AoIR

ASSOCIATION OF INTERNET RESEARCHERS

IR14

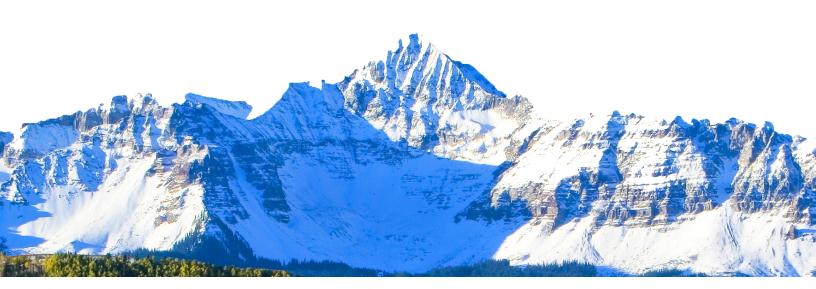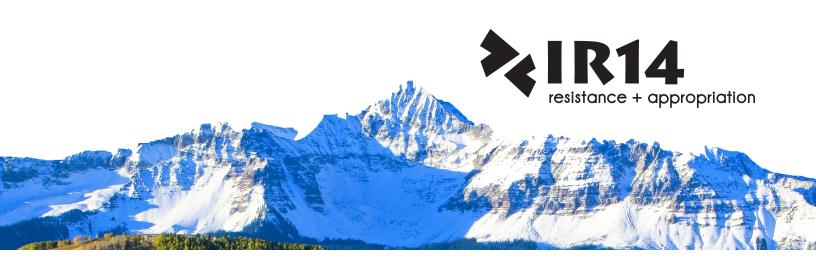## resistance + appropriation

CONFERENCE PROGRAM

Denver marks a highpoint for the Internet Research conference in many ways. We have more panels and roundtables than ever in the past, and although at the time of writing the final numbers are not in, this may be our largest conference ever. And at the greatest altitude. It also marks a new low point. For years there has been an effort to bring down our latitude numbers, and we are closer to the equator than we have been for nine years— though I do not think anyone will mistake Denver for the tropics.

This marks my 13th IR conference--what appears in some of our materials as "the premier conference for internet studies." That is a difficult thing to quantify, and a fairly boastful claim. I can say with certainty that there are other conferences that present work of outstanding quality and move the field forward with innovative ways of thinking about networked society. I have also attended conferences that help to build a community of scholars who are interested in each others' lives as well as their work. What I have yet to find is a conference that manages to combine these two roles as well as IR does. It is an expensive conference for me to come to, not just in terms of the travel costs and the registration, but in time lost at a busy part of the year. But I come year after year because each time I do, I leave with new insights, new friends, and a renewed passion for the field.

I welcome those who have been a part of the AoIR family for many years--a more functional family than most I know--and I especially welcome our newest members. I hope that this will be the first of many IR conferences you attend. I hope I have the opportunity to meet as many of you, old and new, over the next few days as possible, and learn about the exciting work you are pursuing.

Remember to hydrate,

Alex Halavais
President, AoIR

Welcome to IR 14 in Denver! I'm pleased to have been a part of the team putting this conference together. We've carried through on some aspects of the program that seem to have been working well, kicking off the conference with the keynote and a pair of plenary panels. The ignites will provide another boost of shared energy on Friday morning. Several of our roundtables this year are in fishbowl format, providing a way for audiences to participate that's relatively new to IR conferences. I hope we continue to see more alternative formats in future IR conferences and encourage you to start thinking about this for next year.

I look forward to the IR conference every year. I've found this to be an unusually collegial and intelligent group. Do plan to attend the Annual General Meeting on Saturday and help to shape the organization. Also, feel free to seek me out during the conference with your ideas for the future of AoIR.

Lori Kendall
Chair of the IR 14 Program Committee

ASSOCIATION OF INTERNET RESEARCHERS

Welcome to Denver, and to IR 14! We locals have had a great time pulling things together to make your stay here a memorable one. The local Conference Host committee and our cadre of conference volunteers is quite large, so please feel free to ask us any questions when you see us around. You'll recognize us by our nametags.

We want to make sure that you're aware of this year's social events. There are two large receptions: our opening reception, sponsored by Microsoft and the University of Illinois-Chicago, takes place at the University of Denver on Wednesday evening and features several digital art exhibits from the University of Denver's Emergent Digital Practices program. A second reception takes place Thursday evening and is within walking or light rail distance from the Westin at Denver's Space Gallery. The University of Colorado at Boulder, Colorado State University, and the University of Denver are that reception's sponsors. Two of the U of Denver's renowned digital artists co-created a special interactive digital art installation specifically for AoIR to be featured at the reception titled, "Constructs of Acquaintance." Bring your mobiles to participate. We've also got a DJ planned for after the banquet on Saturday, so even if you've not opted for the banquet, please come and join the fun to wrap up the conference.

Another initiative this year is our first AoIR post-conference writing retreat, which takes place in Estes Park. Due to the recent flooding in Colorado, we weren't sure whether or not we'd be able to have this event, particularly when the federal shutdown closed Rocky Mountain National Park. Fortunately, the roads are now repaired, the national park is reopened, and the weather's expected to be wonderful. Those enjoying this event are now also helping Colorado as we rebuild our economy.

We appreciate your participation in AoIR and wish you a wonderful stay in Colorado!

Lynn Schofield Clark
Chair of the IR 14 Conference Host Committee

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AoIR 2013 #ir14 Denver Conference Planning Committee

Lynn Schofield Clark, DU: Chair, Conference Planning Committee

From the University of Denver
Maggie Lautzenheiser-Page (MFJS/IIC): AoIR Conference Coordinator
Erika Polson (MFJS): Media Coordinator
Adrienne Russell (MFJS/EDP): Coordinator of Preconferences
Chris Henning (MFJS): DU Event Coordinator
Laleh Mehran (EDP): Co-creator, Constructs of Acquaintance installation and Coordinator, Digital Art
Chris Coleman (EDP): Co-creator, Constructs of Acquaintance installation and Multimedia Expert for C3 Studios
Brandon Gellis and **Jenny Filipetti** (EDP): Co-coordinators, Digital Art for Microsoft reception
Mary Stansbury (LIS): Recruitment and Fundraising
Renee Botta (MFJS)
Trace Redell (EDP)
Conor McGarrigle (EDP)
Rafael Fajardo (EDP)
Bill Depper (EDP)
Tim Weaver (EDP)
Scott Howard (Engl)
Jim LaVita (Art)

From Colorado State University:
Joseph Champ: Student Volunteer Coordinator
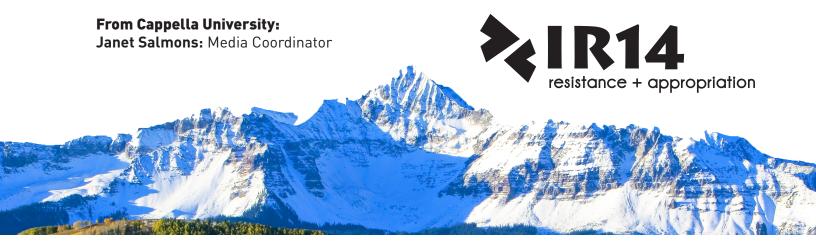**Jaime Banks**: Webmaster and DJ/Bartender Recruiter
Steve Lovaas: Postconference Coordinator
Pete Seel: Fundraising

From the University of Colorado at Boulder:
Stewart Hoover: Fundraising
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ACIR

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Complete Conference Schedule, Internet Research 14.0: Resistance and Appropriation

Wednesday, October 23 – Saturday, October 26 (plus postconference Oct 27 & 28), 2013

ALL EVENTS ON WEDNESDAY ARE ON THE UNIVERSITY OF DENVER CAMPUS

Wednesday, October 23:

8:30 – 3:00 **Registration & Coffee**

Location: **C3 Studios, Schwayder Hall, University of Denver**

9:00 – 12:00 PM Preconference
Doctoral Colloquium

Location: **Sturm Hall 286, University of Denver**

9:00 – 12:00 PM Preconference
Mapping Actor Networks

Location: **Hypercube (main flex space), C3 Studios, Schwayder Hall**

9:00 – 12:00 PM Preconference
Resisting the (Facebook) Interface

Location: **Nexus (computer room), C3 Studios, Schwayder Hall**

9:00 – 12:00 PM Preconference
Religion and the Internet

Location: **Node (seminar room), C3 Studios, Schwayder Hall**

9:00 – 12:00 PM Preconference
Rethinking Internet Art

Location: **Back corner of Hypercube Room, C3 Studios, Schwayder Hall**

12:00 – 1:00 PM
Lunch for Preconference Attendees
Location: **Hypercube (main flex space), C3 Studios, Schwayder Hall**

1:00 – 4:00 PM Preconference
Doctoral Colloquium
Location: **Sturm Hall 286, University of Denver**

1:00 – 4:00 PM Preconference
Representing Personal History, Ability, and Reputation Online: Microcredentials, Badges, Endorsements
Location: **Node (seminar room), C3 Studios, Schwayder Hall**

1:00 – 4:00 PM Preconference
Appropriating the Internet: Alternative Histories
Location: **Nexus (big computer room), C3 Studios, Schwayder Hall**

1:00 – 4:00 PM Preconference
Social Media Research & Ethics
Location: **Hypercube (main flex space), C3 Studios, Schwayder Hall**

4:00 – 4:45 PM
Doctoral Colloquium (Current & Alumni) Reception
Location: **Sturm Hall 286, University of Denver**

4:00 – 4:45 PM
Registration
Location: **Lobby, Davis Auditorium, Sturm Hall, University of Denver**

5:00 – 7:00 PM
AoIR Welcome and Opening Keynote
Greetings from the AoIR President
Greetings from the Conference Host
Greetings from the Dean of the Arts, Humanities, & Social Sciences, University of Denver
Presentation of the University of Denver Anvil of Freedom Award to Gabriella Coleman
Opening Keynote & Estlow Lecture:
Weapons of the Geek and Anonymous: Sitting at the Nexus Between Expertise and Participation
 Gabriella Coleman, Wolfe Chair in Scientific and Technological Literacy, McGill University
Location: **Davis Auditorium, Sturm Hall, University of Denver**

7:00 – 9:00 PM AoIR Opening Reception
Sponsored by Microsoft Research and the University of Illinois-Chicago
Featuring Digital Art from Emergent Digital Practices Students
Catering by Jerusalem and Mondo Vino
Location: **C3 Studios, Schwayder Hall, University of Denver**

ALL EVENTS ON THURSDAY, FRIDAY & SATURDAY AT THE WESTIN

Thursday, October 24:

8:00 – 9:00 AM
Breakfast & Registration

Location: **Mezzanine Foyer**

9:00 – 10:30 AM
Plenary Panel I:
Greetings from the Chair of the Program Planning Committee
Race, Gender, and Information Communication Technologies

Location: **Confluence**

Session Chair**:** Hector Postigo

Jenna Burrell, UC Berkeley, USA; Lisa Nakamura, University of Michigan, USA; Christina Dunbar-Hester, Rutgers, USA

Jenna Burrell is Assistant Professor in the School of Information at UC Berkeley. Her first book, *Invisible Users: Youth in the Internet Cafes of Urban Ghana*, is available from MIT Press. Lisa Nakamura is Professor in the Department of American Cultures and the Department of Screen Arts and Cultures at the University of Michigan, Ann Arbor. She is the author of a number of books on race and the internet including *Digitizing Race: Visual Cultures of the Internet* from the University of Minnesota Press and *Cybertypes: Race, Ethnicity, and Identity on the Internet* from Routledge Press. Christina Dunbar-Hester is an ethnographer who studies activism in technical cultures. She is Assistant Professor of Journalism & Media Studies in the School of Communication & Information at Rutgers University. Her book on low-power radio activism will be published in 2014 by MIT Press, and her current NSF-supported research centers on efforts to promote "diversity" in hacker spaces and FLOSS.

10:30 – 10:50 AM Break

Location: **Mezzanine Foyer**

10:50-12:20 PM
Plenary Panel II:
Political Economy of Technoculture

Location: **Confluence**

Session Chair: Hector Postigo

Tarleton Gillespie, Cornell U, USA; T.L. Taylor, MIT, USA; Gina Ness, U of Washington, USA

Tarleton Gillespie is an Associate Professor in the Department of Communication at Cornell University and co-founder of culturedigitally.org. He is the co-editor of *Media Technologies: Essays on Communication, Materiality, and Society* from MIT Press, and is finishing his second book on the implications of the content policies of online platforms for Yale University Press. T.L. Taylor is Associate Professor in Comparative Media Studies at MIT. She has authored a number of pieces on gaming and multi-user spaces, including her recent book *Raising the Stakes: E-sports and the Professionalization of Computer Gaming* from MIT Press. Gina Neff is an Associate Professor of communication at the University of Washington. She is author of *Venture Labor: Work and the Burden of Risk in Innovative Industries* from MIT Press and co-editor of*Surviving the New Economy* from Paradigm Press. She is finishing a book about technologies used for design collaboration entitled *Constructing Teams*.

12:20 – 1:40 PM **Lunch** on your own
(also: Ethics Committee Meeting, Location: Molly Brown)

Thursday, October 24:
1:40 – 3:10 PM

A. Navigating Boundaries and Taboos in the Digital Frontier   *Location*: **Confluence A**

Session Chair: Katrin Tiidenberg, University of Tartu, Estonia; Panelists: John Carter McKnight, Arizona State University, USA; Katrin Tiidenberg, University of Tartu, Estonia; Michael Burnam-Fink, ASU, USA; Cindy Tekkobe, U of Tartu, Estonia

While "digital dualism," the notion that online life is categorically different from offline, either as a site of utopian or dystopian imaginings, has largely been discredited (Jurgenson 2012), we have barely begun to understand the ways in which internet technologies, user and developer cultures, and the wider society in which they are embedded, co-construct each other.

Contrary to the dreams of transhumanist "uploaders," who sought an Apollonian, post-embodied existence as pure constructs of thought – or software – (e.g., Moravec 1988) we have not escaped the gendered body and its politics in our online spaces. Rather, software mediation can foreground body politics by providing a contested space of negotiating the transgressive, its boundaries and meanings.

These papers provide a range of perspectives on the politics of the gendered body as developed in particular online environments, from representations of the physical body to avatarized constructs to the text based to a transmedia phenomenon. Each examines a discourse politics of the transgressive, detailing practices of policing normative identity expression through a mangle (Pickering 1995) of gender roles, power dynamics, software affordances and shaming systems. Collectively, they suggest an exaggerated manifestation of gender and power roles which, far from living up to the dreams of cyber-utopianism, point towards a strict policing of traditional roles.

Thursday, October 24:
1:40 – 3:10 PM

Location: **Confluence B**

B. Resisting and Appropriating Method: Part 1 - the panel

Session Chair: David J Phillips U Toronto, Canada; Panelists: David J Phillips, U Toronto, Canada; Gregory Donovan, CUNY USA; Lee Humphreys, Cornell U, USA

Each paper in this panel explores the author's discomfort with academic research practice. In each case and for various reasons, the author finds herself, her method, institutionalized research practice, and the field of creative inquiry enmeshed in a stultifying web of mutual resistance and dissatisfaction. Also in each case, the author regenerates creative energy by appropriating methods from less familiar and traditional realms.

Method in academic knowledge practice is problematic for a variety of reasons. Methods are structures and strictures of discursive paradigms that make certain things unsayable and unseeable; they can, despite the best intentions and professional practice of the academic, reduce complexity and contingency to bland generality; they are often geared toward the production of "immutable mobiles" and the elite global circulation of subjected local knowledges.

The papers in this session all seek ways out of or around, or through these problems. They hope to research in ways that produce modes of knowledge that are useful outside dominant institutions, that call on other-than-academic standards of authenticity and credibility, that fashion novel discursive frameworks to support and articulate emergent senses and phenomena, and that is playful and fun.

The papers together investigate the creative possibilities of appropriating a variety of practices, including hip hop methods and ethics of remix and authorship, devised theatre techniques, ephemeral play, and mass engagement in knowledge production through hackathons and cryptoparties.

Thursday, October 24:
1:40 – 3:10 PM

C. From "Gangnam Style" to "Harlem Shake": Viral Videos and Power

<u>Session Chair</u>: Sarah Florini

Presentations

Shaking off the 'Other': Appropriation of marginalized cultures and the 'Harlem Shake'

<u>Catherine Knight Steele</u>, University of Illinois - Chicago, USA

The recent Harlem Shake viral meme points to an intersection between the potential participatory promise of memetic content online and hegemonic appropriation of marginalized culture by the dominant group. The meme, while making use of the name 'Harlem Shake' does not draw upon the dance that originated in Harlem in the 1980s that was popularized in the 1990s. This paper traces by means of textual analysis the origins of the dance, the release of the 2012 song, the 2013 memes and the reaction video created using interview from actual Harlem residents. Drawing upon the idea of misappropriation and 'eating the other', this internet phenomenon allows us to address the ways in which participatory culture can serve to further marginalize rather than liberate. This case follows similar patterns within the historical legacy of commodification of Black culture and causes us to complicate our sometimes overly optimistic notions of participatory culture online.

A Multimodal Critical Discourse Analysis of Race, Class, Gender, and Sexual Orientation in the "It Gets Better Project"

<u>Laurie Phillips</u>, University of Oregon, USA

In September 2010, Dan Savage founded the YouTube-based "It Gets Better Project." A key component within the ongoing social movement to eradicate youth bullying and suicide, IGBP messaging requires further examination of how life "gets better." Through a Multimodal Critical Discourse Analysis and application of Collins' (2000) matrix of domination framework, this study examines race, class, gender, and sexual orientation. Empirical data reveal participants offered little about their own racial and class identities and the impact of those on life getting better but were forthcoming in discussing how their gender and sexual identities impacted their childhood victimization. Concurrently, participants made gross assumptions about viewers' racial, class, gender, and sexual identities, projecting an overly simplistic message of life improving regardless of viewers' circumstances or intersectionality. Findings contribute to online participation research concerning how the internet is used for social change and how social inequalities are (re)produced in online projects.

"You're in my World 1-1 Now!" - The practice of remixing gaming culture on YouTube

<u>Theo Plothe</u>, American University, USA

This paper explores content regarding videogame remix culture on YouTube focusing on the comedy channel *Dorkly* , a comedy and gaming culture site, whose YouTube channel has nearly 440,000 subscribers and well over 97 million views.

Dorkly videos take a humorous look at video game characters and gaming culture, often making social and meta-commentary by taking characters out of their textual places and remediating them in new, sometimes nuanced or highly controversial contexts. Their remediation of these popular characters often include commentary and narratology from a myriad of extratextual sources in gaming and nerd culture including television, films, comic books, the Internet and popular culture.

The author investigated the reception of videos within the gaming community on YouTube amongst user-generated comments posted underneath each video. Analysis compiled 150 randomly selected comments from 20 randomly selected videos on

Dorkly 's YouTube channel, for a total of 3,000 comments.

Research questions considered in this paper will include: (1) How do the commenters on *Dorkly* remix videos understand these videos as remix?; (2) Are the commenters aware of, or are they concerned with, intertextuality?; (3) What do commenters on *Dorkly* videos consider to be important in each video? Emergent categories were coded as an indicator of audience interpretation of the text; derivative, synchronicity, authenticity, comparative, evaluative, communicative, and memetic. The implications of the study suggest gamers interpret the text communally, reifying community norms and culture while inspiring creativity and future remixing.

Thursday, October 24:
1:40 – 3:10 PM

D. Algorithmic Identity: Networks, Data, and the Terrible Beauty of the Black Box

Location: **Platte River**

Session Chair: Annette N Markham

Annette N Markham, Aarhus U, Denmark; Holly Kruse Rogers State U, USA; Jeff Hemsley, U of Washington, USA; Molly Steenson. U of Wisconsin-Madison

n **identity** *(ī-děn tǐ-tē)*

: The distinct personality of an individual regarded as a persisting entity; individuality.

: The quality or condition of being the same as something else.

v **identify** *(ī-děn tə-fī′)*

:conceive of as united or associated;

:recognize or make a logical or causal connection

n **identification** *(ī-děn'tə-fǐ-kā'shən)*

: the attribution to yourself (consciously or unconsciously) of the characteristics of another person (or group of persons)

Computers, particularly those that seem to think on their own, have long fostered the perception that selfhood is as much about information as it is about individual bodies. In the last decade of the 20th Century, this idea was explored through the concept of virtuality.

In the first decade of the 21st Century, ubiquitous, mobile media interfaces replaced the computers that grounded our engagement in digital media. No longer sitting at desks or in front of devices to connect to the world through portals on our screens as virtual beings, we moved through complex networks of information flows, where the media we produced, consumed, and shared converged across a global range of stages. Now, we witness a third shift, sponsored in many ways by the infrastructures and algorithms that operate beneath the surface of interaction to co-construct self, identity, cultural categories, and meaning.

In this panel, we present papers that explore the idea of algorithmic identity. Across the four papers, we invoke the multiple notions of "identity," "identify," and "identification" to stress the complication of these concepts in contemporary social contexts. In each of our papers, we explore different terrain but agree: The ways we think about self and self-identity are complicated by how we are identified by the systems we use. Our interactions with algorithms both identify us and foster certain ways of identifying with others. We are increasingly defined by machine learning algorithms that sift through and aggregate the trace data we leave behind each time we post, visit or click within our networked virtual landscape. Yet most of us are largely unaware of the magnitude of data we generate or the algorithms that create an identity that marketers,

governments and researchers assume reflects who we are. In our four papers, we discuss these points by talking about our research on our music habits, our DNA, the way we move through information spaces, and how researchers rely on algorithms that they may not understand to create categories within which we are located/situated, with or without our comprehension, control, or consent.

We believe this panel to be an interesting mix of cases that explore the idea of algorithmic identity. Three of the papers take the perspective of personal identity formation, focusing on the implication of our movement and interactions in data streams. The fourth paper illustrates the risks to knowledge production when researchers employ network visualizations as a sensemaking and data exploration tool without understanding the assumptions and design choices of the algorithms that create those visualizations. All four papers take a critical perspective on the terrible beauty of algorithms, as they shape and enable particular aspects of being and obscure or erase other possibilities.

Thursday, October 24:
1:40 – 3:10 PM

E. Coping with Death and Grief Through Technology   *Location:* **Lawrence A**

Session Chair: Mathias Klang, U of Gotheburg, Sweden; Panelists: Mathias Klang, U of Gotheberg; Ylva Hård af Segerstad, U of Gotherburg; Steve Jones, U of Illinois USA; Ashley Farkas, Drexel U, USA; Patricia Lange, California College of Arts, USA; Alessandra Micalizzi, IULN University, Italy; Tama Leaver, Curtin U of Technology, Australia; Charles Ess, U of Oslo

Grieving is a complex, and often private, process in many social settings it is associated with a great deal of depth, seriousness and somberness. Conversely our present-day mobile, digital communication technologies and platforms are most commonly seen as playful, creative and rather shallow. However, the pervasiveness of these technologies in everyday life and communication makes them useful tools in coping with grief. The goal of the papers in this panel is to explore the ways in which technologies are used to cope with death and to explore the ways in which using technologies in this way affects the process of grief.

Thursday, October 24:
1:40 – 3:10 PM

F. Will the Revolution Be Tweeted? Mapping Complex Data Patterns from Sites of Protest   *Location:* **Lawrence B**

Session chair: Elizabeth Losh, UC San Diego, USA; Participants: Elizabeth Losh, UC San Diego, Beth Coleman, Harvard U, USA; VJ Um Amel, USC, USA

Can Twitter really bring a dictator to his knees? Does Youtube stream information that is more influential than traditional news providers, such as New York Times? In the mainstream media debate between Clay Shirky and Malcolm Gladwell about whether or not "the revolution will be tweeted" both pundits make confidently totalizing arguments. In contrast, this panel looks at the radical rhetorics of activism alongside digital practices of the everyday by mapping specific data patterns and discursive conventions across time and space in networked media technologies.

Speaking from theoretical perspectives of the international Feminist Technology Network, these papers use textual explication, concept mapping, and media visualization to expose the rich polyvocalism of heterogeneous Internet discourses, full of affect and agency, even if the imagined community to which these utterances appeal is not necessarily realized in embodied interactions of protest at the town hall, city square, or national capital. The flux of configurations of collective and personal expression that constitutes online political speech in North Africa, the Middle East, and India is also often difficult to reduce to linear and predictive trends, and even earlier models of "smart mobs" (Rheingold) and "tactical media" (Lovink) do not always neatly map on to user behaviors in situations of political crisis.

It may be difficult to make direct correlations between the rise of revolutionary movements made manifest through large-scale street actions and the adoption of new distributed communication practices around information technologies, but researchers can examine how speech acts of protest can be conceptualized, facilitated, staged, ignored, negated, or thwarted in a culture of accelerated mediation and acknowledge the potential fragmentation of publics, the seeming disappearance of the civic, and, possibly, the dissolution of the nation state in the shift of globalization.

The three speakers examine how digital status update services, such as Twitter, not only disseminate links, images, and video that spur political protest but also allow for new forms of political discourse around key terms that function as metadata.

Speaker one describes the use of proper names in Twitter hashtags that reference key actors, concepts, and slogans in recent protests against sexual violence in India. Although American NGOs involved in the global women's empowerment movement may want to see legal, medical, and social privacy practices that mirror those in political institutions in the West, the problem of rape may actually be more forcefully addressed if the victim is given a proper name that can function as a keyword for shared online discourse. Even if it is only a pseudonym, such as Damini or Amanat, as in the recent Delhi gang rape case, naming the victim serves a key informational purpose.

Speaker two examines how recent theories of copresence and of networked publics help understand the integration of "human narratives" and "data narratives" that unfold turning times of accelerated political change. This speaker examines how it was not merely the dissemination of graphic images of a self-immolated protester that spurred the overthrow an oppressive Tunisian regime, but the way that the violence against the body of Mohamed Bouazizi was understood through a hashtag with his name. Using the framework of object studies, this speaker will examine how the "body at risk" can be mapped across networked publics.

Thursday, October 24:
1:40 – 3:10 PM

G. Life Stages and Internet Use   *Location*: **Molly Brown**

<u>Session Chair</u>: Janet Salmons

Presentations:

Virtually managing (in)visibility: Girls, social media, and rural U.S. family relationships

<u>Aimee Rickman</u>, University of Illinois at Urbana-Champaign, USA

Drawing upon data from a year-long ethnographic study involving 15 rural female U.S. teens, this paper uses critical theory and queer theory to explore how Facebook and Twitter use influences and is influenced by young women's experiences within family. Findings suggest interlocutors use social media to "get around" ideological and physical constraints to involvement they face as minors and females in families. Living in social media, interlocutors reported they strategically perform social identities to enhance the visibility of traits encouraging parental trust and connection. At the same time, they used these platforms together to perform invisibility, allowing them to quietly subvert certain parental controls that police and restrict their involvements offline.

"Is There Anything Else You Would Like to Share?": Methods to Support Teen Agency

<u>Rachel M. Magee</u>, Drexel University, USA

In this work, we argue that there are multiple opportunities to support and extend research examining teens' practices and experiences. Much work that examines youth focuses on supporting adult priorities and protecting young people. While some research engages with youth perspectives, there are areas where we can advance our approaches. This can involve adapting existing methods, including diary studies, to connect data collection processes to teens' everyday experiences, such as through mobile technology. This can also include allowing teens to engage in creative expression to purposefully contribute to the data collection process. These approaches can support youth agency by allowing them to determine what, when, and how data is contributed, giving researchers the opportunity for new insights into teens' practices and experiences.

The 'Friending' rules: Social norms of connection and disconnection at midlife

Kelly Quinn, University of Illinois at Chicago, USA

'Friending' is most commonly understood to convey the idea that some relationship exists between individuals, yet the unnuanced and decontextualized nature of social media connections and their discursive association with friendship has obscured the meaning of this practice. This study explores the meaning of the practices of connection and disconnection on social network sites at midlife. Using data from interviews with social media users between the ages 45 and 65 years, this research demonstrates contrasts in the meaning of such practices from those reported in studies of younger adults, and suggests differences in how these technologies are used to support relational development and maintenance.

Digital inequality and intergenerational solidarity: The role of social support in proxy Internet use

Vesna Dolničar, Maša Filipović Hrast, Vasja Vehovar, Andraž Petrovčič, University of Ljubljana, Slovenia

The digital divide research has recently documented a set of new practices related to people's Internet use that put the binary division between Internet users and non-users under question. Especially, among the elderly population a considerably large group of proxy Internet users has been identified who do not use the Internet by themselves, but rather ask members of their personal networks to do things online for them. As proxy Internet users rely mainly on their children and/or grandchildren, who play the role of warm experts, this paper suggests that the notion of intergenerational solidarity might be a sound conceptual basis to understand the under-researched relationship between social support and digital inequality. On the empirical level, this paper explores how the availability and lack of different types of social networks and their characteristics is associated with proxy use and non-use of Internet. The results of multivariate analysis on survey data from a nation-wide representative sample show that between emotional and socializing support only the latter is associated with proxy internet use: internet non-users with larger socializing networks and stronger intergenerational support (e.g., a higher proportion of [grand]children) are more likely to be proxy internet users. Findings also indicate that younger Internet non-users with higher education and children are more inclined to be proxy Internet users.

Thursday, October 24:
1:40 – 3:10 PM

H. Social Media and Elections: The Use of Twitter in the 2013 Campaigns in Italy, Australia, Germany, and Norway

Location: **Horace Tabor**

Session Chair: Gunn Enli, U of Oslo, Norway; Panelists: Anders Larsson, Queensland U of Technology, Australia; Bente Kalsnes, U of Oslo; Eli Skogerbø, U of Oslo; Hallvard Moe, U of Bergen, Norway; Axel Bruns, U of Norway; Tim Highfield, Queensland; Theresa Sauter, Queensland; Christian Nuernbergk, Ludwig-Maximilians-Universität, Germany; Julia Neubarth, Ludwig-Maximilians-Universität; and Luca Rossi, Fabio Giglietto, Mario Orefice, & Giovanni Boccia Artieri, "Carlo Bo" University Urbino, Italy

Social media are playing an increasingly important part in political campaigning. Recent elections have seen a shift from early uses of blogs (e.g. in the 2004 US election; cf. Adamic & Glance, 2005) or bespoke candidate-centred social media campaigning and fundraising platforms (such as my.barackobama.com in the 2008 US election) towards a focus on the leading generic social media sites Facebook and Twitter.

Many political candidates and party organisations now regularly develop public presences in both, but the specific affordances of these two platforms result in a differentiation of potential uses: the former is centred around strong-tie 'friend' networks, and provides an opportunity for political operatives to establish a central point of contact which other users 'like' and through which campaign information is disseminated; the latter is built around weak-tie follower networks and ad hoc hashtag publics (Bruns & Burgess, 2011a) in which politicians' accounts may participate, but which do not afford a similar opportunity for them to carve out a space which they are able to control.

This panel offers a comparative perspective on the use of Twitter as a campaigning tool across four elections taking place during 2013. This comparative perspective is important as much social media campaigning research to date has largely centred on the highly idiosyncratic US electioneering process; such research is unable to be translated easily to the more common Westminster or proportional election systems as they are used in the majority of Western democracies.

Therefore, the panel focuses instead on national elections in Italy (February 2013), Norway, Australia, and Germany (all September 2013). Using broadly compatible methodologies, the papers in this panel build on data about the performance of and user reactions to politicians' and candidates' Twitter accounts from early 2013 through to the eventual September election dates (or from 1 January to 24 February 2013 for the Italian election). This is contrasted with activity patterns in the key hashtags associated with each election.

The observation of activity around candidate accounts provides a number of new perspectives on election-related Twitter activities which previous work on election hashtags (e.g. Bruns & Burgess 2011b; Larsson & Moe 2011) is unable to provide: it is able

- to determine the relative tweeting approaches of the different candidates, and to develop a typology of such strategies (ranging potentially from the dissemination of press releases to direct discussion and engagement with the electorate, and from carefully designed election messages to stream-of-consciousness tweeting);
- to correlate such patterns with the relative electoral positioning of candidates and parties in the context of current election polls;
- to trace the volume of candidates' tweets and ordinary users' responses and determine correlations with key campaign events (major speeches, debates, gaffes, etc.);
- to identify key themes in tweet contents and trace their prevalence over time, in order to examine whether such themes align with the known political themes of the election period as they are covered by mainstream media;
- and to examine the networks of interactions between the candidates themselves, between candidates and other significant political actors (journalists, lobby groups, extraparliamentary activist groups), and between candidates and the wider electorate, in order to explore the different conceptions of political communication and debate which may be at play here (ranging from interaction between privileged political actors to a more comprehensive engagement even with 'ordinary' electors).

The unique constellation of three national elections in the space of two weeks in September, preceded by the Italian election in February, offers an important opportunity to conduct such work on a comparative basis in order to evaluate the relative attention paid to Twitter as a campaigning tool across the four nations. Previous research suffers from the distance between specific election case studies, which - given the continuing rapid development of Twitter as a political tool, and the substantial ongoing growth in Twitter accounts - means that cross-national comparisons are virtually impossible. The four papers in this panel will provide such contemporaneous national comparisons for the first time.

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Thursday, October 24:
3:10 – 3:30 PM Break   *Location:* **Mezzanine Foyer**

Thursday, October 24:
3:30 – 5:00 PM

A. Public Spaces

Presentations

Foursquare and the Parochialization of Public Space

Lee Humphreys, Tony Liao, Cornell University, USA

The mobile social network Foursquare has gained popularity in the last few years among both users and businesses. This article explores how the use of Foursquare changes and impacts people's sense of place. Drawing on the work of Lofland (1998) on the social production of space, we argue that as new socio-spatial information (i.e. who checks in where) is introduced via the mobile social network, it can change the way people experience a place. Based on qualitative in-depth interviews with active Foursquare users, we explore person-to-person and person-to-place connections and argue that Foursquare promotes parochialization of public space.

Foursquare, the Politics of Location Platforms, and the Importance of Geocoded Data

Rowan Cameron Wilken, Swinburne University of Technology, Australia

This paper takes a political economic and "platform politics" approach in examining the shifting business model of mobile social networking service Foursquare. Working from an understanding that medium (or platform) specificity still matters, it explores how Foursquare's shifting business model is driving changes in location data generated by its users is extracted, handled, and "monetized".

Using Mobile Augmented Reality to Tactically Re-Encounter, Re-Create, and Re-Appropriate Public Spaces

Tony Chung Li Liao, Lee Humphreys, Cornell University, USA

As augmented reality (AR) is becoming technologically possible and publicly available through mobile smartphone and tablet devices, there has been relatively little empirical research studying how people are utilizing mobile AR technologies and forming social practices around mobile AR. This study looks at how mobile AR is mediating the everyday practices of urban life, and how users are deploying it to shape their relationship and interpretations of places around them. Through qualitative interviews with users of Layar, a mobile AR browser, we found several emerging uses. First, users are navigating with these tools to experience place in ways that are distinct from other location based services. Second, we found a growing segment of users creating content for Layar that aims to communicate about and through place, historicize and challenge the meanings of place, and assert their own narratives of place through their augmentations.

Resisting and Remaking the Smart City and the 'Internet of Things'

Laura Forlano, Illinois Institute of Technology, USA

Current discussions about urban media and technologies such as smart cities and the "internet of things" reinforce a corporate vision that is based on values of efficiency, productivity, innovation and security, which has been embraced by government stakeholders. Advocates of open technologies, on the other hand, reinforce civic values such as privacy, openness and transparency. Yet, both interpretations often bolster technologically deterministic views about the revolutionary potential of information technology. Specifically, with respect to smart cities and the "internet of things," discussions often focus on the potential of ubiquitous and invisible computers with "anytime, anywhere" access to the Internet. These popular framings are

important sites of appropriation and resistance because they greatly shape our imaginations of the opportunities and constraints of urban technologies. This paper seeks to address the considerable gaps between the discourses around these technologies with the empirical lived experience based on media representations, speculative and critical design interventions and field studies.

Thursday, October 24:
3:30 – 5:00 PM

B. Critical Considerations for Research and Practice

Location: **Confluence B**

<u>Session Chair</u>: Alison Harvey

Presentations

Property or Privacy? Reconfiguring Ethical Concerns Around Web Archival Research Methods

<u>Meghan Dougherty</u>, Loyola University Chicago, USA

People are constantly leaving digital traces of themselves online. These digital traces can be captured and archived to study the evolution of web culture, and changing structure of web objects. As archivists have been practices for digital culture preservation, and scholars build methods for web archival research, they consider the ethical implications of their work. Recently the focus on ethical concerns regarding web archiving has shifted from focusing on property to focusing on privacy. Discourse tracing is used to analyze this focus as is changes over time. This analysis shows how archival researchers and archivists move across and between each other's fields, appropriate, and play with methods, and ultimately construct somewhat limiting frames for understanding archival research ethics.

Governing Our Souls, Mutilating Our Bodies – The appropriation of social media as a means of corporeal annihilation, resisting the neoliberal logic of self-optimization

<u>Thomas Christian Bächle</u>, University of Bonn, Germany, Germany

The theory of governmentality assumes a logic of self-optimization and self-regulation to be characteristic of neoliberal societies. This research paradigm has been widely used to analyze social and political phenomena, particularly in the fields of bio power and bio politics. It has also been productively applied to cultural phenomena, such as media technologies – digital media technologies in particular – which can be interpreted as instruments of constructing and promoting bio-narratives in accordance with a neoliberal order of optimization. This presentation will address digital phenomena (anorexia, HIV, suicide and the mutilation of bodies in social media) which do not fit this logic of optimization, but on the contrary offer instruments of self-destruction and annihilation. It will hint at the limits of the concept of governmentality and at the same time argue that these phenomena are extraordinary examples of an oppositional appropriation of the internet, resisting the complex power/knowledge exerted on post-modern subjects.

Designerly Ways of Knowing Internet Research: A Case for Critical Media Design

<u>Daren C. Brabham</u>, University of Southern California, USA

This essay presents a case for critical media design, a methodological framework for approaching Internet studies research that blends the investments of critical theory, the practice of applied, grounded research, and a design-driven way of conceiving of problem solving in practical ways.

Methodological Challenges for Studying Cross-Platform Conversations

Ylva Hård af Segerstad, Alexandra Weilenmann, University of Gothenburg, Sweden

During the last decade, the multimedia landscape has evolved in several ways, calling for a reconsideration of methodologies for studying mobile communication. Understanding mobile communication no longer entails focusing on either voice or text in isolation; rather we need to study how all aspects of mobile communication together make up a continuous conversation of intertwined messaging. People use a multitude of channels and platforms in their multi-media conversation. However, there are both ethical and technical challenges of studying evolving cross-platform conversation. In this talk, we address a few ethical and technological challenges involved in trying to capture a wider picture of the evolving cross-platform conversation.

Thursday, October 24:
3:30 – 5:00 PM

C. (Invisible) Internet Infrastructure Labor

Location: **Confluence C**

Session Chair: Megan Finn, Microsoft Research New England; Presenters: Megan Finn, Microsoft; Ashwin Mathew, U of California-Berkeley, USA; ShinJoung Yeo, U of Illinois, Urbana Champaign; Lilly Irani, U of California, San Diego, USA; Sheeharsh Kelkar, MIT, USA; Aleena Chia, Indiana University Bloomington, USA; Morgan Ames, Stanford U, USA; Kate Crawford, Microsoft Research New England

This panel looks at information infrastructure labor in order to understand the work that is often invisible to many Internet users. Through this inquiry, we aim to open up the black box of the how the monolithic Internet works. We aim to show how the work of some becomes invisible to others and how these labor relations produce Internet infrastructure.

"Information labor" has historically been underexamined in studies of "information revolutions," (Blok, 2003: 5). Downey has examined information labor in studies of "Telegraph Messenger Boys" and gives a helpful framework for thinking about labor "within their internetworked institutions" in relation to occupational identities, products, changing technical systems and production of technological spaces (Downey, 2002: 13). Downy revealed the dual roles of messenger boys as workers and commodities that were an integral part within changing business strategies of telegraphy and telecommunication industry. Information labor is not isolated in these internetworked institutions, it is involved in popular discourses about jobs and technical systems. Downey's messenger boys are examples of how one person's work can be invisible information infrastructure to others.

As Downy contextualized the invisible messenger workforces in the era of telegraph and telecom, researchers are looking at various forms of online activities from a labor perspective, considering value creation and opportunities for capital accumulation in activities such as: (a) participation in communities; (b) use of Google, YouTube, Facebook and other online social media platforms; and (c) creation of media/content (e.g. Sholtz, 2012). Some arguments about "digital labor" have endeavored to blur the line between production and consumption, complicating traditional labor frameworks. Other arguments have centered on how "value" is created online and whether this "work" is exploitative or agentic or whether it is even "labor" at all. In general, "digital labor" includes participation in communities, social media platforms, and internet culture production, but not to the work that is involved in maintaining the underlying Internet on which much of this activity happens.

In this panel we aim to extend analysis of "digital labor" and "information labor" to Internet infrastructure labor. Scholars who write about Internet infrastructure, those who Sandvig calls "relationists," note that infrastructure is often invisible, but also importantly relational — one person's infrastructure is another person's daily work (Sandvig, 2013). While the relational framing of infrastructure can be problematically recursive, here we attempt to stabilize "infrastructure": if we think of the Internet infrastructure relationally, the concern of this panel is invisible work in Internet infrastructure that facilitates the "digital labor."

We take from scholars like Terranova and Downey a political economy framework, and from "infrastructure studies" the imperative to "get in the guts." We focus on specific labor in order to "make comprehensible the invisible negotiations that are producing the infrastructure" (Sandvig, 2013).

Panelists present papers that address and are not limited to the following questions:

- How does Internet infrastructure work become invisible?
- How does labor shape how the Internet infrastructure works?
- What does a labor perspective bring to infrastructure studies?
- What are the social and technical divisions of labor?
- How are Internet infrastructure laborers bound to the understandings of the Internet itself?
- How is Internet infrastructure labor bound or in opposition to traditional ideas of "class"?

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Tiziana Terranova, "Free Labor: Producing Culture for the Digital Economy," Social Text 63, vol. 18, no. 2 (2000).

Christian Sandvig, "Internet as Infrastructure," The Oxford Handbook of Internet Studies ed. William Dutton (Oxford University Press, 2013).

Thursday, October 24:
3:30 – 5:00 PM

D. Sharing Death

Location: **Lawrence A**

Session Chair: Dorthe Refslund Christensen, Aarhus U, Denmark; Presenters: Dorthe Refslund Christensen, Aarhus; Kjetil Sandvik, U of Copenhagen, Denmark; Lisbeth Klastrup, IT-U of Copenhagen, Denmark; Stine Gotved, IT-U of Copenhagen; Natalie Pennington, U of Kansas, USA

For some years, uttering the view that modern Westerners are afraid of death seem to have been considered stating the obvious. However, in the light of web 2.0, social media and new possibilities of online networking, this self-evident statement can – and must - be seriously challenged. In fact, one might argue, that humans share death as never before. The papers in this panel all set out to explore how digital practices of Sharing Death – however different – can be considered social technologies that produces, negotiate and develop social relations, belonging and coherence.

For decades, philosopher Martin Heidegger, have been the most quoted Western thinker on death, considering death to be basically non-relational (Heidegger 1962: 358) and final – an event that radically ends ones Dasein (Being-there). However, in a new book, Taming Time – Timing Death. Social Technologies and Ritual (2013), Willerslev, Christensen and Meinert breaks with Heidegger (1962, and Derrida 2003 and Badiou 2005) by turning towards the French philosopher Claude Romano (2009) who suggests that death in itself is nothing and that this nothing IS death and, furthermore, that the death of others cannot be experienced by me since it is he or she and not I that dies. So what am I experiencing when faced with a cataclysm of death? According to Romano, I am faced with my own death in the sense that the parts of me that existed only in the relation with the deceased are now dead since it was the interactions with the deceased that made

relevant these parts of me. Willerslev, Refslund Christensen and Meinert suggest:

death is inherently social in the sense that it pre-exists us, we handle it socially and we experience death through the death of others. It is always already in place, waiting to assign us a place within its sphere and to/thereby redefine our social relations. It is often not understood as finitude per se, but as a transitory realm that transports us into another state of communal existence (Willerslev, Refslund Christensen & Meinert 2013: 5)

The papers in this panel reflects the claim that death is inherently social and that there exists intricate relations between 'me' and 'others', 'before' and 'after' death, and between different realms of existences in the analyzed practices. The short papers reflect communication from the living to the dead and vice versa. It documents peer to peer support initiatives as well as more public and community building practices. While Pennington focuses on interactions of the bereaved to a person dead from suicide and thereby on the way this kind of death is represented by the bereaved Klastrup offers insights to the tendency to the R.I.P'ing pages where people mourn the deaths of celebrities or victims of publicly acknowledged deaths. Christensen & Sandvik puts attention to the sharing of deaths of stillborns and infants at a Danish online memorial site while Gotved focuses on the new trend of QR codes on gravestones through which pre-produced info on the dead can be obtained.

Through the papers on this variety of digital practices, the panel establishes how death is social and relational as never before. We use the death of others, both to commemorate them and, not the least, to reflect on who we are, now that they are not in the world anymore.

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Thursday, October 24:
3:30 – 5:00 PM

E. Navigating Media Ambivalence: Strategies of Resistance, Avoidance, and Engagement with Media Technology in Everyday Life

Location: **Lawrence B**

Session Chair: Rachel A Liberman, U of Denver, USA; Presenters: Michele Rosenthal, U of Haifa, Israel; Rivka Ribak, U of Haifa, Rachael Liberman[2], U of Denver; Nabil Echchaibi, U of Colorado Boulder, USA; Laura Portwood-Stacer, New York University, USA

As media technologies continue to infiltrate the domestic sphere with interactive opportunities, an increased interest in time and content management has surfaced. Social media websites such as Facebook and Twitter have been commonly associated with "wasted time" and the accessibility of unchecked content has placed a strain on the preservation of family ethics and values. On the other hand, media technologies continue to offer spaces of both meaningful and necessary communication, as well as enjoyment, education, creativity, and political action. Based on this cultural conundrum, important questions about social practice and media resistance follow: Under what logics are individuals and families using deciding to resist media technologies? What are the everyday practices of media ambivalence and resistance and how do they operate in the domestic sphere?

In most research and popular discussion of media texts and platforms, the focus is understandably on current or potential users of media. This panel aims to provide space for discussing an important, though perhaps under-attended to,

phenomenon within media consumption: the active non-use or negotiation of media by subjects who hold ambivalent attitudes toward communication technologies. Using empirical evidence and discourse analysis, each of the papers on this panel draws attention to the strategies employed by people who want to actively manage their own media use, as well as that of their families. The papers collected here consider a variety of communication technologies (email, television, smart phones, and social network sites) and focus on a range of factors (including gender, religion, and national context) that shape the attitudes taken and the tactics deployed in regulating media use.

The first paper in this panel explores and analyzes technological and discursive "tactics" (i.e., "screen time") that users employ to negotiate and limit media use for themselves and their families. Drawing upon qualitative interviews conducted in households in Israel, the authors try to make sense of these different practices through comparisons with research conducted about parents and children. The second paper looks at the role of gender, as a social practice, in the regulation of domestic media consumption—including the gender identification of the primary policing parent and resistance toward gendered symbols in media culture—in order to identify how gender norms are perpetuated through practices of media regulation. The third paper in this panel explores how Muslims in the United States devise evasive tactics that both engage and resist the proliferation of media technologies in the household. In particular, the author argues that given their media deficit in American society, Muslims often feel they cannot afford to resist media technologies, particularly smart phones and social media because of their connective qualities and their interventionist affordances. Finally, the last paper examines the practice of refusal of social media platforms, for example, the active resistance by potential users to participation on sites like Facebook. The author argues that this works against the potential for media refusal to function as effective strategy of collective action. Practices of social media refusal and the discourses around it serve as sites of symbolic and material struggle within the contemporary commercial media context.

As a panel, the papers converse with each other to examine the ways that individuals and families confront their usage of new technologies in a media saturated age. In particular, the nuances of media resistance are analyzed at the discursive and textual level in order to understand the productive ways in which media technology is managed. In an age where individuals and families increasingly use technology to restrict their technology use, scholarship on media ambivalence becomes essential to understanding the contemporary media landscape.

Thursday, October 24:
3:30 – 5:00 PM

F. Collaboration and Communication Online

Location: **Molly Brown**

<u>Session Chair</u>: Wayne Lutters

Presentations

News via Voldemort: The role of parody and satire in topical discussions on Twitter

<u>Tim Highfield</u>, Queensland University of Technology, Australia; Curtin University, Australia

This paper evaluates the role of parody accounts on Twitter within the ongoing coverage of breaking news and mediated events. These accounts, which are established components of social media, are recurring contributors to topical discussions, from politics to live broadcasts of sports and popular entertainment, yet their presence within large Twitter datasets is often treated as an aside within the wider analysis of such archives. This paper then analyses the contributions of parody accounts - alongside other satirical tweets - across multiple contexts, drawing on various political and cultural Twitter datasets collected between 2011 and 2013, to examine the extent to which such accounts are central, or disconnected, to the wider discussions at hand.

In-game marriage and computer-mediated collaboration: An exploratory study of Audition

<u>Guo Zhang</u>, Susan C. Herring, Indiana University Bloomington, USA

This exploratory study discusses how in-game marriage can affect (and effect) Multiplayer Online Game (MOG) players' collaborative behaviors through an analysis of *Audition* , a dance battle game released in South Korea in 2004. *Audition* is a

non-violent, non-fantasy MOG which mediates and facilitates couple-related collaborative behaviors. On the basis of a sample of couple-related snapshots (including in-game chat logs, dance battle scenarios, and couple behaviors) collected from an out-game public game forum (n=304) and in-game participant observation (n=126), three types of couple-mediated collaboration in *Audition* are identified and discussed. This study points to the importance of taking gender (and sexual orientation) into account when analyzing participation in, and the dynamics of, MOG play. In a broader sense, the study of the connection between collaboration and intimacy in MOGs sheds light on the role of digital media in shaping personal relationships.

Voice in a virtual world: From resistance to appropriation

Lynnette G. Leonard, American U in Bulgaria; John C. Sherblom, U of Maine, USA; Lesley A. Withers, Central Michigan U, USA

Working in groups requires trust, openness, and immediacy. A desire for individual independence, even anonymity, can challenge that trust in virtual teams. The present study examines the predictions of media naturalness theory for the communication of virtual teams. Perceptions of the communication experience (occurring along a channel spectrum from text-only to text communication with degrees of audio) are analyzed. Our analysis reveals five conceptual themes (impressions of voice, identity/trust, embodiment, interaction, and openness) that show shifts over time in participant perceptions of their communicating in the virtual groups. Together, these themes show a pattern of change over time in participant expectations of computer-mediated communication and particularly of their initial resistance to the use of voice and ultimate appropriation of it.

Thursday, October 24:
3:30 – 5:00 PM

G. Resisting Texts, Appropriating Technologies: Fishbowl on Sociological and Semiotic Conceptions of Resistance and Appropriation

Location: **Horace Tabor**

Session Chair: Klaus Bruhn Jensen

Sociology and semiotics are complementary sources of ideas concerning resistance and appropriation in the context of digital media and communication. And yet, despite their family resemblances in studying "the life of signs in society" (Saussure, 1959/1916: 16), the two fields have mostly developed their conceptual frameworks in comparative isolation from one another. This fishbowl will facilitate an interdisciplinary dialogue, focusing on the combined potential of sociology and semiotics for articulating an understanding of resistance and appropriation in future internet studies.

Umberto Eco famously suggested that readers who resist or appropriate the meaning of a text for their own purposes are engaging in a form of "semiotic guerilla warfare" (Eco, 1976: 150). By reading media against the grain, the users may reject not only the meaning of a single message, but also its wider political and cultural assumptions. Whereas the implications of this notion have remained contested in semiotics and cultural studies (Jensen, 2012), the Internet and other digital media take semiotic resistance to another level: By appropriating not just textual meanings, but technological resources, internet users might make a social difference through their communication, beyond the text and the interface.

Turning to the sociological understanding of resistance and appropriation, the question of how to make a social difference has been at the top of the agenda of critical sociology – from Marx's claim in his Theses on Feuerbach (1845) that "The philosophers have only interpreted the world, in various ways; the point, however, is to change it," via the Frankfurt School, to contemporary developments (Calhoun, Gerteis, Moody, Pfaff, & Virk 2012). Emphasizing categories of social action over textual meaning, sociology has addressed both ways of critiquing – resisting – the social status quo and strategies of changing it – appropriating available resources for either reformatory or revolutionary purposes. The internet, and now its extension into the mobile world, is such a resource, an infrastructure for reflecting on society as it currently exists as well as for enacting alternatives.

Format

To facilitate reflection on these theoretical sources in the AoIR community, the session will adopt the format of a fishbowl conversation (http://en.wikipedia.org/wiki/Fishbowl_(conversation), March 5, 2013). The opening configuration will include a moderator and four participants. Each person in the first round will make an intervention lasting 3-5 minutes:

• Moderator: Klaus Bruhn Jensen, U of Copenhagen, Denmark, who will, first, introduce the theme of the fishbowl and, next, offer a capsule summary of semiotic conceptions of resistance and appropriation.

• Participant 1: Rich Ling, IT U of Copenhagen, Denmark, who will provide a corresponding capsule summary of sociological conceptions of resistance and appropriation, exemplified with reference to mobile communication (Ling, 2008).

• Participant 2: Naomi Baron, American U, USA, who will consider the state of being "always on" (Baron, 2008) as an appropriation of technological resources for the conduct of everyday life.

• Participant 3: Rasmus Helles, U of Copenhagen, Denmark, who will address personal media as resources of action across social contexts (Dreier, 1999).

• Participant 4: Mark Deuze, U of Amsterdam, the Netherlands, who will consider recent work on how people's affective relations with their media accelerate the integration of emotion and cognition in practices of social change.

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5:00 – 7:00 PM Dinner Off Site

7:00 – 9:00 Reception   *Location:* **Space Gallery, 785 Santa Fe Drive**
Featuring "Constructs of Acquaintance," Interactive Digital Art Exhibit Co-Created by Laleh Mehran and Chris Coleman, University of Denver

Sponsored by University of Denver, University of Colorado, & Colorado State University
Catering by Roving Rooster & Mondo Vino
Service provided by graduate student volunteers

Friday, October 25

8:30 – 9:00 AM Breakfast

Location: **Mezzanine Foyer**

9:00 – 9:50 AM **Ignite Session**

Location: **Confluence C**

Daren C. Brabham (University of Southern California), *The Four Approaches to Crowdsourcing*

Michael Zimmer (University of Wisconsin-Milwaukee), *Introducing: The Zuckerberg Files*

John Tinnell (University of Colorado Denver), *From WIMP to ATLAS: Digital Creativity beyond the Desktop*

Jaime Banks (University of Toronto), *Pixel-assassination: Protecting work and play in internet research*

Shane Tilton (University of Kentucky), *The Foreign Fabric*

Vanessa Dennen (Florida State University), *Your privacy, my job?*

Gordon Carlson (Fort Hays State University), *Conceptual Logistics: How-to-Know is more important than What-To-Know*

Alex Leavitt (USC Annenberg), *Design(ing) Theory*

9:50 – 10:00 Break

Location: **Mezzanine**

Friday October 25
10:00 – 11:30

A. Networked Individualism

Location: **Confluence A**

Session Chair: Laura C. Robinson, Santa Clara U, USA; Presenters: Laura C. Robinson, Santa Clara U; Barry Wellman, U of Toronto, Canada; Lee Rainie, Pew Internet & American Life Project, USA; Rich Ling, UT-U of Copenhagen; Caroline Haythornthwaite, U of British Columbia, Canada; Sara Schoonmaker, U of Redlands, USA

"Lee Rainie and Barry Wellman have woven three enormous changes in the ways we connect--the spread of the internet, mobile tools, and social media--into a single clarifying story of our present and future life in the 21st century."--Clay Shirky

The proposal draws its inspiration from Wellman and Rainie's pathbreaking volume Networked: The New Social Operating System to explore the rich conception of networked individualism from a variety of perspectives. Rainie and Wellman's critically acclaimed work has been hailed as a vital contribution to our understanding of perpetual connectedness. In the words of Vint Cerf: "Lee Rainie and Barry Wellman have combined forces to become the new Marshall McLuhan!" Howard Rheingold writes, "…if it were up to me, nobody would be let loose online until they read Networked…this is a must-read manual for life online today."

The concept of networked individualism allows us to understand how daily life is increasingly connected through myriad ICT engagements from tweets, to updates, to texts, to emails. From Pinterest to LinkedIn, networked individuals are always "on," ever benefiting from mediated connectivity. While less dependent on physically proximate relationships, the networked individual is able to enhance existing relationships through mobile technologies. At the same time, networked individualism allows individuals to take advantage of looser networks that provide a host of emergent opportunities. Networked individuals who use ICTs nimbly and enthusiastically are able to use these technologies to develop access to broad audiences with shared interests. Because the networked individual is no longer beholden to temporal or physical boundaries, the networked individual may strategically use a variety of mediated networks to cultivate meaningful new ties for greater wellbeing.

Drawing together experts in diverse—yet complementary--substantive areas, participants will discuss and illuminate the processes through which networked individuals decide to use the internet, as well as the complex relationships between social practices and technologies. In this way, the participants will draw on the much -needed concept of networked individualism as a lens through which to explore dynamic research in the field of new media studies. In so doing, the proposed roundtable provides an excellent fit with the program's call and the themes of Internet Researcher 14.0: Resistance and Appropriation.

Drawing on key case studies, the participants will discuss how mastering this perpetual connectedness allows the networked individual to thrive by developing new strategies and skills that take advantage of digital networks in a number of life realms. More specifically, Barry Wellman (S.D. Clark Professor of Sociology and NetLab Director at the University of Toronto) will examine networked work, networked relationships, and the Pastoralist Fallacy. Lee Rainie (Director of the Pew Research Center's Internet and American Life Project; former managing editor of U.S. News and World Report) will analyze the structure of networked information and the way it changes the context of personal privacy. Rich Ling (Professor at the IT University of Copenhagen and sociologist at the Telenor Research Institute) will discuss networked individualism vis-à-vis mobility. Caroline Haythornthwaite (Director and Professor in the School of Library, Archival, and Information Studies at the University of British Columbia) will address networked individualism in relation to the independent, online learner who learns on and through the internet for personal and/or professional needs. Sara Schoonmaker (Professor Sociology at the University of Redlands) will discuss networked individualism in the context of developing Free Software communities as alternative forms of globalization from below.

As the breadth and depth of the researchers' work indicates, networked individualism is a key concept for the future of internet studies. As individuals increasingly meet their social, emotional, and economic needs through mediated networks, the proposed roundtable reveals the primary importance of networked individualism in a Web 2.0 world. In revealing these connections, the proposed contribution will add much to the theme of Resistance and Appropriation. Rather than understanding the internet and related technologies as basic infrastructure to everyday life, each of the participants will shed light on how networked individuals decide to use mediated technologies, as well as the ways social practices inform the use of these technologies. In this way, networked individualism allows us to understand how people choose to make meaning using ICTs.

Friday October 25
10:00 – 11:30

B. Storytelling

Session Chair: **Ted Striphas**   *Location:* **Confluence B**

Presentations

Twitter Storytelling as a New Literacy Practice

Jeff Holmes, Arizona State University, USA

This paper analyzes the Twitter feed for the launch of Mass Effect 3 in order to explore the ways digital media reshape how we tell stories and share experiences. In particular, this feed highlights four important features of new media storytelling: the structure of the medium informs the crafted fictions of the story; these stories rely on both the "real" nature of the Twitter medium as well as the fictional context of the narrative world; the story exists within the "real world" of the reader by being enmeshed with their everyday stream of other writing and reading; and readers have opportunities to participate and actively engage with the story in new ways. Together, these features represent a new literacy and a new way of framing our understanding of storytelling.

Joint Digital Storytelling on Twitter: Creative Appropriation in Political Deliberation

Caja J. Thimm, Jessica Einspänner, Mark Dang-Anh, University of Bonn, Germany

This paper explores on the basis of empirical research, how patterns of interaction and argumentation in political discourse on Twitter evolve as translocal communities in the creative shape of "joint digital storytelling". Joint storytelling embraces coordinated activities by multiple actors focusing on a shared topic. By adding personal information and evaluation, participants construct an open narrative format, which can be inviting and inspiring for others, who then join in with their own narratives. This model will be exemplified by analyzing a large amount of tweets (107,000) collected during a political conflict between proponents and adversaries of a local traffic project in Germany. Analysis is based on (1) the textual level, (2) the operative level (hashtags, @- and RT-Symbol, hyperlinks etc.) and (3) the visual level of storytelling (embedded photos, videos). Results show a new way of creating translocal online communities and political deliberation.

Site-Specificity, Pervasive Computing, and the Reading Interface

Jason Farman, University of Maryland, College Park, USA

Through a media archaeology approach, this paper offers a historical grounding for emerging mobile media storytelling projects. By linking these locative media projects to the larger history of attaching narratives to specific places, these projects build on practices that have been done for millennia. From stone inscriptions to the stories that accompany religious pilgrimages, from graffiti in early Rome to historic walking tours of cities, the practice of sited narratives has many precedents. The desire to attach story to space (and to do so through pervasive and mobile computing) is found in the connection between the historical context of a community and the need to determine the character of that space. Around these two points arises a contention over who is actually allowed to tell the story of a location. A site's dominant narrative is often told through durable while the narratives on the margins are relegated to ephemeral media.

Personal Digital Storyworlds, Narrative Architects, and Gmail

Jason Zalinger, University of South Florida, USA

New technologies change the recording of our life stories. They challenge us to make a coherent picture from so many digital puzzle pieces. Online, we have been given a rich variety of what I call personal digital storyworlds and seemingly unlimited space to collect personal data. However, we have not given users the conceptual and practical tools to help people create cohesive, meaningful life narratives out of all these digital fragments. Bottom line: we are very good at capturing data, but we are not good, yet, at helping people make sense of all these digital narrative elements. This paper asks the audience to reimagine Gmail as a storyworld. The goal is to provide new insights that advance academic conversations about personal digital archives, which will become an essential element of Web 3.0. Using data from participant interviews, this paper makes the case that personal digital archives produce meaningful, conflicting emotions in people, and they provide insight into how technology shapes how we understand ourselves.

Friday October 25
10:00 – 11:30

C. Communication in Crises

Session Chair: Pamela Conners

Presentations

Twitter in the Context of the Arab Spring

Muhammad Abdul-Mageed, Indiana U Bloomington, USA; Christopher Brown, U of Texas Austin, USA; Dua'a Abu-Elhij'a, Indiana U Bloomington, USA

Except for some initial analyses (Authors, 2011; 2012; 2013), Arabic Twitter has not been the target of much research. Although these initial analyses have accumulated insights as to some Twitter user practices and the micro-blogging service's content, these studies remain limited in terms of scale (i.e., they did not depend on huge datasets as is attempted in the current work), nor did they examine Twitter use and practices in the context of the Arab Spring. In the current work, our goal is to bridge these gaps. In other words, we investigate (1) the employment of various Arabic varieties, (2) sentiment expression, and (3) topic distribution in two Twitter sub-corpora, one pre-dating the Arab Spring and another occurring in its context. Our analyses show the impact of the political events on the social network at the three fronts.

"What we write is used against us": The participants' views on tightened control in online debate after the Oslo terrorist attacks

Karoline Andrea Ihlebæk, U of Oslo, Norway; Anders Sundnes Løvlie, Gjøvik University College, Norway

This paper investigates the participants' experience of changes in the editorial control with online debate after the 22 July 2011 terrorist attacks in Norway. Through a large-scale web survey and in-depth interviews with a small group of respondents it is uncovered that a majority of the respondents experience a tightening of editorial control, and a reduction in their freedom to participate in the debate. The participants express suspicion and a lack of understanding of the moderation policies of the newspapers, indicating a need for the media organisations to improve the transparency of moderating practices towards participants. Furthermore, participants express a strong preference for being able to comment anonymously, and fear of potential repercussions if being forced to use their real names when commenting, indicating that taking away the possibility to be anonymous may curb participation in online debate.

Who has the right to speak? The role of social media in spreading dissent among anti-nuclear groups in post 3-11 Japan

Takanori Tamura, Hosei U, Japan; Tadahisa Hamada, U of Tokyo, Japan

Although much previous research (for example regarding the "Arab Spring" of 2010) has stressed the galvanizing role played by social media in the development of social activism, in this paper we show how the use of social media in Japan has actually led to a fracturing of the anti-nuclear movement following the earthquake, tsunami and nuclear accidents in Japan in March 2011. We argue that awareness of a specifically Japanese concept prioritizing the voices of those directly affected by an accident or condition, the tōjisha, has been heightened by exchanges on social media such as Twitter. We suggest that arguments among the anti-nuclear protestors on who has the most right to speak in these debates has had a debilitating effect on the anti-nuclear movement as a whole. We call for further work in Japan on the way in which social media have promoted disunity and dissent among protest groups.

The Genesis of Crisis Communication in Twitter: from Witnesses to Gatewatchers

Luca Rossi, Elisabetta Zurovac, University of Urbino Carlo Bo, Italy

During crisis events individuals look for information and try to share useful content or testify their own experience through social media. The research for valuable information is, relies largely on information provided by news agencies and official actors. This collective behavior leads, on a given amount of time, toward the emergence of gatewatching activities where digital media are used to reshare and to control information. This paper will investigate how this phenomenon emerge looking at the Twitter conversations produced during the first five hours after the earthquake that struck Emilia Romagna region in Italy on May 20th 2012. We have been able to detect, in the early user-led phase of the phenomenon, what kind of messages were produced and how user-produced communication results in different network structures.

Friday October 25
10:00 – 11:30

D. Screens: Resisting and Appropriating Interfaces

Location: **Platte River**

Session Chair: **Andrew Herman**

Presentations

Book Pirates: Tethered Technologies and their Domestication

Mathias Klang[1], U of Gotheburg, Sweden; Jan Nolin, U of Borås, Sweden

This work is part of a larger study on the effects of ebooks in small language markets. The results presented here are a study of more sophisticated technology users and an attempt to capture: (1) their domestication of ebook readers and surrounding technologies, and (2) their attitudes towards their tethered ebook applications. The goal is to better understand the sophisticated users as representatives of the early adopters who shape wider social technology adoption, interpretation and understanding.

User resistance and repurposing: a look at the iOS jailbreaking scene in Brazil

Adriana da Rosa Amaral[1], Unisinos, Brazil; Rosana Vieira Souza, Unisinos, Brazil

The paper aimed to discuss the growth of mobile platforms and the emergence of the user counter-power in these environments. In that respect, we intended to reflect upon jailbreaking practices from the users' point of view. The study is based on a qualitative approach that examined critical incidents and included interviews with Cydia Store users from Brazil, the primary jailbreak apps store available to users of iOS devices. We discuss how the users of jailbroken handsets articulate the tensions between jailbreaking practice and market constraints, as well as the trade-offs and paradoxes (e.g. security versus openness, stability versus freedom) the users have to deal with in the jailbreaking scene. Our findings suggest that even though jailbreaking practices reflect social counter-power, it emerges from a free culture logic that legitimates the freedom to access, distribute or modify content and creative work, and not from an explicit political motivation.

The process of adapting to mobile tablet devices by switching between distractive and productive multitasking

Sora Park, University of Canberra, Australia

This study explores how new users of mobile devices experience and learn to adapt to the distraction they encounter due to the ubiquitous nature of the devices. After giving young adults mobile tablet devices, this study tracked the changes in uses over the course of one year. A mixed method of online surveys and netnography were conducted on 35 participants in

Australia. Participants engaged in continuous access throughout the day, expanding situations of where they engage in multiple tasks. They reported both distraction and productivity gains. During the course of the study, participants negotiated their time and attention that they gave to their devices switching from productive to distractive multitasking. The concept of self regulation emerged from the process of managing the distraction, the main strategies being preventive and pre-emptive use.

"But Still It Moves": Screens, Print, and Reading

Naomi S. Baron, American University, USA

As the amount of reading people are doing on digital devices mushrooms, a growing number of voices are suggesting that onscreen reading will replace printed hard copy. Digital reading has multiple advantages, including portability, democratic access, and (generally) price. However, concerned scholars are questioning whether reading on digital devices undermines important aspects of reading, including uninterrupted concentration.

This paper compares the cases for reading onscreen versus reading in hard copy, considering such variables as cognitive performance, eye-movement, and reader preference. After summarizing studies the author has previously done on college students' self-reported reading patterns, the paper outlines a study (to be conducted in Spring 2013) that will observe subjects actually reading on a computer screen versus in hard copy. The study will compare the extent to which readers are distracted from the reading tasks (e.g., checking their mobile phones) during the two reading conditions.

Friday October 25
10:00 – 11:30

E. Access and Engagement

Location: **Lawrence A**

Session Chair: Catherine Knight Steele

Presentations

Close intimate playthings? Understanding player-avatar relationships as a function of attachment, agency, and intimacy

Jaime Banks, U of Toronto, Canada; Nicholas David Bowman, West Virginia University, USA

The study of the player-avatar relationship has been central to scholars of video games and virtual worlds. Work has attempted to explain the relationship by focusing on the technologies of social presence, the socio-emotional relationship between players and avatars as distinct social others, the capability of players to adopt the personae of their avatars, and the psychological merging of player and avatar as a unified person. While these approaches are useful in explaining specific forms and types of player-avatar relationships, they tend to adopt qualitatively-different approaches to the phenomenon that limit their ability to inform one another and, in turn, our understanding of the holistic player-avatar experience. To this end, the following paper demonstrates how player-avatar archetypes generated from narrative analysis can be reanalyzed for dimensions of character attachment to highlight intersections with agency and intimacy, and suggests the utility of such an approach to understanding the larger video game entertainment experience.

Beyond Internet Access: a study of social and cultural practices in LAN Houses

David Nemer, Indiana University, USA

LAN Houses, for-profit internet cafés, have been one of the main strategies from the Brazilian government to promote the internet access in marginalized areas. Although the internet is the main purpose of such businesses, LAN Houses provide an important space for Brazil's urban poor areas, known as favelas. Drawing from critical ethnographic research in the favelas of

Vitoria, Brazil, this study sheds light on the social and cultural practices that happen in these establishments. In addition, it highlights the complex relationship between the LAN Houses and the government.

Understanding Digital Network Engagement: Aiding Resistance and Appropriation of Technology

Diane Spencer-Scarr, Curtin University, Australia

Some individuals actively appropriate and resist the impact of digital network technology while others passively accept. Understanding this complex process of human-technology engagement provides insights to its effect: amplifying or diminishing human behavior. Correlations between personality, decision-making style and engagement have been identified from in-depth interviews and self-reporting surveys, revealing two major groups; 'engaged-but-unaware' and 'engaged-and-aware'. The distinction was established by utilizing an ecological approach to 'digital networks' as a tool where the human-tool as a synthesized unit is evaluated within its environment. Engagement was found to involve a suite of behaviors 1) intensity and embededness, 2) responsiveness to feedback, 3) decision-management and 4) motivators. When taken together they form a conceptual model explaining why some individuals resist and appropriate digital network technology to their advantage while others passively accept and are managed by the technology. This paper is part of ongoing research into understanding digital network engagement.

Next Generation Users: Changing Access to the Internet

Grant Blank, Oxford Internet Institute, University of Oxford, United Kingdom; William H. Dutton, Oxford Internet Institute, University of Oxford, United Kingdom

We investigate some implications of the rising use of mobile devices and multiple devices to access the Internet. Next Generation Users are defined as Internet users who access the Internet (1) on mobile devices and (2) on multiple devices. Data from the 2011 Oxford Internet Survey shows that Next Generation Users are disproportionately likely to use the Internet for entertainment, content production, and information-seeking. Logistic regression shows that Next Generation Users tend to be younger, wealthier, have positive attitudes toward technology and to have used the Internet longer. We conclude that mobility and multiple devices are reconfiguring their access to information, people and services in ways that are likely to empower them in relation to other users. This may herald the beginning of a new digital divide.

Friday October 25
10:00 – 11:30

F. Third Spaces, Religion and Spirituality in the Digital Age

Location: **Lawrence B**

Session Chair: Nabil Echchaibi; Presenters: Nabil Echchaibi, Rachel Liberman, Deborah Whitehead, U of Colorado Boulder, USA

How can we study religion and spirituality in the digital age without privileging the techno-fantastic or reifying deterministic binaries of old media-old religion versus new media-new religion? Framing our research around the novelty of technologies leads us to adopt a hierarchical indexing of what constitutes a real, authentic experience of community, belonging and belief, precisely because we draw distinct lines between the traditional and the modern, the physical and the digital, place and non-place, and the real and the proximal embodied experience. As Hermann Bausinger argues, folk culture and tradition are much alive in the world of modern technologies and "busily recruiting and adapting new technologies to old purposes." If mediation is an inherent function of religion and if we agree that new media are not just technological innovations but continuous cultural and social spaces (Moores, 2012), what's new in digital religion and how and where can we locate differences and disjunctures in the religious today without reducing newness to simply leaving tradition behind?

This panel argues that our theories of religion and the media will benefit greatly from an analysis of how religious meaning is generated and performed at the borderlines of a complex ecosystem of media ensembles and hybrid spaces. Religion is not simply the subject of yet another round of media technologies. The articulation and contestation of what constitutes the

religious increasingly take place in in-between spaces where we move beyond narratives of origin and hierarchical subjectivities. Our appropriation of the concept of Third Spaces serves as an interpretive tool to highlight what we call a 'thickening' of the religious experience beyond dichotomous definitions of both religion and media categories. In this sense, and rather than treating the digital as having a "self-enclosed cyberian apartness" (Miller and Slater, 2000), we privilege an understanding of religious and spiritual practices in the digital as part of everyday life and the outcome of potentially contested sites. The spatial metaphor of a third space also allows us to visualize the mobility of everyday religion and explore the dynamic ways in which contemporary subjects imagine, produce and navigate new religious and spiritual places.

The digital in a third space configuration also becomes much more revealing because it makes legible the dynamics of translation and reflexivity as individuals, and at times institutions too, seek alternative modes of belonging and community building. So, instead of seeing the digital in the study of religion solely in terms of its technical properties and their impact on some pure belief or on the authenticity of the spiritual experience, we look at it as a complex text of social practice, a site of negotiated religious praxis, which resists totalizing and monologic frames of reference and produces its own spiritual repertoire, its own discursive logic, and its own aesthetics of persuasion.

Digital third spaces of religion thus stand out by virtue of their in-betweenness. They exist between private and public, between institution and individual, between authority and individual autonomy, between large media framings and individual "pro-sumption," between local and translocal, etc. Our empirical case studies reflect on the creative outcomes of this condition of in-betweenness and the emergence of other places of religious and spiritual meaning, particularly as intervening sites of social practice, or even peripheral spaces of power negotiation and social action. These third spaces of digital religion, we contend, can be strategically peripheral as they imagine creative ways of thinking about faith and spirituality while resisting entrenched frames of social power and nested structures of religious authority. Highlighting the contestatory potential of these sites, however, is not meant to endorse a rampant view of digital utopianism or obscure the fact that digital cultures still operate within a logic of neoliberalism. Rather, we believe that a critical analysis of these spaces can elicit an important contemporary dynamic of religious practice and change and assess the work of social actors who act meaningfully in and through these spaces as viable sites of cultural intervention and imagination of alternative possibilities.

This panel will present findings from a two-year research project entitled,'Finding Religion in the Media", in which a group of researchers surveyed and analyzed media spaces where the terms and practices of religion, spirituality, the 'not-so-religious' and the not-so-spiritual,' and things that bear a resemblance to religion, are present. Drawing on the philosophy of technology, religious studies, media studies, and postcolonialism, this panel examines alternative ways in which we can think about the intimate nexus between the religious and the mediated in the age of the digital.

Friday October 25
10:00 – 11:30

G. Fans and Audiences

Location: **Molly Brown**

Session Chair*:* Ruth Deller

Presentations

Friends or Followers? The Relations between German Soccer Clubs and Their Fans on Twitter

Katrin Weller, GESIS Leibniz Institute for the Social Sciences, Germany; Axel Bruns, Queensland University of Technology, Australia

This paper shows how soccer clubs from Germany's first division have started to use Twitter. Analysis is based on tweets from and to club accounts as well as on follower numbers, and specific clubs are selected for case studies. This approach reveals that Twitter mirrors the conflicts between professional sports and traditional fandom.

Audiences as Publics. Tweeting with the Television on

Evelien D'heer, Pieter Verdegem, Cédric Courtois, iMinds-MICT-Ghent University, Belgium

Watching and talking about television is no longer a private experience confined to the living room. This paper presents a study on Twitter conversation whilst watching television and discusses the findings in the ongoing debates on Twitter research. Via a multi-method approach, we investigate Twitter conversation on a Belgian current affair program. Through the interpretation of the public character of meaning-making, we acknowledge how viewers come to constitute publics. In addition, specific ethical and theoretical issues related to the study are defined and discussed. Via the description of practical examples, we contribute to the ongoing discussion on internet research and Twitter research in particular. Future endeavors are outlined to grasp and understand audience activity in this media manifold.

Second Screen and Political Talk-Shows: Measuring and Understanding the Italian Participatory Couch Potato

Fabio Giglietto, Università di Urbino Carlo Bo, Italy

According to several recent reports, the practice of using a 'second screen' while following a television program is quickly becoming a widespread phenomenon. When the secondary device is used to read or contribute to online comments about a watched program, most of the discussion takes place on popular social media such as Facebook and Twitter. The paper presents what is, to our knowledge, the first study on a full season dataset of Twitter conversations about a TV genre. Starting from August 2012, we collected all the Tweets (1,703,064) containing at least one of the official hashtags of the eleven political talk shows (607 episodes) aired by the Italian free-to-air broadcasters. We found a significant correlation between the Tweet-rate-per-minute during airtime and the audience of the show's episode. Furthermore, we demonstrate a technique, based on cluster analysis, aimed at identify key moment in a season. On this subset of contents, we applied qualitative content analysis to identify users' level of participation on the scale of access, interaction and participation.

Friday October 25
10:00 – 11:30 AM

H. Research Directions in Identity and the Internet   *Location:* **Horace Tabor**

Session Chair: Jenny Ungbha Korn[1], Presenters: Jenny Ungbha Korn, Cameran Ashraf[2], Andrea Baker[3], Jaime Banks[4], Kelly Boudreau[5], André Brock[6], Brooke Duffy[7], Christina Dunbar-Hester[8], Charles Ess[9], Mary Gray[10], Kattie Hogan[11], Trent Kays[12], Ksenia Korobkova[13], Holly Kruse[14], Silvia Lindtner[13], Annette Markham[15], Rosa Mikeal Martey[16], Crystle Martin[13], Alice Marwick[17], Ryan Milner[18], Erika Polson[19], Craig Scott[8], Terri Senft[20], Adrienne Shaw[7], Suvi Silfverberg[21], Christo Sims[22], Catherine Knight Steele[1], Katrin Tiidenberg[23], Sabryna Cornish[24], Safiya Noble[25]

[1]University of Illinois at Chicago, USA; [2]University of California at Los Angeles, USA; [3]Ohio University, USA; [4]Colorado State University, USA; [5]Technoculture Art and Games Research Group, Canada; [6]University of Iowa, USA; [7]Temple University, USA; [8]Rutgers University, USA; [9]University of Oslo, Norway; [10]Indiana University, USA; [11]Wayne State University, USA; [12]University of Minnesota, USA; [13]University of California at Irvine, USA; [14]Rogers State University, USA; [15]Umeå University, Sweden; [16]Colorado State University, USA; [17]Fordham University, USA; [18]College of Charleston, USA; [19]University of Denver, USA; [20]University of East London, England; [21]Helsinki Institute for Information Technology, Finland; [22]University of California at San Diego, USA; [23]University of Tartu, Estonia; [24]Northern Illinois University, USA; [25]University of Illinois, Urbana-Champaign

The birds (of a feather session on identity from the last Association of Internet Researchers conference) have turned into fish! Building upon our success from last year, we have come together now as fish to fill our fishbowl on identity. Identity crosses multiple levels of analysis, from the individual to the organizational and international. This fishbowl presents an opportunity for researchers of identity to discuss quantitative and qualitative methodologies and to explore online and offline methodologies used to study identity. We represent researchers who are questioning definitions of identity, deconstructing categories, pushing identity boundaries, and reconfiguring identification processes. Among topics we might address are how the self is changing; how gender and race manifest online; how research ethics has evolved; how culture and identity are interwoven; how learning and identity are impacted by one another; how hybrid-identity has occurred; how world views of

Confucianism, capitalism, and socialism affect identity; how specific online communities around identity within avatars, blogs, fandom, gaming, and websites have emerged; how obfuscation practices of our identity have been deployed via concealment technologies; and how the interplay between individual and organizational identity has been complicated through the Internet. Our theme of identity is extremely broad, and intentionally so, so that we may attract as many "fish" as possible to discuss how we all see identity research tied to the Internet.

Our format is an open fishbowl. Four chairs are arranged in an inner circle as the fishbowl. The remaining chairs are arranged in concentric circles outside the fishbowl. Three participants are selected to fill the fishbowl, leaving one chair empty, while the rest of the group sits on the chairs outside the fishbowl. I as the moderator introduce the topic of identity and begin the conversation with opening questions, and the participants start discussing the topic. The audience outside the fishbowl listens to the discussion. In an open fishbowl, any member of the audience can, at any time, occupy the empty chair and join the fishbowl. Once all four seats are filled, and new fish want to join the fishbowl, an existing member of the fishbowl will voluntarily leave the fishbowl to free a chair. The discussion continues with participants frequently entering and leaving the fishbowl. We anticipate having several audience members spend some time in the fishbowl to take part in our interactive discussion. When the time runs out, the fishbowl is closed, and I as the moderator will summarize the discussion.

The moderator is Jenny Ungbha Korn, and the confirmed list of fish who have committed to this fishbowl reaches nearly 30. With so many scholars on identity coming from different perspectives, I believe interesting discussion will generate organically. I look forward to seeing where our fish will swim.

Friday October 25
11:30-12:50 PM Lunch on your own

Friday October 25
12:50 – 2:20 PM

A. Digital, Material, Affective

Location: **Confluence A**

<u>Session Chair:</u> Susanna Paasonen

Presentations

Susanna Passonen[1], Jenny Sundén[2], Veronika Tzankova[3]

[1]University of Turku, Finland; [2]Södertörn University, Sweden; [3]Simon Fraser University, Canada

Since the 1990s, the particularities of digital culture and online communications have been extensively theorized in terms of immateriality and virtuality. As that which does not factually exist yet has effects, the virtual has been defined as the opposite of the actual, the real, or the material. Images or text on a computer screen become perceptible when computers are attached to modems and when files are read with the aid of correct software. As binary code,

files are ephemeral in their immateriality, yet tangible in their perceptibility and effects. Encounters with them involve tactile interconnection of technological objects with the fleshiness of the human sensorium, and such encounters are highly material. In fact it can be argued that any clear distinctions between the material and the immaterial, the actual and the virtual grow leaky in the "material virtualities" (Sundén 2003) of online communication.

The intensities of online romance and sex, for example, encompass showing and telling, fantasy, investment, and projection, as well as sensations of connection and disconnection, absence and presence, proximity and distance facilitated by network technologies (Hillis 2009). Online platforms gain in affective stickiness as users stay on, return to, and refresh web pages, and as they read, comment, tag, upload and download. Such examples point to networked communications as comprising and contributing to affective encounters among people, technologies, texts, sounds, images, and ideas. These encounters give rise to attachments and antagonisms, as well as to forms of variously persistent and fleeting intensities that further drive and orient the movements and actions of users across networks.

The three presentations in this panel explore the interconnections of the digital, the material, and the affective in online

communication. The individual case studies presented range from: the affective investments of steampunk culture as cutting through the categories of the analogue and the digital; the political potential and affect of Turkish sexual confession sites; and to the heated twists and turns of a Finnish Facebook discussion thread. Clearly distinct in their aims and scope, all three presentations investigate the intersections of the material and the virtual in networked exchanges by asking how intensities move, how they move users, and what they affect. Furthermore, each presentation explores the role and meaning of online platforms and technological objects in and for their individual and collective users. Rather than approaching platforms as instrumental tools to an end, or as passive "stages" for the actions and attachments of users, they are conceptualized as facilitating and conditioning particular uses, sensations and forms of interaction.

Affectivity then becomes an issue of connectivity and contact between and among human and nonhuman agents, and an effect of the circulation of digital files that communicate and help to create and give rise to ideas, values, and intensities. Philosopher Sara Ahmed (2004: 10–11) argues that, "emotions do not circulate among people, objects of emotion do." With respect to online platforms, such circulation is "virtual" in the sense of comprising immaterial objects (computer files, documents, and code) and symbolic depiction. At the same time, the circulation of objects gives rise to intensities -- of enthusiasm, rage, curiosity, and lust -- that are tangibly felt by the bodies of users. Such sensations are personal and individual yet, as networked, simultaneously shared and collective. Consequently, panelists demonstrate, the networked circulation and accumulation of affective intensities can give shape to, support, and facilitate collective political action.

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Friday October 25
12:50 – 2:20 PM

B. Forms of Play

Location: **Confluence B**

<u>Session Chair:</u> Aphra Kerr

Presentations

The Mystery of the Hidden Gamer: Women, Leisure, and Hidden Object Games

<u>Shira Chess</u>, University of Georgia, USA

Hidden object games are a rarely remarked upon subgenre of casual gaming. This lack of larger discussion is understandable: the games have seemingly repetitive play, predictable storylines, and subtle variations between them. This paper identifies deeper meaning and context to the hidden object game, by considering how the games create corollaries between women's leisure in the real world and the activities of the game world. Through analyzing the game play and narrative, I illustrate how the hidden object game constructs an ambiguous form of leisure that replicates domestic and emotional labor. Ultimately, this paper identifies the woman player as "hidden" through the game's complex modes of subjectivity and player embodiment.

Playful Participatory Culture: Learning from Reddit

<u>Adrienne Massanari</u>, University of Illinois at Chicago, USA

This project considers how we might understand participatory culture platforms such as Reddit through the lens of game studies. Using ethnographic techniques and approaches from actor-network theory, this research describes several playful patterns of interaction seen commonly on Reddit, and discusses the ways in which certain design choices enable and constrain the kind of play that occurs. I argue that understanding these spaces as games provides a deeper understanding of the interactions between participants and the culture of Reddit at large. It can also help us explore how individuals assign

meaning to things like "karma points" and engage in reflexive talk about the rewards and rules governing play. At the same time, this research suggests the "game" of Reddit is not unproblematic, as who can play, how they can play, and what play looks like often reinscribes many hegemonic tendencies of (internet) culture more broadly.

Urban Jamification: Gincanas as location-based mobile games in Brazil

Adriana de Souza e Silva[1], Isabel Froes[2]

[1]North Carolina State University, United States of America; [2]IT University of Copenhagen, Denmark

Gincanas are a traditional event in Brazilian culture where groups of people compete against each other by solving tasks. Recently, the Dutch Waag Society and the Brazilian Mobilefest developed the location-based game called Global Gincana, where players use their phones as interfaces to interact with the game space through solving location-based tasks about the countries' history and culture. By exploring the history of Brazilian gincanas and how they have evolved through the spread and appropriation of mobile technologies, this article addresses two main research questions: (1) how mobility and the configuration of urban space influence the design and performance of location-based mobile games; and (2) how the urban and socio-economic context of developing countries, specifically Brazil, shape mobile technology appropriation and location-based mobile game design. We demonstrate that urban spaces can convey a multiplicity of performances, encompassing a vast arrange of applications, ranging from education and philanthropic to marketing oriented.

Playing 'for Real': A Lab-Based Study of MMOGs

Jen Jenson[1], Kelly Bergstrom[2], Suzanne de Castell[3]

[1]York University, Canada; [2]York University, Canada; [3]University of Ontario Institute of Technology, Canada

In this paper we report on a 3-year, mixed-methods study of Massively Multiplayer Online games, focusing on the ways in our lab-based studies were indeed sites of 'real' play, notwithstanding their limited ecological validity (Williams, 2010). We document the ways in which we observed players' real commitment to a play session that had few or no opportunities for follow up – investing considerable time and attention to, for example, naming and customizing their avatars, and selectively equipping them. We illustrate here some of the insights available through lab-based play that cannot be captured otherwise. We also draw attention to the ways in which relying on only one type of data can create a false and/or incomplete picture of a participant's level of engagement with the game. This research suggests that labs might well be a site where 'authentic' play is indeed possible, and can therefore offer rich potential for MMOG research as they can give significantly greater context than is possible from data that is generated by game servers.

Friday October 25
12:50 – 2:20 PM

C. Celebrity Crises on Twitter

Location: **Confluence C**

Session Chair: Axel Bruns

Presentations

Axel Bruns[1], Tim Highfield[1], Ana Vimieiro[1], Renato Vimieiro[2], Theresa Sauter[1], Cornelius Puschmann[3]

[1]Queensland University of Technology, Australia; [2]University of Newcastle, Australia; [3]Humboldt University of Berlin

Recently, Twitter has strongly promoted its service as a means of following the day-to-day activities of celebrities in media, sports, and politics, and perhaps of tweeting about and even receiving the occasional reply from such accounts. Indeed, celebrity accounts are amongst the most-followed accounts on Twitter (Marwick and boyd, 2011). Users employ them to

attain constant live updates on the latest gossip around their favourite celebrities (Cha, et al., 2010) and to feel closer to them. This points in part to the use of Twitter for lurking or "listening" (Crawford, 2009) rather than necessarily for highly active participation.

Twitter has also been recognised as a medium for "ambient news" (Hermida, 2010; Burns, 2010): while its everyday uses may be diverse and centred around mundane activities, when major news breaks, Twitter users become actively engaged in sharing the latest rumours and updates and thereby "working the story" (Bruns & Highfield, 2012) as part of a collaborative news curation process. This has been evident around key world events from natural disasters to political crises over recent years: coordinated especially through hashtags, ad hoc publics (Bruns & Burgess, 2011) form on Twitter to discuss and evaluate such breaking news events.

This panel brings together a collection of papers which use innovative social media analytics techniques and approaches to examine a series of events which are situated at the intersection of celebrity- and breaking news-related uses of Twitter: they examine the Twitter userbase's reaction to a number of high-profile celebrity crises. Papers in this panel explore the hypothesis that in response to such crisis events - such as Lance Armstrong's doping confession, the Pope's resignation, or Oscar Pistorius's arrest on murder charges, but also to the everyday crises of a national government -, the Twitter audiences of these accounts shift to a more active mode of participation which seeks to make sense of the unfolding story.

Through detailed observations of the Twitter reaction to these celebrity crisis events, we are able to track a number of simultaneous processes which shed light on more general patterns of Twitter usage: from a formal perspective, the emergence of shared hashtags, memes, and other user-created ad hoc conventions for coordinating the discussion of the crisis event; from a network perspective, the emergence and interconnection of key participants in the unfolding discussion; and from a content perspective, the formation of public opinion(s) as a greater amount of information becomes available and is shared, discussed, and evaluated.

These case studies reveal how everyday individuals use Twitter to engage with their favourite celebrities in new ways that bring them closer together and enable them to react immediately to breaking news, as well as actively direct questions at and demand statements from these public figures. In this way, we can detect an intermingling of traditional news reporting and public reaction to events that heightens the mutual construction of stories within networks of humans and technologies that include multiple actants - such as the celebrities (and their PR teams) at the head of the crisis, journalists, official governmental bodies, and citizens, all trying to make sense of the events and constructing stories. Importantly, this ad hoc engagement contributes to shaping the unfolding of crisis events and their aftermath.

An observation of such developments through the lens of quantitative and qualitative evaluation of large datasets that pertain to these cases provides novel and unprecedented perspectives on public communication which - if not simply representative for overall world opinion - nonetheless indicate that online public engagement is becoming an increasingly important and influential component of the global public debate.

Bruns, A., & Burgess, J. (2011). The use of twitter hashtags in the formation of ad hoc publics. European Consortium for Political Research conference, Reykjavík, 25-27 Aug. 2011. Reykjavík. Retrieved from http://eprints.qut.edu.au/46515/

Bruns, A., & Highfield, T. (2012). Blogs, Twitter, and Breaking News: The Produsage of Citizen Journalism. In R. A. Lind (Ed.), Produsing Theory in a Digital World: The Intersection of Audiences and Production (Vol. 30, pp. 15–32). New York: Peter Lang.

Burns, Alex (2010, May) "Oblique Strategies for Ambient Journalism." M/C Journal 13(2). http://journal.media-culture.org.au/index.php/mcjournal/article/view/230, accessed 1 Aug. 2011.

Cha, M., Haddadi, H., Benevenuto, F., & Gummadi, K. P. (2010, May). Measuring user influence in twitter: The million follower fallacy. In 4th international aaai conference on weblogs and social media (icwsm) (Vol. 14, No. 1, p. 8).

Crawford, Kate (2009) "Following You: Disciplines of Listening in Social Media." Continuum: Journal of Media & Cultural Studies 23(40): pp. 525-35.

Hermida, Alfred (2010, May). "From TV to Twitter: How Ambient News Became Ambient Journalism." M/C Journal 13(2). http://journal.media-culture.org.au/index.php/mcjournal/article/view/220, accessed 1 Aug. 2011.

Marwick, A. E. and boyd d (2011). I tweet honestly, I tweet passionately: Twitter users, context collapse, and the imagined audience. New Media & Society, 13(1), 114-133.

Friday October 25
12:50 – 2:20 PM

D. Internet Studies: Futures of the Field

Session Chair: William H. Dutton

William H. Dutton[1], Nancy Baym[2], Mia Consalvo[3], Charles Ess[4], Barry Wellman[5], Jonathan J. H. Zhu[6]

[1]University of Oxford, United Kingdom; [2]Microsoft Research; [3]Concordia University; [4]University of Oslo; [5]University of Toronto; [6]City University of Hong Kong

Over the last decade, a series of workshops, panels and edited collections have sought to describe the rise of Internet Studies – in part, by documenting prominent research topoi as established across a range of disciplines and methodologies, some of the likely trajectories of this research, and thereby possible futures of Internet Studies as a whole. The proposed panel aims to critically assess the themes developed through this work, identify the constitutive domains within the field, and critically assess competing expectations and normative forecasts concerning the future development of this field. What do these efforts say about the development of Internet Studies? What have we properly included? What has been neglected? Are we viewing the field through rose-colored glasses, failing to see emerging trends, and/or right on-target with empirically anchored and credible perspectives?

Friday October 25
12:50 – 2:20 PM

E. Political Engagement

Session Chair: Caja J. Thimm

Presentations

Online political memes and Youth Political engagement in Singapore

T. T. Sreekumar, Shobha Vadrevu, National University of Singapore, Singapore

This paper explores the practice of posting static visual online memes on social media by political actors to convey messages that comment on the ruling party and its policies in Singapore. The paper presents a discussion based on semiotic analysis of popular memes and interviews with Singaporeans aged 18-24 to understand the ways in which circulation of memes influence the quality of political engagement. The results of the analysis suggest that the memes hold the potential for enhancing political engagement among a citizenry that is often seen as depoliticised and apathetic. Memes via their appearance on Facebook and other social media platforms socialise citizens to become critical of the status quo. Memes that attract youth's attention follow general patterns of satirically commenting on the regime's carefully articulated narratives of progress and efficiency and constructing subversive counter narratives infused with wit, sarcasm and parody.

Can social network sites bridge the politician-citizen divide: Interaction on SNS during the Danish parliamentary election 2011

Sander Andreas Schwartz, IT University, Copenhagen

Politicians are eager to engage with citizens because the support for political parties is declining in Denmark like many other places in the world increasing a politician-citizen divide. Critics also fear that the Internet might be contributing to a polarization in overall political debate. This study examines whether social media can be part of a solution to this problem and how politicians can successfully encourage interaction and debate. In a unique collaboration with the Danish Broadcasting Corporation this study will analyze interaction between politicians and citizens based on a collection of politicians' Facebook activity during the Danish National Election 2011 (totaling +100.000 status messages and comments). All this contributes to an understanding of how diverse a public the politicians have been able to engage with during the election, and whether social

network sites as Facebook might be a promising platform for bridging the political divide between politicians and citizens.

Re-examining the relationship between civil society and the internet: Pessimistic visions in India's 'IT City'

Anuradha Rao, National University of Singapore, Singapore

The paper critically re-examines some assumptions associated with the internet-civil society relationship, viz., that intertwining online and offline activity furthers democratic goals, and the willingness of civil society actors to effectively utilize the internet. A case study of Hasiru Usiru, an internet-based civil society network in Bangalore, India, unearthed intense scepticism towards, and refusal to engage deeply with, the internet for activism. The paper examines the reasons for the propagation of a pessimistic view by wired civil society actors situated in a new media-intensive environment, viz., the 'IT City' of India. The finding that working within the context of a technologizing city need not result in greater internet use by civil society is a departure from the prominent view of the internet as furthering the democratic cause of civil society..

Friday October 25
12:50 – 2:20 PM
F. Hacking Healthcare

Location: **Lawrence B**

Session Chair: Morgan G. Ames

Presentations

Apps for Those Who Help Themselves: Mobile Self-Guided Interventions for Adolescent Mental Health

Yukari Seko, Sean Kidd, David Wiljer, Centre for Addiction and Mental Health, Canada

The exponential growth in the use of mobile phone has brought new opportunities for supporting adolescent mental healthcare. Clinical experts increasingly leverage mobile phone technology for patient self-assessments, self-paced mood charting, and virtual coaching. Yet, little has been studied regarding the depth and the breadth of evidence in the area of mobile self-guided interventions and their implications to adolescent mental health. This paper offers a scoping review of current mobile phone use in self-guided interventions for adolescents examines the key design principles in the development of these tools. The findings indicate a range of new challenges and affordances. While mobile tools are welcomed by healthcare professionals as an engaging platform for involving patients in their own care, it is crucial to critically consider ethical issues arising with mobile interventions, such as confidentiality, privacy, and potential loss of control caused by a forced self-surveillance and regulation.

Educating About Diabetes: Conversations on a Social Networking Site

Devayani Tirthali, Teachers College, Columbia University, USA

This ethnographic research explores how adult users of a social networking site focused on diabetes educate themselves about living with this condition. This paper brings attention to the emerging phenomenon of people with chronic conditions congregating on SNSs for health. It also sheds light on the ongoing education in settings other than the clinics. It shows how these settings support, draw from or subvert the traditional forms of diabetes education.

Hacking healthcare: Navigating disconnection in the pursuit of medical care

Lindsay Ems, Amy Gonzales, Indiana University, USA

In this qualitative research project we aim to understand the ways in which low-income healthcare recipients and their providers are working together to develop collaborative hacks, or solutions to problems of cell phone disconnection, to ensure continuity of care after patients leave the facility. We propose the concept "technology maintenance" to describe the issues low-income individuals face when navigating healthcare systems. These, we argue have not been taken into systematic investigation in the development of other interventionist eHealth solutions. Through conducting interviews with low-income healthcare recipients and their providers, we provide evidence of "collaborative hacks" being developed at a community clinic serving poor patients with HIV.

What We Talk About When We Talk Data: Metrics, Mobilization, and Materiality in Performing Health Online

Brittany Fiore-Silfvast[1], Gina Neff[2]

[1]Department of Communication, University of Washington; [2]Department of Communication, University of Washington, Center for Information Technology Policy, Princeton University

In this paper we develop a critique of the concept of data as culturally embodied and materialized in and around online health and wellness communities. Drawing on two years of qualitative, ethnographic observations, participation, and interviews in the field of consumer health and wellness digital technologies with the designers and users of internet-based health and wellness data "tracking," our work explores the gap between discourses of data, the practices of, with, around and through data, and the contexts in which data "live." Together, through these discourses, practices, and contexts, what we term *data valences* emerge, allowing data to perform in different ways in different communities in different contexts and for different purposes.We extend an emerging scholarly conversation about the nature of data by pointing to the ways that data valences may be contested or negotiated at the boundaries of institutions. This is what we refer to as polyvalent data: when data has multiple, and sometimes contentious valences. Within institutions data valences come with more institutional authority and seemingly cohere and congeal within those institutional settings. What we see in our research is that at the intersections between institutions or, what we call interstices, the polyvalent nature of data is more apparent. We identify six data valences: 1) self-evidence, 2) actionability, 3) communication/connection, 4) transparency/openness, 5) truthiness, and 6) discovery and map their emergent symbolic and material performances across the discourses, practices, and contexts of health and wellness communities of practice.

Friday October 25
12:50 – 2:20 PM

G. Conceptualizing Media Resistance

Location: **Molly Brown**

Session Chair: Michele Rosenthal

Michele Rosenthal[1], Rivka Ribak[1], Nabil Echchaibi[2], Stewart Hoover[2], Rachael Liberman[2], Laura Portwood-Stacer[3]

[1]University of Haifa, Israel; [2]University of Colorado; [3]New York University

While there is a plethora of studies that examine the speed of diffusion of new technologies, and the role of the user in the co-construction of technologies – far less research has been conducted about user resistance to new technologies, the effects of media avoidance, or the role of the non-user in the co-construction of technologies. Partly, this lacuna in the research can be attributed to, what Everett M. Rogers called "the pro-innovation bias," which suggests "that an innovation should be diffused and adopted by all members of a social system, that it should be diffused more rapidly, and that the innovation should be neither re-invented nor rejected." This bias, claims Rogers, has produced a field of knowledge that focuses upon quick diffusion and adoption, rather than slow diffusion, rejection or discontinuance. Scholars affiliated with the social construction of technology approach (SCOT) addressed this bias by turning their attention to the role of non-users and resistance in the co-construction of new technologies. Historian Ronald Kline, for example, in his study of 20th century rural America, suggested that "resistance is a common means of negotiation among producers, mediators, and users that helps to create socio-technical

change." Sally Wyatt, in an essay entitled "Non-users also matter: The construction of users and non-users of the internet," echoes these sentiments suggesting that users "should be seen in relation to another, even less visible group, that of non-users." Understanding the phenomenon and spectrum of non-use and ambivalence not only enriches our understanding of the ways in which technologies are both diffused and socially constructed, but the ways in which practices of media use and non-use inform contemporary constructions of social and cultural identity. In an era of media convergence and ubiquity, non-use, limited use and ambivalence have become important markers of social and cultural capital.

The roundtable assembles a group of researchers who have been studying precisely these issues. Drawing on their empirical studies, participants will reflect upon everyday practices of resistance to communication technologies and platforms in an age of media saturation. Each participant will examine different aspects of resistance to communication technologies and platforms through a discussion of central concepts: media accounts, media capital, gendered resistance, media refusal, media limitation and media ambivalence. Hoover leads the discussion with an overview of audience studies and media accounts in historic perspective, with an emphasis upon user resistance to mainstream media and technologies. Nabil Echchaibi follows by presenting the concept of media capital and the ways in which individuals and families draw upon cultural repertoires in their everyday practice in order to decide what, when and where to be involved in media. Rachael Liberman's account enriches both Hoover and Echchaibi by focusing on gender and media resistance. Laura Portwood-Stacer theorizes how the refusal to be "productive" members of the "digital labor" economy blends previous conceptions of labor strikes on the one hand and consumer strikes, or boycotts, on the other. Michele Rosenthal discusses the concept of media limitation as a form of media resistance: how are small everyday limitations (i.e., I only do email during the week) constructed by users and others as resistant? Rivka Ribak concludes with a discussion about media ambivalence as an umbrella term that describes how users negotiate media ubiquity through a variety of practices that resist and delimit the media.

The Roundtable conceptualizes and problematizes resistance in an age of technological convergence, when the older dichotomies of use/non-use, fan/non-fan, viewer/non-viewer, adopter/resister are no longer relevant in the contemporary context. Instead, the participants offer alternative conceptualizations that reflect the complicated and evolving media landscape, and allow space for the celebration of certain media and refusal and rejection and ambivalence about others.

Friday October 25
12:50 – 2:20 PM

H. Bridging the Politics of Digital Academic Production and Social Entrepreneurship

Location: **Horace Tabor**

Session Chair: Mary-Elizabeth Luka

Presentations

Mary-Elizabeth Luka[1], Vicki Mayer[2], Mél Hogan[3], Jacqueline Wallace[1], Mélanie Millette[4]

[1]Concordia University, Canada; [2]Tulane University, U.S.A.; [3]University of Colorado - Boulder, U.S.A.; [4]Université du Québec à Montréal, Canada

Digital humanities scholars today are frequently challenged to reach out to non-academic communities and undertake entrepreneurial-like initiatives that connect to corporate agendas, prioritized social engagements or applied research, in order to generate the research funding that success in the academic environment relies on. Sometimes these are successful collaboratories that express complex social values and support cooperative work or start-up environments appropriate to industrial success and workforce-oriented life skills. In other circumstances, these particularly financial or social objectives get in the way of research that is able to resist stagnant or tired patterns of scholarly endeavour or civic involvements. How can provocative and/or collective research interventions fit into this constricted framework? How do marketing, design-thinking, and activism fit together with academic methods and processes, particularly with critical media arts practices and the DIY field? In what ways do research-creation, digital ethnography, self-critical observation and digital media art production help or hinder legitimacy and credibility in the academy? What is the intervention you choose to make as a scholar in the communities with which you engage, inside and outside the university, and how can you measure contributions and recognition that can be accepted at both types of sites of enquiry?

This fishbowl will be moderated by **Dr. Vicki Mayer** . She is Professor of Communication at Tulane University in New Orleans, Louisiana. Mayer is author or editor of four books about media production in the new economy for creative industries. Since 2009, she has been director of MediaNOLA (medianola.org) to connect university students, professors, and

creative sector professionals (archivists, preservationists, etc.) to a digital public history project.

First four speakers:

Jacqueline Wallace (PhD Candidate (ABD) in Communication, Concordia University, and HASTAC Scholar) spent a decade working in the media and tech industries at the intersection of commerce and creativity. She is a former founder of Veer, Inc. an award-winning visual media and design startup and a founding partner in the boutique social media agency, All Beef Media. Wallace is now pursuing research on the micro-economies of DIY design + craft, women's creative labour and informal production networks.

Mélanie Millette (PhD Candidate (ABD) in Communication, Université du Québec à Montréal, LabCMO) worked as a producer for TV, radio and new media advertising before getting back to the academy. Since 2006, she has worked as a freelance consultant in social media. A SSHRC and Trudeau Foundation scholar, her thesis focuses on the Francophone Canadian minority and how this community uses Twitter to get visibility and political recognition.

Mary Elizabeth Luka is a Vanier Canada Graduate Scholar and PhD Candidate (ABD) in Communication at Concordia University, and HASTAC Scholar. Situated in the digital humanities, her scholarly interests focus on research-creation as method, production practices and creativity in cultural media production, and the intriguing dynamics generated at the intersection of the arts, broadcasting and digital production. With more than a decade of award-winning work as a founder/producer/director of digital and television programming initiatives in public broadcasting, Luka has also worked with over 25 culture sector organizations as a strategic planning consultant.

Dr. Mél Hogan is a Postdoctoral Fellow in Digital Curation in the department of Mass Communication and Journalism at the University of Colorado – Boulder. She is interested in the failures of the (promise of the) archive, data storage centers, feminist media archaeologies, and the politics of preservation. As a practitioner, aspects of these same issues are addressed through media arts interventions. Hogan is also the art director of online and p.o.d. journal of arts and politics, nomorepotlucks.org; on the advisory board of the Fembot collective; on the administrative board Studio XX; a new curator

for the Media Archaeology Lab, and a research design consultant for archinode.com.

Friday October 25
2:20 – 2:40 PM Break

Location: **Mezzanine Foyer**

Friday October 25
2:40 – 4:10

A. Community, Place, and Shared Experience

Location: **Confluence A**

Session Chair: Laura Forlano

Presentations

An inappropriate sense of place

Torill Elvira Mortensen, IT University of Copenhagen, Denmark

This is a discussion of how mediacity influences the understanding of communication, based on Joshua Meyrowitz' work No sense of Place, where his concepts are used on digital communication through a discussion of two examples of inappropriate communication online. This discussion reactivates his understanding of how media changes society, while it underlines the extent to which digital media have changed society.

The media reality Joshua Meyrowitz addressed in 1985 no longer exists. Since then print and electronic media have converged in and been altered by digital media, and the sense of place has changed. It is still vital for the understanding of

communication to understand how mediacity changes the settings – the very stage on which we perform as everyday actors.

This is a theoretical paper where the original concepts of Meyrowitz will be challenged through other understandings of some of his core concepts. The following exemplifies the discussion, which will be expanded on and explored more deeply for the conference presentation.

Just in time: a new modality for community via networks

Matthew Allen, Deakin University, Australia

My paper reviews the significance of the term community in attempts to understand the social and human dimensions of computer-mediated communication in light of the current dominance of self-interested social networking as the primary form of internet use. Exploring the two ways in which place has been used to articulate the relationship of individuals and collectives, the paper proposes the necessity of moving instead to explore time and rhythm in a world where networks are 'everywhere and nowhere', thus rendering space a consequence of our temporal synchronicities, rather than a precursor

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A Phenomenology of SNS Sharing

D.E. Wittkower, Old Dominion University, USA

In this contribution to a phenomenology of social network sites (SNS), we see how the share button brings about an alteration in our being-with others. On the side of the sharer, we see an experience of the world in a mode of possible retroactive sociality, creating an enigma in the constitution and attention of the subject of a given experience. On the side of the receiver, we see how being shared with creates sometimes unwelcome retrospective ideation of the sharer's experience, and requires a choice whether, by liking or commenting, to bring the sharer into retroactive awareness of having been experiencing the shared alongside the receiver. Only if and when the shared has been received and the reception has been shared is asynchronous being-with at a distance constituted.

Global Face with a National Body? Facebook Appropriation and Use in a National Context

Lisbeth Klastrup, IT-University of Copenhagen, Denmark

This paper presents a study of Facebook in a national context, examining language use, friend networks, and content interaction and sharing. Based on a survey (n=739), four in-depth qualitative interviews with people living in Denmark, and ethnographic observation, the paper present findings which indicate that Danes (of Danish origin) on Facebook mostly interact in Danish with other Danes they know, focusing on their own life and local news, whereas Danes with a mixed background interact with people in several countries, in several languages, and with a more international outlook, but still only with people, they know. A majority share international entertainment (such as YouTube videos), and sign up for international groups and activities on Facebook. However, a minority seem to be living in a Danish capsule. Nothing in these findings indicate strong globalising effects by being on Facebook, but mundane global (sharing) activity needs to be examined further.

Friday October 25
2:40 – 4:10 PM

B. Power and Game Design

<u>Session Chair:</u> Anders Sundnes Løvlie

Presentations

The Source of Open-Source Culture: Participation in the Production of an Open Media Artifact, Minecraft

<u>Alex Leavitt</u>, Annenberg School for Communication, University of Southern California, USA

How does an open, participatory media artifact evolve in relation to participants' perceptions of it? Scholars have heralded participatory culture as the next advance in the construction of media artifacts, though few researchers have delved into the discussions, boundary-making, and motivations of produsers' participation in iteratively-created open media. Through interpretation in grounded theory and extended case method analysis of ethnographic participant observation and interviews, this paper examines Minecraft, a video game that became popular during its development, through which players contributed ancillary content that eventually impacted the game's official development. By examining players' and modders' perceptions of official- and player-produced content for the game, this paper demonstrates how value emerges from open, participatory media artifacts and how levels of participation produce different experiences with the game. By detailing the dynamics underlying participatory cultures, we can begin to further understand how collaboration and conflict operate in "open-source culture."

Social Media, Data Analytics and Videogames Development: Halfbrick Case Study

<u>John Banks</u>, Darryl Woodford, QUT, Australia

Social media platforms are of interest to interactive entertainment companies for a number of reasons. They can operate as a platform for deploying games, as a tool for communicating with customers and potential customers, and can provide analytics on how players utilize the; game providing immediate feedback on design decisions and changes. However, as ongoing research with Australian developer Halfbrick, creators of *Fruit Ninja* , demonstrates, the use of these platforms is not universally seen as a positive. The incorporation of Big Data into already innovative development practices has the potential to cause tension between designers, whilst the platform also challenges the traditional business model, relying on micro-transactions rather than an up-front payment and a substantial shift in design philosophy to take advantage of the social aspects of platforms such as Facebook.

EVE Online Newbie Guides: Helpful information or gatekeeping mechanisms at work?

<u>Kelly Bergstrom</u>, York University, Canada

EVE Online is a space-themed Massively Multiplayer Online Game (MMOG) that has a reputation of having an exceptionally punishing learning curve. It has been argued that its difficulty stems from the in-game tutorial purposefully leaving out important information, forcing novice players to consult outside resources to be successful in this game. Through content analysis of player-created "newbie guides", this paper argues that not only do the outside resources speak primarily to a particular demographic of player, their use of exclusionary language and imagery actively discourages participation from other demographics of potential players. *EVE Online* is a game whose player base is almost entirely composed of white males, and in this paper it is argued that these newbie guides are an example of a gatekeeping mechanism that works to maintain the exceptionally homogenous player community composition of this MMOG.

Resisting Meritocracy and Reappropriating Games: Rhetorically Rethinking Game Design

Christopher Paul, Seattle University, USA

Using tools derived primarily from rhetorical analysis and criticism, this project analyzes the impact of the overwhelming focus on balance in video game design. Balance is a central ordering principle of games that is established by designers, praised by gamers, and particularly sought after in multiplayer games. A focus on balance limits games and establishes them as meritocratic spaces, where the 'best' players should be the most successful. By establishing a connection between balance and meritocracies it is possible to identify possible locations for resistance to existing norms. Drawing from sociological critiques of meritocracies and current dynamics in game culture, game studies can help reappropriate elements of game design and contribute to a more positive, inclusive game culture.

Friday October 25
2:40 – 4:10 PM
C. Critical Perspectives

Location: **Confluence C**

Session Chair: jeremy hunsinger

Presentations

Discourses of internet freedom

Caroline Jack, Cornell University, United States of America

Using Edwards's adaptation of Foucault's concept of discourse, this paper analyzes discourses of "internet freedom" that articulate notions of autonomy, coercion, the state and the individual in and through information and communication technologies, in order to better understand positive and normative understandings of the allocation of power in the digital age. Following an analysis of press accounts, policy texts and influential digital manifestos, two conclusions emerge in light of historically based understandings of autonomy and political subjectivity. First, internet freedom discourses demonstrate that language around ICTs employs ambiguous and contested notions of both users as political subjects, and of the entities that can limit those subjects' autonomy. Second, a critical reappraisal of political subjectivity and autonomy in light of digital technology can draw on the intellectual heritage of the twentieth century via a reinterpretation of Berlin's schema of positive and negative liberties.

Assembling affordances: towards a theory of relational affordances

Julian Hopkins, Monash University, Malaysia

Drawn from a long-term ethnographic research into personal blogging, this paper proposes a theoretical approach to the issue of materiality and culture in technology that combines the concept of affordances and that of Deleuze & Guattari's concept of assemblage. Highlighting the relational aspect of these concepts, a list of blog affordances is proposed. These can provide a basis for further analysis of blogs as well as other internet media forms.

The Circuit of Culture: A Useful Theoretical Model for Studying Social Media

Emily Sue Keats, Colorado State University, USA

This theoretical examination illustrates the applicability of the Circuit of Culture to studying social media. Literature that uses the theory of self-presentation for understanding social media and its users abounds. While Goffman's (1959) presentation of self is an appropriate theoretical approach to the analysis of social media, it focuses primarily on the concept of identity and

how users elicit or hide particular aspects of it depending on the self they want to project. Because online environments are multifaceted sites of meaning construction and exchange, examining them with a more diverse and encompassing model is critical. The Circuit of Culture is a five-part model that can be used to provide a rich understanding of a cultural phenomenon. This paper offers evidence for why the Circuit of Culture is a strong model to apply when investigating social media as well as offers suggestions for future research areas.

Transitioning in Thailand Online

<u>Jillana Beth Enteen</u>, Northwestern University, USA

This paper argues, via transnational cyberculture studies and the examination of English language websites generated in Thailand marketing gender-related surgeries, that both sexuality and gender are diffuse sets of social, political, and interpersonal expectations with particular histories and effects. It shows three distinct websites generated in Thailand to attract Western medical tourists by depicting bodies in transition: both from the perspectives of sex/gender surgeries and transnational travel. The shifting strategies and multiple translations deployed by the Thai medical tourism industry via an online presence, which have been compiled in a database that spans three years, are suggested through these three representative websites.

Friday October 25
2:40 – 4:10 PM
D. Social Media in Crisis Communication

Location: **Platte River**

Session Chair: **Jean Burgess**

Presentations

<u>Jean Burgess</u>[1], Axel Bruns[1], Kate Crawford[2], Megan Finn[2], Andres Monroy-Hernandez[2], Leysia Palen[3]

[1]Queensland University of Technology; [2]Microsoft Research; [3]University of Colorado Boulder

The use of social media in crisis communication has developed substantially in recent years; social media have been found to play a role in natural disasters and human-made crisis events ranging from the devastating 2010/11 earthquakes in Christchurch, New Zealand, through the 2011 riots in London and the wider UK, to the 2012 hurricane Sandy on the eastern seaboard of the United States.

Approaches by emergency response organisations and other stakeholders to the use of social media in crisis communication continue to vary widely, however: while some such organisations are actively exploring a variety of models for incorporating tools such as Facebook and Twitter into their overall emergency media mix, others have been taking a much more cautious approach and continue to see social media as a potential disruption and source of rumours and misinformation. At the same time, the practice of social media analysis as applied to crisis informatics is growing at an extraordinary rate across the humanities and social sciences - as well as computer science and informatics.

This panel brings together a number of recognised experts in the study of social media and crisis communication in order to explore the current state of play across a range of disciplines, organisational contexts and international jurisdictions. The adoption of social media by government and other emergency response organisations is always influenced by the specific local contexts of use - including legal frameworks for public communication by emergency services, current social media demographics and rates of take-up, and the potential utility of social media tools in the specific types of emergency which are most likely to occur in the local region. This panel enables a cross-comparison of emergency services' assessment of and responses to these factors.

The pooling and evaluation of such diverse institutional knowledge and experience on an international level is important as it informs the next stage of social media adoption by emergency organisations. The researchers and research centres gathered

for this panel each work closely with a variety of such organisations, and are able to influence further social media strategy development.

The papers in this panel offer a range of approaches to the study of social media use in crisis communication, building on empirical research to critique current approaches, propose practical guidelines and to set new intellectual agendas in this rapidly growing field of applied internet research.The panel provides an important opportunity for knowledge sharing between these research groups, as well as with the wider AoIR community.

Friday October 25
2:40 – 4:10 PM

E. The Anti-Social Web

Location: **Lawrence A**

Session Chair: **Daniel Greene**

Daniel Greene[1], Burcu Bakioglu[2], David Parry[3], Jessie Daniels[4]

[1]University of Maryland, College Park, United States of America; [2]Lawrence University, Kansas, United States of America; [3]St. Joseph's University, United States of America; [4]The Graduate Center and Hunter College at the City University of New York, United States of America

This panel uses a range of sites and populations to investigate anti-social practices around and within the community spaces of the Web. We focus on how the cultural common sense of an open Web built on sharing is framed against the danger of specific anti-social practices and how practices of openness and sharing rely on anti-social acts for their maintenance. Thus the dominant imaginary of the web as both frictionless free market and anti-hierarchical public sphere has always been positioned against the trolls, bots, and freaks resisting this vision, while practices of censorship, surveillance, and social engineering have been adopted in defense of this vision.

These tensions between open sociality, its disruption, and its regulation have been present since the opening of the commercial web in the early- to mid-1990s. US politicians and telecommunications corporations in that period promised that 'cyberspace' would be cleared of pornography and theft in order to ensure that it was safe and open for business. The threat of marketing cyberporn to potentially susceptible publics would be met with legislation such as Children's Internet Protection Act (CIPA), requiring all public access points receiving federal funding to install filtering software on their internet-connected PC's (Jaeger & Zan, 2009). Simultaneously, MCI advertised cyberspace as an open zone of social and economic relations where bodily markers signifying past social divisions would disappear (e.g., the "Anthem" commercial advertising how online "there is no race", "there is no gender"). This supported an emergent neoliberal political hegemony where any public insistence on the material effects of racism or sexism were themselves taken to be racist or sexist attacks on the 'color-blind' public sphere (Chun, 2006). These discourses circulating on and about the web are thus indicative of a new norm of sociality that takes old ideals of the open, democratic public sphere and repurposes them to support an economic infrastructure based on free flowing but data-mined information (Dean, 2003). Trolls, bots, spammers, porn freaks, and griefers use this open, free-flowing sociality transgressively to serve their own respective agendas and are thus a threat to the dominant political-economic order.

The rise of web 2.0 and social networking sites built on user-generated content re-centers the economic imperative of social openness and the political norms of social publicity. Here the profits of websites such as Facebook are always produced through uneven economic relations where users' free labor becomes profitable data profiles through ubiquitous surveillance-- the scope of which is hidden from most users (Anderjevic, 2012). Politically, we see reactions against the anti-social Web overlapping with offline liberal politics; including the way white, middle- and upper-class teenagers, many encouraged by parents, fled from MySpace to Facebook because the former encouraged media experimentation, heavily featured hip-hop culture, and, allegedly was overrun with sexual predators (boyd, 2012). In other words, mid-2000s MySpace was social, but not the right kind of social. The anti-social Web is thus both a set of infrastructural practices shaping a profitable, normative version of Web sociality, and a discourse against which those norms are constructed. The papers in the panel will argue that the anti-social web is not a bug in the system of the social web, but a constitutive feature of that system. To understand LambdaMOO, we must understand Mr. Bungle (Dibbell, 1998, p. 11-33). To understand 'cyberspace', we must understand cyberporn. To understand Facebook, we must understand the white flight from MySpace. And to understand Reddit, we must understand Violentacrez (Chen, 2012).

This panel explores how the anti-social web exists alongside the social web, as both a set of anti-social practices shaping a normative social space and a set of anti-social figures against which the liberal discourse of the web is defined. [Author's 1] ethnography of urban public libraries explores how librarians regulate the links between internet access and social mobility, and how library patrons, many of them homeless, refuse those links when they watch porn, sleep, drink, or have sex in the library. [Author 2] explores how griefers' play has developed hacktivistic undertones and transformed into a strategy for negotiating privacy, transparency, and governance in virtual worlds. [Author 3] examines the phenomenon of 'cloaked websites' which hide their white supremacist or pro-life political agendas in order to influence naive Web users. And [Author 4] discusses the anti-democratic potential of 'big data' electoral campaigns, which use the data points generated in the putative public sphere of the web to engineer turnout rather than foster broader citizen engagement. With each of these papers, we see the anti-social web shaping the cultural common sense of the open, public social web--whether as a figure to be regulated in the name of norms of democratic publicity, or as a set of anti-democratic practices existing within those same norms.

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Friday October 25
2:40 – 4:10 PM

F. Third Spaces, Religion and Spirtuality in the Digital Age Panel 2

Location: **Lawrence B**

Session Chair: **Nabil Echchaibi**

Nabil Echchaibi, Susanne Stadlbauer, Samira Rajabi, Giulia Evolvi, Seung Soo Kim, University of Colorado Boulder, USA

How can we study religion and spirituality in the digital age without privileging the techno-fantastic or reifying deterministic binaries of old media-old religion versus new media-new religion? Framing our research around the novelty of technologies leads us to adopt a hierarchical indexing of what constitutes a real, authentic experience of community, belonging and belief, precisely because we draw distinct lines between the traditional and the modern, the physical and the digital, place and non-place, and the real and the proximal embodied experience. As Hermann Bausinger argues, folk culture and tradition are much alive in the world of modern technologies and "busily recruiting and adapting new technologies to old purposes." If mediation is an inherent function of religion and if we agree that new media are not just technological innovations but continuous cultural and social spaces (Moores, 2012), what's new in digital religion and how and where can we locate differences and disjunctures in the religious today without reducing newness to simply leaving tradition behind?

This panel argues that our theories of religion and the media will benefit greatly from an analysis of how religious meaning is generated and performed at the borderlines of a complex ecosystem of media ensembles and hybrid spaces. Religion is not simply the subject of yet another round of media technologies. The articulation and contestation of what constitutes the religious increasingly take place in in-between spaces where we move beyond narratives of origin and hierarchical subjectivities. Our appropriation of the concept of Third Spaces serves as an interpretive tool to highlight what we call a 'thickening' of the religious experience beyond dichotomous definitions of both religion and media categories. In this sense, and rather than treating the digital as having a "self-enclosed cyberian apartness" (Miller and Slater, 2000), we privilege an understanding of religious and spiritual practices in the digital as part of everyday life and the outcome of potentially contested sites. The spatial metaphor of a third space also allows us to visualize the mobility of everyday religion and explore the dynamic ways in which contemporary subjects imagine, produce and navigate new religious and spiritual places.

The digital in a third space configuration also becomes much more revealing because it makes legible the dynamics of translation and reflexivity as individuals, and at times institutions too, seek alternative modes of belonging and community building. So, instead of seeing the digital in the study of religion solely in terms of its technical properties and their impact on some pure belief or on the authenticity of the spiritual experience, we look at it as a complex text of social practice, a site of negotiated religious praxis, which resists totalizing and monologic frames of reference and produces its own spiritual repertoire, its own discursive logic, and its own aesthetics of persuasion.

Digital third spaces of religion thus stand out by virtue of their in-betweenness. They exist between private and public, between institution and individual, between authority and individual autonomy, between large media framings and individual "pro-sumption," between local and translocal, etc. Our empirical case studies reflect on the creative outcomes of this condition of in-betweenness and the emergence of other places of religious and spiritual meaning, particularly as intervening sites of social practice, or even peripheral spaces of power negotiation and social action. These third spaces of digital religion, we contend, can be strategically peripheral as they imagine creative ways of thinking about faith and spirituality while resisting entrenched frames of social power and nested structures of religious authority. Highlighting the contestatory potential of these sites, however, is not meant to endorse a rampant view of digital utopianism or obscure the fact that digital cultures still operate within a logic of neoliberalism. Rather, we believe that a critical analysis of these spaces can elicit an important contemporary dynamic of religious practice and change and assess the work of social actors who act meaningfully in and through these spaces as viable sites of cultural intervention and imagination of alternative possibilities.

This panel will present findings from a two-year research project entitled,

'Finding Religion in the Media", in which a group of researchers surveyed and analyzed media spaces where the terms and practices of religion, spirituality, the 'not-so-religious' and the not-so-spiritual,' and things that bear a resemblance to religion, are present. Drawing on the philosophy of technology, religious studies, media studies, and postcolonialism, this panel examines alternative ways in which we can think about the intimate nexus between the religious and the mediated in the age of the digital.

Friday October 25
2:40 – 4:10 PM

G. Youth Participation, Media Literacy and Social Justice

Location: **Molly Brown**

Session Chair: Chelsey Hauge

Chelsey Hauge[1], Tamara Shepherd[2], Antero Garcia[3], Giuliana Cucinelli[4], Mary Bryson[5]

[1]Department of Language and Literacy Education, University of British Columbia, Canada; [2]Ted Rogers School of Information Technology Management Ryerson University; [3]Department of Education, Colorado State University; [4]Postdoctoral Research Fellow, Comparative Media Studies Program, MIT; [5]Department of Language and Literacy Education, University of British Columbia, Canada

As digital media have become increasingly ubiquitous, educational institutions, non-for-profit-organizations, and governmental institutions have responded by initiating various programs and research activities that indicate a concern over how, and to what social and political ends, youth engage with media. Within mediated spaces, participatory language has been used to celebrate young people's engagement in social networks and online environments, including platforms like YouTube and Facebook, and other digital technologies such as mobile apps and video games (Ito et al., 2009; Jenkins, 2006). There is particular interest in understanding how participation in mediated environments fosters civic engagement, knowledge, and civic participation (Rheingold, 2008). Yet many scholars have problematized the possibility that participation in digital media might foster new forms of civic engagement or political action for youth, since digital spaces often replicate existing structures of exclusivity and inequity (Hindman, 2008; Davis, 2009). This panel explores the tensions around participation in digital environments, in order to consider what it might mean for young people to learn how to practice citizenship through media literacy. Given the promise around the possibility that digital citizenship might relate to "social justice" as a kind of resistance against neoliberal appropriation, we attempt here to understand how participation in media spaces is negotiated by youth in relation to political practices.

Methodologically, this panel orients itself around critical approaches to pedagogy, where ethnographic and discursive methods are used in the service of highlighting the structures of power that shape young people's everyday modes of media participation. We frame this participation as a kind of media or digital literacy, while attempting to de-stabilize the dominant framings of participation as necessarily in line with social justice or any other particular version of politics. By asking what participation means for young people engaging in a variety of digital practices, we aim to contribute to theorizations of digital citizenship as the way in which youth enter civic life through mediated environments (Papacharissi, 2010).

This panel addresses the following questions:

• How are mediated environments taken up as a tool for social justice and civic engagement, and what tensions surface in doing so with international groups of youth?

• How might we theorize youth political participation and democratic practice? What are the political tensions brought about when youth participate in mediated spaces, especially as related to citizenship, democratic practice, and difference?

• How is the excitement and hope surrounding digital media engagement taken up in governmental and non-profit initiatives, and how do those initiatives address and construct youth in media spaces?

The first paper, "Hope, youth media, and democratic practice," addresses the ways in which youth enact democratic practice as they participate in media production programming, conceptualizing of democratic engagement through Rancière's work on radical democracy to theorize how youth make their stories visible from within the colonial context of community development practice. Second, the paper "Social relations, geographical constructions of youth cultures and urban youth media production ecologies in Canada" examines the spatial ecologies of youth media production organizations, and how their evolution reflect class based tensions as they play out in programming that attempts to expand social capital for marginalized youth. Third, the paper "Geocaching and Civic Engagement in Simultaneous Online and Offline Environments" discusses the affordances of geo-caching for civic engagement in the everyday practice of youth culture. The fourth paper,

"Rethinking participation as engagement in Canada's Digital Economy Strategy," explores the implications of the Canadian Digital Economy Strategy for digital citizenship, analyzing how its policy language constructs youth as digital citizens by conflating participation in digital spaces with civic engagement. Together, these four papers illustrate the far-reaching implications of digital citizenship for young people's engagement with social justice as they negotiate what it means to participate in mediated spaces.

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Friday October 25
2:40 – 4:10 PM

H. E-Ethics: The Researcher and the Researched

Location: **Horace Tabor**

Session Chair: Janet Salmons

Presentations

Janet Salmons, Capella University, USA; Dale Buckholtz, Colorado State University Global Campus, USA; Lois Ann Scheidt, Indiana University, USA; Leticia Bode, Georgetown University

E-Ethics: The Researcher and the Researched will be an interactive fishbowl experience designed to explore the "Resistance and Appropriation" conference theme in the context of online research ethics. The multi-disciplinary group of key presenters will respectively contribute their thought-proving perspectives with the intention of generating a robust conversation with session attendees.

Friday October 25
4:10 – 4:30 Break

*Location***: Mezzanine Foyer**

Friday October 25
4:30 – 6:00 PM

A. Memes

Session Chair: Karine Nahon

Presentations

Media Lingua Franca: Fixity, Novelty, and Vernacular Creativity in Internet Memes

Ryan M. Milner, College of Charleston, USA

This paper argues internet memes – discursive artifacts spread by mediated cultural participants who remix them along the way – weave 'fixity' and 'novelty'. Memes are a form of 'vernacular creativity', which balance the familiar and the foreign, the collective and the individual. In order to assess this balance, I undertook a yearlong multimodal discourse analysis of the networks of mediated cultural participation that house memes. Analyzing memes on sites like 4chan, Reddit, and Tumblr, I found they depend upon 'prepatterning' from social contexts understood by the collectives creating, reappropriating, and sharing them. While this prepatterning fixes the conversation and restricts participation, it also affords depth and expression. Understanding fixed conversational contexts means novel expression translatable to a receptive audience. In this way, memes are a 'media lingua franca', discourses understood by a far reaching collective. Two case studies – 'Kanye Interrupts' and 'Not Bad Obama' – support this assertion.

The Curious Case of Confession Bear: Analyzing anonymity and online memes

Jacqueline Ryan Vickery, Andrew J. Nelson, University of North Texas, USA

"Advice animals" are popular user-created, image-based (.gif), online meme formats. The memes include a humorous image of an animal juxtaposed with text offering advice and/or making a joke. One such example is known as "Confession Bear", which features a sad looking Malayan sun bear "confessing" to something silly, shameful, taboo, or embarrassing. Confession Bear was first circulated through the online community Reddit and was intended to be humorous. However, users unexpectedly started creating and sharing more serious confessions involving topics such as rape, abuse, and addiction. These more serious confessions juxtaposed with the "Confession Bear" image spurred lengthy in-depth conversations on the Reddit message boards about the validity, authenticity, and appropriateness of such confessions. Some users argued advice animals were not "supposed" to be serious, claiming these confessions were an inappropriate use of the form; as such, some users attempted to police the participatory culture created by the production of image-based memes. Others sought to find the "truth" in the claims; some argued the confessions were false and therefore inappropriate, while others defended the confessions as authentic, and therefore appropriate. This paper argues anonymity allows users to appropriate and repurpose humorous image-based memes in ways that simultaneously challenge and reproduce hegemonic culture.

Non-Lethal Farce: "Pepper Spray Cop" Photoshopping as Visual Rhetoric

Andrew M Peck, UW-Madison, USA

This paper examines photoshopping as an important emerging genre of vernacular civic discourse on the Internet. By sharing digitally altered images ("photoshops") across networks, users engage in a vernacular process that creates and participates in discourses concerning social knowledge, shared expectations, and shared values. To demonstrate this process, this paper analyzes how photoshopping was used as a response to the pepper spraying of a group of peaceful protesters on the University of California, Davis campus. Enabled by the affordances of networked communication, this paper argues that photoshopping represents a powerful new form of vernacular rhetoric for the digital age.

Subversive Memes: Internet Memes as a Form of Visual Rhetoric

Heidi E. Huntington, Colorado State University, USA

The study examines internet memes as a form of representational discourse that subverts dominant media messages to create new meaning. The study draws parallels between memes and other forms of visual communication in the physical world. Using constructionist approaches to representation, the study makes a comparison of theoretical approaches to the study of memes, including semiotics and discourse. Based on the literature, the paper introduces a new theoretical approach for the study of memes by describing the theory of visual rhetoric as an appropriate theoretical and methodological lens for research on memes.

Friday October 25
4:30 – 6:00 PM

B. That was Then, This is Now

Location: **Confluence B**

Session Chair: Ilana Gershon

Presentations

Ilana Gershon[1], Nathan Ensmenger[1], Gordon Carlson[2], Mark Deuze[3]

[1]Indiana University, United States of America; [2]Fort Hays State University; [3]University of Amsterdam

This panel begins with a thought exercise. Each panelist has chosen a classic text from their home discipline and asks: what would happen if the author of that text revisited that topic today, using tools, techniques, or perspectives shaped by recent innovations in information technology and the digital humanities? We build on a question that one of our panelists, the historian of computing Nathan Ensmenger, asks in his article "The Digital Construction of Technology: Rethinking the History of Computers in Society," about Bruno Latour's ground breaking ethnography of scientific practice, Laboratory Life. If Latour were to revisit the Salk Institute, what would he make of the pervasive presence of computers, computer-based instruments, and computational metaphors? How would this change the ways in which he did his research, his interpretation of the role of (increasingly digital) inscription devices, or his conclusions about the ways in which social interaction shapes the formation of scientific knowledge? Each of our panelists will perform a similar thought experiment as a starting point for thinking about the historical transformations happening both to one's object of analysis and to the practice of scholarship in the Internet era.

Friday October 25
4:30 – 6:00 PM

C. Power Plays

Location: **Confluence C**

Session Chair: Don Heider

Presentations

The NRA and Social Media: Power, Multilevel Identity Construction, and Resisting Context Collapse

Dawn R. Gilpin, Arizona State University, USA

Current scholarship treats organizational and issue identity as a fluid, discursively constructed concept, inextricably bound to the negotiation and maintenance of power structures. The interactive nature of identity construction emphasizes the importance of communicative interactions between stakeholders and organizations in shaping identities. Little exploration has been done to link efforts by organizations to construct their own socially mediated identity and those influencing the identities of issues and publics. This paper uses social and semantic network plus qualitative analysis to investigate the social media strategies adopted by the National Rifle Association (NRA). The NRA constitutes its identities and power through a complex network of relationships, and seeks to personalize the issue to constituent groups through differentiated use of digital media.

The analysis conducted offers insights into the ways in which complex organizations may structure their social media presence to construct their identity and influence aggregation patterns among stakeholders.

Serenity Now bombs a World of Warcraft funeral: Negotiating the Morality, Reality and Taste of Online Gaming Practices

Martin Ross Gibbs, Marcus Carter, Michael Arnold, Bjorn Nansen, The University of Melbourne, Australia

In this paper we examine the controversy surrounding the Serenity Now bombs a World of Warcraft funeral video. This video depicts a group of players in World of Warcraft attacking a group of enemy players as they gather for the in-game funeral of a woman who had recently passed away. We argue that this historical controversy and the ongoing debate surrounding it is a form of "boundary-work" though which players are negotiating the distinction between legitimate and illegitimate online gaming practices. This boundary work involves three strands of demarcations. It has ethical, ontological and aesthetical filaments. The fact that the disputes played out through these entangled filaments haven't been resolved seven years after the incident indicates that the spaces and boundaries of online interaction remain uncertain and contested. Thus, this paper speaks directly to the themes of appropriation, resistance, and how people negotiate acceptable and unacceptable uses of the internet.

Culpable Media: Digital Disembodiment and the Rise of "Crowdsourced Morality"

Wayne Erik Ryasvy, University of North Carolina at Chapel Hill, USA

Social media encourage collective practices of public expression and individualized practices of privacy and reputation management. Juxtaposing three contemporary extreme scenario case studies, future select interviews with first-year college students and HR staff, and the historic practices of impression management and public expression, I contend that users participate in collective expression and surveillance through social media that ultimately culminate in an extensive and potentially threatening form of disembodiment as it subjects 'culpable' individuals to the morality of the crowd. In this process of "crowdsourced morality," users not only strip expressions of original context and intent, but they also bully 'culpable' individuals by grossly mischaracterizing them to incite public censure and punishment. Therefore, while social media theoretically promote expression through shared connections and content, they also operate as culpable media that complicate personal expression by producing power differentials that always potentially disempower the individual against the excruciating power of the crowd.

Making Machines Safe for Humans: The Case of Siri

Andrea L. Guzman, University of Illinois at Chicago, USA

This paper explores cultural conceptions of human-machine communication through a discourse analysis of U.S. news media accounts of Apple's launch of Siri – a voice-activated, personal assistant application. Through this analysis of online reports regarding Siri's initial reception from *The New York Times* , *CNN* and *ABC News* several themes emerge regarding the nature of Siri and communication with it. These themes portray Siri as the future made real; as part friendly female; as a futuristic servant at the users' beck and call. In totality these portrayals establish Siri as the antithesis of malicious AI machines and position *her* as a non-threatening, technological slave firmly under the control of the user. Siri is "safe" for humans. Or, is *it?* This paper concludes by questioning whether the control we have over Siri is real or an illusion that reinforces what Carey and Quirk (1989) called the "rhetoric of the electronic sublime."

Friday October 25
4:30 – 6:00 PM

D. Thinking about Information and Media Architecture

Location: **Platte River**

Session Chair: **Holly Kruse**

Presentations

Holly Kruse[1], Molly Wright Steenson[2], Steve Jones[3], Margy Avery[4], John Monberg[5]

[1]Rogers State University, United States of America; [2]University of Wisconsin–Madison; [3]University of Illinois at Chicago; [4]The MIT Press; [5]Michigan State University

The terms "information architecture" and "media architecture" mean different things to the people who develop, use and study information and communication technology. "Architecture of information" was the term used in 1970 by Xerox President Peter McColough to describe Xerox's goal of developing products, services and a research program to manage the growing flow of information. In the decades that have followed, however, "information architecture" has come to refer more narrowly to ways of organizing website interfaces and contents to optimize users' experiences. "Media architecture" most commonly refers to the use of communication technologies within and around structures in public space.

This roundtable seeks to broaden the ways in which we currently think about information architecture and media architecture, to complicate them, and to consider how we might beneficially marry these ideas. Notions of architecture help us think about the materiality of information and media technologies, and the situated practices associated with their development and use. Indeed, Nigel Thrift argues that much writing about communication technology is "vapor theory." This roundtable addresses that oversight, by examining the nuts and bolts of media technologies – from file cabinets and the Pony Express to algorithms and situated augmented reality experiences – and how they interact with society and culture.

Information and media architecture help create, and through it we help create, our experiences of technology. It is central to what some argue is a shift from an industrial economy to an experience economy, and in creating a certain kind of shared experience. Moreover, platforms like Android and iOS are devised as "architectures" for app development, both in an empirical and metaphorical sense, with implicit understanding and assumptions about information and interaction of platforms as 'built environments' for sounds, images, data and users. Broadly conceived, information and media architecture are embodying and embodied, and they even help us create and complicate narratives about who we are.

Friday October 25
4:30 – 6:00 PM

E. Rethinking Resistance: Nonparticipation, Consumption, and the Recruitment of Affirmation in Internet Fandom

Location: **Lawrence A**

Session Chair: **Mel Stanfill**

Presentations

Mel Stanfill[1], Paul Booth[2], Rhiannon Bury[3]

[1]University of Illinois, Urbana-Champaign, United States of America; [2]De Paul University, United States of America; [3]Athabasca University, Canada

In place of the presumption that digital media is always-already a space of production, participation, resistance, and appropriation, this panel seeks to enrich our understanding of fandom by exploring when and how other models—such as nonparticipation, consumption, and the positioning of audiences as consumers or as particular, limited types of participants—come into play.

Panelist 1 examines "digital cosplay," or fans' use of Polyvore (an image-based online social media service) in the consumption and reproduction of media characters through the construction of outfits meant to represent them. This presentation argues that generating this imagery and identity is an act of consumption, as it necessarily imbricates the media text. Yet, at the same time it is also an act of appropriation, pushing media into a specific contour. As a form of consumptive

reproduction, "digital cosplay" describes the playful re-creation of character outfits, clothing, and accessories using digital technology in online spaces in a way that is at once looking for fidelity as they consume the object of fandom in a nostalgic way and, paradoxically, engaged in the contemporary novelty of a makeover.

Panelist 2 begins by taking issue with the way early studies of fandom assumed a participatory culture as the norm in a way that established a baseline for not only what constitutes a legitimate object of study—participatory fan culture—but also who gets classified as a legitimate fan. This assumption of participation has been further cemented with digital media, with a focus on fan uses of social networking and content-sharing sites. While our second panelist has presented such research, this presentation uses data from the same mixed-methods study to examine instead the invisible and devalued "non-participatory" fan. Panelist 2's survey data are strongly suggestive that the participatory fan is in the minority, and interview data imply that most people are uninterested in going online to visit fan forums to interact with other fans they do not know, troubling assumptions about internet-era consumption in the form of regular viewing and participation.

Panelist 3 contends that while transmedia is usually understood as a Web 2.0 phenomenon and as thus premised on an idea of interactivity, when it is orchestrated by media industries it is not so much interactive as reactive. Through an examination of web design for fans and industry statements about fans, the third panelist identifies official transmedia is inherently consumptive and thus usefully understood as Consumption 2.0. The presentation argues that transmedia is a means of pitching intensive engagement to fans in circumscribed ways, giving so that fans don't have to bother taking, and introducing ease into the process of intensive engagement in a way that acts to shape desire and define fans as consumers.

This panel provides us the opportunity to consider the limits and realities of digital media's interactive potential, as we consider a wide range of modes and formats of fan interaction, including instances in which fan participation is notably absent or disciplined.

In keeping with our collective interest in when and in what ways audiences can participate, this panel has an interactive format and exists as a hybrid of a panel and a roundtable. Panelists will keep their presentations short in order to open up a robust discussion between panelists and with attendees.

Friday, October 25
4:30 – 6:00 PM

F. Resistance, Appropriation, and Corporations

Location: **Lawrence B**

Session Chair: **Christian Christensen**

Presentations

'*More Awesome than Electronic Arts*': resistance and appropriation in The Sims gaming communities

Ruth Deller, Sheffield Hallam University, UK

This paper looks at discourses of resistance and appropriation within the gaming communities surrounding The Sims franchise. Fans of this franchise, now in its third iteration (The Sims 3) have long been associated with modding and creating their own custom content for the games (see Gee and Hayes, 2010; Flanagan and Nissenbaum, 2008). Indeed, in the early days of the franchise, the creation of user-generated content was encouraged by the founder of the original game, Will Wright. In this paper, I present findings from both a large-scale survey of Sims fans (over 1000 respondents from across a range of communities) and analysis of over forty different Sims blogs, sites and forums to demonstrate how resistance and appropriation form an integral part of the communities' discourse and activity. through activities such as modding, customisation, user-generated content and piracy and distribution of Electronic Arts content. Much of this activity is framed as being explicitly resistant to Electronic Arts, the company that makes the Sims series.

Despite the prevalence of adaptation, appropriation, customisation and resistance practices within the community, some users and bloggers remain vehemently 'anti-modding', 'anti-piracy' or both - indeed, they are resistant to these developments. The Sims communities often experience tensions between those who feel they should play the games as designed and those who see gaming as a more user-driven, customisable experience; between those who wish to subvert Electronic Arts and those who do not.

User or Not, Forever an Endorser: FTC Regulation of Online Endorsement and Content Control

Matthew Thomas Bray, Colorado State University, USA

This study aims to explore possible shortcomings and future applicability of the FTC Revised Guides Concerning the Use of Endorsements and Testimonials in Advertising. The Federal Trade Commission issued the Guides in 2009 to address issues surrounding online endorsement in an effort to maintain standards of advertising practice in new media. This study reviews the original purpose of the Guides and how well that purpose has been upheld in accordance with the cases and rulings the Guides have been applied to. This study concludes that the FTC has yet to clarify ambiguities surrounding the concept of a bona fide user, message appropriation, and content control.

Legal issues in BYOP: Bring Your Own Persona

Jasmine McNealy, University of Kentucky, USA

Increasingly businesses are requiring or encouraging employees to maintain a presence on social media either through personal media use or control of a corporate account. This paper defines this kind of social media use as Bring Your Own Persona, as corporations are using the social media popularity of their employees for potential economic gain. But issues surrounding employee use and control of social media are emerging, causing businesses to go to court to assert social media account ownership, or to defend against claims of unauthorized access. This paper examines the court cases that have arisen connected to BYOP.

Branding the Local: Anti-corporate Resistance in Online Consumer Reviews

Kathleen M Kuehn, Christopher Newport University, USA

A textual analysis of consumer evaluations on Yelp.com (n=1,972) interrogates the form and function of discursive resistance deployed by consumer reviewers. Findings reveal that consumers regularly articulate a politics of consumption at the local level, namely through the explicit celebration of "localism." In promoting local consumption, anti-corporate discourses also function to resist cultural homogenization in users' [offline] communities. Here, reviews serve the function of redirecting economic flows away from corporate-owned business towards (ambiguously defined) "independent" establishments, even as a form of social responsibility. Ultimately, however, localism is discursively constructed (and in some ways performed) as a consumable aesthetic that operates no differently from the corporate "brand logic" that these very reviews contest. Read against Jodi Dean's work on communicative capitalism, Yelp's anti-corporate/pro-local discourse fits squarely within the depoliticizing effects of neoliberalism's project of empowered consumption, raising a number of questions about what larger political economic changes consumer reviews can effect.

Friday October 25
4:30 – 6:00 PM

G. Old and New Media

Session Chair: **Megan Ankerson**

Presentations

Writing for Old and New Media: A Natural Experiment

Leticia Bode, Georgetown University, USA

This project seeks to consider how different constraints in online versus print journalism encourage differences in political journalistic content. A natural experiment furthers our understanding of this phenomenon by holding other aspects (namely, the journalist) constant. A sample of reporters who changed jobs from online to print, print to online, as well as control groups of those switching online to online and print to print, are considered and compared in terms of content topic, length, language, frequency, and other dimensions. The implications of these differences for news audiences, as well as society at large, are discussed.

Transgressive Networks: This Week in Blackness and Resistance through Online Programming

Sarah Florini, Unversity of Wisconsin-Madison, USA

This paper explores the dynamics of power and resistance surrounding the independent online media network *This Week In Blackness* (TWiB). Created by Elon James White, *TWiB* is comprised of six podcasts covering a diverse range of topics, an active blog, and a fully functioning social networking site. White and his co-hosts L. Joy Williams and Aaron Rand Freeman, collectively nicknamed Team Blackness, have gained visibility in the progressive media world and have cultivated a substantial online audience. Despite this, *TWiB* has had difficulty connecting with other media outlets or finding sponsors to support their work. I argue that this is because *TWiB* 's programming embraces a diverse, heterogeneous, and internally contradictory understanding of "Blackness" that makes it largely incompatible with existing media production and consumption paradigms even in online and independent media spaces.

Technologizing Touch: Tactile Magic, Education, and Domestication in Apple iPad Advertisements

Jason Edward Archer, University of Illinois at Chicago, USA

Touch may be the most intimate but least understood forms of communication. Its primacy made it a third sense behind seeing and hearing. However, as touchscreen technologies permeate the cultural landscape, and tactility enters scholarly discussions, the importance of understanding the relationships between tactility and human-machine communication in everyday life is increasingly felt. This study provides a discourse analysis about the tactility of human-machine communication by using Apple iPad advertisements as case studies. The investigation uncovers three dominant discourses that position the iPad as providing a magical tactile experience through intuitive, everyday activities, confined within the critical space of domesticity.

Friday October 25
4:30 – 6:00 PM

H. Requiring Social Media in the Classroom

Session Chair: **Daisy Pignetti**

Presentations

Daisy Pignetti[1], Erika Pearson[2], Liza Potts[3], Alexander Halavais[4], Teresa Grettano[5], Lanette Cadle[6], Sarah Michele Ford[7], Michael Faris[8], Kathie Gossett[9], Alice Daer[10]

[1]University of Wisconsin-Stout, United States of America; [2]University of Otago, New Zealand; [3]Michigan State University, United States of America; [4]Arizona State University, United States of America; [5]University of Scranton, United States of America; [6]Missouri State University, United States of America; [7]University of Massachusetts-Amherst, Buffalo State College, Canisius College; [8]University of Wisconsin-Eau Claire, United States of America; [9]Iowa State University, United States of America; [10]Arizona State University-Tempe, United States of America

Much has been written about how social media impacts student engagement—e.g. failed attempts at multitasking and living in the age of distraction—but this discussion will focus on successful and failed experiences by professors who require social media tools as part of their undergraduate and graduate courses in composition, digital humanities, professional communication, internet studies, research methods, and user experience.

Most faculty who factor social media use into a student's overall grade are early adopters of these technologies and are aware of the necessary steps to take to protect students' privacy (pseudonyms, "sock puppet" accounts, and/or deleting accounts when the term ends). While many technologically literate students recognize the value in networking and establishing an online persona, the following questions commonly arise out of their resistance:

- What am I supposed to blog/tweet/post about? This isn't how I typically tweet/blog.
- I'm new to this material—what if I say something a future employer could hold against me? What if I misinterpret the readings and sound stupid?
- Why can't we just use the university's course management software?
- How I am supposed to manage all of these different sites?

As the current list of participants represent a great variety of schools, from liberal arts and private colleges to polytechnic and research universities, we will begin our conversation with their uses of Twitter, Facebook, Tumblr and WordPress.com blogs, YouTube, and wikis, and then open it to members of the audience whose assignments and tools may vary.

Also important to discuss is the role of the college or university administration when supporting faculty who require tools that encourage a certain "publicness of participation." Many schools currently have social media policies that focus on public relations and representing the institution of higher learning, but more are beginning to draft recommendations for teachers who assign social media platforms. Upon summarizing the discussion, the moderator will encourage all fishbowl discussion participants to add their expertise to the creation of such statements.

Friday, October 25
6:00 PM AoIR Executive Board Meeting

Location: **Westin Board Room**

Saturday October 26
9:00 – 10:30 AM

A. Political Participation

Session Chair: Dawn R. Gilpin

Presentations

The paradox of networked politics: A critical examination of presidential campaigns in the United States

Jennifer Stromer-Galley, Syracuse University, USA

Although new scholarship has heralded the digital affordances of social media on the Internet to transform political activism in the United States, the same transformation has not occurred in presidential campaigns. Campaign practices in the United States have used social media to harness citizens in the service of winning the election, not in better empowering and engaging citizens in the political process. Thus, although political elections are essential to a democracy, political campaigns are decidedly undemocratic.

Screaming more, Listening less? An investigation of participation and deliberation dynamics in the Italian Five Stars Movement

David Coppini, University of Wisconsin Madison, USA

This paper investigates the tension between participation and deliberation in the Italian "Five Stars" Movement. This grassroots movement has based its activity almost entirely on the internet, becoming a political organization able to receive more than 25% in the last national elections. While its success seems to be a good outcome for democratic participation, the effects on deliberation seems to be more complex. This study analyzes the comments on the communication platform of the Movement, its leader Beppe Grillo's blog. The comments reveal a low level of criticism towards the leader's opinions, a high uncivil tone, a tendency to avoid policy discussion, a low level of justifications for claims expressed and, lastly, very few diverse points of views presented. Overall, the implications for political deliberation are not very positive: while the Five Stars movement, through the internet, has promoted civic engagement and participation, his members do not seem to be engaged in a civil and rational discussion, at least on the Movement's most important communication platform.

E-Government and Its Limitations: Assessing the True Demand Curve for Citizen Public Participation

David Karpf, George Washington University, USA

Many e-government initiatives start with promise, but end up either as digital "ghost towns" or as a venue exploited by organized interests. The problem with these initiatives is rooted in a set of common misunderstandings about the structure of citizen interest in public participation – simply put, the Internet does not create public interest, it *reveals* public interest. Public interest can be high or low, and governmental initiatives can be polarized or non-polarized. The paper discusses two common pitfalls ("the Field of Dreams Fallacy" and "Blessed are the Organized") that demand alternate design choices and modified expectations. By treating public interest and public polarization as variables, the paper develops a typology of appropriate e-government initiatives that can help identify the boundary conditions for transformative digital engagement.

B. Reputations

Session Chair: **Craig Scott**

Presentations

Microcredentials on the Open Web

Alexander Halavais, Arizona State University, USA

Microcredentials, alternative credentials that are both highly granular and easily shared online, should be collected and observed online to see what they tell us about credibility, experience, and social boundaries.

Tweeting to the Choir: Online Performance and Academic Identity

sava saheli singh, NYU, USA

New academic practices supported by platforms like Twitter give scholars the opportunity to carve out professional identities at a time when the expectations of them in an increasingly competitive academic marketplace have never been higher. Networked academic communities magnify the reach and impact of scholarly work, as well as support professional connections. Propagating publications – both traditional and non-traditional – via Twitter and creating platform-specific artifacts like "storified" conversations, are things scholars seeking to legitimize alternative forms of scholarship do to give voice to their dissatisfactions. While ostensibly fostering a climate of openness that has the potential to disrupt the status quo in academia, these practices run the risk of creating insular groups of scholars – an outcome contrary to the very things such scholars profess to be trying to achieve.

The Forum, the Sardine Can and the Fake: contesting, adapting and practicing the Massive Open Online Course

Jeremy Keith Knox, University of Edinburgh, UK

The Massive Open Online Course (MOOC) has emerged at the forefront of a burgeoning open education movement. In the typical MOOC, students are expected to use internet technology as a transparent window to the prestigious university lecture. However, the modes, tendencies and routines of MOOC participation remain significantly under-theorised, and the need for in-depth and extensive research in this area is critical. This paper will foreground the themes of resistance and appropriation in the MOOC through a discussion of E-learning and Digital Cultures, a course from the University of Edinburgh in partnership with Coursera. Three events from this course – a forum thread, a course review written by a student, and a final assignment submission - will be used to explore the ways in which teachers and students are responding to, contesting, adopting and practicing higher education in this emerging and digitally-mediated domain.

Professionally Yours: Anonymity, Trust, and Self-Portrayal on the Deep Web

Leah Berkman Jakaitis, Muhammad Abdul-Mageed, Indiana University, USA

The deep web (DW) is the collective data, forums, and websites on the unindexed internet. The DW provides an online environment that allows users to participate in illicit transactions with greater security and anonymity than that available on the surface web. Multiple DW marketplaces have been established, specializing in black market wares – ranging from drugs and weapons to pornography and forged documents. DW traffickers work to create a reliable, trustworthy persona to establish credibility, and present a professional veneer for engaging with potential and current customers. In this paper, we investigate

the mechanisms of anonymity, trust, and traffickers' self-portrayal as reputable and reliable businesspeople on the DW. We show that even though DW traffickers partake in illegal activities, both the trust mechanisms and the strategies deployed for the establishment of seller reputations on the DW are, with a few nuances, similar to those adopted on the 'surface-web' marketplaces.

Saturday October 26
9:00 – 10:30 AM

C. Internet History

Location: **Confluence C**

Presentations

Financial Markets and Online Advertising Demand: Reevaluating the Dotcom Investment Bubble

Matthew Crain, University of Illinois, Urbana-Champaign, USA

This paper outlines the connections between the dotcom investment bubble and the growth of online advertising. In the latter half of the 1990s, speculative investors funded the lavish advertising expenditures of a host of largely unprofitable dotcom companies through which billions of dollars poured into the online advertising sector. This generated a surge of demand for online ad services and helped to legitimize the internet as an advertising channel. These outlays were rationalized through a New Economy ideology that greatly privileged marketing practices. Advertising became the cornerstone of dotcom business strategy, essential to not only win customers, but also to attract further investment. While the period is often dismissed as a false start in the history of the web's commercial development, it is better conceived of as highly generative of modern structures of online advertising.

Origins of the ARPANET: Effects of the Vietnam War and campus antiwar attitudes in the 1960s on computer science researcher's rationales for resource-sharing versus network survivability as key factors in the creation of the Internet.

Peter Benjamin Seel, Colorado State University, USA

Journalists and some historians attribute the origins of the Internet to the desire of the U.S. Department of Defense to create a national communication network, the ARPANET, which might survive a nuclear war. This paper examines ARPA documents related to the inception of the ARPANET in the late 1960s in the context of the Vietnam War. It analyzes why key figures who were instrumental in the network's creation say that its fundamental purpose was not survivability, but rather to share scarce and expensive computer resources. Interviews with ARPA pioneers reveal that both perspectives factored into the rationale for the participation of their institutions in the primordial Internet. The paper concludes that attitudes about the Vietnam War at these institutions did affect the perceptions of researchers in regard to their acceptance of Department of Defense funding for linking mainframe computer systems together in the ARPANET.

Internet Activism in Asia-Pacific: A Comparative, Cultural History

GERARD GOGGIN[1], Mark McLelland[2], Kwangsuk Lee[3], Shaw Frances[1], Leslie Tkach--Kawasaki[4], Takanori Tamura[5], Haiqing Yu[6]

[1]UNIVERSITY OF SYDNEY, Australia; [2]University of Wollongong, Australia; [3]Seoul National University of Science and Technology, South Korea; [4]Tsukuba University, Japan; [5]Hosei University, Japan; [6]University of New South Wales, Australia

As the internet has become a central delivery platform across contemporary mediascapes, activism around internet access, freedom, censorship, and openness has become more prominent. As internet freedom gathers momentum as a global media policy concept and movement, it is important to interrogate the terms in which it is constructed and understood. All too often, and certainly evident in these recent moves, is a strong, normative sense in which North American concepts of internet,

media, activism and even 'freedom' shape the boundaries and modes of contemporary debates, policy frameworks, and action. Against this backdrop, this paper seeks to reframe contemporary notions of internet freedom, their politics, publics, actors, and movements. Drawing from the wider project on Asia-Pacific internet histories, this paper presents three case studies of internet activism — respectively in Australia, South Korea, and Japan.

Saturday October 26
9:00 – 10:30 AM

D. The Meaning of "Mobile"

Location: **Platte River**

Session Chair: Rich Ling

Presentations

<u>Rich Ling</u>[1], Naomi Baron[2], Leopoldina Fortunati[3], Scott Campbell[4], Sakari Taipale[5]

[1]IT University of Copenhagen, Denmark; [2]American University; [3]University of Udine; [4]University of Michigan; [5]University of Jyväskylä, Finland

"Mobile" has become a ubiquitous buzz-word in the worlds of internet studies, communication, education, and technological innovation. We have moved from the days of "luggable" computers to laptops, tablets, and mobile phones. Wired gave way to wireless. Phones transitioned from instruments exclusively used for voice calls or text messaging to "smart phones"or "mobile devices" with extensive internet capabilities. To keep up with competition from tablets, eReaders that had begun as read-only platforms added internet access and apps.

But what does "mobile" really mean? Are laptops mobile devices? Further, are we talking about moving our devices around, or, by using the cloud, are we moving our data round? If you can read the same eBook on your desktop as on your mobile phone, should the word only refer to the device (here, the phone) or to the functionality (reading a digital book)? If you anchor your mobile phone at home to function like a landline, is it still a mobile phone? What does it mean in terms of social cohesion to go from the one-to-one form of interaction that was in focus with traditional mobile phones to the multimedia world of advanced internet enabled devices?

This Roundtable will lay out the evolution of the notion of "mobility" in digital devices (and their functionality) and then explore the current and future relevance of the concept. Five discussants will briefly (5-10 minutes) present their perspectives on the issue. A vital component of the session will be interaction with the audience. The goal of the Roundtable will be to construct a framework for meaningfully talking about "mobility" as researchers, technology leaders, and engaged digital citizens.

Presentations

The multi-modalization of mobile communication

Rich Ling (Moderator), IT University of Copenhagen and Telenor

Ling will examine the parallel and now converging research on mobile communication and multimedia. These two threads of communication research have largely been separate tracks in communication research. Mobile communication has generally focused on mediated interpersonal interaction. The ideas of microcoordination, connected presence and phatic contact direct our attention to one-to-one interaction between individuals. More recently, the mobile space has also included discussions about social networking that draws more people into the circle of interaction. There is also the addition of mobile information-seeking and mobile Web 2.0 applications, where we not only consume information on the fly, but also create it. Ling's analysis will trace this development and consider its social implications.

The meaning of "mobile" for pedagogy and for reading

Naomi S. Baron, American University, Washington DC, USA

Baron will consider the meaning of "mobile" in two contexts: the use of mobile pedagogy in higher education and the status of digital devices for reading. As executive director of the Center for Teaching, Research, and Learning at American University, she is coordinating an initiative to develop a mobile pedagogy strategy for the university but struggling to distinguish between learning that occurs on mobile versus more traditional digital platforms (computers and laptops). As author of a book-in-progress comparing digital reading with reading in hard copy (Words Onscreen: The Fate of Reading in a Digital World), she is also grappling with the question of how internet access as well as lack of physical text affect the ways we read on digital devices. In the Roundtable discussion, Baron will articulate the challenges that both of these issues present for education (institutional or personal).

Just what is mobile communication studies?

Scott Campbell, University of Michigan, Ann Arbor, MI, USA

Over the last decade or so mobile communication studies has emerged as a new field. This field has been establishing itself through a number of initiatives, including conferences, symposiums, edited books, listservs, centers for research, and most recently the new journal Mobile Media & Communication. Despite this momentum, little attention has been given to defining – and justifying – the field itself. Campbell will begin by questioning whether there really is, or should be, a distinct field of study for research and theory on mobile media and communication. He will then proceed to address this question by highlighting themes in the literature that illustrate how mobile communication is unique from other forms of mediated communication and information exchange, with distinctive social consequences. His argument is that there are indeed justifiable reasons for treating mobile communication studies as a field. However, like the technology itself, this field is -- or at least should be – highly integrated with research and theory of media and communication more broadly.

How mobile device applications contribute to mobilization of information, things and people through the use of QR codes

Leopoldina Fortunati, University of Udine; Takari Taipale University of Jyväskylä, Finland

QR (Quick Response) codes are desperately seeking our attention. QR codes are ubiquitously present from newspapers and magazines to supermarket shelves, from stations to billboards, from public services to business cards. They beg us to scan them by using a mobile phone and other internet-enabled mobile devices. Nevertheless, the real breakthrough of QR code usage is still to come. In this study, we will ask to what extent the use of QR codes contributes to the mobilization of information, things and people. We will use structured survey data to be collected as a part of COST Action FP1104 'New possibilities for print media and packaging - combining print with digital'. The study is currently being piloted in Italy and will be carried out in several other EU countries to provide comparative research material. The study will discuss the extent to which people recognize QR codes and/or have used them to gather information. On the basis of people's reactions and opinions, we will try to understand if the QR code will be a future killer application which combines the print with the digital. We speculate that QU codes maintain the most appreciated characteristics of print, such as intense emotional involvement and multi-sensoriality, while adding to print some features of new media, such as interactivity, multimediality, integration and flexibility. Finally, we will discuss whether mobile applications have the potential to contribute to the mobilization of information, things and people, by offering an immediate shift from paper to digital, from material things to online information and representations, from the fixed places where QR codes can be found and used to filling time with the virtual space of Web 2.0.

Saturday October 26
9:00 – 10:30 AM

E. Strategies and Tactics for Promoting Indie Game Design

<u>Session Chair:</u> Tamara Shepherd

Presentations

<u>Aphra Kerr</u>[1], Jennifer R. Whitson[2], Alison Harvey[3], Tamara Shepherd[4], Casey O'Donnell[5]

[1]National University of Ireland Maynooth, Ireland; [2]Concordia University, Canada; [3]University of Toronto, Canada; [4]Ryerson University, Canada; [5]Michigan State University, U.S.A.

This panel examines diverse ways of promoting independent or indie video game design through initiatives at the government, corporate, community, and individual levels. While the parameters of what constitutes indie game design continue to be debated (Ruffino, 2013), we will consider small teams and single authors of games who work with limited resources and use digital distribution methods. The dramatic rise in this type of game production over the past decade can be traced to a number of factors, including the initiatives each presenter will discuss during this session, along with technological shifts that have enabled broader access to online development tools, distribution channels, and microfunding opportunities via Indiegogo and Kickstarter.

By increasing the diversity of video games and game production methods beyond those of major game studios, indie game design may offer a resistant alternative to mainstream games (Anthropy, 2012; Pedercini, 2012) as well as corporate production processes (Westecott, 2013). By consistently redefining what constitutes "innovation," indie game designers and companies actively position themselves as different from the mainstream. Yet this positioning is not necessarily evenly executed, since indies often show an affinity for their large-scale counterparts (Dovey & Kennedy, 2006), even while framing themselves as resistant underdogs. Moreover, the resistance and appropriation cycle of indie game design is an important dynamic within an industry that is dominated by a few AAA game studios, where the co-optation of non-professional labour is an everyday practice and smaller companies often get acquired as they rise in prominence (Dyer-Witheford & de Peuter, 2009). As such, we describe a series of promotional strategies and tactics for bolstering indie game production as an alternative mode of production in different contexts. Michel de Certeau's definition of strategies versus tactics – technocratic strategies "are able to produce, tabulate and impose" conformity upon spaces, "whereas tactics can only use, manipulate and divert these spaces" (1984, p. 30) – informs the variety of approaches to indie game design offered in this panel.

The first paper, "Towards Creative Autonomy: Tactics for Survival," broadly describes recent shifts in the video game industry as a backdrop for the results of surveys and action research with indies in Ireland over the past ten years. While indie game companies have grown in number over this period – spurring on attendant growth in market share and game design diversity – they have also had to contend with increased economic pressures. Second, the paper "Does Being Indie Mean Trading Financial Freedom for Creative Freedom?" discusses how the language of indie is currently being contested, appropriated, and reshaped in Montreal game development incubators. In questioning the meanings of indie, the paper explores how indie ideals are challenged within incubator walls. The third paper, "Indies, Incubators, and Inclusion: Reconfiguring Gendered Participation in Game Design," presents the results of two ethnographic studies of women-only game design initiatives, contextualized in the local game design cultures of Toronto and Montreal. The possibilities as well as the limitations of these two initiatives are framed in relation to the gendered participation gap in video game production and game culture more broadly. The fourth paper, "Mixed Messages: Policing the Public/Private Boundaries of Cultural Production on the Nintendo DS," examines the ambiguous character of videogame console modification chips (MOD chips) in the space of videogame piracy through an ethnographic study of Nintendo DS MOD communities. MOD chips enable users to act as indie designers by creating software and videogames that run on these consoles outside the typical rules and regulations of the videogame industry; the paper illuminates this understudied space of cultural production. Together, these four papers illustrate how recent initiatives to promote indie game design from both strategic and tactical perspectives are crucial within the larger terrain of video game production that shapes diversity of digital culture at the levels of both representation and labour.

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Saturday October 26
9:00 – 10:30 AM

F. Reconfiguring Embodiment: Online Experimentation and Embodied Practices of Self

Location: **Lawrence B**

Session Chair: **Katrin Tiidenberg**

Presentations

Katrin Tiidenberg[1], Jenny Ungbha Korn[2], Hilary Wheaton[3], Kyle Moody[4]

[1]University of Tallinn, Estonia; [2]University of Illinois at Chicago, USA; [3]Curtin University, Australia; [4]The University of Iowa, USA

This panel consists of the following papers: "Anonymity in Chatroulette: Embodied Practices Within Online Impression Management"; "The Embodied Mods: How Modders in Virtual Spaces Embody Practices of Self Through Virtual Community Creation and Values"; "There and back again - a Self-Shooters Tale: reconfiguring embodment via selfies"; "Internet Dating: Technologies Appropriation of the Body for Targeted Relationship Initiation". Research covers a variety of platforms – Chatroulette, tumblr.com; Skyrim Nexus; adultfriendfinder.com, and redhotpie.com.au. Authors have conducted visual narrative analysis; textual analysis of data pulled from a blended ethnographic study; autoethnographic analysis of active participation-observation, and discourse analysis.

Advocates and critics alike have long claimed "virtuality" as a space of identity play, construction, and tourism, either a (safe) space of exploration (Alvesson et al, 2008; Bargh & McKenna, 2004; Bargh, McKenna & Fitzsimons, 2002; Baym, 2000; boyd, 2006, 2007; boyd & Heer, 2006; boyd & Ellison, 2007; Daneback, 2006; Hardey, 2002; Joinson, 2008; Ross, 2005; Whitty, 2003) or zone of dysfunction and deceit (Brym & Lenton, 2001; Gibbs, Ellison & Heino, 2006; Toma, Hancock & Ellison, 2008). How do we navigate the space of intermixing, the borderlands of identities as the distinctions between "virtual" and "real" continues to blur (Orgad, 2009; Baym & Markham, 2009)? As online users blend digital and physical practices, the meanings attached to the self and the body are reconfigured, ranging from discovery to obfuscation.

In late-modernity, the body and the self have become sites of interaction, appropriation, and reappropriation (Giddens, 1991, p.218). Some users who experiment online are impelled to transition bodily, while others return to normative expression. Self-evaluation and playacting as ways of testing the boundaries of social roles may lead to reconfiguring of habits, customs, and representations. In this context, the increased participation in media content creation and the consequently blurred role of "gatekeeper" (see Jenkins, 2006; Deuze, 2007) is another factor in the reconfiguration of embodiment. For example, as a result of online experimentation, individuals may select a new hobby, career, or professional identity, and thus become a member of a physical community of practice, which would again minimize the distance between online and offline selves. Through produsage (Burns, 2006) practices, the virtual self is implemented into modified, cultural content (cf. ludic practices and identity, Aarseth, 1998). Some virtual worlds and online communities inspire a material turn, while others keep users bound within the "magic circle" of the digital imaginative.

Our work will examine the embodied identity projects in the borderlands of material and mediated self across a range of platforms and practices, including appropriation of users' bodies and sexualities for the purpose of internet dating, modding as a form of cultural expression and community engagement, impression building in Chatroulette, and self-shooting as a technology of self. Our panel explores how online and offline practices reconfigure the meaning of the embodied self for ourselves and those around us through innovative applications of qualitative methodologies. Specifically, this panel's authors conduct visual narrative analysis of images, captions, ethnographic field notes, and interviews of a self-shooters' community on tumblr.com; textual analysis of data pulled from a blended internet ethnographic study including field research, interviews, and participant observation on the popular mod distribution and news channels Steam Workshop and Skyrim Nexus; autoethnographic analysis of active participation-observation in Chatroulette (Chatroulette.com), and discourse analysis of AdultFriendFinder (adultfriendfinder.com) and RedHotPie (redhotpie.com.au).

Through our combined research, this panel demonstrates the relationships between self and community, particularly within the blurred role of creator and consumer of game content while modding. It inspects how interactions or representations in internet dating sites can be incompatible with those in the actual world, not due to intended deceit, but because of a failure to recognize how the internet may allow the true self to be more easily expressed. This panel also offers the first academic examination of Chatroulette as an ethnographic site of analysis and demonstrates the importance of the socially-enacted, embodied self in online encounters that center upon quick evaluations of the body. In addition, it explores how we can construct a sexier, more lovable "reflexive body" as a result of aesthetic self-stylization and critical self-awareness in self-shooting and body-blogging.

Via analyses of the aforementioned virtual-material practices, this panel illuminates contemporary Internet research phenomena of modding, Chatroulette, self-shooting, and dating. This panel extends the discussion of embodied self-identity online and contributes to new knowledge on the material return of the body in the realm of the virtual.

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Saturday October 26
9:00 – 10:30 AM

G. Resisting and Appropriating Methods: Part 2

Location: **Molly Brown**

Session Chair: **Annette N Markham**

Presentations

Annette N Markham[1], David J Phillips[2], Gregory Donovan[3], Lee Humphreys[4], William J Moner[5]

[1]Aarhus University, Denmark; [2]University of Toronto, Canada; [3]City University New York, USA; [4]Cornell University, USA; [5]University of Texas at Austin, USA

This panel intends to provide brief critical interrogations of traditional methods at various stages of inquiry, to reflect on innovative ways of thinking about research design, engagement with digitally-saturated cultural contexts, representation of participants, and performance of scholarship. The roundtable participants use their own creative appropriation of methods to raise critical questions about the persistence of hypothetico-deductive models for inquiry and presentation of research findings.

By interrogating typical, traditional, and taken for granted methodologies, we do not seek to critique for the sake of critique. Rather, we hope to revive some of the premises, arguments, and practices associated more with disciplines such as performance studies, theatre, and interpretive sociology. We hope to engage the audience in a discussion about how we can bring more of these methods to bear on internet studies, emphasize different criteria for rigor, quality, and credibility, and find creative ways of grappling with and representing the complexity of contemporary cultural practices.

Each presenter will provide a brief 5-7 minute manifesto designed to provoke discussion.

Dr. Annette Markham's work explores the intersections of social media, qualitative methodologies, and ethics. Currently, she holds Guest Professorships at Loyola University's School of Communication and Umea University's Department of Informatics. She earned her PhD at Purdue University.

Dr. David Phillips, University of Toronto, holds a doctorate from the University of Pennsylvania's Annenberg School of Communication. He studies the political economy and social shaping of information and communication technologies,

especially technologies of surveillance and identification.

Dr. Gregory Donovan is a Senior Instructional Technology Fellow at the William E. Macaulay Honors College, founder of the OpenCUNY Academic Medium, and Director of Digital Research for Brooklyn's Public Scholars. He received his Ph.D. in Environmental Psychology and a certificate in Interactive Technology and Pedagogy from the Graduate Center of the City University of New York.

Dr. Lee Humphreys studies the social uses and perceived effects of communication technology. Her research has explored mobile phone use in public spaces, emerging norms on mobile social networks, and the privacy and surveillance implications of location-based services. Lee received her PhD from the Annenberg School for Communication at the University of Pennsylvania.

William J Moner is an assistant instructor of digital media at the University of Texas at Austin and a lecturer at Texas State University – San Marcos in Communication Design specializing in interactive design. Formerly a faculty member at the Art Institute of Pittsburgh, William is currently a doctoral candidate in Media Studies at the University of Texas at Austin, College of Communication, Department of Radio-Television-Film.

Saturday October 26
9:00 – 10:30 AM

H. Who's Running the Show? Negotiating Control for Community Participation

Location: **Horace Tabor**

<u>Session Chair:</u> Stacy Blasiola

Presentations

<u>Stacy Blasiola</u>[1], James Carivou[2], Miao Feng[1], Jun Liu[4], Rachel Magee[3], Melinda Sebastian[3]

[1]University of Illinois at Chicago, United States of America; [2]University of Iowa, United States of America; [3]Drexel University, United States of America; [4]Lund University, Sweden

As the internet and communication technologies have come to dominate daily life practices, the nuance in the complex relationships between social practices and the technologies that mediate them are sometimes obscured by the ability to aggregate. With the goal of getting at the heart of the nuance that shapes cultural participation, this paper session highlights the qualitative analysis of communities that emerge through the affordances of communication technologies. Ranging from political communities in China to cultural communities of fandom, each of these papers asks how everyday users employ tactics of resistance and/or appropriation to negotiate a digital space for their collective voices.

Perhaps the most illustrative example of Twitter as a site of resistance was the Arab Spring. But in addition to its ability to mobilize political actors, Twitter affords opportunities for more subtle cultural power struggles. When the lights went out in the Superdome for Super Bowl XLVII, for example, Twitter erupted. During the blackout, users generated a staggering 285,000 tweets per minute—more than at any other point during the game. An analysis of tweets containing the #Lightsout hashtag revealed an interested trend: pop culture references. Interestingly, these tweets renegotiated the Super Bowl narrative as a form of storytelling—specific to their referenced pop culture text—under the shared theme of a hashtag. #Lightsout allowed potentially marginalized "Geek culture" communities to appropriate the Super Bowl narrative away from the classic machismo, consumerist rhetoric to one of their own.

In China, as the tightening of state control over the mass media persists, people are left with only limited or no access to mass media and a mass-mediated public sphere. Yet China has both the world's most active social network population and the world's largest online population. How—and to what extent—are everyday use of new media articulating Chinese people's experiences and shaping their social memory? An analysis of Weibo (China's equivalent of Twitter) tweets from cities that were sites of collective action shows that Chinese social media provide people an alternative communicative sphere for sharing and accumulating "unofficial" social memory as a kind of covert resistance.

While the #Lightsout and Weibo examples both highlight the potentially empowering effects of media technologies, the labor of contribution is not without its costs. On television websites and blogs, fans actively engage in the act of recapping— crafting a summary of a television show episode. Once a playful expression of fandom, the pressure to produce fresh, witty

content in a timely manner challenges the play aspect of the activity. An analysis discusses the ways in which the recap can serve as an example of the tension inherent to convergence culture, where emphasis on the production and circulation of media content depends heavily on the participation of the consumer.

As fans have reached out to media producers through the likes of recaps and roleplayers, to name a few methods, many media outlets are now actively reaching back to their fans through show and character specific Twitter accounts. This work studies the tweets from five television show accounts (The Americans, Breaking Bad, FaceOff, Grimm, and House of Cards) to characterize the way they interact with their fans and promote their shows. Findings indicate these shows use a variety of practices to encourage fan anticipation of new episodes and seasons, as well as participation in the story or fan group. Anticipation is supported through content sharing, countdowns, and discussions of watching styles, while participation focused practices include interaction with fans and performers/producers, use of insider knowledge and humor, and explicit calls for participation.

Drawings from a wide range of topics, these papers highlight how resistance, and/or appropriation of narratives or technologies contribute to the complexity of social practices.

Saturday October 26
10:30 – 10:40 AM Break

Location: **Mezzanine**

Saturday October 26
10:40-12:10 PM

A. Disability and Virtual Worlds: New Frontiers of Appropriation

Location: **Confluence A**

Session Chair: Tom Boellstorff

Presentations

Tom Boellstorff[1], Donna Davis[2], Alice Krueger[3]

[1]University of California, Irvine, United States of America; [2]University of Oregon - George S. Turnbull Portland Center; [3]Virtual Ability, Inc.

People with disabilities (PWD) remain highly marginalized worldwide; they continue to receive insufficient attention in internet research, where norms for design, implementation, and use often still presume an able-bodied self. Yet PWD have many insights to offer internet research with regard to new frontiers of appropriation. This panel brings together three scholars who engage in research, support, and advocacy with PWD in the virtual world Second Life. There is a tendency in internet studies to focus on new platforms, games, and devices, and to ignore or downplay the importance of those that have persisted for many years. Second Life, despite being ten years old, has hundreds of thousands of active users, including over 120 inworld support groups for PWD. It is larger than many of the small-scale communities that social scientists have studied for decades. Of course, Second Life is not indicative of all virtual worlds, and virtual worlds are not indicative of all online socialities. Nonetheless, the experiences, communities, and practices of PWDs in virtual worlds have much to teach us about the relationships between embodiment and the self, between human ability and technology, and between community, social change, and health.

Disability is a social category into which almost all persons will fall at some point, given sufficient lifespan. The issues to which PWD respond through practices of appropriation in virtual worlds provide insight into emerging forms of resistance and appropriation online. Indeed, given that PWD are overrepresented in virtual worlds (with an estimated 20% of persons active in virtual worlds having a disability of some kind), we argue that theories of virtual-world identity, community, resistance, and appropriation will be more robust and meaningful when they take disability centrally into account.

The three papers making up this panel are based on a set of researcher collaborations; we address both focused issues of disability and themes of broad significance. A central concern is how PWD in virtual worlds engage in modes of appropriation. In comparison to an earlier era where technologies were designed to aid PWD, we now see PWD directly involved in the appropriation of virtual contexts and infrastructures in ways that transform meaning and participation. These

repurposings are shaped by factors including type of disability (chronic versus appearing later in life; more or less physically apparent; physical, mental, emotional, or sensory), goals (social support, leisure, education, rehabilitation), and genres of engagement (support groups, entertainment events, the construction of places). Yet through these differences we can identify a range of key themes of appropriation. Given that PWD have a higher likelihood of being unemployed or underemployed, these include questions of the political economy of social-technical practice. Questions of cooperation and organization are also central, including the fact that some PWD rely on caregivers who may also be involved in online activities with them, or in addition to their participation.

The case studies examined in the papers include studies of persons with Parkinson's disease who find value not just in avatar embodiment, but in the construction of buildings and landscapes. These PWD find virtual worlds important for social support, but also for unleashing creativity and even for the possibility of therapeutic effects linked to watching their avatars perform certain kinds of movements. Additionally, we discuss groups including people with a wider range of disabilities, examining issues including relationships to one's avatar, self-efficacy, responding to isolation, and the possible dangers of addiction, frustration, and lack of confidentiality. We also step back from these fine-grained analysis to examine how the experiences of PWD in virtual worlds can provide conceptual tools for rethinking current debates regarding the "materiality of information" and the dualism between mind and body.

Saturday October 26
10:40-12:10 PM

B. Critical Perspectives on Design

Location: **Confluence B**

Session Chair*:* David Gurzick

Presentations

Critical Design Sensibility in Postcolonial Conditions

Huatong Sun, University of Washington Tacoma, USA

For the past decade, social media technologies have acclaimed global successes and altered local cultures. Various uses across the globe not only present peculiar patterns characterized by local cultural and sociotechnical conditions, but also are complicated by the issues of value, identity, power, and hegemony in the postcolonial conditions. Unfortunately postcolonial scholarship had been absent in technology and computing design discourse until lately, and this partially explains why culture is often interpreted narrowly and statically, and structure and its structuring process is mostly ignored in cross-cultural design practices. To address these issues, I argue that cross-cultural design community should foster a critical design sensibility to understand the postcolonial conditions where we are living through so that we could come up with culturally sensitive designs that are not only driven by market revenues but by mindful listening, ethical standards, social justice, and the conscience of "design for social good" as well.

From Laptops to Toasters: Designing and Repairing Modern Childhood Imaginaries

Morgan G. Ames[1], Daniela K. Rosner[1,2]

[1]Stanford University, United States of America; [2]University of Washington, USA

We introduce two case studies that illuminate a particular way of conceptualizing childhood and technology: the One Laptop Per Child project and the East Bay Fixit Clinic. Both cases borrow narratives of childhood from contemporary American culture and the perceived potential of technology from computer cultures. The resulting narrative is also grounded in the personal childhood experiences of those involved in the communities, and their desire to provide the same kinds of experiences to children today. We highlight some of the dimensions of this narrative as well as some of its limitations in appealing to, and re-creating, a particular kind of child that resembles the (technically-inclined and often male) organizers themselves.

Design by Bot: Power and Resistance in the Development of Automated Software Agents

R.Stuart Geiger, UC-Berkeley School of Information, USA

In this paper, I discuss how Application Programming Interfaces (APIs) have enabled new modes of software development that complicates traditional distinctions between developers and users. Coders can build bots, scripts, scrapers, extensions, aggregators, and other tools that change how software applications, platforms, and protocols operate – all without requiring privileged access to software codebases. In Wikipedia, user-authored bots and tools perform a staggering amount of the work required to keep the collaborative encyclopedia project operating in the manner that it does. Bots remove vandalism and spam, alert administrators to conflicts, harmonize linguistic standards, and enforce discursive norms. In reddit, bots have recently emerged to provide new functionalities to the news aggregation and discussion site. I report on an ethnographic study of bot development and bot developers in Wikipedia and reddit, demonstrating the various ways in which the rise of automated software agents has enabled new forms of both power and resistance.

Dissertation Award Winner: Platform Politics as Seen in the Twitter APIs

Taina Bucher, University of Oslo

As powerful protocological devices, APIs not only govern the transmission and exchange of information in networks. After Galloway (2004), APIs must be considered a management style, a technique for governing the relations it contains. For these reasons, bringing a software studies perspective to bear on data collection 'tools' like APIs, seems imperative if we want to understand what these 'tools' do and the politics and powers they entail, beyond helping to collect and providing access to the data and functionality contained by social media platforms.

Starting from these premises, this paper seeks to open up a line of inquiry into the specificity of APIs as protocological objects, asking not so much what APIs are, but of what they do. Exploring the particular case of the Twitter APIs, and drawing on qualitative interviews with Twitter third-party developers, this paper asks what APIs allow for, encourage, and what kinds of actions they block and constrain. Whilst often portrayed as being representative of a broader 'turn towards openness', the empirical findings suggest that APIs are highly controlled gateways to data, strategically implemented to channel practices of creative coding and processes of subjectivation.

Saturday October 26
10:40-12:10 PM

C. Conceptualizing Non-Users of the Internet and Mapping Digital (Dis)engagement

Location: **Confluence C**

Session Chair*:* Sora Park

Presentations

Sora Park[1], Catherine Middleton[2], Matthew Allen[3], Julie Freeman[1], Scott Rickard[1], Bjorn Nansen[4], Michael Arnold[4], Rowan Wilken[6], Martin Gibbs[4], Jocelyn Williams[5]

[1]University of Canberra, Australia; [2]Ryerson University, Canada; [3]Deakin University, Australia; [4]University of Melbourne, Australia; [5]Unitec Institute of Technology, New Zealand; [6]Swinburne University, Australia

Very high speed national broadband networks are being rolled out across Australia and New Zealand. Driven by the national governments, Australia's National Broadband Network (NBN) and New Zealand's Ultra-Fast Broadband Initiative (UFB) will reshape telecommunications infrastructure with the expectation that ubiquitous connectivity will bring value to all. By highlighting perennial issues of digital engagement and inclusion, this panel questions whether enabling ubiquitous connectivity is sufficient to bring widespread benefit across society. Drawing from a conceptual framework that problematizes and redefines the concept of non-users of the internet, the five papers presented foreground concerns surrounding digital engagement by highlighting mechanisms of resistance. A variety of empirical methodological approaches are used to examine opportunities and challenges for less engaged users in Australia and New Zealand. The papers offer a

range of perspectives on digital disengagement within the context of the public's everyday internet use. Together, these papers provide broad insight into the appropriation of digital technologies, and responses from both the public sector and communities towards fostering digital engagement. Rather than assuming that the provision of information and communication technology (ICT) will render effective uses, emphasis is placed on the ways that users and organizations resist new technologies and the context in which such resistance unfolds.

The first paper, "Conceptualizing the non and low users of the internet", provides a broad framework to investigate digital engagement and offers context for the specific case studies presented by other panelists. While there have been studies that examine different uses of the internet, less attention has been given to the varied degrees of non or low level uses. Acknowledging that there is a considerable variation among non-users, the paper examines a broader spectrum of non to low Internet uses and conceptualizes these in terms of digital disengagement.

Second, "Users and non-users of next generation broadband" presents a case study of household broadband adoption and non-adoption in Brunswick, Victoria in Australia, which is one of the early release sites of the Australian NBN. The paper identifies that adoption of broadband does not occur in isolation, but as part of an increasingly dense household media ecology of digital infrastructures, devices, services and knowledge.

The third paper, "Mum. Dad. Do you need some help with that? Empowering older Australian adults in a digital era", examines the challenges middle and older aged people experience while adapting to the digital technologies used to communicate with family members. It explores limitations in digital media literacy, particularly surrounding understandings of devices, forms of connectivity, and installation of devices, and highlights how digital connectivity may cause intergenerational tensions.

Fourth, "Authentic representation in the digital opportunity context" explores community engagement schemes that are designed to overcome digital inequality by way of providing infrastructure development, services, and ongoing social and technical support at a local level. Such schemes empower those who would otherwise not have access to digital technologies by facilitating authentic storytelling and representing people's experiences using their own 'voice'. The paper critically evaluates the relative authenticity of two approaches to social media voice and participation in the context of community engagement.

The final paper, "Digitally disengaged: Government resistance to civic participation", examines digital engagement through an Australian local government study conducted in the City of Casey, Victoria. It highlights government non-use of official spaces for civic participation, and suggests that current limitations to online involvement are often the result of insufficient government reception of, and responses to, citizens' views.

The papers presented in this panel illustrate that improved access to technological infrastructure will not routinely transfer into effective use of ICTs and increased digital engagement for all, as often implicitly assumed by governments. These empirical investigations of individual users, households, communities, and organizations highlight a complex interplay between ICT infrastructure, acceptance and adoption of digital media. Individual and institutional variables and settings hold considerable roles in shaping capacity to access, literacy to use, and the effectiveness of communication through digital technologies. As such, this panel illustrates that digital engagement is influenced by the capabilities and willingness of individuals, communities and organizations to decipher, adapt to, and identify potential benefits from digital media use. This observation should be reflected in government policies and practices intended to encourage digital inclusion. The identified issues associated with non and low Internet use indicate, however, that while digital engagement can and will be fostered, various forms of resistance towards technology use in everyday practice are also likely to persist.

Saturday October 26
10:40-12:10 PM

D. (Research) Ethics at the Edge: Case Studies and New Directions

Location: **Platte River**

Session Chair: Charles Melvin Ess

Presentations

Charles Melvin Ess[1], Rich Ling[2], Yukari Seko[3], Ylva Hård af Segerstad[4], Michael Zimmer[5], Eva Svedmark[6], Annette

Markham[6,7], Soraj Hongladarom[9], Heidi McKee[8]

[1]University of Oslo, Norway; [2]IT-University, Copenhagen; [3]Centre for Addiction and Mental Health (CAMH), Toronto, Canada; [4]IT-fakulteten, Göteborgs universitet (Gothenburg, Sweden); [5]University of Wisconsin-Milwaukee; [6]Umeå University; [7]Loyola University, Chicago; [8]Miami University, Oxford, Ohio; [9]Chulalongkorn University (Bangkok, Thailand)

Internet-facilitated communication, especially via mobile devices, increasingly diffuses into the most private, intimate, and sensitive spaces of our lives. Contemporary research in these new domains thus opens ups urgent new challenges to extant research codes, law, and guidelines.

Our roundtable critically examines contemporary research projects marked by (1) new extensions of researchers' "reach" into the most private / intimate / sensitive dimensions of peoples' lives, as these thereby promise to result in (2) importantly new kinds of knowledge and data – but thereby (3) precisely issue in dramatically new sorts of ethical challenges. The six presentations opening the Roundtable will elaborate on how these projects seek to meet these new challenges and critically evaluate how far they succeed and/or fail to do so. The second three presentations further highlight limitations in extant efforts to regulate internet research ethics. Finally, two respondents, each bringing over a decade of international perspectives on internet research ethics, will then offer prepared commentary and critique, followed by open discussion.

1. Charles Ess; Rich Ling (IT-University, Copenhagen): *"Mobile research apps: new challenges to privacy protection, new (and old) ethical (and legal) responses."*

Three contemporary Scandinavian research projects share the common design of asking research participants to install an app on their mobile phone that records virtually everything about its use – and thereby gives researchers dramatic new "reach" into the private lives of the phones' owners. Two of these projects are successful in recruiting participants – partly because of their clear, strong techniques for protecting research participants' privacy. A third is a notable failure in precisely these directions. We will also compare these with an example from the English-speaking world (Device Analyzer (<http://deviceanalyzer.cl.cam.ac.uk/>). The relative success of Device Analyzer depends on a slightly different approach to how "privacy" is to be conceived and thus protected.

We conclude with summary comments on the core problems articulated and central lessons learned in these examples, and suggest possible generalizations from these examples for future projects using similar apps.

2. Yukari Seko (Social Aetiology of Mental Illness (SAMI) Training Program, Centre for Addiction and Mental Health (CAMH), Toronto, Canada*): "Lessons from Online Self-Injury Research: Ethical Challenges and Decision Makings"*

The anonymous, boundary-spanning nature of internet-enabled communication gives health researchers new ways of accessing hard-to-reach populations at risk, including youth engaging in Self-Injury (SI), the deliberate destruction of body tissue. Online media provide SI researchers with convenient means to recruit participants, conduct naturalistic observation, and implement case studies and large-scale surveys.

This presentation covers several methodological and ethical issues pertaining to internet-based SI research, focusing particularly on studies conducted on interactive Web 2.0 platforms. SI researchers often face thorny concerns, for example, potential iatrogenic effects of participating in studies. Does the pursuit of scientific knowledge outweigh these potential risks? How can legal and moral responsibilities of researchers, such as mandatory reporting for suicide attempts, be met – especially when the research proceeds on the promise of protecting identity and confidentiality? How can researchers assess the urgency and severity of an individual's situation via online means (i.e. email, text or voice chat)? To adhere to ethical standards, what preventive measures can be taken? I discuss these questions, drawing on findings and examples from two studies: a content analysis of user-generated SI photographs on a photo-sharing social media, and an interview research with members of an online SI community.

3. Ylva Hård af Segerstad (Department of Applied IT, University of Gothenburg, Sweden): *"Trust and reliance: Ethical and Methodological Challenges of Studying Sensitive Topics Online. An insider's dilemma."*

I discuss the ethical and methodological challenges of being an "insider" and studying a closed interest group on Facebook devoted to the sensitive topic of parental grief.

Our study is both qualitative and quantitative in nature, focusing on bereaved parents' processes of learning to cope with their grief following the loss of a child, in order to understand their use of the closed discussion forum on Facebook. I discuss our methods for and relevant technological aspects of our data collection, including surveys, interviews and scraping material posted in the group.

I then discuss the ethical aspects of being a researcher / "insider" – i.e., a member of the group sharing the same exclusive experience as the others. Being an insider has proven to be the only way to gain access to such groups. This puts even heavier demands on the researcher on how to present the research to the members in order to get their informed consent, and on how to select, collect, store, manage and present the data – even within the research team.

4. Michael Zimmer (Director, Center for Information Policy Research, University of Wisconsin-Milwaukee): *"Research Ethics and 'The Blackberry Project'"*

The Blackberry Project is an on-going large-scale longitudinal study examining teen behavior and sociability. The project first recruited its subjects in 2003 (third and fourth graders) and relied on yearly laboratory and home observation and surveys for data collection. In 2009, the subjects (then 8th graders) were given free BlackBerry devices with (paid) unlimited text and data plans. The devices were configured to save the content of all text, e-mail, and instant messages to a secure server. By 2012, over 500,000 messages a month are being archived, giving researchers unprecedented access to the actual content of adolescents' daily, on-going online communication and the extent to which they engage in particular forms of communication with peers, parents, romantic partners, and strangers. The project received highest-level (IRB and NIH) approval: preliminary results have been published in Developmental Psychology.

But the Blackberry Project thereby serves as an important example of how new forms of internet-based research present conceptual muddles and policy vacuums regarding research ethics. Despite its highest-level regulatory approvals, the Project raises core ethical concerns, including: the nature and conditions of the parental consent; the potentially undue influence on the consent process; and whether the database sufficiently protects privacy and anonymity.

5. Eva Svedmark (Informatics, Umeå University, Sweden; Annette Markham (Umeå University, Loyola University, Chicago): *"What's the measure of ethics? (Re)defining responsibility for ethical practices in internet research"*

We critique prevailing views of right and wrong in research ethics. A series of extreme cases - dealing with suicide, grief, pro-ana and interior design blogs - helps problematize contemporary research ethics by showing how "doing the right thing" in regulatory terms can in fact result in harm to the informants as well as the researcher. We contend that focusing more on harm and vulnerability will give us greater ethical clarity, both in the process of conducting inquiry and the process of writing.

Returning to the roots of ethics helps us redefine the responsibilities of the researcher - and the researched. We argue that IRBs and ethical boards, as well as researchers themselves, must move toward a context sensitive, process-based ethical approach that moves away from fitting concepts and/or general regulations and instead focuses on the responsibility and accountability of the researchers' choices and actions during the entire research process, from project idea - through data collection - to the final step of writing up and publishing an article or a book. The measure of ethics must never be final or fixed.

6. Niamh Ní Bhroin (University of Oslo): *"Ethics in the Flow: A principled approach to protecting the privacy of individual participants in social media research"*

I explore an ethical dilemma arising between (1) the requirement to obtain informed consent from research participants in advance of the processing of their personal data, including its collection, recording, organization and storage, and (2) the inherent iterative and reflexive nature of research. The dilemma arises due to the conflicting sets of values, norms and practices that are enshrined in various legislative provisions, ethical guidelines and social media services' terms of use.

I review legislative requirements and ethical guidelines that apply to social media research in Europe, and then turn to the technological and social difficulties associated with implementing these in social media contexts. I also assess Facebook's Data Use Policy, as a typical but problematic example of social media platform policy, especially vis-a-vis controlling access to personal data. Finally, by drawing on Helen Nissenbaum's recent work, I argue that our privacy concepts must take into account the contextual integrity of particular interactions and the perceptions of the individuals involved in these interactions. This leads to four core ethical principles developed to support an ethical approach to protecting the privacy of individuals in

social media research.

Respondents: Heidi McKee (English Department, Miami University, Oxford, Ohio, USA); Soraj Hongladarom (Philosophy Department, Chulalongkorn University, Bangkok, Thailand)

Saturday October 26
10:40-12:10 PM

E. Enacting Conflict, Controversy, and Aggression in Online Spaces

Location: **Lawrence A**

Session Chair: Cornelius Puschmann

Presentations

Cornelius Puschmann[1], Heather Ford[2], Raquel Recuero[3], Whitney Phillips[4], Theresa Sauter[5], Axel Bruns[5], Stine Eckert[6]

[1]Humboldt-University of Berlin, Germany; [2]University of Oxford, UK; [3]Universidade Católica de Pelotas, Brazil; [4]New York University, USA; [5]Queensland University of Technology, Australia; [6]University of Maryland, USA

Online spaces have been the sites of conflict and aggressive behavior since the earliest days of the internet, from Usenet, Internet Relay Chat and web forums to Facebook and Twitter (Danet, 1998; Donath, 1999; Herring et al, 2002). While flaming and trolling in digital environments have in the past been the subject of research in a wide range of different fields (communication, anthropology, political science, psychology) attempts to systematically describe and compare different forms of communicative aggression across online spaces and trace their immediate and long-term impacts on the negotiation of power relations and community dynamics remain incomplete and are difficult to generalize beyond specific contexts. Attempting such a description seems particularly relevant in light of efforts to use algorithmic and computational approaches to automatically assess aggressive behavior (Yasseri et al, 2012; Taraborelli and Ciampaglia, 2010) following into a similar direction as sentiment analysis in seeking to quantify particular communicative actions (Kennedy, 2012; Papacharissi & Oliveira, 2012). Such approaches raise serious questions about the heterogeneous and culturally specific nature of aggression, which is deeply rooted in different communities discourses and practices. Research from all areas of study is therefore essential in order to improve understanding of such actions and their implications. This panel brings together scholars from different disciplines using both qualitative and quantitative methods to study conflict in different online environments. It addresses some of the following questions in a series of five paper presentations:

- What is considered aggressive behavior in different online environments?
- What is the relation between aggressive behavior and controversy?
- How is conflict enacted discursively and symbolically?
- In what ways does the interaction between cultural and technological aspects shape the characterization of these behaviors?
- What is the impact of aggressive behavior in different user communities?

Paper 1 , *How Wikipedia's Dr Jekyll became Mr Hyde: Vandalism, sock puppetry and the curious case of Wikipedia's decline* , examines a single case of a long-term editor of the Arabic, English and Hebrew Wikipedias who was eventually blocked indefinitely from the English Wikipedia for edit warring and the evasion of Wikipedia arbitration committee sanctions against him. The author follows the story of the rise and fall of this model Wikipedian and discusses the impact of his experience on our understanding of what Wikipedians are like, why some Wikipedia conflicts can never be resolved and the increasing power of a selected group of arbitrators to administer "justice" on Wikipedia.

Paper 2 , *Stigma, Humor and Violence on Facebook Memes* , focuses on how memes in Facebook reproduce symbolic violence through stigmatizing social stereotypes in humorous memes. The authors analyse three humor fanpages and their content and cross data with 394 online interviews. Results point to several strategies of reproduction of the stigma through humorous discourse, which are classified as a) legitimation, b) humorous allowance and c) discredit of the critics. The paper furthermore discusses the role that social network sites play in this process through their sociotechnical characteristics.

Paper 3 , *The Crunchy Side of Convergence: Facebook and its Resident Trolls* , presents an analysis of Facebook memorial page trolling, a tactic of self-identifying Facebook trolls who post abusive comments and images onto pages created for and dedicated to the deceased. It draws from extensive participant observation and discusses the complex relationship between

platform, community and user behavior. The authors focus specifically on the ways in which trolls' on-site behaviors both subverts and replicates the behavioral patterns of "legitimate" users — behaviors which are embedded within and necessitated by Facebook's architecture.

Paper 4 , *Exploring Emotions on #auspol: Polarity, Conservativism and Public Performance in the Twitter Debate on Australian Politics* , approaches an ongoing political debate on Twitter. The authors apply a combined quantitative and qualitative methodology to investigate the structural make-up and emotional content of tweeting activity around the hashtag #auspol (for Australian politics) in order to highlight the polarity and conservativism that characterise this highly active community of politically engaged individuals. They document the centralised structure of this particular community which is based around a deeply committed core of contributors, and explore the communicative tone, patterns of engagement and thematic drivers that shape the affective character of the community and its cohesiveness.

Paper 5 , *#aufschrei/#outcry! Solidarity and aggression in a Twitter debate over sexual harassment* , assesses the discursive politics of a public debate that erupted in January 2013 in the German-speaking Twittersphere after a female journalist complained in an interview that a prominent German politician had commented on the size of her bust following a public event. Under the hashtag #aufschrei (#outcry) a group of Twitter users posted personal accounts of sexual harassment and violence they had experienced, providing countless first-hand examples of sexist and discriminatory behavior towards women and girls. The authors conduct a content analysis of a sample of the #aufschrei tweets to demonstrate how online environments can become a stage for the struggle of different actors to define gender as a relevant social category.

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Saturday October 26
10:40-12:10 PM

F. Resisting Stigma

Location: **Lawrence B**

Session Chair: **Jason Striker**

Presentations

Couch Award Winner: *Stigma Resistance in Online Communities*

Daphna Yeshua-Katz, Indiana University, USA

Media scholars often employ concepts from Goffman's dramaturgical approach to study online communication among stigmatized individuals as a "back stage" behavior. However, recent research of the pro-ana, an online community for people with eating disorders, challenges this view. In addition to resistance of stigma associated with their mental illness, members of

the pro-ana community challenge opposition to their online presence. As a result, while community members go online to receive support and share experience, they also engage in efforts to construct group boundaries by labeling those who do not belong. Therefore, to benefit from Goffman's framework, this paper suggests approaching performances in online communities of stigmatized individuals as multidimensional.

"Regular People with a Passion for Fashion": Authenticity, Community, and Other Social Media Myths

Brooke Erin Duffy, Temple University, USA

Fashion blogging represents a distinct culture and practice of social media production that involves the creation and public distribution of style-related images, information, and personal commentary. Mainstream media coverage of fashion blogs situates them within a distinct moment of digital cultural production defined by destabilized, decentralized, and democratized flows of media. However, these narratives are both limited and limiting in that they fail to provide a productive framework to understand the nuanced cultures and political economies of fashion blogging. This research draws upon a textual analysis of the Independent Fashion Bloggers online community to show how fashion blogging is constructed through an interrelated series of "identity myths": 1). The authenticity myth; 2). The autonomy myth; and 3). The egality myth. These myths, I argue, effectively conceal those social media practices that tend to appropriate—rather than resist—capitalist infrastructures and traditional media industry logics. Far from being authentic, self-directed, and democratic, the emergent organization of fashion blogging is increasingly hierarchical, market-driven, quantifiable, and self-promotional.

Investigating Teacher Voice Through Blogs: Policy, Practice, and Local Knowledge

Kiersten Greene, CUNY Graduate Center, USA

Teachers, especially those working in high-poverty, urban school districts, are given little if any voice in contemporary policy formation. Prevailing policies often ignore teachers' professional experience, and instead place heavy constraints on teachers' classroom practice, squelch professional decision-making, and limit the possibility of effectively implementing pedagogies aimed at ensuring the success of all students. Educational historians posit that the absence of teachers' voice in the policymaking process is largely due to the traditional isolation in teaching. This paper asserts that blogs written by teachers offer a way to share expertise and local knowledge with policymakers. The main objectives of this paper are to 1) offer an alternative to the enduring, counterintuitive practice of educational policymaking, and 2) explore blogs written by teachers as a way to "see" into the classroom.

Hearing "Lady Game Creators" Tweet: #1ReasonWhy, Women and Online Discourse in the Game Development Community

Bridget Marie Blodgett, Anastasia Salter, University of Baltimore, USA

This paper examines the rise of the #1ReasonWhy hashtag on Twitter during November 2012. It looks at how the @replies and RTs used within the hashtag built a picture of the issues facing women within the field of game development. The discourse and sharing of experiences amplified through the hashtag provide a broad picture of gender discrimination and sexism within the industry's culture, along with potential community-driven methods for confronting these entrenched traditions of harassment. In particular this paper uses the conversations developed by women during this period to understand how Twitter acted as a tool to build solidarity and amplify the message of gender discrimination within the industry.

Saturday October 26
10:40-12:10 PM

G. Watching the Watchers: New Perspectives on Spectatorship, Gaming and Online Media

Location: **Molly Brown**

Session Chair: Nicholas Thiel Taylor

Presentations

Nicholas Taylor[1], Marcella Szablewicz[2], Nicholas Bowman[3], Todd Harper[2]

[1]North Carolina State University, United States of America; [2]MIT, United States of America; [3]West Virginia University, United States of America

Electronic sports (e-sports) represents the configuration of competitive videogaming as spectatorial, professionalized sport, problematizing conventional distinctions between work and leisure, 'geek' and 'jock' cultures, and crucially, between playing games and watching others play. Much of the scholarship on e-sports has focused primarily on players and player communities involved in the 'professionalization' of digital gaming, examining players' game-based skillsets (Rambusch, Jakobsson & Pargman, 2007), the ways they negotiate the rules, expectations and challenges that come with professional play (Witkowski, 2012), and the formation of gendered subjectivities afforded (and constrained) by the confluence of gaming and sport (Taylor, 2010). Recent work by TL Taylor (2012) and Todd Harper (2010) have begun to extend the study of competitive play beyond players, examining the fundamental role of spectatorship in the social, technological and economic development of e-sports.

As TL Taylor points out in Raising the Stakes, the connections between spectatorship and play run deep. While The Wizard, Twin Galaxies, and Starcade may have presented gaming as an entertaining if quirky sideshow, watching others play-whether attending tournaments, bars or arcades in person, or simply watching others in between turns at the controls-has arguably always been an integral, albeit understudied, part of gaming culture (Alloway & Gilbert, 1998; Lin & Sun, 2011; Taylor, 2012). Over the last 15 years, however, the loosely affiliated and often volatile assortment of clans, tournaments and leagues collectively representing the e-sports industry has sought to cultivate a mass online audience for competitive elite gaming.

Recent developments have demonstrated that there is indeed a global audience for e-sports, made possible both by the surging popularity of specific games as well as by the emergence of high definition, live streaming webcasts, and the various viewer practices and business models these make possible. Major League Gaming (MLG), the self-proclaimed "world's largest e-sports organization", recently reported 11.7 million "live online viewers" for online, streaming webcasts of MLG's Pro Circuit tournament play in 2012 (MLG, 2012). The last day of competition of the 2012 Spring Championship, held June 8-10 in Anaheim, CA, which featured the League of Legends and Starcraft 2 finals, drew 2.2 million viewers to MLG's webcast – more than their total number of unique viewers for all 2010. Over roughly the same period of time, Twitch (http://www.twitch.tv/) has emerged as a highly popular venue to watch live-streaming videogame play, including e-sports. Boasting over 23 million subscribers a month, the platform has not only offered a means for e-sports organizations, teams and individual players to reach potentially massive audiences, but it has served to further enact and legitimate the notion of gaming as something we watch as well as something we do.

The recent success of MLG and Twitch, as well as the (related) surging popularity of Starcraft 2 and League of Legends, have seemed to establish e-sports as a legitimate and viable entertainment media industry (Tassi, 2013). At the same time, the short history of professional gaming is marked as much by sudden declines as by sudden success; claims that 'e-sports has finally arrived' were heard shortly before the collapse of the longstanding Cyberathlete Professional League (CPL) and the much-touted Championship Gaming Series (CGS) in 2008-2009, for instance (Kane, 2010). Outside of South Korea, where e-sports has had a solid foothold for some time (Jin, 2010), competitive gaming organizations struggle to attract and maintain sponsorship for what is still largely seen, by potential sponsors, as a marketing experiment (Taylor, 2012, p. 146). Adding to this the high "churn" rate of players, games, and tournaments (p. 153); the brevity of players' careers and the relatively short shelf life of games and gaming platforms means that the constellation of pro-gaming 'stars' shifts rapidly. For these reasons, competitive gaming is very much a moving target for researchers: often, by the time a particular community, tournament, or organization is reported on in academic publications, it no longer exists in the same form, if at all.

Given this dynamic and unpredictable terrain, one of the central challenges for e-sports researchers is to link accounts of competitive gaming to larger transformations in digital games, social media, and emerging forms of both leisure and labor. Each of the papers on this panel undertakes this project, whether through linking e-sports spectatorship in China to issues of censorship, nationality, and broadcasting, analyzing the fundamental role of spectators in enacting and shaping the psychological and social experiences of play, or exploring changes in the ways spectators have been incorporated into the 'assemblage' of North American e-sports broadcasting over the past five years. Collectively, this panel represents an attempt to more productively understand the crucial role that audiences carry out in the ongoing socio-technical transformation of digital play as spectatorial activity.

Saturday October 26
10:40-12:10 PM

H. ARGHHHH!: The Joys and Frustrations of Teaching with Alternate Reality Games

Location: **Horace Tabor**

Session Chair: **Shira Chess**

Shira Chess[1], Paul Booth[2], Stephanie Boluk[3], Suzanne Scott[4]

[1]University of Georgia, United States of America; [2]DePaul University, United States of America; [3]Vassar College, United States of America; [4]Occidental College, United States of America

In recent years, there has been a growing interest in how one uses gaming to mobilize new kinds of learners (Gee, 2007; Whitton and Moseley, 2012). The Alternate Reality Game (ARG) is one method that many educators have begun to consider as a tool to reinforce classroom knowledge by encouraging collective learning practices and focusing on new media literacy skills. An ARG creates a game space from real-world locations by relying on information, both online and offline, to physically involve players in a game "space." While the majority of large ARGs, to date, have been used as part of marketing campaigns, an increasing number of faculty teaching topics in digital media, technologies, and game studies have begun to employ the alternate reality game in the classroom. By appropriating this emerging format in classroom spaces, we hope to teach students concepts such as new media literacies, the values of "safe failure," social learning, while giving students the tools for interactive storytelling. This roundtable considers possible uses and methods of implementing the ARG in the classroom as well as many of the difficulties and complexities of doing so.

Each of the panelists for this roundtable have employed ARGs in the classroom in different ways, and for different kinds of courses. Panelists include:

- Paul Booth, DePaul University, who built ARGs for two new media courses, and had students build their own ARGs for a course project
- Stephanie Boluk, Vassar College, who collaborated a course ARG with the University of Chicago and Duke University
- Shira Chess, University of Georgia, who ran an ARG for students in a Media Technologies course, and then had students build their own ARGs for final projects
- Suzanne Scott, Occidental College, who used a final ARG project as the core of her Games, Play, and ARGs course

The variety of types of ARGs used in each of these classrooms, as well as the variety of methods used to encourage students to create their own ARGs will help spur larger discussions about the "best practices" of ARGs in the classroom. Some of the primary topics covered on this panel include:

- Pedagogies from ARGs
- Building an ARG for students to play
- Mentoring students to create their own ARGs
- The ethics of ARGs in the classroom
- Using ARGs to create longer-term learning opportunities
- Negotiating roles as faculty, project managers, and puppet masters
- How to use "failed" student ARGs to teach about new media
- Next steps: the future of ARGs in the classroom

Saturday October 26
12:10-1:30 PM Lunch on your own

Saturday, October 26
1:30 – 3:00 PM

A. Negotiating Identity in Groups

Session Chair: Erika Pearson

Presentations

Amazon is my hangout! Self-disclosure and community building in Amazon's reviews

Federica Fornaciari, University of Illinois at Chicago, USA

This study investigates patterns of self-disclosure in Amazon reviews measuring the level of sensitive information that different users revealed. Informed by Goffman's work on the "presentation of self in everyday life", this study investigates sensitivity of information by using the software Linguistic Inquiry and Word Count (LIWC). Using a crawler we collected 3,485 reviews from Amazon, for six products. Sensitivity was measured through five main LIWC categories that include the following: pronouns, social processes, affective processes, biological processes, and personal concerns. As a result, Amazon reviewers in the sample collected disclosed significantly higher levels of sensitive information in these categories: family, humans, affect, positive emotions, negative emotions, sadness, cognitive mechanisms, concerns related to work, achievements, leisure and money. Results seem to suggest that users experience Amazon as a community built around people, whose participants often show their humanity, their offline social circles, their affective processes, their emotions, and their concerns.

Hybrid-Identities: Degrees of Digital Selves

Kelly Boudreau, Concordia University, Canada

Digitally mediated social network sites can be conceived as 'sandbox games' where users can play with and perform identity in a variety of ways. This paper will look at the ways in which Facebook and Pinterest offer two different platforms for identity play with both actual and idealized forms of selves through the posting and framing of personal information and the (re)appropriation of pre-existing content on the internet. In doing so, it will be demonstrated that it is possible for hybrid-identity to emerge and stabilize through the archival nature of the internet.

Leaving Church: Resisting Mormon authority and community in online-offline dimensions

Pauline Hope Cheong, Megan Fisk, Arizona State University, United States of America

Membership in religious organizations often entails dedicated attention to its dogma, moral vision, sacred leadership and community, yet some members ultimately choose to leave. In light of the recent rising and unprecedented number of Mormon church resignations, this paper examines the motivations and experiences of those who choose to leave the church, including the underexamined role of digital and social media in the disaffiliation process. Drawing from turning point analysis, which utilizes the retrospective technique to collect 40 in-depth interviews of ex-Mormons, results will discuss their exit tactics of resistance as well as the extent and ways in which they (re)appropriate traditional and new religious texts, and connect to new networks in their transition.

Dwarf acts like a lady: The importance of gender roles in understanding gender switching and player behavior

Rosa Mikeal Martey[1], Jennifer Stromer-Galley[2], Jaime Banks[1], Jingsi Wu[4], Mia Consalvo[3], Daniella Castillo[1]

[1]Colorado State University, United States of America; [2]Syracuse University; [3]Concordia University; [4]Hofstra University

As players craft and enact embodiment in digital games, the relationship between social interaction and gender (male/female) versus gender-role identity (masculinity/femininity) remains unclear. This paper examines differences in chat, avatar movement, and avatar appearance among male players who played male and female avatars. Initial analysis reveals that gender-based playstyles are distinct from gender role-based playstyles. Most importantly, men playing female avatars retain patterns typical of male players; however they depart from patterns typical of high-masculinity players. Specifically, gender-switching males tended to reject masculine behaviors in favor of flirting, using more punctuation, and deferring physical leadership. We interpret this to mean that male gender-switchers do not shed male behaviors and, instead of performing normatively feminine behaviors, work to counteract masculine behaviors – they try to act "not-masculine." These findings have implications for gameplay scholarship where offline gender is unknown and for integrating gender roles as key to studying gender in games.

Saturday October 26
1:30 – 3:00 PM

B. Twitter and Society and Beyond

Location: **Confluence B**

Session Chair: **Jean Burgess**

Jean Burgess, Queensland University of Technology, Australia

Participants:Jean Burgess, Axel Bruns, Cornelius Puschmann, Steve Jones, Alex Halavais, Rowen Wilken, Alex Leavitt, Alice Marwick, Anders Larsson, Axel Maireder, Mark Dang-Ahn, Michael Zimmer, Mirko Tobias Schafer, Nancy Baym

In mid 2013, Peter Lang's Digital Formations Series will publish the book *Twitter and Society*, a substantial multidisciplinary collection of commissioned work from across the social sciences and humanities, and featuring firmly established AoIR members as well as an equal number of up-and-coming international scholars in its table of contents.

We would like to take the opportunity at IR14 not only to celebrate the book's launch, but also to engage in a robust and open discussion that critically interrogates the moment in internet scholarship that such a book represents, and what might lie beyond this moment.

By way of introduction, each of the participants will read out a 140 character synopsis of their contribution to Twitter and Society. The remaining session time will be devoted to a facilitated discussion, incorporating Q and A from the floor, and progressing through the following three themes:

- 'Twitter'? the pros and cons of platform studies in internet research
- The politics and pragmatics of 'big social data' approaches
- And beyond: what next for social media research

Saturday October 26
1:30 – 3:00 PM

C. Slicing Big Data

Location: **Confluence C**

Session Chair: **Darryl Woodford**

Presentations

Darryl Woodford[1], Shawn Walker[2], Avijit Paul[1]

[1]QUT, Australia; [2]University of Washington, USA

Big Data presents many challenges related to volume, whether one is interested in studying past datasets or, even more problematically, attempting to work with live streams of data. The most obvious challenge, in a 'noisy' environment such as contemporary social media, is to collect the pertinent information; be that information for a specific study, tweets which can inform emergency services or other responders to an ongoing crisis, or give an advantage to those involved in prediction markets. Often, such a process is iterative, with keywords and hashtags changing with the passage of time, and both collection and analytic methodologies need to be continually adapted to respond to this changing information.

While many of the data sets collected and analyzed are pre-formed, that is they are built around a particular keyword, hashtag, or set of authors, they still contain a large volume of information, much of which is unnecessary for the current purpose and/or potentially useful for future projects. Accordingly, this panel considers methods for separating and combining data to optimize big data research and report findings to stakeholders.

The first paper considers possible coding mechanisms for incoming tweets during a crisis, taking a large stream of incoming tweets and selecting which of those need to be immediately placed in front of responders, for manual filtering and possible action. The paper suggests two solutions for this, content analysis and user profiling. In the former case, aspects of the tweet are assigned a score to assess its likely relationship to the topic at hand, and the urgency of the information, whilst the latter attempts to identify those users who are either serving as amplifiers of information or are known as an authoritative source. Through these techniques, the information contained in a large dataset could be filtered down to match the expected capacity of emergency responders, and knowledge as to the core keywords or hashtags relating to the current event is constantly refined for future data collection.

The second paper is also concerned with identifying significant tweets, but in this case tweets relevant to particular prediction market; tennis betting. As increasing numbers of professional sports men and women create Twitter accounts to communicate with their fans, information is being shared regarding injuries, form and emotions which have the potential to impact on future results. As has already been demonstrated with leading US sports, such information is extremely valuable. Tennis, as with American Football (NFL) and Baseball (MLB) has paid subscription services which manually filter incoming news sources, including tweets, for information valuable to gamblers, gambling operators, and fantasy sports players. However, whilst such services are still niche operations, much of the value of information is lost by the time it reaches one of these services. The paper thus considers how information could be filtered from twitter user lists and hash tag or keyword monitoring, assessing the value of the source, information, and the prediction markets to which it may relate.

The third paper examines methods for collecting Twitter data and following changes in an ongoing, dynamic social movement, such as the Occupy Wall Street movement. It involves the development of technical infrastructure to collect and make the tweets available for exploration and analysis. A strategy to respond to changes in the social movement is also required or the resulting tweets will only reflect the discussions and strategies the movement used at the time the keyword list is created — in a way, keyword creation is part strategy and part art. In this paper we describe strategies for the creation of a social media archive, specifically tweets related to the Occupy Wall Street movement, and methods for continuing to adapt data collection strategies as the movement's presence in Twitter changes over time. We also discuss the opportunities and methods to extract data smaller slices of data from an archive of social media data to support a multitude of research projects in multiple fields of study.

The common theme amongst these papers is that of constructing a data set, filtering it for a specific purpose, and then using the resulting information to aid in future data collection. The intention is that through the papers presented, and subsequent discussion, the panel will inform the wider research community not only on the objectives and limitations of data collection, live analytics, and filtering, but also on current and in-development methodologies that could be adopted by those working with such datasets, and how such approaches could be customized depending on the project stakeholders.

D. Policy

Session Chair: **Richard Forno**

Presentations

The Surveillance-Innovation Complex

<u>Julie E. Cohen</u>, Georgetown University, USA

Prof. Cohen is the **AoIR 2013 Book Award Winner**, for her book *Configuring the Networked Self: Law, Code, and the Play of Everyday Practice* (New Haven, Conn.: Yale University Press 2012).

The Onlife Manifesto: rethinking the human condition in a hyperconnected era

<u>Nicole Dewandre</u>, European Commission, Belgium

The pervasiveness of the changes induced by the deployment of ICTs is such that there is a need to rethink and reconfigure the concepts on which policy frameworks are built. Policy frameworks are still relying on omniscience/omnipotence utopia.

It is suggested that Hannah Arendt's framing of the human condition, based on natality and plurality can inspire a renewed sense of what it means to be human in a hyperconnected world.

It opens the way for policy-making to shift away from a risk-based and parenting attitude, towards a literacy-based and partnering one, which can vibrate with the collective societal intelligence being expressed in the shaping, uptake, resistance and appropriation of ICTs by individuals and communities.

Is it time to rethink 'digital inequality' (again)?

<u>Christo Sims</u>, University of California, San Diego, USA

Digital inequality scholarship has rightly criticized the concept of the 'digital divide' for oversimplifying and distorting relations between digital media and social inequalities. Instead of focusing on binary conceptualizations of access, digital inequality scholars recommend studying 'differentiated use,' which depends on access, but which is mediated by additional factors such as skill. Despite these advances, much digital inequality scholarship retains many of the limitations of the digital divide framework it criticizes. As such, scholars thwart their honorable aims and paradoxically risk contributing to the reproduction of historical structures of power and privilege. This short paper identifies three persistent shortcomings with prevailing views about digital inequality: slippage between 'digital inequalities' and 'social inequalities'; unacknowledged normativity; and a deficit model of difference. The paper ends with brief recommendations for how scholars and practitioners can move beyond these limitations.

Copyright and the New Materiality

<u>Dan Burk</u>, University of California, Irvine, USA

Scholars in a variety of fields have recently begun to re-emphasize the centrality of matter in their exploration of the world. This "new materialism" seeks to traverse persistent analytical dichotomies between the ideal and the material. At the same

time, copyright law has long rested upon a series of dualistic doctrinal structures, including the fundamental dichotomy between the immaterial "work" and its fixation in a physical "copy." This distinction, which was never entirely coherent even in traditional media, has broken down in the face of digital instantiations of creativity. New materialism might offer copyright a path out of such unsustainable distinctions, by providing a viewpoint that traverses the artificial opposition of work and copy, recognizing the primacy of matter in the development of creative expression.

Saturday October 26
1:30 – 3:00 PM

E. Design Appropriations

Location: **Lawrence A**

Session Chair: **David Nemer**

Presentations

Grassroots Organizing in the Digital Age: Considering Values and Technology Decision-making in Tea Party and Occupy Wall Street

Sheetal D Agarwal, Courtney N Johnson, W. Lance Bennett, Alan Borning, University of Washington, United States of America

Technology both supports and constrains different types of behavior, and so decision to employ a specific technology within a community is important as users may resist or adopt use of the technology based on these traits. In this study we explore the values, attitudes, and beliefs of Tea Party and Occupy Wall Street stakeholders as they relate to their use of technology. We employ Value Sensitive Design to examine stakeholder values, and potential sites of value tensions we use semi-structured interviews conducted with three distinct groups of stakeholders in Tea Party and Occupy: members with some type of leadership or facilitator position, technologists, and lay members. This study provides insight into the potentially complex decision-making processes involved in the adoption of technology within grassroots social movements, as well as any ongoing struggles movement leaders and members face as they try to sustain involvement using whatever tools are at their disposal.

The (not so) invisible hand: Perceptions of game designers and the impact on play

Alyson Leigh Young, Wayne Lutters, UMBC, USA

Designing and operating alternate reality games (ARGs) is always a challenge. Controlling too much or too little of the gameplay impedes player enjoyment. In studying one particular ARG, I Love Bees (ILB), and player perceptions of the game designers, we revealed that is possible for game designers relinquish direct control, but at a cost. Players often misread or misinterpreted game designers' intentions. These issues, however, were not necessarily detrimental to gameplay and may have increased player enjoyment.

Free Universal Construction Kit: On appropriation and parasites

Lone Koefoed Hansen, Jan Løhmann Stephensen, Aarhus University, Denmark

With the increasing economic accessibility of 3D printers, the lessons learned and the logics cultivated on digital Web 2.0 now seems applicable to the world of material things. Released in early 2012 by the artist groups F.A.T. and Sy-lab, the Free Universal Construction Kit is a set of 3D drawings that, when printed, enable everyone with access to a 3D printer to make connectors, "the missing links", between intellectual property restricted toy concepts like LEGO, Tinkertoys, and Fischertechnik. However, when describing this project as "reverse engineering as a civic activity", it seems obvious that F.A.T.'s greater agenda is not just to enable cross-over playing but rather to problematize and ultimately open up closed formats through critical appropriation. But how does that, for instance, conform with the fact that the connectors are

parasitically attached to these toys, whose logic it is simultaneously defying?

Google Books as Infrastructure of In/Justice

Anthony L Hoffmann, University of Wisconsin-Milwaukee, USA

To date, Google Books has scanned and made searchable more than 20 million books from library collections around the world. Proponents of the project tout its potential for promoting social justice and equality through increased information access. Critics, however, have argued that unresolved issues with regard to privacy, copyright, and censorship ultimately subvert the values the project claims to further. These controversies reveal Google Books as a rich example of the complex relations infrastructures establish between technologies, institutions, and individuals. Current debates, however, have concentrated on the interests of the project's stakeholders, overlooking Google Books as sociotechnical infrastructure—that is, as a set of relations mobilized in practice. Employing the method of "infrastructural inversion" (Bowker, 1994), this paper examines the interdependence between technologies and social practices organized by Google and inquires whether or not the "egalitarianism of information" touted by Google is rendered possible by the sociotechnical relations it mobilizes.

Saturday,October 26
1:30 – 3:00 PM

F. Diasporas and Language Groups

Location: **Lawrence B**

Session Chair: Adriana de Souza e Silva

Presentations

Appropriating new communication technologies in migrants' home communities: A case study from Brazil

Kate Vieira, University of Wisconsin, Madison, USA

This paper presents preliminary results from an ongoing qualitative study of the impact of migration on the uptake of new technologies in transnational migrants' home communities, namely Jaú, Brazil. Migration scholars have documented how transnational migration is often undertaken to pay for children's or family's formal education. Yet migration itself has its own pedagogy: Many family members learn new technologies to communicate with loved ones abroad. This study traces the uptake of these technological and pedagogical remittances in one community to find that such remittances are often exchanged for cultural capital and career advancement in local economies.

Managing community through digital talk: Podcasting in the South Asian diaspora

Lia Wolock, University of Michigan, USA

Podcasts have been variously labeled internet radio shows, talking blogs, and seen as examples of a completely new medium unto itself. Utilizing insights from the literature on the "broadcast talk" of radio and television, this paper argues for a careful consideration of the technologies and real uses of podcasting that create an experience that is more personal and temporally portable than radio, and yet more immediate, interactive, and "live" as compared to blogging. To understand podcasting, one should not think of it as a new medium, but rather must study the intricate ways "old media" and technologies—each with its own communicative characteristics—are an interwoven, thriving part of the digital landscape. Based on an overview of the English-language South Asian diasporic podcast-verse, and an analysis (making particular use of conversation analysis tools) of the South Asian Journalist Association's web/podcast created using the phone-based BlogTalkRadio platform, this paper will first sketch the contours of an online community and address the manner in which the way it serves itself is shaped by technological affordances, community needs, and socio-cultural discourses about the South Asian diaspora. It will then, using the SAJA case study, consider the specific talk strategies of one web/podcast to understand how the use of this new configuration of technologies and discourses allows for a viable, variously bounded special interest community to be repeatedly talked into being.

Saturday October 26
1:30 – 3:00 PM

G. Ethical Issues in Online Course Design

Location: **Molly Brown**

<u>Session Chair:</u> Heidi A. McKee

Presentations

Linh Dich, <u>Heidi A. McKee</u>, James E. Porter. Miami University, United States of America

This panel will address several key ethical issues related to the design of online (or hybrid) courses and ways in which students and faculty may need to resist implicit or appropriate more explicit approaches toward Web technologies and communications. As faculty members move their traditional courses online, or as they design entirely new online or hybrid courses, new ethical issues certainly surface, particularly when students are asked to move from the privacy of the traditional classroom into the public realm of social media or when the university begins to rely on third-party services as platforms for course delivery (e.g., (Google+, Facebook, Udacity, Coursera).

The three speakers on this panel will present their research on three distinct kinds of ethical issues that emerge when faculty take their students into online public spaces or when the courses themselves are taught online — issues related to identity (Speaker #1), privacy (Speaker #2), and ownership (Speaker #3). All three speakers are scholars and teachers in the field of rhetoric/composition whose research focuses primarily on rhetorical and ethical issues related to digital writing — but the issues to be discussed apply widely to all scholars doing research on, or developing, online courses or classroom spaces.

The three of us proposing this panel certainly favor moving courses, faculty, and students online and into the public realm of social media, and we are by no means against third-party Web hosting arrangements. But our research shows that we need to be cautious and critical in our approach to such alignments. We have to be wary of how new technologies and applications, new social media spaces, and new institutional alignments can affect ethical relationships. The old rules don't always apply, or not always in the same way. And the "new rules" are sometimes buried in inaccessible or incomprehensible terms of services — or simply remain implicit. Our research shows that we have to alert our students to the new rules and to their ethical implications — for instance, letting them know about potential hazards, as well as benefits, of posting online as a person of color; or letting them know the privacy implications involved in setting up a Facebook account or in clicking the "I Agree" button on a user license. At times our resistance has to take the form of proactive negotiation with our home universities — for instance, making sure that our universities do not develop policies or licensing arrangements that threaten students' identities or rights.

Speaker #1 will report on her 18-month ethnographic study of users in the social network site Xanga. She will examine academia's understanding of "public writing," pointing out that representations of public writing or "the online public" are often overly abstract, failing to account for particular community practices or the identities of particular community members. Specifically, she argues that scholarship has failed to examine how racial identities and writers function in the representation and construction of the public. Drawing on extensive interviews and observations with participants she will demonstrate how Asian-Americans produced and negotiated their identities through online language practices and provide recommendations for the design of more ethical online spaces that foster more equitable participation.

Speaker #2 will report on privacy in online spaces like Facebook, Twitter, and Google+, in light of changes in technology practice (e.g., data mining) and privacy policies for social media. She will report on studies, including several she has conducted, that examine users' perceptions of privacy. The implications of this research are that as scholars who often teach using online technologies we need to ensure we address privacy issues. She closes with ways that we can take research data and transform it for use in the design of online classes.

Speaker #3 will report on his research on faculty ownership of online courses and course material. For this presentation he will consider the specific issue of faculty and student copyrights in MOOCs that are hosted by third parties outside the university. He will examine and critique several MOOC licenses on the grounds that they elide the distinction between course and course content, thereby undercutting the value of the university's service and potentially damaging the university's ethical relationship with students. Universities should avoid entering into MOOC licensing partnerships that treat the course as an object rather than as a social performance or that fail to provide adequate protection for faculty and students intellectual property.

H. Reconfiguring Control in Cyberspace

Location: **Horace Tabor**   \

Susan Abbott[1], Derigan Silver[2], Minna Aslama[3], Yannick Ilunga[4]

[1]Internews, United States of America; [2]Denver University, United States of America; [3]New America Foundation, United States of America; [4]University of Helsinki, Finland

We propose a roundtable to discuss Internet law and policy. We are particularly interested in initiating a lively and inspiring discussion on the nature and characteristics of *control* in cyberspace. We believe our roundtable will nicely fit this year's thematic focus of Resistance and Appropriation, for our goal is to address the complex process through which Internet actors—both public and private—influence one another and to examine the modes of control that affect Internet actors at various levels: individual, institutional, national, transnational, and global. Five initial participants will prompt discussion on four different aspects of control as follows:

Susan Abbott

Susan will review current efforts to influence national and international dialogue about Internet governance, with a particular focus on the rise of a more mature civil society sector. In specific, she will map out key global civil society actors in the Internet governance, identify key funders of Internet law and policy research and policy reform issues, and explore the key objectives and interests of these actors to cast a question on if there is truly a global civil society movement working to advance Internet freedom and whose interests it represents.

Minna Aslama Horowitz & Yannick Ilunga

Minna and Yannick has been involved in Mapping Digital Media Project, funded by the Open Society Foundations, that looks at Internet-related policies (and the lack there of) in all around the world. The Project takes a comparative approach in examining the so-called Media Reform issues and stakeholders in 35 countries. Minna and Yannick will report on major challenges that are common to most countries and regions. Those include: debates around Internet Freedom of Expression; need support for public (non-commercial) media often emerging online, by networked communities; hate speech; and cross-media concentration of cross-media ownership.

Minjeong Kim

Minjeong will initiate a conversation on online copyright issues by addressing the success and challenges of Creative Commons (CC) licenses. Over the past ten years, Creative Commons has played an important role in the online copyright debate by offering a tool that allows a new kind of online creators to exercise control over their creative works. CC licenses are now one of the most well-known and frequently used global standards for sharing online works. After reviewing the newest license—CC 4.0 (expected to be released before the summer of 2013)—, Minjeong will ask for the roundtable attendees' views on the strengths and weaknesses of CC licenses as well as future pitfalls.

Derigan Silver

Corporate communication giants like Google, Facebook, Comcast, and AT&T are all striving to increase their control over Internet content, Internet searches, privacy, and free speech. As the creators of websites that track our "likes" and private information and as the providers of both broadband access and Internet search engines, they can exert a tremendous about of control which is currently not subject to the same restrictions the United States government encounters when it tries to control information and speech. Derigan will discuss current communication law, including court cases and FCC and FTC actions, and how this impacts the public's ability to gather and disseminate information on the Internet without fear of corporate interference and control.

Saturday, October 26
3:00 – 3:20 PM Break

Saturday October 26
3:20 – 4:50 PM
A. Producing Digital Publics from Gaming to Crowdsourcing

Session Chair: **Hector Postigo**

Aleena Chia[1], Thomas M. Malaby[2], Krista-Lee Malone[2], Casey O'Donnell[3], Hector Postigo[4]

[1]Indiana University, Department of Communication and Culture; [2]University of Wisconsin-Milwaukee; [3]Michigan State University; [4]Temple University

Towards the end of the 20th century, as the so called "Millennial Turn" was upon us, sociologist and media scholar Manuel Castells penned a prescient outline of "a new mode of development, informationalism, historically shaped by the restructuring of the capitalist mode of production." (Castells 1989: 14). Indeed, he called for nothing less than an "empirically grounded, cross-cultural theory of the Information Age" (Castells 1998: xii). Geographer David Harvey, among others, described this economic Leviathan of the "information age" as the coalescence of "post-Fordism" and "flexible accumulation," producing, in its wake, fundamental shifts in the organizational practices of space and time (Harvey 1989; Piore and Sabel 1984). AoIR conference participants and scholars assembled for this roundtable have much to contribute to the thick description and deep analysis of this paradigm of a new mode of production. The proposed roundtable panel interrogates "digital publics" as both instantiations of civic life as well as commodities produced by and through the information age. We explore how labor practices yoked to the nexus of information economies and digital networks produce and extract value from cultural forms of civic engagement. In doing so, specific practices of labor at the heart of the information age increasingly corral public life through global flows of capital and the commodification of everyday life. We ask: what are the labor relations produced by and embedded in the institutional reorganization of public life through digital publics?

The presentations proposed for this roundtable build from the premise that power relations of inequality and late capitalism's capricious search for "growth" ensnare developed and marginalized economies in a global "division of labor" (Castells 1996:439). Some presentations (examples of "publics as industry products") examine these divisions through a close analysis of the labor practices of the gaming industry. Games offer an expansive terrain and platform for civic engagement. From live-action role-playing games harnessing the affective labor of an international fan base; to the heralding of authentically "American publics" "games" and "play" in educational success narratives; games are positioned as products rather than processes of public engagement. The remaining presentations (examples of "labor as information infrastructure") offer close analyses of the labor exchanged through networked information economies. Video game players-turned-YouTube commentators converting their love of play to a commodity; and crowdsourcing platform workers piecing together the information that we buy and sell online, everyday; contribute to a vibrant conversation about the "immaterial labor" that buttresses digital economies. Together, the panel shifts attention to a more grounded understanding of the modes of production fundamental to digital publics. They better equip us to consider the political and ethical stakes of the very material labor digital publics produce through cultural engagement and exchange.

The work and play of geek hobbyists: Rethinking immaterial labor through the case of administrative systems for volunteer labor in a gaming non-profit organization

Aleena Chia - PhD candidate, Indiana University, Department of Communication and Culture

This paper addresses negotiations between gamers and corporations in virtual world building as a way to assess modes and envision spheres of engagement based not just on competition and commodity exchange, but also on complementarity and mutual obligation. It is based on a year of participant observation with the Mind's Eye Society, a non-profit organization (NPO) of over 4,000 live-action role-players who participate within the same narrative continuity and who have organized nationally to negotiate with the transnational company responsible for extending a transmedia gaming property. Twenty years

of affective, social, and material investments - from books, television, and video games, to an upcoming massively multiplayer online game saturate [NAME OF THE COMPANY OR GAME PROPERTY HERE]. Participant observation and interviews at gaming and industry events in cities on the East Coast, Canada and Iceland, allow me to theorize the mutual adaptations between a kind of civic subjectivity and corporate governance in and around virtual world gaming, as they unfold against post-Fordist frameworks of productivity in which productive and consumptive practices and identities merge in diverse and unpredictable ways. I assess the challenges and opportunities of such a model of engagement as it develops within, through, and in relation to bureaucratic systems such as interest-based non-profit organizations and technical systems such as massively multiplayer online games. My fieldwork suggests that members of this non-profit organization see their gaming practices as forms of civic engagement in which the spaces and rhythms of narrative worlds are tethered to the formal administrative structures and less formal practices, rituals, and networks of associational life. On the one hand, this associational life is governed by frameworks of representative democracy and ideals of collective decision-making. On the other hand, these trademarked narrative worlds are built around social hierarchies designed to incentivize a spectrum of volunteer contributions vital to the association's functioning and identity. Notably, both associational and narrative levels of engagement are distinct yet integrated, and are collectively sustained by a community of practice that uses the tensions between democratic and meritocratic governance to fuel interest and participation in its activities. These tensions are also complicated by the norms of a hobby-oriented way of life adopted by self-identifying science fiction, fantasy, and gaming geeks, for whom a spectrum of activities - such as fan practices and multi-platform gaming - entail unpaid work to be fun and require paid work to defray costs. For members of the NPO, this hobby-oriented way of life is taken for granted, and renders dichotomies of labor and leisure, consumption and production irrelevant. This community of practice and its engine for unpaid labor now seems to be the model for community development adopted by the game company for adaptation to their upcoming massively multiplayer game. However, tensions have arisen as the NPO negotiates its place within a proprietary virtual world in which self-governance and corporate governance will necessarily overlap.

The Geopolitics of Mechanical Turk

Mary L. Gray, Microsoft Research/Indiana University

The paper offers preliminary findings from an ethnographic study of the labor exchanged through Amazon.com's Mechanical Turk (MTURK) platform, focusing on workers based in the rural United States and urban India. While there is a vibrant conversation in media studies about the "immaterial labor" that buttresses digital media economies, much of the discussion focuses on the contributions of fans as prosumers or skilled creative or knowledge workers facing the restructuring (or rapid deterioration) of their professional work environments and identities. MTURK represents another world of digital labor central to digital capitalism yet it is barely visible in conversations about the flexible worker or rise of the precariat. This is a labor pool compromised of a distributed, arguably disjointed, workforce contributing labor for myriad reasons, from killing time to providing basic sustenance, from a range of work conditions too varied to reflect a coherent "work environment," let alone one conducive to building a shared identity. While crowdsourcing is one way to conceptualize this labor practice, this project draws on the frame of "piecework," and its historical links to gendered and regional labor patterns, to more productively unpack: what kind of work is MTURKing and under what kinds of conditions does it take place? How does digital piecework change a worker's sense of contribution and connection to others and the commodities produced in a digital information service economy? How does a more grounded understanding of the lived conditions of MTURK workers better equip us to consider the political and ethical stakes of the very material labor digital capitalism produces?

Technoliberal Publics: Institutions, Games, and Architecting Civic Life

Thomas M. Malaby, University of Wisconsin-Milwaukee

States and other institutions have always had an interest in shaping the public spheres under their influence. While always a partial endeavor, such projects have been marked by a heavy reliance on two cultural forms – ritual and bureaucracy – each of which, as anthropology and related fields have shown, organizes action and meaning through distinctive invocations of order. Yet the steady rise of liberal thought and practice, particularly in the economic realm (following, if partially, Adam Smith) has gradually challenged the efficacy of these cultural forms, while open-ended systems (from elections to the "free" market) exert more and more influence both on publics and on other areas of cultural production. It is in this context that games are becoming the potent site for new kinds of institutional projects today, aided by networked digital technology which has made the use of games possible at a scale vast in both scope and complexity. What may we learn by setting the current attempts to shape publics through the deployment of games against the past (and continuing) uses of these other cultural forms? Drawing on existing work by the author and others, this paper considers what has changed to make the domestication (as it were) of games possible, and also reflects on how these other forms have been put to work by institutions. By doing so, it suggests, we can begin to chart the landscape ahead for games and institutions, and recognize key elements in how digital publics are

increasingly architected along technoliberal lines.

Learning Digital Publics in a Global Mode: A Taiwanese Game's Imagining of the American Public Sphere

Krista-Lee Malone, University of Wisconsin-Milwaukee

This presentation analyzes the production of an "American" digital public in a Taiwanese MMORPG nominally designed to teach English to children. The Taiwanese company producing the game sought explicitly to create an "American" space in the game, as part of an attempt to offer the players an immersion experience beyond language learning that would enculturate them in certain respects to American public life as they imagine it. The company used three aspects of game design in order to make the space feel "American": NPCs, the environment, and a number of the quests. With the company base in Taiwan and parts of the production outsourced to South Korea, the "American" digital public was largely made without input from those with immediate experience of it, although a handful of U.S. citizens were employed at various times during the latter stages of the game's development. As a result, some of the aspects of the "American" digital public put forth in the game reflected common Taiwanese stereotypes of American life and collided with lived experience in America as many there would report it. When questioned about these misalignments, people within the company were sometimes aware of them, but chose to include them anyway in order to maintain the "American" feel for their Taiwanese customers. In this paper I explore how game design makes possible the digital architecture of imagined public spheres, and the unusual circumstance by which nationalized digital publics can be produced in this global context, drawing on cultural imaginings of the other.

Playing a Broken Game: Digital Publics at Play in US Classrooms

Casey O'Donnell, Assistant Professor, Department of Telecommunication, Information Studies and Media (TISM), Games for Entertainment and Learning Lab (GEL), Michigan State University

From the multiplayer classroom (Sheldon, 2011), to games teaching "us" about literacy and learning (Gee, 2007), to our ever-present broken reality (McGonigal, 2011) and the gamification of nearly everything [including learning and instruction] (Kapp, 2012) games and play lie at an emerging narrative about ("successful") US classrooms. This essay turns to ethnographic data gathered over the course of three and a half years of participant observation with scientists, education researchers, teachers and students designing serious games, interactive case studies and e-books for the classroom. The essay reflects critically on the varying socio-technical logics that mobilize the various strategies deployed in this context and their broader cultural implications.

From Playing Games to Making Gameplay : The Techno-Social Practice of Working for the Social Web

Hector Postigo, Media Studies and Production, School of Media and Communication, Temple University

Herein I will present findings from a 24-month participant observation project involving YouTube users producing commentary to first person shooter video games. My approach uses the case of video game commentators and specific examples from research to highlight implications for theoretically conceptualizing the conversion of "serious leisure" to labor. The concept draws attention not only to the social practices that position activities straddling labor/leisure into a commercial framework but on the technological platforms that make that possible in a seemingly invisible fashion. The main analytical lens is that of "affordances." It is used to map how technological features designed into YouTube create a set of probable uses/meanings/practices for users while serving YouTube's business interests. The analysis is transferable to other social web platforms whose central business model focuses on user-generated content (UGC) and its valuation and who deploy similar constructs.

Saturday October 26
3:20 – 4:50 PM

B. Activism

<u>Session Chair:</u> Jessa Lingel

Presentations

"Watch out, organize, inform yourself!": Tracing the Dynamics of Twitter Discourse on Anti-Nazi Street Protests

<u>Mark Dang-Anh</u>[1], Michael Eble[2]

[1]University of Siegen; [2]Fraunhofer Institute IAIS

With the advent of mobile devices, mediatized political discourse became more dynamic. I assume that the microblog Twitter can be considered as a medium for spatial coordination during protests. Therefore, the case of neo-Nazi demonstrations and counter-protests in the city of Dresden that occurred in February 2012 is analysed. Data consists of microposts that occurred during the event. Quantitative analysis of hashtag and retweet frequencies was performed as well as qualitative speech act pattern analysis and a tempo-spatial discourse analysis on selected subsets of microposts. Results show that a common linguistic practice is verbal georeferencing and by that constructing space. Empirical analysis indicates a strong relation between communicational online space and physical offline place: Protest participants permanently reconfigure spatial context discursively and thus the contested protest area becomes a temporarily meaningful place.

Internet Use and Global Activism at the United States Social Forum

<u>Elizabeth Anne Gervais Schwarz</u>, UC, Riverside, USA

Scholars maintain that the global reach of the internet encourages global connectedness and global activism. Using survey data from the 2010 United States Social Forum, this study extends research exploring internet use and transnational social movement activity by examining activists' use of four different internet technologies. The study examines how the use of communication, online social networking, collaboration, and multimedia sharing technologies relate to whether activists have a high level of international contact, believe they are part of a global social movement, and are affiliated with international movements. The results reveal that use of the four types of internet tools do not relate to global activism. Examining the intensity of internet use, the use of more types of online tools is related to high levels of international contact. The findings suggest that activists do use multiple internet technologies to maintain their networks with other activists around the globe.

From Internet to the streets: An approach to activism in Aguascalientes, Mexico

<u>Dorismilda Flores Márquez</u>, ITESO, Mexico

In this paper, I present the outcomes of an empirical exploration on activism and online communication practices in a Mexican city, on the case of #YoSoy132 Aguascalientes. It is part of a doctoral research in progress, that lies on the theoretical approach of the three degrees of communication and on the methodological perspective of multi-sited ethnography. This experience leads to regard the links between online communication, physical action and media coverage, in activism, and the challenging implications for their study.

The Social Media Overture of the Pan-European Anti-ACTA Protest: An Empirical Examination of Coordination in Connective Action

Dan Mercea, Andreas Funk, Paul Nixon, The Hague University of Applied Sciences, The Netherlands

This paper proposes an empirical model designed to operationalize the notion of digitally and loosely coordinated collective action as proposed by the recent theory of connective action. To show how the capacity for coordination of the expressive participation that is characteristic of connective action may be divided into a capacity for motivational coordination and a capacity for resource coordination, respectively. These two dimensions of coordination may enable us to discern how individual motives and collective goals can become aligned through expressive participation in connective action. The paper provides preliminary findings that support the two dimensionality of coordination.

Saturday October 26
3:20 – 4:50 PM

C. Resisting Resistance: A Game Studies Roundtable

Location: **Confluence C**

Session Chair*:* Mia Consalvo

Presentations

Mia Consalvo[1], Christopher Paul[2], Todd Harper[3], Greg Lastowka[4]

[1]Concordia U, Canada; [2]Seattle University; [3]MIT; [4]Rutgers University

Additional Participants (confirmed): Ian Bogost, Georgia Institute of Technology; Todd Harper, Massachusetts Institute of Technology; & Greg Lastowka, Rutgers University.

This roundtable questions the idea of resistance and the act of resisting structures as they apply to game studies as a field. What are we intending to resist? What structures are we challenging and why? On the one hand, how can we re-appropriate the technologies of production and consumption? On the other hand, why are we so insistent on such re-appropriation rather than respecting the form of games as they are?

Although the concepts of the "resistant reader" and "oppositional decoding" have vibrant histories in media studies (Fiske, 1987; Hall, 1980) and have been the subject of more recent legal criticism (Lessig, 2008), we seek to question the assumptions built into such discourses particularly as they relate to game studies and analysis of games and game cultures. For example, although oppositional politics often claims to resist dominant structures, often they mostly offer an alternative structure or system. Ideas such as Michael Warner's (2002) notion of "counterpublics"— discursive spaces aware of their "subordinate status" that arrange in relation to dominant codes but with their own rules—offer an example. Is a gaming counterpublic, something like the indie scene, resistant to dominant (AAA/market) forces or merely parallel? The notion of structures themselves is sometimes critiqued, but is more often understood as systems of oppression. What can be gained from thinking through the uses of structures and how they can support and advance different kinds of practices and ideas apart from dominant paradigms?

The connections among game studies, game design/production, and game consumption offer particularly interesting avenues for resistance. A typical academic approach of critical reading simply is not enough, regardless of how active that reading is (Haraway, 1994). Do we need to do more than publish academic scholarship aimed at other academics? Do we need to work with those who make and play games? Are there modes of production that are better suited for a resistant game studies?

This may mean reconfiguring 'what counts' as productive academic labor by seeking alternatives to traditional academic publishing, but is that the most productive use of our limited time and efforts? Can we reasonably expect to resist dominant academic norms and still progress in our careers? What kinds of benefits can be drawn from traditional scholarship that needs to be retained? Should we focus on developing connections and interactions with designers and game players? What could we gain from such relationships? What are we likely to lose? What kinds of terms do we need to develop for these kinds of interactions?

This roundtable brings together academics from a variety of intersecting fields: rhetoric, media studies, digital media, game

design and law to debate how structures and systems can be resisted and appropriated within the development of game studies, game development, and in our practices of research.

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Saturday October 26
3:20 – 4:50 PM

D. Resistance and Appropriation: Legacies of Mark Poster

Location: **Platte River**

Session Chair*:* Tom Boellstorff

Presentations

Tom Boellstorff[1], Rhiannon Bury[2], Jeremy Hunsinger[3], Steve Jones[4], Lisa Nakamura[5]

[1]University of California, Irvine, United States of America; [2]Athabasca University; [3]Wilfrid Laurier University; [4]University of Illinois at Chicago; [5]University of Michigan, Ann Arbor

This roundtable is dedicated to the memory of Mark Poster, a leading theorist of the internet and member of the AoIR community, who passed away in 2012. Speakers will briefly reflect on Poster's impact on their own work and on the broader research communities of which they are part, with particular attention to Poster's emphasis on themes of resistance and appropriation with regard to new media. There will then be time for audience members to share their own memories of Poster and discuss his legacies for their scholarship and activism.

Saturday, October 26
3:20 – 4:50 PM

E. Re-examining Affordances, Technical Agency, and the Politics of Technologies of Cultural Production

Location: **Lawrence A**

Session Chair*:* Sam Srauy

Presentations

Sam Srauy[1], Gina Neff[2], Miles Coleman[3], Jessica Beyer[3], Joshua McVeigh-Schultz[4]

[1]Temple University, United States of America; [2]Princeton University; [3]University of Washington; [4]University of Southern California

The panel's theme centers on the concept of affordances. Collectively, the panel's papers seek to make the idea of affordances more concrete by critically evaluating some taken for granted aspects of affordances in Internet research.

Originally proposed by psychologist James Gibson, affordance is a theoretical framework which seeks to illuminate how human beings' cultural environment inform their understanding of objects' physical features. As it was original imagined by Gibson, aspects of the physical world illicit cues of how they may be used. However, which cues are put into practice is determined by the social world of humans. From its original deployment by Gibson, the concept of affordances has been

widely used in the fields such as communication, sociology, science and technology studies, and human computer interaction.

This panel builds on the work from a previous panel. Last year at AoIR 13, some members of Culture Digitally, a research community, organized and presented research that addressed the concept of affordances. After engaging with the concept of affordances through empirical work, each member of the panel individually engaged critically with the theoretical concept. This proposed panel is a continuation of that conversation. Some of the panel members are new and some have returned.

The first paper argues that in many cases the affordances of an online space have a crucial role in creating the "shape" of an online community including the adoption of cultural norms based on the structural restrictions of a given space. What then becomes a driving factor in producing outcomes—the structure of a technological space, the guiding principle of a cultural value, or the agency of actors? Anonymity in online communities offers a useful lens to explore questions about affordances and online communities, in particular, in relation to political mobilization. This paper is an attempt to articulate how the intricacies of anonymity can generate different types of political outcomes.

The second paper argues that the best way to understand how affordances shape scholars' understanding "determinism" is to reformulate the idea that technology and human sociality constitute an interplay. Contrary to the idea that this interplay is symmetrical, however, the authors argues that this interplay is best understood as inherently asymmetrical. Using the metaphor of a virus, the authors question whether the "agency" of technology necessarily needs to imply the same kind of agency that human actors imply.

The third paper further analyzes the interplay between technological and social agency by arguing that social agency must have more of an impact on how these affordances ought to be understood. This essay rereads selected research from the 1990s in order to draw attention to the ways that users can act like designers—manipulating 'space' with an eye towards reshaping 'place.' Extrapolating to contemporary online contexts, we can similarly identify users' own reflexive attention to affordance as increasingly key to understanding the entanglement of technical systems and social practice. Citing examples such as "retweets", the author argues that technical agency exists only in the presence of social collaboration (i.e., social agency).

The final paper examines the theoretical implications of the concept of affordances. Without taking a firm stance one way or another, the author argues that the continuous shift away from Gibson's conception of the term warrants a reconsideration of the theory. Employing a Foucauldian lens, the author reexamines what have been understood as affordances as articulations of power relations in human society. Following this line of reasoning and situating itself with other papers in this panel (and especially the second), the author asks whether or not social agency ought to be given more consideration if we do assume affordances exist. By contrasting the theory of affordances with other competing theories, the author unpacks these implications, readdresses earlier critiques of affordances, and offer a potential alternative that might prove useful.

Saturday October 26
3:20 – 4:50 PM

F. "Haters Gonna Hate"? Exploring Varieties of 'Antisocial' and Antagonistic Behavior in Online Environments
Location: **Lawrence B**

<u>Session Chair:</u> Kate Miltner

Presentations

<u>Kate Miltner</u>[1], Alice Marwick[2], Whitney Phillips[3]

[1]Microsoft Research New England, United States of America; [2]Fordham University, United States of America; [3]New York University, United States of America

Computer mediated communication has been a topic of scholarly interest for almost three decades, and the presence of 'antisocial' behavior in online environments has been documented and investigated within some of the earliest studies of computer-mediated settings (Walther, Anderson & Park, 1994). Although some scholars originally blamed the low richness (Culnan & Markus, 1987) and anonymity (McKenna & Bargh, 2000) of online mediums for antagonistic or antisocial online behavior, it has since become apparent that nonymous, pseudonymous, or anonymous, there are just some people who like to make their own fun by ruining others'. This behavior is so prevalent in online environments that a popular meme has developed in response: sometimes, it seems, haters just gonna hate.

The term 'hater' is definitionally vague; in common parlance, it is generally interpreted as someone who insults or demeans another with the intention of taking them down a peg and/or raining on their parade (Urban Dictionary, 2005). Within online contexts, there are a variety of antagonistic behaviors that could be interpreted as 'hating', including flaming, trolling, griefing, and the antifan practice of hateblogging. This fishbowl will investigate the subtleties of each of these behaviors. It will also debate whether or not 'haters' and 'hating' can be applied as an imperfect umbrella term to a group of behaviors that have differing participant groups and logics.

The body of literature dealing with antagonistic online behaviors is extensive. Flaming was extensively researched in the last two decades of the 20th century (Rice & Love, 1987; Walther, 1996; Postmes, Spears & Lea, 1998; Joinson, 2001), as researchers sought to understand why "rude and offensive verbal behavior" (Bordia, 1997) was more common in computer-mediated environments than in face-to-face (FtF) environments (ibid). Scholarship on griefing, a term that refers to harassment and hate speech in online games (Foo & Koivisto, 2004), and trolling, "an online subculture devoted to meme creation and social disruption" (Phillips, 2012) has developed over the past decade in an attempt to understand the nature of these practices and the motivations of their perpetrators.

While the scholarship that has been conducted thus far on antagonistic behavior provides an excellent foundation, there are still many avenues yet to be explored. For example, antifandom as conceptualized by Pinkowitz (2010) has mostly focused on the Twilight phenomenon, leaving a wide variety of other types of antifan practices, such as 'hateblogging' (Grose & Chen, 2012), virtually untouched by the academy. Additionally, these behaviors have yet to be examined from a meta-analytical perspective. This fishbowl looks to initiate that conversation by examining the similarities and differences across various 'antisocial' practices. Particularly, this discussion will explore the overarching cultural processes at play across several modes of antagonistic behavior: previous scholarship has demonstrated that the establishment, policing, and reinforcement of often-hegemonic norms is a common thread among flamers (Herring et al., 1995), trolls (Phillips, 2012), griefers (Tucker, 2011), and antifans (Pinkowitz, 2010; Strong, 2009). By examining these individual practices as a collective, this fishbowl aims to shed new light on existing research and open up new agendas.

The discussion agenda for this fishbowl will be exploratory in nature. Participants will discuss a variety of questions involving the hater phenomenon, including:

- What are the parameters and boundaries for various antagonistic behaviors? What is the definition of a hater, and how might that vary across disciplines?
- How distinct are these behaviors? Where is there overlap, and where is there a defined distinction?
- What are the consistencies and divergences across these practices?
- What normative commonalities exist across multiple varieties of 'hater' behavior?
- What are the gender dynamics within these behavioral phenomena? Do different genders 'hate' in different ways?
- What theoretical frameworks can scholars use to study these behaviors?
- What are the methodological and ethical challenges involved in studying potentially hostile groups? How can scholars deal with issues such as earning trust?
- What are some possible agendas for future research? Where should scholars interested in this sort of behavior focus their attention?

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Saturday October 26
3:20 – 4:50 PM

G. Political Discussions on Twitter

Location: **Molly Brown**

<u>Session Chair</u>*:* Yukari Seko

Presentations

Big Bird, Binders, and Bayonets: Humor and live-tweeting during the 2012 U.S. Presidential Debates

<u>Kevin Driscoll</u>, Mike Ananny, François Bar, Kristen Guth, Abe Kazemzadeh, Alex Leavitt, Kjerstin Thorson, University of Southern California, USA

During the 2012 U.S. election cycle, social media analytics services were eager to demonstrate the efficacy of their tools to capture public opinion on Twitter. Graphics they produced to illustrate user sentiment regarding the candidates and issues were later reproduced by major news organizations. To better understand the particular practices that undergird such summary representations, we collected 35,247,043 tweets during the three televised presidential debates, nearly half of which were made up of retweets. Using a combination of quantitative content analysis and software-assisted close textual analysis, we examined the use of humor and sarcasm, 'astroturfing' by campaigns and other strategic actors, and the prevalence of retweeting 'bots.' Although sentiment analysis systems rarely disclose their methodologies, the diverse practices we encountered in this corpus makes clear that large-scale computational methods must account for the local contexts within which tweets are produced if they are to report meaningful statistics.

Wave-Riding and Hashtag-Jumping: Twitter, Minority 'Third Parties' and the 2012 US Elections

Christian Christensen, Stockholm University, Sweden

With the description of the 2012 election as the "most tweeted' political event in US history in mind, considering the relative media invisibility of so-called "third party' presidential candidates in the US election process, and utilizing an understanding of re-tweeting as conversational practice, the purpose of this paper is to examine the use of Twitter by the main "third party' US presidential candidates in the run-up to the 2012 presidential election in order to better understand (1) the volume of tweets produced by the candidates; (2) the level of interaction by followers in the form of re-tweeting; and, (3), the subject/content of the tweets most re-tweeted by followers. The ultimate goal of the paper is to generate a broader picture of how Twitter was utilized by minority party candidates, as well as identifying the issues which led followers (and their respective followers) to engage in the "conversational' act of re-tweeting.

Tweeting the elections in Belgium. An analysis of social and traditional cross-media patterns

Pieter Verdegem, Evelien D'heer, Peter Mechant, iMinds-MICT-Ghent University, Belgium

Mass media have traditionally functioned as an intermediary system between society and political institutions. The rise of social media potentially reconfigures relations between citizens and politicians and challenges traditional media's position. Via the analysis of Twitter traffic during the 2012 local election in Belgium, this study aims to provide insight in the way different actor types (i.e. politicians, citizens and journalists) and different media outlets (i.e. social and traditional media) are embedded in the Twittersphere. We acknowledge the platform serves as an extension, rather than an alternative for the mainstream media, with high-end Twitter users being mostly established (media) figures. Cross-media linkages often include audiovisual media, both social and traditional media. To conclude, pathways for future research are outlined.

Revisiting the Emergent Norm Theory to Understand Protest Communication in Social Media: the Improvisation-Verification-Solidification (IVS) Framework

Hazel Kwon, Arizona State University, USA

Twitter has been discussed as a collective social awareness system during social crises. We revisit the classical theory of collective behavior, called the emergent norm theory by Killian and Turner (1987), to introduce the analytic framework that highlights major genres of protest communication activities in social media. In particular, we adapt the concept of "milling" and "keynoting" of Emergent Norm Theory and suggest that protest communication in social media can be categorized into three types: improvisation, verification, and solidification (IVS). Based on the analysis of Twitter usages during Jan 25th protest in Egypt, the validity of IVS framework is discussed in terms of the temporal and spatial differences of each communication genre.

Saturday October 26
3:20 – 4:50 PM

H. Privacy and Surveillance

Location: **Horace Tabor**

<u>Session Chair</u>*:* Dylan Wittkower

Presentations

Boundaries, Privacy, and Social Media Use in Higher Education: What do Students Think, Want, and Do?

Vanessa P. Dennen, Kerry J. Burner, Florida State University, USA

In this study, we examine university students' beliefs and behaviors related to social media, identity, and boundaries in a higher education context. Findings suggest a complex and at times contradictory relationship between students and social media, in which they enjoy free access to information about and contributed by other people and freely share about themselves in a social or personal context, but are reticent to be active contributors in an academic context. Although students seek information about their instructors online, they do not believe that instructors might reciprocate. In contrast to a common assumption, they do not want to use social media in their coursework and prefer to restrict both their communication with instructors and coursework to private tools and settings.

Information and consent

<u>Amy Adele Hasinoff</u>, University of Colorado Denver

In 1999, a technology CEO stated: "You have zero privacy. Get over it." Is it true that privacy is impossible online? By socializing on the internet and on mobile devices, users deliberately and inadvertently generate personal artifacts and data that can be persistent, easily replicable, and even searchable. While people have significant interests in protecting their private personal information, the existing rhetorical and legal tools to do so are limited. The solution proposed here is to adopt a standard that explicit consent should be necessary for the production, distribution, or possession of private media content and information. Given the quantity of personal information created and stored in digital formats, scholars, policymakers, technology developers, and users alike need to develop social norms and technological mechanisms for obtaining meaningful and informed consent before circulating private information.

Queer Travels: Networked Society, Digitizing Queerness and Political Surveillance

<u>Yuenmei Wong</u>, University of Maryland, College Park, USA, USA

Queer epistemology confronts and critiques not only the regimes of heteronormativity, but also other kinds of hierarchies and normative regimes. In line with such genealogy, this paper aims to examine how queer politics as a site of global connection contrast with the lived experiences of queer people in homophobic society, especially in the era of globalization with the proliferation of information and communication technologies.

Saturday October 26
4:50 – 5:00 PM Break

Saturday October 26
5:00 – 5:40 PM Annual General Meeting

Location: **Confluence C**

5:40 – 6:00 PM Break

6:00 – 10:00 Closing Banquet   *Location:* **Augusta**
6:00 – 7:00 PM Closing Banquet Begins with Cash Bar
7:00 – 8:30 PM Dinner
8:30 – 10:00 PM Dancing with Cash Bar (OPEN TO ALL)

END OF CONFERENCE

Sunday, October 27

9:30 AM **Postconference** #AoIRCampers Depart from the Westin for Estes Park Resort

12:00 PM #AoIRCampers arrive at Estes Park Resort

Afternoon: Workshop: Productive Writing (Also: Hiking, Writing)

5:30 PM Social Hour

6:30 PM Dinner

8:00 PM After-dinner discussion: "Goals," Valerie Fazel

Monday October 28

8:00 – 9:00 AM Breakfast

9:00 – 10:00 AM Walk/talk, "Writing as a way of knowing"

10:00 – 11:00 AM Workshop: Experimental writing I

11:30 – 12:30 PM Workshop: Resistance

12:30- 1:30 PM Lunch on your own

1:30 – 2:15 PM Workshop: Performative Scholarship

2:15 – 3:30 PM Workshop: Experimental Writing II

4:30 – 5:30 PM Sharing and Feedback Session

5:30 – 6:30 PM Social Hour

6:30 – 8:00 PM Dinner and Concluding Session

Tuesday, October 29

Depart for Airport