state surveillance practices. The findings alleged widespread mass collection and storage of communications data (including those of citizens), spying on friendly Pacific nations, and assisting the US in hacking mobile networks in Asia.

The Hager/Intercept revelations emerged just months after the New Zealand government passed the “Countering Terrorist Fighters Bill” to expand state surveillance as an anti-terrorism initiative, and as it agreed to send troops to Iraq to help fight ISIS. These decisions occurred in the absence of any imminent or potential domestic terrorist attacks or public debate.

This research presents a discourse analysis of how New Zealand media framed the nation’s role in a global mass surveillance network. The study aggregates news stories and broadcasts published covering Hager’s Five Eyes revelations, and compares how media and official sources legitimised surveillance after NZ was empirically implicated in the NSA’s controversial surveillance programme by the Hager/Intercept relationship. It also considers the way media framing changed with this new knowledge.

An analysis of media coverage unpacks what discursive strategies or ‘frames’ have been predominately used to cover these events. As the smallest and arguably most politically independent member of the Five Eyes network, these strategies are then compared to the (albeit scant) scholarship on international media coverage of the Snowden revelations. I argue that the NZ state adopted “legitimacy management practices’ (Suchmann,
USER-GENERATED CONTENT ON THE FACEBOOK PAGE OF EMERGENCY MANAGEMENT ORGANIZATIONS: PERSPECTIVES OF EMERGENCY MANAGEMENT ADMINISTRATORS.

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This paper examines the benefits and challenges of user-generated content (i.e. comments) posted by users on the Facebook page of emergency management organizations (EMOs) which manage natural disasters. Though organizational communication literature acknowledges the use of social networking sites (SNSs) for information dissemination as part of emergency management, less attention has been paid to comments posted by external organizations and members of the public. To address these gaps in literature, this paper presents preliminary findings from a qualitative study of user posts on the Facebook page of two publicly funded EMOs. An information classification framework is adopted to understand the technological, organizational and social implications of these posts. This interpretive research employs a manual thematic analysis of text comments which is followed by a qualitative semi-structured interview with seven emergency management administrators. Preliminary findings indicate that a study of comments posted by users to EMOs’ SNSs can yield valuable lessons for stakeholders to learn from past emergencies.

Keywords: surveillance, framing analysis, news coverage, Snowden, Five Eyes

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 TWO STORIES: THE EMERGENCE OF THE VIETNAMESE SOCIAL MEDIA

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This paper examines the blogosphere in Vietnam through a comparative study of the Vietnamese blogosphere and state media. Drawing on Jürgen Habermas’s theorising of the public sphere, the paper explores online participation as a form of public sphere, or blogosphere, and applies the Western model of a public discussion space to the specific situation of Vietnam. The research proposes that the notion of the public sphere provides insight into the social media-mainstream media interface in Vietnam, although not in the same terms outlined by Habermas.

My research found that while state media operates as a voice of the agents of the state, blog content is grounded in respecting the perspectives and feeling of the community. Social media provides a means to capture the voice of the community and to participate in public discussion through commentary to posts, as well as a platform for those who want to speak out. Reporting sensitive events, in contrast to the limitations in core information provided by state media, blogs cover a diversity of voices and views. This diversity comes from the use of information from other sources, the diversity of sources and opinions, as well as the quality of blog discourse. As a result, there is a tension between the reporting of general information and the voice of state agencies in state media, and the point of views and emotions of the community captured on blogs. The ‘two stories’ that emerge in some political and social issues, therefore, are told through different approaches and perspectives.

The research suggests that by representing and conveying the voice of often hard-pressed communities, bloggers generate a sense of belonging and opportunity in relation to the voices of ordinary people. These contributions significantly expand public discussion and debate.

Keywords: Social media, Public Sphere, Vietnam, new media, participation, Citizens, democracy, blogosphere

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USE OF INFORMATION VISUALISATIONS IN CLIMATE CHANGE NEWS: AN ANALYSIS OF IMAGE-TEXT RELATIONS IN DATA JOURNALISM

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In journalism, methods of information visualisation have fast become a meaningful way to communicate specialist knowledge, transforming complex and often multivariate data into stories of social value for everyday people. Beyond acknowledging this value, journalists and science communicators rarely consider how they can add qualitative meaning to both the profession and to the public knowledge of climate change. One of the defining problems around the use of information visualisation is its ability to make arguments in graphical form (Drucker, 2014), enhancing or obfuscating our understanding of climate change. This ability calls for a critical study of visual epistemology, particularly in the area of science communication, and a deeper exploration of how information visualisation operates in news. While there have been attempts to understand the convergence of these practices, most have come from computer sciences where the literature treats them as singular normative entities rather than as an interdisciplinary practice. By drawing from social semiotic theories of multimodality and current scholarship in journalism studies on intersemiosis, this research aims to explore how information visualisations are being used to impart qualitative meaning in journalism, and to what extent the visuality of climate change plays a role in the greater news story. Specifically, it analyses the image-text relations by using both Caple (2014; 2015) and Segel and Heer’s (2010) categorisations to evaluate the different functions visualisations play in news and the news values that are invoked within these uses. 715 climate change visualisations were collected from 2015, leading up to The 2015 United Nations Climate Change Conference in Paris. These were taken from seven Western generalist news publications online: The ABC, The BBC, Chicago Tribune, The Guardian, The Financial Times, Los Angeles Times, and The New York Times. Through the analysis, data journalism is revealed as a system of signs where communication operates through a multiplicity of modes and its interactions. It offers a critique of how knowledge is conveyed in the visual through its functions and image-text relations, and further suggests that despite the literature, information visualisation is culturally situated and that it may be used to reinforce journalistic authority.

Keywords: data journalism, information visualisation, climate change, semiotics, multimodality

DIGITAL RHYTHMS: A LONGITUDINAL ETHNOGRAPHIC STUDY OF AUSTRALIAN HOUSEHOLD DIGITAL MEDIA USE

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Digital media use has become a thoroughly domestic affair. Digital devices have found their way into most rooms in the house including the more unlikely spaces of kitchens and toilets, at the same time inveigling their way into and reshaping household routines and practices. The embeddedness of the digital in our most intimate spaces, routines and habits—and the associated naturalisation of digital devices as somehow essential to our everyday lives—makes it difficult to research these quiet transformations using conventional approaches. In this paper, we discuss a project conducted for the global accounting firm KPMG in which we use a digital ethnographic approach in order to capture shifting and emergent household experiences around digital devices, content and use, drawing on video methods combined with immersive fieldwork. Digital ethnography as a research approach offers particular insights into the often mundane and hidden dimensions of how and why digital media and content are co-articulated with everyday life practices (Pink et al 2016), foregrounding findings that are typically obscured in standard interview or survey based approaches. How might this fine-grained, household research inform and complicate large-scale enquiries into digital media ‘disruptions’? How are digital media and content circulated, consumed, exchanged and thought and felt about in Australian households? In this paper, we discuss key findings from a longitudinal study of 12 diverse households in New South Wales and Victoria, reflecting upon how an ethnographic approach to understanding digital rhythms might help to close the gap between big data research and household experience.

Keywords: digital media, ethnography, everyday life, household
BEING THERE: COMMUNICATIVE WORLDS AND THE RISE OF THE VIRTUAL CONFERENCE
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Conferences are a key part of academic life, often treasured as a well-deserved escape from the routines and pressures of the daily academic grind. At the same time, for many Australian academics conferences also involve considerable expense, long exhausting trans-hemispheric journeys, packed conference schedules, and time away from family and dependents. Meanwhile, academics from the Global South are increasingly critical of the assumptions of easy mobility underpinning the international conference circuit as a normative model of academic engagement.

Against this backdrop, the past few years has seen growing interest in, and experimentation with, forms of virtual conferencing. In teaching and learning and in the corporate world, low cost, global networking and a relative democratization of opportunities for participation is seen as a major benefit, however academic organizations have been relatively slow to come to the party.

This paper examines the opportunities and challenges offered by the rise of virtual modes of live academic events, drawing on fieldwork and experiments with various forms of digital academic conferencing, including collaborative online workshops with UK colleagues.

It addresses a range of issues from the uneven global politics of conference travel and the hierarchies often structured into conventional symposia formats, to the freedoms, intellectual engagement and pleasures of conviviality and sociality central to the experience of ‘conference escapism’. The paper examines what kinds of affordances for intellectual engagement and modes of sociality might be offered via online modes of collective co-presence. How do digitally enabled conferences offer generative critical engagements with the limitations and benefits of co-present conferencing? While ‘being there’ seems to be a key part of the conference experience, what hidden costs — financial, environmental, familial — might be at stake?

Keywords: virtual conference, future of work, digital labour, global politics of knowledge, virtual collaboration, sustainability

COMMUNICATING COLLECTIVE IDENTITY IN A TEMPORARY POST-DISASTER REBUILD ALLIANCE
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While collective identity is a popular topic in the organisational studies literature, very little is known about collective identity in temporary organisations and the nature of the communication that develops and sustains it. The purpose of this paper is to explore how internal stakeholders make sense of their collective identity in a temporary alliance, especially when this organisation is winding down. To this end, a qualitative case study has been conducted on the Stronger Christchurch Infrastructure Rebuild Team (SCIRT). Following the 2010-2011 Canterbury earthquakes, this temporary inter-agency alliance was set up with a mandate to repair the horizontal infrastructure within a five-year time frame. To bring the diverse parties together, a strong collective identity was constructed. Internal stakeholders were not only presented with the SCIRT identity but also through their interpretations and enactment intentionally contributed to its reproduction and evolution.

Using data gained from semi-structured interviews and organisational documents an interpretive inductive method was employed to understand the nature of this evolution. This paper focuses specifically on how communication across organisational interfaces contributed to the SCIRT identity. The analysis showed communication played a significant role in keeping internal stakeholders’ identities aligned with this temporary alliance. The inter-agency communication operated at three levels (i.e., inter-organisational level, inner group level and interpersonal level) and evolved across the whole lifespan of this temporary alliance.

At the starting point, the inter-agency communication was mainly organised at the organisational level, in both formal and informal ways. As the alliance developed and became operational, inner group communication started as a complementary form in which internal stakeholders made sense of the emerging collective identity. As personal relationships began to sprout, the comradeship was developed, then individual stakeholder’s identification with this temporary alliance strengthened considerably. Now, as the organisation is winding down, the communication at the organisational and inner group levels has become less and less. In contrast to earlier stages in the alliance’s life-cycle, stakeholders use social contact with ‘friends’ in the organisation to maintain their sense of belonging to this temporary alliance.
These findings contribute to our scant knowledge of inter-agency communication in temporary organisations and the identity work at the inter-organisational level both theoretically and practically.

Keywords: inter-agency communication, collective identity, temporary organisation, identity work, interface

CHARTING THE COMMUNICATIONS LANDSCAPE: COLLABORATION FOR CHANGE
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Mental illness and suicide are widely reported in the Australian mass media. The way in which these topics are reported and communicated can influence community attitudes and can lead to stigma and discrimination.

The Mindframe National Media Initiative (Mindframe), managed by the Hunter Institute of Mental Health, has developed media guidelines for Australian media and communication practitioners to support safe, accurate and effective communication of suicide and mental illness. Mindframe’s media reporting guidelines emphasise the need for caution in messaging about mental illness and suicide, and in interpreting suicide statistics, in order to reduce risks to vulnerable audiences.

The National Mental Health Commission launched the National Mental Health and Suicide Prevention Communication Charter in 2014. The Charter aims to support a national approach for health communication practitioners when developing mental health and suicide prevention messages. Mindframe is the Charter’s ‘steward’ and aims to ensure collective responsibility and consultation for its ongoing development and implementation.

The Charter sets out broad and strategic principles to promote clear and consistent communications about mental health and wellbeing, mental illness and suicide prevention, including high-level key messages. It reduces the duplication of work, research and resources that exist in the sector. It is also used to inform the development of communication strategies by organisations involved in raising community awareness about and advocacy for mental health promotion and suicide prevention.

The Charter provides a practical guide to strategic communications and community awareness activities undertaken by signatories in order to:

- work together more effectively, engaging in consistent and coordinated community awareness and advocacy activities;
- share knowledge about best practice communication;
- advocate and raise awareness based on clear, consistent, coherent and evidence-based messages about mental health, mental illness and suicide prevention;
- assist communities and target audiences to hear and understand the sector more clearly
- reduce confusion, stigma and discrimination
- ensure that mental health promotion and suicide prevention are prominent in the national conversation, and are a high national priority for all governments and the community.

Mindframe is committed to ensuring that communications professionals implement the Charter and take ownership of its ongoing use and development.

This paper will present the rationale behind the Charter, the level of skills and competencies which communications professionals would be expected to demonstrate, and also provide opportunity to discuss strategies to develop further ‘buy-in’ and strategies to move forward in order to build capacity of an ever changing workforce communicating about a diverse range of issues.

Keywords: mental health, suicide, communications charter

DO AUSTRALIAN MEDIA AGREE WITH RECOMMENDATIONS FOR REPORTING SUICIDE?
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There has been extensive research investigating the relationship between news reporting and suicide, which have provided a foundation for evidence based recommendations regarding how to safely report on suicide. Less is known about how those working in the media view these recommendations. This research aimed to gather information about media professionals attitudes towards the core principles underlying these recommendations, and to explore the relationship between their attitudes and their (1) previous exposure to suicide (both personal and professional); and (2) their attitude towards suicide in general.
Data were collected using an online survey of current media professionals (or those working within the preceding 2 years) that were over the age of 18. The survey was promoted by peak media bodies, individual media organisations and the Hunter Institute of Mental Health, using a combination of email, social media posts and other online discussion forums. The survey contained a series of questions that measured participant demographics, a 20-item rating scale assessing agreement with statements about reporting of suicide, the Stigma of Suicide Scale, and questions relating to personal and professional exposure to suicide.

A total of 262 participants completed the survey. The level of agreement varied dependent on the core principle, with some strong, moderate and weak alignment with evidence based recommendations. Exposure to suicide was high, but suicide stigma was comparatively low.

This research provides new evidence regarding the attitudes of media professionals towards the reporting of suicide, an analysis of the associated factors and implications for future practice.

Keywords: suicide, media reporting, attitudes and exposure to suicide

THE USE OF SOCIAL MEDIA IN CRISIS COMMUNICATION – A VIETNAM-U.S. COMPARISON
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In Vietnam, social media has become one of the most popular communication platforms. It is noteworthy that the social media penetration rate in the country is more than 43 percent, Facebook penetration is at 22 percent, and there are more than 40 million social media active users. With the growing importance of social media for the Vietnamese people, in the past five years, Vietnam has seen a number of company or brand crises that started on social media channels. From a single post online, a story could be shared virally, attract attention from customers, mainstream media and even the government to become a full crisis.

Despite the powerful effect of social media in conditioning a crisis, and the trend to integrate social media into crisis management strategies in many countries, Vietnamese companies have often ignored or underutilized these channels. Through a preliminary analysis of the crisis correspondence of Vietnamese companies to the media from 2010-2015, the author noticed that all analyzed companies focused their crisis response through traditional media outlets (i.e. press releases or press conferences) and paid little to no attention to social media outlets, even if the crisis had started on social media channels. Further, on an academic viewpoint, very few research was dedicated to the public relations field in Vietnam, and no research has focused on the use of social media in PR or in crisis communication in a Vietnamese setting. Therefore, this study seeks to fill the gap, to understand how Vietnamese companies perceive the importance and use of social media in crisis communication.

By employing the unified theory of acceptance and use of technology (UTAUT) and in-depth interview methodology, this study attempts to evaluate the perceived importance of social media in crisis communication in Vietnam. The study also compares the perception of social media in Vietnam to that in the U.S. As America has always been considered a role model and main influence for Vietnam's PR practice, the comparison can help understand the underlying factors contributed to that perception.

Keywords: social media, crisis communication, crisis response, Vietnam, U.S., UTAUT

BYPASSING THE PRESS GALLERY: FROM HOWARD TO HANSON
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Traditionally politicians have been dependent on political news media to get their message across to the public. However, the rise of social media means that politicians no longer need to rely on journalists in the Canberra Press Gallery to have their story told. They now self-publish via Facebook, YouTube, Twitter and Instagram amongst other social media platforms, speaking directly to their target audiences without being edited by gatekeepers and maintaining control of the message. This article argues that Prime Minister John Howard (1996-2007) was pivotal in the trend towards ‘disintermediation’ in Australian politics. Broadly defined as ‘bypassing the press gallery’ to speak directly to voters, disintermediation can be seen to have emerged in the Australian political context with Prime Minister John Howard’s regular use of talk-back radio and his
early forays on YouTube. To the frustration of the press gallery Howard preferred the radio microphone to the press conference as a vehicle to get his message across. Marshall’s (2015) previously unpublished research provides a unique insight into Howard’s media strategy to maintain control of the political message in an increasingly complex media environment. The article draws on evidence provided through interviews with 87 interviews with key media actors from the Howard era, including the Prime Minister himself, and fresh interviews with contemporary press secretaries. Through the theoretical lenses of mediatisation and political trust, the article traces a trend in contemporary political communication toward bypassing of the press gallery. It points to important questions of the press gallery’s ongoing relevance in a digitized media environment when every politician is also a media baron over their own social media empire.

Keywords: journalism, disintermediation, press gallery, political PR

MEDIATING THE ROYAL COMMISSION INTO INSTITUTIONAL RESPONSES TO CHILD SEXUAL ABUSE
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The Royal Commission into Institutional Responses to Child Sexual Abuse (2013-17) offers an unprecedented opportunity to investigate the media-related dimensions of inquiry communication at a time of profound change in the global media landscape. In this paper we establish a framework to examine the role of media and journalism in the royal commission process through a critical analysis of the communication innovations of the RCIRCSA. Led by Chair Justice Peter McClellan’s principles of open justice, public communication and media relations were a central element of the commissions’ bespoke organisational structures designed to meet its remit to ‘bear witness to the abuse and trauma inflicted on children who suffered sexual abuse in an institutional context’. Our research draws on the commission’s extensive web-based archive of documents, public hearing transcripts, media releases and speeches by its Chair, to establish a detailed description of the commission’s media-related practices. The paper scrutinises the commission’s media guidelines and its innovative use of social media to make publicly available hearing transcripts, research and evidence. The online submission of anonymous evidence and live streaming of public hearings are examples of the affordances of digital technology embraced by the commission. Close reading of a selection of public hearing transcripts reveals the strong presence of news media reporting for both witnesses and the commission. At the same time, the unbounded nature of the digital media environment poses challenging questions about the extent to which attempts to manage the media environment are disrupted and, in turn, disrupt the potential of the commission to manage public expectations and ensure justice is upheld for victims of child sexual abuse in institutional contexts.

Keywords: Political communication, Royal Commission communication, Inquiry media reporting, Communication justice

RATINGS BEHAVING MADLY: DANISH TV DRAMA’S FORTUITOUS SUCCESS IN AUSTRALIA
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This paper investigates the surprising success of Danish TV drama in Australia via a quantitative study of audience ratings. We use OzTAM’s metropolitan TV ratings data to explore the characteristics of the audience for Danish drama programs in Australia. Using the larger metropolitan sample provides the advantages associated with a large sample size. We purchased OzTAM audience and universe estimates by gender, age and educational attainment for Danish drama series broadcast in Australia since 2005 and for a sample of similar-genre Australian and foreign-language drama series. We compiled the data to calculate average audience and share per episode for each series, and tested for differences between demographic groups. As OzTAM ratings data is provided pre-aggregated rather than at respondent level and we did not have access to variance estimates, we used statistical inference tests for aggregated proportions to test the differences in estimated share across demographic groups, using z tests.
for gender as it is binomial and the Marascuillo procedure for the multinomial categories age and education.

Since the turn of the millennium, Danish drama programming has occupied increasing amounts of screen time on Australian SBS’s television broadcast service, and attracted a growing audience, making Danish drama a vibrant offering in mainstream television in Australia. Australia and SBS thus stand out as the only country/broadcaster outside of Denmark’s wider geo-linguistic region of the Nordic and Central European markets to acquire Danish TV series prior to the relative success of Forbrydelsen in the UK. Rejseholdet, Ørnen, Nynne and Anna Pihl for example were all broadcast on SBS prior to the broadcast of Forbrydelsen, which again was scheduled on SBS one year prior to its broadcast on BBC4. The explanation for this seemingly great openness to non-English-language content is partly found in the remit of SBS. SBS was founded in the 1970s to provide a place for ‘special’ broadcasting content, in particular multicultural programming in both television and radio, and the broadcaster thus provides a cultural link for migrant communities in Australia as well as a window on the world for all Australians. However, as the Danes are by no means a significant migrant community in Australia, the most important reason why Danish series in particular are occupying increasing amounts of screen time is the simple fact that SBS’ viewers seem to really like them.

This appreciation has seen continuous growth in the hours of Danish content programmed by SBS throughout the 2000s. Total hours of Danish language programming broadcast by SBS, for example, has increased from 20 hours per year in 2001-02 to a high of 157 hours in 2009-10, settling to around 100 hours a year from 2011-12—an overall average increase of 15 per cent per annum. The increase in hours of Danish language programming on SBS coincides with growth in the audience for Danish drama series. Between 2005 and 2016, for example, both the average audience per episode for the first run of a Danish drama series and its average share have grown by an average of 3.3 per cent per annum. This rate of growth is more than eight times that of SBS’s total annual share for people aged 16 years and over, which grew at an average 0.4 per cent over the same time period. As well as attracting a growing audience, Danish dramas also tend to attract larger audiences than other foreign language dramas on SBS although they do not, of course, come close to out-competing English language dramas of a similar genre.

Keywords: Danish drama, Television ratings, Television audience, Transnational television

THE ETHICS OF UNDERCOVER IMMERSION: GÜNTER WALLRAFF’S GANZ UNTEN OR LOWEST OF THE LOW (1985)

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Undercover reporting raises ethical concerns because it is based on deception. The practice can take many forms, from the use of hidden microphones and cameras to elaborate stings and masquerades used to expose wrongdoing. As increasingly sophisticated technology enables more and more opportunities for covert surveillance, and media outlets struggle to retain public trust, journalism codes of ethics around the world explicitly disapprove of undercover journalism while also trying to delineate the conditions under which it might be acceptable. Yet, Brooke Kroeger, in her book, Undercover Reporting: The Truth about Deception (2012), claimed undercover reporting has resulted in much of the most important journalism to emerge in the United States since the mid-19th century. Using Gunter Wallraff’s Ganz Unten or the Lowest of the Low (1985) as a case study, this paper will argue that sometimes the only way to get the story is to become part of the story, at least where the reporter’s intention is to enter the standpoints of the disadvantaged -- those living at the lowest echelon’s of the social ladder -- to throw light on the way society works. In Germany, Günter Wallraff has donned elaborate disguises over the last 50 years to enter the worlds of the disadvantaged and disempowered for extended periods of time to report on society from their standpoints. For Ganz Unten, Wallraff went undercover as a Turkish guestworker for two years. Disguised by a black wig and dark contact lenses, he took on dangerous assignments as an illegal labourer in the Thyssen steelworks; cleaned toilets and worked in the kitchens at McDonalds, and became a guinea pig for risky drug experiments in the pharmaceutical industry. In this way, he was able to report on the exploitation of migrant workers and the low paid, difficult, dangerous and discriminatory conditions in which they were forced to work. This paper will explore Wallraff’s work while arguing that far from being unethical, his journalism demonstrates there is a place for this type of undercover immersion when done on behalf of society’s vulnerable, alienated and often invisible people.

Keywords: Undercover Journalism, Ethics, Literary Journalism, Narrative Journalism
Online harassment of women has significantly intensified over the last 4 years. Global phenomena such as the rise of masculinist political parties, the rise of Islamophobic attitudes engaging in protectionist attitudes towards leftist women, and the reassertion of conservative patriarchal have become more visible and more empowered during this time. Australia, of course, is not excluded from this situation. Large-scale research by Powell and Henry suggests that young women in Australia experience sexualized online harassment at far greater rates than their male peers (Powell and Henry 2014); this research aligns with similar findings in the United States (Pew Research Centre 2016). Visible public examples of this include prominent feminist activists and commentators such as Clementine Ford, Celeste Liddle, Marieke Hardy, Van Badham, among others. In the face of these cycles of online abuse, these women have committed substantial time and effort to bring such conduct to broader public attention, often at the cost of what can only be assumed to be intense emotional stress. This paper approaches this tension in a new way, rather than focusing on these well-known actors and their experiences, I address the experiences of feminist witnesses and bystanders to online harassment. In doing so, I account for the way that this harassment shapes the experiences with, relationships to, and understandings of feminism for feminist bystanders to online public harassment. By unpacking how the very visible tensions between feminist and anti-feminist identities can affect the political leanings and experiences of public spaces for Australian women who identify as ‘feminist’ and identify with a range of valences of feminism political thought.

As such, this paper presents the findings of a research project into the experiences of these women and how they affect their relationship to online networks of activism and identity. The primary methods used in this research include a series of interviews with Melbourne-based feminist women (n: 9), and an auto-ethnographic survey of online feminist spaces. By integrating these methods together, the research paints a picture of the hostility of these online spaces, and how anti-feminist harassment can create hostile and even dangerous spaces for feminist women. The consequence of this rupturing effect has material consequences for the political organisation of feminism over massively-populated, anonymized, open platforms, especially ones such as Twitter, which are subject to reduced moderation and curation relative to other platforms. In the course of this paper, I will explore the themes of self-censorship and silence that emerged from this research to paint a picture of how young women engage with and relate to feminism online.

Keywords: gender, feminism, online harassment, anti-feminism, self-censorship, bystander effects

CREATIVE INDUSTRIES ENTREPRENEURSHIP: INTRODUCING NOVELTY AND VALUE WITHIN EMERGENT SYSTEMS IN THE HUNTER VALLEY, NSW.

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The world of the creative industries is now a global one (Flew 2013). These industries have been increasingly linked to the notion of entrepreneurship. In this regard the European Commission asserts that ‘it takes creativity or innovation to enter and compete in an existing market, to change or even create a new market. To turn a business idea into success requires the ability to blend creativity or innovation with sound management and to adapt a business to optimise its development during all phases of its life cycle’ (EC 2003, p. 5). Furthermore Mazzarol argues that ‘as levels of competition have accelerated, the creative and innovative nature of entrepreneurship has come to be seen as a way of enhancing competitiveness of organisations attempting to encourage employees to tap into their creative and innovative talents’ (2011, p. 111). If creativity is so central to the idea of entrepreneurship, then a research-based understanding of this term is essential. Much of the research in this area (for summaries see Alexander 2003, Sawyer 2012) is pointing toward the notion of systems as the basis for creative and innovative action and away from, as Schumpeter (1947) initially put it, wild spirited individuals or ‘unternehmergeist.’ In an attempt to explore these ideas this paper will examine the new entrepreneurial systems developing within the start-up world of the creative industries located in the Hunter
Valley of NSW. It will present cases from specific creative industries such as radio, television, film, advertising and design and demonstrate that systems, whether they are called innovation ecosystems or creative systems in action, are central to the creation of novelty and value in marketplaces that typify the creative industries.

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Keywords: Creative Industries, Creativity, Innovation, Entrepreneurship, Systems

OVERCOMING GENDER STEREOTYPES: COMMUNICATION STRATEGIES ADOPTED BY FEMALE PROFESSIONALS SEEKING CAREER ADVANCEMENT
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In business and popular culture in recent years there has been a focus on physical appearance, image development, personal branding, leadership and communication styles with an emphasis on people becoming brands in themselves. Terms such as impression management and personal branding have become popular. With the rise of social media, corporations, political parties, celebrities and business professionals have recognised the importance of image and monitor how the public perceives their performance. Leaders engage publicists, are coached by media and communication experts and are stage managed in media performance. Judgements are made dependent on verbal and non-verbal behaviours such as body language, vocal pitch and tone, physical presentation and capability. Communication styles, both face to face and digitally are increasingly important. This study addresses how women utilise and adopt communication styles for career advancement.

There are many factors that contribute to the complexity of barriers that women face in their career advancement. Some female professionals face gender stereotyping in the workplace. These stereotypes influence the unequal sharing between women and men of working time, income and family responsibilities. They also constitute barriers to women’s career advancement and appointment to decision-making positions.

This study explores the experiences of thirteen senior managers in Australia (eight women and five men) and addresses the communication styles women used to manage gender stereotyping at work whilst advancing their careers.

Keywords: Communication, gender stereotypes, impression management, gender, women

FALLING ON DEAF EARS: THE LACK OF LISTENING THAT MAKES VOICE VALUELESS
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Voice is identified as a fundamental element of individual and group identity and social equity within contemporary sociology, democratic political theory, feminist literature, and a number of other disciplinary fields. For example, a seminal contemporary text that identifies the importance of voice socially, culturally, and politically is Couldry’s Why Voice Matters (Couldry 2010, with an updated second edition due in 2018).

As identified by Craig (2006) and others, human communication theory conceptualises voice as part of a two-way interactive process of speaking and listening. Indeed, Couldry specifically defines voice as “the implicitly linked practices of speaking and listening” (2009, p. 580). A growing body of communication, political science, and ethics literature, as well as the emerging field of listening studies, identifies listening as an essential corollary of speaking for voice and engagement to be meaningful and have value (e.g., Dobson 2014; Dreher 2009; Glenn 1989; Honneth 2007; Husband 1997, 2009).

As well as being an essential part of interpersonal communication, listening is identified as necessary in organisations that act on behalf of and interact with citizens or particular groups of stakeholders such as
members, employees, or customers – particularly in democratic societies (Macnamara, 2013, 2015). Listening at an interpersonal and organisational level does not necessarily require agreement or acceptance, but the extant literature identifies the key features of open ethical listening as recognition (who is listened to), acknowledgement, paying attention, giving consideration to what is said, and responding in an appropriate way (e.g., with an explanation if agreement is not forthcoming).

However, an extensive three-year study of corporate and government communication discussed in this paper reveals an overwhelming focus on speaking and a problematic lack of listening by organisations central to contemporary industrialised societies. This research suggests that a lack of listening renders the voice of many citizens and stakeholders valueless and contributes to disengagement and the decline of trust in government, authorities, institutions, and business.

The first stage of this research revealed the troubling extent of the listening deficit in corporations, government, and non-government organisations, based on analysis of 36 case studies examined through interviews with the heads of communication-related functions such as public relations, corporate communication, stakeholder engagement, public consultation, and research; content analysis of communication plans and evaluation reports; and field tests to evaluate the response of organisations to submissions, inquiries and complaints. This stage of research was conducted in 2014–2015 in Australia, the UK, and the USA.

The second stage of this study conducted in 2016 probed organisational listening further within government specifically and identified major failings in public consultation, correspondence processing, complaints handling, stakeholder engagement, social media use, and other communication-related practices in terms of listening. Based on ethnography and participatory action research during an extended period inside two major government organisations, the study also identified a number of key steps that are necessary to re-establish trust and engagement and give voice value.

References:

Keywords: Voice, Listening, Speaking, Two-way communication, Trust, Engagement

‘YOU BLUE TICKED ME!’: HOW YOUNG PEOPLE MANAGE SOCIAL AVAILABILITY OVER MOBILE MEDIA.
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The near-ubiquity of mobile devices enables us to be in contact ‘anytime, anywhere’. Consequently, research on mobile messaging typically focuses on how it connects us – how it puts us in contact and facilitates interactions. Much of what we do with mobile messaging, however, increasingly involves not only connecting but also managing and reducing the degree to which we are available to others. This is because while the technology affords largely constant availability, being continually available is rarely desirable nor sustainable. We are left to find ways to reduce our availability without the easy

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fallback of delays or location-specific limits that have been built into other media of personal communication.

Mobile-mediated negotiation of availability is particularly complex in the context of friendships. While work and family relationships involve similar availability challenges, they tend to have clear power dynamics and cultural norms that inform etiquette. In comparison, modern friendships have little in the way of clear rules and guidelines, thus exacerbating the challenges of managing availability. Successfully navigating this awkward social terrain is, however, an important skill for young people. When availability is managed effectively, mobile communication can deepen intimacy and solidarity in friendships; when availability is managed ineffectively it can lead to feelings of overdependence and entrapment (Baym and Hall, 2012).

This paper reports on qualitative research into how young people manage their mobile-mediated availability. Specifically, in terms of their managed availability for mobile mediated interactions such as calling and messaging. It draws upon an interview study of young people (n: 24; age 18 to 30) living in Melbourne, and considers both the challenges participants faced in managing their daily social availability and the strategies they employed in avoiding or reducing interactions. It argues that while many young people have developed effective techniques for managing their social availability, deploying these various techniques remains fraught due to a lack of consensus about messaging etiquette.

Keywords: mobile media, young people, social interaction, managed availability

FOOD SOVEREIGNTY, DIGITAL ACTIVISM AND THE EMERGENCE OF A TRANSNATIONAL PUBLIC
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Digital food activism includes the ‘polyvocal protest’ (Ruis, 2014) of activists campaigning for fair trade and food sovereignty; public health communication to prevent lifestyle related diseases, like diabetes; new food foraging apps that point consumers to ethical and local produce; and food hackers seeking to liberate new food technologies for the greater good. Platforms including YouTube, Twitter, Yelp, Instagram, Pinterest and Facebook create virtual food communities where political activism coincides with recipe sharing and restaurant reviewing. As Singe Rousseau says, “social media do what food does best: they bring people together” (2012, p.5).

The paper explores the emergence an activist food public centred on the highly politicised concept of food sovereignty. Digital media applications and the practices of users are highly influential to the development of
this transnational public and the manner in which its participants engage in political discussion and debate. The media objects that are circulated by users provide rich multimedia data that provide new challenges to researchers and theories of publics. This study focuses on these objects as sources of data and sites of the production of meaning. It reveals how advocates of food sovereignty are elevating the concept as an alternative to traditional notions of food security in the political public sphere in Australia, Canada, and the EU, with a particular focus on how they are working to enhance the connectivity and awareness of ad hoc publics beyond an existing network of followers.

The researcher will present empirical analysis of content on platforms on which these actors connect, share perceptions, framings and strategies for promoting food sovereignty. It reveals how expert and non-expert voices are included in these conversational exchanges as urban and rural participants share their personal experiences on food sovereignty in their own communities. These voices are essential to capturing the subjective experience of inequality in food systems, and to develop a nuanced understanding of how this inequality is socially constructed in even the most developed economies.

Keywords: digital activism, social movements, public sphere, campaign

A MATTER OF TRUST: NARRATIVE AND FINANCIAL CRISIS
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The proposed paper is informed by narrative theory and discourse analysis and analyses the discourse strategies of public relations texts of banks dealing with the financial crisis of 2008. In professional communication, representatives of the Communicative Constitution of Organizations (CCO) School, such as James R. Taylor (Taylor 1993; Taylor and Van Every, 2000) and François Cooren (2008 and 2015), have highlighted the relevance of narrative models for the analysis of organizational processes. Through a narrative analysis of the President and CEOs’ reports in the annual reports of five major international banks over four years (Bank of America, Barclays, Royal Bank of Canada, Australia-New Zealand Bank (ANZ) and Wells Fargo), the paper investigates communication strategies as these are exemplified by structure and discourse. The paper contributes to the growing field of crisis communication from a language and text-based perspective (Smart, 1999; Coombs, 2007 and 2015; Taylor and Van Every, 2014; Fearn-Banks, 2017).

The paper explores the annual reports on two levels: the temporal sequencing of events and spatial positioning of agents (the narrative level), and the linguistic strategies employed to construct the events in the story from different points of view (the discursive level). For the narrative level, I apply techniques such as the actantal model and the narrative trajectory (Greimas, 1988, Herman, 2009; Marsen, 2014) For the discursive level, in addition to a close reading of the texts. I also apply a coding of the texts using Nvivo. Discursive techniques examined include: metaphors, nominalizations, superlatives, modality (for example, hedging, degrees of certainty and hesitation), and agent-action positions (for example, active-passive voice).

Keywords: crisis, narrative, discourse analysis, public relations

HOW DID YOU FEEL?: MOTIVATION AND AFFECT IN SOCIAL MEDIA NEWS SHARING
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Social media sharing is now a critical part of news distribution and audience development and, increasingly, is a measure of journalistic impact. With social media traffic surpassing search as the main referral source of traffic to news websites, larger legacy news media companies are moving to tailored social publishing using tools like Facebook’s Instant Articles and Live Reporting. Meanwhile digital born companies like Buzzfeed and Huffington Post have developed successful social first publishing strategies. The news media’s shift to exploit sharing behaviours has also resulted in increased emphasis on ‘clickbait’ headlines and images, with concerns that journalistic quality and diversity is being lost. Yet lists of the most shared news stories online often differ markedly from those of the most read news stories, suggesting people’s motivations for news consumption differ from those for news recirculation.

This paper examines the critical role emotional responses play in shaping these news-sharing decisions and cultural differences in these responses among different demographic groups. Drawing on research that suggests emotional arousal and affect are important factors in people’s decisions to share social media content, together with Papacharissi’s (2015) work on affective publics, the paper addresses two main questions: what motivates
people to share news they find online, and what feelings are involved in their decision to share a story?

The findings are based on a survey of 4446 users of Australia’s 9News web service (formerly ninemsn), conducted as they shared news on that site. This study is unique in being concurrent with the act of sharing, thus capturing subject emotions at the point of exchange with their social networks. It reveals the majority of the sample shared stories to inform/educate or to show they cared, rather than to amuse, inspire or amaze although there were marked gender and age differences in sharing motivation. The aspect of the story that triggered sharing also varied by age. In terms of affective response, women more often shared stories that made them feel sad or heartwarmed, while the men shared stories about which they felt angry. Overall the findings suggest that emerging social media editorial strategies need to closely consider cultural differences in user interests, and less sensationalist motivations for sharing than might be signalled by click-driven metrics.

References:

Keywords: social media, news sharing, affect, news consumption

LIVE NEWS BLOGGING AS MOMENTS OF PUBLIC PARTICIPATION
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There is a tendency to imagine emergent forms of journalism in network terms as a set of connections in which multiple actors produce and disseminate news. Hermida’s (2010) ‘ambient journalism’ or Heinrich’s (2011) ‘networked journalism’ describe such journalism, in which the news institution is decentred as platforms such as Twitter or Facebook become more important. Yet, as Bødker (2015) points out, these structural perspectives may miss the interactions and experiences that make up the circulation of cultural objects. This paper seeks to bring to the fore some of the relationships and ways of knowing the real that are at stake in emergent media in order to contribute to understanding of how public meaning is produced in distributed, rapidly changing networks and what role established journalism institutions have in that process. It focuses on the case of live news blogging by those institutions, analysing news blogs at the time of disasters in three different countries. It argues that the live blogging logic at these sites of sharing information, revising or correcting and personal journalistic voice opens up particular moments of participation in public concern in which the figure of the professional journalist performs a key role. While the temporal dimension of these moments is important, public participation here differs from live media events (Dayan and Katz 1994) in that it is mediated through the particular relationship between journalists and publics set up on the live blog. Understanding such contingent moments of shared public concern enriches our understanding of the role of cultural intermediaries such as journalists in a networked media environment.

References:

Keywords: blogging, liveness, journalism, public participation

CREATIVITY AND CURRICULUM DESIGN: AN INTEGRATED MODEL.
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This paper presents a model of curriculum development for higher education in the domain of communication based on the systems model of creativity (cf. Csikszentmihalyi 1999; Kerrigan 2013; McIntyre 2012; Sawyer 2006). Employing the systems model of creativity allows curriculum design to integrate the desirable elements of student-centred, teacher-centred and content-centred teaching and learning models whilst de-centring each of these approaches.

The systems model is composed of three elements: domain, field, and individual. The domain “consists of a set of symbolic rules and procedures”, the core knowledge and skills of that area (Csikszentmihalyi 1999, p. 315). The field is “made up of experts in a given domain whose job involves passing judgement on performance in that
domain. Members of the field choose from among the novelties those that deserve to be included in the canon" (Csikszentmihalyi 1999, p. 315). The domain evolves as the field admits innovations. The individual may be the visible representative of creative activity but the challenge in this model is to neither over-state nor under-state the importance of the individual in the development of innovations. A person who wants to make a creative contribution not only must work within a creative system but must also reproduce that system within his or her mind. In other words, the individual must learn the rules and content of the domain, as well as the criteria of selection, the preference of the field. Creativity “can be observed only at the intersection where individuals, domains, and fields interact” (Csikszentmihalyi 1999, p. 314).

In the proposed model of curriculum neither the teacher, nor the student nor the content has a privileged position; it is the dynamic interaction that creates an engaging learning environment. The teacher supplies the rationale for the course explaining how and why the skills and knowledge presented in the course integrate with the student’s program of study. Further, the teacher designs a course that is a sub-set of a larger domain of knowledge – no one course can contain everything. The course is then developed to supply useful and up-to-date content. The role of the course is not only to supply content from the overarching domain but also to enunciate the procedures of assessment and to be capable for accepting novel innovations and modifications. Development occurs with reference to the domain, the over-arching discipline area, and to the field, represented by the teaching team and their Faculty peers with reference to University policies and procedures. The interaction between the student and the course is typically codified in student feedback on course surveys. Likewise, the interaction between the teacher and student is based on assessment events and student feedback on teaching.

This paper will present examples of how this model of curriculum development has been employed in media and communication courses. It will argue that engaging learning experiences can be observed only at the intersection where students, courses, and teachers interact.

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Keywords: Curriculum design model, Creativity model, Communication and Media

VERNACULAR REGULATION: COPYRIGHT, PRIVACY AND THE BOUNDARIES OF ONLINE CONTENT

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This paper presents findings from a study of vernacular models of content protection on social media. Social media audiences regularly infringe copyright by sharing memes and images amongst their friends and followers and indeed, these practices are tacitly encouraged by the structural design of social media platforms. However, certain individuals attempt to challenge the “spreadable” (Jenkins et al. 2013) nature of online content by appending their own original content with hashtags and watermarks to assert their ownership. I explore this phenomenon through a case study of the Instagram hashtag #copyright, outline which content owners are likely to make use of these vernacular methods and go onto consider the efficacy and relevance of these attempts at regulation.

This analysis will be supported by data from a series of focus groups held with people who use social media regularly. Discussions focused on “vernacular regulation” and the broader contexts in which these attempts at content protection take place. These discussions not only provided information on the usefulness of these protection methods but also reveal that the problem of content protection online encompasses a range of connected issues from the fair recognition of labour to personal privacy. These focus groups go onto inform a working taxonomy of “vernacular content regulation” that details what ethical decisions individuals are making around whether to share or not share content. These findings offer a useful empirical perspective on the effectiveness and relevance of copyright law online as well as the role and function of emergent forms of “vernacular regulation”.

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• McIntyre, P 2012, Creativity and Cultural Production: Issues for Media Practice, Palgrave MacMillan, Basingstoke.

Keywords: Curriculum design model, Creativity model, Communication and Media
RECONCEPTUALIZING COMMUNICATION IN CULTURALLY DIVERSE TEAMS IN CONTEMPORARY ORGANISATIONS
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Organizations have changed markedly in a relatively short time (Bishop, Reinke, & Adams, 2009) as new communication technologies have overcome the physical boundaries, high costs, and many of the inefficiencies of communication in the pre-digital era. Together with greater population mobility and the proliferation of multinational business operations these technologies have reduced the separation between individuals from different cultures and geographic locations (Thompson, 2003, p. 246). Cultural complexity has become such a common and significant aspect of this globalizing of communication (Bachmann 2006, p.722) that managers must now find ways to resolve an escalating tension between the culturally standardizing effects of new communication technologies, global markets, international corporate structures (Gimenez, 2002, p. 323), and porous national boundaries on the one hand, and the increased cultural diversity and intercultural communication these promote on the other. Organizational theory is also experience radical change. This paper explores the challenges of effectively managing culturally diverse teams in contemporary organizations in light of recent advances in organisational theory. It proposes a new way of conceiving the relationship between organizational communication and culture that changes how we view intercultural communication competence in culturally diverse work teams. In doing so, it seeks to make significant contributions to both organizational theory and intercultural communication in practice.

References:

Keywords: digital age, cultural diversity, intercultural team communication, intercultural communication competence, CCO perspective, globalization

REPRESENTATIONS OF GENERATIONAL EFFECTS OF DOMESTIC ABUSE IN THE FILM HIDDEN DIARY
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This paper applies social learning theory and attachment theory to Julie Lopes-Curval’s 2009 film Hidden Diary (released as Mères et Filles in France) to describe how domestic violence and abuse in one generation may affect those subsequent. Domestic violence and abuse refer to the domination and control of one person by another in marriage or an intimate relationship. The author has found no previous research on this film.

Hidden Diary tells the story of three generations of middle-class women – Louise, Martine, and Audrey – who are affected by the mysterious disappearance of grandmother Louise from her young children and controlling 1950’s marriage to Gilles. Louise disappeared when her daughter, Martine, was nine or ten. In the film, Martine has grown up to become a medical doctor and has raised now 30-something Audrey, a successful industrial designer of whitegoods. Martine has lived her entire life in the same French seaside community. Audrey lives in Canada and is single and newly pregnant. Depressed over the pregnancy, Audrey returns to France to visit her parents. After arguing with her mother (Martine), Audrey decides to spend her visit in her grandparents’ (Louise and Gilles) old home where she finds her grandmother Louise’s diary hidden behind a kitchen cupboard. As Audrey reads the diary, she imagines what Louise’s life with Gilles was like and why Louise may have left. Audrey also reflects upon her own life.

Both social learning theory and attachment theory are relevant to explaining how domestic violence and abuse may affect generations of a family. Social learning theory concerns how people learn through observing others’
behaviours. In contrast, attachment theory postulates that to develop into psychologically healthy adults, children need strong physical and emotional attachment to at least one primary care provider. This attachment provides children with a secure base from which to try out new experiences. In the film, ten-year old Martine is represented as badly treating Louise after witnessing her father, Gilles, doing the same. Gilles has acted as a poor role model for Martine and has caused Martine to lose her mother. Following this loss, Martine appears unable to form a strong attachment with her own daughter, Audrey. Now Audrey is concerned that she will not be able to be a good mother to her unborn child.

In addition to providing a representation of the generational effects of domestic violence and abuse, Hidden Diary offers viewers an opportunity to observe how expectations of women's roles in society have changed since the 1950’s and to hear messages that mothers have given their daughters to help them better cope with life. Given the high number of women around the world who experience domestic violence and abuse, Hidden Diary provides important insights into what is happening in families.

Keywords: Film representation of domestic violence, Intergenerational effects, Social learning theory, Attachment theory

Critical issues of public service broadcasting, technological change, multinational ownership, the dominance of commercially orientated media, and a lack of community access to local broadcasting services have been sidelined by the sudden removal of an important channel of communication, policy development and governmental influence at a time of rapid and critical media change. This has profound implications for a liberal democracy such as New Zealand, as the encroachment of what Peter Lunt and Sonia Livingstone call the 'complex connectivity' of globalization threatens to undermine the legitimacy of broadcasting policy as an element of the common good in contemporary society (2012, p. 2).

This paper discusses the removal of the broadcasting portfolio from the policy making process of the current New Zealand government, using government documents as a starting point, and through the framework of the delegitimization of broadcasting policy due to emergent media technologies. This is part of a wider pattern of changes in national governance systems caused by the rise of globalization and neo-liberal ideologies over the last three decades. This paper uses the example of New Zealand to analyze broadcasting policy in contemporary media environments, and examines the usefulness of bespoke policy for broadcasting in contemporary democratic nation states.

References:

Keywords: New Zealand broadcasting, broadcasting policies, media change, politics and broadcasting, broadcasting minister

INFLUENCE OF ETHNOCENTRISM ON INTERETHNIC BRIDGING SOCIAL CAPITAL: MEDIATING EFFECT OF ONLINE INTERETHNIC INTERACTION
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Ethnocentric attitude is a barrier for effective interactions among ethnic groups prevents them from effective interaction and communication with people of different ethnic groups. Therefore, developing bridging social capital in heterogeneous societies is a challenging issue. By considering ethnic diversity in Malaysia and its impact on bridging social capital, we can examine the issue of interethnic bridging social capital (IBSC). This...
study aims to determine the impact of ethnocentrism on IBSC through mediating of online interethnic interaction among Malay, Chinese and Indian students.

A sample of 343 undergraduate students at two Malaysian public universities participated in the survey through non-random quota sampling. A self-administered questionnaire was employed as a research instrument. The data were analyzed through confirmatory factor analysis (CFA) and structural equation modeling (SEM).

The results indicated that the respondents perceive a low level of ethnocentrism and the level of respondents' interethnic bridging social capital is low to moderate. The findings reveal that almost one-half of the respondents had daily interaction with students and peers of other ethnicities. The data indicated that the average respondents' online interethnic interaction in this study was at a moderate level. Indeed, this study has confirmed that not only ethnocentrism can effect directly and negatively on IBSC, but also its impact can be partially mediated through online interethnic interactions as well. So, all hypotheses of this study were supported.

The first conclusion is that a glaring failure to develop bridging forms of social capital across ethnic communities supports the notion that ethnocentrism is a barrier against the successful development of the main elements of social capital, which are trust and reciprocity. The results clearly indicate that the level of interethnic bridging social capital among Malaysian university students is not good enough and they are not significantly ethnically integrated in the online realm.

Keywords: Ethnocentrism, Online Interethnic Interaction, Interethnic Bridging Social Capital, University, Students

TRACKING THE QUANTIFIED SELF IN DIGITAL GAMING

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This paper utilises research from the emerging field of scholarship surrounding the Quantified Self Movement as a means of understanding the increasingly prevalent role of data and metrics within digital gaming. The Quantified Self movement involves the use of wearable and mobile media as a means of digitally tracking metrics concerned with oneself – from distance travelled to calories consumed and beyond. These socio-technical practices involve the tracking and sharing of data concerned with an embodied self under the guise of self-improvement and care. Within digital gaming technologies, these body-orientated metrics have been implicated in exergaming platforms such as Wii Fit Plus, Pokémon Go, and even within professional gaming practices.

We argue that within the contemporary digital gaming landscape, a focus on in-game wearable technology and the visibility of metrics pertaining to the player’s avatar allow for a reconceptualisation around player-avatar relations. Through the framework of Quantified Self, this paper focuses on in-game representations of wearable technology as a connection between players and avatars – as a way of understanding the playable digital representations within digital games as inherent constructs of quantification and metrics. The avatar can no longer be removed from its quantified form, and – via representations of wearable technology – becomes known to the player. Such a framework has implications beyond the immediate game space, moving towards a better understanding of contemporary gaming practices and the role of data within these spaces.

Keywords: videogames, quantified self, self tracking

THE DISRUPTIONS OF POKÉMON GO

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The aim of this paper is to consider the overlapping domains of disruption involved in the play of the augmented reality (AR) mobile application, Pokémon GO. The arrival of pocket monsters in Australia in July 2016 caused a new degree of attention to the public play of AR games. It disturbed usually quiet suburban environments with raucous crowds, caused delays to public transport and prompted a significant wave of media attention. Gradually rolled out to 130 countries over a
six month period, the game’s developer and publisher Niantic reported 500 million downloads (Takahashi 2016), an average of 50 million daily users and revenue of more than $1US billion from in-app purchases in that time (Thier 2017).

Regardless of the game’s long-term ability (or inability) to sustain those numbers, Pokémon GO has demonstrated the appeal of mobile ludic AR experiences. Like Niantic’s previous game Ingress, Pokémon GO challenged expectations of mobile game play within a new assemblage of previously existing technologies including cameras, screens, GPS, virtual maps, haptic interfaces, local environments and imaginary creatures. This paper will consider the disruptions invoked by Pokémon GO across three overlapping domains: physical, mental and networked. These distinctions are a canopy of analytical dimensions that are imbricated in the experience of the mobile game and parse the account into useful categories of inquiry. To explore connections between these domains this paper will examine responses from a series of in-depth interviews with Pokémon GO players in the Wollongong and Illawarra region of New South Wales, Australia, and draw on small data visualisation and analysis of large data samples from Twitter.

Critics of Pokémon GO have called the app a device for accumulating geospatial intelligence and an instrument for the mass violation of personal information and privacy. In this paper, we take stock of these concerns in terms of the app’s ability to force renegotiations of place and the destabilisation of spatial organisation through physical activity and augmented reality play. Questions of networked relations and activities between players and communities of play will be considered regarding the strategies that have emerged to deal with the app and its developer’s unpredictability. The paper is also concerned with the domain of mental wellbeing with analysis that understands the ‘tsunami’ versus ‘glacial’ notions of impact.

Keywords: disruption, Pokémon, mental, physical, network, mobile, game, augmented reality

ADVOCATING FOR REFLECTIVE PRACTICE IN PUBLIC RELATIONS
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The field of public relations is evolving rapidly. It has changed from being primarily concerned with achieving specific outputs towards a concern with questions of professionalism such as the ethics of dialogic engagement, and the moral or political implications of practice. There is increasing scholarly agreement that reflective practice is an important component of professional practice. This recognition can be traced to the writing of John Dewey (1910, 1933) and Donald Schon (1983, 1987, 1998), Schon advocated for reflective practice as a way of handling uncertainty in times of change and a way of navigating the “messy swamps of practice” (1983, p. 89). Reflective practice provides practitioners with a tool for challenging their own assumptions, and a way to resolve the tension between values based professional practice and economically and technically focused outcomes. A review of the literature related to the formal inclusion of reflection in practice reveals that there are literally hundreds of references to the role of reflective practice in the teaching and health professions. However, this is not the case with public relations. While the importance of reflective practice amongst public relations practitioners is somewhat recognized at a scholarly level, at a curriculum and practice level the literature advocating for the formal inclusion of reflective practice is scant. This paper asks to what extent public relations can make claims of professional status if reflective practice is not formally included in the PR curriculum or the planning cycle.

Keywords: public relations education, public relations practice, reflective practice, reflection, professionalism

GAZING AT THE SPACES, PLACES, AND SCALE OF FORCED MIGRATION
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Within Australia, the popular imagining of the nation connects to political discourses surrounding forced migration. In 2013 Australia received 24,300 asylum claims, a figure which represented a 54 per cent increase on the previous year (UNHCR 2014). Simultaneously, the September 2013 Australian federal election meant that political and media attention was directed towards the issue of asylum seeker movements in the Asia-Pacific region. Drawing upon the theoretical notion of the ‘constitutive outside’ (Laclau and Mouffe 1985; Mouffe 2003, 1993), this paper explores how forced migration is politically conveyed in popular news programmes as a relational articulation across the local, national, regional, and global spaces. Commercial televisual news discourses are particularly salient as Seven News and Nine News are consistently the preferred news brands among
Australians (Watkins et al. 2016, Papathanassopoulous et al. 2013). This paper presents an empirical analysis of 160 commercial television news reports on ‘asylum’ across Seven News Sydney (n=81) and Nine News Sydney (n=79) from May to October 2013. It applies both a quantitative content analysis and qualitative multimodal social semiotic analysis (Kress 2010, Van Leeuwen 2005), moving beyond linguistic analysis to illuminate the ‘smaller level shifts in power’ in the (tele)visual communication of forced migration (Hodge and Kress 1988, 7). This paper questions how different social actors are constructed as having agency through frames of passivity or power (Machin 2012), with a critical focus on the multimodal elements of gaze and proxemics. It argues that although both news programmes predominantly structure content in the national context of Australian federal politics, there are key differences between commercial television news approaches to reporting upon forced migration. It also importantly reveals the findings that the commercial news reports provide spaces which enable the alternative voices of asylum seekers and refugees to present their experiences across the global, regional, and local spaces. These alternative discourses manifest in the international scale through the coverage of the Syrian conflict, the regional Asia-Pacific framework when reporting on conditions for asylum seekers in transit countries, and the local context by investigating the resettlement of refugees in the Sydney region. By establishing how asylum seekers and refugees are included in content across multiple spaces and places, this paper provides insights on the pivotal shifts that facilitate alternative understandings of forced migration in popular commercial television news.

Keywords: asylum seekers, immigration, television news, social semiotics, visual analysis

COMMUNICATING TO REDUCE CONFLICT BETWEEN HUMANS AND LONG-TAILED MACAQUES: A CASE STUDY FROM ASAHAH VILLAGE, MELAKA

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Research on human-wildlife coexistence increasingly indicates that all contexts are peculiarly local, and that the involvement of a range of interested stakeholders will tend to improve outcomes for both humans and non-human animals. This study carried out in Asahan Village, Melaka, Malaysia looked at longstanding conflicts and disturbances caused by the long-tailed macaque to the humans inhabiting the village. The aim of the study was to listen and attend to the voices of several parties involved in the conflict – the villagers, the long-tailed macaques, the local authorities responsible for the conflict (Melaka Wildlife Department) and NGOs. Interviews were carried out with all human parties involved then analysed thematically and with reference to scholarship on human and non-human animal relations. The preliminary insights from each party suggest very different interests and points of view. The villagers are extremely unhappy with the current state of affairs – including ongoing costs of home modifications to keep monkeys outside, feelings of being under siege by approximately 500 monkeys, and other lifestyle restrictions. When reported to authorities, specific instances of conflict almost always lead the leanly staffed authorities to kill the monkey(s) involved in the conflict. Interestingly and importantly, the villagers and the authorities seldom communicate, and local advocacy on behalf of the monkeys seemed absent. NGOs are not generally consulted, rather their involvement in local decision making is often avoided.

Without exchange of views or collective problem solving the longstanding inconveniences and conflicts between long-tailed macaque and villagers will continue. This paper ends with the suggestion that communicating the insights of each party involved in the conflict should be
made a priority activity to improve conditions of co-existence for the monkeys and the villagers. Additionally, communicating education in reducing human-wildlife conflicts, changing attitudes of people towards long-tailed macaque and increasing public awareness of the value of wildlife and wildlife habitats are essential.

Keywords: human-wildlife coexistence, human-wildlife conflicts, long-tailed macaque, voices

ROAD-TESTING THE WAKUL APP: AN INNOVATION IN INDIGENOUS MEDIA PRACTICE AND THEORY
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Mainstream news reporting about Aboriginal and Torres Strait Islander people and issues has long been criticised for negative, sensationalist approaches that portray Indigenous Australians through lenses of racism, risk and dysfunction. Such representation contributes to an environment that produces negative social and health outcomes for Indigenous people. There have been a range of interventions to improve mainstream reporting over recent decades, from the detailed recommendations of the 1991 Royal Commission into Aboriginal Deaths in Custody, to journalism education resources and industry initiatives including recruitment and training of Indigenous journalists. In addition to this, a vibrant Indigenous participatory media sector has emerged in recent years, making Aboriginal and Torres Strait Islander news agendas and sources more visible and accessible than ever before. Despite these positive steps, examples of poor mainstream coverage are still common and non-Indigenous journalists report that they often struggle to ‘get Indigenous voices’ into their stories. This research involves road-testing and refining a piece of digital infrastructure, the Wakul app, designed to improve journalists’ awareness of, and access to, a broad range of Indigenous perspectives, sources and dialogues, while delivering a resource for enhanced investigative journalism. In seeking to understand the impact of the Wakul app, this project engages with the significant changes that are serving to reshape Indigenous media, following the introduction and rapid increase of digital infrastructures that have substantially reshaped Australian media markets, and the practices of media users, including Indigenous people. Members of the research team will discuss several interconnected research strands, including a participant observation study involving journalists from The Guardian Australia. Finally, we will argue that a grounded analysis of the impact of the Wakul app can generate a range of fresh insights into contemporary Indigenous public spheres.

Keywords: Indigenous public spheres, Indigenous media, Journalism practice, Indigenous media representation

BUILDING A NEW NEWS WORLD FROM THE ASHES OF THE OLD: POST-INDUSTRIAL JOURNALISM, STRATEGIC UNIONISM AND JURISDICTIONAL CONTROL OF NEW FORMS OF JOURNALISM PRACTICE
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Research on the reorganisation of journalism work around the world is burgeoning as the pace of change in the news industry accelerates. Scholars such as Anderson, Bell and Shirky (2012), Deuze and Witschge (2017) and others, claim we are witnessing the transition to a ‘post-industrial’ era of journalism beyond newsrooms, with greater autonomy and creative control for individual journalists. At the same time, elsewhere in the journalism studies field, ‘professionalism’ and ‘jurisdictional control’ of news work remain salient features of post-industrial journalism even as it becomes more multifaceted and fuzzy at the edges (Waisbord, 2013; Carlson and Lewis, 2015). This paper brings these two approaches together, focusing on union representation as a driver of boundary work around new forms of journalism practice, in a bid to extend and deepen understanding of the new dynamics of journalism work in Australia, as elsewhere.

Drawing on academic and industry research, it considers norms of work organisation in professional journalism, maps the changing working conditions of Australian journalists (e.g. employment, income and union representation), and analyses three strategic
union initiatives designed to foster intra-occupational communication and build consensus around digital news practices and standards in Australian journalism. I argue collective action inside and outside newsrooms still supports occupational cohesion and jurisdictional control despite diminishing trade union power in the context of accelerated industry restructuring and job cuts.

References:

Keywords: journalism work, union representation, post-industrial journalism, journalism practices beyond newsrooms, professionalism, jurisdictional control, norms of work organisation, changing working conditions, strategic unionism, occupational cohesion

BIG MEDIA, EMERGING DEMOCRACY, SMALL MEDIA, ESTABLISHED DEMOCRACY: A QUANTITATIVE COMPARATIVE ANALYSIS OF THE COMMERCIALISED PRINT MEDIA IN NIGERIA AND NEW ZEALAND.

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This paper examines the portrayal of political news in print media during the September 2014 national election campaign in New Zealand and the April 2015 presidential election campaign in Nigeria.

There are two research questions considered which focus on the levels of portrayal given to issues relating to representative/participatory democracy and government political activities as reflected in the political columns of New Zealand’s and Nigeria’s commercialised newspapers and the differences and similarities in the portrayal of issues relating to representative/participatory democracy and government political activities in those newspapers.

Based on a quantitative content analysis, major findings include that in New Zealand media tend to take on facilitative roles, suggesting that the media enable the expression of citizens’ views during the election. This was further confirmed by the significant proportion of letters to the editor in the sample, and by the high proportion of citizen voices in the coverage of both representative/participatory democracy content and of government political activities content.

In the Nigerian media, on the other hand, media tend to take on the role of monitoring and to cite government representatives as sources on representative/participatory democracy and government political activities coverage.

The study shows that in the New Zealand media the commercialised political media space is narrow in focus, when measured in terms of quantity of media discourse on the election. But there is evidence of multiple voices within the narrow space. Whereas the Nigerian commercialised political media space broader but has a very limited number of voices featured in the political discourse. The former appears to be disposed more towards representative/participatory democracy than the latter. Although both countries share a similarity in their placement or positioning of the political news within the structural set-up of their newspapers.

Keywords: Emerging Democracy, Established Democracy, quantitative comparative analysis, representational/participatory democracy, commercialised print media

MODES OF ENGAGEMENT AND EXPERIMENTAL DESIGN IN CLASSROOM: EXPERIENCES WITH COCREATIVE LUDICAL PRACTICES

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This works aims to present a discussion about co-creative practices, based on the results of a participatory experience in a classroom, held in the undergraduate course of Media Studies of Federal Fluminense University, in Brazil. Based on a post-colonial perspective, this paper will present an experiment of media literacy testing modes of engagement through participatory education practices and through pervasive games. The experiment focus was on experimental design, in which students became agents of the process of developing engagement and empowerment strategies through
collaborative activities. The proposal was divided in three modules: the first one for a theoretical and expositive discussion about the different modes of engagement, the second module for the collective construction of a pervasive experience based on co-creative design, and finally, the application of the developed experience. At the end of the course was carried out a prototype pervasive game in Treasure Hunt format to test the modes of engagement and forms of empowerment, through both narrative and gameplay over a practical exercise. From the experience-prototype developed in the discipline, we observed that the modes of engagement directly affect a narrativization of self and the subjective aspects related to the feeling of agency and empowerment, when they transcend hegemonic power structures and turn to centrality of subjects. We also observed that it is important to include subjects in the creation process itself, co-design precept and participatory action research, in which the subjects’ interactions throughout the research process are fundamental to the unit of analysis and the potential for building scientific knowledge. In this sense, this work brings together multi-paradigmatic paths in which participatory and engaging interactive processes are fundamental to understand the subjective, conjunctural and behavioral factors that motivate the actions of the subjects, both in the classroom and also in game design, based on co-creative practices.

Keywords: Engagement, Pervasive Games, Cocreation, Education, Participatory Action-Research, Experimental Design

PARENTAL ANXIETIES AND PRACTICES IN THE DIGITAL AGE: DO ‘OFFICIAL’ CYBER-SAFETY DISCOURSES ACCURATELY REFLECT PARENTS’ CONCERNS AND PRACTICES IN RELATION TO THEIR CHILDREN’S USE OF DIGITAL TECHNOLOGIES?
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Parental anxieties about how children are engaging with different forms of media are not new, and popular books, the mass media and cyber-safety organisations warn parents of the many and varied risks associated with the internet and mobile technologies. What has not yet been addressed, however, is the ways that parents negotiate constant technological change in the home. How do parents actually feel about the constant change in their children’s use of digital technologies, and how do they manage these issues in terms of developing and circulating new knowledges and practices?

Through focus groups and interviews with more than forty parents of teenagers aged 12 – 16, my research explores these questions. Parents have revealed a range of concerns in relation to their children’s use of technology: from the amount of time that their children spend on devices and the psychological pressure of constant connectivity, to concerns around gaming, sexualised online environments, and bullying. Parents admitted that while they found it a difficult issue to navigate, they developed specific knowledges and utilised a number of strategies to manage technology use in the home.

A substantial amount of information developed by dedicated government and non-government cyber-safety organisations exists to inform and help parents (and children) mitigate some of the risks associated with technology. These resources seek to identify the risks that parents should be concerned about, and what they should be doing to mitigate them. But how closely do these ‘official’ risk discourses align with parents’ actual concerns and practices?

In this paper I compare some of the official cyber-safety discourses with my focus group and interview findings to determine if these discourses accurately reflect parents’ actual concerns, existing knowledges and practices. I suggest that there are some significant gaps in these materials that need to be addressed if they are to serve as a valuable resource for parents.

Keywords: Digital technologies, Parental concerns, Teenage practices
2012, but the main opposition group, the Concerned Citizens of Canberra (CCC), took their appeal to the ACT Supreme Court. The Court ruled against the CCC in July 2014, but a subsequent appeal resulted in the legal battle being drawn out until November 2015 when the appeal was again denied. In January 2016 the CCC announced they would not pursue any further challenges in the High Court, allowing the mosque construction to go ahead. The Canberra Times published 103 news items on the controversial debate, including news stories, editorials, Letters to the Editor and infographics.

Throughout the coverage, there were attempts to ‘Other’ the Gungahlin Muslim community through the promotion of anti-Muslim sentiments, including the alleged untrustworthiness of the Muslim community, by both the CCC and writers of Letters to the Editor. This was countered through both authoritative and grassroots Muslim voices and images which were included in the published news content. Authoritative Muslim voices included spokespeople from the CMC, the Islamic Society of the ACT, and the ACT Muslim Advisory Council. The voices and images of these powerful entities, in combination with those of local Muslim community members, contributed to more inclusive discourses, and promoted ideas of diversity and multiculturalism through both written text and visuals.

This article will discursively analyse the varying Muslim voices which emerged in the local newspaper content in reaction to the Orientalist discourses surrounding the mosque development proposal. These voices were able to affirm the presence of a strong Muslim community in the Gungahlin area, and provide an alternative to the dominant discourses of ‘Othering’ occurring elsewhere in the coverage.

References:

Keywords: Critical Discourse Analysis, Orientalism, Islam, Voices

THE MEDIUM ORDER: COMMUNICATIVE PROCESS AND PRODUCT
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In this paper, the author outlines the conceptual and practical boundaries of one of the integral, co-produced orders of communication. This order, the medium order, is both the organised output and organising force responsible for the translation of technologies into media of communication. This order is a general feature of human communication and is relevant to all areas and subspecialties in the field including interpersonal, organisational, intercultural and, of course, tele-mediated communication. The paper advances the utility of the medium order as an analytic tool through the review of an ethnographic investigation of one community’s conjoint behavioural performances. The paper concludes with a suggested programme of future empirical studies potentially useful in plumbing the depths of the medium order as a general explanatory touchstone and feature of human communicative behaviour.

Keywords: Ethnography, Communication Theory, Theory Development

THE UNINTENDED CONSEQUENCES OF OPEN ACCESS: HOW NON-SCIENTISTS ARE USING SCIENTIFIC PAPERS TO ZAP THEIR BRAINS
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People who use electrical brain stimulation devices at home have told us that they use scientific research papers for inspiration and guidance on how to use their devices. However, these scientific papers are written for scientists, and it is unclear how useful the information they contain is to non-specialists, or whether it may inadvertently mislead them.

What we do know is that scientific papers are increasingly easy to access online. This is in large part due to the global trend towards “open access” scientific publishing, in which articles are made freely available online.

Open access publishing is usually seen as a societal good, a way to stimulate innovation and discovery. Many science funding organisations — including the Australian Research Council, Australia’s National Health and Medical Research Council, The Wellcome Trust in the UK, and the US National Institutes of Health — ask that the research they support be published open access. Another trend that is making it easier for people to access scientific papers is file-sharing sites such as Research Gate, and pirating sites such as SciHub.
We are exploring the consequences of this partial access in which scientific papers are physically available to a diverse range of readers, but still written in a language and style intended for a highly-trained scientific audience. As a first case study, we have surveyed home users of electrical brain stimulation devices, the results of which are shared in this paper. The survey included questions to determine how the home users’ use of scientific research publications compared to other knowledge sources; the extent to which research publications played a role in their decision-making; and the ways in which current scientific publishing standards and norms influence how they understood and used those papers.

We will follow up with case studies on other groups of non-scientists who use scientific literature, including medicinal marijuana users, stem cell technology health tourism (travelling overseas for unproven therapies not available within Australia), and those making decisions about vaccination.

Our findings will help improve how scientific knowledge is shared, by identifying ways the scholarly publishing industry can adapt their products to meet the needs of their new audience, as well as determining policy and practical responses for the scientific research sector.

Keywords: science communication, open access, scholarly publishing, brain stimulation

A ‘LABOUR OF LOVE’? RETHINKING ‘ALTERNATIVE’ FOOD DISCOURSES IN POPULAR MEDIA
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Popular food media regularly encourages us to “connect” with the sources—and producers—of our food so that we can resist the alienation and unsustainability of conventional, industrial food systems. For alternative and artisan food producers, these media representations are helping to expand customer bases for ‘ethical’ and ‘value-added’ food products. However, the specific ways in which these media texts present the work involved in small-scale farming may, paradoxically, conceal more than they reveal about the realities of contemporary food production. Using Kylie Kwong’s cookbook, It Tastes Better, as a case study, this paper explores how the discursive opposition between the ‘conventional’ and the ‘alternative’ that is so often mobilised in these media texts frequently constructs artisan food production in a specific way: as a ‘labour of love’ done for pleasure, rather than as ‘work’. This has significant implications for how we understand and value the practices of professional foodwork. In fact, such discourses may weaken consumers’ knowledge of food systems and practices, inadvertently amplifying the distance between producers and consumers. The implications of this for the media and communications strategies of small producers need to be more carefully considered.

Keywords: digital media, surveillance, privacy, smart cities

TRACKING IN THE CITY: SMART CITIES AND INVISIBLE SURVEILLANCE
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The use of surveillance technologies in urban public spaces has a long and increasingly complex history. This paper will present a case study from Wellington, NZ, that articulates the trial of the NEC ‘Smart City’ surveillance system which is designed to collect not only visual information (i.e. CCTV) but also audio level and tonal measurements, data sniffers, license plate trackers and other information generated by the passage of individuals through key public locations. The data from this trial is then “anonymized” and repackaged for both civic and third-party commercial interests.

Using this case study, this paper will draw on ideas from critical digital surveillance, embodiment, and network theory to explore issues of persistent retention of information from cohesive surveillance systems that see individuals as a complex network of overlapping information – their physical presence, the sounds they make, the data they send and receive via (increasingly) tethered digital devices, their civic-issued tags like license plates – and explore how this networked body is surveilled, measured, and repackaged as a set of data points in space and time.

As the idea of the ‘smart city’ gains traction, especially using tools, services and platforms from commercial providers who profit off the data collected, it is important to interrogate ideas of perception, recording and (a) nononymity in a digital environment and how these align with questions of democracy, sovereignty, and civic engagement in the 21st Century. This paper will focus particularly on questions of privacy—itself a highly contentious term in the digital economy—and how both individuals and communities, policy-makers and third-party supplies all must negotiate what is acceptable and unacceptable in an era of potentially total public surveillance.

Keywords: digital media, surveillance, privacy, smart cities
Keywords: food politics, food media, alternative food, cookbooks, Kylie Kwong

JALLIKATTU MOVEMENT IN TAMIL NADU: SOCIAL MEDIA AS A NEW ENGINE OF SOCIAL REVOLUTION?
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Taking pro-Jallikattu movement (Jan 2017) in the South Indian state of Tamil Nadu as a case study, this paper aims to understand how the discourse on caste, race, ethnicity and gender take place by means of social media and smart technology in the traditionally conservative Tamil society. Adopting cultural studies approach, this paper examines the role of social media in giving a voice to the socially marginalised Tamils to express their grievances while serving as the new vehicle of mass mobilisation to fight social injustices, political corruption and bureaucratic maladministration. Furthermore, the paper will also explore the re-emergence of Tamil nationalism as asserted through social media.

Keywords: Media Studies, Social Media, Cultural Studies

WHAT WINNING LOOKS LIKE – AN ANALYSIS OF CAMPAIGN POSTS
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In the Logic of Connective Action (2013) Bennett and Segerberg discuss the role of communication as an organising principle for personalised, digitally-networked connective action, replacing or existing alongside collective action. The concept of organisationally-enabled connective action explains how loose networks, such as those who ‘like’ this particular Facebook page, frame actions and issues around causes. I will analyse the level of participant engagement with specific campaigns on a large-community Facebook page focussing on women’s rights, particularly focusing on campaigns that had calls to action. In addition, I will identity effective organising as a result of effective online mobilization. The purpose of my analysis will be to explore connective action and demonstrate how this particular network uses public narratives to build digital communications, organisational agendas and appeal to personal action frames.

Social media platforms, such as Facebook, Twitter and now Instagram, have become integral to digital networks. On those networks, followers share personal action frames and adapt them to personalise their engagement, on their own terms. Analysis of participant engagement will include sentiment analysis of the comments, and a comprehensive overview of other examples of interaction, such as likes and shares. Examining the use of shares, where possible given Facebook’s privacy policy, allows analysis of whether participants personalised calls to action. It will attempt to gauge the success of these calls to actions by identifying campaigns which had measurable results, which on this page are classified through the use of the word “win”.

Keywords: political communication, connective action, mobilising, organising, Facebook

TELLING THE IMPOSSIBLE STORY
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Since Julia Gillard announced the Royal Commission into Institutional Responses to Child Sexual Abuse in the final months of her prime ministership, in November 2012, the number and nature of revelations from the commission’s hearings have shocked and appalled most Australians. By the end of March 2017 the royal commission will have conducted 57 case studies through public hearings and have heard in private the accounts of more than 6500 people who were victims of sexual abuse as children. With around 400 staff, the royal commission has also published 39 research reports and 11 issues papers. For each of the case studies, the exhibits gathered, submissions made, and final reports are published on the royal commission’s website (http://www.childabuseroyalcommission.gov.au/), along with transcripts of the public hearings. There is thus a vast amount of source material available to the public as well as to the news media and researchers. The royal commission is due to deliver its final report by December.

The royal commission’s work is unquestionably a historically important issue in the public interest, and has received widespread media coverage, most notably by the ABC. The nature and volume of material in the public domain prompts several questions: is this news coverage sufficient for people to understand the breadth and depth of what is being revealed? How do audiences respond to daily stories of horrific allegations, ruined lives and institutional neglect? How does the body politic come to grips with the sheer range of institutions that have failed children for decades?

Keywords: Journalism, Narrative, Ethics, Child sexual abuse
Social media have become an important part of mainstream journalism with extensive use of the platforms for online news distribution by news websites. Several studies have shown that more and more people, especially the millennials get news through social media (Gottfried & Shearer, 2016; Taylor, 2016; Newman & Fletcher, 2016). Given the changing media consumption habits, news websites are extending to social media facilitating media users the options to share content on various social media platforms such as Facebook and Twitter. Through social media platforms, Twitter handles of news websites are facilitating immediate dissemination and promotion of news stories. Such posts not only attract more clicks to stories but user interactions and engagement that spread to social media ecosystem creating a multiplier effect. Therefore, newspapers today are capitalising on social media to share content and increase website traffic (Ju, Jeong, & Chyi, 2014).

Major breaking news events such as earthquakes get significantly more comments, likes, wows, and sad engagement than non-quake news on both social media platforms across the timeline. While the number of posts soared in the first two days of the quake; The responses subsided after the chaotic period of the disaster was over. The study also explores what type of content were more engaging. It turns out that on Facebook, posts with photos and videos were more engaging than posts with links, indicating visual content is more attractive. The differences of the two news websites’ performance on the social media platforms are also explored along with the variation in user engagement. The study provides an insight into how mainstream news websites are using social media in reporting and engaging media users during major natural disasters.

Keywords: social media, disaster coverage, interactivity, online journalism

COMPETING FUTURES: COMMUNITY BUILDING AND THE GIGATOWN COMPETITION IN THE SOUTH ISLAND
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Gigatown was a joint initiative between the telecommunications company Chorus and the New Zealand government to award a town “the fastest internet in the Southern Hemisphere” through a social media competition. Although framed as an energising and creative endeavour, the Gigatown initiative harnesses competition as the policy mechanism through which resource allocation is implemented. The competition positions residents as both citizens, who have the right to participate in policy planning and development, and consumers, who must be proficient in social media and give away their digital labour freely in order to enjoy this right. Whilst touted as an initiative that could bring cities into the ‘weightless’ economy of online global markets, Gigatown exemplifies the tensions between the embodied creative participation in policy development and the ownership of the mechanisms through which participation can take place. For instance, Gigatown holds digital copyright of the social media materials produced by participants, disappearing their bodily labour, which has led to community and artist opposition to the initiative. The Gigatown competition connects digital creativity to social inclusion and access to policy development, with the winning town receiving a substantial economic and infrastructural boost. At the same time, the use of a social media competition as the policy mechanism through which resource allocation takes place highlights
AM I NORMAL? ASK DATA: DATA-DRIVEN ADVICE COLUMNS AND THE POLITICS OF NORMATIVITY
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Practitioners and researchers are still stumbling to agree on a precise definition of data journalism, owing to its convergence of fields into multidisciplinarity, and variety of methods and outcomes as digital artifact, and both terms are independently and jointly problematised. Proponents and early adopters are less concerned with consensus as the field remains in emergence and is admittedly messy. Common assertions among these groups include: that which can be counted and measured reduces uncertainty, the use of data contains potentialities for greater transparency in journalism through publication of data sources and methodology, and that data visualisations especially afford a macroscopic view of historical, ongoing and rising matters of public concern, and can be read as a new epistemology.

Dissimilarly from the macro-narratives of data-driven investigative or analytical journalism, Ask Mona is a statistics-based dialogic question and answer online advice column, whose author exchanged her dislikes for conventional advice columns ‘you shoulds’ for data-driven answers to advice-seeking readers with questions relating to the individual. The individual, now interfacing with data, entrusts the data journalist acting as intermediary – locating and publishing the data – and translator – communicating the data through text and charts to situate the individual within a normative range, all variables considered.

Through an examination of this discrete practice, I argue that Ask Mona situates a broader fetishistic view of data as objective-truth and new epistemology, specifically regarding questions that seek acquisition of new and/or absolute knowledge through data. Drawing on Alexander Galloway’s Are Some Things Unrepresentable?, I consider the questions: does a human relationship with data as an interface change the way we ask questions? How is data enrolled in the construction of objective-truth as distanced from personal voice and editorial opinion?

How does this discrete practice of statistics-based advice reflect the maturation of broader data journalism practice?

Keywords: communication theory, data journalism, data, journalism, normative, advice columns

SPORT BROADCASTING: CULTURAL CITIZENSHIP, SOCIAL UTILITY, AND POSITIVE NETWORK EXTERNALITIES – THE ROLE OF ANTI-SIPHONING LEGISLATION
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Television sport plays a dominant role in facilitating participation in a nation’s culture (Rowe, 2004). This sentiment is arguably more pronounced here in Australia than anywhere else in the world – Our broadcasting legislation contains provisions ensuring that free-to-air broadcasters get priority when acquiring the rights of “events of national importance and cultural significance” (Australian Government, 2010), and lists some 1300 protected events, all exclusively sport, while many other comparable countries list approximately 100 events, and include non-sport events. Given that the Australian Football League [AFL] is clearly identifiable as an Australian game, and one of the most popular sports in Australia, as demonstrated by the size of its television ratings and broadcasting rights fees, making this code widely accessible to the people of our nation is evidently a necessary requirement for cultural participation. Yet the free-to-air broadcasting market often fails to fulfil this obligation. For example, in 2016, the Brisbane Lions and Greater Western Sydney Giants were broadcast on free-to-air television in Melbourne only three times each, out of a possible 22 home-and-away games. A similar situation arises in other markets around the country. However, the concepts of cultural citizenship, social utility, and positive network externality suggest that, in an idealised world, all games should be freely available to all citizens. Leaving this function to the pay-tv sector, given they have the capacity to broadcast all games, raises issues about confining the participation of media sport culture to “the comparatively affluent sectors of the population” (Rowe and Hutchins, 2013, p. 4) which in turn can undermine the perceived potential of sport to enhance cultural citizenship and national identification (Jolly, 2010). The commercial operators that broadcast AFL games have traditionally existed in a stable environment, where government regulation, audience measurement and revenue raising models are well established and widely accepted. However, this
stability is facing upheaval as shifting audience behaviour, innovative delivery technologies, and new industry players complicate the landscape, while ill-fitting government regulation that fails to keep pace with these attendant transformations in the broadcasting sector adds further confusion and frustration. Industry instability may represent an opportunity in terms of content creation, distribution, consumption, audience measurement, and revenue (Lotz, 2014, Burroughs and Rugg, 2014), but the above discussion demonstrates another issue demands investigation: What do the tensions emerging from the changing conditions in the AFL broadcasting sector mean for regulation that is designed to preserve the cultural citizenship for Australians that is facilitated by access to mediated sport?

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Keywords: Sport Broadcasting, Regulation, Television, Creative Industries

DIGITAL EXCLUSION AND INDIGENOUS PARTICIPATION IN HIGHER EDUCATION
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According to the National Aboriginal and Torres Strait Islander Survey (NATSIS) 2014-2015, almost half (47.9 per cent) of Aboriginal and Torres Strait Islanders living in remote and very remote locations did not access the internet in the 12 months preceding the survey, compared with 14.2 per cent in non-remote areas. The NATSIS indicates that there a significant digital divide between remote and non-remote areas. However, it tells us little about the reasons for this divide, or how digital exclusion might restrict people’s access to offline opportunities, including education.

This paper delves into internet use in remote Australia to examine the relationship of digital opportunities and offline capacities and outcomes. We use data from a 3-year project that attempted to increase Indigenous enrolments in higher education by providing online pathways education to Aboriginal and Torres Strait Islander people living in remote locations. The research consisted of interviews with 96 Indigenous students, interviews and workshops with staff, as well as quantitative methods including data derived from learning platforms and surveys. While we found evidence that online education can increase participation in higher education, factors such as housing, space, affordability and family demands also inhibited people’s capacity to undertake online education. The paper presents possible solutions to these barriers based on the research findings, including considerations for how best to provide internet access, devices and support to Aboriginal and Torres Strait Islanders living in remote areas.

The project was funded through the Commonwealth Government’s Higher Education Participation and Partnerships Scheme.

Keywords: Digital inclusion, Offline capacities, Indigenous peoples

BRAINSTORMING ASSESSMENT ITEMS AS A WAY OF BUILDING CRITICAL THINKING SKILLS AND COLLABORATION AMONGST UNDERGRADUATE COMMUNICATION STUDENTS
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Within the workplace a range of professionals such as public relations, communication and advertising are expected to perform as part of a team and/or build teams to work efficiently and effectively on campaigns. The challenge in teaching undergraduate students to work effectively together in teams without dissention is often lamented by academic staff. However, industry views this skill as essential. So, the challenge is to find a way to build these skills within student cohorts almost subliminally.
In the redesign of a unit where the subject matter would normally be performed by teams in the workplace, a number of factors were taken into consideration such as ‘vicarious learning’ where students learn from observing others learning (Mayes 2015), socialisation within tutorials to help foster vicarious learning, and tasks to help them self-evaluate and peer review in non-confrontational ways in order to build critical thinking skills and work collaboratively in a simulated team environment. The redesign of the unit did not include any team assessed assignments, but instead offered opportunities to collaborate through tutorial tasks and through the development of the main assessment items.

The redesign also factored in some existing teaching practices in the degree program such as brainstorming in order to develop and enhance critical thinking (Boud and Molloy 2013). The technology used for the redesign was existing in the university presenting few problems for sessional staff and students as it used a combination of the online teaching platform site plus a database tool to enable students to share key aspects of their work in order to reflect and repurpose other students’ ideas. This had the added advantage of providing necessary consistency and scaffolding for the student cohort when they were being challenged to think critically and to work collaboratively.

The unit also offered some additional challenges in that it is a core unit for some students and an elective unit across the university. This makes it a popular choice for communication students from overseas exchange programs as well as students from within the discipline and faculty. By coincidence this also reflects the multidisciplinary nature of workplace teams providing a good opportunity for teaching staff to possibly recreate a realistic and similar environment within the tutorial as no tutorial had a cohort comprised from a single discipline.

The redesign of the unit was a success with students and this paper provides a reflective overview of the educational design and presents some of the outcomes for both staff and students as a way of sharing pedagogical practice within higher education.

Keywords: pedagogy, communication students, higher education, assessment

ISLAMIC TERRORISM, ATROCITY PROPAGANDA, REFUGEES AND THE CREATION OF THE NEW ‘OTHER’ IN AUSTRALIA

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This paper will unpack the complex nexus between Islamic terrorism, refugees and the creation of the new ‘Other’ in the Australian media landscape. Following the ‘Children Overboard’ affair and the attacks on the World Trade Centre in 2001, Media International Australia identified the emergence of the new ‘Other’ in a 2003 special edition. I revisit the new ‘Other’ by contending that the act of committing atrocities, particularly against children, is central to its creation and its legitimacy. Moreover, the use of atrocities in the framing of the ‘Other’ in the media draws upon pre-existing patterns of racial stereotyping that has been prevalent in Australia since the First World War. Fundamentally, allegations of atrocities have been used to depict the ‘Other’ as a threat to Western civilisation. Groups that have been alleged to have (or indeed have) committed atrocities have been placed into a specific category, one in which they are portrayed as posing a mortal threat to Western morality and ideals. I conduct qualitative case studies into media reporting about two defining ‘atrocity’ events over the last sixteen years: the ‘Children Overboard’ affair of 2001, and the incident in which an Australian member of ISIS distributed a photo of his son holding the severed head of a Syrian soldier in 2014. I demonstrate that a consistent narrative in relation to atrocities has formed in which both Islamic people and refugees in general have been interpolated into a generalised new ‘Other’.

Keywords: atrocities, propaganda, race, civilisation, war, refugees, terrorism
THE CHARITY MODEL IS BROKEN: CROWDFUNDING AS A WAY TO DEMOCRATISE, DIVERSIFY AND GROW FUNDING FOR SOCIAL CHANGE?
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Crowdfunding has become a billion dollar business for the digital platforms that enable it. Although crowdfunding has over a decade's history of being used to fund a variety of individual and collective projects – most usually artistic or entrepreneurial – more recently there has been an uptake by individuals and groups wishing to effect social change. In broader calls for collective action and social change, crowdfunding as a mechanism is fully reliant on digital networks and culture for the achievement of socio-political objectives. It is the capacity to tap into personal networks and ‘like-minded’ people via crowdfunding platforms that has become a way of reformatting funding for social change. What is important to stress is this capacity to tap into personal networks – via social media networks, email and Internet – is crucial to the success of most crowdfunding campaigns today (and we add for most activist campaigns), especially campaigns for social change. Supporters argue that crowdfunding offers both founders and funders a democratising approach in the achievement of social change insofar as crowdfunding means by definition that there are no gatekeepers such as government or corporate policy makers able to direct or constrain public vision of the good. Others exclaim that crowdfunding is just another neoliberal manoeuvre to ensure that the individual user pays for services – in this case public goods – that should be, and would previously have been, funded by the State. What interests us in this paper is crowdfunding’s potential for reformatting and rethinking ways to raise funds to effect social change by activists.

According to platforms specifically focused on social change (such as Chuffed.org and others) the charity model is broken; as Henkel (2017) and others claims “people will turn off if it is going to make them depressed”. Yet in our analysis of Chuffed – the only Australian platform exclusively focused on social change – we found that of the 109 campaigns completed between 2014 and 2017, only 35% reached their target. In this paper we examine the productive potential of Australian platforms such as Pozible (2010) and Chuffed (2013) to enable activist and social change organisations to raise funds – successfully – to fund existing and potentially new causes.

Keywords: crowdfunding, social change, public good, Chuffed, Pozible

A NEW CHALLENGE FOR INDIAN NEWS MEDIA: MODI’S INCESSANT POLITICAL COMMUNICATION ON SOCIAL MEDIA
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The Indian news media have been bucking the trend in circulation and revenue downturn experienced by their counter-parts in the West. However, the intervention of new media technologies – the internet; social networking sites; mobile apps – represent a new challenge for the mainstream news media, particularly when India’s contemporary political leaders have discovered the potential of mass self-communication (Castells 2007) on social media and elsewhere on the internet. This research uses the case study of the Indian Prime Minister Narendra Modi’s use of Twitter and other social networking sites during the ‘demonetization’ process in November-December 2016, and onwards, to incessantly communicate, explain and positively narrate the success of his policy, modifying his articulations around the need for temporary hardship, simultaneously for the most part evading the news media’s scrutiny. In a grounded approach, this research based on social media data analysis will profile Modi’s followers, key influencers, the relationship between various twitteraties, cross-over between social media and news media, and identify the social media sentiments around the scrapping of 86% banknotes in India. This study will shed light on the Indian news media’s adaptation during this era of intervention by the newly created parallel public sphere of new media technologies, and its implication for India’s democracy where online space remains a privilege of a few in society (Rambukkana 2016).

References:
Keyword: social media, Indian media, politics and journalism, public sphere in digital age, demonetization, media, journalism

LOCATING OURSELVES: AN ANALYSIS OF STRATEGIC PRACTICES OF IDENTITY AND CONNECTION IN AOTEAROA/NEW ZEALAND’S PACIFIC NEWS MEDIA

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Studies of indigenous and ethnic minority news media tend to emphasise their political advocacy role, their role in providing a voice to communities overlooked by mainstream media and, increasingly, the cultural forces at work in these media. By considering ethnic media in terms of how ethnic minority producers understand these media, this paper suggests a model of ethnic media as a media of identity negotiation.

Analysis of the discursive practices of 23 Pacific news media producers in Aotearoa/New Zealand finds that Pacific news media are powerful symbolic referents of Pacific identity and key sites where producers negotiate community and belonging through what are described here as locative practices, that is, strategic attempts to locate oneself and one’s media in terms of community, interrelationship and one’s ‘place to stand’. Drawing on socio-spatial concepts of ūtūrangawaewae (a place of strength and belonging, a place to stand) and va (sacred space/relationship), this paper argues that it is not so much the stuff enclosed within media texts that define Pacific media, as it is the locative practices that the content reflects. In other words, the category of ‘Pacific media’ may be better understood in terms of locative processes of producing and maintaining identity/community/belonging rather than through an inventory of stories and content style.

Pacific news media in this study performed identity and community in different ways, through different content and with recourse to different resources. Yet, they all expressed and practised a culture of community through discourses of ‘villageness’, embeddedness and service, and through community-oriented practices that continually generated and reinforced community ties and blurred the line with their audiences. Analysis suggests that it is these locative practices of Pacific identity, community and ūtūrangawaewae that are part of what makes Pacific media (and maybe ethnic media more generally) distinctive.

Moreover, in locating themselves in these ways, Pacific producers established connections that appeared to be tighter than in mainstream media. Regardless of their media outlet’s type and size, producers performed a community-building role that was intimate in its relationship with their imagined audience. Indeed, regardless of their geo-locale or the scale of their media product, Pacific media were more like smaller, hyperlocal community media in the closeness of their relationship with their communities. Even larger nationally focused media such as Niu FM were akin to small community media in their outlook and practice of community; there was not an abstract public for Pacific producers. This finding demonstrates that the weakening of the barrier between Indigenous media producers and audiences identified in Australia is not confined to Indigenous media, but is a characteristic of other identity-based media, too. Coupled with the intimacy of producers’ identity work, it is possibly this community-building role that underpins the distinctiveness of Pacific and ethnic minority media.

Keywords: indigeneity, Pacific media, community, identity, locative practice, ethnic minority media

BEYOND THE ‘USUAL SUSPECTS’: #ROCUR SOCIAL MEDIA ACCOUNTS AND VOICE, CONTROVERSY AND TROLLING

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‘Rotation curation’ (#ROCUR) refers to the social media practice involving participants from stakeholder publics ‘taking over’ a relevant established account for a set period of time. Since @sweden appeared on Twitter in December 2011, at least 70 #ROCUR accounts have been developed. These accounts aim to provide an insider’s view of countries (such as @ireland, @weareqatar and @weareaustralia), cities (such as @people of leeds and @beingTokyo), cultures (such as @indigenousX and @indigenousXca) and professions (such as @realscientists and @wespeechies). Guest curation involves tweeting about what is important to the curator as well as engaging others in conversation and being responsive, often for the period of a week. Importantly, guest curators are free to talk as themselves rather than on behalf of others (Sweet, Pearson, & Dudgeon, 2013, p. 105). There have been occasions when the personal views of guest curators of the @sweden account have caused controversy and resulted in
media coverage (VandenBroek, 2015). Yet the offensive tweets did not repel followers, instead guest curators involved in the controversies attracted more followers to the account and, in turn, the account holder’s anti-censorship approach was celebrated (Christensen, 2013). The tension that animates most of these controversies is that guest curators speak as themselves but also speak for a country, city, culture or profession. This is explored further to understand the practice of expressing ‘authentic voice’. We examine the reflexive commentary produced by guest curators of various accounts and media reporting on controversies as a way of critically engaging with the tension between authenticity and professionalism not only in the textual communications but also in the modes of engagement. The challenges and benefits of #ROCUR are also explored including practical implications of negative engagements through the example of ‘trolling’. In doing so we aim to better understand the perceived value of authentic voice and the risks to the social media account.

Keywords: Social Media, Organisational Communication, Voice, Trolling

VOICES IN ONLINE SOCIAL RELATIONS
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Voice is an important component of discourse that provides insights into the social relations and interactions of participants in online contexts. Voice is conceptualized in this research as human communication through a range of actions including speaking, writing and sharing images as forms of discourse representing social interaction online. While considerable attention in communication, scholarship is focused on voice, as an important form of social capital, minimal attention is paid to voice in the context of social media. Tone of voice, sign systems and participants language are instrumental in conveying online identities to others and in helping participant’s assess who they choose to interact with online. This research investigates the online participant voices of an Australian Government campaign on binge drinking. This research investigated the online cues participants use to determine who to interact with socially in online contexts including how the tone of voice and choice of language was instrumental in enacting connecting, responding, engaging or terminating social relations online. Discourse analysis (Gee, 2014) was used to highlight voice and explore online personas important in establishing social connections. The findings of this work shows understanding aspects of voice, as one component of online discourse, is important for communication designers seeking to connect with participants in online spaces surrounding social issues.

Keywords: Voice, Discourse analysis, Online social relations

MAKING SENSE OF CLIMATE CHANGE – THE IMPACT OF NEWS QUALITY ON CITIZEN ENGAGEMENT
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This comparative study tests to what extent the quality of discussion in media coverage about climate change affects how people make sense of the issue, i.e. their own issue position, opinion quality, as well as pro-environmental behavior. For this purpose a media effects experiment with a representative sample of respondents in three different countries has been conducted, i.e. Australia, the US, and the UK, testing how different levels of news quality affect audience perceptions of the issue. Special attention is paid to the role of emotions, in news coverage and on the audience side as a result of the exposure to different levels of news quality.

Public debate on the issue of global climate change is widespread and increasingly intense and the topic has become a regular ingredient of national public debate in many countries, however, with notable cross-national differences. One prominent concern which is both topic-specific as well as of general theoretical interest is the ‘quality of discussion’ regarding this topic, i.e. the way the rather complex topic of climate change is publicly discussed. Some commentators criticize the debate as ‘superficial’ or ‘hysterical’ or ‘overly complex’ or ‘not understandable’, others criticize the way scientific evidence is presented in the media and how it is interpreted.

On the contextual level national differences such as previous and current environmental and energy politics in a country as well as national particularities (party positions on the topic, level of contestation, salience of the topic in public debate, existence of large-scale national energy infrastructure projects) can affect how media coverage report on climate change. The way citizens make sense of the issue can be influenced by the degree to which media coverage presents the consequences of climate change as inevitable or still manageable (i.e. creating a sense of efficacy among citizens) or fosters public deliberation on the topic.
The present study builds on existing literature about deliberation and refers to the quality of arguments, the range of different sources, the presentational style (i.e. the use of emotions) in climate change coverage, testing how variations regarding these ingredients of public debate influence citizens and the way they make sense of the issue. It is based on a comparative media effects experiment conducted in Australia, the US, and the UK (N=1,080). These three countries differ in terms of their respective energy mix and policies as well as in public opinion regarding core technologies such as solar and wind energy, nuclear energy and support for public subsidies to support renewable energies.

Findings indicate that ‘high quality’ levels of discussion in media coverage can yield certain desirable outcomes (such as greater knowledge) but is also perceived as more complicated and less engaging. This carries important normative implications when asking what the ‘ideal’ level of discussion should be in order to result in more knowledgeable and engaged citizens. Emotions show to play an important role in this respect, as some level of emotionality in media coverage on this issue shows to contribute to higher levels of interest and engagement.

Keywords: news quality, climate change, public opinion, emotions, media effects, deliberation, citizen engagement

ENSURING THE PRIVACY OF COMMUNICATIONS: THE MERITS OF AUSTRALIA’S MANDATORY DATA RETENTIONS LAWS
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The rapid growth in serious crime facilitated by telecommunications systems is prompting nations around the world to expand their telecommunications interception and access powers. In October 2015, the Australian government amended the Telecommunications Interception Act 1997 (Cth) to compel internet service providers and certain other designated telecommunications operators to collect and store customer metadata for a period of two years. Whilst the legislation supports intelligence gathering and law enforcement, and seeks to avoid the broad drafting which led the Court of Justice of the European Union in Digital Rights Ireland Ltd (C-293/12) v Minister for Communications, Marine and Natural Resources [2014] OJ C 175/6 to declare the European Union Data Retention Directive 2006/24/EC to be an unreasonable interference with personal privacy, it raises certain concerns as to its potentially intrusive operation. In December 2016, the federal Attorney-General further sought submissions on the extension of the present regime to civil proceedings. The present paper considers the ambit and effect of the new laws by examining the material to be collected, the organisations with access to the collected material, the permitted uses of the material, and the prescribed security protocols applying to the stored data. Challenges created by increasing technological convergence and evolving privacy norms will also be incorporated into the analysis of the merits of the laws. The paper concludes by presenting certain recommendations to refine existing telecommunications interception and access laws to more effectively calibrate the maintenance of national security with the protection of individual privacy.

Keywords: media law, privacy, telecommunications, mandatory data retention laws

THE MAKERSPACE AS CIVIC COMMUNICATION WORLD
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Makerspaces are physical places set up to facilitate the making of things in communal settings. They are emerging at the grassroots and within traditional institutions such as schools, universities, and libraries. This paper investigates the makerspace as a civic communication world, building on previous empirical research situating makerspaces as sites that shape new civic identities through cultural practices (Nascimento, 2014; Kubitschko, 2015; Shea, 2016).

Makerspaces in different geographic locations share commonalities—such as governance guidelines, accounting software, or machine operation manuals—but the events and projects that emerge from these spaces reflect the socioeconomics and politics of place (Shea, 2016). These geographically and culturally diverse spaces are proliferating due to pervasive networked communications and the falling costs of digital fabrication machines and consumer electronics. The ‘Maker Movement’ is the umbrella term often used to describe this momentum.

Historical vectors leading to the current day maker movement reveal strong ties with civic practices. Adrian Smith (2014) has highlighted how the philosophies of the ‘Movement for Socially Useful Production’ of 1981 bear a striking resemblance to the ideas and practices
underscoring the current maker movement. They emphasised “tacit knowledge, craft skill, and learning by doing, through face-to-face collaboration in material projects” (2014, p. 7). These practical engagements in technology development were an intrinsic aspect of their politics, which as Smith points out, symbolised a reconnection with production at a community scale.

The paper is divided into three parts to showcase different modes of civic communication developed within makerspaces. The first describes local civic communication worlds; the second describes global communications worlds; while the third situates distributed design, or commons-based peer production (Benkler, 2002; Troxler, 2010), as a mode of civic communication. Empirical data for this study has been collected over a two-year period, using ethnographic techniques, desk-based research of makerspaces, and the synthesising of scholarly literature investigating the maker community.

Further evidence to support this study are the findings from Jeremy Hunsinger and Andrew Schrock’s (2016) edited collection that deals with the contradictions of the democratising potential of making. The collection reveals how those aligned with the maker movement are often complicit in the exploitative practices of neoliberalism and globalisation. This flags a need for better understandings of the interplay between makerspaces and civic activity.

This paper offers a timely addition to a growing body of literature providing evidence that the communication worlds of civic action are diversifying. Its analysis of three distinct areas of civic communication in and around makerspaces, offers important sight lines for future civic communication worlds.

Keywords: makerspaces, maker culture, civic communication, peer production, distributed design

This presentation is drawn from a study that sought to explore the hauora tāne Māori experience the burden of acute and chronic health issues disproportionate to their percentage of the total population in Aotearoa (New Zealand; Blakely et al., 2004). Tāne Māori are getting sick with chronic or terminal conditions, and dying at lower rates than non-Māori men (Sporer, Pearce, & Davis, 2002). There is a huge focus on numbers; for example, how many tāne Māori have diabetes; (e.g. Rush, Plank, Mitchelson, & Lau, 2002) and how many tāne Māori are dying from cardiovascular diseases (e.g. Riddell, Jackson, Wells, Broad, & Bannink, 2007). Statistics is just one side of the health story. I took the view that there are alternative stories to the “poor health stats” of tāne Māori.

This qualitative study focused on intergenerational communication as a way to explore hauora tāne Māori and how their health behaviours are learnt and shared between generations. Reliant on a framework grounded within marae (formal communal meeting place for Māori) tikanga (principles and customs), the study used traditional learning methods to collect hauora stories of tāne Māori that enabled an intergenerational exchange. Such methods included: wānanga (learning forums); whakaritenga (community), whakatauki (proverbs), and kōrero pūrākau (story sharing) and aligned with the principles of Community-Based Participatory Research (Wallenstein & Duran, 2010) and Kaupapa Māori methodology (Smith, 1999). As a result, alternative stories of hauora tāne Māori emerged.

This presentation will share those alternative stories of hauora tāne Māori using Māori cosmology (Marsden, 2003) and hauora Māori models (see, Durie, 1985; 2003; Pere, 1984) to tell it. The importance of this story lies in its use of tikanga Māori, to help identify ways that tāne Māori may achieve better health outcomes for themselves, whānau (family), and community. In doing so, the story helps to address the critical issues of the over-representation of tāne Māori in Aotearoa’s health statistics.

References:
**EVERYTHING IS NEGATIVE**: SCHOOLTEACHERS’ PERCEPTIONS OF NEWS COVERAGE OF EDUCATION

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Although education is a staple of news coverage, the reporting of school-based education rarely receives attention within journalism and media studies. Scholars in other areas, however, have argued that news coverage of education is highly influential and should be examined. The research consensus has been that education coverage is mostly negative and further, that teachers are frequently portrayed as to blame for perceived shortcomings in school systems. Such reporting is said to concern and affect schoolteachers. However, to date, very few studies have canvassed teachers’ attitudes towards the reporting of education. This presentation contributes to this under-researched area by providing the results of a series of interviews with Australian schoolteachers about their perceptions of news coverage of education. It also provides a rare and valuable insight into the views of a specific group of workers about mainstream news coverage that relates to their particular profession.

The interview sample comprised 25 teachers from four Australian states. Seven were from New South Wales, six from Queensland, six from Western Australia and six from Victoria. A series of open-ended questions was posed to all respondents. The interviews were transcribed and subsequently coded and analysed using the qualitative software NVivo to identify themes and sub-themes and develop inductively derived theory.

All of the teachers interviewed said they read, listened to or watched news on a daily basis. Generally, their sources of news were mainstream metropolitan news outlets such as the Australian Broadcasting Corporation (ABC) television and radio, daily metropolitan newspapers, and commercial television news. The vast majority of the teachers interviewed considered news about schooling and teachers to be predominantly, and unfairly, negative. They described news reporting of education as frequently inaccurate and generally superficial. Many did not trust journalists and were wary about being interviewed. The teachers were concerned, frustrated and even angry about the coverage of education, and generally dissatisfied with what they considered to be inadequate reporting. While it is recognised that teachers are likely to be more sensitive to negative news about education than general members of the public, they are also arguably better informed about schools, schooling and teaching than other members of the community, including journalists. Their concerns about negativity, bias, inaccuracies and inadequacies in the coverage warrant attention and point to the need for introspection and change.

The teachers recognised that politicians, union representatives and bureaucrats were the main sources quoted in education news, and that teachers themselves were rarely interviewed. However, a surprising number of the participants said they did not believe teachers should be allowed to speak freely to journalists, saying teachers needed to be “protected” from the news media. The presentation will consider the implications of the findings described here and outline recommendations for journalism practice and journalism education arising from this research.

Keywords: education news, news influence, journalism education

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**Keywords**: Maori, Men’s health, Hauora

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Wallerstein, N., & Duran, B. (2010). Community-based participatory research contributions to intervention research: The intersection of science and practice to improve health equity, American Journal of Public Health, 100(S1), S40-S46.

**Keywords**: Maori, Men’s health, Hauora
In 2009 Bathurst Regional Council senior management secretly approved a cull of 140 kangaroos to make its internationally famous motor racetrack on Mount Panorama safer for drivers. This led to negative feedback locally, nationally and internationally. The cull was also a catalyst for local advocacy on behalf of kangaroos, later establishment of the Bathurst Kangaroo Project, and frequent ongoing coverage in traditional and online media. By mid-2016 the town’s approach to managing kangaroos around Mount Panorama had demonstrably shifted when councillors – including some previously vociferously in favour of culling – approved a proposal to relocate 200 kangaroos from Mount Panorama to a bush site about 100kms away. The removal involves a complex process of creating temporary enclosures with hired fencing, darting the kangaroos with tranquilliser, and transfer – 6 kangaroos at a time - to the release site. This has involved various costs to the Bathurst council, and an estimated $300,000 in financial and labour donations from community volunteers.

Human and non-human animal interactions are ubiquitous, complex and frequently hostile. Governments and other authorities often find themselves between stakeholders with strongly held opposing views. Environmental and animal scientists have said they understand non-human animal behaviour and habitat needs better than they understand the humans who make all the important decisions concerning coexistence. There have been calls for more involvement of social scientists and communicators to improve understanding of attitudes to human-wildlife interaction (Manfredo et al, 2009), social and political influences on the humans who make important decisions (Simmons, 2016), and involvement of diverse local stakeholders as a way of improving outcomes for humans and non-human animals (Treves et al, 2006).

Simmons (2016) argued that the case of Bathurst kangaroos exemplifies a tendency for authorities to opt for lethal solutions to wildlife conflicts when able to make decisions away from public scrutiny, and that open communication and participation of diverse stakeholders in decision making tends to improve welfare outcomes for wildlife. Pooley et al (2015) said that a desire for rapid win-win solutions to conflicts of coexistence leads to a focus on ‘dispute resolution and technical fixes’. But ‘conservation and development often have different end goals, and true win wins are rare’. According to Pooley et al (2015) the desire for solutions obscures deeper ‘drivers of conflicts and fundamental differences in power, vulnerabilities and values’ (Pooley et al, 2015, p20).

This paper uses publicly available documents and media coverage to explore Bathurst’s conflict between expensive high technology recreation and the protection of an ancient species. It reflects on the roles that humans can play in giving voice to the voiceless.

Keywords: Coexistence, Communication, Non-human animal, Kangaroos, Wildlife
The coding assessed emphasis on each of several requirements of the NSW Local Government Act 1993 (civic leadership, social, environmental, and economic issues, and social justice principles) as well as the extent to which the future is presented in an inspired/uninspired tone, the abstractness/concreteness of the presentation of future states or goals, tendency to emphasise change or preserve the present, tendency to centralise/democratise, and whether the impetus is to be driven centrally or collectively.

Analysis of the pilot study data (n=8 plans) suggests the plans most strongly communicate the importance of participation and collective responsibility for the future. The future is communicated almost always in abstract terms, with differing levels of inspiration in tone, and mixed emphasis on the economy, environment and social issues. None of the mayoral introductions emphasised equity, rights or access as priorities for the future.

The presentation will discuss findings for all NSW councils and implications for council communications and the future directions for the ‘Communicating the future’ project.

Keywords: Future, Communication, Strategic, Local government

WORK AS AN EXPRESSION OF WHĀNAU ORA:
KAUMĀTUA VOICES
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Intercultural communication research involves the study of interactions between individuals of different linguistic and cultural backgrounds, as well as organisational and mass media cross-cultural communication, often contextualised within the forces of globalisation and marketisation. The changing conceptualisation of ‘culture’ beyond single ‘nation states’ or ‘ethnic groups’ has resulted in the field moving from a traditional focus on communication practice, to a multiplicity of approaches to include bi-cultural, multicultural, international and indigenous, communication perspectives, relationships and issues.

This paper is part of a wider interpretive study of older New Zealanders’ experiences with ‘encore careers’ defined as purposeful paid or unpaid work in later life (authors, in progress). Such contributions can be paid employment or voluntary activities, but are usually areas of work different or emerging from, work in the mid-life. The study was concerned with explicating different meanings of encore careers for encore workers and managers of encore workers.

In this part of the study we invited kaumātua (Māori elders aged 65 years and over), to talk about their experience of work across the life-span as well as in later life, and in the contexts of whānau (kin, family) and hapū/iwi (wider kin community), relationships and expectations. This paper takes an explicit, bi-cultural position in relation to research of kaumātua understandings of work in later life in the contexts of whānau (kin, family) and hapū/iwi (wider kin community), relationships and expectations. Using culturally relevant research methods, five kaumātua were invited to take part in semi-structured conversations. Critically, kaumātua storied their understandings of work in later life within their own cultural references. In addition, the paper demonstrates the significance of research relationships and a strengths-based approach in engaging in bi-cultural research.

Keywords: work, indigenous, Māori kaumatua

INTERACTIONS BETWEEN ELDERS AND ORGANIZATION REPRESENTATIVES: A FRAMEWORK OF COMMUNICATION GOALS, ORGANIZATIONAL “FACTS” AND INDIVIDUAL IDENTITIES
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The purpose of this study was to explore the interaction experiences of elders (55-years-plus) and staff members of banks, supermarkets and social service organizations with the aim of developing a framework of practices that facilitated positive engagement between elders and organizational representatives. Using a theoretical lens comprising, communication goal theory, and generational and organizational identity within the context of organizational “facts,” we adopted a critical incident approach in a multi-phase study. Data-collection methods included interaction-logs and focus groups with elders; interviews with organizational representatives; and workshops with groups of elders and organizational representatives. Critical incident analysis identified multiple communication goals for elders and organization representatives within the context of organizational “facts,” and multiple, sometimes competing identities for elders and organizational representatives. Organizational
facts such as policies and procedures played a crucial role in elders’ and organizational representatives’ capacity to enact identities and achieve communication goals. This paper proposes a framework of practices that may help to foster positive elder–organization representative encounters.

Keywords: interaction, communication goals, organisational communication

TRUMP AND TRUTH VALUE AT THE CLOSING OF THE GUTENBERG PARENTHESIS
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It has been remarked of US President Donald Trump that “The press takes him literally, but not seriously; his supporters take him seriously, but not literally” (Zito, 2016, par 12). We examine the two attributes of literality and credibility within the literature of orality, literacy, and the Gutenberg Parenthesis to provide some insights into Trump’s successes in 2016. A society that is evolving in post-Gutenberg ways is said to have fewer expectations about the need for literal truth. Whereas in literacy-influenced societies it is assumed that people are oriented in the first instance to print or digital sources of information, which they employ in order to draw their own personal conclusions from them, in contrast, in orally-influenced communities what a person knows derives from a combination of their personal memory and from their social interactions as members of a collectivity. While the first instinct of highly literate people is to focus on literal correctness and evidence, people towards the oral end of a literacy-orality continuum want to be convinced about a speaker’s credibility before they are interested in literality. However Mouffe (2000) stressed how important it is to institute and maintain comprehensive and effective means whereby the tensions and opposing views that inevitably occur in any society can be addressed and work done to resolve them. Hence systemic opportunities that presently do not exist need to be provided for people of disparate convictions to listen to one another and to be heard. The paper concludes by revisiting Aristotle’s view on the three elements of persuasion: ethos, pathos, and logos, and proposes that learning from the Trump campaign indicates that logos, given its orientation to evidence and literality, is the element of persuasion that possesses least traction with Trump devotees. In a post-Gutenberg era, those engaged rhetorically with Trump supporters should first rethink issues of ethos, how they are seen. If Trump enthusiasts require to be won over by a communicator on grounds of personal credibility, then ethos along with pathos must be addressed before logos is employed.

Keywords: Donald Trump, Truth value, Gutenberg Parenthesis, Orality, Literacy

FACEBOOKING DIPLOMACY
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This paper is based on 12 months of content and engagement data from Facebook pages established by the diplomatic missions of Australia, Canada, New Zealand, the United Kingdom and the United States at their embassies, consulates and offices in Dili, Hong Kong, Jakarta, Seoul, Suva, and Taipei. It considers public engagement via social media as a form of digital diplomacy. I contextualise the analysis within the framework of varied conceptions of ‘public diplomacy’, especially ‘new public diplomacy’, including ‘diplomacy for the public’ – a common approach within the field (Melissen, 2005; Zahara, Arsenault, & Fisher, 2013) versus Castells (2008) idea of ‘diplomacy of the public’.

Methodologically, the analysis uses Netvizz, a Facebook application, to gather data from around 10,000 Facebook posts. These are subject to quantitative analysis to identify posts of interest (i.e high engagement), which are in turn considered using forms of contextual content analysis. The contexts include the digital diplomacy strategies of the missions (where known), and the specific political and cultural contexts of the mission’s locale. The results suggest a tension between various forms of approaches to public diplomacy, themselves akin to common conceptions of the roles/potential of public relations.

The paper considers these results in the light of related scholarly studies of social media use by diplomats and Ministries of Foreign Affairs (of which there are, to date, few). It also considers the forms of ‘diplomacy without diplomats’ that is evident on social media sites – yet not formally part of diplomatic efforts.

The research is a pilot study. It raises questions ethical and practical issues about the data gathering and analysis, and opens up debate about the roles of new media platforms and social media content producers (diplomats and others) during a period when issues like ‘fake news’ and Twiplomacy are problematising the notion of a global public sphere.
References:

Keywords: political communications, digital diplomacy, new public diplomacy, social media, new media

VOICING A NEW LIFE NARRATIVE: COMMUNICATING THE DYNAMICS OF CHANGE IN A WELFARE DEPENDENT FAMILY
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The Hand Up project, an Australian Research Council Linkage project, focuses on the family as a communication context through which to explore the dynamics of intergenerational welfare dependency. It is concerned with how persistent barriers are perceived and how attitudes to change are constructed through communication within the family. Interviews are conducted with families reliant on welfare support with a view to identify “emotionally compelling experiences and realizations” (King et al, 2003, p.184) through which families construct meaning about their place in the world. These interviews give voice to people experiencing the challenges and consolations of reliance on welfare, encouraging them to be active contributors to perceptions of people in need. This paper explores the way that one mother from a disadvantaged family is rebuilding her life despite the disadvantages of poverty, domestic violence and drug dependency. It examines her determined, emotional commitment to change as she explains the barriers she has experienced. As she communicates her life narrative, she at the same time builds for herself and her children an understanding of a different possible future in which she and her children have access to a more independent, positive life experience. Seligman (2006) suggests changing self-talk helps people escape from pessimism and move from powerlessness to autonomy and hope. This mother makes powerful declarations about her life changes with the aim to provide her children with a vision of a more hopeful future. This paper contributes the often-silenced voice of a woman to a discussion of different worlds of communication, and opens a window on diversities of engagement with these worlds.

Keywords: family communication, welfare dependency, intergenerational communication disadvantage, narrative

THE AUTHENTIC PAPUANS IDENTITY: THE DISCOURSE OF PAPUAN’S PHYSICAL APPEARANCE, NATIVITY, AND INDIGENEITY ON SOCIAL MEDIA
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This paper aims to explore how Papuans construct their authentic identity online. It will focus on the way Papuans articulate their ethnic authenticity in the Orang Papua Facebook group. I analyse it through messages posted by members of the group. The articulation of Papuan identity from the Papuans’ view is significant due to the fact that Papuans were denied the freedom to express their ethnic identity. Multimodal discourse analysis is chosen as the method. This method offers a tool to collect and analyse data that is appropriate to study texts in social media.

The issue of back skin and curly hair as an idealised Papuan has brought the discourse of authenticity in Papuan identity. Papuans use the term OAP/Orang Asli Papua (“true Papuan or authentic Papuan”) to refer to the notion of Papuans’ authenticity. The notion of the authentic Papuan aims to frame Papuan identity based on racial/ethnic heritage. Bucholtz (2003, p. 401) argues that the concern with authenticity emerged from the socio-political conditions. I contend that through social media, Papuans are contesting claims about the authentic Papuan. Members of the Orang Papua group came up with a narrative of who is considered as the authentic Papuans or Orang Asli Papua. Within this narrative, the notion of Anak Adat (“the son of the custom/tribe”) and Orang Asli Papua is created and reproduced by members of the group as part of the group’s identity even though there seem to be different interpretation of the definition of Orang Asli Papua among members of the group. The notion of the authentic Papuan is constructed within the discourse of physical appearance, nativity, and indigeneity shaped by Papuan-Indonesian’s historical relations. Discourse over the definition of authentic Papuan or truly Papuan (Orang Asli Papua) is lively in Papua (Viartasiwi, 2013: p.869). According to the Special Autonomy Law of Papua, the power to grant
Papuan legitimacy is in the hands of the Papuan Council (MRP/Majelis Rakyat Papua). The definition of Papuan, according to this body, is one who has Melanesian descent and mixed-race communities are excluded. This definition can be interpreted as rejection of the existence of the non-Papuan born Papuan. The existence of the MRP’s authority to define Orang Asli Papua indicates that essentialised identity is not only being internally formulated, but being imposed upon communities as well.

With the Facebook’s ideology of sharing (van Dijck, 2013) especially the like and comment functions, Facebook have involved in the process of the Papuan identity paradox, where authenticity is called into question as members of the group employ strategic essentialism.

Keywords: ethnic identity, authenticity, indigeneity

WHAT’S MAKING HEADLINES? REFLECTIONS ON A NOVEL TEACHING APPROACH
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This proposed paper outlines a teaching approach that was successfully implemented in a second-year, undergraduate public relations (PR) course in 2016. The approach could be implemented in many different courses, though.

The initiative involved a structured, weekly discussion of a collation of top news items from around the world from the previous week relating to the PR industry. The collated items were attractively assembled on one, easily-accessible PowerPoint slide that contained hyperlinks to articles and video clips that were shown in class during the discussion. The slide was also released to students afterwards through the course e-learning site.

The weekly discussion of the collated news items served several purposes. First, evidently, it gave students a highly recent update of major events and trends in the world of PR. Second, and importantly, it functioned as a collection of inductive and deductive examples that enhanced subject mastery. That is, each week’s news items either illustrated past weeks’ PR theories or topics (deductively), or helped explain the particular week’s theories or topic (inductively) later in that tutorial. Linking to previous weeks’ materials also enhanced students’ recall of those materials. Third, it fostered students’ deep learning, thanks to the many connections made between theories and news items from across the different weeks. Fourth, it eased the students into the tutorials by engaging them in less-weighty, topical content before delving into more complex theoretical materials. The presentation will demonstrate how each of these purposes was achieved using examples from 2016.

The effectiveness of this teaching approach was measured using qualitative and quantitative data, which will also be outlined. Overwhelmingly positive qualitative responses were registered in: a mid-semester survey; the formal end-of-semester course evaluation; and a separate end-of-semester survey, also featuring quantitative data, specifically about the activity. To cite one representative example, a student wrote: “PR in the News was a fun activity that got us engaged in the PR industry as a starter to the class and was a nice introduction into what we were doing by relating theory to real-life examples.”

This paper offers new insights for pedagogy in public relations specifically, and the field of media and communications more broadly, as the teaching approach can be implemented in many different courses. It speaks to multiple aspects of the conference theme, as it shows how students’ engagement with the world of public relations was fostered, and highlights the diversity of phenomena and multiplicity of voices in that world.

Keywords: Pedagogy, Public Relations, News, Tutorials

THE ABC AS THE QUINTESSENTIAL AUSSIE BATTLER: CHALLENGING NARRATIVES OF SLOW DEMISE
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The ABC has faced numerous struggles over time, including accusations of bias and suggestions that it has threatened Australia’s media plurality. Its transparency has also been criticised, particularly in the areas of its strategic planning and its breakdowns of costs. Additionally, it has endured multiple cuts to its budget, made mainly by conservative governments. These have significantly impacted its operations and the content that it produces. Most recently, the organisation announced a significant restructure, involving cuts of up to 200 jobs in order to create a $50 million Content Fund and new positions in regional areas.

This proposed paper argues that these sorts of initiatives show the ABC pushing to survive and thrive in an increasingly challenging world for public service media. The paper counters narratives of the organisation’s slow
demise and, instead, argues that it embodies the spirit of the quintessential 'Aussie battler': striving, despite adversity, to ensure access, diversity and a plurality of voices for Australians at home and abroad.

The paper draws on original research that will be published in the forthcoming volume 'Transparency and Funding of Public Service Media' (eds. O. Torkun, C. Herzog, H. Hilker & L. Novy, Springer, 2017). It offers new insights for the field of media studies, specifically for studies of the ABC, and more broadly for public service media scholarship.

Additionally, it speaks to multiple aspects of the conference theme, by examining an aspect of the contraction of the public service mediascape, and detailing how the ABC has been historically evolving in attempting to ensure access and diversity in a rapidly changing world that is becoming increasingly indifferent towards, and even hostile to, public service media.

Keywords: Australian Broadcasting Corporation, Aussie battler, Media studies

ASSESSING THE USE OF SOCIAL MEDIA FOR EMPLOYEE ENGAGEMENT IN THE SINGAPORE MILITARY: IMPLICATIONS FOR CORPORATE ORGANISATIONAL COMMUNICATION

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The need to adapt to the evolving mediascape has never been more challenging (Thackeray et al., 2008; Roshan, Warren, & Carr, 2016). This new normal of perpetual and pervasive social media use reinforces the necessity to re-examine organisational engagements, particularly internal communications (Huang, Baptista & Galliers, 2013).

This study examines the use of social media in employee engagement using the Social Identity Theory (Tajfel & Turner, 1979) and Affect Control Theory (Heise, 1979) as its theoretical lens. The Social Identity Theory proposes that a person's membership in a group or organisation is an important source of pride and commitment while the Affect Control Theory proposes that individuals maintain affective meanings through their interpretation of events and their actions, thereby reinforcing or weakening their conviction towards a cause.

Situating the study on the Singapore military, which comprises the Singapore Army, the Republic of Singapore Air Force and the Republic of Singapore Navy, it provides a rich context for the study of human resource and communication practices given its size, diversity of personalities and global perspectives (Hunt, 1991; Smith, Holtom, & Mitchell, 2011). The organisation is also a natural choice for this research given that more than half its soldiers are under conscript service while at the same time, it is one of the militaries in the world facing high professional soldiers' turnover (Da Cunha, 1999).

This study examines the Singapore military's current employee engagement strategies, the use of social media platforms and communication technologies for employee engagement, how the use of social media for communication in the public domain affect employee engagement, and how the Singapore military can enhance its employee engagement strategies.

Data comes from interviewing 10 former and 10 present employees of the Singapore military. The 20 interviewees were of all ranks and had military service between six and 15 years. They were interviewed from May to August 2016 through face-to-face and email interviews.

Findings showed that text messaging and social media were common communication technologies used for employee engagement apart from secured intranet which contained classified information not meant for sharing in public domains. Facebook was the main social media platform used. The segregation of communication approaches due to classification of information distinguished the types of social media posts meant for employees. Employees also felt engaged, and proud, when the organisation is featured on platforms like the digital platforms of mainstream media. Despite that, employees preferred communication approaches with more personal touch. These included face-to-face mentoring sessions with their superiors, as well as mentions and features of human interest stories shared on social media posts.

This study is arguably one of the first to apply findings from military employee engagement research into the corporate settings. Organisations should be cognizant of the high informational and emotional needs of the Gen Y workforce permeating organisations. Theoretically, it calls for organisational communication theories like the Social Identity Theory and the Affect Control Theory to be contextualised to the current mediascape which this research attempts to spearhead.

Keywords: organisational communication, employee engagement, social media, Singapore

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THE CLIMATE CHANGE GENERATION? YOUTH AWARENESS AND ENGAGEMENT WITH CLIMATE CHANGE IN INDIA

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Climate change is one of the biggest challenges facing humanity in the 21st century, particularly for youth. Although the nature of climate change is global, its impacts are disproportionately higher in poor and developing countries due to existing deprivations such as poverty. Although termed vulnerable, we currently know little how people outside developed countries perceive climate change. While several studies on media coverage of environmental issues are conducted recently, little is known about how youth in poor and developing countries engage with climate change.

This exploratory study, drawing on health, risk and environmental communication theories, seeks to elucidate Indian youth perceptions of climate change. We apply affective image analysis, a structured and systematic form of word association analysis (e.g., Slovic et al., 1991; Slovic et al., 1998), to map student’s free association with ‘climate change.’ In contrast to studies that evaluate risk perceptions as cognitive, rational activity, this study illustrates the role of affect in public engagement.

Data was drawn from a convenience sample survey of 750 undergraduate students from 7 colleges in a metropolitan city in south India conducted in late 2016. Specifically, we asked respondents to write the first words or phrase that comes to their mind when they hear the word ‘climate change.’ Using grounded theory approach, a rich dataset of 540 affective evaluations were content analysed by two independent and categorized the responses into 28 codes.

A majority of respondents (20.4%) stated ‘changes in weather patterns’ as their primary association with the word ‘climate change.’ The theme of human health (13%), focusing on human health impacts due to climate change was second most coded response. The frame of pollution (12.2%) appears as an important organizing framework of student’s interpretation to climate change, closely followed by extreme weather events (11.5%), sudden or abrupt changes (4.1%), temperature rise (3.9%), disaster (3.3%), ‘global warming’ (2.3%), and deforestation (2.3%).

In addition, we find that although only a minority of students said they know a lot of climate change (10.7%), a majority agreed it is happening (83.5%), and caused mostly by human activities (74.7%), and are very (45.8%) or somewhat worried (41.5%) about its impacts. A majority (72.5%) said that India should reduce its own emissions immediately without waiting for other countries. Finally, respondents said they are likely to participate in advocacy communication in the next 12 months including contacting government officials (43%), signing a petition (45%), participate in a protest (53%), organize and encourage local community members (51%) to demand more government action on climate change.

In contrast to studies in the US (Feldman, Nisbet, Leiserowitz, & Maibach, 2010), UK (Corner & Roberts, 2014), and Hong Kong (Ho Alan, 2013), where climate change is perceived as a distant threat, the sample of students in this study revealed a highly localized reactions to the term climate change by identifying local extreme weather events in India, such as floods in Indian cities, attest to anthropogenic climate change, associate climate change with a wide range of health risks, and show potential for climate change advocacy.

Keywords: health, climate change, risk perceptions, affective reactions, youth

COLLECTIVE EFFICACY AND TRUST IN GOVERNMENT SHAPE CITIZENS’ POLITICAL ENGAGEMENT WITH CLIMATE CHANGE

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Citizens’ support for government policies is one of the most important dimensions of public engagement with climate change. Based on social cognitive theory, this paper examines the role of collective efficacy—people’s shared beliefs about their group’s capabilities to accomplish collective tasks—and trust in government in influencing Indians’ support for government’s adaptation policies. Using a national sample survey of Indians (N=4031), this study found that individuals with high levels of collective efficacy beliefs and trust in government are more likely to support government adaptation policies. Moreover, collective efficacy and trust in government interact in predicting policy support such that for individuals with low governmental trust, higher collective efficacy is associated with greater policy support. Collective efficacy was also associated with protest participation to secure drinking water access to the community, while distrust with government was not. Increasing collective efficacy beliefs, for example through mass media channels and targeted campaigns, could help increase citizens’ support for climate change policies, even if such policies have an immediate negative financial impact.
Much media and cultural studies scholarship is underpinned by a commitment to democratic participation, yet there has been limited direct engagement with questions of justice. It is clear that media and cultural practices are central to processes of misrepresentation, nonrecognition and disrespect. Nick Couldry advocates Amartya Sen’s method of working from discernable injustices as a basis for developing an account of media justice. In this paper we argue that the uneven distribution of mediated attention or recognition is a key concern for an emerging interest in media justice. The paper centres on the politics of listening to, for and with disability as a contribution to addressing the injustice of ableism in media and culture. We argue that social justice-oriented listening offers a useful methodology. Since it operates as both a descriptive tool for tracing particular sites of injustice and a normative tool oriented towards transforming the unequal hierarchies of attention that underpin them, then, it enables us to develop strategies for tackling manifest injustices that nonetheless articulate with and reframe broader patterns of cultural value.

Keywords: listening, disability, media justice

TRANSMISSION BREAK: THE EVOLUTION, TRANSFORMATION AND OBsolescence OF AUSTRALIAN REGIONAL COMMERCIAL TELEVISION
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The history of regional commercial television in Australia is a story of evolution, transformation and obsolescence. On 24 October 2016, the CEOs of Australia’s three major regional commercial television networks – Prime, WIN and Southern Cross Austereo (SCA) – made a joint plea to the Senate Select Committee on the Environment and Media (SSCE&M) to approve changes to existing media ownership rules. In many respects, this rare show of unity by long-term foes in a fight for relevance – and survival – is the result of global changes in which the old “rules” of television ownership, control and delivery are constantly being challenged. The greatest challenge is posed by the metropolitan television networks, whose use of internet streaming has the potential to make their regional affiliates redundant. Such existential threats have already resulted in major structural changes within the industry. On 1st July 2016, the Nine Network abandoned its long-term regional affiliation agreement with WIN Television in place of a new, five-year deal to supply programs to SCA. On 6 February 2017, Nine commenced production of the first of 16 regional news bulletins under an outsourced arrangement with the same company. These transactions reignite previously stalled merger talks between Nine and SCA, and pave the way for a full-scale integration between the two companies should proposed legislative changes be given a green light. This paper argues that the seemingly inevitable changes to existing media ownership rules – and the resultant obsolescence of regional commercial television – are the logical outcomes from a process which began almost 60 years ago.

Keywords: Television, Commercial Television, Television History, Australian Television, Media Convergence, Media Reform, Media Ownership & Control

BLACK “RANTINGS”: INDIGENOUS FEMINIST WRITERS’ ONLINE NARRATIVES IN A POSTFEMINIST AGE.
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The paper draws on Rosalind Gill’s (2007) conceptualisation of the postfeminist sensibility to shape an analysis of how indigenous feminist writers are challenging postfeminist narratives and developing their own counter narratives. A postfeminist sensibility, along with the post-identity ideology that is currently prevalent in Western society, are built upon the narrative that inequalities surrounding gender and race have been conquered and are firmly rooted in the past. To further an understanding of how Indigenous Australian feminist writers are challenging key aspects of postfeminism, this paper examines the ways in which they use the microblogging site Twitter to develop a first-hand and direct engagement with the writers’ personal views and to shed insight into how they are challenging postfeminist narratives on an everyday level. With the proliferation of intersectional hashtags created by women of colour, Twitter has been identified as an important tool in the effort to develop “a sustained critique of white feminism” (Daniels, 2016:27; Loza, 2014). While social media sites...
have been praised for providing alternative and liberating spaces for marginalised feminist voices (Boler & Nitous, 2014; Halavais & Garrido, 2014; Radsch & Khamis, 2013; Shaw, 2012), there remains a racial disparity between the voices that are elevated online (Nakamura, 2002). This paper asks, how are Indigenous Australian feminist writers challenging aspects of postfeminism online and what are the prevailing counter narratives about women, indigeneity, and feminism?

Keywords: gender, feminism, online networks, Indigenous Australians, postfeminism

E-WALLET AND AGRICULTURAL DEVELOPMENT IN NIGERIA

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This paper evaluates the capacity for information and communication technologies (ICTs) to aid agricultural development. Generally, the researcher is interested in digitally enabled initiatives that increase the efficiency of government intervention programs. In the case at hand, the researcher analyses the effect of information and communication technologies in agricultural development in Nigeria through the Growth Enhancement Support (GES) developed by the Ministry of Agricultural and Rural Development in Nigeria. The GES E-wallet system was designed to track fertilizer and seed distribution, provide soft loans to farmers and educate farmers on farming practices that will increase their yield. The GES E-wallet system has delivered the development of a database of individual farmers to provide an electronic record of subsidy redemptions and to create transparency and accountability in the system. Thereby not only eradicating corruption in the implementation of fertilizer subsidies but also cut down on Nigeria's dependence on imported agricultural products by half in just over three years. To ascertain whether farmers know about GES E-wallet and how they perceive the policy, the researcher conducted semi-structured interviews with 18 farmers from Eleme and Tai Local Government Areas of Rivers State, Nigeria. Findings reveal that the farmers were aware of the GES E-wallet system, and many of them (12) have benefited from the scheme. The farmers' comments suggest that the E-wallet system has eliminated corrupt practices in fertilizer and seed distribution while reducing the bureaucracy inherent in the loan system prior to the E-wallet system. The farmers' comments further show that they used the E-wallet platform to improve their digital literacy skills.

This paper suggests that digital media platforms such as E-wallet are not only useful in efficient agricultural subsidy implementation but also helps in improving digital literacy.

Keywords: Information and communication technologies, E-wallet, GES, digital literacy, Nigeria

INTERNET-ENABLED MOBILE PHONES, PROTEST PARTICIPATION AND FORMATION OF POLITICAL EFFICACY AMONG UNIVERSITY STUDENTS IN NIGERIA

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The concept of the internet and political participation has changed over the years. These changes have brought changes to how these phenomena are studied and researched. Recent studies have shown a positive link between the internet and political participation variables such as political knowledge, efficacy and engagement. However, many of these studies have been conducted in established democracies or authoritarian regimes abandoning the unique case of emerging democracies including those that recently returned from military dictatorship such as Nigeria. This paper investigates the impact of internet-enabled mobile phones and protest participation experience in the formation of political efficacy among university students in Nigeria. The data for this paper come from 440 survey responses and 19 semi-structured interviews of students from the University of Lagos and Rivers State University of Science and Technology, Port Harcourt, Nigeria. A hierarchical multiple regression analysis was performed and findings suggest that internet-enabled mobile phones do not increase/decrease Nigerian university students’ political participation; rather, political efficacy and protest participation experience do. Although the internet may not have been found to impact intention to participate in political affairs in this paper, it however played a crucial role in spreading the people's anger in 2012 leading to the 2012 Occupy Nigeria protest. The protest on its own increased the participants' political efficacy. This means that using internet technologies to deliberate about the protests increased political efficacy. Armed with this finding, the paper develops a typology of political efficacy formation among University students in Nigeria.

Keywords: Internet-enabled mobile phones, protest participation, political efficacy, Nigeria
TECHNOLOGY, CULTURE, AND MEDIATION: STEPS TOWARDS A CRITICAL THEORY OF TRANSPARENCY
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Transparency is an ambiguous term. As used in the social sciences, the term usually implies a specific type of communication, generally associated with openness and accountability. Many institutions, governments, and organisations embracing a public commitment with transparency, for example, tend to align themselves with social ideals of justice, equity, fairness, and democracy; values that tend to be ethically valorised. By contrast, when individuals are compelled to be transparent or submit their everyday practices under scrutiny, it tends to generate anxieties over issues of privacy, control, and even totalitarianism. In the context of Human–Computer Interaction (HCI), we find a very different—and sometimes even opposite—sense of transparency in play. Here, any change of state in a given system is considered to be transparent to its users if such change is in effect unnoticeable to them. So-called transparent interfaces allude to a degree of invisibility in which the user forgets about the technical and material aspects of a technology, in order to focus effectively on the task at hand. By being associated with the experience of a seamless and effortless interaction with computers, transparency here becomes a design ideal. At the same time, however, there are social groups that denounce these types of technologies as ‘black-boxes’ that are ethically problematic, foreclosing any understanding of their inner workings by their users. The paradoxical fact that transparency can mean both ‘open to view’ and ‘hidden from view’, suggests its potential to advance a critical understanding of our contemporary notions of mediation and access. How is transparency defined in the literature of Human–Computer Interaction? How do these conceptions relate to broader theoretical perspectives of transparency? Are there any grounds for treating these assumptions as ideological? What sort of ideologies do interfaces propagate? And how do users resist them? Treating transparency as a contested site of struggle that actively modulates the perceived boundaries between social and technological systems, this paper carefully examines the conflicting meanings of transparency in order to clarify the ways in which these different conceptions support particular value systems, forms of governance, and modes of consumption.

Keywords: Mediation, Transparency, Interfaces

“NETWORKS THAT WORK TOO WELL”: FORCED CONNECTIONS ON SOCIAL MEDIA
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In a social media world in which actions and affect are translated into data (Gerlitz & Helmond 2013), algorithms have the power to make connections between these data points. Social media platforms are designed to foster connections, which are assumed to be desirable and valuable: “Google+ is a place to connect with friends and family”, claims Google+’s homepage, and Facebook implores people to sign up so they can “connect with friends, family and other people you know”.

But social media connections can also be manipulated (van Dijck 2013) and exploited. This presentation considers forced connections, from people buying digital scales on Amazon for measuring cooking ingredients being presented with drug paraphernalia (Knibbs 2014); to a psychiatrist seeing her patients recommended to her as potential friends on Facebook (Hill 2016).

Alexander Galloway and Eugene Thacker compare these kinds of automated connections to computer viruses, arguing that “they are not networks that are somehow broken but networks that work too well” (Galloway & Thacker 2007 p. 6; emphasis in original). Forced connections can do harm. Ben Light (2014) theorises social media in terms of disconnective practice, or how people disengage with the connective affordances of social media, like untagging or unfriending. By contrast, Grant Bollmer sees disconnection as a punishment. He argues the norms of digital citizenship are enforced through the threat of disconnection, which revokes status and agency. For Bollmer, “a world of networks is a world in which human beings do not matter unless they connect, flow, and communicate, becoming subjects that behave like the technologies they use” (Bollmer 2016 p. 175).

Taking up the forced connections made by social media algorithms, I argue that privileging connections shapes social media to suit those who profit from platforms, rather than the people who use them. Consciously disconnecting through using pseudonyms, multiple platforms, and multiple accounts on one platform are becoming strategies through which people are engaging in the world of social media.

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Keywords: social media, algorithms, platforms, connections, disconnections

**NEWS IN FALSETTO: AN HISTORICAL OVERVIEW OF FAKE NEWS AND ITS INVENTORS**

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The promulgation of fake news, also known as faked news and false news, can be traced to ancient times. Human communication has long been addled by those who speak in ‘falsetto’ – false voice. The development of news media from the 17th century on has enabled an ever-expanding forum for those seeking to influence, distract or amuse public opinion through the invention of false news stories. The recent rise in the proliferation of fake news has identified social media as an enabling factor. This paper, however, takes the view that this increase is not an anomalous development directly attributable to social media but, rather, a continuation of historic misuse of news channels. Historically, fake news has had periods of near-dormancy alternated with periods of virulence. Through historical case studies, this paper examines past mediatisation of fake news and the measures taken to ameliorate its impact. It uses a contemporary framework, Wardle’s (2017) seven categories of misinformation, to identify historical parallels and divergences in the dissemination of fake news and explore the motivations of perpetrators. Furthermore, it positions the inventors of fake news within the conference theme of ‘voice’, in assessing how the falsetto newsmaker has historically been listened to and gained an audience. In identifying historic practices in the creation, dissemination and curtailment of fake news, this paper offers a contextualisation of the contemporary fake news environment.

Keywords: fake news, journalism, journalism history

**IS SOCIAL MEDIA STORYTELLING THE NEW DIGITAL STORYTELLING? ‘STORIES BEYOND GENDER’ AS POST-DIGITAL, POST-GENDER ‘WAY OF BEING’**

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The small but vibrant trans* community in Adelaide is split by very different lived experiences of youth and maturity, and binary or fluid understandings of gender. Sometimes these conflicts play out online however social media also facilitates strategic activism thereby affirming gender diversity. As a growing body of literature indicates (Fink & Miller, 2013; Penney, 2012; Renninger, 2014) digital platforms, ranging from Meet-Up and Facebook to Tumblr and Twitter, afford different kinds of collective and individual curation of diverse gender identities. This paper draws on a methodologically innovative case study called ‘Stories Beyond Gender’ in which a small group of trans* people collaborate in social media storytelling. Building on the possibilities manifest in other more explicitly personal-as-political genres like Digital Storytelling, I explore the potential of this facilitated workshop practice to establish meaningful connections across difference, forging affinities that may continue to flourish online.

Lack of familiarity with ever-changing privacy settings or the affordances of specific platforms can pose an obstacle to online self-representation. Similarly, highly wrought and complex needs for privacy stand in the way of visible civic engagement. While acknowledging that transphobic consequences of online misadventures continue to be dire, I address the self-protective skills and sophisticated ways that gender-diverse people curate emergent and past selves across intersecting social networks on and offline.

In stark opposition to pop-psychology’s crusade for a singular ‘inner truth’, I argue that these gender-diverse representations narrate a call for greater popular
acceptance of multitudinous, fluid identities that are reflected in the slow emergence and intertwining of postdigital (Alexenberg, 2011; Pepperell & Punt, 2000) and postgender (Dvorsky & Hughes, 2008) conceptual scholarship.

Keywords: social media, gender-diversity, digital self-representation, digital storytelling, workshop practice, post digital, post gender

DEBATING HOUSING AFFORDABILITY ON FACEBOOK: EVERYDAY POLITICAL TALK?
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Concerns about housing affordability in Australian capital cities have captured the public and political imagination, as housing costs have risen and incomes have remained static. Sydney and Melbourne are both routinely included in lists of the top 10 most expensive cities in the world for housing prices (e.g. most recently in the Demographia 2017 report), and affordability has declined across the nation. How then do ordinary citizens discuss the causes and solutions to increasing unaffordability of housing? This paper investigates the dialogic roles that legacy and born-digital media have played in shaping and responding to this debate. It examines evidence that branded Facebook channels provide a space for citizens to engage in everyday political talk on issues that matter to them, and to share information about housing issues.

From January 2016 to March 2017 over 230 articles about housing affordability were published on the Facebook pages of 13 high profile media sites in Australia. Importantly, the Sydney Morning Herald alone published a third of these articles. This research analyses in-depth two focusing events that generated extensive online debate: the “smashed avocado” comments on young people and housing affordability from October 2016; and national Assistant Treasurer Michael Sukkar’s comments that a “highly paid job” is the first step to home ownership, in February 2017. These two events are worth comparing and contrasting as they differ both in terms of the starting point of the debate (legacy media versus elite politics), and the discursive role, and agency, of ordinary citizens within the debate.

We present three levels of analysis:
- levels of engagement (through social signals such as liking, sharing and comments on articles),
- sentiment analysis,
- closer textual readings of articles and comments to identify how housing affordability is constructed as a key area of everyday political talk.

We argue that studying branded, public Facebook pages, despite data access limitations, is an important way of tapping into broad citizen sentiment and understanding media influence on topical issues.

Keywords: political communication, digital media, Facebook, generations

ONLINE ENGAGEMENT BY MUSEUMS IN AUSTRALIA AND NEW ZEALAND
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The digital era has had a significant effect on how organisations, profit and not-for-profit, undertake their daily business. The last two decades has seen the internet, and particularly social media, profoundly influence the art gallery/museum space and practice (Russo, Watkins, and Groundwater-Smith, 2009; Lemel, 2010; Fletcher and Lee, 2012). The dynamic, innovative relationship between digital technologies and these institutions can be seen in its impact on museum exhibition design and interactivity, accessibility to digitised collections, and visitors’ engagement and experience (Bearman and Geber, 2008). These changes have also led to the establishing of information flows that are more representative and collaborative with the general public (Gilmore and Rentschler, 2002). In particular, social media and digital technologies provide the resources to extend and allow for a more dialogic approach to museum-visitor relationships (Smordal et al., 2014).

Yet, social media, which is a cost-effective platform for two-way communication with like-minded people for the cultural institutions, can also be a channel for criticism and negative comments. This can be embarrassing for the institution, or used in a way to improve visitor service.

This exploratory study identifies issues that have been posted by the public on museums’ Facebook review sites, and seeks the views of communication managers at the major museums in Australia and New Zealand. An online survey was undertaken and the managers identified the
role of social media for their museum and the process of dealing with online criticism. The public comments will be reviewed using thematic analysis to generate a number of categories of issues that are perceived to be negative issues to past visitors, and can be the subject of improvement to gallery/museum management. This paper contributes to the cross-disciplinary areas of digital media, customer feedback and museum studies. The main findings include internal issues that can be improved, which can have broader implications for arts-based institutions.

Keywords: Online engagement, Facebook, Museums

ATTENTION ON ATTENDANCE: NEWS AND POLICY DISCOURSE ON ‘REMOTE’ INDIGENOUS SCHOOL ATTENDANCE
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This paper explores how school attendance/truancy has been used by Australian journalists to tell the story of Aboriginal and Torres Strait Islander education, especially in Indigenous communities that are geographically and culturally ‘remote’ from the nation’s non-Indigenous dominated centres. News media framing will be discussed as a methodology and a theory for understanding how news stories present Indigenous students, their families and school communities in terms of deficit. Deficit discourse frames Indigenous identity in a narrative of negativity, deficiency and disempowerment. Recent education research indicates it is a defining feature of public discourse by the news media and political elites, and has asserted its influence on Indigenous education policy.

The paper traces the antecedence and rise of the ‘Indigenous attendance’ news frame from the early 2000s, to the height of the ‘bush school truancy crisis’ in 2014 and the Federal Government’s Remote School Attendance Strategy launched during that year. We examine the sponsorship of the truancy frame by political actors inside and outside of government. Bessant (1995) reminds us that media representation is a synthesis (albeit selective) of academic and expert constructions. Together, the discursive practices of these political actors create for the public a world within which policy reactions to the portrayed truancy/social failure nexus are entirely logical. For example, prominent invited news commentary in 2009-2013 suggested family welfare payments should be tied to school attendance. This media sponsored ‘solution’ to the truancy ‘problem’ became government policy as part of the Remote School Attendance Strategy (2014). We identify counter-narratives to the attendance crisis frame in online, social media and teacher education media sites, but argue they gained little traction among Australia’s ‘big’ or ‘legacy’ media.

In an analysis of news reports from newspaper, online news, radio and television between 2000-2016, journalists’ sourcing practices were found to narrow the representation of Indigenous education to a single simplistic explanation, with a related policy response. Analysing news texts to make the frames visible is a valuable step towards making the deeply embedded deficit discourse visible, understanding how it is constructed, and by so doing, applying some positive pressure on news organisations and journalists to change the way they approach reporting Indigenous education.

Keywords: indigeneity

“I DON’T HAVE ANY PRIVACY”: CHINESE YOUTH AND RURAL WOMEN’S PERCEPTIONS OF ONLINE PRIVACY THROUGH SOCIAL MEDIA ENGAGEMENT
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Global information has broadened the access to information and bridged the gap of communication for individuals, groups, cultures and societies to interact. When people are engaging themselves online disclosing themselves and sharing with strangers or trusted partners, they are putting themselves at risk. Personal data can be retrieved and commodified by third party (Zhang, Sun, Zhu, et al., 2010). Although various online privacy settings can be employed, privacy is still a major concern as technology is flawed to protect user privacy (Madejski, Johnson & Bellovin, 2012). There is much attention on how young people perceive privacy and share information on social media in European and US contexts (Livingstone, 2012; Tsay-Vogel, Shanahan & Signorielli, 2016). However, little research has examined older generations from non-western background. As the US has welcomed a growth of older social media users (Madden, 2010), China is also seeing this similar change in recent years (Kantar, 2016). This paper, based on an ethnographic study in a city in middle-south China, not only looks at the social media use of younger Chinese university students, but also Chinese older rural women. It explores how these two cohorts make sense of online
privacy in their own terms during social media practice. Even though youth show more concern with their online privacy and more skilled use of different social media settings to protect privacy, social norms and social networks seem to be the main factors that shape both youth and rural women’s perceptions of online privacy and their behaviours on social media. These explain why young students and rural women consider they do not have online privacy. Therefore, this paper, from a non-Anglican perspective, turns to support Marwick and boyd’s (2014) idea of “networked privacy” that is constantly negotiated among collapsed contexts and call for privacy policies shift from merely looking at individual and technological element to understanding the networked and contextual meaning of online privacy.

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Keywords: Privacy, Social media, Chinese youth, Rural women, WeChat

THE FUTURE OF COURT REPORTING IN AUSTRALIA: OPEN JUSTICE, FAIRNESS AND ACCURACY

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When Yahoo7 journalist Krystal Johnson caused a mistrial in a high-profile Victorian murder case in August 2016, both Johnson and the online news service received harsh criticism on mainstream and social media. Johnson broke ‘the golden rule’ of covering courts – publishing information from the victim’s social media account which had been withheld from the jury – but in the aftermath of the mistrial, broader concerns were raised about the training journalists receive about covering courts; the impact of budget and staffing cuts; and the future of the court round in the digital age. Today, stories must be filed ever-more rapidly to meet demand for online news, and copy editing is becoming more sparse, or outsourced, so that there are fewer opportunities for experienced eyes to pick up on errors.

Drawing on interviews with current and former court reporters from Victoria, NSW and QLD, conducted August-November 2016, this paper explores some of the ways court reporting practices in Australia have changed over the last decade. In contrast to the portrayal of Krystal Johnson as ‘over-zealous’ and ‘bungling’, the court reporters I spoke to emphasised the need for meticulous attention to detail (greater than other news rounds) and the specific expertise required to do the court round well. For some reporters, concerns about training, budgetary restrictions, and the impact of online media were less immediate than legislation and conventions governing access to information that can impede journalists’ access to information and (in some cases severely) limit what they can print about court proceedings. The paper considers how these factors impact on journalists’ abilities to report ‘fairly and accurately’ on court proceedings. It also evaluates how they affect the administration of ‘open justice’, which is the media’s key role in the Australian legal system.

Keywords: court reporting, journalism, open justice
GOVERNMENT VS NGO INFLUENCE WITHIN ONLINE HEALTH COMMUNICATION

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Australian NGOs and health departments are key stakeholders within HIV/AIDS health information initiatives. Effective supply of – and user interaction with – authoritative HIV/AIDS information by these stakeholders is critical to engage people living with HIV/AIDS (PLWHA) with test-and-treat programs as well as to retain PLWHA within lifelong healthcare programs in order to achieve and maintain full viral suppression. We conducted two webcrawls (28 Feb and 26 Aug 2016, full hyperlink network ~25,500 entities) to ascertain the relative influence and inter-relationship of online public facing HIV/AIDS information resources. It was hypothesized that (a) Australian government health departments aim to serve as sites of authoritative HIV information e.g. testing, safer sex and/or pre-exposure prophylaxis); and (b) Australian NGO/NFP/charity HIV organisation sites fulfil a recommender function by providing a medium between their audience (e.g. gay men, sex workers) and authoritative HIV-related health information. This soft hypothesis was not upheld following comparative analysis of the webcrawl data. No Australian government site was highly ranked for either inbound (authoritative) or outbound (recommender) influence. The webcrawl data indicate that NGOs and charities operating at a national level as well as state-based NGOs from the larger states of New South Wales, Queensland and Victoria are most highly ranked for influence.

Keywords: health communication, influence; webcrawl; NGOs; HIV/AIDS

CO-OPTING ACTIVISM INTO THE COMMUNICATION WORLD OF PUBLIC RELATIONS: HAS INCLUSIVITY LOST SIGHT OF THE CRITICAL END GAME?

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Activism has become a hot topic in the public relations literature, with an increasing number of public relations scholars writing about activism, civil society protest, and culture jamming activities as public relations, or forms of public relations. Others have assessed how organisations respond to activism, and others argue that public relations practitioners do, or should, perform the role of activists in organisations.

Unquestionably there is a blurring of strategies and tactics across the arenas of activism and organisational-interest based public relations. Activists and activist organizations can be extremely adept at developing complex media strategies, public education and government lobbying campaigns, and many have adopted the organisational structures and aims of corporate entities. Equally, corporations have drawn on guerrilla communication tactics often associated with protest and activism to emotionally engage audiences and publics. But does the use of similar public communication strategies and tactics across the causes or organisations mean that we, or should, conflate public relations and activism? While both activism and public relations necessarily seek to engage people in an information saturated and increasingly politically disengaged and disenfranchised contemporary world, are their end goals the same, and can they be described as the same activity?

In this paper I briefly examine some of the evolution of the conceptualising of activism in public relations scholarship and the directions and theoretical underpinnings of that work. This leads to consideration of the claims that public relations practitioners can play the role as activists in organisations; that activists are public relations practitioners; and that activist communication tactics are forms of public relations. I also focus on how activism and public relations are defined in these discussions. Identifying activists as extremely reluctant to define their own communication work as public relations work, I then ask why public relations scholars think it appropriate to deem that activity to be public relations? This answer to this question, I conclude, should trouble critical public relations scholars: it points to an unconscious collusion with the pluralistic whitewashing of the very systems of power that critical theorists seek to uncover, and a sanitising of public relations history.

Keywords: Activism, public relations, critical theory
Considerable scholarship has developed across multiple disciplines to examine organisational change, reasons for change, managing change and impacts of change. To date organisational change research is dominated by studies of the private sector, and there are few studies examining public sector change communication.

Literature available on the public sector suggests that it experiences change differently from the private sector (Rusaw, A. Carol, 2007; Kuipers et al, 2014), and that traditional change ‘recipes’ developed for the private sector and rolled out in the public sector, often by external change consultants, do not work (Rusaw, 2007). In the public sector, communication is recognised as critical to assisting public servants navigate constant waves of change, reducing change induced stress (Teo, Pick Xerri & Newton 2016) and supporting development of change skills or capabilities (Stensaker & Meyer, 2011). There is also a view that in the public sector, effective communication linked to an appropriate change model, ‘becomes the change itself’ (Stewart & Kringas, 2003).

Kuipers et al (2014) highlighted the need to engage with change practitioners experienced in delivering change in the public sector to assess their approaches to change, whether change toolsets are customised for public sector needs, and the ways they employ communications to achieve change outcomes.

This study interviews a group of consultant change practitioners with experience of private and public sector change, with a focus on communication and change. It explores assumptions about communication and drivers of change, models and approaches, and the methods and tools used in public sector change. It explores differences between change in the public and private sectors, including the concepts of employee engagement and change outcomes.

The findings will provide original insight into contemporary practices affecting large numbers of employees in some of Australia’s most important organisations.

Keywords: Organisational, Change, Communication, Public, Consultant

One of the most analysed theories in mass communication over the past fifty years has been the positivist theory of ‘Cultivation’. Cultivation Theory posits the more people watch and ‘live’ in the symbolic ‘television world’, the more likely they are to think it represents their social reality, and adopt attitudes and beliefs cultivated by the persistent and pervasive messages, ‘life lessons’ and social patterns depicted, particularly in fictionalised television drama programs. Described by Professor George Gerbner as the “new state religion” (Gerbner, 1977b), television has been the dominant global storyteller of our time, and in Gerbner’s view, an instrument for social control. However, with the evolution of the World Wide Web and a converging media environment, the ubiquity and power of television is under challenge. This paper considers whether television remains the dominant storyteller in society or whether the storytelling process has changed; and examines aspects of media use and experience to assess the continuing relevance of Cultivation Theory.

Keywords: Cultivation Theory, Convergence, Storytelling, Liquid Media

In this paper, I explore people’s thoughts and reflections on the photographic images that they have uploaded to the location-sensitive mobile social networking (LMSN) and search and recommendation service Foursquare. The paper draws from a study of Foursquare users in Melbourne, Australia. A key component of this study (which forms one part of a larger cross-cultural comparative analysis of Foursquare use in Melbourne and New York City) was the use of photo elicitation techniques, where each participant was asked to provide five photographs that they associated with their own Foursquare check-ins, accompanied by written responses to a series of questions designed to encourage them to reflect upon: the motivations for recording and uploading each image; the particular contexts within which each photo was taken; their thoughts on the
personal significance of each image; and, how they thought that the taking of these photos informed their use of LMSNs like Foursquare. In examining how these Melbourne participants discussed their use of images within Foursquare, I draw on Ben Highmore’s concept of ‘ordinary aesthetics’, and the importance to this concept of the manifold meanings carried by the term ‘sense’ (the senses, sensuality, sensibility, sensitivity, and so forth). While the Melbourne participants certainly used images to register the ‘extraordinary’ (a new venue, a particularly nice meal, etc.), much of the discussion around these images centred on their use in registering what Georges Perec has called the ‘infra-ordinary’ (the mundane, the habitual, the seemingly inconsequential). A striking feature of these images, and the explanations provided of them, was a particular sensitivity towards the local and the familiar, a desire to capture (in Highmore’s words) ‘a mood, a rhythm, a feeling’, and, in so doing, provide ‘a stage on which the ordinary events and [largely local] happenings of the everyday unfold’.

Keywords: locative media, mobiles, mobile social networking, Foursquare, photography, everyday life, ordinary aesthetics

EPIDEICTIC DIMENSIONS OF THE ACKNOWLEDGMENT OF COUNTRY BY AUSTRALIAN GOVERNMENT
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This paper conceptualises the federal, state and local levels of Australian government as formal communication worlds that embody the values of the communities they represent. The expression and shaping of communal values occurs in part ceremonially, through the enactment of verbal rituals in meetings. One example is the acknowledgment of country delivered at the start of meetings, to formally recognise Indigenous Australians as the traditional owners of the land on which meetings take place. The paper explores the epideictic dimensions of the acknowledgement. It does so within a theoretical framework in which epideictic, or ceremonial, rhetoric is seen as a form of communication concerned with praise or blame, identification and communal values, and which extends from Aristotle to such later rhetorical theorists as Chaim Perelman and Lucie Olbrechts-Tyteca. Some resistance to, or even abandonment of, the delivery of the acknowledgement of country at state or local government levels since 2010 has led to controversy. These controversies, and media reaction to them, are used to illustrate not only the function of epideictic ritual within formal communication worlds but also the rhetorical implications of silence, both in governmental contexts and in the public domain. Cheryl Glenn’s work on the rhetoric of silence (Unspoken, 2004) informs the paper’s conclusions.

Keywords: acknowledgment of country, epideictic rhetoric, Australian political communication

THINKING THROUGH ALGORITHMIC AGENCY
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Algorithms play an increasingly important role in the management and shaping of our everyday as life is progressively mediated through technological processes. These processes are coupled with expanding computing power, multiple stakeholder’s inputs, desires and constraints and the numerous sources of input that in turn generate data of increasing complexity. Kitchin (2017:14) notes, algorithms can be conceived in a number of ways – technically, computationally, mathematically, politically, culturally, economically, contextually, materially, philosophically, ethically – but are best understood as being contingent, ontogenetic and performative in nature, and embedded in wider socio-technical assemblages.

Understanding and articulating algorithmic shaping has been further complicated with the introduction and expansion of the internet of things – the encoded and interconnected actions of a range of technologies in and around the everyday. From wearable technologies to digital and robotic assistants online and in the home, the intersection of the online spaces and the domestic and personal spaces we inhabit are increasingly inseparable, ‘data-fied’ and algorithmically entwined.

In other words, this is an extremely complex, dynamic and largely opaque amalgam of actions, processes and outcomes but an amalgam that is increasingly implicated in all aspects of our lives. Algorithms ‘do things’ – they are designed to be executable actions that generate particular types of outcomes. They also are embedded and relational – they need to ‘speak’ and be understood by a range of ‘actors’ – other algorithms, other systems, the matter they are engaging with, the practices they are intended to produce. And they are generally iterative (with the possibilities of machine learning modification and change also being gradually incorporated).

Algorithms are therefore networked into complex and dynamic assemblages that are often challenging to interrogate in any comprehensive manner. This
complexity renders all analysis difficult – and raises questions about how we might conceptualise and locate agency in algorithmic contexts.

In this theoretically focused paper, I explore the notion of delegation (Latour, 1998) as a possible way to start re-conceptualising and articulating the power of the technological environment and the role of algorithms in terms of shaping and being shaped by the everyday. Drawing on a number of examples of the delegation of everyday activities, this exploration reveals the ways in which the distinction between the human and the technology in terms of locating agency are increasingly inseparable and possibly unnecessary and suggests an alternate approach.

References:
• Kitchin, R. (2017) Thinking critically about and researching algorithms.

Keywords: algorithms, agency, technology-human, everyday, theory

TABLOIDS, TITILLATION AND TELEDILDONICS: REPORTING ON HUMAN-ROBOT SEXUAL RELATIONS
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Although we have some way to go before we achieve the verisimilitude of the robots of Westworld, research into and the development of teledildonics is flourishing. This paper will look at the ways in which the popular press, from tech journalism to tabloid news outlets, have communicated these recent developments. Analysis of the journalistic discourses being used in these news reports shows extensive differences in tone and perceptions of technology, but certain common themes and concerns also become evident. The particularly prevalent topics are the ethics of human-robot sexual relations, and moral panics about the impact teledildonics will have on our sexual morals, our understanding of intimacy and fidelity, and our sexual attitudes and abilities. For example, are sex robots going to encourage sexual irresponsibility and addiction, or empower the lonely and eliminate sexually transmitted diseases? There is both fear and fascination in the techno-fetishistic discourses used by journalists reporting cybersexual advances to the public. Both the technophobic and the technophilic approaches flow from speculation about the potential promise or threat of teledildonics in an imagined future. While the technophiles' utopian version of that future presents advances in teledildonic technology as progressive, the tabloids present a more technophobic reaction designed to titillate while also fuelling public outrage of the kind demonstrated by the Campaign Against Sex Robots. The questions being raised in these reports about the meaning of sex and love, infidelity and dehumanisation, power and exploitation are framed in hypothetical futures, but offer insight into contemporary sexual politics as well - the objectification of women, the ethics of consent, and default heteronormativity. “I’ve no doubt some will find it creepy, but we can be clear on this: The arrival of sexually responsive robots will have enormous consequences" (David Levy quoted in The Daily Mail).

Keywords: Teledildonics, Tabloid journalism, Tech journalism, Robots, Sexual relations, Cybersex

‘OPEN BUT NOT BLANK’: PRELIMINARY FIELDWORK FOR EXPLORATION OF THE INFLUENCE OF TRANSACTIONAL ANALYSIS ON INTERNAL COMMUNICATION IN A CASE ORGANISATION
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Internal communication is important for organisational success but often not valued, and neglected by leaders (Murray, 2013; Ruck, 2012). Education in soft skills for managers and employees can help improve internal communication, foster personal and interpersonal abilities and contribute to a healthy organisational climate and culture. Some authors claim that Transactional Analysis (TA) can contribute to organisational improvement (Hay, 2000; Mountain, 2016). Hay’s (2000) Sailship of Success model explicitly associates organisational TA (TA-O) with soft skills and organisational culture.

This paper explores preliminary field work activities for study of a Swiss public administration organisation that has routinely offered TA training to all its employees for nearly twenty years. This case study will comprise three interrelated projects: narrative inquiry, intensive interviews and the researcher’s own story in the form
of an autoethnography. The aim of the case study is to explore possible implications of the use of TA-O on internal communication. This paper asks two questions: 1. What sensitising concepts are identifiable in the internal training program booklet and TA courses for 2017; and 2. In what ways do the sensitising concepts from TA-O align with or differ from important mainstream concepts of internal communication?

Sensitising concepts (Charmaz, 2014; Gibbs, 2015; Patton, 2015) can be considered as key starting points for early fieldwork orientation by engendering initial conversations that encourage people to get involved. Sensitising concepts also assist in laying out a grand frame for inquiry that embraces the researcher’s own interpretations, the data and the field setting. This paper focuses analysis and discussion on preliminary sensitising concepts from shared perspectives and extant (official) training and other documents.

The paper identifies six sensitising concepts in the case organisation’s training documentation; optimism, shared responsibility, dialogue, practitioner repertoire of skills, espoused values, and personal and professional growth. Many of the sensitising concepts and features of TA training are readily aligned with mainstream concepts of healthy internal communication.

The researcher will use the sensitising concepts to guide initial conversations, prepare interview guides, and to develop new ideas for exploration of TA and internal communication.

Keywords: internal organisational communication, Transactional Analysis (TA), soft skills, case study

ILLNESS BLOGGERS AND SICKNESS SCAMS: BELLE GIBSON AS A CULTURAL AND TECHNOLOGICAL ARTEFACT
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Information and communication technologies (ICTs) create a sense of “intimate universality” between strangers in a constructed online environment (Whitehead 2015: 121). Through the technologizing of human communication, ICTs reconceptualise our social relations by mediating our sociality and offering new virtual spaces for relationship-building (Omatta 2011: 785). One such space exists as online illness narrative, where the seemingly pedestrian practice of presenting and recounting one’s experience of illness or health issues, and the seeking of ‘technology-mediated support,’ can be seen as an example of how communication has evolved in tandem with advancements in ICTs. The adoption of online communication mediums, such as mailing lists and Internet Relay Chat, and the growth of contemporary social and networking platforms, indicate the increasing centrality of technology in augmenting our human experience (Woodward 2009: 4).

This paper studies the Belle Gibson saga that emerged in early 2015. The eruption of this controversy in Australia delineates the power and perils of online communication. The scandal reveals our naïve assumptions and expectations of truth telling and points to the fragility of authenticity and credibility in a world where the resources of the Internet can be manipulated to corroborate fictitious health claims. Gibson, a fake illness blogger who claimed to have successfully treated her terminal brain cancer with alternative therapies, capitalised on the personal and temporal distance of online communication to engineer a multi-year deception that fooled mainstream media outlets and 200,000 of her social media followers. At the height of her popularity, she signed a publishing deal with Penguin Australia to launch a cookbook, and her mobile recipe application was promoted by Apple then as one of the first few applications to be pre-installed in the company’s launch of the Apple Watch.

The Belle Gibson controversy highlights how both the actions of communicators and the outcomes of communication are limited by the technical infrastructure of communication platforms. However, the advent of communication technology is not the instigator of online health deceptions. Instead, the increase in illness bloggers and sickness scams are cultural and technological manifestations of our changing views about the perceived roles and function of ICTs and digital media in society (not unlike recent uproars against the supposed proliferation of ‘fake news’). This paper argues that illness narratives are social constructions that elucidate experience expertise, a critical factor that led to the deception of mainstream media outlets and the everyday Internet user. We contend that Belle Gibson – like a range of other fakes – can be understood as an artefact of our contemporary screen and Internet culture, one that is created by the intersecting influence of human social actors and the Internet as a socio-technological system that replicates real life. By analysing the ‘creation’ of Gibson as a cultural and technological artefact of digital communication, we also articulat how changing measures of authenticity and credibility in the online space are catalysed by the imbue of technology into our lives.

Keywords: illness narratives, social relations, truth telling
THE IMPACT OF AMERICAN TV SERIES IN CHINA: ONLINE TELEVISION VIEWING, GRATIFICATIONS SOUGHT, PERCEPTIONS OF CULTURAL VALUES AND REALITIES AMONG CHINESE AUDIENCES

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China Central Television brought an American series The Man from Atlantis to China in 1980 and this was recorded as the first American TV series broadcast on Chinese television. It is noted that American TV series gained unprecedented popularity around 2003 as the Internet replaced television became the main media to access American content. Since then, American TV series become the gateway to access the Western cultures. Those in power worry that the Chinese audience could embrace American values on one hand and discard Chinese values on the other (Ji, 2007). The political views, values, and ideologies in American TV shows could erode lifestyles and values of Chinese audiences, especially the younger generation, the local culture and tradition are greatly affected (Xia, 2010). This study examined online viewing American television’s cultivation effects on perception of realities and cultural values among Chinese audiences (N=2509). Hierarchical regression analyses indicated that viewership of American series predicted viewers’ endorsement of American values, but it was a negative predictor of viewers’ perception of Chinese values. It also shows different gratification sought have different predictions in the perception of cultural values and realities. This study also reveals the impact of viewing American series on Chinese audiences may limit to the perception of Chinese culture. The findings are discussed in the context of cultivation theory, use and gratifications theory, and the changing media context in China.

Keywords: American television series, Online television viewing, Gratifications sought, Cultural values, Perception of realities, Cultivation, Use and gratifications, Chinese audiences

PLATFORM POLITICS IN WECHAT AND WEIBO: STATE CONTROL AND REGULATION

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This paper will investigate the control and regulations of the Chinese social media platforms including Weibo and WeChat through revisiting the “affordance theories” (Gibson, 1979, Sun, 2012) and exploring examples in the design/communicative power of these particular platforms (Van Dijck, 2013; Langlois and Elmer, 2013; Gillespie, 2010).

The Chinese online space is characterised by its contentious nature and its dynamism as depicted by Guobin Yang as “the complex tango between Chinese Internet control authorities and online activists” (2012: 52, 2009). Yang proposes that the authorities purify the space for “subversive” information or content that “directly challenges the legitimacy of the party-state” (Yang, 2012: 50). However, there are also legitimate concerns to be addressed by the state such as the proliferation of rumors and false news (Liu and Xu, 2012), which has implications globally, as the recent American presidential election has revealed. The country has also been strengthening its cyber sovereignty and security (Fang, 2014). The advent of Web 2.0 and social media era has posed new challenges for relevant Internet regulating bodies, and they have specifically targeted the instant messaging platform, WeChat, and microblogging service, Weibo, for controversial content.

In this paper, I analyze the specific actions, measures as well as the events or incidents of controlling and regulating Weibo and WeChat, from a political economy approach. I explore a collection of laws and provisions, policies and reports. Instead of focusing on the more explicit measures of blocking and filtering (Marlot, 2011, Yang, 2012), the research will closely scrutinize the more indirect or subtle mechanism of governance. I consider how social media companies’ awareness of and response to state regulation influences the design or communicative features of their platforms, that could both enable and disallow users’ participation (Carpentier, 2011).

I will trace the concept of affordances from its origins in ecological psychology (Gibson, 1979), design (Norman, 1999) to communication studies (Schrock, 2015; Negy and Naff, 2015) to shed light on current usage. Relatedly, Langlois and Elmer have debunked the surface-level ‘openness’ or translucence of social media platforms such as Facebook. Through the lens of ‘platform politics’ they have illustrated that social media platforms “do more than just allow users to publish and communicate with one another: they also seek to enhance, format, encode and diagnose communication” (2013:3). Gillespie (2010) examines the discursive work of ‘platforms’, revealing how information intermediaries such as YouTube and Google position themselves in very particular ways with users, advertisers and media producers.
Concomitant with the social and economic benefits, the expansion of the online space facilitates emerging activism in China (Zheng, 2007). Yet Chinese social media companies have developed their own mechanisms of regulating the information flow, including for shaping the news diet of the online audience (Herold, 2011). This research contributes to a wider understanding of how the design of social media platforms can impact democracy and civil society in China.

Keywords: social media, regulation, platforms, Webio, WeChat

TWO DECADES OF RESEARCH ON ONLINE PUBLIC SPHERE IN CHINA: A HISTORICAL REVIEW
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A core question Chinese Internet studies focused is whether Internet could or could not help advance China’s democratization. To answer this question, Habermas’ public sphere theory has been widely employed by scholars to conduct research, although since the very beginning, some scholars have questioned the applicability of the western idea of public sphere in analyzing the Chinese case. The research of China’s online public sphere is however of great importance, especially when considering its complexity and particularity compared with the West, in terms of both state-society and state-market relationships. Therefore, a comprehensive review of the research could help deepen the understanding of China’s online public sphere and also contribute to enrich studies of the public sphere theory world-wide. Through this research, the author seeks to answer how the concept public sphere could be applied to analyze China’s online public spaces, a research gap to be filled. More concretely, this paper endeavors to conduct a historical review of China’s online public sphere research from the mid-1990s, when China’s network was connected with the rest of the world and the commercialization of China’s Internet began. It looks into how the ways of approaching this theme and the corresponding conclusions drawn from these approaches have been changing along with the evolving technological affordances, changing Internet policies and the transforming demographic structure of Internet users in China.

Despite the differences between China and the western democracies, studies of China’s online public sphere largely use and discuss globally developed concepts and debates. Several sub-themes have emerged. For instance, the fragmentation of publics and the special information flow path in the public sphere are discussed, picturing an interesting scenario different to the western democracies. The wildness and emotionality of China’s online public sphere are repeatedly observed, which seems to be increasingly echoing the global societies across different areas and cultures. China’s networked public sphere under heavy political surveillance is also analyzed and compared with that under heavy commercial surveillance in the west. And the concept issue publics is also discussed and developed under in the Chinese context, contributing to enlightening reflections on this topic. Different approaches have been adopted. While some researchers analyze China’s online public sphere through the state-society prism, from a political-economy perspective, others have approached the question in a bottom-up way, by focusing on local cases or on specific counterpublics.

To conclude, through the historical and China-West comparisons, this paper examines the online public sphere studies in China in recent two decades and based on which rethinks the concept of the public sphere itself. Besides, it may also shed some light on the techno-utopian and techno-dystopian debate.

Keywords: China, Internet, public sphere, the public

‘THIS SPLENDID INNOVATION’: THE STORY OF THE AIRGRAPH (1943-1945)
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In the 21st century, we take for granted the range of technologically facilitated communication channels available to us for ‘keeping in touch’ (from fax and ‘snail mail’ to email, text messages, Instagram, Snapchat, and Facebook). We are familiar also with their rapid emergence, their changing functions in the communications ‘ecosystem’ – and occasionally their subsequent obsolescence. These options come into being through a conjunction of social needs, technological inventions, and coordinated policy that meets commercial or national objectives – just as Raymond Williams (1984) argued was the case for television. All of these observations apply equally to a little known yet innovative 20th century correspondence technology known as the airgraph.

The airgraph has now largely been forgotten, except by collectors and scholars of postal and military history. It came into being during the second World War to serve a particular need, and when that need was no longer pressing, it became obsolete. The airgraph exemplified
an ingenious use of technology to solve a specific problem: how to provide a relatively quick and efficient international postal service in wartime when aircraft capacity was limited. The global scale and the efficiency of the airgraph service depended for their success on the adaptation of an existing technology for photographic reproduction and the integration of this technology with the postal bureaucracy and civilian and military air services. As a communications network which stretched across the globe, the airgraph has been dubbed a ‘sluggish precursor of today’s email’ (Dawson 2004: 38). However, once the communication ecology changed, it became ‘extinct’. This paper explores the relation between this little known technology’s affordances and the conditions in which it operated, examining how the airgraph fitted into and shaped the communications landscape of its time.

References:

Keywords: innovation, correspondence technology, airgraph, interpersonal communication

LATENT REASONS FOR NON-USE: DISCOURAGED, NOT DECIDED
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Studies have tried to identify reasons of internet non-use with considerable attention paid to individual factors such as lack of need, interest or motivation. A deeper investigation with 21 interviews with non- and limited users reveals that the reasons are more closely associated with social circumstances, including family, community and greater society, rather than personal attributes. During the interviews, a critical question emerged: Would anyone with the resources and access to technology choose not to use it anyway? In other words, do non-users have all the resources necessary to be able to make informed and empowered choices? The latent reasons behind non-use calls for a broader approach to understanding non-use, which goes far beyond an individualistic explanation that predominantly focuses on micro-level factors, such as motivation and enthusiasm, as well as socio-democratic variables. Social and circumstantial factors need to be considered to design and implement effective policy interventions.

Technology adoption is not entirely up to the individual and is socially constructed. National policies often view technology adoption on a narrow level, focusing on changing those who remain offline, rather than on understanding the circumstances and limited social support or encouragement that are the main causes of digital exclusion. Having this knowledge can help improve policies, which is suggested in the study.

Keywords: Non-use, Digital exclusion, Digital divide, Qualitative research

CLOTHES-SHAMING: THE MALAYSIAN MEDIA REPORTING OF THE “UN-ISLAMIC” DRESS CODE CONTROVERSY IN MALAYSIA
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Media and scholarly attention to women wearing the hijab (headscarf) has intensified recently. However, little or no attention is paid to Muslim women who do not wear the hijab or subscribe to Islamic dress codes. In the current context of Islamisation in Malaysia, these ‘non-conforming’ Muslim women are often socially stigmatised, chastised and criticised in various public arenas, including social and news media. This paper aims to critically analyse the online media reporting of a champion Malaysian Muslim female gymnast, who won six medals at the 2015 South East Asian games. Despite this sporting success, she was condemned by Malaysian netizens for competing in standard gymnastic attire, which, in relation to dominant gender codes, has been deemed as un-Islamic. Research findings are set against the backdrop of rising Islamic conservatism and the changing news media landscape in Malaysia. Employing narrative analysis as a method, in order to examine the articulation of this “clothes-shaming phenomena” in the top ten leading online Malaysian new portals, two dominant narratives were found. The first is a quest narrative, for a moderate Malaysia, and the second is a political narrative, related to the feminine body, shame, and modesty. The upshot of these narratives reveals that the image of the athletic woman’s body is contested. Media reporting of the female Muslim athlete tended to perpetuate an “ideal” type of contemporary Muslim woman, yet this perpetuation was far from homogenous. Media narratives presented a battle between a secular versus conservative understanding of Islam in Malaysia.

Keywords: media studies, online news, narrative analysis, Muslim woman, unIslamic, clothes shaming Malaysia, political Islam
Benson (2013, p. 99) shows that the migration news frames in the US do not simply reflect assumptions derivable from the neo-liberal ideology, simple economic changes or the dominance of any particular interest group in the American public debate. The increased commercialisation of newsroom priorities is also evident in Benson’s study that identified a decline in the “Labor” reporting and a prevalence of “personalised narratives” of the immigrants in comparison to a more rounded coverage of immigration issues in France. A previous comparison of migration news between South Asia and the Pacific (Das & Zaman 2016) also finds a diversity of frames between the two regions and even between two countries within a region. These examinations of migration news frames indicate that, due to the fluid nature of the migration coverage, no frame can expect a guaranteed predominance in the news.

In this study, we expand the scrutiny of migration news by examining the sources of news from six South Asian and Pacific countries (Australia, Bangladesh, India, New Zealand, Pakistan and Sri Lanka). The importance of studying news sources is undeniable in understanding the contestation of power in journalism (Manning, 2001), but because of our focus on the ‘diverse’ nature of the migration news, we examine who are the sources that journalists use in reporting migration issues. We also examine the content to see whether the journalists come in contact with their sources as part of routine reporting tasks or take enterprising initiatives to find out sources and enrich the content quality. Following some previous studies of news sources (e.g. Ericson et al., 1987; 1989), we have identified a predominance of officials and politicians as sources of migration news in South Asia and the Pacific. However, the level of enterprise reporting varies widely between the regions as well as individual countries within the regions.

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References:


Keywords: Migration news, South Asia, Pacific, Sources, Comparative journalism, Enterprise reporting

AN ANALYSIS OF NEWSPAPER'S TRANSFORMATION IN THE VIEW OF “DISRUPTIVE INNOVATION” — THE SOUTH CHINA MORNING POST UNDER ALIBABA GROUP

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With 114 years history, as one of the most influential newspapers in Hong Kong, South China Morning Post, like many other traditional newspapers, had faced financial crises in recent years, resulting in the acquisition of the newspaper and its related media assets (the electronic platform SCMP.com, the associated mobile application software and a series of magazines) for $2.66 billion by Alibaba, an Internet Company in the People’s Republic of China in December 2015.

The acquisition has made Jack Ma a media tycoon, showing Alibaba’s ambition into media and entertainment industry. Will Alibaba’s Jack Ma achieve the same success in the digital transformation of the South China Morning Post by making full use of its channel distribution advantages on mobile platforms in the context of People’s Republic of China as Amazon’s Jeff Bezons did to the Washington Post in the United States?

Adopting C. M. Christensen’s “Disruptive Innovation” as the theoretical framework and data analysis as the main method, this paper tries to explore the problems...
South China Morning Post encountered before and the changes it experienced after the digital transformation led by Alibaba. The preliminary study shows that South China Morning Post stuck in its conventional "Sustaining Innovation" business mindset which was not compatible with the new technology environment. After Alibaba Group took over the newspaper, the ongoing reforms included tearing down the "Pay Wall", diversifying the distribution channels and deepening the big data, forming the equation of "the Internet Giant plus the high quality traditional newspaper"equals to benefits.

Keywords: newspaper, digital transformation, disruptive innovation, pay wall, distribution channel, big data

THE IMPACT OF NEWSPAPER REPORTS ON UNIVERSITY STUDENTS' PERCEPTION OF CRIME AND THE ROLE OF THE POLICE IN HONG KONG IN DISSEMINATING CRIME INFORMATION
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This paper reports the findings of a two-stage research project on the impact of newspaper coverage of crime on university students’ opinions on two topics: their concern over the level of crime in the community and their views on competency of the police in managing the release of crime information. The first stage analysed the amount of space and prominence given to crime reports, particularly sex and violent crime, in the three largest circulation daily newspapers in Hong Kong. The second stage used a questionnaire survey to ascertain the relationship between, first, newspaper reporting of crime and fear of crime, and second, newspaper reporting of crime and attitudes toward the competence of the police in respect of public release of crime information.

Not surprisingly, the space devoted to and luridness of crime reports was greatest in the overtly “sensationalist” paper, diminishing in a middle category paper, and reducing further in the most conservative of the three papers. The first two papers generally took positions critical of the government while the third was generally supportive of the government. As was expected, the results confirmed the impact sensationalist newspapers’ reporting have on the public’s perception of rising fear and complementary poor policing, and the role played by conservative press reports in reinforcing perceptions of police competence and the control of crime in the community.

Keywords: impact of newspaper, fear of crime, attitudes towards police, crime information dissemination, agenda setting, priming, framing, social construction of news.
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