

Abstract Book

13TH CONFERENCE OF THE GLOBAL
COMMUNICATION ASSOCIATION

MAY 16-18, 2018
MADRID (SPAIN)

Conference Chair

Dr. José M. Álvarez-Monzoncillo
Rey Juan Carlos University

Dr. Yahya R. Kamalipour
North Carolina A&T State
University

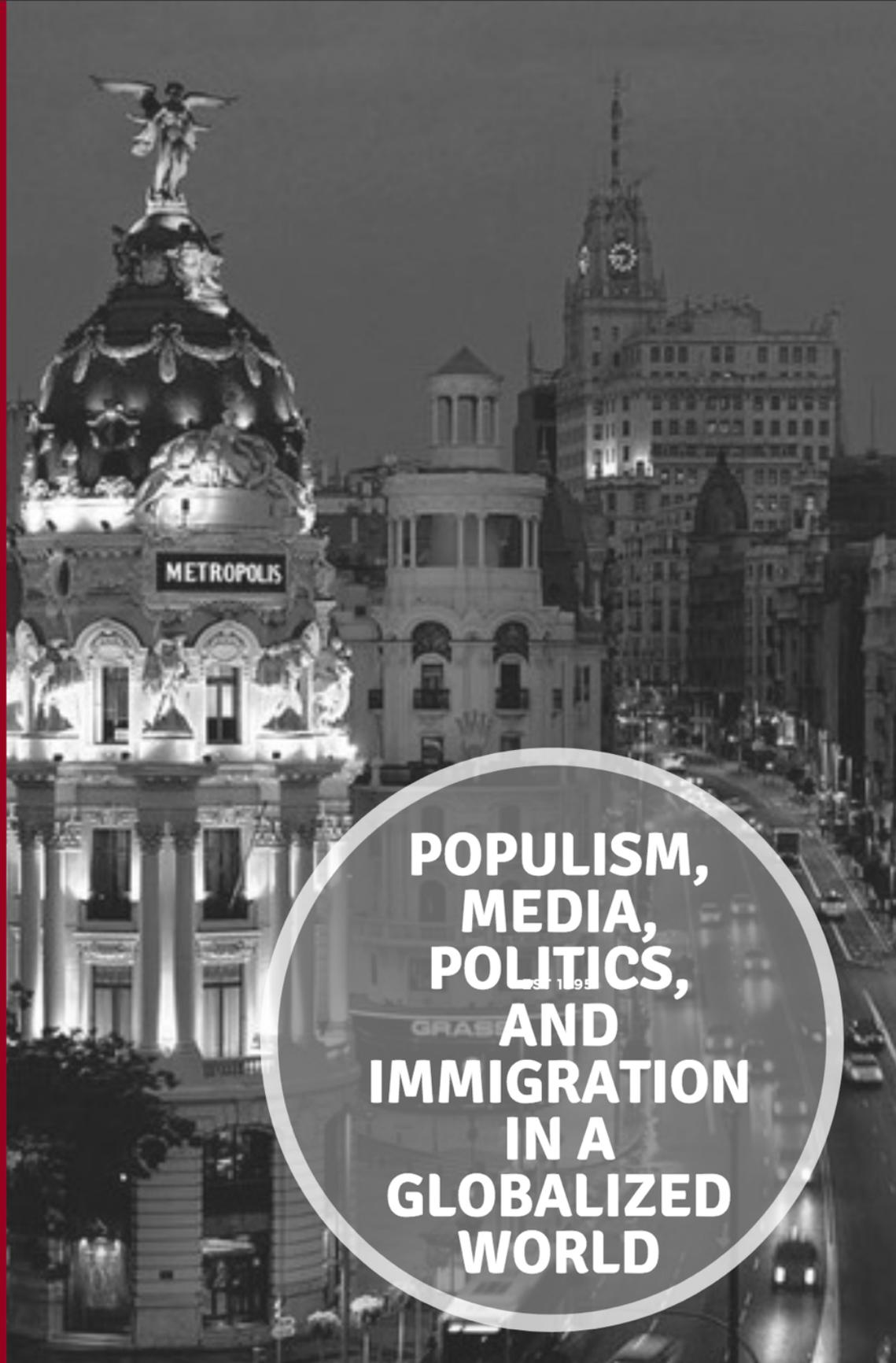
Program Chair

Dr. Manuel Gertrudix-Barrio
Rey Juan Carlos University

Dra. Marina Santín-Durán
Rey Juan Carlos University

Dr. Guillermo de Haro
Rey Juan Carlos University

Dr. Javier López-Villanueva
Rey Juan Carlos University



POPULISM,
MEDIA,
POLITICS,
AND
IMMIGRATION
IN A
GLOBALIZED
WORLD

13TH CONFERENCE OF THE GLOBAL COMMUNICATION ASSOCIATION

Populism, Media, Politics, and Immigration in a Globalized World

MADRID, SPAIN
MAY 16-18, 2008

CONFERENCE CHAIR

Dr. José M. Álvarez-Monzoncillo
School of Communication
University Rey Juan Carlos

Dr. Yahya R. Kamalipour, Professor
Department of Journalism and Mass
Communication North Carolina A&T State
University

PROGRAM AND PLANNING CHAIR

Dr. Manuel Gertrudix-Barrio
School of Communication
University Rey Juan Carlos
Dra. Marina Santín-Durán
School of Communication
University Rey Juan Carlos

Dr. Guillermo de Haro
School of Juridical and Social sciences
University Rey Juan Carlos
Dr. Javier López-Villanueva
School of Juridical and Social sciences
University Rey Juan Carlos

CONFERENCE PARTNERS AND SUPPORTERS

GLOBAL COMMUNICATION ASSOCIATION
REY JUAN CARLOS UNIVERSITY
INFOCENT Research Group

EDITORS ABSTRACT BOOK

José M. Álvarez-Monzoncillo, Yahya Kamalipour, Manuel Gertrudix

PROCEEDINGS ICONO 14 – Nº 20

ISBN: 978-84-15816-27-0
DOI: <https://doi.org/10.7195/pab13cgca>
First edition: Madrid, May, 16 2018

Editorial Editors: Francisco García García | Manuel Gertrudix Barrio
Editorial coordinator: M^a del Carmen Gertrudis Casado
Cover design: Ciberimaginario Research Group
Layout: Rut Hidalgo

C/ Salud, 15 5^a Dcha. 28013 Madrid (Spain)
info@icono14.net
www.icono14.es

Published in Spain
©2018

Table of Contents

<i>Presentation.....</i>	6
<i>New Media Technologies and Their Challenges to Broadcasting in East Africa, Case of Uganda 7</i>	
<i>Uganda, Africa Media and Journalism Institute, Masaka – Uganda</i>	7
<i>Keywords: Media, Technologies, Broadcasting, Africa</i>	7
<i>Media and Conflict: Institutional Structures and Ideological Framing.....</i>	8
<i>Hashtag Gulf Blockade: How the Gulf Crisis Played Out in the Twittersphere</i>	9
<i>The inclusion of marginalized voices in the global media dialogue</i>	10
<i>Trump vs. Clinton: Social Media Usage and the 2016 Presidential Campaign</i>	11
<i>Keywords: Social Media, American Presidential Election, Twitter, Facebook</i>	11
<i>Are Spanish Autonomic Mass Media Offering Innovate Services? A Theoretical and Descriptive Approach Based on CRTVG Case.</i>	12
<i>Business TV: the last economic news channel in Spanish.....</i>	13
<i>Mobile Media Addiction: Is it a Fact or Fiction?</i>	14
<i>Keywords: mobile, media, addiction, youth</i>	14
<i>Globalization Revealed: Visual Approaches to Researching Interconnectivity in the Urban Everyday</i>	15
<i>Information, Data, and Intelligence: Global Digital Media Polarization, Democratization, and Participation</i>	16
<i>Football violence in the social networks. Case Study: the publications of the ultras in Facebook and Twitter during the Catalan derby of La Liga</i>	17
<i>Keywords: Social networks, Violence, Football, Ultras, Hooligans</i>	17
<i>The Cyberlife of Chinese Immigrants in Spain: homeland media, ethnic media, and the identity</i>	18
<i>A Study on News consumption and Incorporation of Digital Media in classroom teaching among UG level academicians of Mysore city.....</i>	19
<i>The globalization of music: gains and losses in the new digital era</i>	20
<i>Keywords: Globalisation, Music, Industry Cultural, Diversity, Musicians.....</i>	20
<i>Anti-foreign Attitudes and State Legitimacy in Germany and United Kingdom.....</i>	22
<i>University Social Responsibility and Responsible Research and Innovation as a strategy for legitimization</i>	23
<i>Polymediation and Audiovisual Genres in Successful Spanish YouTubers.....</i>	24
<i>Keywords: Polymediation, YouTubers, Audiovisual genres, Cinematics</i>	24
<i>Where to from here? Blue Passports, family, career – and Donald Trump.</i>	25
<i>Understanding WhatsApp Parent Group’s Dynamics: Group Communication and Information Sharing</i>	26

<i>Estudio de la capacidad de Google Trends como predictor de resultados electorales</i>	27
<i>Impact of New Media Platforms on the Gulf Political Communication Landscape: Consumption and Public Sphere.....</i>	29
<i>Mobile Telephone Interactions and Perspectives on Empowerment in the Health Sector of Rural Bengal: A Study.....</i>	30
<i>Controlling and Anti-Controlling of Adolescents' Video Game Playing Between Parents and Children: A Perspective of Resistance in Everyday Life.....</i>	31
<i>Perceptions of Video Game Marketing: Third-Person Effect and First Amendment Protection .</i>	32
<i>Innovation of the digital press in the audiovisual field: YouTube as an information platform for newspapers.....</i>	33
<i>How to be less distant in distance education</i>	34
<i>Globalization processes in Russian mass media: prospects and consequences</i>	35
<i>When Patients Connect with Doctors on Facebook: An Analysis of Doctors' Perspectives.....</i>	36
<i>Uber in India: A critical discourse analysis of the entrepreneurship discourse in the media.....</i>	37
<i>Global media and electoral pools in Spain or how the current regulation obstructs the formation of a free public opinion</i>	38
<i>Translation and interpreting: a service for immigrants</i>	39
<i>Analyzing the Impact of Virtual Social Media on Political Participation in Iran (Statistical Study: Tehran, Mazandaran and Bushehr Provinces).....</i>	40
<i>"No photo, no chat": An analysis of Chinese gay men's self-presentation on dating app Blued</i>	41
<i>After the Fall. New Strategies for Internationalization of Spanish Television Fiction (2014-17)</i>	42
<i>From "Her" to "Our" Trauma: Populism Narrative in Shaping the Collective Memory of "Comfort Women"</i>	43
<i>The communication of migratory movements through digital products based on open data... </i>	44
<i>The Instant Consumption of "Gross Out": Hitting "Replay" On Culturally Suppressed Emotions In China</i>	45
<i>The impact of spanish political crisis in the TV news</i>	47
<i>Gamification of Environmental, Analysis of gamified mobile apps for Android.....</i>	49
<i>Globalization in Business Communication? A Critical Reappraisal</i>	50
<i>Group communication as the "missing link" in global communication theory</i>	51
<i>Hooligans groups interactions throughout Twitter in La Liga</i>	52
<i>Digital strategies to overcome advertising investment fraud, improve viewability and Brand Safety.....</i>	53
<i>Legitimacy of Public Service Media: The Role of Audience Engagement</i>	54
<i>Sequence and alignment of external pressures in industry destabilization: understanding the evolution of the Spanish TV industry (2000-2017)</i>	55
<i>The Preferred, Used and Available Media Frames Covering Afghan Conflict.....</i>	56
<i>Reconstructing the Battle of Maiwand: An analysis of the post 9/11 conflict discourses in Afghanistan</i>	57

<i>Televisión e identidad regional</i>	58
<i>The evolution of business models in the Magazine World: the case of JotDown Spain and the long forms</i>	59
<i>Entertainment Industry in Spain</i>	60
<i>La usabilidad web y el valor de marca: un estudio empírico</i>	61
<i>"It's like being there": young Spanish migrants and their relationship with digital communications</i>	62
<i>Beyond voting here and there: Youth transnational participation in the EU</i>	63
<i>Analysis of Students' Perception of a New Writing Method and Their Adoption: Using Rodgers' Diffusion of Innovation Theory</i>	64
<i>Schools Comciencia. Literacy and forming critical thinking with open data</i>	65
<i>The Rise, Fall and Rise of Global TV: An analysis of the first decade of worldwide television projects aimed at counterbalancing Anglo-american audiovisual hegemony (2005-2018)</i>	66
<i>The Youth Wiki as a hub among policy makers, academia and Young students</i>	67
<i>Is it all about independence? A closer look of public discussion in polarized elections</i>	68
<i>Targetting Opinion Leaders in the Twittersphere</i>	69
<i>CSR of Media Companies. Management and corporate communication strategies</i>	70
<i>Blogs: Strategic management of the smallest media companies</i>	71
<i>Video Ads on YouTube: Characteristics, Requirements and Practical Experience</i>	72
<i>Hashtag (#) in Social Media Communication: Strategies and Usage</i>	73
<i>eParticipation in Friedrichshafen: identification of user groups and analysis of their behaviour</i>	74
<i>The journalistic treatment about Trump's Immigration Order on Spanish press</i>	76
<i>A comparative analysis of populist discourse in Twitter in the European Union</i>	77
<i>Populism and the popular consultation on brexit: what internal and external consequences to expect?</i>	78
<i>Creativity and Innovation in Companies – Case Study Google</i>	79
<i>Immigration and Journalism: Treatment and Object of Study in Spain</i>	80
<i>Scope and Significance</i>	80
<i>Role of Social Networking Sites in Electoral Politics</i>	81
<i>Media and Youth Engagement: Development, Governance and Participation</i>	82
<i>Role of hindi cinema in the positive transformation of society</i>	83
<i>Impacto de los servicios OTT en el consumo de entretenimiento en pantallas: la construcción de los nichos globales</i>	84
<i>The changing nature of elections in North Cyprus: Challenging the traditional policies</i>	85
<i>Inclusion, Exclusion, and Belonging: Media Representations of American Muslim Women. The Case of the New York Times. 2007-2017</i>	86

Presentation

The Global Communication Association and Rey Juan Carlos University present the 13th annual convention held in Madrid, Spain, on May 16-19, 2018.

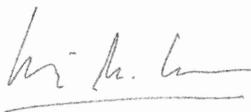
This Abstract Book collect the abstracts of research papers approved by scientific committee to be presented at 13th Annual Global Communication Association Conference.

The papers explore several aspects of issues related to global communication including, but not limited, to the following broad topics:

- Issues related to the convention theme of Populism, Media, Politics, and Immigration in a Globalized Word
- Global media and communication methodologies, theories, and perspectives
- Global media and their impacts on public opinion
- The changing nature of presidential elections and public demands
- Issues related to policy makers, corporate executives, representatives from NGO's, and media professionals
- New communication technologies, the Internet, and social media
- World population, environment, and intercultural communication

These papers collect the contributions of researchers arrived from over 24 countries.

We hope you can enjoy it!



Dr. José María Álvarez-Monzoncillo
University Rey Juan Carlos, Spain
josemaria.alvarez@urjc.es



Dr. Yahya R. Kamalipour
North Carolina A&T State University, USA
yrkamal@gmail.com

New Media Technologies and Their Challenges to Broadcasting in East Africa, Case of Uganda

CHRISTINE NANTUME

richsengen@gmail.com

Uganda, Africa Media and Journalism Institute, Masaka – Uganda

STELLA NAKIMULI

sustainabledevlpt@gmail.com

Uganda, Africa Media and Journalism Institute, Masaka – Uganda

Keywords: Media, Technologies, Broadcasting, Africa

In the 21st century, the modern societies became hungrier for information as more ways of communicating this information were formulated and adopted. One of these new adopted means of communication is broadcasting. The broadcasting environment which started in an analogue form has been greatly transformed with the improvement in the media of communication which is now known in the media parlance as new media. The advent of broadcasting in Uganda in the early 1930s brought a new lease of life to the communication sphere in Uganda as it ushered in a new medium expression and communication for the people of Uganda. As the world expands, the need for development in the media of communication arose with a view to accommodating the expanding communication boundaries. With the introduction of new media technologies came more opportunities to the broadcasting sector in the area of media convergence.

The challenges brought by these modern media are so immense that no part of the world could afford to be left out in the turn of events. It therefore becomes expedient for the Ugandan broadcast sector to avail itself of the opportunities which new media technologies herald. This study therefore was designed to find out the challenges which these new media technologies pose to the industry. The study adopted the survey method of research in its methodology with a sample of four (4) broadcasting stations made up of radio and television stations in Kampala and Wakiso Districts. A total of 170 questionnaires were used in the study. Data collected were collated and analysed with the aid of simple percentage data analysis and presented with the aid of tables. Part of the research findings includes; many broadcasting stations in Uganda are presently equipped with new media facilities which are capable of placing them in the same pedestal as their counterparts in Africa and other developing countries of the world, that the new media technologies have not come to replace the old media. Instead, the new media would work alongside the old media. Broadcasters are satisfied with the use of new media technologies in broadcasting. Some broadcast stations in Uganda are still transmitting on analogue broadcast equipment and this is in complete contrast to the Uganda Communications Commission's objective of phasing out analogue broadcasting equipment from the country come 2012. Suggestions for further research were made at the end of the study based on the research findings.

Media and Conflict: Institutional Structures and Ideological Framing

LEE ARTZ

artz@purdue.edu

United States, Purdue University Northwest

Keywords: global media, media framing, ideology, public diplomacy, terrorism, humanitarianism, content analysis

This research identifies relations between global media institutional norms and the ideology and politics of national governments in conflict. Evidence suggests that commercial imperatives by major media have pushed media coverage of global conflict towards infotainment, spectacle, and reliance on official sources. In the process, commercial media readily accommodate and popularize frames preferred by their own national governments creating inadequate public discourse incapable of finding democratic solutions to global conflict.

Content analyses of current conflicts in Syria, Venezuela, and Yemen demonstrate that nation-state politicians and their accommodating media present conflict according to one of three framing rubrics: terrorism threat; humanitarian intervention, or disinterested distancing. Results from these cases indicate that economic and political goals and alliances are determinants in the shifting public diplomacy positions of national governments. National government policies, including their shifting alliances and opponents, are reliable predictors of commercial media framing.

The research concludes that no commercial media provide sufficiently reliable coverage of global conflict, all but ensuring further discord and suffering. Media scholars, students, and citizens, in general, need to be more critical and diligent in finding and evaluating the context, issues, and intent in all conflicts.

Hashtag Gulf Blockade: How the Gulf Crisis Played Out in the Twittersphere

BANU AKDENIZLI

banu.akdenizli@northwestern.edu
Qatar, Northwestern University, Qatar

Keywords: Gulf, Public diplomacy, Digital diplomacy, Content analysis, Twitter, Gulf crisis

This research proposes to look into how social media, specifically Twitter, is being used during the GCC crisis by official channels. It looks into the first 100 days (June 5-September 12, 2017) of the blockade and analyze the accounts of minister of foreign affairs and ministry of foreign affairs' official Twitter accounts for Qatar, Bahrain, the Kingdom of Saudi Arabia and the United Arab Emirates.

The data for this research comes from an existing non-resident fellowship study ("Digital Diplomacy in the Gulf") at the University of Southern California (USC) Center for Public Diplomacy (<https://uscpublicdiplomacy.org/story/meet-2016-2018-cpd-research-fellows>) undertaken by this researcher. The Digital Diplomacy in the Gulf project is on how Twitter is being used in the Gulf Cooperation Council (GCC) Countries as a form of digital diplomacy. It content and network analyses the Twitter accounts of official ministry of foreign affairs accounts, official personal account of foreign ministers, and official embassy accounts in the US and the UK for each GCC country included in the study (Qatar, Bahrain, UAE, KSA) for a period of 12 months (October 1, 2016- September 30, 2017).

The timeline for this study is the first 100 days, June 5, 2017 when Bahrain, UAE and Saudi Arabia announced cutting of diplomatic ties and September 12, 2017, which marks the 100th day of the blockade.

Leaders of the region tweet both in Arabic and in English. In this study, only tweets in English are considered. The choice of considering English only tweets is to examine how leaders of the region are choosing to communicate, portray and voice themselves to their targeted foreign audiences as well as their English speaking national audiences.

A total of 1517 tweets are analyzed for this study (total of 110 English tweets from the ministers themselves and 1407 tweets from the MOFA accounts). Data for this study was collected by the Qatar Computing Research Institute (QCRI)'s Social Computing Department. The seed accounts were tracked and were computer coded for date, source, if the tweet is a retweet or not, language, favorite count, retweet count, tweet content, and tweet url. Supplemental content analysis is being undertaken by the researcher herself, and benefits from the codebook developed by the Pew Research Center's Journalism Project's (Pew Journalism) for the PEJ News Coverage Index Study . Hence tweets are also coded for the following variables: (1) big story; (2) sub-story; (3) topic; and (4) geographic focus.

The inclusion of marginalized voices in the global media dialogue

THERESA CARILLI

tcarill@pnw.edu

United States, Purdue University Northwest

JANE CAMPBELL

campbelljane@sbcglobal.net

United States, Purdue University Northwest

Keywords: women and the media, LGBTQ and the media, marginalized voices and media.

For more than ten years, we have given voice to two marginalized media communities: women, and the LGBTQ community. Our efforts have resulted in the publication of four co-edited anthologies, which include *Women and the Media: Diverse Perspectives* (UPA, 2005); *Challenging Images of Women in the Media* (Lexington Books, 2012); *Queer Media Images* (Lexington Books, 2013) and *Locating Queerness in the Media* (Lexington Books, 2017). As a result of these books, we have developed a series with Lexington Books entitled *Media, Culture, and the Arts*. Our commitment to creating a dialogue about marginalized groups has a global focus. Articles from these edited collections include authors from Pakistan, India, Brazil, Argentina, Italy, Australia, Turkey, Japan, China, Israel, and the United States. Global media representations of marginalized groups demonstrate some of the struggles in these communities. Media depictions can either challenge or reify a community's status. In this paper, we will discuss the importance of global media representations of marginalized communities. We will describe some of the global perspectives that have been presented in our books and how they provide an educational opportunity to scholars and students. By so doing, we hope to invite a more expansive dialogue about issues that are present in the media and that affect all of us.

Methodology: We will begin by discussing our motivations for creating books that represent marginalized voices in the media, particularly women and the LGBTQ community. Then, we will share some of our concerns about each of these communities and how media representations serve to debunk or reinforce images. For example, movies about LGBTQ individuals have historically sad endings where the protagonist commits suicide or is a victim of a crime. This particular mythology continues to be perpetrated in the media. Finally, we will introduce specific perspectives based on articles in our published books and share how such perspectives are a call to action.

Significance: Through an analysis of these perspectives from our books, we hope to encourage individuals to create continued scholarly dialogue about marginalized voices. Through such dialogue, the media can be held accountable for depictions that are skewed representations of particular groups. As scholars, we have become activists for re-shaping a meaningful dialogue about media representations.

Trump vs. Clinton: Social Media Usage and the 2016 Presidential Campaign

JOHN ALLEN HENDRICKS

jhendricks@sfasu.edu

United States, Stephen F. Austin State University

DAN SCHILL

schilldk@jmu.edu

United States, James Madison University

Keywords: Social Media, American Presidential Election, Twitter, Facebook

Although still a relatively new communication technology, digital and social media were influential in past American presidential elections. However, in 2016, the digital communication campaign implemented by the candidates on both sides of the political spectrum was unprecedented. A Pew Research study found that 44% of all American adults learned about the presidential campaign from social media. Particularly, Twitter and Facebook were the most popular forms of social media used to learn about the election and the candidates.

This study examines the usage of social media in the 2016 American presidential campaign and the role it now plays in the electoral process. Specifically, using social media analytics, this study provides an overview and comparison of how the Donald J. Trump and Hillary Clinton campaigns utilized social media.

Are Spanish Autonomic Mass Media Offering Innovate Services? A Theoretical and Descriptive Approach Based on CRTVG Case.

MIRIAM RODRÍGUEZ PALLARES

miriampallares11@gmail.com

Spain, Universidad Internacional de la Rioja

MARÍA JOSÉ PÉREZ SERRANO

mariajoseperezserrano@pdi.ucm.es

Spain, Universidad Complutense de Madrid

Keywords: Public Broadcasting System, Media Innovation, Content Management, Media, Digitalization, CRTVG

Looking for competitive improvements, mass media should consider new strategic actions based on technological and organizational innovation, the revalue of intangible assets or the reuse and production of digital contents. The objective of this communication is to analyse what Galician Radio and Television Corporation, CRTVG, has been doing towards this aim. More specifically, the focus of this research is to identify the competences of the Innovation and New Channels Department (founded almost one decade ago), which are so closely related to the transversal digitalization process.

Although Galician Radio and Television Company was founded in 1985 as the union of two independent companies, it was in 2016 when CRTVG was born as a unified public capital corporation. At present, the offer of the corporation includes two television channels, three radio channels and one corporate web channel, whose percentages of entertainment and information contents are very similar.

The study is based on in-depth interviews and non-participant observation. The interviewed professionals were selected according to their organizational responsibilities, so we have contacted with the Head of Innovation and New Channels Department and with the Head of Documentation and Achieve Department.

To conclude, the results obtained allow to state that, currently, the RTVG is working on implementing a transversal digitalization that can improve the workflows and simplify the process to recover, reuse and edit television and radio contents. Once implemented, the corporation will reduce production costs, firstly, and will optimize the digital service, secondly. So, it seems that this work should be done to consolidate the innovation digital services, nevertheless the impact of the economic and financial crisis is still affecting public mass media and this situation is understood as the justification for the delay of this process of implementation.

Two of the main goals of CRTVG are still to improve the user experience on digital devices and to get the attention of the young audience, who seems not interested in traditional media channels nor in the kind of family-aimed programmes. The keys to achieve this aim are, on the one hand, to improve the web architecture which is affected by the lack of an integration content management model and, on the other hand, provide of hig value-added content over the network or mobapps.

Business TV: the last economic news channel in Spanish

JAVIER ABLITAS CÍA
ablitascia@hotmail.com
Spain, URJC - Camila Comunicación

Keywords: television, media economics, business journalism, economic journalism, case study

The economy constitutes a fundamental discipline in our life and television, the reference mass media. However, the connection between the two of them is complex. Citizen concerns about this type of issues does not connect with the specialized media offer.

In the specific case of Spain, there is currently no Spanish channel specialized in economic information. This study analyzes the case of Business TV, the last free to air financial news channel that it has broadcasted in Spain and whose closure put an end to 15 consecutive years with audiovisual projects in this field. Consequently, is a differential and symptomatic case.

Raises the question of whether it is the last attempt to launch a channel of this type because there is no business model capable of generating the revenue necessary for its viability with the current market and only other interests that are not reflected in the balance sheet of a company, accompanied by a solid property from the financial point of view, would make it viable.

Through qualitative research techniques, analyze if there is a market for this product, both on the side of the audience and the advertisers and if the project was the right one at the operational level, given the technological evolution in the media sector. In other words, whether specialization, understood as a business model aimed at a specific market niche, is sufficient in itself at a time like the current one to generate a sustainable project or not.

The study goes into detail in the structure of the industry, business aspects or the impact of the economic environment, as well as the disruptive impact of information and communication technologies. It also picks up similar television models in other countries.

The analysis of the factors that prompted both the birth and the subsequent closure of Business TV, in the summer of 2012, aims to gather information that may be valuable in order to raise the viability of new audiovisual projects of economic niche in Spanish, both at the national as international level, given that it is the second mother tongue in the world by number of speakers and has a group of potential users of almost 567 million people.

Mobile Media Addiction: Is it a Fact or Fiction?

MAHBOUB HASHEM

mhashem@aus.edu

United Arab Emirates, American University of Sharjah

Keywords: mobile, media, addiction, youth

Using mobile media devices for a variety of purposes, especially networking, is among the most common activities of today's people, including very young children. Any networking Web site, that allows social interaction via mobile devices, is considered a social media site, such as Facebook, Twitter, Google+, You-Tube, LinkedIn, Instagram, WhatsApp, Snapchat, Blogging sites, etc. Such sites offer today's people a doorway for entertainment, communication, inquiry, and shopping. The problem with these sites is that they can be accessed by portable devices called 'mobile media' which always accompany people wherever they go. Lately and due to excessive use of mobile media devices, those sites have grown considerably and have been luring a great number of adults to use them for business purposes, especially advertising, or marketing of products, besides entertainment, inquiry, networking, and shopping.

The scholar of this study considers that inquiry on using mobile media devices lags behind the speed of adopting those devices, especially by youths. The purpose of this study is, then, to examine youth's exposure to and use of mobile media devices for a variety of initiatives. It is also to find out whether this trend is reaching the addiction stage. As such, it will examine mobile media consumption and production habits by mapping those trends and expansions among MENA youths. It also aims at surveying a reliable sample of MENA teens and young adults, aged 16 to 34+, working and/or studying in any of the MENA institutions. The results include revealing percentages and charts, which show that, not just youths who are on the brink of becoming highly addicted to the use of mobile media devices and to their various Apps, but also young adults as well. Youths seem to have common exposure to mobile media devices, and most had their own device by age 3-4. The patterns of usage suggest early adoption, recurrent, liberated, multitasking, and addictive. Thus, studies are needed to keep assessing that usage for family and provider considerations on the use of mobile media devices by youths in the MENA region and beyond.

Globalization Revealed: Visual Approaches to Researching Interconnectivity in the Urban Everyday

LUC PAUWELS

luc.pauwels@uantwerpen.be
Belgium University of Antwerp

Keywords: Globalization, Visual Methods, Urban Culture, Everyday Life, Data Visualization

This presentation proposes to interrogate the visual dimensions of globalization processes as expressed in material culture elements of a varied nature, as well as through visible and recordable aspects of human behavior in urban public spaces. It aims to enrich and complement the more abstract discourse of globalization and transnationalism with methods to produce empirically grounded insights regarding concrete expressions and enactments of cultural encounters in urban contexts. A study of the globalization as experienced in the everyday should definitely comprise aspects that are not pre-mediated by mass media (behavior in public spaces, 'grassroots expressions' such as graffiti and other signs of resistance or appropriation). Such a view 'on the ground and in the open' may finally complement the dominant more narrow mass media focused and quantitative discourses on globalization.

Visual methods and techniques may take on a more central - though not exclusive role in the effort to shed light on some unexplored and underexposed avenues of globalization and cultural exchange by focusing on the key roles played by city dwellers, urban planners, designers, advertisers, commercial forces, cultural institutions, local authorities, tourists, artists, protesters etc. as social agents in the (re)production of these cultural processes on a day to day basis. Visual approaches to globalization and cultural exchanges may provide more valid, unobtrusive ways to assess and understand the impact of culture and cultural exchange in the daily life of inhabitants of cities around the world and add a unique 'localized', cross-cultural empirical perspective to the many divergent views and discussions about the presumed beneficial or detrimental nature of these processes.

However, one does need to acknowledge the limitations of these approaches. Visual observations and depictions of the physical world primarily reveal the 'outer shell' of society: they provide very particularistic data, specific instantiations of processes in particular locales and times, they also provide more holistic types of interrelated data (elements in context), but they largely remain just observable effects and symptoms which don't easily lay bare the multiple interacting and underlying causes. Material culture researchers and researchers have to be proficient in spatial semiotics and the specifics of local cultures in order to be able to 'decode' the signs and symptoms in the physical environment and succeed in relating observable cultural artifacts and human activities to the deeper, immaterial layers of culture.

Information, Data, and Intelligence: Global Digital Media Polarization, Democratization, and Participation

JABBARAL-OBAIDI
jalobaidi@bridgew.edu
United States, Bridgewater State University

Keywords: Intelligence, Decision advantage, Intelligence Management, Competitive Intelligence

Using intelligence studies and related literature review in this area, this research examines the justifications and argument for the separation between information, data, and intelligence in the era of global digital media. Theoretically and practically, the public and governments seek information from digital outlets, and from both, governmental and private agencies. This kind of environment created a high level of competitive intelligence. In addition, it hypes the digital media competition that caused polarization in the name of democratization and participation.

Employing content analysis and descriptive assessment of multidisciplinary literature, this research reveals the polarization tendencies in global digital media, and the governmental policymakers, and decision-makers, which appeared to have endangered democracy on political, cultural, economic, academic, and educational fronts. Intelligence management and global media practices are examined, and critically analyzed. Utilizing the theory of adoptive structuration enables this research to answer three strategic questions: What impact might information, and competitive intelligence, and digital content have on local and global communities? Are there significant differences between intelligence, information, and any other kind of global digital content? How can the public circumvent polarization and boost democratization? Consequently, decision advantage, commonalities and differences are defined and discussed.

Football violence in the social networks. Case Study: the publications of the ultras in Facebook and Twitter during the Catalan derby of La Liga

ORIOL FIGUERA
oriolfg91@gmail.com
Spain. Olympic Studies Center - UAB

Keywords: Social networks, Violence, Football, Ultras, Hooligans

This dissertation analyses the activity generated by the ultras of FC Barcelona and RCD Espanyol during the Catalan derby of La Liga Santander in the 2017/2018 season on Facebook and Twitter, based on study techniques and big data analysis. This research aims to shed light on the use of social networks by the most radical fans of Spanish football. Paying special attention to the particularities of Facebook and Twitter, with the goal to find out the nature and typology of the content generated by the ultras. The analysis of the data obtained will allow us to show empirically which are the most active fans in the network and see if this presence on the Internet has any relationship with the violence in the stadiums. We can move forward that there is more provocation than incitement to violence.

The Cyberlife of Chinese Immigrants in Spain: homeland media, ethnic media, and the identity

YUNONG LIU

yunong.liu@uab.cat

Spain, Universitat Autònoma de Barcelona

XIAOFEI HAO

Xiaofei.hao24@gmail.com

Spain, Universitat Autònoma de Barcelona

Keywords: Netizens, Ethnic media, Homeland media, Identity, Chinese immigrants, Spain

The article is about the cyberlife of the Chinese immigrants in Spain, which contains two dimensions: the homeland media and the ethnic media. As the history of the Chinese immigrants is merely four decades- since the 80s of the 21st century- the development of ethnic media was strongly accelerated by Internet within the recent two decades. Both homeland media -mainstream or autonomous- and ethnic media have their online version of the real-time news. Chinese immigrants are mostly becoming “netizens” using both homeland media and ethnic media at the same time.

The hypothesis is that the cyberlife of the Chinese netizens in Spain breaks the geographic and physical barrier between the homeland and the host country, helps them to keep in touch with the homeland society, to get informed of the host society and to reinforce their Chinese identity. The author will do several in-depth interviews with Chinese immigrants in the main cities of Spain, where the Chinese community is enormous- Madrid, Barcelona, Valencia, and more cities if possible- with both genders, different ages, occupations, religions, language skills and so on, aiming to get a panoramic view of the cyberlife, the integration and the self-identity of this community.

A Study on News consumption and Incorporation of Digital Media in classroom teaching among UG level academicians of Mysore city

NIVEDITHA LOKESH
niveditha.lokesh@gmail.com
India, St. Joesph's First Grade College

Keywords: News consumption, Digital Media, Internet users, Functional benefits, under graduate colleges

Synchronizing with the contemporary media reality the present empirical survey is designed to analyze the perception of academicians with regard to the use of digital media for information and teaching.

The hall mark of a good competent and trustworthy academic is how well he/she is informed/up dated and his mark of presence in digital era. Besides subject knowledge, it is evitable for a competent academician to keep abreast of latest information.

The major objective of the research is to understand media choices, assess the news consumption patterns, exposure to digital news, and incorporation of digital media in classroom teaching and realize the functional benefits among academicians of University of Mysore.

A questionnaire was developed based on the study of objectives and distributed among 384 academicians from various under graduate colleges affiliated to University of Mysore.

In relation to media choices, the findings have revealed that Newspaper was preferred most by academicians followed by Television, Digital Media and Radio respectively for their news consumption. And, apart from new media, traditional media and E-Newspapers were the main source of news. The research findings also exposed that the academicians used audio visual aids in the classroom exhaustively for demonstration. However, on the other hand it was evident that a large population of teachers strongly believed and was sticking to conventional methods 'Chalk Talk' in the classroom. The present study is thus an attempt to ascertain the current trend of imparting knowledge and is inclined towards age old conventional methods of teaching or is there a transition in the approach of academicians towards classroom teaching learning process.

The globalization of music: gains and losses in the new digital era

JUAN CALVI
juancarlosramon.calvi@urjc.es
Spain, Universidad Rey Juan Carlos

Keywords: Globalisation, Music, Industry Cultural Diversity, Musicians

Research context

In the 20th century, music was inserted into the so called Culture Industries (record companies, film, radio and television) and was considered an industrial product with a global reach. However, in recent years, digitalization, dematerialization and the spread of music through the new digital social networks overcome the geographical, economic and cultural boundaries set by the cultural industries markets. This is a new social phenomenon that poses a series of issues to the cultural system as a whole.

This is taking place within the context of a cultural globalization broadened by the new digital social networks, within which there is a convergence of multiple cultural expressions from all around the world along with convergence of the means of communication towards the same dissemination digital platforms. This means that the segmentations in music consumption appear to be the same as in the socio-cultural arena.

As a result, the networks tend to replicate the same cultural consumption structure found in traditional cultural markets. It can be observed that, even though today every type of music is accessible from almost every part of the world, the most listened music on digital networks tend to be that which is the most simple, commercial, and easiest to produce: the top 10 music albums tend to be the same in almost all the physical and digital platforms.

Research Objective

The research objective of this paper is to analyze the globalization of music through the new digital social networks and its the effects on cultural diversity, music genres and music quality, musicians and music markets, taking in account the Spanish case.

Methodology

The methodology is based on empirical research, on the analysis of concrete data from several official reports, classic bibliography on social sciences, and on participant observation as an active agent in the field of musical creation.

Research Relevance

One of the main contributions of the paper is to reveal the role of the new mediators and prescribers of music on the new digital social networks and the effects on music globalization, which tend to promote the same products that are listened to and consumed on the traditional music market dominated by the large record companies and mass media. The main conclusion is that music consumption in this new globalized context acquires the features of viral contagiousness, revealing that what is listened to is what is most recommended which, in turn, is what is most consumed, both on and off the Internet and digital social networks.

Anti-foreign Attitudes and State Legitimacy in Germany and United Kingdom

ALICIA BLANCO-GONZALEZ

alicia.blanco@urjc.es

Spain, Rey Juan Carlos University

CAMILO PRADO-ROMAN

camilo.prado.roman@urjc.es

Spain, Rey Juan Carlos University

FRANCISCO DIEZ-MARTIN

francisco.diez@urjc.es

Spain, Rey Juan Carlos University

Keywords: Immigration, Attitudes, Anti-foreign, Legitimacy, State, Germany, United Kingdom

Migratory flows are the consequence of economic, environmental, political, and social factors in the country of origin or destination. According to the European Union (EU), the relative economic prosperity and political stability of the region have contributed to a pull effect on migrants. Even though some academic researchers have analyzed the relationship between these type of attitudes and welfare state policies the relationship between these and the level of support of state institutions by its citizens--or state legitimacy--has not been confirmed. Currently, perceptions of state legitimacy are being threatened by the emergence of anti-immigration political parties in Europe such as Front National (Francia), Alternative für Deutschland (Alemania), Freiheitliche Partei Österreichs (Austria), or United Kingdom Independence Party (United Kingdom), along with movements against the concept of Europe (for instance, Brexit). This presents a risk to the benefits of legitimacy: national competitiveness, citizen satisfaction, attractiveness for investors and tourists. For this reason, the objective of this paper is to study the influence of anti-foreign on state legitimacy.

To this, this paper analyzes the EU countries that received the greatest immigrant inflows in 2014: Germany and United Kingdom through data from the latest edition of the European Social Survey (ESS). EU statistical data shows that 4.7 million people immigrated into one of the EU-28 member states in 2015, of which 1,543,800 moved into Germany, 631,500 into the UK, 363,900 into France, 342,100 into Spain, and 280,100 into Italy. The results show that citizens with negative attitudes toward immigration consider their state to be less legitimate. Conversely, positive attitudes toward immigration are not associated with increased state legitimacy. Based on these findings, there is a clear need for communication strategies that provide information on the actual effects of immigration. In their absence, the political discourse on this matter will continue to be co-opted by power-grabbing actors.

University Social Responsibility and Responsible Research and Innovation as a strategy for legitimation

CRISTINA DEL CASTILLO-FEITO
 cristina.delcastillo@urjc.es
 Spain, Rey Juan Carlos University

GIORGIAMIOTTO
 giorgiam@blanquerna.url.edu
 Spain, Universitat Ramon Llull

ALICIA BLANCO-GONZÁLEZ
 alicia.blanco@urjc.es
 Spain, Rey Juan Carlos University

Keywords: University Social Responsibility, Responsible Research and Innovation, Legitimacy, Sustainability Report

Universities mission is not limited to creating and transferring knowledge. Nowadays, universities have the responsibility to work for people's lives improvement and for global important issue solutions. (Martínez-Usarralde, Lloret-Catalá, & Mas-Gil, 2017; Núñez Chicharro & Alonso Carrillo, 2009; Setó-Pamies, Domingo-Vernis, & Rabassa-Figueras, 2011; Vázquez, Aza, & Lanero, 2015). This global and inclusive mission and the purpose to have a positive impact in the society respecting all the stakeholders are framed into the University Social Responsibility (USR) and the Responsible Research and Innovation (RRI) concepts.

According to the current paradigm, universities have the responsibility, not only to carry out their teaching and research work, but it also have the duty to identify the internal and external stakeholders needs, to align research projects to important issues solutions, to share useful and relevant knowledge, not only with the academic community, but also with society, to train citizens responsible for their decisions and impacts social, environmental and economic wise, to teach to professionals to act ethically in the corporate and political management, and, finally, to be accountable about their impacts thanks to a transparent and consistent conversation with the stakeholders, promoting a sustainable and ethic global development.

Through a participative and dialogic process with internal and external stakeholders, USR and RRI will become an important and necessary tool for universities' legitimation. The objective of this paper is to define a theoretical framework of the USR and RRI communication strategies as a tool for legitimacy and stakeholder involvement for universities. To define the theoretical framework, we carried out a scholars' literature review about USR and RRI related to legitimacy.

Following, we analysed a set of Spanish universities' Sustainability Reports in order to understand which kind of messages and projects are communicated according to the following topics: CSR, Ethics and Sustainability into Teaching and Programmes Curricula: impact to the students; RRI: ethic and sustainability in the Research activities: impact to the relevant global issues resolutions; Social Actions: impact to the community; and Responsible Corporate Governance: impact to the universities' management and employees.

Polymediation and Audiovisual Genres in Successful Spanish YouTubers

LORENZO J. TORRES HORTELANO
lorenzojavier.torres.hortelano@urjc.es
Spain, Rey Juan Carlos University

Keywords: Polymediation, YouTubers, Audiovisual genres, Cinematics

This paper is part of a broader research entitled “Analysis of the YouTubers phenomenon in Spain: an exploration to identify the vectors of change in the audiovisual market” framed in the research group INFOCENT (URJC).

The main objective of my analysis is to show which are the predominant audiovisual genres among the ten most influential YouTubers whose content creation is done in Spain. This influence is extrapolated from Social Blade, an independent Web whose main use is tracking YouTubers stats. They are a leading provider of social media statistics, which are freely available to anyone using their website. Thus, they offer three different rankings about most successful Youtuber channels by country: 1) Subscriber numbers, 2) Video views and, the one that interests me the most, 3) SB Rank. The last one comes from the fact that rankings based on a number of subscribers and number of views are not always an accurate indicator of how people are actually doing on YouTube. A YouTuber can have many subscribers that can be cheated to get without having any actual views. The SB ranking system aims to measure a channel’s influence based on a variety of metrics including average view counts and amount of “other channel” widgets listed in. In this sense, only if a channel is very influential, SB gives it an A+, A, or A- rank qualifications.

Other secondary objectives are to check if: 1) The target of any of these genres is discriminated by sex, 2) Any of these Youtube genres are original respect to other audiovisual genres, and 3) YouTubers by themselves suppose a totally new audiovisual gender in itself and, therefore, these genres (1, 2) would be rather subgenres.

For this, I will apply a quantitative method consisting of locating the most important parameters which define these genres. This is a task that can be done applying a cybernetic tool (Encuadres / Framing, González Requena, 2017, Torres, 2018) in the line of Cinematics; as well as a qualitative analysis from the quantitative data obtained in the previous stage, in order to analyze how these genres influence the presence of what some authors have called polymediation (Herbig, Herrmann and Tyma, 2015), as “an emerging environment of communicative opportunities that functions as an ‘integrated structure’ within which each individual medium is defined in relational terms in the context of all other media.” (Madianou and Miller, 2012: 170).

Where to from here? Blue Passports, family, career – and Donald Trump.

CHERYL NICHOLAS
cln12@psu.edu
United States, Penn State Berks

HEIDI MAU
hmau@albright.edu
United States, Albright College

Keywords: LGBTQIA+ Identity, Migration, Family, Trump Presidency, Storytelling

The recent upsurge of scholarship on queer migration, border-crossings, and diaspora signify what Luibheid (2008) calls an “unruly body of inquiry.” These writings are expansive in reach and capacity, enmeshed in various disciplines, and celebrated within interdisciplinary spaces. Together they provide penetrating views of the tangled intersections of power-based relationships, ideological variances, along with concomitant socio-cultural, economic and political conditions that shape LGBTQ+ international migration and transnationalism. These writings belie the singular logocentric position, and instead offer a myriad of ways to enter the critical conversations that locate migration and queerness under scholarly lenses. We hope to contribute to these conversations, offering our story of family and migration – as a lesbian couple, one of whom is a citizen of a Muslim country, grappling with issues of belonging and exclusion under a Donald Trump presidency. Our story is fraught with conflicts and triumphs as it chronicles our journey of liminality; a journey of ambiguity, through the betwixt-and-between, where we are in-process, being neither here-nor-there, but rather being where transition unfolds (Turner, 1977). Our goal is to contribute to the many ways we can better understand and appreciate the bountiful and colorful vistas of queer families’ migrant experiences.

We use personal narrative as a “subject and method of social sciences research” (Ellis, 2004, p. 32). This method, which incorporates strategies used in autoethnographic writing, interrogates the self in effort to reveal the larger culture wherein the self is implicated. We present our story using elements of a co-constructed narrative. We incorporate a reflexive lens to draw from a dialectic of experience. In order to construct our story, we discuss, analyze, and are introspective of our own and the other’s experience. This style of storytelling has been particularly potent in revealing marginalized voices, while accentuating intersectional identities. Our intent is that this paper serves as a generative encounter that initiates open-ended dialogue with the reader. We borrow the terms, “messy and fabulous” from Manalansan (2014), who in his playful yet trenchant prose, prompts us to be mindful of moments of “fabulousness” that imbue the queer experience, alongside other moments where transgression and struggle hold center stage. We believe that this type of inquiry is a vehicle powerful enough to take on Manalansan’s call of exposing the messy and fabulous experience of queer migration. After all, we are storytelling creatures who make sense of our world through the stories we share (Fisher, 1984).

Understanding WhatsApp Parent Group's Dynamics: Group Communication and Information Sharing

SELVA ERSÖZ
selvaersoz@sehir.edu.tr
Turkey, Istanbul Sehir University

Keywords: Group communication, WhatsApp, Information Sharing

This paper presents a study of WhatsApp group communication through a case study which is not searched scholarly yet, thus plans to contribute to this recent area of WhatsApp studies. WhatsApp is a widespread mobile messaging application, which changes the way that people communicate with each other. The instant messaging tool allows users to send messages not only in text forms but also in the video, audio and picture forms. Particularly it has become quite common to create groups for informal purposes among friends or for more formal purposes among colleagues. Recently WhatsApp parent groups have turned out to be a popular subject but yet only been discussed widely on popular media environments such as daily newspapers or on some blogs or online forums. This kind of group can be considered as an informal group where the determination of coming together is a mutual interest.

This research aims to widen the academic study area of WhatsApp by analyzing the dynamics of group communication through this application. To this end, firstly the development of WhatsApp groups and its characteristics and the differences between offline informal groups and online informal groups in terms of effective communication, peer relation and decision making will be interrogated. Then taking into account the social presence theory and the idea of being aware of communicating with somebody; WhatsApp parent group will be analyzed from the point of view of establishing a personal connection. As the research part of this study collected 6578 messages from a WhatsApp parent group will be evaluated by using content analysis. The results will be stimulating to understand and to explore the dynamics of WhatsApp parent group with regard to group communication and information sharing.

Estudio de la capacidad de Google Trends como predictor de resultados electorales

RAÚL GÓMEZ MARTÍNEZ
raul.gomez.martinez@urjc.es
Spain, Rey Juan Carlos University

CAMILO PRADO ROMÁN
camilo.prado.roman@urjc.es
Spain, Rey Juan Carlos University

JESSICA PAULE VIANES
jessica.paule@urjc.es
Spain, Rey Juan Carlos University

LAURA PASCUAL NEBREDÁ
laura.pascual@urjc.es
Spain, Rey Juan Carlos University

Keywords: Google Trends, encuesta, elecciones, big data

Gómez y Prado publicaron en 2014 el artículo “La actividad de búsquedas en Google anticipa los resultados electorales”, donde investigaban la utilidad de las estadísticas de búsqueda en Google para predecir los resultados electorales en España. Su estudio se basaba en un modelo estadístico de datos de panel (2004 – 2014) donde la variable explicativa era el volumen de búsquedas realizadas en Google sobre las siglas del partido durante la campaña electoral. Demostraron que el parámetro que correlaciona búsquedas de Google y el porcentaje de votos obtenido era positivo y significativo al 99%.

En el presente estudio pretendemos validar si desde que se publicó el artículo mencionado en 2014 este modelo es válido para predecir resultados electorales en el contexto político español. Pretendemos validar las siguientes hipótesis:

- El partido que gana las elecciones es el que ha obtenido un mayor número de búsquedas en Google durante el periodo de campaña.
- El porcentaje de votos obtenido por un partido es proporcional a las búsquedas realizadas en Google sobre sus siglas.

Desde el año 2014 han sido convocadas elecciones generales, autonómicas, municipales y europeas. Consultamos en Google Trends las búsquedas realizadas sobre las siglas de los partidos durante la campaña electoral en la zona de referencia y calculamos el porcentaje de votos por volumen de búsquedas.

Validaremos H1 si el partido con más búsquedas es el que obtiene un mayor porcentaje de votos, mientras que validaremos H2 si la diferencia entre el porcentaje de votos obtenido y el porcentaje previsto es cercano a cero.

Los resultados nos obligan a rechazar H1 ya que sólo en 5 de las 22 elecciones analizadas ganó el partido con más búsquedas. Así mismo, rechazamos H2 ya que se observa que, para los 4 partidos mayoritarios PP, PSOE, Podemos y Ciudadanos, se comete un error sistemático en las predicciones sobre porcentaje de voto, para PP y PSOE el error es positivo (7% y 6,5%) mientras que en Podemos y Ciudadanos el error es negativo (17,5% y 8%).

Podemos concluir que las estadísticas de búsqueda de Google es un predictor de los resultados electorales efectivo en un contexto de estabilidad política y bipartidismo pero que comete errores sistemáticos en la predicción de la intención de voto al observarse que los nuevos partidos generan más interés que intención de voto real.

Impact of New Media Platforms on the Gulf Political Communication Landscape: Consumption and Public Sphere

KHALID AL-JABER
aljaberzoon@gmail.com
Qatar, Qatar University

MOKHTAR ELARESHI
arishimok@hotmail.com
Libya, Tripoli University

ABDUL-KARIM ZIANI
aziani@uob.edu.bh
Bahrain, University of
Bahrain

Keywords: new media, new communication technology, social media, media interaction, government media

Use of the Internet, and especially of the new media, has become a mainstream everyday habit for communications and transactions, although there is concern about online surveillance and control by governments checking users' activities. In the Arab world, this means that there are more than 135 million online users, with 71 million using social-media platforms as a means of communication and interaction. The increase in online usage has led to a marked decrease in the number of consumers who use old media and, as a result, smart devices are increasingly used. Furthermore, the development of digital technologies and the rise of different consumption patterns, values and trends – linked to the exchange of information, communication and networking through new-media platforms in the GCC region – have already been acknowledged. The purpose of this study is to identify the trends, dimensions and factors that have emerged in the GCC's political-communication landscape over the last two decades so as to understand the impact of new media on this region. Research into such matters is growing and there is a need for more evaluation of the ways that new media are used in this region. This study also aims to examine how new media contribute to creating the public sphere, particularly within GCC society. In doing so, this paper highlights how the new-media landscape has been changed, how these new media have been used, both by the public and GCC governments, to influence the nature of public discourse and how new media can be exploited to underpin freedom of expression and government policies.

The methodological approach here is based on secondary research related to the development of digital technologies in the Arab world, especially in the GCC region. Our paper supports the assumption that social media may provide an avenue for more freedom of expression and create fresh debates in a new political sphere. In the Arab world, this means that the way in which societies and governments interact has effectively changed. In other words, the flow of information via new media has already influenced policymaking, public engagement and other means of citizen-government interaction in the Arab world and the GCC region. This also means that new media and citizens' media can form and empower the structure of the public sphere in the GCC by assisting in building an accumulated awareness that allows for political reform, restructuring of the social contract and formation of public opinion in accordance with the democratic process and the modern civil state.

Mobile Telephone Interactions and Perspectives on Empowerment in the Health Sector of Rural Bengal: A Study

MAUSUMI BHATTACHARYYA
mausumibht@gmail.com
India, Visva-Bharati University

ARPITA SAHA
asaha219@gmail.com
India, Xavier University Bhuvanesar

Keywords: Digital divide, Illiteracy, Poverty, Mobile telephony, Marginalisation, Technological inaccessibility, Health issues

Paramount changes in terms of structural and social mobilisation in the rural peripheral societies has been noticed owing to the technological modernisation in economically developing nations such as India. In an emergent nation such as ours, the use of Information and Communication Technology, especially mobile phones has brought about a paradigm shift in various sectors. The rapid acceptance and dependence on mobile phones as a mode of reliable communication, particularly by the rural poor owing to the lack of alternative mode of communication, is witnessed during the initial course of the study. Transportation system being almost non-existent, dearth of sufficient licensed medical practitioners and the nearest hospital being distantly located, enhances the dependence on mobile phone usage. The geographical distance coupled with reluctance and lacks of awareness to seek proper medical attention are the challenging factors that the study is currently dealing with.

The authors will examine how mobile telephony has empowered the health sector in rural corners of the developing world, namely in terms of emergency health services, doctor patient communication, preventive healthcare, pharmaceuticals delivery, communication among the rural field health workers and general health awareness in parts of remote areas of West Bengal, India. The scope of the study would be restricted to Karea village under Bolpur sub-division of Birbhum district.

Irrespective of the literacy rate in the village being slightly above the average, the digital divide is conspicuous and the uses of smart phones are still limited. Unaffordability is a major cause which poses as hindrance for accessing the Internet. Less equipped to handle technology and 'collective fear' of technology were also found to be significant factors. Inability to handle the device and comprehend text messages were some of the areas related to mobile phone usage. The authors would also focus on the related areas of mobile telephony and Internet use to access health services.

Taking a contrary position from the general benefits of mobile telephony usage in rural India, the study would also disclose that how in these far-flung corners, the overall mobile phone usage have heightened interaction between the user and "quacks" (medical practitioners without genuine medical degrees and no legal license).

Both qualitative and quantitative methods have been adopted during the course of research. Surveys, in-depth interviews of villagers, local quacks and focus group discussions of medical practitioners in the district would provide the study with clarity and lend the research a fresh and through perspective.

Controlling and Anti-Controlling of Adolescents' Video Game Playing Between Parents and Children: A Perspective of Resistance in Everyday Life

HU XIAOMEI
504261250@qq.com
China, Zhejiang University

ZHANG YANYU
elainecheung@126.com
China, Zhejiang university of Water Resources and Electric Power

Keywords: Adolescent players, Gaming practice, Strategy, Tactics, control, anti-control

With the number of adolescent players keeps raising, more and more parents get involved into video game playing of their adolescent children. While the video games have some positive effects on players such as the training of players' way of thinking, they can also make players addictive, especially for those adolescents. The double-edged features of video games result in confrontations against gaming activity between parents and children. Thus the employment of strategy and tactics is taking place in turn in adolescent players' everyday gaming practice. A qualitative method has been used to analyze what are the strategies that parents apply and how the children react. We interviewed 16 adolescent players aged 13-24 and 6 parents with different professions including stay-at-home mom. The theory of strategies and tactics in a everyday life practice proposed by Michel de Certeau was employed as a theoretic framework.

We find that parents get control of gaming time and equipment, while children are good at transferring gaming space. As a symbolized place, home has specific meaning for some parents who don't allow their children play video games at home. And parents are not always so strict to the gaming activity. Most of them know the social effect of video games among adolescents and will put aside the control when their children have a good academic performance. Compromising as well as strengthening of strategy toward tactics will follow as the academic performance and health of adolescent players make some change. We also find that most adolescents actually prefer off-line activity other than video games, if the activity is attractive enough, which should be considered more by parents as well as schools. Limitation and further research has been discussed either.

Perceptions of Video Game Marketing: Third-Person Effect and First Amendment Protection

CHRISTOPHER ORTEGA
christopher.ortega@cortland.edu
United States, SUNY Cortland

Keywords: Third-person effect, Marketing, Hierarchical regression

This study aims to place the multibillion-dollar video game market in a clearer context following the landmark Supreme Court case of *Brown V. Entertainment Merchant Association*. The video game industry has grown to now become a rival to all other forms of mass media entertainment financially. Concurrently, research into video games has grown in popularity covering many beneficial aspects of playing video games.

Even with these advances, some politicians and media effects researchers have continued to argue for greater restrictions on video game content and access.

This study argues for Third-Person Perceptions, marketing, and long held stereotypes as being major contributing factors behind potential negative views. Future implications for improving the understanding of video games and its industry and regulation are explored.

Innovation of the digital press in the audiovisual field: YouTube as an information platform for newspapers

MARINA SANTÍN
marina.santin@urjc.es
Spain, Rey Juan Carlos University

Author keywords: YouTube, digital press, Innovation

The press has explored numerous roadmaps in its digital transformation and an immersion in audiovisual formats seems to have become its preferred path in recent years. Frequently, online newspapers indicate that articles with the most views are often accompanied by videos. In fact, some believe that the digital press is looking more and more like TV. This audiovisual dimension of the online press has had major consequences such as the fact that newspapers are setting up their own YouTube channels. Collaboration with this platform could be a way for the digital press to boost views of its articles by a public that doesn't always read newspapers, but might also be a catalyst for magnifying the trend towards journalistic sensationalism.

This research aims to examine models that leading Spanish newspapers are implementing, vis-à-vis this platform, and determine the types of videos housed and how brand images are being affected by their presence on YouTube. To do so, we have used a methodology involving both quantitative and qualitative methods. This research is presently fully under way, starting with a bibliographic review and analysis of the phenomenon that is the subject matter in order to design the theoretical framework.

Secondly, an analysis of contents will be carried out in order to determine the characteristics defining the information products that newspapers are housing on YouTube. Finally, to conclude, a series of interviews of media professionals will take place. This should allow us to more precisely determine current strategies of newspapers on this platform as well as future trends of journalism on YouTube.

How to be less distant in distance education

KRZYSZTOF GURBA

krzysztof.gurba@gmail.com

Poland Pontifical, University of John Paul II in Krakow

Keywords: Distance education, collaborative learning, social learning, learning path, peer-learning

Key notion in distance education, namely “distance”, seems to be less problematic now. Originally it denoted crucial advantage of e-learning in crossing distance gap between teachers and learners. Defining reason for applying distance education was connected with less accessible stationary schools and universities of good quality and smaller overall cost of educational service online. In the background of this process we see on one side a noble idea of common education for all and of course attractive visions of commercial success on the other side.

Nowadays, distance is not the main issue. Today online learning is popular and chosen by many users, who decide to do some courses on distance, even if they could easily study stationary. Preference of distance education over stationary one is now simply learners choice. They see the potential of massive peer-learning and freedom of individual choice of learning path.

So what can be done to take advantage of this new attitude to distance learning, and to make distance learning less “distant”?

Our study shows that e-learning users have some interesting criteria of courses selection. Value of usability of learning content, as well as the consonance of learning content with previous profile of interest of learners were the two selection factors with the highest estimation in our research.

Although we discovered strong correlation between average time spent in the Internet with subject’s eagerness to pick up courses suggested via network, it turned out that learners overactive in using social media are less willing to take e-learning courses in the future.

Therefore, to make the process of learning in the network not only more effective but also more natural we should exploit the power of the learners themselves. In the paper we analyze factors responsible for making distance learning users less distant from each other. Here are the most important from our list: effective implementation of collaborative learning, properly supervised networking, user-friendly mechanisms enabling peer-learning, flexible system of individualization of learning paths, full responsiveness and adaptiveness of courses online, their self-regulating quality and of course use of the newest technologies, including augmented reality and 360o multimedia. Paper will present analysis of the role of above mentioned factors.

Globalization processes in Russian mass media: prospects and consequences

NADEZHDA GREYDINA
greidina@yahoo.com

Russia, Pyatigorsk State University

Keywords: mass media, mass communication, globalization process, global media system, national media system, Russian normative speech, functional styles difference

At current globalization stage priority is given to the information-oriented society. Globalization processes are impossible without mass media and mass communication. They closely interact with national media systems. Globalization and national media development should not be treated as separate, contradictory (or competitive) phenomena, but vice versa – as constituents of one and the same process.

Some researchers criticize globalization and treat it as today's main danger – unification of all the world cultures. Globalization cultural research is often perceived uniquely – as depersonalization, elimination of national and cultural specificity, identical mask appearance speaking the same language.

But globalization does not strive or lead to total uniformity. In connection with globalization processes intensification many local cultures regain life. Globalization and regionalization are an integral unit. They interact and develop strengthening each other. The local is the arena for globalization. The global activates the local. The interaction of the global and the local is achieved by mass media that are one of the knowledge sources that structure the value system and the world outlook of the society.

Russian speech culture is subject to the globalization process and acquires new parameters, not typical of it. For instance, more speedy tempo and more aggressive rising tone in intonation (as a consequence of American advertisement influence), a high percentage of word borrowings, substandard (obscene) words enter traditional sphere of the Russian literary language functioning.

Being a component of mass communication, Russian mass audience is characterized by heterogeneity, dispersion, anonymity. By means of mass communication those personalities can establish and maintain relationships not only within their own social group, but with much wider social environment.

Backing up normative speech samples and functional styles difference determined by social differentiation, mass media should perform important functions in their global communicative activities.

The research objectives are to establish the influence of the global processes on Russian speech and culture in general, to determine the prospects and the consequences of the above-mentioned processes.

Methodology to be used is based upon observation, analysis, synthesis, inductive and deductive reasoning, generalization, analogy.

The significance of the research is reflected in understanding the role mass media play in globalization processes forming the integral information environment, on the one hand, and implementing mechanisms of backing up Russian normative speech samples and functional styles difference, on the other hand.

When Patients Connect with Doctors on Facebook: An Analysis of Doctors' Perspectives

SMEETA MISHRA

smeeta@iimcal.ac.in

India, Indian Institute of Management Calcutta

Keywords: Internet, Social Media, Facebook, Doctors, Patients, Health Communication.

This study explores perspectives of medical professionals who connect with patients on Facebook to varying degrees. While extant literature has focused on patients expressing a desire to connect with doctors on social media, there exists a need for studies that analyze how medical professionals are using social media to communicate with their patients. It is in this context that this study seeks to explore how doctors use Facebook for doctor-patient communication and the role hospital administrators play in this regard in a country such as India where the doctor-patient ratio is highly skewed.

Adhering to an interpretive research methodology, the study is based on in depth interviews with a purposive sample of 26 doctors who connect with patients on Facebook. This study also includes interviews of 7 hospital administrators. The respondents were selected from two cities in India – New Delhi, a large metropolis, and Bhubaneswar, a smaller city in eastern India.

While doctors in the smaller city primarily had Facebook profiles, most doctors practicing in the metropolis had Facebook Pages or both. While Facebook profiles are usually personal in nature, Facebook Pages are visible to everyone on the platform and anyone can 'follow' the content or 'like' these pages. Most doctors in this sample who had Facebook profiles accepted 'friend' requests from patients they had known for some time and those they considered 'safe' to interact online. However, anyone could follow doctors with Facebook Pages helping them generate new patients.

When asked about the nature of communication patients have with them on Facebook, all the doctors maintained that they do not give specific medical advice to patients on Facebook and usually restricted themselves to giving general health information, outpatient timings, etc. However, they believed that their patients felt empowered by having access to their doctors on Facebook and that it generated an overall "feel-good" factor among patients.

Doctors working in areas that require sustained contact with patients such as gynecology and oncology said connecting on Facebook not only helped connect them better with patients but also aided communication among patients who shared their experiences. The doctors also believed their patients were receiving significant health information from their posts on Facebook which would help them make healthy lifestyle choices.

Finally, hospital administrators supported the use of social media by doctors to connect with their patients but often preferred more activity on organizational Facebook accounts than the doctor's individual account.

Uber in India: A critical discourse analysis of the entrepreneurship discourse in the media

SMEETA MISHRA

smeeta@iimcal.ac.in

India, Indian Institute of Management Calcutta

DHARMA RAJU BATHINI

dharma@iimcal.ac.in

India, Indian Institute of Management Calcutta

Keywords: Entrepreneurship, Uber, Media, India, Critical Discourse Analysis

The aim of this study is to examine how news media portray entrepreneurship discourse used by online cab aggregator firm, Uber Technology Inc., in India, its second-largest market after the United States. It is important to study media portrayal of entrepreneurship discourse, since media produce and reinforce public discourses. The entrepreneurship discourse romanticizes autonomy, flexibility and individual risk-taking and has become popular with the success of entrepreneurial ventures in Silicon Valley. The popularity of the entrepreneurship discourse has led to a spread of the culture of entrepreneurship from ICT sectors to more traditional sectors such as transportation. In order to study media portrayal of the entrepreneurship discourse, we conducted a critical discourse analysis (CDA) study of related news coverage in a mainstream Indian newspaper, The Times of India. The Times of India is the largest selling English-language daily in India. Using LexisNexis, we identified all the articles on Uber published in the Times of India between August 29, 2013, when Uber set foot in India, and February 7, 2017. We then selected 37 articles that portrayed driving for Uber as an entrepreneurial activity for our study using Norman Fairclough's 3-dimensional framework of critical discourse analysis which includes an analysis of media texts, discursive practice and social practice.

Results show that the reports in The Times of India reproduced and reinforced Uber's entrepreneurship rhetoric without critical evaluation. The media texts portrayed the company as a change agent that could transform the socio-economic landscape in India by creating thousands of entrepreneurship opportunities for the citizens. Furthermore, the news reports framed attempts made by the company to change existing regulation as progressive and natural. Textual analysis of the news texts also showed that official sources from Uber were privileged in the news narratives.

Apart from the influence of media-centric factors such as news values and journalistic routines on news discourses, this study also highlights the impact of Times of India's corporate policy. The Times of India is a mainstream newspaper that strives to connect with the aspirations and goals of the English-speaking, upwardly mobile classes in India with neoliberal ideological preferences. The media representations of Uber's entrepreneurship rhetoric are based on shared assumptions that the online cab aggregator's model of entrepreneurship is good for the Indian economy and will contribute to its growth story. Political actors further strengthened the rhetoric as it helped portray a bigger role for them in employment generation.

Global media and electoral pools in Spain or how the current regulation obstructs the formation of a free public opinion

PABLO FERNÁNDEZ DE CASADEVANTE MAYORDOMO
 pablo.fernandezdecasadevante@urjc.es
 Spain, Rey Juan Carlos University

Keywords: global media, electoral pools, restrictions, public opinion

Since George Gallup, Elmo Roper and Archibald Crossley rightly predicted the results of the 1936 U. S. presidential elections, there is no democratic State in which every election is not preceded by the development and dissemination of electoral polls. However, the risk that they may be used for manipulative and/or partisan purposes has led to the need to establish a legal regulation on them. The question is, how far should the hand of the State go in conditioning an activity that, for obvious reasons, is closely linked to the formation of a free public opinion?

The doubt does not concern technical issues, as it seems obvious that a number of technical requirements should be laid down for the preparation of such surveys (sampling system, sample size, date of completion of the survey, etc.). More disagreements arise, on the other hand, with regard to the time that many States have chosen, despite the fact that, as early as 1985, the Parliamentary Assembly of the Council of Europe defended the removal of such restrictions.

In the Spanish case, the restriction consists of a ban on the publication, dissemination or reproduction of these polls during the five days prior to the holding of the elections according to the Spanish Organic Law on the General Electoral System (Article 69.7 LOREG).

However, electoral legislation does not prevent political parties (and anyone able to pay for them) from hiring, during the same time, companies to carry out surveys for their own consumption, a behaviour that calls into question the guarantee of the right of all citizens to exercise their right to information on a basis of equality (Spanish Constitution, Articles 14 and 20).

Among the objectives of this work, the following must be highlighted: a) the knowledge of the basic regulation existing in comparative law; b) the analysis and criticism of the Spanish legal system; b. 1) the argument in favor of eliminating any temporary limitation in the dissemination of this type of polls, because we understand that this type of studies allow the citizen to have additional information in order to decide for one or other political option; and finally, b. 2.) demonstrate how new technologies are causing the obsolescence of current regulation, as it is inevitable that foreign media publish surveys on other countries and to which anyone has access via the Internet (in the case of Spain, it is usually done from Andorra).

Translation and interpreting: a service for immigrants

MARIA FERNANDEZ DE CASADEVANTE
maria.fernandezdecasadevante@urjc.es
Spain. Rey Juan Carlos University

Keywords: immigration, translation and interpreting, health, judicial field, police

The multicultural nature of the continent in which we live cannot be denied; globalization and the problems sometimes related to it (criminality, poverty, wars), lead to the intensification of the migratory phenomenon.

Along the way, but also once they reach their destination, many immigrants are affected by various external factors and difficulties, which make them experience a difficult process known as migratory grief.

It can be said that Translation and Interpretation (Tel) in public services in general has become a key element for these people, without which their daily lives existence and eventual integration would be beset with obstacles.

In this paper, we will first analyze the causes that lead a person to emigrate, whether this phenomenon has been the same from the beginning of time and until today, as well as the process they faces until they arrive in our country. Subsequently, we will study the areas in which Tel is present: the judicial sphere and jurisprudence on cases in which this service has not been offered with all the guarantees; the health field and problems that arise in it in relation to the figure of the intercultural mediator; or the police, and how it is necessary to have qualified professionals.

Analyzing the Impact of Virtual Social Media on Political Participation in Iran (Statistical Study: Tehran, Mazandaran and Bushehr Provinces)

ALI OMIDI
al.omidi@gmail.com
Iran, Dept. of Political Science, University of Isfahan

Keywords: Virtual Social Media, Political Participation, Iran

Recent technological developments provide new venues for obtaining information and political news as well as networking, political mobilization, and election polarization. In this regard, Political participation is an umbrella concept which covers expressing political opinions, assemble and associate virtually and objectively; the ability to take part in the conduct of public affairs; and the opportunity to register as a candidate, to the campaign, to be elected and to hold office at all levels of government. The purpose of the present research is to study the impact of virtual social networks on the political participation of Iranian citizens.

The current research is conducted in the form of a survey by the use of the questionnaire. The sample group includes the number of around 1000 people above-18 years old in the Iranian Tehran, Mazandaran and Bushehr Provinces. In particular, this work seeks an answer to whether or not there is a meaningful correlation between the usage of virtual social media by the citizens, and their political participation, especially in general elections. The linear regression and Pierson correlation analysis methods are used for hypothesis testing.

The results indicate a meaningful and positive correlation between the users' political participation and the using of virtual social media. Given to some limitations in traditional social networks such as viable political parties in Iran, virtual social media filled the vacuum of those networks.

"No photo, no chat": An analysis of Chinese gay men's self-presentation on dating app Blued

LIANG HE

liangheh@gmail.com

Spain, Universitat Autònoma de Barcelona

SANTIAGO GIRALDO

santiago.giraldo@uab.cat

Spain, Universitat Autònoma de Barcelona

Keywords: mobile dating apps, Chinese gay men, self-presentation, Blued

With the easy accessibility of smartphones equipped with a GPS function, mobile dating app has become an increasingly popular tool for people to seek friendships, dates and sex nearby. Gay men, due to the social stigma of seeking partners in offline scenes, have been the first to use a mobile dating app since 2009. In the meantime, traditional dating practices like finding partners through offline scenes or dating websites have been declining among gay men. Because of the unique features afforded by dating apps, how gay men behave on these platforms has become a novel field for social science scholars to investigate. There are already some gay app studies in the social science domain, with the major topics ranging from self-presentation and interaction to HIV prevention. However, most of these researches focus on gay men residing in North America and Europe, relevant studies in other continents are still very limited. The objective of this study is to fill in the gap in the existing gay dating app literature by looking into how Chinese gay men present themselves on China's largest gay dating app Blued. A typical Blued profile usually consists of a main photo along with several auxiliary photos, some mandatory demographic information such as age, height, weight and role of sexual position, relational goals, and a brief text description.

The specific research questions of this research include: 1. How do gay men present themselves photographically and textually on Blued? 2. Will age, weight, height and role of sexual position affect how gay men present their photos and text descriptions? 3. Will relational goals affect how Chinese gay men present their photos and text descriptions? To answer above-mentioned questions, a content analysis of the profiles on Blued will be utilized in this research. With the help of the "searching people via map" function embedded in Blued, the author will randomly collect 340 profiles from Blued users situated in 34 provincial districts in China, with 10 profiles for each provincial district. The unit of analysis will be each profile. Variables include photographic contents, textual self-description, relational goals, and demographic characteristics. The result of this study will shed light on how Chinese gay men present themselves on dating apps, which will further advance the development of overall gay dating apps studies.

After the Fall. New Strategies for Internationalization of Spanish Television Fiction (2014-17)

CONCEPCIÓN CASCAJOSA
ccvirino@hum.uc3m.es
Spain, Carlos III University of Madrid

Keywords: Spanish television fiction, Television drama, Video-on-demand services, Television production, Television distribution, Global television

This paper deals with the new strategies for internationalization of the Spanish television period produced in the years 2014-17, in which it enjoyed a renewal after the collapse of the advertising market in 2010. Since the arrival of private television in the early 1990s, local fiction had become a favourite entertainment form for viewers. A relevant industrial structure prospered, with a myriad of independent production companies creating content for the three main operators (the public channel Televisión Española and the commercial channels Antena 3 and Telecinco) and the public regional channels. But according to the OBITEL yearly report, the number of fiction programs decreased from 46 in 2010 to 30 in 2013. After many years of producing almost exclusively for local audiences, the international marketplace became a key factor. In the four-year period of 2014-17, Spanish television fiction experimented in rebound, not in the terms of number of productions (which were steady) or ratings (which suffered a noticeable loss of viewers), but in creative terms, with more complex stories, topical storylines and aesthetic quality.

Spanish creators admired from afar the high-end cable drama of the 2000s, including signature programs such as *The Sopranos* (1999-2007) and *Breaking Bad* (2008-13). But the possibility of adapting such American innovations, however, was daunting, at least until the success of *Nordic Noir* proved that it was possible to produce this kind of show with affordable budgets. This possibility came at the right time for the video-on-demand (VOD) services which started their international roll out during this period. The licenses of Spanish television series were acquired by services such as Netflix, Amazon Video, HBO and Walter Presents. Netflix, recognizing the strength of this content, ordered in 2016 its first Spanish production, *Las chicas del cable*, which premiered a year later. Spanish broadcasters entered a complex alliance with these VOD services as a way to compensate for the loss of advertising revenue. In 2017 the first Movistar series also debuted, sealing distribution deals with Beta Film and Sky Vision (a new channel for Spanish fiction was also launched targeting the Latin America marketplaces). In the analysis of this internationalization strategies of Spanish fiction, the relationship between production and distribution models will be discussed related to the value of television fiction to create recognizable brands and open new markets.

From “Her” to “Our” Trauma: Populism Narrative in Shaping the Collective Memory of “Comfort Women”

ZICHAO LI
lizichao94@126.com
China. Nanjing University

Keywords: Media, Populism, Feminism, Collective Memory

“Comfort women” are sexual slaves of Japanese army during World War II. What makes “comfort women” topic important is that they are victims and witnesses of double violence: the war and sexual abuse. After war, they still suffer from slut-shaming. Since 2007, it is connected with World War II consciously, and then becomes a part of social memory and collective identity. As a reflection of China-Japan relations, the populism arising in cyber space plays a role in the story-telling and sense-making.

Baidu Baike, produced and owned by Baidu, is an online encyclopedia massively used in China. Since Baidu Baike claims “equality, cooperation, sharing, freedom” as their fundamental principles, all the users are enabled to edit articles and take part in memory-building. Through studying collaborative editing process, we can observe different narratives conflicting and compromising.

As for method, this research will employ discourse analysis and content analysis, which means a combination of qualitative and quantitative methods, to present the collaborative writing process. By making discourse analysis on historical editions of article “comfort women” in Baidu Baike, to find out how populism functions through media technology in shaping collective memory. Moreover, SC-LIWC (Simplified Chinese LIWC) will be used to classify narrative framework and measure emotional positivity.

In order to figure out how specific female victims’ trauma is recalled and inserted in social collective memory, the research proposes following questions: In which way is “comfort women” constructed as a part of national collective memory? What role does populism narrative play? Moreover, is there any tension between populism and gender narrative and if so, how does it function?

Populism narrative contributes to turn a tragedy into a cultural trauma and recreate meaning of it. The “comfort women” are not only hurt by violence in the past, but also by unified, nationalist and populism narrative in present day. They are neglected and aphasiac, described as a silent witness and symbol of traumatic social memory. Media technology provides a context in which we can recall cultural memory, however, the narrative could be nationalist, populist and might conceal individual narrative. Anatomy on this issue is crucial to envisage women’s subjectivity while building up collective memory and identity.

The communication of migratory movements through digital products based on open data

JUAN ROMERO-LUIS
 juan.romero@urjc.es
 Spain, Rey Juan Carlos University

MANUEL GÉTRUDIX BARRIO
 manuel.gertrudix@urjc.es
 Spain, Rey Juan Carlos University

CLAUDIA MARTÍN-CARNERERO
 claudia.martin@urjc.es
 Spain, Rey Juan Carlos University

Keywords: digital communication, open data, immigration, visualization systems, intelligence of location

The availability of open data has favored the creation of new narrative models. Interactive digital stories allow the creation of novel stories about aspects of social interest such as migratory movements in different parts of the world. The visual representation of this social phenomenon allows us to better understand situations such as illegal emigration in Central America, the Proposed Immigration Quotas in Europe or the refugee crisis in Syria.

The work is interested in knowing the possibilities offered by visualization systems based on intelligence of location of data for the elaboration of new communicative products, and how these can serve, in a specific way, to the development of solutions for social communication.

In this work, a case study is carried out based on the analysis of the solutions of the ArcGIS suite of ESRI applications. We also analyzed a sample of examples of digital products based on open data that deal with the phenomenon of immigration from different perspectives. Following the model of previous works, for the selected sample, a descriptive analysis of the content of interactive products has been carried out, applying Barthes's model of rhetorical analysis and his notion of significant intentionality. This has allowed, on the one hand, to reveal which are the narrative elements that use this type of stories, to improve the effectiveness and efficiency of the message. Second, they offer certain clues about the possibilities of applying these resources in these developments. It is concluded that this type of tools can help digital narrative renewal by simplifying production processes and offering user experiences that facilitate a better and more effective communication.

Taking advantage of the enormous opportunities that this field entails requires the participation of specialists in the field of digital communication who contribute to the development of new resources and interactive and multimedia materials.

This work is part of the research project CSO2017-82875-C2-1-R financed by the Ministry of Economy and Competitiveness of the Spanish Government.

The Instant Consumption of “Gross Out”: Hitting “Replay” On Culturally Suppressed Emotions In China

CHUNNING GUO

guoteacher@sina.com

Netherlands, Radboud Universitij Nijmegen

ASIFA MAJID

asifa.majid@let.ru.nl

Netherlands, Radboud Universitij Nijmegen

JEFFREY FELBERBAUM

jeff.felberbaum@gmail.com

Netherlands, Freelance writer

Keywords: Disgusting, Consumption, Webcast, Gross Out, Mediaculture

Psychologist Dr. David demonstrates to us that “bad emotions” should be valued rather than ignored. Negative emotions are an integral part each human being. As such, they play a crucial role in the construction of self, culture, and society.

Using multi-disciplinary perspectives (media, communications, psychology, etc.), this paper examines the explosive growth of the practice of webcasting the consumption of “disgusting food” in China using the Kuaishou (instant broadcast) app, which amassed more than 200 million users in eight months, and in 2017, became the most popular short-video app in China with 700 million users (more than half of the Chinese population). Our paper reflects on the deep emotional-cultural undercurrents which drive this phenomenon, and an analysis of the intersections of morality, populism, self-expression, “good taste”, and the repressive mainstream factors contributing to this extraordinary backlash.

We argue that although widely criticized by professionals and the general public, the “ugly” videos made available on Kuaishou, provide average people the opportunity to visually and viscerally experience, process, and participate in valuing and reclaiming the emotional “energy” held in personal narrative through means not otherwise accessible to them.

Psychological studies correlate most definitions of disgusting as being orally related. Research also ranks food as central in nine domains, including body products, animals, and sexual behaviors, which can all evoke disgust. Along with the typical fare on Kuaishou, where the consumption of worms, animal giblets, live frogs, and a wide variety of other non-food substances and objects are commonplace, the app serves up a potent concoction that pushes and blurs the boundaries between disgust and pleasure, behavior and reward. “Live Seeding”, where popular webcasters are rewarded by “online tips” from their fans, the stimulus of the performances of disgust (through exaggerated gesture and facial expression) allows viewers a smorgasbord of emotional triggers, choices, and meaningful connection.

The authors examine how definitions of disgusting food varies, and how Kuaishou incorporates this “Gross Out” factor to increase and broaden it’s appeal. Webcasts of international “gross-out” challenges, where, for example, traditional Chinese foods such as preserved egg and fermented bean curd - which many Chinese people consider delicious - are sampled by duly disgusted foreigners.

The phenomenon of “Disgusting Food” webcasting is a fascinating, complex, and multi-layered artifact of Chinese and global digital mediaculture. It cannot be defined or dismissed simply as “negative” or “ugly”, but calls for more nuanced exploration and documentation.

The impact of spanish political crisis in the TV news

ÁNGEL M. ALONSO JARRÍN

angelmalonso@ucm.es

Spain, Universidad Complutense de Madrid

Keywords: Television news, audiovisual journalism, content analysis informative, political news

The research aims to analyze the impact caused in television news programs by the political effervescence of recent years in Spain. It's about studying the strategies followed by the audiovisual media to inform about the novel and very broad agenda that emerged from the financial crisis, which led to a deep economic recession and, as a consequence, at a time of instability and social and political uncertainty.

The reference period has its antecedents in the movements linked to 15-M (2011), it is politically expressed with the abdication of Juan Carlos I (2014), the emergence of the new parties during the 2014-16 election cycle and the drastic adjustment policy followed by the governments of Zapatero (12/4/2010) and Rajoy (12/31/2011), aggravating with the drive independence movement in Catalonia (2012) and the repetition of general elections due to the impossibility of form government (2015-16). All this accompanied by a large number of corruption cases investigated judicially or aired in the media that raise the social discontent and political tension.

This succession of unprecedented and profound movements can be limited in the exact year elapsed since the explosive meeting of the Federal Committee of the PSOE that ends with the resignation of Secretary General (1/10/2016) and the second attempt of an illegal separatist referendum in Catalonia with intervention by the State security forces (1/10/2017).

The reaction of the media, particularly televisions, may be more significant as long as this invasion of hard information surprises them when they were immersed in a process of trivialization of information, to make it lighter, in response to the competition between media and the fragmentation brought about by deregulation, digitalization, Internet and the influence of social networks.

The work follows the political events, its reflection in the news and the response of the hearing, reviewing the runners (ordering the news, topics discussed) and the grills programming. It's about discovering how audiovisual media have dealt with this change drastic of the information landscape and if this can lead to changes in the sector or anticipate presumably will suffer television journalism in the coming years.

The EU communication field and social media: Macron's 17/04/2018 Speech to the European Parliament in Twitter

JORGE TUÑÓN
jorge.tunon.navarro@gmail.com
Spain, Universidad Carlos III de Madrid

LUIS BOUZA
luis.bouza@coleurope.eu
Spain, Universidad Autónoma de Madrid

Keywords: European Union, EU Journalism, EU Media, EU public sphere, Intuitional Communication, Political Communication, Crisis Communication

Socio political analyses of the EU in the context of the crisis have burgeoned and contributed to an understanding of EU integration from policy process, actor-centred and power-sensitive approaches. However relatively little attention has been paid to pan-European communication strategies (see Michailidou, Trenz and De Wilde, 2015 Barisone and Michailidou 2017 and Caiani and Guerra 2017 for very recent exceptions), notwithstanding the sustained attention to Brussels as journalistic field (Baisnée 2007, Aldrin et al 2014). This implies that most research has focused on structural variables such as the structural transformations in the functions of the European public sphere, on the democratic implications of the segmentation of European publics or on the differences between transnational and national public spheres. However, there is surprisingly little research on the communication activities, strategies and actors that contribute to the emergence of this public sphere.

This paper, resulting from a Jean Monnet action 2017-2020, focuses on agency, that is, on the functions of communication, the usages that actors make of it and the potential effect upon European politics. In doing so it will address some of the key dimensions of communication the European Union (EU) both in its member states and globally since the beginning of the polycrisis (Euro, refugees or Brexit milestones). Research shows that communication has a key political function in moments of political uncertainty in any polity and for any actor. In a more structural level, there has been a tendency to explain the emergence of radical contestations of the EU to its inability to reenact a narrative for the XXI st century (Battista et al 2013). Last April 17, the French president, Emmanuel Macron, in the Plenary of the European Parliament in Strasbourg, appealed to the "rebirth of European sovereignty. The article analyzes the functions attributed to the preferred social network for debate and political discussion, Twitter, focusing essentially on: the distribution of information, the impact of the social network on the modification of the public agenda, the personalization of the transmission of political discourses in social networks, as well as new habits of political consumption specifically, in the context of Twitter. The results show that: 1) The content of the messages passes very quickly from a descriptive to a framing approach; 2) that journalists have a key role in the descriptive phase towards national publics but a less salient one in the emerging transnational sphere where political actors target their own publics directly 3) EU institutions failed to try to set the agenda setting through hashtags without success; 4) Macron is a transnational political actor capable of communicating through fragmented public spaces.

Gamification of Environmental, Analysis of gamified mobile apps for Android

JOSUÉ RODRÍGUEZ
j.rodriguezcab@gmail.com
Spain, Universidad Rey Juan Carlos

Keywords: Ludification, Gamification, Environmental, Mobile Apps

Gamification is a new way to learning and resolve problems applying game's mechanics. The reason about gamified systems and mobile apps is because we like to play. If a gamified tool is well designed to communicate a topic and apply some mechanics correctly, that tool can be an excellent tool to aware and educate people. In the other way, Environmental Area has an uncertain presence in Spain. Whereby, I wonder both disciplines can associate with and make tools to awaranness and educate users. This work have two targets: estimate the number of gamified mobile apps communicate environmental topics through some specific mechanics and analyze all the apps to prove these are really gamified.

Google and Academic Google are the Search Engines have been used to reach the first target also a set of words related to the areas of Gamificaton and Environmental Science. In the study we found 39 gamified apps. To reach the second objective, we tried to run every app we could in a mobile phone Android Samsung. Results showed 7 apps were analyzed in function of the presence of some popular characteristics and/or mechanics in gamified tools. Experience showed 3 of 7 mobile apps are really gamified.

We have discussed about environmental topics communicated by the 3 gamified apps and the Not gamified apps. Also, we have spoken about the gamified's apps' design but not about Not gamified apps because these are videogames or game's applications. In conclusions, there's a lot of gamified apps communicating environmental topics. However, this study has not enough evidence to prove all the apps are really gamified because limited resources (different devices, apps not available to run in some countries, etc.).

Globalization in Business Communication? A Critical Reappraisal

Kai Hafez
kai.hafez@uni-erfurt.de
Germany, University of Erfurt

Keywords: Globalization, Business Communication, Global Communication

For decades, economy and business have been the major driving forces behind processes of globalization. It has become common sense that the crossing of borders by products and labor has inspired the globalization in politics, society and culture and that there is an intimate relation between new media developments and the transnationalization of trade and commerce. In this context, however, it seems quite amazing that there are hardly any theoretical models and that there is certainly not sufficient empirical work about the quality of global communication in the business sector itself. We know only very little about the internal interaction processes of trans- or multinational corporations or communications in the international trade sector.

To what extent, at what levels and with what quality is it taking place and what are the social implications of such professional experiences for the local affiliations and cosmopolitan attitudes of seemingly “global elites” and for the creation of real or virtual transnational communities? And in the field of discursive communication: how do internal communication processes in modern network organizations affect the global diffusion of ideas and in what sense do external communications (PR, marketing) affect the globalization of public spheres, of modern societies and the “global man”?

The planned speech plans to give not only a theoretically rooted and critical overview of various types of communication processes in the business sector, but also reflects on the interrelations, trends and ambiguities in that field in the face of protectionist, racist anti-global backlashes in the countries of Europe and North America. Economy-driven communication seems not to have achieved sufficient results to speak of a linear, stable and irreversible trend of globalization.

Group communication as the “missing link” in global communication theory

ANNE GRÜNE

anne.gruene@uni-erfurt.de
Germany, University of Erfurt

Keywords: global communication, social communication, group communication

The current globalization debate faces manifold challenges since global developments currently demonstrate social ambivalences and paradoxes in many parts of the world. These include the polarization of cosmopolitan versus right-wing neo-nationalist attitudes and movements in particular, and globalizing as well as re-localizing processes on all social levels in general.

What has been missing in the theoretical debate about these global developments is the adequate recognition of the various impacts of global dynamics on social communication. Hence, we still need to discuss globalization not only at the level of systemic integration but in the very realm of the everyday. The social and individual coping strategies with globalization are only rarely debated in scientific as well as in public discourses. As far as the scientific discourse is concerned, the question of the possibilities of “migration of social communication” is still pending. If we reflect upon the migration of discourses, ideas and the migration of physical objects such as human beings and material goods, we also have to ask how social communication is able to migrate along these lines.

The proposed paper will focus on global communication in non-organized lifeworlds by highlighting the role of local groups in coping with global developments. Groups and group-networks are the social entities most important to the construction and transfer of cultural knowledge, to social integration and the development of the personal self. Broadly building on a symbolic interactionist approach, the reference groups of our everyday lives govern our way of understanding and evaluating the world and even our social action in the world. Hence, we might argue that groups play an important role in the construction of shared global knowledge, global solidarity and even global action. Having this assumption in mind we can go further in asking whether and how groups enable or hinder the recognition of and communicative interaction with the “global other”, which in turn is a prerequisite for globalization that not only builds on lifestyle co-orientation, but also on cross-border dialogues in social life. By integrating insights of group sociology, socio-psychology and the sociology of knowledge, the paper systematizes the role of group communication against the backdrop of changing global environments. It will then discuss the scope of group communication for the communicative construction of “global understanding” and the building of a global community.

Hooligans groups interactions throughout Twitter in La Liga

EMILIO FERNÁNDEZ PEÑA

Emilio.Fernandez@uab.es

Spain, Universitat Autònoma de Barcelona. Centre d'Estudis Olímpics i de l'Esport

NATIVIDAD RAMAJO HERNÁNDEZ

Natividad.Ramajo@uab.es

Spain, Universitat Autònoma de Barcelona. Centre d'Estudis Olímpics i de l'Esport

ANA ULLOD PUJOL

ana.ullod@uab.es

Spain, Universitat Autònoma de Barcelona. Centre d'Estudis Olímpics i de l'Esport

JOSÉ MANUEL PARDO GILA

gila.jose@gmail.com

Spain, Universitat Autònoma de Barcelona. Centre d'Estudis Olímpics i de l'Esport

VIRGINIA LUZÓN FERNÁNDEZ

Virginia.Luzon@uab.es

Spain, Universitat Autònoma de Barcelona. Centre d'Estudis Olímpics i de l'Esport

Keywords: social media, Twitter, hooligans, La liga, violence.

The following paper will deal with the diffusion and nature of different violent episodes in “La Liga”, the first división Spanish football championship, throughout the social networking website Twitter during the season 2017-2018. This presentation will analyze more than 3 million tweets from the different main actors: teams, players, supporters, specifically 6 groups of hooligans and will reconstruct the violence exchange between these diverse protagonists. The main objectives of this presentation will be the following:

1. To investigate the different interactions of the violent groups of hooligans in the Spanish La Liga throughout Twitter
2. to Reconstruct the ecosystem regarding the violence in Spanish Football focusing on the relationships between the different actors.
3. To Analyze different case studies from violent episodes during the current season

This paper will present the second season data analysis of a 3 years research project funded by the Spanish Ministry of Economy and Competitiveness and co-funded thanks to ERDF (European Regional

Development Fund CSO2015-69289-R (MINECO/FEDER). As provisional conclusions we can point out that it might exist a clear continuity, between the actions and words in the stadium and on Twitter. This may be a typical behavior in the case of some violent hooligan groups, who tend to not differentiate so clearly the virtual reality of Twitter and the football stadium, contrary to the more peaceful supporters. On the other hand, the first Twitter network analysis or our research shows a connection between teams, players and nonviolent supporters, whereas we observe a total isolation of the hooligan groups that are not linked to the rest of “La Liga” ecosystem actors, which may be considered a good news in the struggle against the violence in the Spanish stadiums.

Digital strategies to overcome advertising investment fraud, improve viewability and Brand Safety

LIDIA MAESTRO ESPÍNOLA

lidia.maestro@unir.net

Spain, Universidad Internacional de La Rioja

DAVID CORDÓN BENITO

david.cordon@unir.net

Spain, Universidad Internacional de La Rioja

NATALIA ABUÍN VENCES

nabuinve@ccinf.ucm.es

Spain, Universidad Complutense de Madrid

Keywords: digital advertising, fraud, viewability, brand safety

This research focuses on analysing the strategies undertaken by brands to improve their viewability, brand safety and fraud of advertising investments. The improvement of the way of managing these factors is one of the current challenges demanded by advertisers. The evaluation of the quality of media as advertising medium and the fraud in advertising metrics has become one of the main concerns for professionals in this sector. The improvement of both factors is key to optimise the incomes captured taking into account other issues such as: the atomization of the market, the problems of advertising inventory in networks, the drop of profits using advertising supports, programmatic advertising, fake news and ad-blockers. This research reinforces the idea that digital advertising rises added value and offers an optimization of media investments.

Becoming visible is fundamental for advertisers. According to IAB Spain, the average visibility of the total number of advertising campaigns in Spain is 52% in 2017, which means that 48% of these campaigns are not seen by users. The main objective of advertising is to generate impact in stakeholders and becoming visible in order to reach customers' attention.

Along with visibility, brand safety has turned out to be one of the main concerns of advertisers in recent years. The security of a brand within the digital space is one of the main challenges and debates in the advertising industry. Technological development will be a key factor to achieve the security of brands and their digital advertising investments.

As for the methodology, an exhaustive review of bibliography is undertaken highlights the recent studies by Weinan and Tianxiong (2015), Rosen (2015), Flosi, Fulgoni and Vollman (2013), Wang, Kalra, Borcea and Chen (2015), Zhang, Pan and Wang (2015) and especially, Bounie, Quinn and Morrison (2017). Subsequently, this research used in depth interviews to a panel of experts. This information is confronted to professional data to see the evolution of different indicators of media quality which are considered as a reference for advertisers and media at present.

Legitimacy of Public Service Media: The Role of Audience Engagement

KRISTYNA VYSLOUZILOVA
kristyna.vyslouzilova@fsv.cuni.cz
Czech Republic, Charles University

Keywords: public service media, audience, engagement, quantitative research, Facebook

It has been described as a general trend that public service media (PSM) globally lose their political power and support. Based on the research of the latest academic articles questioning the legitimacy of PSM in the 21st century, three arguments seem to lie at the core. Firstly, it is argued that new digital media may cause the declining need for PSM while contributing to the increased accessibility of information, diversity or audience participation. Secondly, the commercial model of the supply and demand is perceived as possibly serving better the audience needs when reflecting its preferences. Last but not the least, the PSM relationship towards its public is discussed in general as it is often described as insufficient or asymmetrical. It is the goal of this article to analyze the common denominator of those arguments, the audience's role in PSM management.

It is argued that it is necessary to engage in a dialogue with the audience to gain its support and trust and that the audience should be involved in all the phases of public service delivering, particularly in the evaluation. As a pilot study following this hypothesis, quantitative online research was conducted on a sample of 1050 respondents in the Czech Republic to examine their perception of the local PSM representative, Czech Television (CT). Eleven statements were formulated to cover the key aspects of the CT services and those of Facebook including the overall perception, content, credibility or distinctiveness and the CT evaluation was proved to be weakest in the area of audience's feeling of being important to the medium or able to influence its content in any way.

Sequence and alignment of external pressures in industry destabilization: understanding the evolution of the Spanish TV industry (2000-2017)

JAVIER LOPEZ-VILLANUEVA
 javier.lopez@urjc.es
 Spain, Universidad Rey Juan Carlos

Keywords: Regime destabilization, Triple Embeddedness Framework, Global Value Chains, Television industry

This article addresses an interesting but understudied topic in the literature on economic organization: the destabilization of existing industry regimes. Our conceptualization of regime destabilization builds on the Triple Embeddedness Framework (TEF), which provides a multi-dimensional vision of incumbent industries. The TEF is a new conceptual model, which provides a broader understanding of industries. It sees industries as populations of firms embedded in an industry regime. Building on institutional theory, the TEF divides the organizational field into two environments with different selection pressures. The economic environment includes actors engaged in economic transactions and the socio-political environment contains policymakers, civil society, and social movements.

Destabilization entails pressures from external environments (e.g. declining markets, changes in consumer behavior), which create problems for firms-in-industries (e.g. financial losses, eroding market share) and undermine their commitment to the existing industry regime. Early destabilization implies actors formulating questions about the suitability of existing practices, technologies, beliefs or business models. Full destabilization means that an entire industry can lose faith in the existing industry regime and decide to move to a new regime.

To explore the plausibility of our conceptual framework, we confront it with a longitudinal case study of the Spanish TV industry (2000-2017). During the last decade, the Spanish television industry has faced major technological changes involving conditional access, ubiquity, mobility and new possibilities of TV on demand. All of this has underpinned the proliferation of channels, segmentation of television viewers and entrance of new players in the production and distribution of contents.

These transformations have created noteworthy tensions in the sector's value chain, to the extent that numerous authors envision so great destabilization that it would imply the death of television or its "Spotifyization" due to its transformation into just another Internet application. This paper challenges these types of viewpoints, which are a mixture of digital optimism and pessimism regarding the current TV industry. Conclusions are developed about the existence of different degrees of regimes inertia, the importance of economic and socio-political pressures and interactions between them.

The Preferred, Used and Available Media Frames Covering Afghan Conflict

ROSHAN NOORZAI

rnoorzai@aus.edu

United Arab Emirates, American University of Sharjah

Keywords: Afghanistan Conflict, Media Framing and Conflict, State-building Frame, Frame Building, Broadcast Media and Conflict

This paper discusses the frames available to and used by media outlets, at different levels, covering the conflict in Afghanistan. It explores frames used by international, regional, national and local media broadcasting for Afghanistan. Using comparative frame analysis, the paper focuses on the frame contestation process, power relations and culture resonance in the frame building process. “State-building” was identified as the dominant/preferred frame for nearly all the media outlets broadcasting for Afghanistan.

“Occupation as failure” and “civilian victims” were the two other frames used at certain degrees by some media outlets. A number of other frames including “Jihad,” “terrorism,” “ethnic victimization” and “peace through negotiation” were also available to media. However, media did not use these frames. Qualitative methods were used to collect data. The methods included participant observation, In-depth interviews, textual and documents analyses.

Reconstructing the Battle of Maiwand: An analysis of the post 9/11 conflict discourses in Afghanistan

ROSHAN NOORZAI

rnoorzai@aus.edu

United Arab Emirates, American University of Sharjah

Keywords: Afghan Conflict, Discourse and Conflict, Battle of Maiwand, Colonial Experience Afghanistan, Taliban Discourse, History and Discourse

This paper will explore the use of Afghanistan's history (figures and events) in the discourses of parties currently involved in the Afghan conflict. Exploring Afghanistan's experience of colonialism in the 19th century, this paper will discuss the Anglo-Afghan wars, with a focus on the battle of Maiwand in the Second Anglo-Afghan War (1878-1880) and its political importance. Using a postmodernist approach to discourse analysis, this research tries to understand how the Afghan state, international forces in Afghanistan, and the Taliban see and legitimize their positions and actions in the post-September 11 conflict.

The purpose of discourse analysis is to examine texts in their context (Bakhtin in Wilson, 2001; Van Dijk, 2007), and look comprehensively at the resources which both integrate and situate them" (Martin, 2001, p. 35). For understanding international and Afghan government positions, I will use public transcripts; however, this paper would also use hidden transcripts, particularly for the Taliban's discourse. According to Scott, sources for hidden transcripts are: "Rumor, gossip, folktales, jokes, songs, rituals, codes, and euphemisms – a good part of the folk culture of subordinate groups – fit this description" (p. 19). In order to examine the Taliban's discourse, I analyzed the Taliban's tarani (poetic songs). I will choose a number of taranis that attempt to reconstruct the battle of Maiwand, which took place during the Second Anglo-Afghan war near the southern city of Kandahar.

Televisión e identidad regional

GABRIEL GONZÁLEZ
g.gonzalezm.2017@alumnos.urjc.es
Spain, Rey Juan Carlos University

Keywords: identidad regional, identidad cultural, television, comunicación, region, política

El 16 de agosto de 1982, Castilla-La Mancha se constituyó como Comunidad Autónoma con la publicación de su Estatuto de Autonomía (Ley Orgánica 9/1982 de 10 de agosto) en el Boletín Oficial del Estado. Estamos hablando de un territorio extenso que representa más del 15% de la superficie total del país, con apenas dos millones de habitantes, donde el 58% de la población se concentra en municipios de menos de 20.000 habitantes, existiendo provincias como Guadalajara donde el 80% de sus municipios tiene menos de 500 habitantes. (Datos INE y Padrón de habitantes) Este controvertido origen y orden territorial de la Comunidad Autónoma, junto con su diversidad natural y cultural, y porque no decirlo, su centralidad geográfica, hacen de la misma un espacio universal cuyos límites etnográficos son difusos.

Uno de los principales organismos vertebradores que se crearon fue Castilla-La Mancha Televisión, ahora rebautizada como Castilla-La Mancha Media. Aunque no fue una de las prioridades en los primeros años del autogobierno, ya que nació a finales del año 2001, si intentó desde un primer momento ser un vehículo de comunicación de la identidad cultural de la región con programas e informativos donde se transmitían las tradiciones culturales, los símbolos y las fiestas de los municipios de la región, todo ello, vistiéndolo de la riqueza y variedad con la que Castilla-La Mancha contaba.

El objetivo general de la investigación es estudiar el efecto de la televisión autonómica en la construcción de la identidad regional de Castilla-La Mancha. Como objetivos específicos nos marcamos el analizar si la televisión regional se ha constituido como un referente de la comunicación y es un modelo sostenible para Castilla-La Mancha. Igualmente, vamos a analizar específicamente un territorio de la comunidad autónoma que es frontera con la Comunidad de Madrid donde se diluye la identidad regional, como es el llamado Corredor del Henares en la provincia de Guadalajara.

The evolution of business models in the Magazine World: the case of JotDown Spain and the long forms

JOSÉ MARÍA ÁLVAREZ MONZONCILLO
josemaria.alvarez@gmail.com
Spain, Rey Juan Carlos University

GUILLERMO DE HARO
guillermo.dehara@urjc.es
Spain, Rey Juan Carlos University

Keywords: business models, digital media, print media, magazines, social media

JotDown is an innovative Spanish magazine focused on long-form content and selling printed magazines. The project began in 2011 with a collaborative model in order to develop the content and the brand. None of the founders was a journalist and the target was to create the articles they would like to read but could not find on the Internet. Quality, valuable articles. Content was based on 5.000 words articles and one-hour interviews. Instead of making money out of advertising they planned successfully on selling a printed magazine: 288 pages at 15 euros. They grew their audience obtaining millions of visits and sold tens of thousands of magazines. Curiously renouncing to the most used business model in the digital media world, advertising, and focusing in selling print magazines, a business supposedly to disappear, they are profitable nowadays.

They grow in a cooperativo model up to 50 partners and the money from the print magazine began to be recurrent. Then they began to pay collaborators. The average time per reader reached a peak of 53 minutes and the community grew to hundreds of thousands of fans. Then they launched new business models (selling print and digital books, distributing books for other publishers, events). Some of them successful, some others not. In 2015 they partnered with El País to distribute exclusive content. Now they have journalists in the payroll. The content strategy evolved to smaller articles (1.500 to 2.000). Inspired in the New Yorker, since 2011 they have been a well known brand and a reference in Spain and Latam, similar to Monocle.

Business model studies are now important aspects of business and technology research because they are altering the way businesses conduct operations. They have specific relevance to media industries as one of the industries most transformed by the forces of digitalization and globalization. The study of business models has flourished since the millennium (Zott, 2011; Massa, Tucci & Afuah, 2017). Contemporary approaches have sought to capture the interactions involving resources, value creation, value networks, relationships, consumers, and revenue generation (Afuah, 2004; Yip 2004; Osterweiler, et al, 2005; Al-Debei, 2008; Osterweiler & Pigneur, 2010).

Understanding this case we want to know if this is just an oasis in the desert or a replicable model on how to launch, grow and make profitable a magazine.

Entertainment Industry in Spain

JUAN ARTERO
 jpartero@unizar.es
 Spain, University of Zaragoza

Keywords: Entertainment industry, Spain, Competition, internationalization, regulation, digitalization

The television oligopoly of the two public service national channels (now renamed as La 1 and La 2) and the two commercial networks (Antena 3 and Telecinco) remained untouched in Spain until 2005 when several new digital licenses allowed for the emergence of new national channels. Two of these, Cuatro and La Sexta, proved to be particularly successful. But the economic crisis of 2008 motivated their mergers with Telecinco and Antena 3 respectively to create Mediaset España in 2010 (owned by the Italian conglomerate) and Atresmedia in 2012 (owned by Planeta). In consequence, the Spanish free-to-air television market is again an oligopoly of four main players (two public service, two commercial broadcasters) as it was in the nineties.

With the introduction of a new satellite platform by Spanish telecommunications firm Telefónica in 1997 and several cable operators since 1998, pay TV shifted from a Prisa-Canal+ monopoly in the early nineties to a competitive market. Subsequent consolidations created another duopoly: cable operators united around ONO (acquired by Vodafone in 2014), and Telefónica that purchased Prisa's satellite platform to create Movistar+ in 2015. The third, much smaller player Orange (France Telecom's brand) also acquired local telecom Jazztel. The market structure of pay TV mirrors that of the mobile and fixed line telecommunications industry with key players being Movistar, Vodafone and Orange.

This piece of research has got the research objective of offering a landscape of the state of entertainment industry in Spain. Perspectives that will drive this analysis are the following ones:

- 1) Background: brief history of the development of the country's entertainment industry and key political, economic, and cultural characteristics.
- 2) Competition: description of the main public and private corporations that produce, distribute and exhibit entertainment content, nationally, regionally and trans-nationally.
- 3) Internationalization: cross-border links and connections, discussion of the entertainment industry's cross-border production dynamics (i.e. equity and treaty co-productions) and key import-export markets (i.e. major trans-national entertainment importers and exporters).
- 4) Regulation: overview of the present-day government agencies, policies and regulations that shape the workings of the entertainment industry.
- 5) Digitalization: discussion of the impact of the digital revolution on the country's audiovisual market.

The methodology will be based on statistical analysis of official secondary data so as to describe and assess aspects such as market concentration, pluralism and diversity. The included industries are television, film and video, paying attention to both offline and online distribution of entertainment content.

La usabilidad web y el valor de marca: un estudio empírico

IRIA RODRIGUEZ POUSO
irodrigu@nebrija.es
Spain, Universidad Antonio Nebrija

IGNACIO SOMALO PECIÑA
nacho.somalo@gmail.com
Spain, Universidad Antonio Nebrija

Keywords: usabilidad, valor de marca, diseño web

La presente investigación analiza como la usabilidad impacta en el valor de las marcas. Precizando así, como la usabilidad se relaciona con la experiencia de usuario y del modo que la experiencia de usuario afecta al valor de las marcas y si la usabilidad de sus páginas web se relaciona con una experiencia de usuario positiva.

Para ello se ha estudiado el diseño en entornos digitales, haciendo especial hincapié en la usabilidad, el comportamiento de los usuarios y el marco en el que actúan las marcas españolas. Además, se realiza un estudio exploratorio de la situación actual en la que se encuentran las marcas españolas y un estudio del comportamiento de los usuarios con la tecnología.

La evolución del consumo analógico hacia el consumo digital no es una realidad casual, pues una sociedad más moderna implica productos y servicios acordes a sus necesidades y a las expectativas de los ciudadanos.

El marco empírico se centra en el estudio de la usabilidad de las mejores marcas españolas, según el ranking bienal que la consultora Interbrand publica en 2015 sobre marcas españolas. Utilizando para ello la técnica de evaluación heurística SIRIUS. Esta técnica, que permite comparar dos o más sitios web respecto a su nivel de usabilidad, es pertinente para la validez del análisis de usabilidad. Se ha comprobado a través de un test de usuario y de la inspección con el estándar ISO/IEC 25000. Finalmente, se ha materializado con un análisis de la influencia de las variables heurísticas de SIRIUS en el estudio de la usabilidad a través del método de componentes principales.

Desde este punto, la investigación trata de determinar los sectores de actividad de las marcas con una mayor competitividad digital, a través de la usabilidad de los sitios web de las marcas más representativas de cada uno de ellos.

Las marcas fijan sus objetivos, definen sus estrategias y presentan sus propuestas de valor. Estos elementos logran que se diferencien de sus competidores, pero únicamente serán competitivas aquellas marcas que sean capaces de progresar y adaptarse a los cambios que presenta el mercado, los consumidores y el momento.

La usabilidad digital evoluciona al mismo ritmo que lo hacen los dispositivos. En este sentido tanto el comercio electrónico como la banca electrónica han sido capaces de conectar con los intereses de los usuarios, en donde la co-creación entre marca y cliente se consolida como una nueva realidad.

"It's like being there": young Spanish migrants and their relationship with digital communications

RICARDO ZÚÑIGA

rzuniga@colpolsoc.org

Spain, Colegio profesional de Sociólogos y Politólogos de Madrid

LORENZO NAVARRETE MORENO

direccion@colpolsoc.org

Spain, Colegio profesional de Sociólogos y Politólogos de Madrid

JOSÉ ANTONIO OTERO PARRA

secretaria.general@uemc.es

Spain, Universidad Europea Miguel de Cervantes

Keywords: migration, mobility, youth, social network, digital communication, mental health

Using data produced in two researches of the College of Political Scientists and Sociologists of Madrid that studied the phenomenon of young Spanish migration and mobility in the context of the economic crisis 2013 and its evolution in 2017, this paper analyzes the social relations, identification with daily life and perception of emotional distancing presented by Spanish young emigrants, aged 18 to 30, characterized by their high level of connection with the country of origin in their migratory processes. The two research projects included more than 2000 questionnaires and 40 semi-structured interviews, which provide quantitative and qualitative data.

The role of global ICT's for young people will be analyzed in its daily expressions, such as social media, instant messaging, video conferencing, etc. The aim is to understand and describe the effect of this virtual closeness in their social relationships and its relationship with the home-country, European and Cosmopolitan identities, as these technologies allow them to stay in contact and participate in social interactions, social representations and identity practices of the group of origin.

This analysis could be relevant to predict return trends, the maintenance of social insertion to the home-country and therefore the disappearance –through the use of ICT's- of the negative effects of return that Schutz (1994) and the declinism or rosy retrospection of migrants when thinking about an imagined home-country in Ulysses (Russel, 2006).

Beyond voting here and there: Youth transnational participation in the EU

LAURA DIAZ-CHORNE

laura.diaz@colpolsoc.org

Spain, Colegio profesional de Sociólogos y Politólogos de Madrid

JAVIER LORENZO

javier.lorenzo@uc3m.es

Spain, Universidad Carlos III

CELIA DIAZ-CATALAN

celia.diaz@colpolsoc.org

Spain, Colegio profesional de Sociólogos y Politólogos de Madrid

LORENZO NAVARRETE

direccion@colpolsoc.org

Spain, Colegio profesional de Sociólogos y Politólogos de Madrid

Keywords: political, participation, ICT, transnationality, youth, mobility, migration, Europe

The study of transnational migration sets the focus of research on the continuity of bonds between origin and destination and its impact on numerous social processes (Snel, Egbersen and Leerkes, 2006). Precursors of present transnationality have existed for centuries and return mobility or visits to home communities have always taken place; however most scholars concur in the substantial difference that the extension of communication and transportation technologies represent, allowing immigrants and even their counterpart immobile significant-others to live their lives simultaneously in two countries, in terms of their daily activities (Portes, Guarnizo and Landolt, 1999; Mau 2010). At the same time while transnational economic, social, or cultural activities are performed through political boundaries without directly questioning them, political transnationality defies exclusive loyalties of citizens towards a single state (Faist, 2006; Bauböck, 2007; Vertovec, 2014).

Using data from two surveys (n 8,706) conducted within the H2020-MOVE project (GA. no.643263) that examines youth mobility in the EU, this paper analyzes the neglected dual nature of this phenomenon in transnational studies that centre almost invariably on home-oriented activities (Levitt, 2004; Tsuda, 2012). Using two original transnational indices we explore how relevant socio-demographic variables like the educational level of respondents, educational level of their parents, migratory background, employment situation, age or gender affect the likeliness to participate -including virtual or web-based participation- in transnational activities “here” and “there”. Furthermore, the nature of the relationship between integration and transnational engagement may ultimately be complementary among motivated immigrants with the resources and abilities to engage in activities ‘here’ and ‘there’ (Chaudhary, 2017). Hence, young people who participate in any of the considered areas in the receiving country will do so in all the others, as these are ultimately indicators of a good integration in general and participation in some activities implies a greater ease of gaining access to participation in others.

Analysis of Students' Perception of a New Writing Method and Their Adoption: Using Rodgers' Diffusion of Innovation Theory

BYUNG LEE
byunglee@elon.edu
United States, Elon University

Keywords: writing tools, perception, MindNode, XMind, effectiveness, Rogers' diffusion of innovation theory

Undergraduate students' doing research is essential. It can instill a research mind, which can be utilized to solve problems at the job and cultivate a spirit of inquiry, which is the vital part of the academia (Brent, 2017, p. 335). But writing a research paper is a daunting task for students, especially organizing ideas.

To help students, the current author introduced a systematic method into five sections of Senior Seminar over the three semesters. Students were asked to write a summary of each source article and write a few theme keywords for each article. They were asked to pigeonhole each into one of three or four sections under the literature review. They arranged summaries under each section for unity and coherence, while adding transitions as needed.

General text editing tool was adopted by one section of the class, XMind, a mind mapping tool, by another section, and MindNode by three sections. After using one of three writing tools, students were given an end-of-semester survey on their perception of the tool's benefits to see whether the new approach was working.

When asked how to evaluate this method as a research tool, the majority of people chose either "very useful" or "somewhat useful" (40 out of 58 students, 69.0%).

Even though 69.0% of students expressed a favorable view of the new method, their adoption rate during the semester was not as high. Only 25 (40.3%) out of 62 students who answered indicated that they used the tool to organize their ideas.

When asked whether they would use the method in the future, its adoption intention was a little lower. The percentage of students who indicated that they are "very likely" or "somewhat likely" to adopt this method in the future came down to 36.2%.

Some students saw the value of the new method. Other students tended to be more open-minded toward the technique. Even these students could feel frustrated when the new approach did not work as explained due to technical issues like the computer power and the limitations of free programs.

It is recommended to hold a class in a lab with needed software programs. If this kind of lab is not available, the tool can be suggested as an option for students, or a device for professors when they show how to organize or reorganize students' paper rather than tell it.

Schools Comciencia. Literacy and forming critical thinking with open data

MANUEL GERTRUDIX BARRIO
manuel.gertrudix@urjc.es
Spain, Rey Juan Carlos University

M^a CARMEN GERTRUDIS-CASADO
carmen.gertrudis@urjc.es
Spain, Rey Juan Carlos University

MARIO RAJAS FERNÁNDEZ
mario.rajas@urjc.es
Spain, Rey Juan Carlos University

M^a CARMEN GÁLVEZ DE LA CUESTA
carmen.galvez@urjc.es
Spain, Rey Juan Carlos University

SERGIO ÁLVAREZ GARCÍA
sergioalvarezgarcia@ucm.es
Spain, Universidad Complutense de Madrid

Keywords: literacy communication, open data, scientific method, critical thinking

Schools Comciencia is an initiative to bring science closer to education with the essential objective of helping to connect research and scientific-technological knowledge with the school environment. It seeks the development of critical and reflective thinking through education based on open data and the application of the scientific method.

Through this project, Secondary students will gain notions of development and understanding of research projects, recovery, treatment, analysis and visualization of open data, access to Open Science, and the development of practical applications and real projects that allow them participate as active citizens in the great debates of society.

The project is part of the scientific outreach activities (Science Outreach or EPO) with the objective of helping to connect research and scientific and technological knowledge with the school environment.

The project proposes, as a general objective, to favor the critical thinking of the students, for the conformation of an active citizenship, through the application of the scientific method as an instrument of knowledge, and the use of open data.

During the first quarter of the academic year 2017/2018 a pilot phase of the project has been developed in collaboration with the schools of the Community of Madrid.

Schools Comciencia is a project promoted by the Scientific Communication Observatory and the CIBERIMAGINARIO research group of the Rey Juan Carlos University and the University of Castilla La Mancha.

This work is part of the research project CSO2017-82875-C2-1-R financed by the Ministry of Economy and Competitiveness of the Spanish Government.

The Rise, Fall and Rise of Global TV: An analysis of the first decade of worldwide television projects aimed at counterbalancing Anglo-american audiovisual hegemony (2005-2018)

CHRISTOPHER TULLOCH
christopher.tulloch@upf.edu
Spain, Universitat Pompeu Fabra

Keywords: global, television, Al-Jazeera, teleSUR, RT, France 24

The Rise, Fall and Rise of Global TV: An analysis of the first decade of worldwide television projects aimed at counterbalancing Anglo-american audiovisual hegemony (2005-2018).

Over a decade has passed since the panorama of worldwide television news radically changed. Between the years 2005 and 2008 the “global battle for images” (dixit Jacques Chirac) was unleashed as al-Jazeera launched its English-language channel, TeleSUR emerged in Caracas, Venezuela, Russia Today (now RT) was launched and France 24 made its debut on the global television stage.

Although radically different proposals in terms of editorial policy, ownership and journalistic standards the aim of these channels was to offer an alternative to what was perceived as long-standing Anglo-American audiovisual hegemony. This paper takes a look at the first decade of these channels in an attempt to charter their progress and considers how far the initial goals set by their founders have been achieved and, among other issues, considers the following questions:

- Can we talk of a “Global South” television network? Have these projects put an end to the centre versus periphery debate?
- Are these channels changing the media consumption habits of their targeted audience? Have they led to the recreation of a new transnational audiovisual space?
- What measures have been taken by the Anglo-American channels to combat these initiatives?

The paper aims to consider the commercial strategies of these platforms, to analyse the brand value and market positioning of these channels and tracks their editorial philosophies. It also exposes their capacity to create common ties of identity and integration and their ability to manage transnational public opinion. In this sense, the paper concludes by placing these channels in a “soft power” context and considers how by combining journalism, propaganda and public diplomacy they face future challenges and plans for expansion.

The Youth Wiki as a hub among policy makers, academia and Young students

CELIA DÍAZ-CATALÁN

celia.diaz@colpolsoc.org

Spain, Colegio profesional de Sociólogos y Politólogos de Madrid

LAURA DÍAZ-CHORNE

laura.diaz@colpolsoc.org

Spain, Colegio profesional de Sociólogos y Politólogos de Madrid

LORENZO NAVARRETE MORENO

direccion@colpolsoc.org

Spain, Colegio profesional de Sociólogos y Politólogos de Madrid

Keywords: wiki, policy-making, communication campaign, participation, dialogue, ITC, Education

The Youth Wiki presents the information on European countries' youth policies to provide information on state initiatives to help the European Commission and member states in their decision making. The participation, as the general Wiki mechanism is participative involving the contribution of different actors and this information open access information could be an important tool for other different actors that could even favour a bigger implication of the young people.

Wiki tools were created mainly to facilitate the contents' creation in a collaborative way and to foster the creativity and participation of different people. The most known example is Wikipedia, but it has been used in several projects, too.

The main aim of this work is to design a communication campaign with a double goal. First is to arise more public the valuable content of the Youth Wiki, as local and regional policymakers, academics, youth expertise and workers and young people. Secondly, what is expected is more participants will be involved in the elaboration of Youth Wiki, but with a different focus, defined by their respective positions. The core of the project is to achieve the attention of different actors and to create a dialogue among them. They can be organizations, professors and young people to express what they really get of the Youth policies and programs at the same time they can contribute with their evaluation and ideas for improving them.

This work is a part of the execution of the Youth Wiki in which the Professional association of Political Sciences and Sociology collaborate with INJUVE.

Is it all about independence? A closer look of public discussion in polarized elections

JAVIER LORENZO RODRIGUEZ

javierdelorenzo@gmail.com

Spain, Universidad Carlos III de Madrid

VICTOR SUAREZ SANZ LLEDO

vsslledo@gmail.com

Spain, Colegio profesional de Sociólogos y Politólogos de Madrid

Keywords: Polarization, text analysis, big data, electoral campaign, social media

Recently in Europe, an increasing number of political parties have flown the self-determination flag in several regions. Moreover, those parties have improved their electoral results at regional, national and European parliament level in the last electoral cycle, polarizing the electoral spectrum among secessionists vs. non-secessionists as the central explanatory cleavage. Some of them have gathered institutional power to celebrate, in particular ways, an independence referendum, as it is the case of Catalonia. This phenomenon poses an electoral scenario of extreme polarization in which inter-block shifts seem impossible but reinforcing echo chambers behavior, as polls have shown. This polarization is being enhanced and fed by political parties, but also by the media who had played a key role on clearly support one position or another. On reinforcing echo-chambers the relevance of social media is being largely studied with mixed results, especially in multiparty systems with high competitive scenarios.

In this paper we try to pose that, although candidates and media try to mediate the discussion through the yes/no independence cleavage, there are still other traditional policy issues (employment, welfare, education, trust) that matter for the median voter that will account in the final race. To that end, we use twitter electoral campaign discussion as a proxy to observe, in an unfiltered media channel, to what extent the polarization discussion dominates the debate among the median voter. Therefore, the objectives of this paper are the following: Analyze candidate's and parties' behavior online, as well as the debates that took place during the Catalanian campaign; The effect of candidates' campaign post in twitter on mediatization the debate across the twitter conversation; Analyze the presence of regular topics in the general twitter discussion and its impact. To that end, we tracked the discussion on Twitter of 100k accounts localized in Catalonia who tag a set of policy issues, and the accounts of all the parties running as well as 300 hundred candidates' accounts. The method design is based on text analysis among other econometric models to validate our hypotheses.

Targetting Opinion Leaders in the Twittersphere

JAVIER LORENZO RODRIGUEZ
javierdelorenzo@gmail.com
Spain, Universidad Carlos III de Madrid

Keywords: social media, US primaries 16, electoral campaign, big data, leadership, populism

In less than a decade, social media (SNS) have become relevant platforms in electoral campaigns, by providing the means to develop new communication strategies, enhancing political engagement, fundraising, or fueling political discussion. Although the literature has portrayed most of these platforms as communication spaces in which candidates can establish horizontal interactions with voters, maintaining a credible conversation with an electorate of several thousand people would be too costly and time-consuming for politicians.

Evidence shows that candidates follow, on average, a considerably smaller number of users on their SNS than followers they account. Their replies to followers' mentions are even fewer. Hence, the relationship is asymmetrical and candidates select whom they interact with.

Following two-step communication flow theories, we argue that candidates will target users able to enhance the spread of their message beyond the audience in their own networks. We employ a novel dataset of 25M tweets from the 2016 Primaries Elections in the U.S. to identify and categorize online opinion leaders, and analyze how US presidential candidates targeted them in the 2016 Primaries.

CSR of Media Companies. Management and corporate communication strategies

ALEXANDER MOUTCHNIK

alexander.moutchnik@hs-rm.de

Germany, RheinMain University of Applied Sciences

Keywords: Media Management, CSR, Global Sustainability Management

Sustainability is an aim of activities, actions, behaviors and strategies of actors and institutions that seek to balance economic, ecological and social issues, restrictions and risks. The prerequisite for the sustainable development of a company is the continual improvement of its products, services, environmental performance and management processes. Modern sustainable management depends therefore on the ability of managers to cover the depth and breadth of corporate responsibility issues and to handle them according to corporate vision, mission and business principles. Corporate Responsibility Management bases therefore on managerial intelligence, information and communication strategies and policies. Among all industries, the media industry plays a unique and decisive role in the CSR- and Sustainability-Movement. The uniqueness of media companies expresses itself in the following three dimensions. The first dimension includes the opinion-forming role of the media and is based on the responsibility of media professionals for their own sustainability- and CSR-related content in books, newspapers, magazines and journals, on radio, TV and the Internet. The second dimension includes the opinion-reflecting role of the media and depicts the ways for the public to express its opinion and common knowledge on sustainability and CSR-Issues through mass-media. The so-called "vox populi" ("the voice of the nation") reflects in the media true intensions of stakeholders and lets political, economic and business actors and institutions to analyze both the effect of past and current social, economic and environmental programs and to make plans for other future projects and measures. Finally, the third dimension deals with the responsibility of media companies for their own sustainability- and CSR-related policies and includes the CSR-Reporting of media companies.

This paper analyses the management and corporate communication strategies of media companies concerning the implementation of their corporate social responsibility commitments. This will be analyzed in the paper on the basis of qualitative and quantitative research and will comprise the results of numerous case studies of local, national and global media companies. This paper is the first attempt so far to cover comparatively the entire set of issues connected with the CSR of media companies. It is not oriented towards a specific subfield, but is written rather, after a comprehensive consideration of the historical, political, institutional, neoinstitutional, informational, communication-oriented, technical and technological conditions.

Blogs: Strategic management of the smallest media companies

ALEXANDER MOUTCHNIK

alexander.moutchnik@hs-rm.de

Germany, RheinMain University of Applied Sciences

EVA LENZ

lenze90@googlemail.com

Germany, RheinMain University of Applied Sciences

Keywords: Blogs, Strategic Management, Global Media

Bloggging is growing from an intrinsically motivated platform to a lucrative business. The worldwide number is estimated at several millions. In December 2017, 325 million blogs existed on the Tumblr platform alone. But few bloggers can secure a long-term livelihood. For a professional blog management requires operational expertise, comprehensive industry understanding and organizational talent. Socially, blogging as a profession is often ridiculed. However, a look behind the scenes shows that blogging is a demanding full-time job. The blogosphere is becoming more and more professional. Blogs have grown into business models that can generate significant revenue. The economization of the industry is making the economic leadership of a blog more relevant. It is important to build popularity and reputation within a very short time in order to participate in this market and compete with established bloggers. It seems like the focus of activity is shifting from the author to the manager. There are three major challenges:

1. Blogging as a profession is not (yet) taken seriously. There is not even officially a job title.
2. Buying a blog requires versatile skills. Tasks shared by media companies are performed by one individual.
3. In search of specific knowledge that supports the blogger in guiding decisions, he faces a jungle of management literature.

Neither the blogger industry nor the blog management are explored. So far, the market does not offer a knowledge collection that specifically deals with the strategic management of the blog management. Even the peculiarities and challenges that surround a blog are hardly explored. Occasionally there is literature on blogging, but with a very operational and technical focus. The findings of this research paper could possibly strengthen the reputation of the job profile, so that in the future research will deal with the strategic management of blogs and the job description will be promoted. Ben Paul passes on his blog knowledge for a fee in his project "Blogging University". The interested person can even choose between bachelor's and master's programs there. It is conceivable that universities and colleges will offer a "blog management" option in the future. Based on the results of the paper, it is questionable whether expert strategic management is sufficient to structure the blog management in such a way that an individual has sufficient capacity for specialist as well as management activities.

Video Ads on YouTube: Characteristics, Requirements and Practical Experience

ALEXANDER MOUTCHNIK

alexander.moutchnik@hs-rm.de

Germany, RheinMain University of Applied Sciences

CARINA LEISMANN

CarinaLeismann@outlook.de

Germany, RheinMain University of Applied Sciences

Keywords: YouTube-Communication, Video Advertising, Creative Communication

The aim of this paper is to identify characteristics and requirements of video advertising on YouTube by using practical experiences. The obtained discoveries are used to address the question, which actions are recommendable for an optimization of video ads. Therefore, eight experts of this sector have been interviewed in guided conversations. The results of this study suggest the approach in advertising videos on YouTube clearly differs from the approach in other advertising channels. The exact selection of the addressees through Google AdWords on YouTube is an advantage, which contributes to an optimized approach and less scattering losses. By identifying customer insights and a customer journey, the advertising videos can be adapted to their life circumstances, expectations and their way of using the platform. It has also become apparent that YouTube users are accustomed to a much more direct and personal approach. In addition to this, the temporal factor also varies on YouTube. Defining the time at which advertising is targeted, makes it possible to deliver the right content to the right time. Furthermore, examinations have shown that InStream ads are better placed in front of videos as PreRolls because interrupting the content is avoided. However, the duration of the video depends on the strategic goal, the well-known protagonist and the brand as well as the content form.

The examination in this study also suggests that the factor content in YouTube ad videos differs from other advertising channels. Authenticity can be created by a stringent communication and content-related relevance. Investigations revealed that this relevance of content can be created by creating an additional value for the viewer. Throughout the interviews it was discovered that this additional value can be either generated by an informative, emotional, topical, entertaining or bizarre value as well as further social profiling value. The content of the video can vary from an image video to a tutorial. Depending on the needs of the target group as well as the topic, the strategic objectives of the company and the advertised product, service or brand.

An additional crucial factor for the optimization of YouTube is the interaction, which has been investigated in this study. Infocards can be used to guide viewers directly to content they may be interested in. Due to including interactive elements into the video ad and allowing users to influence the action of the story, users are involved by encouraging interaction.

Hashtag (#) in Social Media Communication: Strategies and Usage

ALEXANDER MOUTCHNIK

alexander.moutchnik@hs-rm.de

Germany, RheinMain University of Applied Sciences

TIM THIEMANN

timthe@web.de

Germany, RheinMain University of Applied Sciences

Keywords: Hashtag, Global Communication, Social Media Communication

This research paper deals with the question, how hashtags are used in social media communication. The main goal of the paper is to analyze tweets and the hashtags involved, with the assumption that hashtags are an integral part of social media communication due to their versatile nature. The hashtags are analyzed from three perspectives.

From the linguistic perspective, this paper shows which linguistic function a hashtag can take within a tweet and which possibilities the user has in forming the hashtag. The communication policy perspective helps this paper to discuss whether and to what extent the hashtag can enrich a communication and connects the communication participants with each other. The marketing perspective shows how companies can use hashtags operatively but in particular also strategically in their local and global, internal and external communication.

This paper analyses established strategies and theories that set goals and plans as the set values of hashtag usage. Moreover this paper outlines concrete examples of hashtag-usage that show how and in what context hashtags can be used in practice.

Overall, this paper confirms the hypothesis that hashtags are widely used in social media communication and that their multifunctional nature, especially on Twitter, makes them an integral part of communication, since they can offer users added value depending on the field of application and intention.

From the linguistic perspective, the textual function of the hashtag within a tweet is in the foreground, so that it acts as part of the language used by the user and occupies an integral position in it, which sometimes more or less essential for the understanding of the content.

From the perspective of communication policy, the dual character of the hashtag is in the foreground: on the one hand, the hashtag is formed around a specific topic, which is of great interest to the users, and on the other, it connects the users to a community, so that discussions about the topic arise and the individual users can exchange views as participants in this topic.

From the marketing perspective, the hashtag acts as an instrument of marketing and as an instrument of corporate communication, with which both the company and its brand as well as its products and services can be actively procured and marketed.

eParticipation in Friedrichshafen: identification of user groups and analysis of their behaviour

ALEXANDER MOUTCHNIK

alexander.moutchnik@hs-rm.de

Germany, RheinMain University of Applied Sciences

DAVID HAFNER

davidhafner@gmx.de

Germany, RheinMain University of Applied Sciences

Keywords: eParticipation, Internet democracy, Communication Technology and Politics

“The role of citizen in our democracy does not end with your vote” (Obama, 2012). The idea, that people have the power to actively shape their country is the principle of democracy. With the development and advancement of the internet, the evolution of democracy will follow. This neo-democracy will be supported by technology. The online political involvement of the citizenry is called eParticipation. The political concept remains the same, but the way people communicate and participate, changes. In a recent paper, the United Nations (2016, p. 49) state that “eParticipation is [...] an evolving concept”. In reference to Obama’s quote above, this means an enhancement of the role of citizens. Thanks to the internet, political participation can be taken to the next level. In this way, “participation of citizens in democratic activities via [information and communication technology] based systems is called e-participation” (Jafarkarimi, et al., 2014, p. 643).

eParticipation means the involvement of citizens in politics via information and communication technologies. This paper analyses research about the identification of user groups in eParticipation and the elaboration of their user behavior. Research and analysis was conducted on a target population in Germany. Second and third generational citizens are the focus of the analysis. The city of Friedrichshafen was chosen due to the city’s electronic and network infrastructural advantage. It is believed that this city’s mode of connectivity and will be established in the whole country in the years to come.

The research methodology was quantitative, and a survey was conducted to collect statistical data. Questions for the survey were derived from literature-based research in adjacent areas. Topics in the survey include eGovernment, technology acceptance and user behavior. Survey locations were chosen close to administrative institutions, aiming to elicit responses from long-term citizens of Friedrichshafen. In total 249 people were surveyed. This represents a confidence level of 94 percent. From this sample we can present social science theories and survey results with statically significant mathematical support.

Four distinctive user groups of adults are identified: First-time Voters, Amateur Voters, Professional Voters and Veteran Voters. The group of First-time Voters is very familiar with mobile technology and its members have strong concerns about their identity in the event that elections take place online. Amateur Voters hold a bachelor’s degree and see online surveys as a suitable tool to conduct political surveys. However, they have

strong fears regarding manipulation of online elections. Professional Voters are on top of their career and very familiar with information technology. Members of this group are very positive in regarding the exchange of information with the local community's online administration. The fourth group is the Veteran Voters, the eldest group in this research; its members are the least familiar with technology. The fourth group shows the strongest reservations concerning eParticipation. However, if the potential impact of the online activity is limited, they maintain a positive attitude towards it.

Research results show a strong tendency of the respondents towards eParticipation if its direct political impact is limited. Moreover, the most worrisome concerns about an online election are voter manipulation and vote-buying. Local administrations and politicians can use findings from this research to implement technologies to encourage their target audience to participate electronically in the political discourse.

Obama's quote from 2012 that "the role of citizen in our democracy does not end with your vote" shows the need to increase political involvement of the public. eParticipation offers a great chance for a new way of equal collaboration between a government and its citizens. From field research we know that citizens in Friedrichshafen show readiness to get involved in politics via ICT. One of the participants summarized the current situation in Friedrichshafen as follows: "the citizens are ready to use technology to get politically involved, but the politicians do not know how to deal with our multiple and differing needs and wants". Current developments show that in reference to the transition model of an eGovernment, the cultural gap is closing. The next step is to transform political procedures into a participative democracy, to make a true eDemocracy a reality. Leaps of technology come faster and in several years governments may recognize the value of eParticipation. In a foreseeable future, law makers may make it a requirement for every person to participate in an eDemocracy.

References

- Jafarkarimi, H., Sim, A., Saadatdoost, A. & Hee, J. M., 2014. The Impact of ICT on Reinforcing Citizens' Role in Government Decision Making. *International Journal of Emerging TEchnology and Advanced Engineering*, January, 4(1), pp. 642-646.
- Obama, B., 2012. *Remarks by the President on Election Night*. McCormick Place, Chicago, Illinois: The White House: Office of the Press Secretary.
- United Nations, 2016. *United Nations E-Government Survey 2016 - E-Government in Support of Sustainable Developmen*, New York: United Nations Department of Economic & Social Affairs.

The journalistic treatment about Trump's Immigration Order on Spanish press

PAULA ASENSIO-PEREZ
paulaasensio8@gmail.com
Spain, University of Seville

RUBEN DOMINGUEZ-DELGADO
rdd@us.es
Spain, University of Seville

Keywords: Social journalism, immigration, journalistic treatment, social responsibility, Executive Order 13769

The representation of immigration in media by journalists is crucial in the formation of the public opinion about the vulnerable group of immigrants and their integration in the society of reception.

In January 2017 United States President Donald Trump issued the Executive Order 13769, titled Protecting the Nation from Foreign Terrorist Entry into the United States, which, from January 27, 2017 impeded the entrance in this country of the immigrants who came from seven Muslim countries: Iran, Iraq, Libya, Somalia, Sudan, Syria, and Yemen.

This surprising order provoked a huge impact and many reactions in media of all around the world.

On this research, we are analyzing the journalistic treatment on all the news about this Order published during the first week after the approval of the order on two of the most important Spanish newspapers, with an opposite editorial policy: ABC and El País.

We are paying attention to indicators of journalistic quality such as the authorship of the information, the resources of information (number, type and their correct identification) or the journalistic genre, among others.

Our main goal is to find out the degree of social responsibility (an important ethical principle in Journalism) accepted by these Spanish newspapers and their journalists on these news as well as whether they put into practice a social journalism, as recommended by theorists like Alicia Cytrynblum (2009) when vulnerable groups like immigrants are leading facts which will be news.

A comparative analysis of populist discourse in Twitter in the European Union

LAURA ALONSO-MUÑOZ

lalonso@uji.es

Spain, Universitat Jaume I de Castelló

ANDREU CASERO-RIPOLLES

casero@uji.es

Spain, Universitat Jaume I de Castelló

Keywords: Populism, Political communication, Twitter, Discourse, Leaders

On 2016, the Spanish foundation Fundéu (Fundación del Español Urgente) chose 'populism' as the word of the year. Brexit, the many electoral processes in Europe or Donald Trump's victory in the American presidential elections, made this phenomena to make the front pages of the newspapers around the world. Democratic consequences of populism are well known but it also has communicative ones due to the changes on its discursive strategies produced by the use of social media such as Twitter.

The main goal of this paper is to analyze the communicative strategy of the leaders of the main populist political parties of Spain, Italy, France and United Kingdom. Specifically, it seeks to know if they use the distinctive elements of populism in their discursive strategy on Twitter, as well as the degree to which they are introduced, outside electoral periods that may compromise their use.

The methodology used in this research is based on the technique of quantitative content analysis. For this, an analysis protocol has been designed in which thirteen variables linked to the elements of populism and their respective categories have been defined. Among other elements, the appeal to the people, criticism of the elites or the exclusion of groups or minorities are studied. The sample is composed by the Twitter's profiles of Pablo Iglesias (Podemos - Spain), Beppe Grillo (MoVimento 5 Stelle - Italy), Marine Le Pen (Front National - France), and Niggel Farage and Paul Nuttall (UKIP - United Kingdom). Three random temporary periods have been analyzed: May and November 2016 and March 2017. This involves an analysis of 2.348 messages.

The results show how all the populist political leaders present a discursive strategy based on the confrontation between the people and the elites, who, with the exception of some concrete case, are presented as an abstract, non-personalized entity. With the exception of Pablo Iglesias, the rest of the leaders are belligerent with the European Union. In addition, they share the definition of themselves as honest leaders who fight against corruption. However, the progressive leaders, Pablo Iglesias and Beppe Grillo, emphasize their connection with the people more than the conservative Marine Le Pen, Nigel Farage and Paul Nuttall, who focus more on highlighting their personal attributes as the only saviors of their country.

This work is part of the research project CSO2017-88620-P financed by the Ministry of Economy and Competitiveness of the Spanish Government.

Populism and the popular consultation on brexit: what internal and external consequences to expect?

BRUNO SANTOS FONSECA

brunosantosfonseca@campus.fcsh.unl.pt

Portugal, NOVA School of Social Sciences and Humanities of NOVA UNIVERSITY

Keywords: Populism, Brexit, United Kingdom, Politics, EU

This communication proposal will focus on the process surrounding Brexit, with a more specific approach to populism movement.

The beginning of the third trimester of 2016 presented itself, in the international political sphere, as a red alert of the fight that would happen in the following months involving populism movements, a brief reference to Brexit and the election of Donald Trump in the USA.

Brexit, and the campaign that brought into the political stage the current British prime-minister Theresa May, had direct effects in both the internal and external stability of the United Kingdom, from the moment in which some authors started presenting the UK as "no longer feels very stable". There were also other cases that followed this "populist" tendency, with the victory, or even with the application of actions by parties of populist tradition, such as Spain, Finland or Hungary.

The division inside the UK was evident after the 2016 poll, with Scotland, Northern Ireland, London (metropolitan area), as well as other university cities determining their wish of remaining inside the EU. Scotland and Northern Ireland results distanced themselves from the majority of Great Britain, which, with the consequences that this vote caused, led Scotland and Northern Ireland to see, once again, an opportunity of revindication for their wish of independence.

Right-wing populism, which has gained considerable influence in the UK through UKIP, has been based on a campaign against the EU's establishment of the internal decisions of the British government, seen by them as a loss of sovereignty.

The research objective with this study is to see answered a set of guiding questions about the object here exposed, such as: understand the positioning and influence of each movement in the negotiation process, analyzing dimensions related with populism action and problems of national identity; Analyze the direct consequences caused by Brexit in the British political organization and structure.

Although the core of the study presented here will be the analysis of a particular dimension (populism), other dimensions surrounding Brexit will also be taken into account, as well as the action taken during the negotiation process for the exit of the UK from the EU, while exploring conceptions regarding this process (Nationalism; National Identity; and Independence Process). From the methodological point of view, this is an investigation that takes a historical and a comparative, in a qualitative and quantitative way, pursuing a tracing process based on International Relations methods.

Creativity and Innovation in Companies – Case Study Google

MIKE FRIEDRICHSEN
 friedrichsen@berlin-university.digital
 Germany, Berlin University of Digital Sciences

Keywords: Creativity, Innovation, Google, Companies

Creativity is in all its different forms of appearance omnipresent and ubiquitous in nowadays everyday life and especially in international media management. It represents something desirable, which is on the one hand native and existing in every one of us, on the other hand it can be aided and conducted into the most effectual way. Meanwhile, companies in the international media industry have understood the great importance of employees, who are able to use their whole dimension of creativity to work and evolve successfully.

To manage to persist on the permanently changing international market, constant new innovations are a requirement. In order to deploy full creativity which leads to innovative ideas, a special working environment is needed. Referred to that, modern media companies develop completely new strategies in human resources management, their organization of the value chain and in lots of other working fields, as well as they communicate completely new mission and vision statements in public. There well-nigh exists a competition in providing the best benefits to the employees, to possess an advantage in the battle for the most talented, creative and innovative employees.

Google has not only a clear monopoly position in the worldwide market and extremely high earnings through advertisement and the analysis and usage of customer information, the company is also a pioneer in innovations in the communication sector and in creative modes of working. It communicates the fair, impartial and open-minded culture like no other company and manages with its futuristic and intrepid way of thinking to be present everywhere in media. But like every other extremely successful company, Google also has to deal with negative press and criticism from experts or even its own employees.

These drawbacks also refer to the company's idealistic representation to the outside world, which partly seems to deviate from the truth.

Thinking of Google means thinking of innovation. Nowadays it's important to keep up with daily challenges, meaning that successful companies are constantly developing technologies. Google is not about copying or duplicating ideas, it's about completely new innovation. Things people had never thought of before or were just mentioned in science fiction movies. Google starts and develops projects like hardly no other company and regarding to these companies.

This paper will show why Google remains a leader in such innovations and if that's beatable. Thinking of the state of the arts and if that's also still improvable.

Immigration and Journalism: Treatment and Object of Study in Spain

JUAN-FRANCISCO TORREGROSA-CARMONA
juanfrancisco.torregrosa@urjc.es
Spain, Rey Juan Carlos University

RAINER RUBIRA-GARCÍA
rainer.rubira@urjc.es
Spain, Rey Juan Carlos University

Keywords: Immigration, Journalism, Spain, Newspapers

Objectives:

1. Evaluate the role of media regarding their narrative on social and cultural problems.
2. Analyze immigration as an object of study of Communication as a field in Spain throughout the 20th and the 21st centuries.
3. Assess if the latter is an area of academic interest, in the light of the investigations carried out so far.
4. Study the approaches and main conclusions about journalistic treatment and media coverage of immigration, especially in the case of the conventional press (printed newspapers).

Methodology:

A literature and documentary review of the most relevant scientific literature on the subject will be carried out. From tools such as Scholar Google, Research Gate, Dialnet and others, a qualitative analysis of the specialized academic production will be conducted, especially reference authors in the matter within the Spanish case. However, some bibliometric and quantitative data may be included, in a complementary way to the main and dominant approach.

The materials used here will come from digital sources, those cited and others, as from printed. Together with the collected and evaluated texts, we will carry out relevant theoretical analysis as a framework within which documentary task unfolds and gains meaning.

It is an issue, media treatment of immigration, which has already been the subject of work by the authors (Torregrosa Carmona, 2005, 2008).

Scope and Significance

This is a field of study of great interest, given the social and demographic reality of Spain -and its global component-, as well as the importance of the media construction of news agency and stories on social and cultural problems in general and on immigration in particular.

Although the focus is on the journalistic treatment of immigration, the paper may also addresses issues related to journalism praxis, such as intercultural communication (with relevant contributions over time, such as Rodrigo Alsina, 2011, among others), in order to develop a more complete and contextualized insight.

Role of Social Networking Sites in Electoral Politics

DURGESH TRIPATHI
drdurgesh.ipu@gmail.com
India, GGSIP University

Keywords: 2014 Elections, social networking sites, political communication, digital India

The 2014 general elections in India were significant for a number of reasons. One of them was the widespread use of social media by many of the parties in their campaigns. This was the first time when a whole election campaign was planned on the image and shoulders of a single personality; for the first time a well-planned and well executed election campaign found results; for the first time a new political party emerged with an overwhelming response from people; and for the first time new media was given ample relevance in political elections.

The present study is concerned with the relationship between the use of social networking sites (Facebook and Twitter) and forms of political participation in an electoral context. All other popular mass communication mediums like television, internet and radio are using social media as a support system to remain updated. The methodology for the research is exploratory and the survey method of research where voters were asked questions with the help of a questionnaire was used, and the importance of social media sites like Facebook and Twitter and several others were studied. Social media was the primary resource for the information retrieval. Using the text mining method, a huge volume of unstructured textual data collected by social media can be converted and displayed as user relations in real time. Given its popularity, social media can be used as an influential channel for opinion leading, including agenda-setting and public opinion formation.

The study focuses on the role of social networking sites in political communication and argues that there is a direct correlation between being successful in elections and being active and communicating via social networking sites. Today, your popularity in the digital sphere is directly related to your popularity and success in the elections, thus making social networking sites (SNS) one of the primary definers of political communication during elections in India.

Media and Youth Engagement: Development, Governance and Participation

RAMESH KUMAR SHARMA
sharmaramesh88@gmail.com

India, Vivekananda Institute of Professional Studies

Keywords: Youth engagement, Participation, Development

The study of the Indian society is a dynamic process. With the population being diverse along with multi-cultural assimilation, there are various hybrid forms of social and cultural factors that exist within the society which have played a critical role in its overall transformation. For instance the emergence of industrial sector and western thought during the colonial era to the changing trends in society through new economic policies of 1990's, all have had a deep and meaningful impact within the society.

In such processes, there have been certain pivotal factors which have played a central role in pushing for the transformational change within the society. One such factor which can be seen in the case of India is the role of youth. Youth can be understood as the share of the population which lies between the age of childhood and adulthood. It is the most pivotal section of the society's demography as it is the stage where the political thought of these members is in the stage of development and they are the driving factors for the social, political and economic change within the society. The other central factor is media. Media plays a central role in terms of providing suitable channels for the flow of information from place to place, time to time and also from community to community.

In India, approximately 65% of the total population falls under the category of "youth". They are considered as the change makers or the active citizens who possess the capabilities of transforming the society and its democracy to new heights. Media here plays an important role as connecting the various informational nodes to the youth so that informed and rational decisions can be made for the overall welfare of the society. It is important to understand the youth and media dynamics primarily from the point of view of youth's engagement in various social and cultural processes, which are development oriented, and are pivotal from an overall developmental research point of view. It is necessary to understand how the youth's perception and understanding is evolving with the course of time and the role which media is playing in terms of influencing them at every stage of action.

The proposed study has the following threefold objective, namely To understand role of media and its scope for governance, development and participation.

Role of hindi cinema in the positive transformation of society

SACHIN BHARTI
sachin4862@gmail.com
India, USMC GGS IP University

Keywords: Hindi Cinema, Society, Transformation, Cultural Discourses

Hindi cinema has an important role for spreading awareness in the form of entertainment to the people. It increases our day to day knowledge by providing us visual intense information.

Documentary films an important genre of cinema develop awareness about social issues and sensitize society. Cinema also plays a great role in the growth of human behaviour by enhancing their knowledge and culture.

Now it is proved through research that films has an effect on people's day to day life, it changes their likings, dislikings, behaviours, wearing habits, speaking habits, assumptions and beliefs.

In nutshell we can say films impact on our overall culture and lifestyle.

Look at mythological films they connect us with our Gods. Look at patriotic films they remind us about our nation.

Look at comedy films they can make you laugh and through laughing so many ailments may be cured.

Hindi films have also played a crucial role in the eradication of social evils like dowry, caste system, untouchability, purdah system and sati system.

Hindi films have also promoted intercast marriages, national integration, family planning and eradication of illiteracy etc.

Impacto de los servicios OTT en el consumo de entretenimiento en pantallas: la construcción de los nichos globales

ELENA NEIRA
elena@laotrapantalla.com
Spain, La Otra Pantalla

Keywords: Servicios OTT, B2C, Business Intelligence, Netflix

La globalización de los servicios OTT basados en el modelo de suscripción, el triunfo del modelo B2C y el implantación de los procesos de *Business Intelligence* dentro de estas compañías ha repercutido en un nuevo tipo de segmentación de las comunidades de usuarios, a la vez globalizadas pero cada vez más fragmentadas.

Este keynote tendrá como objeto analizar la evolución del uso de la demografía básica en la configuración de la oferta de entretenimiento hacia un nuevo modelo de producción, curación y prescripción de contenidos basadas en los denominados nichos globales y comunidades de gustos, utilizando Netflix como estudio de caso.

The changing nature of elections in North Cyprus: Challenging the traditional policies

MÜNEVVER ÇAĞIN BEKTAŞ
munever-bektas@hotmail.com
Cyprus, Cyprus International University

Keywords: Elections, traditional policies, new demands

Elections are essential for the reflection of democracy and effective representation of people for all democratic countries. Within the scope of globalization, affecting social, economic and environmental issues all over the world, the needs and priorities of people changes day by day leading to new demands from their political parties and leaders. People are questioning the traditional policies in regard to handling current challenges, restoring trust with more transparency, democratizing decision-making through equal representation of women and young people and adopting new ways of interacting with them.

The aim of this paper is to put forth the transforming voting habits of Turkish Cypriot people within the scope of current issues especially on negotiation process, transparency and alternative policies for public administration. The paper examines the results of the elections held on the 7Th January 2018, resulting with a four-party coalition, excluding the political party with highest votes, comparing the traditional policies on foreign and domestic policies in line with global values. In the study, the results of recent and the previous elections are compared and the election bulletins of the political parties are examined. Suggestions put forth for political parties to develop efficient polices in accordance with new demands of people.

Inclusion, Exclusion, and Belonging: Media Representations of American Muslim Women. The Case of the New York Times. 2007-2017

MAHA BASHRI

bashrimaha@yahoo.com

United Arab Emirates. The United Arab Emirates University

Keywords: Media representations; American Muslim women; diaspora; identity; Orientalist paradigm

The media plays a significant role in fostering inclusion and understanding within a nation (van Dijk, 2000). While it does not necessarily determine citizens' thoughts and opinions it does play a significant role in defining who does (or does not) belong to a nation (Henry, 1997). The visual and textual representations of nationhood in media shape the perception of belonging.

Western media has consistently attributed three main personas to Muslim women: The first is the harem-belly dancer character, the mysterious and sexualized women of the Orient; the second is the oppressed Muslim woman often times wearing the hijab; and the third is the militant Muslim woman often in the hijab and carrying a gun (Bullock, 2002). Muslim women in the west are particularly vulnerable to this kind of ideological packaging because it alienates them while continuously positioning them as the "other".

American Muslim women come from different backgrounds and varied life experiences. Yet, for the most part, news frames in American media failed to humanize their life experiences (Haddad, Smith & Moore, 2006). Media in the US may not intentionally seek to create a reductive Orientalist representation of American Muslim women, yet the prevalent news frames have failed to transcend this paradigm (Bullock & Jafri, 2000; Wilkins, 1997). The past decade (2007-2017) has seen the largest growth in the Muslim population living in America. The number of Muslims has risen from 2.35 million in 2007 to 3.45 million in 2017

(Pew Research Center Report, 2017). This is largely attributed to immigration and high fertility rates.

The following study examines coverage of American Muslim women in The New York Times from January 1, 2007- December 31, 2017 (n=260). Articles were selected through systematic random sampling procedures at given intervals. The New York Times was chosen because it is a newspaper of record that has a trickle-down effect on regional and local US media. Furthermore, The New York Times tends to be progressive in its coverage of immigrants, minorities, and women. The study examines news frames found in the coverage of Muslim women in the United States as well as the presence of shifts (or static) in them as numbers of Muslim women in the US grew in the last decade. It is assumed that an increase in the numbers of Muslim women will lead The New York Times to portray different narratives and life experiences, transcending the limited Orientalist paradigm.

13TH CONFERENCE OF THE GLOBAL COMMUNICATION ASSOCIATION
Populism, Media, Politics, and Immigration in a Globalized World

MADRID, SPAIN
MAY 16-18, 2008



978-84-15816-27-0