

COMMUNICATING THROUGH CHAOS

Conference Program

ANZCA Australian &
New Zealand
Communication
Association

Communicating through Chaos: Connection, Disruption, Community

22 - 25 Nov @ University of Wollongong

2022

We acknowledge that Country for Aboriginal peoples is an interconnected set of ancient and sophisticated relationships.

The University of Wollongong spreads across many interrelated Aboriginal Countries that are bound by this sacred landscape, and intimate relationship with that landscape since creation.

From Sydney to the Southern Highlands, to the South Coast.

From fresh water to bitter water to salt.

From City to Urban to Rural.

The University of Wollongong Acknowledges the Custodianship of the Aboriginal peoples of this place and space that has kept alive the relationships between all living things.

The University Acknowledges the devastating impact of colonisation on our campuses' footprint and commit ourselves to truth-telling, healing and education.

Dear All,

Greetings and salutations! Welcome to the University of Wollongong and to the 2022 ANZCA conference. Pulling everything together for this unexpectedly oversubscribed event has been no small feat. A labour of love no doubt. ANZCA is a dynamic organization with a notable past and a bright future – of which we're all proud to be a part. *Communicating through Chaos: Connection, Disruption, and Community*. What a fitting title for our contemporary lives, our dreams, and what we do. On behalf of the University of Wollongong Organising Committee, I extend the warmest welcome to everyone. We hope you enjoy the event, discover exciting ideas, renew older relationships, and make some new friends. Welcome.

Yours,

Brian Yecies

Associate Professor, Communication and Media
University of Wollongong
Chair, 2022 ANZCA Conference

Free Wi-Fi:

SSID: ANZCA2022

Password: ANZCA@UOW

More info: <https://anzca2022.com/>



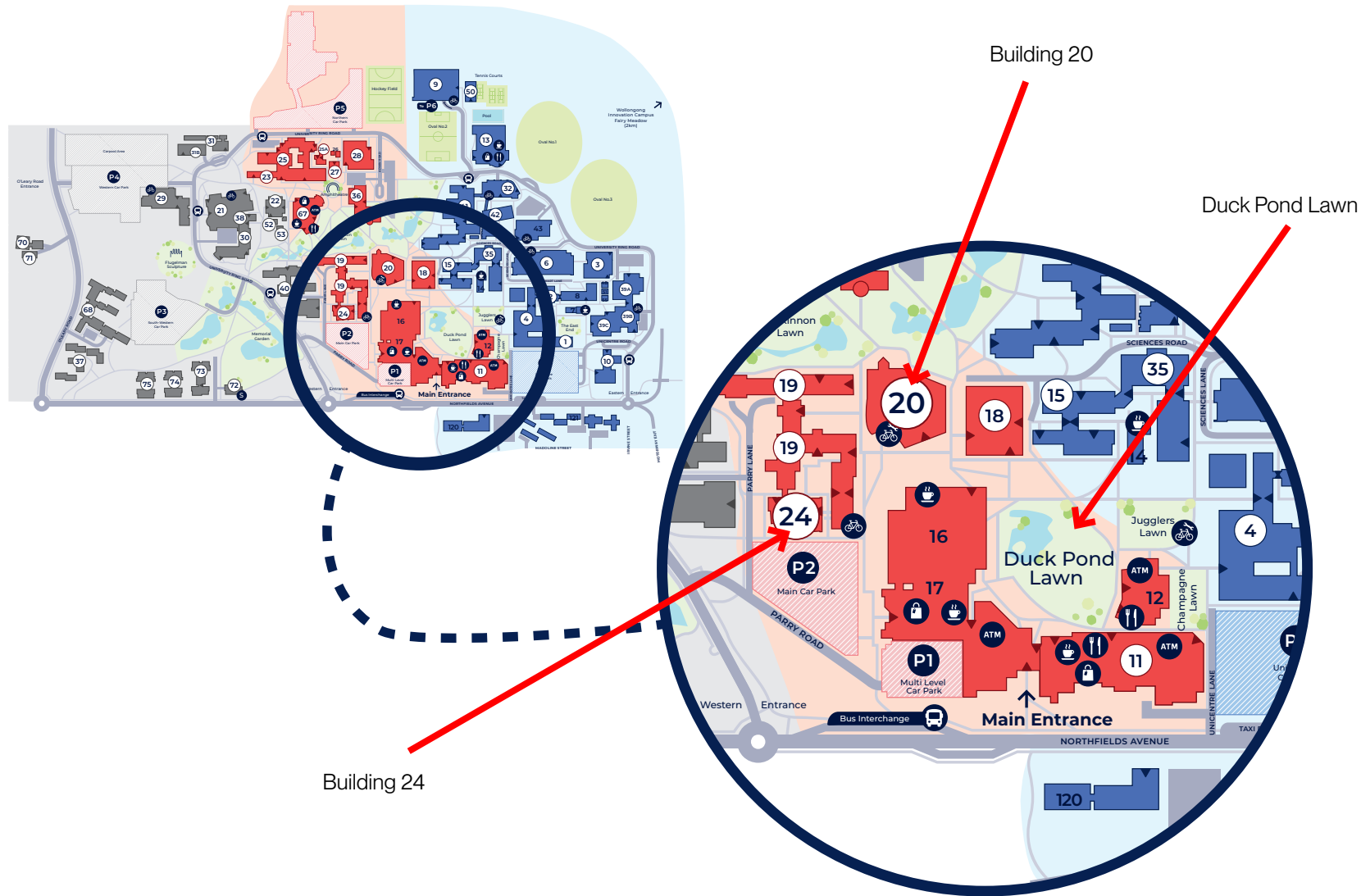
UNIVERSITY
OF WOLLONGONG
AUSTRALIA

ANZCA Australian &
New Zealand
Communication
Association

Communicating through Chaos: Connection, Disruption, Community

22 - 25 Nov @ University of Wollongong

2022



If you require Campus Security while at the University, they can be reached at 4221 4900, or directly using a marked security phone.



UNIVERSITY
OF WOLLONGONG
AUSTRALIA



Mindframe





Dr. Lev Manovich

Presidential Professor at The Graduate Center, City University of New York, and founder and director of the Cultural Analytics Lab

In 2013 Manovich appeared in the List of 25 People Shaping the Future of Design (Complex). In 2014 he was included in the list of 50 most interesting people building the future (The Verge).

Manovich played a key part in creating three new research fields: new media studies (1991-), software studies (2001-), and cultural analytics (2007-). He is the author and editor of 15 books including Cultural Analytics (2020), AI Aesthetics (2018), Theories of Software Culture (2017), Instagram and Contemporary Image (2017), Software Takes Command, (Bloomsbury Academic, 2013), Black Box - White Cube (Merve Verlag Berlin, 2005), Soft Cinema (The MIT Press, 2005), The Language of New Media (The MIT Press, 2001), Metamediji (Belgrade, 2001), Tekstura: Russian Essays on Visual Culture (Chicago University Press, 1993) as well as 180 articles which have been published in 35 countries and reprinted 650 times. He is also one of the editors of Quantitative Methods in Humanities and Social Science book series (Springer).

The Language of New Media is translated into 14 languages and is used a textbook in thousands of programs around the world. According to the reviewers, this book offers “the first rigorous and far-reaching theorization of the subject”; “it places [new media] within the most suggestive and broad-ranging media history since Marshall McLuhan.” “Software Takes Command” is also widely used in teaching - it is ranked as one of the top 20 open access books appearing on class syllabi in a number of countries. According to Google Scholar, Manovich’s publications have been cited 34,900 times.

Manovich was born in Moscow where he studied fine arts, architecture, and computer programming. He moved to New York in 1981, receiving an M.A. in Visual Science and Cognitive Psychology (NYU, 1988) and a Ph.D. in Visual and Cultural Studies from the University of Rochester (1993). Manovich has been working with computer media as an artist, computer animator, designer, and programmer since 1984. His digital art projects were shown in over 110 group and personal exhibitions worldwide.



Dr. Amanda Lotz

Professor of Digital Media and Communication, Queensland University of Technology

Amanda D. Lotz is the author, coauthor, or editor of twelve books that explore television and media industries including We Now Disrupt This Broadcast: How Cable Transformed Television and the Internet Revolutionized It All, The Television Will Be Revolutionized, Portals: A Treatise on Internet-Distributed Television, Media Disrupted: Surviving Cannibals, Pirates and Streaming Wars, and Netflix and Streaming Video: The Business of Subscriber-funded Video on Demand.

She leads the Transforming Media Industries research program in the Digital Media Research Centre at Queensland University of Technology where her research explores the implications of digital media on media businesses and the culture they produce. She led a major report for the Australian government assessing media business models in 2020 and the development of the Australian Television Drama Index in 2021.

Her award-winning book, The Television Will Be Revolutionized, now in its second edition, has been translated into Mandarin, Korean, Italian, and Polish and her most recent books explore the connections between internet-distributed services such as Netflix and the legacy television industry, as well as the business strategies and revenue models that differ. She is frequently interviewed by media from around the globe and has appeared on NPR’s Marketplace, ABC, BBC, CNN’s The Nineties, HuffPost Live, and ZDF (German television network) and been interviewed for articles in the Los Angeles Times, The Guardian, The Atlantic, Christian Science Monitor, the Associated Press, Wired, and Men’s Health among many others. She has published articles about the business of television at Quartz, Salon, The New Republic, hosted the Media Business Matters podcast, and tweets about television and media @DrTVLotz.

For more, see amandalotz.com

Tuesday, 22nd November - HDR/ECR Day

9:30 - 10:00	Foyer, Building 20	Registration	
10:00 - 10:05	Room 03, Building 20	Intro Session/Acknowledgement Of Country	Chris Comerford, Renée Middlemost, Ellie Crookes, Ika Willis, Rachel Loney-Howes
10:05 - 10:35	Room 03, Building 20	3 Things I Wish I'd Known As An HDR / ECR	Chris Comerford, Renée Middlemost, Ellie Crookes, Ika Willis, Rachel Loney-Howes
10:35 - 11:15	Room 03, Building 20	Q&A And Discussion On Hdr/Ecr Stories And Issues	Chris Comerford, Renée Middlemost, Ellie Crookes, Ika Willis, Rachel Loney-Howes
11:15 - 11:30	Ground Lvl, Building 24	Morning Tea	
11:30 - 1:00	Ground Lvl, Building 24	Speedgeeking	Chairs: Chris Comerford, Renée Middlemost Participants: Cameron McTernan, Carina Kraft, Qianna (Susanna) Su, Shima Saniei, Uzma Aleem, Carrie-Ann Wilson
1:00-2:15	Ground Lvl, Building 24	Lunch	
2:15-3:45	Room 03, Building 20	Mini-Presentations	Chairs: Chris Comerford, Renée Middlemost, Bertha Chin, Bill Ticehurst Participants: Fiona Morris, Alia Azmi, Josie Gleave, Samantha Vilkins, Dylan Bird
3:45 - Open	Room 03, Building 20	Brief Q&A/Wrap Up	Chris Comerford, Renée Middlemost
4:00 - 5:00		Drinks @ Unibar	

Wednesday, 23rd November

8:30 - 9:00	Ground Lvl, Building 24	Registration			
9:00 - 9:30	Ground Lvl, Building 24	Acknowledgement of Country and Conference Chair Welcome			
9:30 - 10:55	Ground Lvl, Building 24	Lev Manovich Keynote, Moderator: Christopher Moore			
11:00-11:30	Ground Lvl, Building 24	Morning Tea			
Stream One 11:30 - 1:00	24 G01 / W1 - 1	24 G02 / W1 - 2	24 G03 / W1 - 3	24 101 / W1 - 4	24 102 / W1 - 5
	Telecom Challenges and Futures	Creative approaches, policy, and practice	Digital Media Interventions	Platforms and Public Consequences	Media reporting, Platforms, and New Practices
	24 103 / W1 - 6	24 104 / W1 - 7	24 105 / W1 - 8 (Virtual)	24 201 / W1 - 9 (Virtual)	
	Social media audiences and protectionism	Digital In/Ex-clusion and Mediatisation	Immersion and Influence	Digital and Creative Labour and Media Practices	
1:00 - 2:15	Ground Lvl, Building 24	Lunch / Book Launches			
Stream Two 2:15 - 3:45	24 G01 / W2 - 1	24 G02 / W2 - 2	24 G03 / W2 - 3	24 101 / W2 - 4	24 102 / W2 - 5
	Digital inclusion and family contexts	Case Studies in Digital Labour and Practices	Collective Cultures and their Consequences	Rethinking media use and governance	Pacific Media borders, identity, and politics
	24 103 / W2 - 6	24 104 / W2 - 7	24 105 / W2 - 8 (Virtual)	24 201 / W2 - 9 (Virtual)	
	Media Framing, Representation, and Reception		Precarity in the Academic Workplace	New Thought Questions and their Implications	
4:00 - 6:00	Duck Pond (Rain location: Floor 1, Building 11)	Welcome Drinks			

Thursday, 24th November

8:30 - 9:00	Ground Lvl, Building 24	Registration			
9:00 - 10:15	Ground Lvl, Building 24	Keynote: Amanda Lotz, Moderator: Chris Comerford			
10:15 - 10:45	Ground Lvl, Building 24	Morning Tea			
Stream Three 10:45 - 12:15	24 G01 / R3 - 1	24 G02 / R3 - 2	24 G03 / R3 - 3	24 101 / R3 - 4	24 102 / R3 - 5
	Children's data and online privacy	Digital Audiences and Public Communication	Mediated visibility and public communication	Game Play and Public Data Sharing	Audience led participattion in new media landscapes
	24 103 / R3 - 6	24 104 / R3 - 7	24 105 / R3 - 8 (Virtual)	24 201 / R3 - 9 (Virtual)	
		COVID Crisis Responses	Frameworks, Methods, & Cultures	Power of Public & Private Voices	
12:15 - 1:15	Ground Lvl, Building 24	Lunch/ANZCA AGM			
Stream Four 1:15 - 2:45	24 G01 / R4 - 1	24 G02 / R4 - 2	24 G03 / R4 - 3	24 101 / R4 - 4	24 102 / R4 - 5
	Digital disruption and governance in China	Hot topics in Podcasting and Digital Tech	Reframing Digital Interventions	Community and Critical Spaces in Social Media	Communication, Authenticity, Trust, and Trauma
	24 103 / R4 - 6	24 104 / R4 - 7	24 105 / R4 - 8 (Virtual)	24 201 / R4 - 9 (Virtual)	
	Digital Work, Learning, and Commercial Communication	Reframing Media, Narratives, and Trends	Digital Darkness: challenging negative communication on social media	New Communication Paradigms	
2:45 - 3:15	Ground Lvl, Building 24	Afternoon Tea			
Stream Five 3:15 - 4:45	24 G01 / R5 - 1	24 G02 / R5 - 2	24 G03 / R5 - 3	24 101 / R5 - 4	24 102 / R5 - 5
	Beyond Benign Diversity	Representing Audiences and Industry in TV and Wikipedia	Problematising Communications Paradigms	Next Steps in Australian Films, Documentaries & Persona Studies	Connections, Literacies, and Impacts
	24 103 / R5 - 6	24 104 / R5 - 7	24 105 / R5 - 8 (Virtual)	24 201 / R5 - 9 (Virtual)	
	Emerging communities and emerging voices	Media Influence and Misconceptions	Communication & community challenges in the COVID 19 era	Reframing Platformization and Online Communication	
6:30	Meet On Crown Street In Front of WIN Entertainment Center	Bus Transport to Panorama House			
7:00 - 10:00	Panorama House 811 Princes Hwy	Conference Dinner			

Friday, 25th November

8:30 - 9:00	Ground Lvl, Building 24	Registration			
Stream Six 9:00 - 10:30	24 G01 / F6 - 1	24 G02 / F6 - 2	24 G03 / F6 - 3	24 101 / F6 - 4	24 102 / F6 - 5
	Web3, IP Diversity, and the Future of Digital Transactions	Localised Media Ecologies and Public Policy	News and Community Narratives	Mediatized Constructs of Community	Digital Media and Disinformation
	24 103 / F6 - 6	24 104 / F6 - 7	24 105 / F6 - 8 (Virtual)	24 201 / F6 - 9 (Virtual)	
		Digital Participation, Communication, and Reconnectivity	Politics, Advocacy, and Communities	Platform Challenges During COVID	
10:30 - 11:00	Ground Lvl, Building 24	Morning Tea			
Stream Seven 11:00 - 12:30	24 G01 / F7 - 1	24 G02 / F7 - 2	24 G03 / F7 - 3	24 101 / F7 - 4	24 102 / F7 - 5
	Overlaps in Digital Delivery	Digital Communities and Ethnographies	Streaming, Mainstreaming, and Trust	Influencing Connections and Content	Platforms and their Public and Private Voices
	24 103 / F7 - 6	24 104 / F7 - 7	24 105 / F7 - 8 (Virtual)	24 201 / F7 - 9 (Virtual)	
		News, Sexual Transgression, and Cancel Culture	Communication, response, and collective action	Teaching and assessing communication	
12:30 - 1:30	Ground Lvl, Building 24	Lunch / Book Launches			
Stream Eight 1:30 - 3:00	24 G01 / F8 - 1	24 G02 / F8 - 2	24 G03 / F8 - 3	24 101 / F8 - 4	24 102 / F8 - 5
	Platform Dynamics of Social Media Ecologies		Influences of AI and Community-Driven Discourses		
	24 103 / F8 - 6	24 104 / F8 - 7	24 105 / F8 - 8 (Virtual)	24 201 / F8 - 9 (Virtual)	
			Communities, needs, and mediatized connections	Communicating New Attitudes	
3:00 - 3:30	Ground Lvl, Building 24	Afternoon Tea			
3:30 - 4:30	Ground Lvl, Building 24	Awards Ceremony			
4:30 - 5:00	Ground Lvl, Building 24	Closing Remarks			

Stream One

11:30am - 1:00pm, Wed 23rd November

* Session Chair

W1-1 Telecom Challenges and Futures

When the COVID-19 pandemic forced populations online, the capacity of existing telecommunications infrastructure suddenly became a central concern. In addition to ongoing debates around fixed-line services, the transition to 5G represents a possible additional or alternate form of connectivity. Industry, government, policymakers, and consumers are all planning for a significant transition, which sees telecommunications companies promise a major step-change in wireless speeds and in how networks are configured.

The implementation of 5G – the next generation of mobile telecommunications technology standards – is well underway and promises to vastly improve network speeds and ensure widespread wireless connectivity. These improvements may well provide the infrastructure backbone for automated systems in cars, utility grids, homes, cities and farms. Many governments and industries are expecting a new wave of technological development and economic prosperity to follow. New wireless technologies are being rolled out apace, and promise a new wave of innovation.

And yet, these projections may turn out to be much more haphazard than telecommunications companies, governments, and other stakeholders suggest. Citizens still struggle to access affordable phones and reliable internet coverage, which challenges any notion of a seamless transition from one mobile generation to the next. And many countries are still grappling with how to ensure adequate rural and regional coverage, despite significant public investments in fixed broadband. Knowledge gained from previous mobile phone generations also suggests that the fate of any promised telecommunications revolution is uncertain. In addition, the significant increase in speed and the unique character of 5G networks raises a series of as yet unresolved policy tensions in the telecommunications sector, from net neutrality to the ongoing role of publicly funded fixed-line services. Alongside these long-standing issues, geopolitical tensions surround 5G, as well as other more established mobile technologies, with various nations engaging in covert and overt contestations over the development and deployment of mobile technologies.

The telecommunications sector is at a critical juncture. And, in such a context, the fate of any promised telecommunications revolution is uncertain. This panel will explore this moment of change and consider which futures are likely to be realised and which problems will persist.

Telecommunications Policy in a 5G Era

James Meese (presenting), * **Rowan Wilken** (presenting) and **Catherine Middleton** (presenting)

The latest generation of wireless telecommunications technology, 5G, aims to fulfill traditional promises associated with generational changeover like faster (bandwidth and latency) and more reliable connections. However, 5G also represents a significant change for telecommunications. Its underlying technology can support high-density network use (in busy locations like stadiums) and will provide foundational infrastructure for IoT and smart technologies. Its network can also be “sliced”, which allows providers to dedicate a certain part of the network to social, commercial, or industrial applications. This means that 5G is not just a mobile network upgrade but forms a critical part of the gradual transition to a more mobile and connected future.

In this paper, we introduce 5G and discuss various policy issues associated with its introduction. The paper focuses on the resource allocation mix between fixed-line broadband and wireless; debates around efficient spectrum allocation; the relationship between mobile broadband and universal service obligations; and the motivations behind using proprietary and open technical standards. Despite the novel nature of the technologies associated with 5G, stakeholders are essentially grappling with long-standing policy issues that increasingly carry over from one mobile generation to the next. Of course, these enduring debates have a different resonance in a 5G context, and we outline how discussions have changed in response to this new generation. Examples are drawn from case studies that help to illuminate the issues at stake. The paper will end with a discussion of emerging policy issues that may become increasingly relevant as the technologies associated with 5G mature.

James Meese (presenting) is a Senior Lecturer and holds an Australian Research Council Discovery Early Career Researcher Award (DECRA) in the School of Media & Communication, and is an Associate Investigator in the Australian Research Council Centre of Excellence for Automated Decision-Making and Society (ADM+S), RMIT University, Melbourne, Australia.

***Rowan Wilken** (presenting) is Associate Professor in Media & Communication, and an Associate Investigator in the Australian Research Council Centre of Excellence for Automated Decision-Making and Society (ADM+S), RMIT University, Melbourne, Australia. His most recent books include: *Everyday Data Cultures* (Polity, 2022, with Jean Burgess, Kath Albury, and Anthony McCosker), *Wi-Fi* (Polity, 2021, with Julian Thomas and Ellie Rennie); and, *Automating Vision: The Social Impact of the New Camera Consciousness* (Routledge, 2020, with Anthony McCosker).

Catherine Middleton (presenting) is a Professor and Director of the Ted Rogers School of Information Technology Management at Toronto Metropolitan University, Canada. Her research focuses on the development and use of new communication technologies, with specific interests in mobile devices and fixed and wireless broadband networks.

The Rural-Urban Digital Divide in Australia

Amber Marshall (presenting)

The rural-urban digital divide in Australia is underscored by pronounced disparities in access to mobile and broadband services. While recent investments made by the federal government (\$1.3bn in the 2022/23 budget) are welcome, the telecommunications infrastructure required for future-proof rural industries and populations post-pandemic is unlikely to be delivered if these investments are made using existing 'gap filling' delivery mechanisms, such as Regional Connectivity Program and Mobile Blackspot Program.

Relatedly, there has been much hype surrounding the introduction of 5G mobile to the Australian market, especially in agriculture and health sectors. Yet, deployment will not extend to many rural Australians, with Darwin and the Northern Territory not yet being considered for the rollout. Moreover, in 2024 Telstra will turn off its 3G network and replace it with expanded 4/5G. Understandably, rural consumers who still rely on the 3G service are sceptical about the transition. On the other hand, rural consumers will reap the benefits of expansion to the NBN fixed wireless broadband network through long-range 5G technology.

This paper suggests that the promise of 5G and other emerging digital technologies will not be realised by many rural Australians unless there is a marked shift away from ad hoc telecommunications infrastructure planning and implementation in Australia. Our research suggests that region-wide, strategic investment in telecommunications infrastructure—as well as a digital capability-building initiatives and programs—funded and mobilised by locally operating telcos with backing from local, state and federal governments, is needed to resolve the persistent digital divide between city and country.

Amber Marshall (presenting) is a Postdoctoral Research Fellow at QUT's Digital Media Research Centre. Amber's research focuses on digital inclusion and sustainable rural development. Drawing on communication and organisation sciences, she employs practice/process-based theoretical perspectives to investigate how individuals, organisations and communities can become digitally connected and adopt digital technologies. Her research interests include digital AgTech and data, digital inclusion ecosystems, remote telecommunications infrastructure (both technical and social), and digital skills and capability development. Amber employs ethnographic methods to immerse herself in rural contexts and industries, and strives to develop research outputs that translate into actionable options for local stakeholders.

5G for Citizens of the Rest-of-the-World: At the Crossroads of Contemporary Global Media Policy

Gerard Goggin (presenting), **Eduardo Villanueva-Mansilla**

Some decades on after the MacBride Many Voices, One World report (1980) and the Maitland Missing Link report (1985), global telecommunications have only gained in importance — and yet remain still fissured by global inequalities. This points to the complex nature of telecommunications policy, which is still defined by national conditions but subject to global forces beyond local control. This situation is evident in one of the major developments underway: 5G mobile technologies. 5G is highly significant for present and future communication. However, how this technology has been imagined, planned, deployed, and governed has been significantly shaped by interests and geopolitical forces that exclude many countries. Global media policy could play an important role in addressing this situation, yet to a significant extent it is not fit-for-purpose.

To shed light on this impasse, in this paper we offer a comparative analysis of 5G policy narratives and realities in two quite different countries that have been overlooked in research and global policy: Peru; and Indonesia.

In our analysis, we focus on the experiences and perspectives of citizens when it comes to 5G, as we look at each country's 5G imaginaries, regulation, and policy narratives, and the realities of how the technology is emerging in terms of access, uses, risks including criminality, digital inclusion, and governance. In doing so, we bear in mind, the query raised in research, of 'why embrace 5G at all?' We conclude by offering reflections for global media policy, as well as national policy and regulation.

Gerard Goggin (presenting) is Professor of Media and Communications, University of Sydney. He has long been interested in telecommunications and mobiles, especially in relation to policy and social justice. Key books include *Apps* (2021), *Global Mobile Media* (2010), and *Cell Phone Culture* (2006). With Larissa Hjorth, he is editing the 2nd edition of the *Routledge Companion to Mobile Media* (2023).

Eduardo Villanueva-Mansilla is Professor at the Communications Department, Pontificia Universidad Católica del Perú, working on Globalization and Communication policy, and political mobilizations and internet culture. Recent publications include *Rápido, violento y muy cercano. Las movilizaciones de noviembre de 2020 y el futuro de la política digital*. (2021), *ICT policies in Latin America: Long-term inequalities and the role of globalized policy-making* (First Monday, 2021) and *Salience, Self-Salience, and Discursive Opportunities: An Effective Media Presence Construction Through Social Media in the Peruvian Presidential Election* (Using New Media for Citizen Engagement and Participation, 2020).

The Promise of 5G: From Imaginaries to Infrastructures

Heather A. Horst & Robert J. Foster (presenting)

Fifth generation (5G) mobile networks have captured the imaginations of states, companies and consumers. For many national governments, the investment in 5G infrastructure promises digital transformations in areas ranging from telehealth, connected vehicle and traffic systems, information retrieval, entertainment and other forms of automation in ways that will set their citizens up for a sustainable future. In many telecommunications circles, 5G is celebrated for its capacity to offer greater bandwidth, low latency and faster connection speeds which will enhance the 'experience' and, in turn, embeddedness of telecommunications companies into the lives of everyday consumers. In many contexts around the world, the gradual transition to 5G sits at odds with the on the ground infrastructures required to achieve a 5G future. This paper examines the imaginaries of a 'seamless' transition to 5G and in two Pacific Islands nations, Fiji and Papua New Guinea (PNG), and two key infrastructural issues that impact its realisation. First, we highlight the consequences of global pandemic and its impact upon tourism, supply chains and other economic transactions. We then turn to the continued challenges of geographic dispersion of the population, highlighting the high proportion of 2G network coverage – and the challenges of upgrading to 3G encountered over the last decade - in rural and remote regions of both island nation-states. Our paper concludes by exploring the implications of these infrastructural realities for the possible futures of 5G in the south Pacific.

Heather A. Horst (presenting) is Professor and Director of the Institute for Culture and Society at Western Sydney University interested in material culture and the mediation of social relations through technology. Her recent publications include *The Moral Economy of Mobile Phones* (Foster and Horst, eds. 2018), *Location Technologies in International Context* (Wilken, Goggin and Horst, eds. 2019) and *Digital Media Practices in Households* (Hjorth et al., 2020). She has also produced two films, 'Mobail Goroka' (2018) and 'Parenting in the Smart Age' (2019). Her current research projects focus upon the Fijian fashion system, digital finance and farming as well as automated decision-making in the global south.

Robert J. Foster is Professor of Anthropology and Visual and Cultural Studies, and Richard L. Turner Professor of Humanities at the University of Rochester and an Adjunct Professor at the Institute for Culture and Society at Western Sydney University. His research interests include globalisation, corporations, commercial media, and material culture. He is the author of *Social Reproduction and History in Melanesia: Mortuary Ritual, Gift Exchange, and Custom in the Tanga Islands* (Cambridge, 1995); *Materializing the Nation: Commodities, Consumption and Media in Papua New Guinea* (Indiana, 2002); and *Coca-Globalization: Following Soft Drinks from New York to New Guinea* (Palgrave, 2008). He is co-editor with Heather Horst of *The Moral Economy of Mobile Phones: Pacific Islands Perspectives* (ANU, 2018).

W1-2 Creative approaches, policy, and practice

Creative Hotspot Analysis: Methodologies for Analysing Cultural and Creative Activity in Regional Australia

Phillip McIntyre, *Susan Kerrigan (presenting), **Marion McCutcheon & Mark Ryan**

This paper sets out the methodologies employed for a regional Hotspot analysis conducted for an ARC Linkage project with industry partners including Arts Queensland, Create NSW, Creative Victoria, Culture, Arts South Australia and the Western Australian Department of Local Government, Sport and Cultural Industries. It provides a brief set of insights into relevant creative economies and creative industries research as well as some detail on the pilot project for this larger national study. The paper supplies an overview of the Creative Hotspots project's design and execution before setting out its basic aims and the mechanism of selection for each of the regional hotspots. The subsequent discussion elucidates the comprehensive quantitative aspects of the project, the intention of their use and some of the limitations and benefits these methods presented. It expands on why these quantitative foundations lean a solid basis to the qualitative aspects of the project which themselves revealed a very different yet complementary set of data. The paper then offers a comprehensive account of the methodologies and what this collection of mixed methods revealed. In conclusion, we suggest that the amalgamation of the economic figures with the key informant's personal lived experiences provides the most comprehensive way yet to make sense of Australia's regional creative industries and each of the specific hotspot studied in this project.

Phillip McIntyre worked creatively for a number of years in the music industry as a songwriter, performer, producer, engineer, music journalist and video maker before moving into academia. He now researches at the University of Newcastle NSW where he also teaches sound production and media theory. He is the author of three books including *Creativity and Cultural Production: Issues for Media Practice* (2012) and is chief investigator on an Australian Research Council Grant entitled *Creativity and Cultural Production: An Applied Ethnographic Study of New Entrepreneurial Systems in the Creative Industries of the Hunter Valley NSW*. For more detail see: <http://www.newcastle.edu.au/profile/phillip-mcintyre>.

***Susan Kerrigan** (presenting) is an Associate Professor in Film and Television with Swinburne University of Technology. She has been Chief Investigator on two Australian Research Council Linkage Grants examining creative ecosystems in regional creative industries. Her research highlights creative agents and how their practices produce creative products that are culturally and globally consumed. Having worked in Australian Television as a producer/director her research is attuned to bettering workforce opportunities for the creation of Australian.

Marion McCutcheon is a communications economist, with industry experience in policy-focussed research and advice in the federal government's Department of Communications and broadcasting regulator and as an academic focussing on media industries and creative industries research. Her

research interests include the role of the creative industries in economic systems, and how society benefits from the production of and engagement with culture. Dr McCutcheon holds positions as Senior Research Associate, Digital Media Research Centre, Creative Industries Faculty, Queensland University of Technology and Honorary Research Fellow, School of the Arts, English and Media University of Wollongong.

Mark Ryan, publishing as Mark David Ryan, is an Associate Professor in screen and media industries. He is the Academic lead for Engagement for the School of Creative Practice and a Chief Investigator for the Digital Media Research Centre (DMRC), Queensland University of Technology. He is an expert in screen industries research, Australian genre cinema, and horror movies. He was the President of the Screen Studies Association of Australia and Aotearoa/New Zealand (SSAAAZ) between 2015 and 2018. He is the co-editor of *Australian Genre Film* (with Kelly McWilliam, 2021, Routledge), *Australian Screen in the 2000s* (2017, Palgrave Macmillan), and the *Directory of World Cinema: Australia and New Zealand 2* (2015, Intellect).

Critical cultural and creative activity at the margins of measurement

Stuart Cunningham (presenting), **Marion McCutcheon** (presenting), **Scott Brook**, **Sora Park**, **Greg Hearn & Yogi Vidyattama**

The National Cultural Policy process being undertaken by the new Labor Government has provoked renewed attention to limitations, gaps and problems with major economic and industrial data sources and modes of analysis which should underpin good policy making in the field of cultural and creative industries. This paper outlines five key areas for improvement of our national data stock supporting the field. We seek to deepen conceptual and analytical understanding of the creative economy by theorising and exemplifying creative activity currently sitting at the 'margins of measurement' by

1. tracking better the relationship between qualifications, occupations and industry in official statistics. What can the interplay of such statistics tell us about the creative economy?
2. seeing what can be learned from examination of the second and other incomes that are not counted in the Census. Are creative workers more likely than others to earn an income through a 'side hustle' invisible in official statistics?
3. examining more closely the kind of market 'signalling' that occurs through voluntary labour as a 'vocation'. How does creative voluntary labour contribute to the creative workforce, and the national economy?
4. tracking the extent of the movement across the household-market boundary with professionalising amateur online creatives building careers. Is this activity reflected in national economic statistics? And why does it matter?
5. examining more closely the role of creatives 'embedded' in industries outside the cultural and creative industries. Where are creative skills found in Australian industry, and what do they contribute to the creative economy?

Stuart Cunningham AM (presenting) is Distinguished Emeritus Professor of Media and Communications, Digital Media Research Centre, Creative Industries Faculty, Queensland University of Technology. Previously Director of the Australian Research Council Centre of Excellence for Creative Industries and Innovation, he is a leading researcher and advocate for the development of cultural and creative industries policies. He was a member of Minister Crean's Advisory Panel for Creative Australia. He managed and oversaw the development of the Trident method of measuring the creative economy which has had international influence and has published key works in the field such as *Hidden Innovation: Policy, Industry and the Creative Sector*. He played an ongoing advisory role in the development of A New Approach's first five reports and advised on key Bureau of Communications and Arts Research publications such as *Creative Skills for the Future Economy*.

Marion McCutcheon (presenting) is Senior Research Associate, Digital Media Research Centre, Creative Industries Faculty, Queensland University of Technology and Honorary Research Fellow at the University of Wollongong's C3P Research Centre for Creative Critical Practice. A communications economist, she has worked within the Australian Federal Government in telecommunications and broadcasting policy advisory and research roles and as a freelance consultant. Her current research includes examining the role of the creative industries in economic systems, and how society benefits from the production and consumption of cultural products.

Scott Brook is Associate Professor of Communication in the School of Media and Communication, RMIT University, and a leading researcher on creative labour in Australia. He is currently a Chief Investigator on an Australia Research Council Linkage Project on employability skills in youth arts and media, and was previously a Lead Chief Investigator and Chief Investigator on two ARC Discovery Projects investigating graduate careers in the Cultural and Creative Industries in Australia and the UK. He has been a Research Fellow at the Centre for Creative and Cultural Research, University of Canberra, and a visiting scholar at the Department of Communication, Shanghai Jiaotong University, and Cultural Management program, University of Strasbourg.

Sora Park is a leading international communication scholar in the field of media industries, media consumers, media policy, and the implications of digital disruption. She has extensive experience in academic and private sector collaborative research and is the project leader of the Digital News Report: Australia. She is currently leads a ARC Discovery project on the rise of mistrust in news. Her research has direct policy implications; she has been deeply involved in government and public engagement through public submissions, briefings and public reports.

Greg Hearn is Research Professor in the School of Design at QUT. His research examines social, business and future workforce issues in the adoption of innovation. His research on embedded creatives led to two edited collections: *The future of creative work: Creativity and digital disruption* (2020, Edward Elgar); *Creative work beyond the creative industries* (2014, Edward Elgar). He is currently a Chief Investigator in the ARC Training Centre for Collaborative Robotics in Advanced Manufacturing with a focus of the role of designers in manufacturing.

Associate **Yogi Vidyattama** is an economic analyst and modeller specialising in regional development at the leading applied economics unit NATSEM, University of Canberra. His research since 1999 has been conducted with clients including industry bodies, government departments, civil

society and non-profit organisations as well as international bodies (UNDP, UN-ESCAP, World Bank). Extensively experienced in collaborating with end users, he has also published more than 160 journal articles, chapters and reports, including in journals such as *Regional Studies*, *Urban Studies*, *Housing Studies*, *Journal of the Royal Statistical Society: Series A*, *Environment and Planning A*, and *Transport Policy*.

Making Time: Navigating the Constraints and Enablers of Motherhood and COVID-19 on Creative Practice

Chloe Killen (presenting)

Two women, both mothers, both with their own creative practice, met over cups of tea and cake to talk about their lives, their children, and their work. These conversations were filled with constant interruptions, with requests to play, for cuddles, for attention, for more food, for more milk, for more of everything. They were fragmented and half-forgotten, but the ideas continued. This is how mothers make art. This paper is an examination of a project that began this way and eventually, after 18 months, became a complete artwork which was exhibited in September 2020. Using Practitioner-Based Enquiry the two researchers critically examined their own creative practice to illuminate the dynamic relationship between the various constraints of both motherhood and COVID-19 on their creative practice. While commonplace understandings of creativity most associate the term with artistic practice, recent research reveals that creativity is evident in a diverse range of disciplines. The research literature increasingly suggests that a complete conception of creativity is one that encompasses multiple factors in a system of mutual influence. These confluence approaches seek to examine creativity from a systems perspective as they consider personal influences in conjunction with broader social and cultural contexts. As such creativity can be understood as the emergent dynamic interaction between an individual agent and the social and cultural structures they operate within. This paper, therefore, presents a systematic self-reflection of two artists as they operate within, negotiate their way through, and are enabled by broader social and cultural structures.

Chloe Killen (presenting) is a Communication and Media scholar and practice-based researcher within the School of Humanities, Creative Industries and Social Science. Her research focuses on creativity and cultural production to examine how symbolic messages, that is messages with meaning, are created. She has examined the creative industry of publishing to illustrate how Australian children's literature is produced in a system of individual, social, and cultural contexts. More recently, Chloe has focused on developing action-research based approaches to environmental communication in order to communicate stories of biodiversity loss and build community stewardship of threatened species.

W1-3 Digital Media Interventions

Social Media Communication about COVID-19 Crisis by International Public Health Authorities and News Agencies

Ting Song, Jiang Ke, Haiyan Yu & Ping Yu (presenting)

Worldwide, public health authorities and news agencies used social media platforms, e.g., Twitter, to communicate COVID-19 information to the public during the difficult period of lockdown, isolation, and restricted mobility. Understanding these organisations' social media communication and civic participation is vital for improving public relations and building a community against the crisis. We researched the tweets published by four public health authorities (Australian Department of Health, China CDC, UK NHS Services, and US CDC) and four news agencies (The Australian, China Daily, BBC, and CNN) in the early period of COVID-19, from January to May 2020. We conducted mixed research using deep learning on 15,790 tweets, statistical analysis, followed by qualitative content analysis to uncover six communication themes – “case update”, “treatment research”, “health instruction”, “impact and consequence”, “policy and action”, and “opinion and response”. Statistical analysis compared community participation in Twitter communication initiated by public health authorities versus news agencies, among the six communication themes and delivery strategies. We found that although public health authorities tweeted less than news agencies, they attracted more active community participation, as evidenced by reply, retweets, and like. The community intended to express “like”, followed by “retweet”, then “reply”. They responded most to “opinion and response” and “health instruction” but least to “impact and consequence” and “policy and action”. Regarding communication strategy, the more hashtags, the fewer replies, retweets, and likes. The longer the tweet, the fewer retweets acquired; however, tweet length did not impact the number of replies and likes. Insights from this study could help public health agencies and news media to improve social media usage to establish dynamic, engaging public relations and effective health crisis communication to counteract misinformation.

Ting Song^{1,2}, Jiang Ke¹, Haiyan Yu³, *Ping Yu (presenting)^{1,2}

¹School of Computing & Information Technology, University of Wollongong, Wollongong, NSW, Australia

²Illawarra Health & Medical Research Institute, University of Wollongong, Wollongong, NSW, Australia

³Center for Data & Decision Sciences, Chongqing University of Posts & Telecommunications, Chongqing, China

We Will Not Be Lectured!": Understanding Political Fandom on TikTok

Kellie Macnaughtan

In 2020, the Misogyny Speech went viral on social media platform TikTok almost a decade after former Prime Minister Julia Gillard first delivered it to the Parliament. This research seeks to understand the virality of the speech through a lens of fandom theory. With a qualitative content analysis, this research considers how users create community and demonstrate behaviours of political fandom. In doing so, this paper also considers how the formation and productivity of this fandom community is influenced by the affordances and architecture of the platform it exists within. The speech's sudden popularity can be described as a political fandom; however, the shape and form of that fandom is influenced by the platform on which it exists. The way users embody elements that define political fandoms - productivity and consumption, affect, community and contestation - is highly informed by the affordances and structures of TikTok, the algorithmic "For You Page". This fandom community can be described as highly porous and widely visible to adjacent communities. However, it still maintains affective sentiment Gillard and the speech and productivity that maintains values and interpretations of the speech, consistent with scholarly conceptions of fandom.

Kellie Macnaughtan is an early career researcher and political communications professional. Kellie's research examines the intersection between politics, culture and technology focusing on how political movements are formed and shaped by platforms, emotion, and culture.

Kellie recently completed a Master of Strategic Communication Management at Monash University and participated in The University of Melbourne's Pathways to Politics program. Her research has been inspired by her career in politics which has culminated in working closely with several ministers across Victorian and Federal Governments and engaging with the local community to advocate for change.

Communicating through Climate Chaos: Proposing a Theoretical Framework for the Re-evolution of Climate Action within Digital Media Spaces

Uzma Aleem

With the impact in anthropogenic climate change, the chaos flowing from its impacts has become increasingly evident (Garthwaite, 2021): extreme temperatures in Europe 2022, fires, floods and ocean warming in Australia and across the Pacific with devastating consequences. While the May 2022 election of a new Australian government with a mandate to enact stronger climate policies, vested interests continue to create roadblocks to constructive action.

The evolution of digital media has played vital role in enabling various political and social movements, including the 2011 Arab Spring and the 2021 storming of the US Capitol, for both good and ill. From this

perspective, this research paper poses one question: Can the use of digital media empower climate action? Using the Convergence Model of Communication as a theoretical underpinning, a systematic literature review (SLR) of relevant publications available on four major databases (Web of Science, Scopus, EBSCO, & Science Direct) has been conducted by following PRISMA protocol. Initially, 1187 research articles were tracked afterward 44 articles (peer-reviewed and open access articles in English language) published during 2014-2022 – followed by the 5th Intergovernmental Panel on Climate Change (IPCC) Report's publication till date that includes the most recent IPCC's report also – have been reviewed.

Findings reveal, climate activism and climate skepticism run parallel that hinders climate action among masses. Politicians called for climate action by demanding technological solutions while ignoring the systemic changes demanded by activists. The result of the SLR identifies gaps in the existing convergence model of communication, and proposes the need for a theoretical framework that suggests greater use of digital media spaces to educate and engage greater climate action.

Uzma Aleem, is a doctoral researcher at the School of Humanities & Communication Arts, Western Sydney University. Aleem, a journalist turned university lecturer, aims to combine her journalistic and research experience during her PhD research on the issue of climate change communication within digital media landscape. Co-authors for this research paper, Dr. Asha Chand, Associate Dean (International) and Senior Lecturer at Western Sydney University, and Dr. Myra Gurney, Lecturer at Western Sydney University are known for their research works in the domains of media and communication.

W1-4 Platforms and Public Consequences

Online harassment and violence against the press in Australia, and Nigeria

Temple Uwalaka

The thrust of the study is to appraise mob censorship, digital violence, and physical harassment and assault of journalists and attempts to understand what motivates citizens to harass and assault the press. Data for the study were from a thematic qualitative content analysis of Facebook posts and comments as well as tweets and replies from Twitter (N=15,147) of Nigerians who were debating the burning of TVC's headquarters in Lagos, during the 2020 #EndSARS protests in Nigeria and Australians who reacted to the physical assault of 7News reporter, Mr Paul Dowsley, during the 2021 anti-lockdown protests in Melbourne, Australia. Findings reveal that while both Nigerian and Australian social media users validated and threatened to further harass the press, a greater percentage of Facebook and Twitter users in Nigeria validated and encouraged threats and violence against journalists than their Australian counterparts. Results also show that the press failure theme was

significant in both cohorts and incidents as the press were lambasted and accused of unscrupulous reporting and reportorial malpractices. This study illuminates the seriousness of anti-press hate, distrust of the press and the level of threat against the press in Nigeria and Australia. Ways of revitalising trust and legitimacy of the press in both countries were delineated.

***Temple Uwalaka** is an associate at the News and Media Researcher Center and lectures at the School of Arts and Communication, Faculty of Arts and Design, University of Canberra, Australia. His research interests include digital activism, digital journalism, social marketing campaigns and the use of online and mobile media to influence political change.

The impact of online disinformation and harassment against the media on the work of the press: a case study on Brazilian journalism under Bolsonaro's administration

Daniela Grimberg

This presentation discusses how online disinformation and harassment against the press can impact the journalistic practices of independent mainstream news outlets. The study focuses on the case of Brazilian journalists under far-right populist president Jair Bolsonaro's administration (2019-2022). Since the election of Bolsonaro in 2018, professional journalists in Brazil have been receiving threats, having restricted access to official information and events, and facing unjustified lawsuits and online and physical attacks. Several reports produced by journalism entities, such as the Federal Association of Journalists in Brazil and Reporters Without Borders, have linked the rise of attacks against journalists and press freedom in the country to the negative messages communicated by Bolsonaro, especially through social media, to encourage distrust in the press. This study discusses two sets of data: a content analysis of Bolsonaro's communication on Twitter in which he targets the news media, and in-depth interviews with Brazilian mainstream journalists that the president, his allies in the government or radical groups of supporters have attacked. The research aims to understand the rhetoric strategies Bolsonaro uses to criticise or attack the mainstream press, and how newsrooms have adapted to online disinformation and harassment in a moment of democratic instability in the country.

Daniela Grimberg is a PhD candidate in Media and Communication at the University of Canterbury. She graduated in Journalism from the Pontifical Catholic University of Rio Grande do Sul, in Brazil, and has a master's degree in Social Communication, granted by the same university. Her research topics include online disinformation, journalistic practices, and press freedom.

"Adaptation and Social Media in China during Pandemic -- An Ethnography Research"

Jiahua Bu

Being immersed in the Internet 2.0 era, audiences are granted significant freedom to receive, participate in, engage with, and, even, co-produce media content online (Jenkins, Ford, and Green, 2013). They collect scraps of information and re-assemble them for purposes like self-expressing and community-building. One of the examples is video remixing (Flath et al., 2017; De Certeau, 1984). The phenomenon has multiple names such as "textual poaching" (Jenkins, 1992), "engagement" (Evans, 2020), "appropriation" (Gerhardt and Ayaß, 2012), and "adaptation" (Moore, 2010). Despite the visible amount of research conducted on the topic (e.g., Wang, 2022; Gillan, 2015; Napoli, 2010), studies in the Chinese context are insufficient, particularly under the scenario of the COVID-19 pandemic. According to Evans (2020: 35), "engagement" as consisting of four core components: type of behaviour, form of response, cost and value." and she believes that the creation of value through engaging experiences is to be commodified by media practitioners monetarily and emotionally like income, reputation in the industry, and the sense of self-achievement.

To fill the knowledge gap by putting audience-generated non-economic value into account, I utilized and analyzed with an ethnographic approach, which can examine the topic closely to avoid a potentially biased and alienated perspective in media studies, especially audience studies, that had led to unsatisfactory results (e.g., Ogas and Gaddam, 2011). I observed the spreading of a video named Voices of April during the lockdown of Shanghai from March to early June 2022 and conducted online anonymous interviews with two citizens from the city, who spread the video as a way of self-expression and online community-building and who engaged with the video for socializing purposes respectively.

Being forwarded over 400 million times in five hours, Voices of April appeared on Chinese social media on April 22nd and turned viral. It is a compilation of audios of the difficulties Shanghai citizens encountered during the lockdown such as governmental daily announcements, a sympathetic operator apologizing on one end of an emergency call while the elderly sighs on the other, and citizens arguing with community workers for supplies and freedom to enter or exit venues. The authority reacted quickly and started to remove the video on the same day. Audiences, on the other hand, adapted the video creatively by mashing up and remixing materials to avoid censorship. Therefore, the case could be valuable for the study of how media adapts the way of social participation and how media content is adapted (or appropriated) for social participation during the pandemic. Suggestions for the government to handle the spread of information are discussed.

Jiahua Bu earned his Master's degree in translation studies from University College London and is now a Ph.D. student at Hong Kong University. His research interests include media translation, media spreading, audience studies, and ethnography.

W1-5 Media Reporting, Platforms, and New Practices

Reviving Habermas? Public sphere theories in an age of digital platforms

Terry Flew

The concept of the public sphere occupies a distinctive place in communications scholarship. As originally developed by the German philosopher Jürgen Habermas, it connects a historically grounded theory of political philosophy, a normative framework for the evaluation of social institutions in capitalist modernity, and a theory of public communications in complex industrial societies. Habermas's conception of the public sphere has always had its critics, particularly among those who have viewed it as being overly bound up with normative assumptions about Enlightenment rationalism and the exclusionary dynamics of communication that is primarily amongst white, able-bodied, bourgeois men, critiques based around its assumptions of a national public sphere in an age of global communications media, and the question of its continuing validity in a digital age. But even when Habermas's theory of the public sphere is critiqued, it nonetheless continues to occupy a status as an organising principle for analysing the relationship between media technologies and institutions, trust, governance, and political communication.

This paper will explore the evolution of discussion about the public sphere within the communications field. Drawing upon a systematic literature review of 7234 academic papers in 272 English-language communications journals, this paper will consider uses of the term 'public sphere', with particular reference to digital public spheres. This paper will argue that processes of digitalisation require an adaptation of public sphere theory with regard to its objects of analysis, particularly as 'the media' and its impacts are understood. At the same time, it will make a qualified defence of the continuing salience of the term, focusing upon two factors as being of particular salience.

The first is that the critique of communications in the digital age continues to require normative foundations, of which the ideas and ideals of the public sphere are amongst the most clearly articulated. The second point is that the platformisation of the Internet has seen the return of many of the questions and concerns associated with mass communications media, but in the context of the growing dominance of digital platforms in public communication. The 'end of mass media' can be overstated, not least because a significant part of the content of social media is the recirculation of and commentary on traditional news journalism. A broader conceptual difficulty is that, insofar as digital platforms have introduced a higher degree of audience segmentation, enabled by predictive data analytics and aggregation at scale, the platforms approach audiences as 'masses'. It is therefore not surprising that a series of classic concerns from 20th century mass communications, such as media manipulation, media effects, media literacy, concentration of ownership, and gatekeeper power over media messages, have returned to the centre of debates about the Internet and digital policy and regulation.

***Terry Flew** is Professor of Digital Communication and Culture at The University of Sydney. His books include *The Creative Industries, Culture and Policy* (SAGE, 2012), *Global Creative Industries*

(Polity, 2013), *Media Economics* (Palgrave, 2015), *Understanding Global Media* (Palgrave, 2018), and *Regulating Platforms* (Polity, 2021). He was President of the International Communications Association (ICA) from 2019 to 2020 and was elected an ICA Fellow in 2019. He was ANZCA President from 2009-2010, and an ANZCA Executive Committee member from 2001-2021. He is a Fellow of the Australian Academy of the Humanities (FAHA). He has advised companies including Facebook, Cisco Systems and the Special Broadcasting Service, and government agencies in Australia and internationally, including the Australian Communication and Media Authority and the Singapore Broadcasting Authority. He has held Visiting Professor roles at City University, London, and George Washington University, and is currently a Distinguished Professor with the Communications University of China and an Honorary Professor at the University of Nottingham Ningbo China.

Invaders from another land: The reflexive practices of Aotearoa New Zealand and United States journalists in reporting on biosecurity

Mildred F. Perreault, Donald Matheson (presenting)

This paper reports on the first stage of a study of the reflexivity of science and agriculture journalists in the US and Aotearoa New Zealand to understand their agency as risk communicators. The larger study explores how journalists and bloggers use social media to report on societal, environmental and economic risks from invasive species. Social media provides platforms for these specialist journalists to engage with sources and audiences and contribute to community, in ways that can build strong science-societal partnerships (Huber et al 2019). At the same time, they are exposed to critique and challenge and must continually renegotiate their role (Perreault and Stanfield 2019, Martin and Murrell 2021). This leads to a high-reflexivity practice, where journalists must position themselves in relation to scepticism about science and authority and significant societal uncertainty, all under the pressures of globalisation and climate change. In addition, their work can be a hybrid of science, lifestyle and politics reporting and of news, blogging and other textual practices. Study of small samples of journalists from Tennessee and North Carolina and from Aotearoa New Zealand, where there are parallels in environmental and political conditions, will allow us to identify contrasting journalistic responses to risk. The first stage of the study analysed the tweets of two small groups of specialist journalists in each country on invasive species. Network analysis and computer-assisted discourse analysis were used to track journalists' self-positioning in relation to key stakeholder groups and audiences and to knowledge claims about risk and science.

Mildred F. Perreault (PhD, University of Missouri, 2015) is an Assistant Professor of Media and Communication at East Tennessee State University, in Johnson City, Tenn. USA. Perreault has researched local journalists, public relations practitioners, and citizen scientists as both stakeholders, and crisis and disaster communicators. Her work has been published in *American Behavioral Scientist*, *Games and Culture*, *Disasters*, *Communication Studies*, *Journalism Studies* and *Journalism Education*. She is the author of the forthcoming book, *COVID-19 Crisis Communication Case Studies*

(Peter Lang). Perreault is also the Head of the Commission on the Status of Women at the Association for Education in Journalism and Mass Communication (AEJMC) for 2022-2023.

Donald Matheson (presenting) is Professor in Media and Communication at the University of Canterbury, Aotearoa New Zealand. He works at the interface of discourse analysis, communication ethics and journalism studies. Donald is the author of two books, *Media Discourses: Analysing Media Texts* and *Digital War Reporting*, and joint editor of *Ethical Space: The International Journal of Communication Ethics*. He is an associate on an ARC Linkage project on teen reading and holds a fellow in leadership in teaching at the University of Canterbury.

Everyday practices in social networking in Saudi Arabia

Fawzia Alosaimy

There has been a great deal of research investigating the influence of social media on individual's life within society. However, there has been limited work investigating the responsibility of social media use in forming family everyday routine in the Middle East and Saudi Arabia in particular. Social media's entrance into households causes anxiety for parents who think social media content could not be compatible with the nature of Saudi traditions and culture and family rules.

This paper reports on a research project involving 30 participants from three cities in Saudi Arabia. Participants were asked about how their families use social media and Snapchat in particular. Saudi family members use social media for interpersonal communication, practices of self-representation and express their views, feelings, and feel confident when followers respond to them and recognize other people's personalities through the content that others present in their account. This paper explores how the use of Snapchat creates tensions for Saudi families because of cultural tensions (Salman, 2005), and competing understandings of what is socially and morally appropriate (Alkalaf, 1993).

Fawzia Alosaimy is a PhD Candidate at University of Canberra in Faculty of Arts and design and estimated to completion by 2022. She holds a position as a lecturer, researcher, administrator, workshops presenter, and student's advisor in Sociology and Social service department at Imam Abdulrahman bin Faisal University in Saudi Arabia.

W1-6 Social media audiences and protectionism

Exploring parent and child approaches to online safety through the story completion method

***Catherine Page Jeffery** (presenting), **Sue Atkinson** (presenting), **Caitlin Graham**

Children and young people are assumed to be vulnerable to online harms and lacking knowledge about how to protect themselves online. Parents are responsabilized for educating their children about online risks and protecting their children against them. This paper explores parents' and children's different approaches to managing online risk through the story completion method. The story completion method is a form of narrative enquiry where participants complete a narrative from a supplied fictional story opening. Narrative inquiry is an approach to socio-cultural research that privileges the role of the story in helping people to make sense of and articulate their lived experience in a way that does not directly question participants about their personal feelings or experiences (Clandinin, 2006; Lupton 2020).

In this study, parents and their children completed a range of fictional story openings which presented potential online risks. The completed stories, which parents and children shared with each other, revealed varying approaches to managing online risk, and that many young people are aware of a range of tools and strategies for staying safe online. Additional study data indicated that many parents had underestimated their children's knowledge and skills in this area. The study, through its participatory action project format, not only produced rich data, but also provided young people with an important opportunity to demonstrate their existing skills and strategies to their parents as well as facilitating inter-generational understanding about digital media use.

***Catherine Page Jeffery** (presenting) is a lecturer in media and communications at the University of Sydney. Her research focuses on digital media and families, with a specific focus on parenting in the digital age. In 2020 she successfully led a Government-funded project working with families to promote inter-generational understanding of digital media use to reduce media-related conflict. Her research has been published in leading international journals.

Sue Atkinson (presenting) is a senior strategic communication consultant and PhD candidate at the University of Canberra. Her research examines communication pathways to meet community needs in crisis situations. She is a former public servant whose work spanned international relations, law enforcement, social policy and community engagement.

Caitlin Graham is a Communications Officer at the Australian Research Council and is passionate about facilitating meaningful connection using a variety of communication channels, especially engaging with diverse audiences through social media platforms. Caitlin completed her Bachelor of Media and Communication (Writing and Publishing) at the University of New England in 2019, and recently completed a Master of Communication (Strategic) at the University of Canberra in 2021.

The Climate Change Debate in Australia: How Facebook Use Cultivates Perceptions of 'Us Against Them' Among Social Groups

Jarrold Sansom

The cultivation effects of television viewing have been studied extensively by George Gerbner and his colleagues. However, there appears to be a lack of research exploring “whether the worldview of social media users exhibits a certain degree of cultivation due to the content they are exposed to on social media” (Nevzat 2018, p. 10). My research explores the effects of Facebook use through the lens of cultivation theory (see Gerbner & Gross 1976). Although academic research on the cultivation effects of Facebook use is still in its infant stage, conflicting ideas have already emerged. Some believe Facebook has replaced television as the medium which binds diverse communities together into a shared culture (Hermann 2016). Others claim the social networking site divides users based on content preferences (Nevzat 2018). My 2019 honours project concentrated on users' perceptions of Muslims in Australia. The findings suggest that Facebook content, if consumed habitually or in the absence of critical thinking, can cultivate one-sided perceptions on contentious social issues. This in turn can result in hostile constructions of 'us against them' attitudes among groups with differing opinions on such issues. These cultivation effects of Facebook use indicate a possible division in society that transcends competing viewpoints on contentious social issues. The 'us against them' trend contradicts the cultivation effects of television viewing where researchers claim that twentieth-century audiences 'mainstreamed' towards shared attitudes and beliefs. I have commenced doctoral studies to explore this division further and am now focusing on the climate change debate in Australia.

Jarrold Sansom is a sessional academic, community liaison officer, and electorate officer who is currently studying a PhD (Communication and Media) at The University of Newcastle. He was the highest-ranking student in both of his undergraduate degrees, receiving Honours Class 1 and the University Medal. Jarrod was a finalist for the 2021 and 2022 Fulbright Scholarship, the 2020 Rhodes Scholarship, and the 2018 Mid-Year Walkley Awards. Jarrod has gained professional experience with the Australian Broadcasting Corporation, Fairfax Media, The University of Newcastle, The Australian National University, and Parliament of NSW. Jarrod currently holds an Australian Government Research Training Program Scholarship.

“Never go through our chats and phones without our consent!” Emerging issues of social media use and online safety for young people

Jonathon Hutchinson (presenting), **Justine Humphry**, **Olga Boichak**, **Mahli-Ann Butt**

Digital media in our everyday domestic lives have a strong presence, bringing with it a chaotic, challenging and complex relationship between family members, devices, platforms, the sociotechnical

contexts and practices surrounding technology use in which they are embedded. Often, family oriented digital media is examined through screen-time best practice (Dalope & Woods, 2018), digital literacies (Ren et al., 2022), and intergenerational immigration practices (Nelissen & Van den Bulck, 2018). As parents and caregivers undertake household 'role models', Livingstone and Blum-Ross (2020) remind us that the enormity of the task faced by them has become formidable based on the last ten years of home-based digital technologies. Emerging issues of algorithmically driven social media, age verification systems, data profiling and new laws regulating online consent and privacy create new challenges for young people and caregivers. This paper presents research from our eSafety funded project that examines the emerging online safety issues for young people. Through a series of focus groups, co-designed workshops and a large-scale survey (n=1000), this paper outlines the preliminary findings from speaking with participants aged 12-14 and 15-17 years old, along with their parents of the same age groups. The findings suggest that how young people and parents approach the task of social media use and online safety is less a question of parental mediation and more like a social matrix composed of practices, styles, skills and values shaped by social and economic conditions, cultural contexts and platform affordances. These findings provide a baseline for a longitudinal, multi-year study, with the results contributing to current policy discussions and digital platform regulatory reforms.

Jonathon Hutchinson (presenting) is a Senior Lecturer in Online Communication and Media at the University of Sydney. He is a Chief Investigator on the Australian Research Council Discovery Project, Online News and Media Pluralism, and is also a Chief Investigator on the eSafety Commission Research project, Emerging online safety issue: co-creating social media education with young people. His research explores cultural production, public service media, cultural intermediation, everyday social media, automated media, and algorithms in media.

Justine Humphry is a Senior Lecturer in Digital Cultures in the Department of Media and Communications at the University of Sydney. Her previous appointments include Lecturer in Cultural and Social Analysis at Western Sydney University and Research Fellow in Digital Media at the University of Sydney.

Olga Boichak is a Lecturer in Digital Cultures at the Discipline of Media and Communications, Faculty of Arts and Social Sciences. She is a sociologist with expertise in computational social science, and her research interests span networks, narratives, and cultures of activism in the digital age. She is a Chief Investigator on Emerging Online Safety Issues – an eSafety Commissioner-funded project that explores patterns of social media use among young people, as well as the organiser of SICSS-Sydney – an international state-of-the-art training program in computational social science.

Mahli-Ann Butt is an ethnographer, writer, and researcher of digital cultures. She is the chair of research for the Sydney Games and Play Lab at the University of Sydney, and an executive board member of the Digital Games Research Association (DiGRA) and DiGRA Australia. She has served as a past DiGRA Diversity Officer, Student Officer, and Editor-in-Chief of the student game studies publication Press Start Journal (PSJ). Her research draws from feminist theory, affect theory, and critical theory, contributing to the intersections of game studies, media studies, gender studies, and

cultural studies. She is a research assistant on the 'Emerging online safety issues: co-creating social media education with young people' project funded by the eSafety Commission, and 'Understanding Digital Disengagement'. She is a sessional lecturer/tutor at the University of Sydney, teaching games, media, and culture units to undergraduate and masters level students.

W1-7 Digital In/Ex-clusion and Mediatisation

Improving the digital inclusion of newly arrived migrants via community-based digital learning workshops

Kim Osman, Aimee Hourigan (presenting), **Souleymane Coulibaly, Amber Marshall**

People from culturally and linguistically diverse backgrounds score above the national average on the Australian Digital Inclusion Index (Thomas et al., 2021) as most people in the larger CALD community in Australia are skilled migrants. However, we know that many people from refugee backgrounds and who are in Australia on a humanitarian basis struggle with digital skills and access to appropriate devices and connections (Hugo, 2014; Alam & Imran, 2015).

This presentation shares findings from an evaluation of a digital literacy program that aimed to improve the digital inclusion of newly arrived individuals in Brisbane, Queensland through a series of digital learning workshops. The study employs a mixed methods approach to explore how the three pillars of digital inclusion (access, affordability, and ability) are addressed by the program through creative computing activities, as well as the impacts the program has on participants, the wider community, and program stakeholders. Using the Digital Inclusion Program Evaluation Framework (Dezuanni & Marshall, 2018), along with interviews, observations, and institutional data, we find that informal communication networks (among young people and program stakeholders such as local social infrastructure) are key to the successful implementation of community-based digital learning workshops. Additionally, the networks between participants and the local community ensure the wider impacts of the program as technology becomes more widely available in homes (access and affordability pillars) and digital skills and literacy (ability pillar) transfer from participants to other members of their household and community.

Kim Osman is a Senior Research Associate with the Digital Media Research Centre at the Queensland University of Technology. She explores the complex relationship between digital and social inclusion focusing on the role of social infrastructure and informal education in improving digital literacies and wellbeing. Kim is currently researching how low-income families access and use technology for education and parenting as part of their everyday lives.

Aimee Hourigan (presenting) is a PhD Candidate in the Digital Media Research Centre at the Queensland University of Technology. Her research emerges at the intersection of digital inclusion, decolonial design, and 'international development' studies. As a priority, her work explores how

greater ownership of digital inclusion agendas can be garnered amongst Pasifika communities to critically question the effects of on-going Western/colonial hegemonies in the construction of 'modern' subjectivities and the enactment of 'modern' life.

Souleymane Coulibaly is a PhD Candidate at the Digital Media Research Centre (DMRC) of Queensland University of Technology (QUT). He has a health communication background and explores key barriers and enablers of digital technology to achieve safe and effective public health and healthcare communications among consumers of different cultural and economic backgrounds. He currently researches social aspects of digital technology in CALD communities to improve uptake and health outcomes in Australia.

Amber Marshall is a Postdoctoral Research Fellow at QUT's Digital Media Research Centre. Amber's research focuses on digital inclusion and sustainable rural development. Drawing on communication and organisation sciences, she employs practice/process-based theoretical perspectives to investigate how individuals, organisations and communities can become digitally connected and adopt digital technologies. Her research interests include digital AgTech and data, digital inclusion ecosystems, remote telecommunications infrastructure (both technical and social), and digital skills and capability development. Amber employs ethnographic methods to immerse herself in rural contexts and industries, and strives to develop research outputs that translate into actionable options for local stakeholders.

From feminist Arwa Saleh's "failed world" to the 2011 Egyptian Revolution: Tracing the impact of revolutionary despair on the dreams for a non-gendered collective

Heba El-Sagheer Aly

Disruptive moments tend to push many people from diverse backgrounds to act as a collective. However, the very same moments have as much ability to disperse as to gather. Dispersion takes place when people fail to achieve their aims as collective. As a reaction, they turn their backs on the collective sense and develop a sense of individualism equal in force. Laying the work of the Egyptian communist feminist Arwa Saleh "The stillborn" 1996 as the foundation of this study, I will compare, in an autoethnographic form, my encounter as a female who witnessed and lived the revolution and its aftermath in Egypt to the encounter of Arwa Saleh (which she narrates in her book) as a female who witnessed the 1967 setback and the dissolution of the Egyptian student movement of the 70s, and their aftermaths.

In such a manner, the study will be tracing the impact of revolutionary despair on the collective non-gendered sense of a society in terms of the rise of individualism. This study suggests that, although people who have witnessed and participated in the 25th of January 2011 revolution in Egypt experienced a sense of collectivity and shared a non-gendered experience during the protests (temporary loss of gender identity in favor of becoming at one with the masses) the failure of the

revolution to achieve its aims of social equality and welfare has led to a setback in the gender equality status and the conceptualization of the feminist struggle.

Heba El-Sagheer Aly is a PhD student at the school of Media, Film and Journalism at Monash University. Her research interest varies from media and gender to the interrelation between politics and aesthetics. She earned her master's degree from Cairo university in Egypt with honors. Her thesis discussed "The relation between Social media use and Political Tolerance in Egypt".

In August 2021, she won the Arab Fund of Arts and Culture (AFAC) award for her project, "Modern Taste in Egyptian Film furniture and Set Design". She published her research findings in June 2022 in a book entitled "Modern Taste in Egyptian Film Furniture and décor 1950-1979" in which she tackles the relation between film aesthetics and politics, among other topics.

Heba has various essays among which "Why do women take off their Veils?", "Women's liberation movement: History and consequences", "The complexities of human consciousness in "I do Not sleep" novel". She also published two literary works, "14 Portraits" (2012) and "The silkworm" (2016).

Green Lawfare – A field guide for the rise in mediatised environmental litigation.

Claire Konkes

The term "lawfare" is relatively new and, for the most part, is a neutral term to describe the use of law during various conflicts. Increasingly, lawfare describes cases where courts are asked to arbitrate deep differences in ideology, rather than law and, along the way, the term has become a pejorative used by conservatives to criticise the use of law to curb the excesses of power. In this context, "green lawfare" has been weaponised against those drawing on existing environmental laws to address failures of environmental regulation and policy, notably in Australia, the US and parts of South America.

Drawing on several high-profile case studies, this presentation offers an overview of the potential symbolic, material and political outcomes of environmental litigation as a feature of strategic communication during mediatised environmental conflict.

***Claire Konkes** is a Senior Lecturer at the University of Tasmania's Media School and an affiliated researcher with the Institute for the University of Tasmania's Study of Social Change. Fiercely curious about how we communicate and debate complex subjects, her research explores news media's contribution to public debate, especially in environmental and criminal matters. She is current research includes the nexus between political and science communication and a larger project looking at environmental litigation as strategic communication.

W1-8 Immersion and Influence

Job ads tell stories about the future of work

Sonya Sandham

Flexible working is commonly understood as a job perk, a faux benefit of the gig economy, and a "potential remedy" for work/life balance, such as removing the daily commute, although not all workers benefit (Putnam, Myers, & Gailliard, 2014). As a result of the global pandemic, a majority of knowledge workers shifted to working from home or remote working with some countries, including Australia, mandating work from home arrangements. A permanent shift to flexibility is touted as a 'hybrid' model – some days in the office and some at home – with technology companies such as Atlassian and Canva saying they have no plans for a full-time return to the office (Beno & Hvorecky, 2021; Williamson & Pearce, 2022). A simple definition of workplace flexibility is the opportunities to adjust the 'when, where and how' of work (Donnelly, Proctor-Thomson, & Plimmer, 2012; van Zoonen et al., 2021). To explore the discursive pressures on this definition, this paper reports on a project that examines Australian job advertisements for internal communication roles and flexibility from a communication perspective. In particular, it traces how descriptions of workplace flexibility, and meaning, have changed and plots this over the past five years. The findings are then discussed in terms of the implications for the work of communication practitioners, particularly how these changes are shaping the communicative context. This paper considers the organisational narrative in job advertisements and its subsequent contribution to the 'story of the workplace', as well as the broader socio-cultural discourses seeking to (re)define possible futures of work.

***Sonya Sandham** is a communication strategist who works with corporations and government agencies. She specialises in voice and strategic storytelling. Sonya is undertaking doctoral research in the News and Media Research Centre at the University of Canberra in the field of organisational communication. Her research explores the multivocal context of organisational storytelling in our digital era, particularly what counts as storytelling and the implications for organisational listening. Her research interests include antenarrative, commentary and belonging. Sonya started her career as a journalist at the Sydney Morning Herald.

Political Influencing goes online: How social media influencers create, and users interpret political content in the context of platforms' affordances and algorithms

Carina Kraft

Political influencing" refers to the practice of social media influencers sharing politically and socially relevant content. Influencers are users who are more active, more popular and, as the name suggests, more influential than others. Initially recognized for their economic potential, influencers increasingly share politically relevant content with other users which raises questions regarding their impact on political opinions and public discourses. So far there is limited empirical research regarding this. My project seeks to contribute to knowledge in this area and to better understand how social media influencers create impact and how followers make sense of their content. In this presentation, I will draw on theories of opinion leadership, (online) political socialisation and human agency in algorithmic visibility and propose a way to explore how influencers understand, create and perceive their political influence. I will also explore in what ways the content shared by influencers resonates with users' political views and their political socialisation and how influencers and users navigate political content amidst platforms' affordances and algorithms. The research employs a thick data approach and will focus on the case of repealing an abortion law in Germany.

Carina Kraft is a PhD student in Political Sociology at the University of Adelaide, South Australia. I commenced my PhD in April 2022 and seek for discussions with fellow researchers to further my knowledge in the field of media and communication sciences. My research interests lie in understanding digital and social media and their role in public discourse, particularly, how the shift towards social media platforms as news sources and social media influencers as news agents relates to the political socialisation of users on such platforms. Prior to this, I worked as a researcher advising NGOs and governmental agencies on projects focusing on demographic change, promoting social cohesion and implementing citizenship education.

W1-9 Digital and Creative Labour and Media Practices

Where are they now? Career sustainability and Australian Web-Series Producers

Mark Ryan (presenting), **Guy Healy**, **Stuart Cunningham**

Over the last decade, numerous professionalising amateur Australian content creators making popular web series distributed on multiple open platforms broke into the television industry and have since developed promising careers. Yet, there is limited scholarly research into the career trajectories and career sustainability of web series creators. In scholarship, career sustainability is

typically discussed within the context of the normative value of web series labour. Inevitably, such scholarship regarding the value of web series labour is divided. In contrast, we look processually and empirically at the career trajectory outcomes of 26 of Australia's most successful web series creators (largely writers, directors, and producers) following the release of their first publicly funded web series between 2011 and 2020. In line with previous research showing the variegated career paths of creative practitioners, we found these creators' pathways also varied, but web series facilitated a pathway to career sustainability for roughly three quarters of the cohort. The 45-web series produced by our sample of creators functioned as: 1) a calling card for native online creators, 2) a format facilitating career consolidation or acceleration for television professionals, and 3) a format enabling career diversification for filmmakers. Overall, they can be a market-tested talent training ground for television, especially BVOD or SVOD services

* **Mark Ryan** (presenting), publishing as Mark David Ryan, is an Associate Professor in screen and media industries and a Chief Investigator for the Digital Media Research Centre (DMRC), Queensland University of Technology. He is an expert in screen industries research, Australian genre cinema, and horror movies. He was the President of the Screen Studies Association of Australia and Aotearoa/ New Zealand (SSAAAZ) between 2015 and 2018. He is the co-editor of *Australian Genre Film* (with Kelly McWilliam, 2021, Routledge), *Australian Screen in the 2000s* (2017, Palgrave Macmillan), and the *Directory of World Cinema: Australia and New Zealand 2* (2015, Intellect).

Guy Healy (@guyhealy1) is a Research Associate of QUT's Digital Media Research Centre, working as a Research Assistant on two Australian Research Council projects: one investigating the social, cultural, industrial and economic role of the web-series globally; the other maps the commercialization of childhood via online entertainments. Healy sole authored the big book, *The Production of Global Web Series in Networked Age*, released by Routledge in early 2022, which converts his PhD for broad audiences. His book has since been purchased by 75 of the world's leading university and national libraries including MIT, the University of California - Irvine, LIBRIS in Sweden and the British Library, St Pancras. He also co-authored *YouTube: Australia's Parallel Universe of Online Content Creation* with Stuart Cunningham (2017); and authored *Fast and Furious Filmmaking: YouTube's Prospects for Budding and Veteran Screen Content Producers* (2019), both for *Metro* screen magazine. Previously, he worked for about a decade at *The Australian* newspaper, mainly as a higher education writer; and for *BBC Wildlife* magazine as a freelance correspondent investigating population-level threats to wildlife. His most important story reported on calls from zoologists warning that research funding into, and surveillance of bat-borne viruses in Asia, Africa and elsewhere had to be prioritised, in 2009.

Stuart Cunningham AM is Emeritus Distinguished Professor of Media and Communications, Queensland University of Technology. His publications include *Digital Disruption: Cinema Moves Online* (with Dina Iordanova, 2012); *Key Concepts in Creative Industries* (with John Hartley, Jason Potts, Terry Flew, John Banks and Michael Keane, 2013); *Hidden Innovation: Policy, Industry and the Creative Sector* (2013); *Screen Distribution and the New King Kongs of the Online World* (with Jon Silver, 2013); *The Media and Communications in Australia* (with Sue Turnbull, 2014); *Media Economics* (with Terry Flew and Adam Swift, 2015). Most recently he edited *A Research Agenda for Creative Industries*

(with Terry Flew); wrote *Social Media Entertainment: The New Intersection of Hollywood and Silicon Valley* (with David Craig, 2019) and edited *Creator Culture: An Introduction to Global Social Media Entertainment* (with David Craig, 2021).

Toward a political economy model of sustainable creative labour in the post-broadcast era

Guy Healy

McRobbie (2004) suggests artists 'are pioneers of the new economy'. But scholarship has shown 'the fundamental uncertainty' facing the producer of any creative good (Caves, 2003), has deepened for independent producers in the post-broadcast era (Kramer in Anderson, 2004; Cameron et al 2009; Peirce and Tang 2012; Kuehn and Corrigan 2013; Judah 2015; Roussel 2016; Groves, 2017; Christian, 2017; Schulman in Curtin and Sanson, 2017; Drennan et al, 2018; Zboralska, 2018; Kopf, 2020; Hamilton 2022). In contrast, this presentation examines the interlinked roles of new testing grounds for human creativity in the building of discrete community cultures online. Where previous studies have long and rightly emphasised the precariousness of artistic labour, this presentation proposes a political economy model of sustainable creative labour empirically based my nine ethnographic-style case studies of the writer-producers of low budget, high cultural impact web series. Murdoch and Golding (2016) propose a schema of how the world's economies are constituted by the tripartite economies of commodities, public goods, and gifting and collaboration, the burgeoning Internet drawing 'renewed attention' to the latter. Based upon longitudinal time-lapse interviews with these writer-producers – five in EMMY-winning/nominated contexts – the cases capture innovative best practices for independent screen storytelling. The schema was tested for relevance against the diverse revenue streams of the nine cases. In an intriguing and positive result of interest to creative industries lecturers concerned for the precariousness awaiting graduates, provided talented writer-producers had access to modest subvention (public grants), and excellent script mentors, a sustainable pathway was achieved via a combination of commodities, public goods and Internet-enabled gifting and collaboration.

Guy Healy (@guyhealy1) is a Research Associate of QUT's Digital Media Research Centre, working as a Research Assistant on two Australian Research Council projects: one investigating the social, cultural, industrial and economic role of the web-series globally; the other maps the commercialization of childhood via online entertainments. Healy authored *The Production of Global Web Series in Networked Age*, released by Routledge in early 2022, which converts his PhD for broad audiences. His book has since been purchased by 57 of the world's leading university and national libraries including MIT, the University of California – Irvine.

Resistance, Reclamation and Repair: The Parragirls feminist archive and reparative media practices in the wake of institutional harm and media damage

Poppy de Souza, Tanja Dreher

This paper engages with the creative strategies and media interventions of the Parragirls—a collective of people who were subject to punitive confinement and abuse as children in out-of-home 'care' at the former Parramatta Girls Home—as a feminist archive of collective resistance, reclamation, and repair in the wake of institutional harm and media damage. We consider the Parragirls feminist archive in the context a larger project analysing the role of media, journalism, and media activism in the ground-breaking Royal Commission into Institutional Responses to Child Sexual Abuse (2013-17) (RCIRCSA). Foregrounding the ways Parragirls have responded to media injustice and media damage we analyse a range of practices and interventions which, taken together, complicate one of key media narratives which emerged during the RCIRCSA public hearings about abuses at Parramatta Girls Home, that 'providing evidence, while traumatic can be beneficial and worthwhile'. Our paper thus contributes to critical scholarship on news values as racialised, classed, and gendered hierarchies of attention, and to feminist media scholarship that highlights resistant and transformative alternative visions for media practice—beyond a politics of reform or inclusion. We ask: how might we imagine, or work towards a more reparative media? What might a reparative media be?

Poppy de Souza (she/her) (presenting) is Research Fellow on the the ARC Discovery Project "Breaking Silences: Media and the Child Abuse Royal Commission" at UNSW and an Adjunct Research Fellow with Griffith University. Poppy's interdisciplinary research critically examines the politics of voice and listening in contexts of inequality and injustice, focusing on sites and practices of struggle, resistance, and transformation.

Tanja Dreher (she/her) is an Associate Professor in Media and Co-Director of the Media Futures Hub at UNSW, and a Chief Investigator on the ARC Discovery Project "Breaking Silences: Media and the Child Abuse Royal Commission". Tanja's interdisciplinary research examines media and social justice through the lens of the politics of listening in the context of settler colonialism, Indigenous sovereignties, intersectionality and anti-racism.

Stream Two

2:15pm - 3:45pm, Wed 23rd November

* Session Chair

W2-1 Digital inclusion and family contexts

The digital exclusion of low-income families is a significant problem for Australia, with over 3 million Australians living below the poverty line, and with research from the Australian Digital Inclusion Index (Thomas et al., 2021) showing that people living on low incomes are amongst the least digitally included Australians. Australia's Tech Future report (Australian Government, 2018) says "All Australians need access to the technologies and the skills required to use them if they're to fully take part in social and economic life". However the digital inclusion challenges facing people in low-income families are as complex and diverse as the families themselves. The proposed panel brings together research from three Australian communities - a regional Victorian suburb, a Western Sydney suburb and a rural Queensland town - that demonstrate the varied and interesting ways people in low income families use technology and address issues of access, affordability and ability.

The selected papers present emerging findings from the ARC Linkage, "Advancing digital inclusion in low-income families" that explores the complex relationship between digital and social inclusion, and social infrastructure's role (education facilities, charities, government services) in supporting low income families. The first paper explores digital gameplay in low-income families, and focuses on in-game currencies and the dynamics of use within families. The second paper looks at the role of Smart TVs in migrant households and how these are used for both information and entertainment, and the key role Smart TVs play in intergenerational digital inclusion. The final paper maps the social infrastructure supporting digital inclusion in a small, rural town and demonstrates the under-servicing and under-resourcing of digitally-enabled opportunities for people living in rural locations.

Smart TVs and digital inclusion in low-income migrant family households

***Tanya Notley** (presenting), **Jasbeer Musthafa Mamalipurath**

Digital exclusion is likely to deepen social, cultural and economic divides in Australia because adults who are digitally excluded are far less likely to use the internet for health or government services, to learn or study, or to socialise and connect with friends and family (Thomas et al., 2021). In migrant households these divides can be further compounded if parents have a low level of English proficiency and/or they are not familiar with government online social service systems. In 2020-2021 almost three in ten (28%) Australian adults were digitally excluded based on their access to technology, the affordability of technology access for them, and their digital ability. During this period and since this time, the Covid-19 pandemic has rapidly changed household and personal technology use. Questions remain, however, about whether the rapid expansion of online activities and services during the pandemic has reduced, reinforced, or even deepened Australia's already "uneven distribution of digital participation" (Thomas et al., 2021, p. 17). Drawing on Livingstone's (2002) domestic infrastructure as a heuristic tool, this paper examines this issue through an ethnographic study of technology use in six low-income migrant households located in Western Sydney. In our research we found that the Smart TV is often a device around which family discussions and

negotiations about access to and use of technology take place. It is also used by households as a device used for both information and entertainment purposes: for viewing multilingual and cultural content, learning new skills together, and sharing media experiences. This means that the Smart TV, perhaps more than any other device in the home, has a crucial role to play in intergenerational digital inclusion, engagement and learning.

***Tanya Notley** (presenting)

Associate Professor, Institute for Culture and Society, Western Sydney University

Tanya Notley's research is focused on digital inclusion, media literacy and media justice. She has 20 years of experience working with NGOs, government agencies and public institutions in the areas of social inclusion, social justice and human rights. Tanya is Deputy Chair of the Australian Media Literacy Alliance, which is comprised of public institutions who advocate for a national approach to support lifelong media literacy. She co-leads the Civic Media Engagement Platform at Institute for Culture and Society.

Jasbeer Musthafa Mamalipurath

Institute for Culture and Society, Western Sydney University

Jasbeer Musthafa Mamalipurath's research sits at the intersection of digital media, social exclusion, and race/ethnicity. His current works explore the critical role of digital media on mis/disinformation and the complex relationship between digital and social inclusion. His PhD study examined dominant characteristics of postsecular storytelling on Islam in new media by using TED Talks as a case study. Jasbeer comes with over a decade of media and communication professional experience and he has significant experience in developing research impact strategy and conducting engaged research.

Robux as Reward: In-game currencies and the dynamics of use within families

Jane Mavo (presenting), **Jenny Kennedy**

Digital gameplay is a key site of online participation for many children (Ofcom, 2020; Rideout & Robb, 2020). Online games often allow players to purchase in-game items such as avatar clothing using 'real' money. Studies of adult players have looked at, for example, the relationship between in-game spending and identity (Li et al., 2020), representation (Reza et al., 2019), and reasons for purchasing (Cai et al., 2019). Yet work related to children has overwhelmingly focused on the consequences of gambling mechanics (e.g. Wardle, 2019) and concern around commercial intrusion into play spaces (Livingstone & Pothong, 2021; cf. Moore & Carter, 2021). Little work has been directed at how in-game spending is situated within everyday family practices and parent-child relationships.

In this presentation we draw on interview data from a study about digital inclusion in low-income Australian families. We present case studies of three families who described using in-game currency as reward for children completing household chores, as gifts, and as part of children's own discretionary spending. By demonstrating the role these practices have in household dynamics and relationships, this work expands understandings of children's in-game spending beyond concerns about commercialisation and compulsion. These initial findings suggest a need to account for: the values and meanings children ascribe to in-game purchases; the interplay of household finances with these values and meanings; and the potential impact of this on children's social inclusion via digital cultures.

Jane Mavo (presenting)

Postdoctoral Researcher, RMIT University

Jane is a postdoctoral researcher working on a number of exciting projects related to media studies. Her PhD research was a mix of quantitative and qualitative work about how children play Minecraft and what adults think about Minecraft and other digital game play. Jane is interested in the ways that children's screen time and gameplay is talked about by adults and how this sometimes seems detached from what children actually do when they're playing digital games. Jane is passionate about children's right to play and working towards ensuring that digital/online play spaces are safe, accessible and fun for children.

Jenny Kennedy

ARC DECRA Senior Fellow, ARC Centre of Excellence for Automated Decision-Making + Society, RMIT University

Jenny's research examines shifts in digital technology practices against the context of rapid evolutions in digital infrastructures impacting digital inclusion, smart devices and automated decision-making in the home. Jenny's most recent books include the co-authored *Digital Domesticity: Media, Materiality and Home Life* (Oxford University Press, 2020) and *The Smart Wife: Why Alexa, Siri and other smart home devices need a feminist reboot* (MIT Press).

Digital inclusion challenges for in rural Australia

Michael Dezuanni, Amber Marshall (presenting), **Kim Osman**

In Australia, there is a persistent digital divide between rural and urban areas. Limited access to reliable and affordable digital connections, as well as the skills needed to make effective use of digital technologies, often intersect with other forms of disadvantage in rural areas, such as lower incomes and fewer pathways to higher education and employment. This paper explores emerging findings from an ARC Linkage project that investigates digital inclusion in low-income families, specifically in a rural community in Queensland of approximately 5000 people. We conducted interviews and technology tours with three local families to understand how schooled aged children, school leavers, and parents access and use digital technologies in daily life. We also interviewed several social services providers

(e.g., disability services, community centre, TAFE) to understand if and how they support low-income families to get online.

Early results suggest that opportunities for digital participation by low-income families in this community are undermined by a lack of robust telecommunications infrastructure and education – and an absence of digital inclusion policy and programs—targeted to rural populations. Moreover, local authorities and organisations lack the capacity and capability to address digital inclusion challenges at the community level. For example, Council directs its limited funds to physical infrastructure (e.g., bike paths, football fields) with little left over for creative, social and digital programs. More work needs to be done to connect relevant federal- and state-level resources and with rural low-income families experiencing disconnection from digitally-enabled opportunities in life and work.

Michael Dezuanni

Professor - Digital Media Research Centre, Queensland University of Technology

Professor Michael Dezuanni is program leader for Digital Inclusion and Participation in QUT's Digital Media Research Centre. Michael undertakes research about digital media, literacies and learning in home, school and community contexts. He is lead CI on the ARC Linkage, Advancing Digital Inclusion in Low Income Australian Families which is taking place in six communities around Australia. Michael is a chief investigator in the ARC Centre of Excellence for the Digital Child and has served on advisory committees for the Australian Digital Inclusion Alliance, the Australian Media Literacy Alliance, national charity The Smith Family, the Australian Curriculum and Assessment Authority (ACARA), and the Alannah and Madeline Foundation.

Amber Marshall (presenting)

Postdoctoral Research Fellow - Digital Media Research Centre, Queensland University of Technology

Dr Amber Marshall is a Postdoctoral Research Fellow at QUT's Digital Media Research Centre.

Amber's research focuses on digital inclusion and sustainable rural development. Drawing on communication and organisation sciences, she employs practice/process-based theoretical perspectives to investigate how individuals, organisations and communities can become digitally connected and adopt digital technologies. Her research interests include digital AgTech and data, digital inclusion ecosystems, remote telecommunications infrastructure (both technical and social), and digital skills and capability development. Amber employs ethnographic methods to immerse herself in rural contexts and industries, and strives to develop research outputs that translate into actionable options for local stakeholders.

Kim Osman

Senior Research Associate - Digital Media Research Centre, Queensland University of Technology

Dr Kim Osman is a Senior Research Associate with the Digital Media Research Centre at the Queensland University of Technology. She explores the complex relationship between digital and social inclusion focusing on the role of social infrastructure and informal education in improving digital literacies and wellbeing. Kim is currently researching how low-income families access and use technology for education and parenting as part of their everyday lives.

W2-2 Case Studies in Digital Labour and Practices

Gaming and IT: creative systems in action

Janet Fulton (presenting), **Phillip McIntyre** (presenting), **Susan Kerrigan** (presenting), **Michael Meany**

It is becoming increasingly clear that entrepreneurialism is a practical way to gain an income in the creative industries. Full-time, ongoing employment is becoming less common in a digitized, globalized, neoliberal work environment. Precarity in the creative workforce is expanding and a path through that precarity may come from understanding the value of making a living via entrepreneurial means rather than looking to 'get a job'. In this case, learning entrepreneurial skills, such as how to run a business, are important but it is equally important to understand the significance of the interconnected social and cultural factors we are all deeply embedded in.

These connections can be examined within the systems model of creativity developed by Mihaly Csikszentmihalyi (1988). Creative practices, those activities that drive innovation, occur at the convergence of individual agency, the actions of social fields, and the immersive processes of gaining domain knowledge. These ideas can be applied across the creative industries to demonstrate a creative system in action with this presentation focusing on gaming and IT.

As part of a larger project investigating how individual agents are placed in a system of creative industries entrepreneurship, this presentation will examine successful entrepreneurs who work in the gaming and IT industries. The first case study we examine is that of Matt Hall, co-founder of the company Hipster Whale and its successful free-to-play mobile game Crossy Road. The second case study is focused on the company Stackla and its co-founder Damien Mahoney. Both Hall and Mahoney are entrepreneurs whose experiences in gaining an income are tales of intersecting systems at work.

Janet Fulton (presenting) is an Adjunct Associate Professor at RMIT and an Associate with the News & Media Research Centre at the University of Canberra. Janet's research interests include journalism, journalism education, media entrepreneurship, creativity and cultural production, and diversity. Her website, which details her research and selected publications, is at <https://janetfulton.com/>.

Phillip McIntyre (presenting) is a widely published academic with a number of ARC grants to his credit. He researches creativity and the creative industries at the University of Newcastle in Australia. He has also successfully gained an income from the music industry over a number of years as a songwriter, producer and audio engineer. He also ran his own production company dealing with promoters, record companies and distribution labels. His own recordings are available on most notable streaming and subscription services.

Susan Kerrigan (presenting) is an Associate Professor in Film and Television at Swinburne University of Technology. As a qualitative researcher, she has investigated regional Creative Industries applying the creative systems in action approach and has been Chief Investigator on two Australian Research Council Linkage Grants examining regional creative industries. Her Film and Television research

highlights creative agents and how their practices produce creative products that are culturally consumed. Having worked in Australian Television as a producer/director, her research is attuned to bettering workforce opportunities for the creation of Australian creative content.

Michael Meany is a Senior Lecturer in Media and Communication at the University of Newcastle. His contribution to the field of creativity research has been in interdisciplinary in nature. First, the integration of theories of creativity with a metamodern approach to theories of humour and comedy. These integrated theories have been applied to video games and interactive design. His PhD made the distinction between humour and comedy by pointing out that the construction of comedy, unlike the unintentional aspects of humour, is a systematic, intentional creative activity. He, with colleagues McIntyre, Kerrigan and Fulton, have researched creativity in education and in entrepreneurial activities.

'If it matters to you, then it counts as news': How Australian teens define the news

Angela Blakston (presenting), **Lisa Waller**

There is little current research on how Australian teens define the news and how this might affect their potential to civically engage now, as they navigate news and mis- or disinformation online, or when they become adults. By exploring the news experiences of 13–17-year-olds at a Victorian independent school, this paper addresses this research gap and complements emerging Australian research on the development of news-literacy frameworks. Through an analysis of focus-group data, informed by Potter's theory of media literacy, this study narrows in on the ways a small group of Australian teenagers talk about their perceptions of and practices with news. It offers some evidence that supports international findings that teens today define the news using both conventional news values and definitions that are broad and amorphous, unhinged from journalistic frameworks. Significantly, because of the sheer amount of news and myriad ways of accessing it, these teens perceive the news as 'individualised' – in that, the individual defines and legitimizes which information is news – raising questions about what this could mean for shared understanding and social cohesion.

Angela Blakston (presenting) is a Ph.D. candidate in the ARC Centre of Excellence for Automated Decision-Making and Society, at RMIT University. Her Ph.D. research involves investigating the news algorithmic literacy of younger Australians. She is also an Associate Research Fellow on the ARC Linkage project 'Media Innovation and the Civic Future of Australia's Country Press' and teaches journalism studies at Deakin University. Prior to this, she was a journalist for more than twenty years.

Lisa Waller is associate dean, communication, in the School of Media and Communication, RMIT University, Australia. She has taught and researched different aspects of Australian news media and journalism since 2006. Her practice-led approach to understanding news is grounded in twenty years' experience as a journalist at some of Australia's leading newspapers.

Journalists and the death knock: how reflection can inform practice

Alysson Watson

While critical reflection has been identified as a useful practice for journalists, journalism researchers highlight pushback from practitioners who say reflection is too 'academic', too time-consuming and, as a tool of accountability, a threat to their professional autonomy and identity. However, a survey of Australian print and online journalists has shown journalists to be reflective in one aspect of their practice – the death knock – a process by which a journalist seeks to interview the family of someone who has died in newsworthy circumstances for a story about life and loss. Journalists do this immediately and sometimes relentlessly. Criticised as an act of intrusion on privacy and grief, the death knock is also defended as an act of inclusion, involving the family in a story that will be written anyway. The death knock is as routine to insiders as it is shocking to outsiders. It has been shown to have impacts for both journalists and the bereaved people they interview, interestingly in positive and negative ways. This paper reports on the findings of the researcher's 2021 analytical survey of 100 journalists' death knock practice. Qualitative findings are analysed through the lens of Schon's theory of the 'reflective practitioner', and journalists demonstrate their capacity and desire for reflection-in-action and reflection-on-action. For many, their reflection is more than evaluation; with practical, ethical and well-being implications for interviewer and interviewee, reflection informs practice. Importantly, journalists' reflections identify impacts on their practice that are outside their control, such as management pressure and the 24/7 news cycle.

Alysson Watson is a journalism lecturer and PhD candidate in the School of Humanities, Creative Industries and Social Sciences at the University of Newcastle. She worked for three decades as a journalist and has most recently been employed as a federal political media advisor. For her PhD, Alysson is researching Australian journalists' contemporary death knock practice. Her broader research interests include journalism practice and ethics, journalism education, regional journalism, and constructive journalism.

W2-3 Collective Cultures and their Consequences

The enormous world of miniatures: from fans to hobbyists, experts and social media entrepreneurs

*Christopher Moore

The online sharing of hobby activities is a prominent fixture of community engagement sustaining the viability of entrepreneurs working in the niche creator industries. Lockdowns during the global pandemic led to greater participation in accessible hobbies. They increased attention to niche hobby content for education, entertainment and community building across social media sites and screen media platforms. However, not all hobbyists creating content for fans of particular niche interests seek to transition to full-time production. This paper reports on new research investigating the niche content genres within the global miniatures hobby, ranging from toys and collectibles

to tabletop games, painting, modelling and commissions. It explores how niche creator content enables new opportunities for diversity and representation within these communities. By drawing on interviews with creators and examining a range of miniatures hobby case studies, the research seeks to document the grey areas between personal expression, fan participation, the mediatisation of hobbyist expertise and the conditions of successful and sustainable entrepreneurial niche content creation. The approach draws on the theoretical overlap between fan studies and persona studies and recent contributions to what Cunningham and Craig (2017, 2019) call Social Media Entertainment. It will examine issues facing workers in the niche creator industries, from community management, patronage and sponsorship to intellectual property considerations and the demands of platform algorithms. Given the precarity of work in this domain, it is important to recognise that all participants in this industry face these challenges, regardless of their entrepreneurial intentions.

***Christopher Moore** is a senior lecturer in Digital Communication and Media at the University of Wollongong, in the school of The Arts, English and Media. He is a researcher in internet, fan and celebrity studies as well as analogue and digital games and online persona. He is the co-author of *Persona Studies: An Introduction* (Wiley, 2020) and a co-editor of the journal of *Persona Studies*.

"Hey Google, is Italy safe?" The algorithmic perception of nation states on Google

Luigi Di Martino (presenting), **Heather Ford** (presenting)

Place branding and public diplomacy scholars pay attention to how countries are perceived by foreign publics, typically analysing the public's reaction to country representations in the media. But what is the algorithmic perception of a country? Do content-based filtering and knowledge graph algorithms on search engines like Google, for example, contribute the construction of a country's reputation? Algorithms organise, arrange and filter information for online users. As Tartleton Gillespie argues, "Algorithms play an increasingly important role in selecting what information is considered most relevant to us, a crucial feature of our participation in public life" (Gillespie, 167). Media scholars have explored the numerous implications of algorithms for culture, politics and everyday life, with a focus on risks related to echo chambers, the polarisation of online debate and the distribution of "fake news". By examining the "People also ask" box on Google Search, we explore how algorithms contribute to the perpetration of long-standing stereotypes, beliefs and fears about a country's culture. Comparing questions, answers and sources selected by Google's algorithms, our study explores how algorithms play a key role in the construction of a country's reputation and perception. We also explore the risks posed by algorithmic remediation and examine the implications for place branding and public diplomacy practitioners.

Luigi Di Martino (presenting) is an Associate at the Institute for Culture and Society at Western Sydney University. In his research, Luigi explores the opportunities and challenges of digital communication technologies in public communication, with a focus on online international communication and public diplomacy.

Heather Ford (presenting) is Associate Professor and Head of Discipline for Digital and Social Media in the School of Communications at UTS. Her research focuses on the implications of digital technology for global knowledge systems. She has a background working for global technology corporations and non-profit organisations in the US, UK, South Africa and Kenya. She is former Google Policy Fellow at the Electronic Frontier Foundation, former Executive Director of iCommons and co-founder of Creative Commons South Africa.

Crisis Response through Cultural Lens: How the individualistic and collectivistic cultures influence their COVID-19 strategies

Simha Kaur Jastol (presenting), **Joy Mok** (presenting), **Benjamin Chew**, **Augustine Pang**

Culture is the driving force behind shared behaviours and beliefs, which in turn impact public policies and communications (Minkov, 2013). The COVID-19 pandemic has presented an opportunity to examine how diametrically opposing cultures managed a common crisis.

Using Hofstede's theory of cultural dimensions (Hofstede 2011), we identified two opposing cultures - UK, an individualist culture, and Japan, a collectivistic culture. Both governments had faced similar criticisms: (a) exercising double standards, (b) adopting weak strategies, (c) disseminating unclear instructions, (d) prioritising economics over health, (e) providing insufficient personnel and medical equipment, and (f) ignoring expert advice.

Data to examine was drawn from analyzing government communication through prestige media from the two countries, the Asahi Shimbun (Japan) and the BBC (UK) from January 2020 to January 2021.

Examined through the Image Repair Theory (Benoit & Pang, 2008) and the Contingency theory of Strategic Conflict Management, both dominant theories crisis theories (Dardis & Haigh, 2009; Pang, Jin, & Cameron, 2021), findings revealed that both administrations had initially used advocacy strategies before switching to accommodation when the situation exacerbated. For instance, the Japan government was found to exhibit a higher frequency of simple denials but progressed towards corrective action, while the UK government had a higher frequency of highlighting the government's good intentions before pursuing corrective action.

Few studies have examined the role of culture in strategies used (Low, Varughese & Pang 2011). This study builds on the call by Low et al (2011) to understand how culture impact crisis responses.

Simha Kaur Jastol (presenting) is currently head of communications in Crédit Agricole Corporate and Investment Bank's technology division, leading teams in APAC & France. She has over 16 years of professional experience in corporate communications and digital marketing in academia, the public and private sectors. She has strong interests in data-driven marketing communications for public relations, crisis and cultural communications. In 2021, Simha graduated from the Singapore Management University (SMU) with an MSc in Communication Management and was awarded the SMU Women in Business Scholarship.

Joy Mok (presenting) is currently the Business Development Director for Stacq Enterprise, a tech start-up in Singapore focused on automation for the F&B industry. Before her pivot to the tech industry, she had years of experience working on global consumer brands of Fortune 500 companies, including P&G, Unilever, and Nestle. She oversaw the implementation of multiple global initiatives in the APAC region, bridging multi-regional stakeholders. As a Hong Kong Canadian, she has lived and worked in Toronto, Hong Kong, Shanghai, and Singapore. She received her MSc in Communication Management from the Singapore Management University in 2021.

Benjamin Chew is currently a communications practitioner with the Singapore Government and has more than 12 years of working experience in corporate communication and digital marketing. He has a great interest in the fields of data-driven communications, crisis communications, and cultural communications. He graduated from the Singapore Management University (SMU) in 2021 with an MSc in Communication Management and was awarded the SMU ASEAN Postgraduate Scholarship and the Dean's List.

Augustine Pang, PhD, is a Communication Management (Practice) professor at the Lee Kong Chian School of Business, Singapore Management University. He is Associate Dean (Partnerships and Engagement) and Academic Director, MSc in Communication Management. He was inducted as a member of the prestigious Arthur W Page Society (US) in 2015. He has been appointed Honorary Fellow in Crisis and Media Communication at Hong Kong Polytechnic University since 2015 and Fellow of SMU Academy since 2019. He is also a Member of the University Tribunal. His research interests include crisis and media management and leadership.

W2-4 Rethinking media use and governance

Billy Goats Crossing the Cyber-Bridge: Interviews Exploring the Experiences and Coping Techniques of In-Game Trolling Victims

Christine L. Cook

Research into online trolling has been continuously expanding in the past decade. However, much of this research has focused on either the person of the trolls themselves, or on specific minority groups, such as people of colour or members of the LGBTQIA+ community's experiences being trolled. Studies that have a more general focus tend to discuss politics or algorithmic interventions. Although all of this research is important, we still know little about how the average person deals with trolling

experiences in their everyday. The present study aims to fill that gap by interviewing 22 gamers from around the world who have professed to being victimized by trolls in the past. We asked them 1) how they define trolling, 2) how they cope with trolling in the long- and short-term, 3) what kind of support they want from bystanders, and 4) what kind of support they want from institutions (e.g., platforms and governments). Results indicate that victims prioritize solving the problem themselves by muting or blocking trolls over seeking external support, and that this might be different if mental health resources were more available. Practical and theoretical implications are discussed.

***Christine L. Cook** is an adjunct assistant professor and postdoctoral researcher at National Chengchi University (Taipei, Taiwan). She has been researching trolls and online trolling since 2015, and completed her PhD in Communication Science at Tilburg University (the Netherlands) in January 2021. While waiting for her graduation, she also worked at the New Jersey Institute of Technology as a postdoctoral researcher focusing on experimentation and interventions for maintaining the mental wellbeing of content moderators. Her current project focuses on trolling victims, and she teaches New Media and Technology courses at the Master's level.

The Big Tech Backlash and the Price of 'Free Speech': Societal risks and governance dilemmas in allowing crowdfunding for all causes

Matt Wade

While content moderation policies typically weigh what forms of speech are permissible, on crowdfunding platforms it pertains to potentially even more impactful considerations around what causes may be financed. This raises acute ethical dilemmas around potential complicity in widespread harms, for it is one thing to allow expression of dangerous ideas, but another to enable the enactment of them. Right-wing extremist groups have typically encountered difficulties in fundraising (largely due to de-platforming), but recent events have presented new means by which they may evade interventions. Using the 2022 Ottawa 'Freedom Convoy' protests as an illustrative case study, this paper explores the strikingly different responses from two crowdfunding platforms – GoFundMe and GiveSendGo – around their willingness to host campaigns which may perpetuate misinformation, promote intolerance, or even incite outright violence. Whereas GoFundMe are increasingly cautious about potential complicity in widespread harms, GiveSendGo has proclaimed themselves as defenders of individual 'freedom' and 'liberty' in hosting controversial causes. Ultimately, GiveSendGo see themselves as the 'tip of the spear' in bringing down 'Big Tech' companies they perceive as politically biased and unjustly repressive. This places GiveSendGo among wider efforts – led by companies like Gab and RightForge – to create a 'parallel society', 'replacement economy', and 'second internet' free of regulation or censorship. Such trends raise troubling questions around how easily hate-based movements may fundraise in the future. GoFundMe, however, are facing inverse pressures. In attempting to avoid complicity in harms, the company has attracted pressure from US Republican legislators – angered by their refusal to host the Freedom Convoy campaign – thus placing the company at risk of regulatory intervention.

Matt Wade is a Lecturer in Social Inquiry (Sociology and Crime, Justice & Legal Studies) at La Trobe University. Among other things, my research explores applications of technology in shaping judgments of deservedness in crowdfunding, charitable and philanthropic causes, and job recruitment. Who determines the 'deserving' and 'undeserving'? What role should charity, philanthropy, state-based welfare, crowdfunding, mutual aid, and other redistributive and recognition-based mechanisms play in society? How does faith, culture, and other systems of belief shape these judgements?

Dichotomies of internet regulations in India

Usha Manchanda Rodrigues

India had 658 million internet and 467 million social media users in January 2022 (Hootsuite, 2022). India is a significant market for tech giants such as Facebook, Google and Amazon. India's is Twitter's 5th largest user base, while WhatsApp and YouTube have over 400 million users. However, in recent times, these companies have been struggling to keep pace with the Indian regulators. The Indian government has announced several rules, under the Information Technology Act of 2000, to regulate content on social media platforms by asking them to remove posts threatening 'public order', identify original posters of messages, maintain a local office, and appoint a local official who would be liable for complying with government orders (Gill, 2021). In 2020, the government banned hundreds of Chinese apps, including TikTok and WeChat, for 'national security' reasons amid border tensions (Deshpande, 2021). And, yet, India has no specific law/regulation for mobile apps or protecting users' privacy. India also has a significant mis-and-disinformation issue.

Ten international NGOs in an open letter have demanded that India must suspend sweeping new internet regulations, which amounted to government surveillance and censorship. These NGOs, including Human Rights Watch, called on the tech companies to push back on government orders that infringe on free speech rights and take steps to defend privacy. In a world where most governments are aiming to curtail the reach of tech giants, Indian activists and international NGOs expect these commercial businesses to resist local laws. This paper based on an analysis of the Indian government's regulation of social media platforms and apps examines the reasons for the dichotomous situation in the largest democracy, where social media companies are called upon to protect users' rights from government regulations.

Usha Manchanda Rodrigues, PhD, is a professor at the Manipal Institute of Communication, Manipal Academy of Higher Education, India. As an experienced journalist, and an academic, predominantly in Australia, her research crosses vocation-theory and national boundaries. Usha is a leading scholar on Indian news media and contemporary journalism topics in Australia, including cultural diversity in the media, reporting violence against women, and the digital transformation of journalism practice, social media and political communication. She uses an interdisciplinary agenda to study the mainstream news media, social media, and community media. She has published in leading international journals such as *Journalism and Journalism Practice*, and co-authored four books.

W2-5 Pacific Media borders, identity, and politics

Roots Seekers and Travelling Subjectivities: Being Frisian in Aotearoa/New Zealand

***Joost de Bruin**

Based on an interview study with people with a Frisian background in Aotearoa/New Zealand, this paper analyses how informants reflexively construct a sense of Frisian identity. Exploring parallels between media use and travel, the article discusses how Frisian 'roots seekers' form travelling subjectivities by connecting, or not connecting, to Frisian language, culture, places and media.

Informants were divided into groups during the analysis of the interviews based on their migration history and how close to the Frisian language and their Frisian roots they felt. Each group has their own relationship to media consumption and travel to the homeland of Fryslân, resulting in different travelling subjectivities. First language speakers who were born in Fryslân and chose to migrate to Aotearoa/New Zealand as adults have a strong connection to their Frisian identity. They frequently travel back to Fryslân and take full advantage of the polymedia landscape to stay in touch. For other groups there were obstacles to maintaining a connection through travel and consumption of Frisian media. Physical transport and mediated communication may be 'travel partners' for many migrants, but not for all. For some travel is more important than media, for others it is the other way around.

This paper interrogates the notion that migrants are always diasporic audiences who use media to connect with their original home countries. Instead, it argues for 'archival specificity' and taking into account language fluency and language loss for understanding diversity within migrant communities.

***Joost de Bruin** is Associate Professor in Media and Communication at Te Herenga Waka - Victoria University of Wellington in Aotearoa/New Zealand.

Papua New Guinea election 2022: Social media use in the COVID-19 era

Amanda H A Watson (presenting), **Nicole Haley**

Citizens of Papua New Guinea (PNG) often have limited access to news media. Mobile network coverage became available from mid-2007 and mobile internet services since 2012. In recent years, the number of people in PNG who are using social media has increased but no major studies have looked into this trend. Since 2020, PNG has faced shocks due to the COVID-19 pandemic.

In mid-2022, the PNG people headed to polling booths for the country's national elections. This presentation will outline the preliminary findings of the social media component of the 2022 PNG National General Elections Domestic Observation conducted by Australian National University. The addition of a dedicated social media component to the main, large-scale observation for the first time has responded to the increasingly significant role of social media in politics in PNG. The social media study is a single platform study, focused on the popular platform Facebook, which is the dominant

social media platform in the Pacific region and the most frequently used platform in PNG.

The presentation will report on Facebook use in the lead up to and during the 2022 election period. The social media study investigates the nature of electoral campaigning and election-related information and misinformation on Facebook. Specifically, the study examines the nature and extent of information and misinformation concerning campaign activities, political gifting and election-related violence. It considers the extent to which citizens are using Facebook to share their assessments of candidates and their activities, as well as the polling experience itself.

Amanda H A Watson (presenting) is a Research Fellow with the Department of Pacific Affairs at Australian National University. Dr Watson is a media and communication scholar who has been conducting research on information and communication technologies in Papua New Guinea and other parts of the Pacific region since 2008. Dr Watson has published in various academic journals, including *Mobile Media and Communication*, *Pacific Journalism Review*, *Media Asia*, and *Australian Journalism Review*. Dr Watson is a member of the Australian & New Zealand Communication Association, the International Association for Media and Communication Research and the Australian Association for Pacific Studies.

Nicole Haley is an anthropologist with 30 years' research experience (including fieldwork totalling more than 6 years) in the Pacific. She heads the Pacific Research Program and remains actively engaged in deep long-term empirical and applied policy-relevant research and has vast experience designing and conducting mixed-methods qualitative and quantitative field-based research, involving participant observation, key-informant interviews, focus groups and surveys. Professor Haley has published extensively on aspects of political and social conflict, including social identity and land politics, elections and electoral politics, conflict and armed violence, and the links between these and service delivery failure.

The discourse of terror: carceralism, border politics, and security in Aotearoa/New Zealand

Lewis Rarm

The discursive construction of terrorism in media allows and limits possible policy responses (Spencer 2012). These constructions help set the precedent for modes of intervention and regularisation by the state by locating potential terrorists within the logic of security. Such a logic was a trademark of the so-called War on Terror and continues to be deployed around the world. This paper examines the normative carceral discourse at play in constructions of terrorist perpetrators in Aotearoa/New Zealand. Using the 2021 LynnMall terror attack as a case study, it investigates the limits of the New Zealand security dispositif that worked to produce the LynnMall attacker as two kinds of excludable subject: refugee and terrorist. Drawing on insights from Jäger's (2014) critical discourse/dispositif analysis and Spencer's (2012) work on the discursive construction of terrorism, it seeks to uncover the resonant force between media discourses and the state's security practices. Through an examination

of national media coverage and court proceedings, it assesses the discursive conditions within which intervention and exclusion were carried out. In doing so, it sheds light on the mutually reinforcing yet contradictory discourses of carceralism and border politics that inform contemporary security practices.

Lewis Rarm is a Lecturer in the Media and Communication Programme at Te Herenga Waka | Victoria University of Wellington. His current research agenda has two focal points: the media and governance strategy of the Islamic State, and the political and affective stakes of livestreaming horrific events. His research interests are biopower/biopolitics, terrorism, social media, governmentality, and critical theories of technology.

Our Truth, Tā Mātou Pono: Reckoning with racism toward Māori in New Zealand news media

Tara Ross

In 2020, newspaper conglomerate and owner of New Zealand's largest news website, Stuff, issued an historic public apology for its racist portrayal of Indigenous Māori—and committed to doing better—after an internal investigation uncovered evidence it had contributed to stigma, marginalisation and stereotypes against Māori. This study explores what has changed since Stuff's apology by analysing its second largest newspaper, The Press, via a content analysis of a constructed, randomised week in 2018 (before Stuff's apology, n=480 articles) and another in 2021 (post-apology, n=430 articles), along with a topic modelling analysis of 5091 articles published between 2016 and 2021. Initial analysis shows some improvement in news coverage, particularly in relation to past patterns of misrepresentation, with proportionately more reporting on Māori language and culture, Te Tiriti o Waitangi and issues of racism and less reporting on Māori in relation to crime, marginally more Māori voices in stories, and few instances of the overtly negative portrayals identified in earlier scholarship. Analysis also demonstrates ongoing problems, including representation within a narrow range of topics and under-representation in sourcing—Māori voices remain in the minority, even in stories where Māori and Māori issues are discussed—visuals and overall coverage, indicating more attention is needed on how news stories continue to reproduce wider power relations. The study identifies opportunities for more equitable representation, for example by incorporating Māori tikanga (custom) in reporting practice, and discusses how this requires a rethink of journalistic norms of objectivity and 'ethnic blindness' in reporting.

Tara Ross is a former senior reporter now senior journalism lecturer at the University of Canterbury, where she is also a research fellow with the Macmillan Brown Centre for Pacific Studies. Her research interests lie in journalism studies with an emphasis on inclusive journalism and ethnic minority, community, and Pacific media. This interest has led to researching journalism using content analysis and social network analysis methods, as well as in-depth interviews and focus groups. Current work

explores questions of identity, representation, and media in the New Zealand context, as well as the robustness of local news provision.

W2-6 Media Framing, Representation, and Reception

Why Not Peace Journalism? A Comparative Content Analysis of the Framing of the Ukraine War

Katharina Esau

The Ukraine war disrupts not only the relationship between Russia and the West but, due to its significance and unpredictable nature, also brings the potential of upsetting the current world order. Since the Russian invasion, in the middle of a global pandemic, many people feel the need for answers to cope with the chaos unleashed. In order to gain a better understanding of the conflict, media coverage plays a crucial role in carrying the public discourse. On this basis, this study compares the social construction of the Ukraine crisis in 2015 and the current escalation known as the Ukraine war in 2022 in political TV talk shows. The study analyses the shows' performance for opinion formation and conflict resolution. To analyse the debates, it conducts a qualitative content analysis that examines the plurality and quality in the framing of the crisis or war. Informed by public sphere theory and peace journalism, it asks whether the talk shows give different perspectives for public opinion formation and whether they contribute to a de-escalation. Findings reveal that the media include a narrower range of guests and frames in 2022 compared to 2015, providing a less complex picture. Furthermore, the results show that while the public debate was already confrontational in 2015, in 2022 de-escalating frames are almost non-existent. The discussion of the results focusses on the question of whether media performance has declined regarding the concept of peace journalism, or if perhaps it is the concept itself that needs to be refined?

***Katharina Esau** is a Postdoctoral Research Associate in the School of Communication, Faculty of Creative Industries, Education and Social Justice at the Queensland University of Technology (QUT). Her research interests include political communication, media framing, collective opinion formation and deliberation online

Parenting as the meeting ground of scandal news reception and vaccine decision-making: A critical realist thematic analysis of focus groups with Filipino vaccine-hesitant parents

Karl Patrick R. Mendoza

The Dengvaxia vaccine scandal is a public health scandal in the Philippines widely considered to have led to increased vaccine hesitancy among Filipino parents. This paper aims to report on the initial findings of the news reception component of my doctoral thesis, which asked: How do vaccine-hesitant parents' news reception of the Dengvaxia scandal constitute and shape their trust culture? I conducted five online focus groups via Zoom with 21 vaccine-hesitant parents in the Philippines to answer this research question. My initial application of Braun and Clarke's (2022) 'reflexive' and Wiltshire and Ronkainen's (2021) 'realist' approach to thematic analysis to the focus group transcripts found that vaccine-hesitant parents' perceptions of the Dengvaxia information they have received have caused them to be uneasy and uncertain about vaccine risks and benefits. People do not refuse/delay vaccines simply because they do not know enough about them. They may also hold different parenting beliefs telling them to take their time in vaccine decision-making. Some parents in my study do, in fact, still lack some basic knowledge of what vaccines are, how they work, and why they are essential. Knowledge still matters even though it is not the be-all and end-all of parental vaccine hesitancy. Apart from interacting with their information perceptions on the Dengvaxia scandal and vaccine decision-making, the parents in my study share some common notions of "what good parenting is"—the ethical aspect of parenting that connects it to the relational and content dimensions of a trust culture. Although final themes are yet to be constructed, the paper anchors itself to the "connection" and "community" themes of ANZCA 2022 by emphasizing the close ties between ethics, knowledge, and culture.

Karl Patrick R. Mendoza is a PhD Research Candidate at the Department of Media and Communication, University of Canterbury. He is also an Instructor at the Department of Communication and Media Studies at the University of Santo Tomas where he teaches new media writing and political communication. His research interests include media and cultural studies, journalism studies, political communication, social semiotics, and critical discourse studies. He has published in peer reviewed journals and have presented papers in different national and international conferences. In 2021, he obtained the Judith Ensor Prize for Students with a Specific Learning Disability and the MFAT Postgraduate Research Development Award.

Portraying senior women in film through positive reflections and sensuous touch: Subverting Nichols' *The Graduate* in Vernoux's *Bright Days Ahead*

Marilyn Mitchell

As a feminine subversion of Mike Nichols' (1967) satirical comedy *The Graduate*, Marion Vernoux's (2013) *Bright Days Ahead* (*Les beaux jours*) uses a feminine, pro-ageing gaze and a plot based upon

Woodward's (1999) alternative theory of women's ego formation, along with a successful journey through *méconnaissance* or the second mirror stage of old age, to positively portray senior women. *Bright Days Ahead* thus counters the misogyny and ageism delivered in *The Graduate* and traditional Hollywood film. Like *The Graduate*, *Bright Days Ahead* tells the story of an older woman's affair with a younger man. To reveal aspects of a female gaze, this research applies theories of the mirror in film and touch in film. The research compares the women in each film -- Mrs. Robinson (Anne Bancroft) in *The Graduate* and her counterpart, Caroline (Fanny Ardant) in *Bright Days Ahead* -- as well as the relationships they have with their lovers. The research finds that Vernoux's female gaze is created firstly by having the younger lover and the camera reflect positively on the older female partner and secondly, by showing the pair of lovers engaging in sensuous touch.

Marilyn Mitchell is Discipline Leader for Communication, Media, Public Relations, and Journalism in the Faculty of Society & Design at Bond University. She lectures in the subjects Mass & Popular Media and Organizational Communication & Leadership. Her research interests are in learning and teaching, organizational culture, and the semiotics of information graphics and other forms of media.

W2-8 Precarity in the Academic Workplace

This panel takes a communication-centred approach to examining the impacts of workplaces on academics' mental health during the COVID-19 pandemic. With the loss of most international fee-paying students, reductions in domestic students, and uncertainties around illness and lockdowns, many universities have carried out drastic redundancies, cut casual contracts, and/or put hiring freezes into effect for permanent roles, and completed other austerity measures to reduce costs.

Though these measures may have helped some universities stay financially solvent, or at least hopefully survive through the pandemic's uncertain end, their actions have had enormous mental health impacts on faculty, staff, and administrators. Many universities in Australia and Aotearoa New Zealand, and in other countries such as the United States, dedicate sizeable resources to supporting student mental health, but much fewer have mental health support for employees or even post-graduate students (England, 2016; Miles et al., 2020; Pledge et al., 2018). Research on the mental health of employees at academic institutions is slowly increasing, but little critical or systematic empirical research examines academics whose working conditions lead to mental ill-health (Gill 2014; Müller 2020).

This panel responds to the acute need for research and informed communication about mental health impacts that are arising from the educational and structural conditions of the pandemic university. The Aotearoa New Zealand Tertiary Education Union's survey (2020) already indicates that academic employees are experiencing burnout, mental health challenges, and workplace bullying during the COVID-19 pandemic (see also American Council on Education, 2020). When academics take on the work of their colleagues whose jobs aren't replaced, or when instructors balance family demands with providing emotional labour for distressed students, their own emotional, mental, and physical needs

are often neglected and they report increased levels of stress. At the same time, as permanent staff are made redundant, universities often rely on casual workers with precarious working environments. Precarious work is known to be strongly correlated with stress and other negative mental health outcomes (Gray et al., 2020). This panel will take a communication-centred approach to analysing the factors that lead to poor mental health outcomes during the pandemic, and will offer best practices based on their communication-focused research. Per our panel orientation, we'll invite discussion from our audience (through a Kaupapa of inclusivity) who can bring in their own experiences.

Mental Health Impacts of Workplace Bullying at Universities in Australia and Aotearoa New Zealand

* **Teresa Heinz House**

Although workplace bullying has long existed in both countries' universities, few studies examine these behaviours in the Australian tertiary sector, and even less focus on Aotearoa New Zealand's universities. Workplace bullying in universities has increased during the COVID-19 pandemic (Tertiary Education Union, 2020). Workplace bullying is generally defined as "intention to harm another work employee through maladaptive interpersonal behaviour" (Henning et al., 2017, p. 521). Bullying includes "persistent offensive, abusive, intimidating, malicious or insulting behaviour, abuse of power or unfair sanctions which make the victim feel upset, threatened, humiliated, or vulnerable" (Rashauskas & Skrabec, 2011). When institutions ignore bullying, consequences include negative impacts on workplace culture, employees' productivity and well-being, employee retention, among other ill effects.

This project is the first comparative study of workplace bullying in Australia and Aotearoa New Zealand universities. Previous studies have found consistently high rates of workplace bullying in Australia and New Zealand's professional settings, including the education sector (see Boynton, 2005; WorkSafe/Mahi Haumaru Aotearoa 2020; Patty, 2021). This project uses an online anonymous survey through Qualtrics to gather comparative data from 80 university workers (academics, administrators, researchers, and support staff) in Australia and Aotearoa New Zealand. The survey uses the established benchmark questionnaire for researching workplace bullying, the Negative Acts Questionnaire- R22 (NAQ) (Einarsen & Raknes 1997). The NAQ focuses on workplace bullying that respondents may have experienced within the past six months. The project supplements the NAQ with questions about organisational, institutional, and structural settings of Australian and Aotearoa New Zealand university workforces. Some supplementary, open-ended questions also focus on what workplace bullying respondents have experienced during the COVID-19 pandemic.

When institutions ignore bullying, consequences include negative impacts on workplace culture; employees' productivity and well-being; and employee retention; among other detrimental effects. The findings will help Australian and Aotearoa New Zealand universities develop best practices for creating workplace cultures that prevent workplace bullying and better assist employees who experience it.

Before relocating to New Zealand in 2013, * **Dr. Teresa Heinz House** was an Associate Professor of Communication at Hope College in Michigan. She is a Senior Tutor in the School of Journalism, Communication and Marketing at Massey University. Her research has appeared in *Education + Training*, *Critical Studies in Media Communication*, *Journal of Critical Inquiry*, and *Information, Communication & Society*. She has co-edited three books on first-in-the-family university students and solely edited *First-Generation College Student Experiences of Intersecting Marginalities*. Her most recent book is *Critical Perspectives on Mental Health in Higher Education: A Guide for Faculty, Administrators, and Graduate Students* (Lexington Books).

The Elephant in the Room: The Impacts of Precarious Academic Work on Mental Health and Wellbeing During a Pandemic

Leon Salter

This presentation draws on the Aotearoa New Zealand Precarious Academic Work Survey (Simpson et al., 2022). The survey was designed, administered and analysed by a group of precarious academic workers (those employed on fixed-term and casual contracts), and funded by the Tertiary Education Union (TEU). It ran for four weeks between September and October 2021, and was open to anyone over the age of 18 who was precariously employed by any of the eight universities in Aotearoa in the previous 12 months.

The survey asked broad questions about employment agreements, workplace conditions, and periods (often several years) spent on exploitative precarious contracts. However, this presentation will focus on the impacts of those working conditions on health and wellbeing, in the context of heightened uncertainty, bullying, increased workloads, and stress linked to the pandemic.

Thirty percent of survey participants disclosed that they had been diagnosed with a mental illness. Further, over half (52.6%) of those participants with a mental illness suggested that an unsustainable workload often or always impacted their wellbeing, while their mean stress level (rated between 1 and 10) was 7.39. Most troublingly, more than one-quarter (27.6%) of participants with a mental illness suggested that they had no understanding at all as to who to approach for support in relation to their wellbeing or mental health.

This paper therefore calls for more research on the links between academic precarity and mental health and more focus on the issue, as well as better communication, from universities, tertiary unions and other campaign groups.

Leon Salter is a Postdoctoral Fellow in the School of Communication, Journalism and Marketing at Massey University, Aotearoa New Zealand. His research interests lie at the intersections of digital media, precarious work and political organising.

The Communication of Burnout and Burnout-Mitigation Resources for University Staff in Australia and Aotearoa New Zealand

Lukasz Swiatek

The COVID-19 pandemic and its attendant shifts in teaching (as well as service, administration, and research) have increased burnout among higher education staff. Growing numbers of staff have found themselves suffering the “numbing, paralysing, disorientating exhaustion” of burnout (Pickerill, 2021). Changes to work patterns (especially the growth of remote work) have also prompted shifts in communication activities, including the use of communication technologies that were previously new for many staff. The issues generated by burnout have compounded the existing problem of staff working when sick; a 2019 survey of 5,200 UK researchers, for example, memorably found that half of those researchers continued to work when unwell (Grove, 2019).

Although burnout has gained increasing attention among higher education staff, a gap in knowledge exists about the ways in which higher education institutions have communicated insights about burnout with staff, and the ways in which they have attempted to help staff mitigate (or even avoid) burnout. This paper will help to fill this gap in knowledge. Specifically, it will share the results of research examining the publicly available resources that universities in Australia and Aotearoa New Zealand have developed to help staff mitigate or avoid burnout. The paper will also cover major frameworks relating to burnout, and the communication of burnout prevention, mitigation and management measures.

This novel research is timely given the high rates of burnout among higher education staff. The paper speaks to the conference theme of ‘communicating through chaos’, in focusing on higher education institutions’ communication approaches.

Lukasz Swiatek lectures in the School of the Arts and Media at the University of New South Wales (UNSW Sydney). He mainly undertakes research in communication and media studies, higher education, and cultural studies. He has taught a range of undergraduate and postgraduate (junior and senior) courses in media studies, communication, and international and global studies.

W2-9 New Thought Questions and their Implications

The Rise of Non-Fungible Tokens in Media Sport: Growth, Hype and Obfuscation

***Brett Hutchins** (presenting), **Robbie Fordyce**

The profile of non-fungible tokens (NFTs) in media sport around the world has exploded over the past two years through multiplying major sponsorships, licencing deals, NFT ‘drops’ and promotional campaigns. Working with the term market gardening, this paper argues that professional sport is being used as a globally popular social and commercial setting to cultivate and legitimate the value of NFTs as a commodity, market and symbol of blockchain technology innovation. This process involves lucrative and high-profile sponsorships of leagues, clubs and teams by NFT platforms and marketplaces, the release of heavily promoted NFT ‘packs’, endorsement by celebrity athletes, and fan-focused marketing and promotions designed to obfuscate. The function of this obfuscation is to use the everyday affective pleasures of sport to induce spending by fans while concealing the many problems with NFTs in the sports industries, including regular company failures, suspect business and advertising practices, issues with NFT authentication, links to the gambling industries, the confusion of investor-fans caused by highly complex technologies, and the negative environmental impacts of blockchain technologies that make the ‘minting’ of NFTs possible. Both reflecting and extending the lamentable effects and conditions of platform capitalism, we conclude that the relationship between sport and NFTs is defined by the intensive extraction of social and financial value from sport fans and audiences under the cover of fan engagement powered by digital media innovation.

***Brett Hutchins** (presenting) is Professor of Media and Communications and Deputy Dean (Research) in the Faculty of Arts at Monash University.

Robbie Fordyce is a Lecturer in Communications and Media Studies in the School of Media, Film & Journalism at Monash University.”

Disinformation, Misinformation & Political Performance: Covid-19 Pandemic in Aotearoa New Zealand

Sarah Baker (presenting), **Vijay Devadas**

This paper examines the production and circulation of disinformation by key political figures and parties during New Zealand’s response to the current Covid-19 pandemic. Drawing on political speeches, media performances, social media communication, and new media reports, the paper seeks to show how disinformation around the pandemic is framed, expressed, and mobilized in various media sites in New Zealand. There is an emerging body of literature focusing on the communication of disinformation during a pandemic that this research will draw from and contribute to. Additionally, as the initial review suggests, there is very little research connecting disinformation circulation to political performance. Using qualitative content analysis as a method, this research will

collate data from political speeches, media performances, social media communication, and new media reports of key political figures in New Zealand to produce a typology of how disinformation is framed, expressed, and mobilized to pursue specific political agendas and narratives. The timeline for this research starts from 17 Aug to February 2022, that is from the start of the lockdown caused by the Delta outbreak to the violent protests outside New Zealand's parliament buildings. It also includes our initial observations which suggest that this outbreak has seen political figures and parties start to circulate (dis)information about the government's response and the nation's future. In other words, the dissemination of disinformation takes hold within the political domain. We use Leximancer, a text mining software to analyze the content of collections of textual documents. Using key search parameters we use the mining tool to source, segment, and categories disinformation disseminated in various media platforms.

Sarah Baker (presenting) is a Senior Lecturer in the School of Communication at Auckland University of Technology. She is the co-founder of the AUT Popular Culture Centre and a member of JMAD and the AUT Media Observatory Group. She is a Senior Fellow of the Higher Education Academy. Her research interests include political economy, current affairs television programmes, popular culture focusing on the Gothic, Sexuality and gender and examining hate in media.

Vijay Devadas is an Associate Professor in Communication Studies at the Auckland University of Technology and co-director of the Communication for Social Change Research Centre His research address key social, cultural & political debates & issues across cultures and communication platforms. He has published across a range of topics relating to cinema, popular culture, indigenous media in Aotearoa, media & climate change in New Zealand, media, terror, sovereignty and most recently on gender and technology in India.

Vaccine or No vaccine? This is a question the social media use and vaccination decisions making of the seasonal Asian agricultural workers in Australia

Mei Li

Vaccination has become the hope to halt the three-year long disruption of the COVID pandemic. The public acceptance of vaccine is impacted by many factors with social media being an important channel in spreading the information/disinformation in modern society. This study focuses on hardly visible community in Australian society who play an important role in people's life in Australian society and are active in the regional community. Through the ethnography in the Asian fruit pickers community and a questionnaire survey among holiday makers, this study aims to find out how they access the information related to COVID-19 vaccination through their main information channel -- social media and how their social media content consumption impacts their decision on to have or not to have vaccine.

The research reveals that short videos is the main source of their vaccine information. Their decision is greatly impacted by the framing of social media, especially by the negative coverage. However, this impact faded when work access was limited by the mandatory vaccination policy in spite of concerns about safety. Due to the limitation of English language skills, they have little capacity to triangulate the framing of social media.

Implications:

- 1) The authority should consider the existence of seasonal workers as they are active community members during the picking season.
- 2) More tailored content should be produced to target them.

Mei Li holds a Ph.D. in International Communication. Her research interests include international media practice, public diplomacy, and international relations. She has published on public diplomacy and on the professional identity of journalists who work across media cultures in the highly ranked journals. Her current research projects include the wellbeing of Asian agricultural workers in Australia during the Covid pandemic and the public diplomacy in Belt and Road participate countries during the pandemic.

Stream Three

10:45am - 12:15pm, Thurs 24th November

* Session Chair

R3-1 Children's data and online privacy

With COVID-19, children and families have become increasingly reliant on digital media and technologies. From schools delivering their curriculum online to families using more personal devices to connect with others or entertain themselves especially during lockdowns, the pandemic has opened up new pathways for us to engage digitally with systems, institutions and people. While we revel in the conveniences and benefits digital technologies have brought us, each interaction with these technologies produces data about us and we become increasingly 'datafied'. What happens to this data, its longevity and how is it being used?

Data tracking, collection and dissemination happens with or without our knowledge and consent by corporations, governments, etc. and even ourselves for personal monitoring such as when parents use baby monitors or when we wear fitness devices (Kennedy, 2018; Lupton & Williamson, 2017). From surveillance cameras to the adoption of educational and personal devices, data is being collected at almost every point of our lives, often invisible to us. A recent audit by Children and Media Australia (2022) found that 59 percent of 186 apps evaluated engaged in risky data collection and sharing practices of varying degrees including ABC Kids. As data about us is aggregated, we become 'datafied' subjects where aspects of our lives are quantified, put through algorithms, and used to qualify or speak for us (Mejias & Couldry, 2019).

This is especially alarming for children today who have data collected about them since before birth. Some sources reported that an estimated 73 million pieces of personal information are collected of a child by the time they turn 13 (Fowler, 2022). This was exacerbated by the rapid uptake of digital and communication technologies across multiple fronts at the peak of COVID-19 and requires urgent attention as we move beyond the pandemic. This panel explores the process of datafication through a concept we term the 'Datafication Machine'. The datafication machine looks at (1) who is involved in creating, capturing, collecting, disseminating and using the data, (2) what activities and technologies generate data and support datafication, and (3) the paradigms for analysing and benchmarking the datafication 'norm'. Focusing specifically on children's data, the panel hopes to (re)frame how we think children's data move and discuss whether current privacy safeguards are adequate to protect children online. It will look at the movement of children's data from four perspectives: the individual and their families, data intermediaries, educational institutions and policies that govern our data. Presenters from this panel are part of the ARC Centre of Excellence for the Digital Child.

***Rebecca Ng** (facilitator/presenter) is a research Fellow with the ARC Centre of Excellence for the Digital Child at the University of Wollongong. Rebecca's research focuses on the movement of children's data, how children and families are becoming datafied subjects in the digital age and impact of datafication and digital profiling on these subjects. She is also interested in looking at new methods to research with children in technology-enabled spaces.

Sue Bennett (facilitator/presenter) is the Deputy Director of the ARC Centre of Excellence for the Digital Child and the Executive Dean for the Faculty of the Arts, Social Sciences and Humanities at the University of Wollongong. Sue's research investigates how people engage with technology in

educational and everyday settings. She has developed a distinctive body of work that is collaborative, eclectic and interdisciplinary which identifies and pursues research with a strong practical focus that spans across settings from early years, school, university, industry training to professional learning.

Unboxing Data and Privacy Via Young Children's Wearables

Tama Leaver

Wearable devices are an increasingly common part of the adult world from FitBits to Smartwatches. In tandem, a growing market exists featuring wearables aimed at infants and young children. Often these devices seemingly offer important health, monitoring or educational benefits. However, signalling about what data is collected, stored, analysed and shared online by these devices is often not obvious to many consumers, including parents. Even when these wearable devices are explicitly linked to a companion app which has Terms and Conditions allowing young children's data to be harvested, these Terms and Conditions are rarely read in full, and are deliberately challenging for everyday consumers to navigate. This paper explores what messages a parent/consumer who is considering an infant wearable can evaluate prior to downloading the companion app. This means a close examination of the packaging of devices as it is often the first messaging consumers or parents encounter. As with many material objects, the decision to purchase a device, influenced by this messaging, is likely to have already been concretely made before any consideration of a companion app. Thus, information about children's data and their privacy is often further removed from a consumer/parent's consideration at the point of purchase. Building on existing 'walkthrough' methods (Light et al., 2018), this paper offers a methodology for better 'reading' infant wearables in terms of the material signals offered by marketing materials, packaging and related promotional displays, highlighting a serious lack of transparency about how these devices collect, store and own the data of young children.

Tama Leaver is a Professor of Internet Studies at Curtin University in Perth, Western Australia, a Chief Investigator on the ARC Centre of Excellence for the Digital Child, and President of the Association of Internet Researchers (AoIR). His most recent books are *Instagram: Visual Social Media Cultures* (Polity, 2020, co-authored with Tim Highfield and Crystal Abidin) and *The Routledge Companion to Digital Media and Children* (Routledge, 2021, co-edited with Lelia Green, Donell Holloway, Kylie Stevenson and Leslie Haddon). He is @tamaleaver on Twitter, and his web presence is www.tamaleaver.net.

Where does children's data go?: Mapping the Australian data broker industry

Kate Mannell (presenting), **Claire Rogerson**

Scholars have raised alarms about what the datafication of childhood might mean for children's rights (Lupton & Williamson, 2017) and some jurisdictions have begun working toward improved regulation of children's data. Yet, due to the opaque nature of commercial data practices, little is known about the risks or harms associated with children's data, or how it is implicated in the political economy of surveillance capitalism (Stoilova, Nandagiri & Livingstone, 2021).

Without more understanding of what happens to personal data beyond the point of collection, arguments about children's data rights struggle to progress past arguing that the lack of transparency is itself an issue. This paper reports on the early development of a research project that engages with this problem by examining the Australian data broker industry and its interactions with children's data. Broadly, data brokers are companies that acquire personal information and sell it to other entities for a range of purposes including marketing, risk assessment, and law enforcement. Understanding this industry and its engagement with children's data is important in part because the industry is characterised by a high level of 'privacy asymmetry' whereby people know little or nothing about companies that are gathering and trading their data.

This paper will provide preliminary observations about the commercial and regulatory landscape of data brokering in Australia, discuss the methodological challenges of researching the industry, and reflect on the need to move beyond transparency as a policy response (Crain, 2018).

Kate Mannell (presenting) is a Research Fellow at Deakin University in the ARC Centre of Excellence for the Digital Child. Her research examines the governance and use of digital platforms, with a focus on their role in the lives of families and young people. Her other research interests include digital disconnection and mobile media.

Claire Rogerson is an Early-Career Researcher from the University of Wollongong, also working as a Senior Research Assistant with the ARC Centre of Excellence for the Digital Child. Through her role as a lecturer and tutor in a range of pre-service and ICT-specific education subjects, Claire has developed particular interest in how the safety, privacy and integrity of students can be protected online. More broadly, her research interests lie in the choices, engagement and motivation of young people within educational settings, and developing critical thinking skills with students.

School social media and the datafication of children

Tiffani Apps (presenting), **Karley Beckman** (presenting)

Contemporary schools have embraced the use of social media platforms including Facebook and Instagram as a means to connect with parents, students and the broader community (For example, QLD DoE, 2021, NSW DoE, 2018). The use of such platforms by schools typically involves the curation and sharing of digital images, videos, organisational information and records of students' and teachers'

daily school activity datafying students from K-12 and school communities. Yet the utilisation of such platforms in school contexts raises critical questions about the datafication of children through this practice and the role of the school in protecting children's digital rights. Research exploring this phenomenon is limited. A small number of studies have examined school leader's uptake of digital platforms documenting the benefits and challenges (Cox & Mcleod, 2014; Bowman et al., 2018). However, there is a paucity of research that employs a critical lens to understand the data practices associated with school's use of social media and the implications including the rights of children and their families within this complex entanglement. This study described in this paper aims to understand the datafication of children through schools' practice of sharing on official school social media sites. We pay attention to school created narratives and, more opaquely, the potential data narratives constructed by the platform. We share our progress on the first phase of the study concerned with capturing a detailed depiction of the data generated through school social media practice. We consider the associated implications on children and young peoples' lives.

Tiffani Apps (presenting) is a Senior lecturer in Digital Technologies for Learning in the School of Education at the University of Wollongong. Tiffani's research focuses on children and young people's digital practices across early years, school, higher education and everyday settings. Her current research explores the impact of digital data on education, paying attention to the ways that educators, students and families engage with platforms and navigate the associated data.

Karley Beckman (presenting) is a Senior lecturer in Digital Technologies for Learning in the School of Education at the University of Wollongong. Karley's research explores children, young people and adult learners' technology practice through a sociological framing to critically engage with issues of digital inequality, digital literacy and toward developing a theoretically informed understanding of the place of technology in our lives. "

Understanding Privacy Policies and Children's Data Rights

Anna Bunn (presenting), **Xinyu (Andy) Zhao** (presenting), **Gavin Duffy** (presenting)

Australian Attitudes to Privacy survey (Australian Information Commissioner, 2020) found that only 20 percent of respondents were confident that they understood privacy policies, with most not even reading the policies, citing length and complexity as reasons for disengaging. The overwhelming majority of respondents supported measures to aid their understanding of such policies which is significant because those who read privacy policies are, according to the same survey, more likely to actively protect their information and those of their children, particularly as parents say they care about their children's privacy more than their own. However, families have reportedly been mis- or uninformed about how children's personal information is protected due to the lack of systematic regulation of privacy policies and a deficit in understanding them (Zimmerle & Wall, 2019). This has been exacerbated by the pandemic with many educational institutions waiving pre-existing privacy and data security principles by failing to undertake technical privacy evaluations or even collect

parental consent (Williamson & Hogan, 2020; Human Rights Watch, 2022).

This project aims to understand the movement of children's data through in-depth analysis of privacy policies on digital platforms for children. Current research evaluating privacy policies often focus on usability, compliance and accessibility, with few targeting children's data or their rights within an Australian context (Miller, Buck & Tygar, 2012; Zimmerle & Wall, 2019). As such, we have developed a research framework for evaluating these policies from multiple perspectives that incorporates children's rights principles. We will introduce this framework and unpack how children's data is governed and the extent to which children's rights in relation to data are protected in Australia.

Anna Bunn (presenting) is a senior lecturer at Curtin Law School and an Associate Investigator with the ARC Centre of Excellence for the Digital Child. She has a background in law and her research interests centre on the impact of technology on children's development and their rights. She has worked with educators and students to increase understanding of legal rights and issues relating to the use of technology, and has analysed regulatory frameworks governing children's data. Anna aims to bring a legal and child rights focus to research projects and demonstrate how adequate regulation of technology can both protect and empower children.

Xinyu (Andy) Zhao (presenting) is a Research Fellow at Deakin University in the ARC Centre of Excellence for the Digital Child. He researches the everyday digital experiences of culturally and linguistically diverse populations in Australia, with a particular focus on the Chinese-speaking communities. His current research projects include mapping the education technology industry in Australia and an international comparison of children's screen media use during the pandemic.

Gavin Duffy (presenting) is a PhD student at Deakin University and a student member of the ARC Centre of Excellence for the Digital Child. His research examines the everyday experiences of educational app creation and use, seeking to chart how educational apps are understood differently across their lifecycles (from developers, to users, and back again). His other research interests include datafication after death and intentionally insular online communities.

R3-2 Digital Audiences and Public Communication

New guidelines for communicating about suicide and mental illness through images

Elizabeth Paton, *Jennifer Peprah (presenting)

Public communication about suicide and mental illness can impact suicide risk, stigma and help seeking behaviours. This includes the images used to illustrate news stories or other types of communication. While existing guidelines discourage the use of images that are stigmatising, unsafe or based on stereotypes, there is limited evidence and information available on best-practice use.

This presentation introduces new guidelines for the use of images relating to mental illness, suicide, alcohol and other drugs, for use by journalists and other professional communicators across Australia.

To develop these guidelines, the research team initially looked at current evidence (literature review), current practice (scoping analysis of existing Australian guidelines and policies) and current attitudes (a survey of people with lived experience as well as media professionals, government, and the mental health and suicide prevention sectors) around image use. A series of focus groups was conducted involving people with lived experience, priority populations and professional communicators to elaborate on these findings. Finally, a multistage Delphi methodology was then employed, engaging those with lived experience of mental ill-health and suicide, expert communicators and sector professionals to establish consensus around image use.

The results of the Delphi survey formed the basis of the Mindframe image guidelines, which are to be released in September along with a suite of supporting resources including an online database of images that exemplify the guidelines. The images in this database are available royalty free to media and other professional communicators.

Elizabeth Paton is a Project Lead at Everymind, working on the Mindframe program, which supports safe media reporting, portrayal and communication about suicide, mental ill-health, alcohol and other drugs. Prior to joining Everymind, Elizabeth worked as a science communication researcher and as an education and outreach officer for a neuroscience research centre. She holds a PhD in Communication and has taught and published across areas such as suicide prevention, responsible research and innovation, media, communication and the creative industries. She has also worked as a broadcast journalist and freelance writer.

***Jennifer Peprah** (presenting) is a Research Officer at Everymind, where she works on the Mindframe programme, which promotes responsible media reporting, portrayal, and communication about suicide, mental illness, alcohol, and other drugs. Jennifer previously worked as a Clinical Psychologist and lecturer at the University of Ghana. She recently completed a PhD at the University of Newcastle on the experiences of families who have lost members to suicide in Ghana, as well as the impact of these suicides on communities and the services available to those affected. Jennifer has taught Psychology courses and published on topics such as suicide prevention, child and adolescent sexual health, and the impact of food insecurity on mental health."

The Problem with Digital Audiences: The New Audience Wastage

Dan Andrew

This research considers different factors that are used to create digital audiences the problems that exist in the automated creation and trade of digital audiences. New technologies that allow for the tracking of digital audiences are used to create digital personas of the individual and that data is used when targeting audiences with content and advertising. One of the biggest advantages of digital media is the ability to track and build profiles of individual online users. Traditional mass media audiences are created from audience measurement that is only able to use broad demographic cohorts to describe the audience, generally using gender, age and geographic parameters. Digital audiences can be tracked on not just their demographic characteristics but can also include their

online, and in some cases real-world, activities in the digital profile of who they are. While traditional audiences are built based on who they are, digital audiences are focused on what they do. This results in less audience wastage, as the audience product sold to advertisers is more likely to include those consumers more likely to purchase the advertised good or service. However, the quality of the data used to create the digital persona of audiences can greatly influence the quality of the audience product being traded. This research uses insight gathered from industry practitioners and grey literature to investigate the imperfections in when creating digital audiences that result in new forms of audience wastage.

Dan Andrew is currently a lecturer and PhD candidate at the University of Canberra, where he teaches a variety of different practical, theory and media production based communication units. Previously he had a 15 year career in advertising as a media planner and buyer, working with some of Australia's largest advertisers and some of the biggest campaigns in Australia.

“These people aren’t real”: how fictional content disrupts expectations through online mimic vlogs

Caitlin Adams

Storytelling in online spaces provides a unique opportunity for both connection and disruption as audience members navigate novel modes of storytelling. By utilising platforms known for hosting user-generated content (such as YouTube), producers create content that plays with audience expectations and understandings. As such, producers can facilitate connections with characters in new ways, but can equally disrupt audiences’ experiences of a text by challenging their pre-conceived assumptions of content on specific platforms.

This paper draws from interview findings from research focused on mimic vlogs – a type of fictional video that replicates the user-generated format of a vlog – and investigates how viewers engage with video content online that looks like something that it is not. This paper has a particular interest in understanding how participants consider these fictional videos in comparison to other genres that seek to replicate a trustworthy style (such as mockumentaries). Additionally, it explores participants’ views on YouTube as a platform for storytelling and compares their feelings about fictional content in comparison to user-generated content in these spaces.

This research contributes to scholarship around storytelling in online spaces and builds on existing research from Bakioğlu (2018), Burgess and Green (2018), and Wallace (2018). It helps us to better understand different kinds of media literacy and how these can impact how audiences approach and respond to content that purposefully tries to recreate a familiar aesthetic.

Caitlin Adams is a PhD scholar at the University of Adelaide where she also teaches in the undergraduate courses Key Concepts in Media and Image and Brand. Caitlin’s research focuses on online storytelling with a particular emphasis on YouTube and transmedia stories. Her other research interests include fan cultures and replica content online. Her first article ‘Transmedia storytelling, diegetic paratexts, and the limits of real time’ was published in *Convergence* in July 2022.

R3-3 Mediated Visibility and Public Communication

The Public Face of a Pandemic: Acknowledging trauma in communication professionals

Claire Konkes (presenting), ***Donald Reid** (presenting)

During the first two years of the COVID-19 pandemic the daily media briefing from public health officials was a ubiquitous signifier of the state’s management of the crisis. As each of these health officers delivered the official, and often changing, response to the pandemic, they become well-known public figures and carried the burden of the pandemic into their professional and private lives. It is timely to consider the impact of mediated visibility on government health spokespeople and other communicators. In this presentation we explore the moral boundaries for those brought into the public gaze during crisis, in particular those whose roles suddenly transitioned from an advisory, or ‘back-of-house’ role, to that of public-facing communicator. Bringing together the insights of communication professionals alongside using John Thompson’s concept of the “new visibility” (2005) and the wider scholarship on trauma experienced by other communication workers, this contribution identifies the ethical and logistical challenges that emerge when government officials are called to act as the ‘public face’ of unpopular issues and policies. We argue that discussion on directions for further research into the impact of media on public health communicators is warranted in order to prepare and sustain those asked to enter the media fray during a health crisis. Investigating the impact of professional communication in these environments should include an analysis of how information is sourced and processed because, again, the pandemic has thrown into relief the political dimension to science, particularly medicine, and communication.

Claire Konkes (presenting) is a Senior Lecturer at the School of Creative Arts and Media at the University of Tasmania. Her research focuses on news media’s contribution to public deliberation, law and policy formation, especially in relation to environmental and criminal matters. Her recent projects have looked at news media representations of Australian environmental policy, environmental public interest litigation and the public understanding of science.

***Donald Reid** (presenting) is a lecturer at the School of Creative Arts and Media at the University of Tasmania. His research interests include the evaluation of public health and well-being media campaigns, and the media framing of health, education and housing. “

The logics and limits of ‘making public’ in national inquiries

Kerry McCallum (presenting), **Tanja Dreher**, **Samantha Joseph**

The Royal Commission into Institutional Responses to Child Abuse (RCIRCSA, 2013-2017) has been attributed with fundamentally shifting public understanding and discussion of child sexual abuse, with news media playing a significant role in bringing previously silences crimes and institutional practices to the fore of public discussion. Interviews with former Royal Commission staff reveal

the complex processes of evidence-gathering used by the RCIRCSA to uncover crimes against children in institutional settings. This paper argues that the mediated public hearings were only a small part of the story heard by the RCIRCSA's commissioners. For example, while 14% of private session testimonies were made by Aboriginal or Torres Strait Islander survivors, there was no public hearing specifically addressing questions around why First Nations peoples were overrepresented in institutionalised settings where they were vulnerable to abuse. This paper draws on archival evidence, interviews with former staff and media texts to examine the complex interplay between legal, media and organisational logics in the inquiry process. The paper argues that the private sharing of stories has been undervalued in Media Studies that often centres the journalists' role in uncovering and 'making public' previously unknown stories. To what extent is 'making public' a necessary requirement to derive justice and truth for the victim-survivors of child sexual abuse? The paper addresses these challenging questions to better understand the role of media in in shaping public understanding of child sexual abuse through the inquiry process.

Kerry McCallum (presenting) is Director of the News and Media Research Centre at the University of Canberra, and lead investigator on the Breaking Silences: Media and the Child Abuse Royal Commission project. She is currently consulting on and developing evidence-based guidelines for the responsible reporting of child sexual abuse for the National Office for Child Safety.

Tanja Dreher is Associate Professor in Media at the University of New South Wales (UNSW) and Co-Convenor of the Media Futures Hub at UNSW. For the Breaking Silences project, Tanja brings conceptual work on the politics of listening to bear on hierarchies of attention and overshadowed voices in media and the RCIRCSA.

Samantha Joseph is a Research Associate on the Breaking Silences project, based at UNSW. Samantha is a highly experienced Aboriginal professional with experience working within government, not for profit and commercial sectors. Her time working at the RCIRCSA equipped her with insights to foster positive engagement with Aboriginal stakeholders and lead Indigenous research for this project.

Habits of Relation and Communication in Online Video Platforms: After Felix Ravaisson

Andrew Lapworth (presenting), **Lucy Koh** (presenting)

If the chaos, uncertainty, and social upheaval of the Covid-19 pandemic has demonstrated anything it is the immense importance and value many of us place on our interpersonal communication with family, friends, and colleagues. A testament to our need for social connection, we have shed the physical constraints of isolation and restricted mobility by embodying digital selves and settling into online ecologies to affirm and reaffirm our relations with old and new communities. In thinking about the social and subjective impacts of our new communicational ecologies, this paper turns to the explosive ascendancy of online video call platforms, a seemingly mundane and familiar technology whose disruptive and transformative potential resides in its very mundanity and increased familiarity.

Drawing on interviews conducted with young professional users of such platforms, our paper explores the impacts of online video call platforms on habitual ways of relating to ourselves and others. We argue that grasping the impact of such technologies requires a new mode of thinking attuned to how they reshape behaviour below the thresholds of consciousness thought, altering bodies at the non-representational level of affect and desire. In theorising these non-representational potentials, the paper draws on recent materialist engagements with the thought of French philosopher Félix Ravaisson to highlight how these new communicational technologies are reshaping human thought and behaviour through the unconscious dynamics of habit formation.

Andrew Lapworth (presenting) is a Senior Lecturer in Cultural Geography at the University New South Wales, Canberra. His research interests lie in social and cultural theory, and especially the implications of process and event-oriented philosophies (particularly Deleuze, Simondon, Guattari, and Whitehead) for contemporary theorisations of ethics, politics, aesthetics, and subjectivity. His recent published work explores the contemporary art-technology and art-science interface; the material and conceptual refiguring of 'life' in bioart and biohacking; and cinematic encounters and the politics of thinking.

Lucy Koh (presenting) is a Psychology Honours student and multidisciplinary researcher at the University of New South Wales. She is currently working on a research project with Andrew Lapworth that explores how the spatial and contextual intricacies of the video call environment disrupt and/or transforms habitual ways of relating to ourselves and others. Her research interests lie in applied psychology, technological design, and sociology.

R3-4 Game Play and Public Data Sharing

Play & Pause: Supporting the parent gamer community in Australia

***Fae Heaselgrave** (presenting), **Ashlee Borgkvist**, **Sarven McLinton** and **Susannah Emery**

For parent gamers, playing video games can provide much needed relief from the stresses of parenting. Membership to an online gaming community can enhance parents' mental health and connection through a shared gaming identity.

The responsibilities of caring for children and managing family life can, however, disrupt parents' leisure time, inhibiting their enjoyment and opportunity for gaming. A reduced sense of satisfaction and achievement could have adverse implications for parents' social wellbeing.

Whilst there are structural factors that influence parents' gaming practices, such as how parenting roles are enacted in the home, the games industry also has a role in addressing the nuanced gaming needs of parent gamers. For example, the design and mechanics of massive multi-player online role-playing games and many adventure games means gameplay cannot be interrupted without losing

level progress, positioning on the leader board, or forcibly killing the character. Not being able to pause these more complex and immersive games to attend to children's needs means many parents are excluded from playing them.

Little research to date has focused on the autonomous gaming practices of parents or how the games industry can contribute to parents' wellbeing with more inclusive game design. In this paper, we present preliminary findings from our research with parent gamers in Australia about their experiences of gaming and their specific needs, and share insights about the collaborative work we are doing with the industry to support its inclusivity agenda."

***Fae Heaselgrave** (presenting) is a lecturer in Communication and Media at the University of South Australia. Her research focuses on the social embeddedness of digital technologies in society, both at a micro and macro level of everyday life. Her PhD research examined mothers' own use of digital media and the unpaid digital care work of mothers who regulate children's use. She is currently studying parent gamers to understand the benefits, challenges, opportunities, and gendered nuances associated with gaming in the home. As a mother of two teenagers, Fae rarely finds the time she wants or needs to play video games.

Co-Authors - **Ashlee Borgkvist, Sarven McLinton and Susannah Emery**

From Chaos to Comfort: How Dollhouse Gameplay in The Sims II and Fallout 4 Draws Players Back During Times of Crisis

Amy Brierley

The first year of the Covid-19 pandemic saw a notable surge in players turning to simulation games like The Sims series and Fallout 4. In March 2020 Teen Vogue ran an article in which they describe The Sims as "the perfect game for social distancing during the coronavirus pandemic". For the most part, they cite the game's ability to offer a "sense of control and consistency" as the reason for its success during lockdown periods. Arguably, the crisis conditions of lockdown amplified the pleasures conventionally associated with this type of gaming. Drawing from Martey and Stromer-Galley, I understand these games as employing 'dollhouse' mechanics of play. They facilitate a space in which players can manage social behaviours and curate their environment. Montes and Campbell (2013) explore why these experiences are appealing, describing a "potent fantasy" of social power dollhouse gameplay allows for. I want to take this further and look at how recent crises also see players returning to these kinds of experiences. I will analyse what element of the texts draws players back to them, and how these ludic spaces become a refuge during times of chaos. Exploring how these games engage with the idea of player control, as well as offering an escape in the form of digital domesticity. Ultimately this will further the work of Marston and Kowert (2020) who see digital games as potential tools of healing, while arguing there are specific pleasures of gaming that are particularly engaged with, during times of crisis.

Amy Brierley is a PhD Candidate from the University of Adelaide. Her thesis, The Evolution of Interactive Romance in AAA RPGs looks at the patterns, trends and shifts the most popular role-playing games have gone through in exploring digital love. Her research interests include game studies, emergent narrative and experiential metaphor.

R3-5 Audience Led Participattion In New Media Landscapes

Beyond fact-checking: Considering participatory responses to disinformation

***Stephen Harrington** (presenting), **Ehsan Dehghan, Phoebe Matich** (presenting)

A significant amount of research in recent years has focused on what has broadly been termed "information disorder" (Wardle & Derakhshan, 2017). This has included attempts to parse the differences between its various forms (e.g. mis- and disinformation, 'fake news', malinformation, etc.), tracking its spread (e.g. movement in online networks), and assessing the extent to which it influences public opinion and hinders effective functioning of liberal democracy. However, much of this research operates – implicitly or explicitly – under an 'information deficit' model, which assumes that the problem ultimately stems from a lack of high-quality information present among certain groups and communities. This paradigm therefore implies that misinformation is sufficiently countered by merely stating that something is factually inaccurate: a position that has grown in popularity in research and policy since 2016, and is perhaps best evidenced by the journalistic practice of 'fact-checking'. In this paper, however, we argue that this mindset fundamentally misunderstands the situation, and fails to appreciate the enormous social and psychological challenges involved with unseating people's belief in conspiracies and other misinformation. Taking many of these factors into account, we instead ask the question: what would ideal responses to disinformation look like? We argue that, whereas those in journalism and the media industries have traditionally fallen back on a top-down, 'telling' modality, more engaging, participatory responses that welcome and include the audience as part of a community may ultimately be much more effective and long-lasting.

***Stephen Harrington** (presenting) is an Associate Professor in the School of Communication, and a Chief Investigator in the Digital Media Research Centre, at the Queensland University of Technology, Australia. He is the author of Australian TV News: New Forms, Functions, and Futures (Intellect, 2013), editor of Entertainment Values: How Do We Assess Entertainment, and Why Does it Matter? (Palgrave, 2017), and co-author of Politics, Media and Democracy in Australia (Routledge, 2017). He is a former Chair of the ICA's Popular Communication division, and is currently a Chief Investigator on an Australian Research Council-funded Discovery project (DP200101317) examining mis- and disinformation.

Ehsan Dehghan is a chief investigator at the Digital Media Research Centre (DMRC), and lecturer in Digital Media at the School of Communication, Queensland University of Technology. His research examines the inter-relationship of social media and democracy, and the dynamics of antagonism and polarization online.

Phoebe Matich (presenting) is a PhD candidate in the Digital Media Research Centre at Queensland University of Technology, working within an Australian Research Council-funded Discovery project (DP200101317) examining mis- and disinformation. Her PhD research uses qualitative analysis to examine the ways that journalists engage, in their practice, with discourses of mis- and disinformation by political actors. It interrogates information legitimacy as a symbolic and political component of the misinformation issue.

Online discourse as degenerate inquiry

Michael Davis

The character of online political discourse in the midst of the Covid pandemic goes beyond popular but narrow conceptions of misinformation and disinformation to implicate a broader degradation of the public sphere beyond even that imagined by Habermas (1996).

Following pragmatist philosopher C.S. Peirce (1877, 1903) the paper articulates a concept of degenerate inquiry that may provide a theoretical framework for understanding the degradation of political discourse in online communities. For Peirce, in truth-oriented communities of inquiry, such as science, a solidarity of purpose leads on the whole to the evolution of truth-promoting practices characterised by an ethic of disinterestedness. In degenerate inquiry, by contrast, the disinterested pursuit of truth is supplanted by some other common purpose or norm, or in its basest form by the reactionary strategy of protecting a preferred position from refutation. Degenerate forms of inquiry are not necessarily spurious; but they are governed by norms that in the long run are not conducive to truth.

We use this framework to explore where intervention might best be exercised to promote truth-oriented discourse online. The paper will argue that, perhaps paradoxically, the most profitable course might be to reorient the focus of our concern away from truth as such towards other truth-conducive norms such as civility, reasonableness and intellectual humility.

Michael Davis is research fellow at the Centre for Media Transition at UTS. Michael has taught philosophy and sociocultural studies at the ANU and at Universidad de los Andes in Bogota, Colombia, and currently teaches media ethics and law at the University of Sydney. He is working on applying ideas from philosophical pragmatism to improve our understanding of the public sphere and develop effective responses to misinformation. He previously worked in the disinformation taskforce at the Australian Communications and Media Authority, and also spent five years in the museum sector working as a researcher and curator for exhibitions and other cultural projects.

R3-7 COVID Crisis Responses

From reputation to resilience: Organisational communication management around Singapore's COVID-19 outbreaks in migrant worker dormitories

***Elaine Xu** (presenting), **Tania Lim** (presenting), **Howard Lee**

In 2020, Singapore witnessed a surge in cases in the dormitories housing migrant workers, which accounted for 53,669 (94.5%) of local COVID-19 infections between March and August. The government, NGOs, and the media scrambled to address and make sense of this evolving threat, specifically around the large-scale lockdown of over 1,000 migrant worker dormitories and the cramped living conditions found within. Their communication efforts to the Singapore public, and internationally, impacted confidence in the government's ability to manage the outbreaks. The disparate narratives from various stakeholders come into conflict for much of the peak of the dormitory outbreaks from March to August 2020, with migrant workers having little voice in sharing their experiences. Our paper shows how the government, NGOs, and local news media sought to control the narratives around not just the pandemic, but also recast migrant workers as economic and nation-building bodies at key moments of the dormitory outbreaks to justify or contest the COVID-19 containment measures. Our analysis of these three stakeholders' organisational communications during the peak of the dormitory outbreaks demonstrated a public policy desire to resolve the situation with minimal damage to Singapore's international reputation, but did not translate into sustained efforts to improve migrant workers' rights or living conditions. Drawing links to Singapore's current "COVID-19 Resilient Nation" plans, we contend that the continuation and perpetuation of the narratives we identified have further marginalised migrant workers and those who sought to assist them outside of the government's directives.

***Elaine Xu** (presenting) is a lecturer in strategic communications at the University of Newcastle and has 10 years' experience managing media and communication projects in Asia. She is an early career researcher interested in the framing of social and non-profit causes and how communication influences everyday consumption practices.

Tania Lim (presenting) is Singapore discipline lead (media and communications) at Murdoch University's Singapore campus. She focuses on media and cultural policy, governance, industry development of Asian media industries, social communication, and media literacy.

Howard Lee is a lecturer of communication at Murdoch University. He is a former PR professional with the Singapore government and a digital journalist. His research interests include journalism, public communications, surveillance, politics, and where they intersect."

Working together to respond to COVID-19: supporting Western Sydney schools and their communities through communications during the pandemic

Mark Rix, Liz Scully

Catholic Education Diocese of Parramatta is a system of 80 schools across Western Sydney and the Blue Mountains dedicated to transforming learning. With around 43 500 students and 5000 staff, many living and/or working in the areas termed by the NSW Government as “Local Government Areas of Concern” during the 2021 Greater Sydney Lockdown, the pandemic created a significant communications challenge for the organisation and its school communities.

From the moment that St Patrick’s Marist College Dundas became the second school in Australia to close due to COVID-19 cases at school, the pandemic disrupted and transformed Catholic Education Diocese of Parramatta’s approach to communications in times of crisis and beyond. This paper seeks to share learnings based on leading an organisational communications response to COVID-19 over the past three years. This includes communications with staff and making the most of new technologies such as Zoom.

Significant changes have included the way that social media was deployed to build community, share timely information and for dialogic communications with parents and carers and other community members. Recognition of the cultural and linguistic diversity of school communities and adjustments to communications to ensure appropriate community language on this basis and to promote a culture of service also facilitated connection during these challenging times. A highly responsive approach to media engagement was an important feature of COVID-19 communications, enabling strong Western Sydney voices from school communities to be heard through the public discussion of COVID-19.

Mark Rix is the Head Executive Office and Communications at Catholic Education Diocese of Parramatta and has also served as Head of Communications, Media and Marketing at Sydney Catholic Schools. He holds a Bachelor of Education with Distinction and a Masters of Arts. He began his career in education in 1979 at De La Salle College Bankstown and has served many schools including as Head of English. He has also been a senior HSC marker, was invited to run an HSC marking operation and was a member of the consultative group that developed a new English curriculum for NSW.

Liz Scully is the Communications Manager at Catholic Education Diocese of Parramatta. She holds a Bachelor of Arts (Honours) and recently completed a Master of Not-For-Profit and Social Enterprise Management. Her professional experience includes working as a communications specialist in faith-based organisations, in government relations and as a Party Official and political advisor. Her current community involvement is focused on co-chairing the Board of Parramatta Women’s Shelter. Over the past few years, she led the establishment of this new local refuge within the Women’s Community Shelters network. In 2019, she served as Labor’s State Election Candidate for Parramatta.”

“Happy (n)ever after?”

The experience of working in the Australian advertising industry during and beyond the COVID-crisis.”

Sven Brodmerkel (presenting), **Marilyn Mitchell** (presenting), **Anne Miles**

Even before the COVID-19 pandemic, the advertising industry has been characterised by a high prevalence of burnout and mental health issues amongst its practitioners, as industry surveys and reporting in the trade press reveal (Never Not Creative & Everymind, 2018; Nabs, 2018; The Drum, 2019; Robinson, 2019). This paper presents preliminary results from ‘Towards a new normal?’, an ongoing exploratory study into how Australian advertising agencies have responded and adapted to the COVID-19 crisis. The first stage of this project focuses predominantly on two aspects: (1) how agencies have adjusted their business models, workflows, and ideation processes to the disruptions caused by remote work and (2) how lockdowns have affected agency workplace cultures, particularly in terms of psychological support and psychological safety. Based on a comprehensive survey as well as interviews with practitioners, our research documents the experiences of advertising practitioners working in Australian agencies along these three key dimensions: Processes & Workflows, Creativity & Ideation, and Culture & Interaction. The overall aim of this project is to identify the positive lessons that have been learned to make careers in advertising – and in the creative industries more broadly – more sustainable and fulfilling.

Sven Brodmerkel (presenting) is an Assistant Professor for Advertising and Integrated Marketing Communications at Bond University. His research focuses on the practices, politics, and ethics of new media technologies in the context of advertising and branding. He currently also investigates the changing nature of professional creativity and workplace cultures in the advertising industry in relation to various age, gender, and race inequalities as well as mental health issues and initiatives.

Marilyn Mitchell (presenting) is Discipline Leader for Communication, Media, Public Relations, and Journalism in the Faculty of Society & Design at Bond University. She lectures in the subjects Mass & Popular Media and Organizational Communication & Leadership. Her research interests are in learning and teaching, organizational culture, and the semiotics of information graphics and other forms of media.

Industry partner: **Anne Miles** is an awarded entrepreneur in marketing and advertising and an industry partner on the project. She is the founder of Suits&Sneakers, a global network of top pre-approved marketing talent.”

R3-8 Frameworks, Methods, and Cultures

iQiyi: Ownership and control of streaming in South East Asia

Mark Balnaves

Qiyi, a name perhaps not well known in the West, is a major Chinese streaming platform. By 2018, its Chinese period dramas gained over 15 billion global streams, outstripping Game of Thrones final season with 31 million viewers. iQiyi produces Korean dramas in Korea and is investing heavily in South East Asia (SEA). In this paper, the author looks in detail at iQiyi and streaming through an Armand Mattelart (1994) and representational lens, investigating the impact of global corporations on global streaming.

***Mark Balnaves** is a media audience researcher.

Te Tiriti Framework for News Media

Jenny Rankine (presenting), Tim McCreanor

The COVID-19 pandemic has further exposed the gap in trust between mass news media and the most vulnerable populations, which research literature has been clear about for many decades. This gap has been exploited by familiar bad faith news media actors, resulting in greater harm to indigenous peoples and other marginalised populations. This makes indigenous-inspired frameworks more important than ever for mass media organisations that want to change their colonising practices.

Aotearoa/New Zealand differs from Australia in that the indigenous Māori signed a Declaration of Independence, recognised by Britain in 1835, and five years later organised and signed te Tiriti (Treaty) of Waitangi with British Crown representatives. The Declaration asserted Māori sovereignty over the country and its resources; this was reiterated in Te Tiriti, which also gave the Crown authority to govern its settlers.

The presentation will outline a five-page Te Tiriti Framework for News Media, commissioned by Irirangi te Motu/NZ on Air for news organisations applying to its Public Good Journalism Fund, and published in March 2022. The framework recognises the history and continuity of stigmatising news media depictions of indigenous peoples in British settler colonies, and media's unhesitating support for settler control. The framework provides questions for news organisations in four domains – commitment to te Tiriti; media accountabilities for the harms it perpetuates; the world views and norms expressed by news practices; and considerations for indigenous-controlled media. An accompanying Evidence document summarises research into the very similar colonising discourses of settler-owned news media in Aotearoa/NZ and Australia."schools including as Head of English. He has also been a senior HSC marker, was invited to run an HSC marking operation and was a member of the consultative group that developed a new English curriculum for NSW.

Jenny Rankine (presenting) is a fifth-generation White Australian, born in Adelaide on Kurna land. She moved to Aotearoa/New Zealand in 1979 and identifies as Pākehā. She has organised about and studied feminist, Treaty, anti-racism and lesbian issues, and produces anti-racist graphics to disrupt online racism against Māori.

Associate Professor Tim McCreanor is a second generation Pākehā New Zealander of Irish and Scots ancestry, living in Tāmaki Makaurau. He has been researching and writing about media racism and its associated links with societal and interpersonal racism, as a key component of ongoing colonialism in Aotearoa since the late 1980s.

Decoding the Political Ideology of Dank Meme Subcultures Using Pragmasemiotic Methods

Luke Troynar

Meme subcultures play a central role in political communication in the COVID era and internet memes have become a common discursive weapon with serious material implications. This study draws on a novel combination of computational and semiotic analysis to investigate how politically diverse online subcultures are using memes to connect, disrupt, build community and engage with ideology. By combining critical humour studies tenets and Feminist Standpoint Theory with close formal-semiotic readings and systematic computational data analyses, I explore how memetic 'dankness' is cultivated and deployed among two apparently contrasting Reddit communities. Dank meme subcultures position themselves as oppositional to 'mainstream' (or 'normie') culture, and 'dankness' itself connotes irony, irreverence, meta-referentiality and idiosyncratic playfulness with meaning—communicative modes that often lead to ambivalent textual meaning that is difficult to align with sociopolitical meaning. This study critically analyses a sample of the most resonant memes from two prominent dank meme subreddits. Preliminary findings show memes that resonate among purist dank meme communities often target sexual and racial minorities using textual strategies that afford multiple readings (e.g., both ironic and literal) which obscure the potential social harm of these memes. Meanwhile, 'leftist' dank meme subcultures tend to favour formal compositions that reduce opposing political factions to facile extremes. While memetic creativity and originality do seem to play a significant role in the in-group cohesion of dank community members, on the whole such communities appear to come together most strongly as a subcultural 'us' through the activity of pushing people from the othered 'them' of 'mainstream' culture (i.e., various identity and political groups in the real world) apart. Connectivity within these communities thus appears to come at the potential cost of deepening digital and ideological divides outside of them.

Luke Troynar is a third-year HDR student at the Digital Media Research Centre at QUT. With a mixed educational background of literary and media studies, he is interested in innovative approaches to understanding how cultures make meaning and build discourse online with a focus on ambivalent internet humour. His PhD research involves adapting the literary method of pragmasemiotic analysis so that it can be fruitfully applied to internet memes. His collaborative research paper, 'Humour as an

online safety issue: exploring solutions to help platforms better address this form of expression', co-authored with digital media scholar Ariadna Matamoros-Fernández and fellow HDR student Louisa Bartolo, will soon be published in Internet Policy Review.

Beyond the “critical incident”: COVID-19 and the slow paths towards editorial automation in Australian newsrooms

Silvia X Montana-Nino (presenting), **Jean Burgess**

The impact of the COVID-19 pandemic altered journalistic practices globally. Recent research has outlined this health crisis as a “critical moment” for the field. Journalists, news industries, and governments were forced to change their conventional approaches to work due to the big data generated during the virus’s spread and vaccine rollouts. Australian news workers had to engineer ways to combine automation tools to adjust the news production to meet the audience’s significant informational demand and coverage of COVID-19 breaking events. The constant data production and its transformation into structured information drove news outlets to reallocate news workers’ workloads changing routines dramatically and, in some cases compelling them to work intensively with manual templates, automated visualisation tools, and COVID-19 data feeds. However, given all the conditions with the availability of structured data provided by government offices, health authorities and other sources, advanced algorithmic tools such as Natural Language Generation (NLG), software used for years to automate news with this kind of characteristics, was not a standard model of news production. Based on 17 semi-structured interviews with Australian news workers across nine commercial and public service news organisations, we found that despite the unequivocal nature of COVID-19 as a critical incident that deepened data-driven cultures, these conditions were not enough to carry out complex and imagined models of news automation. Structural factors delayed the transition to sustained editorial automation processes. Furthermore, government agencies needed to implement upgraded delivery infrastructures to generate permanent COVID-19 ‘data beats’.

Dr Silvia X Montana-Nino (presenting) is a postdoctoral research fellow at the ARC Centre of Excellence for Automated-Decision-Making (QUT). Her research studies the impact of automated and data-driven technologies in news production and distribution.

Professor Jean Burgess (Fellow of the Australian Academy of Humanities) is a Professor of Digital Media at the QUT Digital Media Research Centre, and in the QUT School of Communication. She is currently Associate Director of the ARC Centre of Excellence for Automated Decision-Making and Society. She researches and publishes on issues of cultural participation in new media contexts, with a particular focus on user-created content, online social networks, and co-creative media.”.

R3-9 Power of Public and Private Voices

Media Constructions of Trans and Non-binary Identities through the Eyes of Trans and Non-binary People in Aotearoa New Zealand

Elena Maydell

This research draws on the developments of queer theory in gender studies that have allowed for multiple possibilities to investigate different aspects of gender construction and performance among people who identify as different from heterosexual norm still prevalent in many societies. While there is an indication of progressive movement towards a wider acceptance of trans and non-binary folk across different parts of social life in Aotearoa New Zealand, media portrayals of these people are not in sync with government policies and legal changes that acknowledge gender diversity. This study undertook the interviews with 30 trans and non-binary participants, examining their responses to media constructions of trans and non-binary identities. The discourse analysis of the participants’ stories indicates an overall negative representation of trans and non-binary individuals across different media channels, which continues to stigmatise and victimise them, recycling harmful stereotypes and humiliating labels. Many participants indicated that based on the media portrayals the attitude and perceptions of general population continue contributing to exclusionary and discriminating practices towards trans and non-binary individuals. Hence, it can be argued that the symbolic annihilation hypothesis, initially posited by Tuchman in terms of representation of women by media, is enacted towards trans and non-binary folk in a similar harmful manner. While the changes in policies and legislation can be seen as a positive step towards recognition and acceptance of different gender identities, mainstream media are responsible for addressing their practices of negative coverage of such identities, to lead the way towards further emancipation of society.

***Elena Maydell**, PhD, teaches communication and public relations courses at School of Communication, Journalism and Marketing, Massey University of New Zealand, in Wellington, Aotearoa New Zealand. Her research interests are cultural studies, discourse analysis, media studies, cross-cultural communication, minority discourse, queer studies, immigration studies, and qualitative research methods. Her recent publications focused on media populism, visual misrepresentation of Indigenous identities, and narrative analysis of identity construction through double migration.

Not just about the news: local journalism start-ups and engagement with regional communities

Kathryn Bowd

The growth of local news start-ups in regional areas of Australia has been a notable trend in the wake of COVID-19 shutdowns – temporary or permanent – of established local newspapers. While successful start-ups are limited in number, they occupy a significant place in the local news landscape – in many ways marking a return to the highly localised news coverage that pre-dated the growth of

corporate ownership. But the ways in which these outlets are connecting with their communities – particularly geographic, but also reflecting interest in localised topics – go beyond the provision of news and information. By engaging more directly with these communities, successful start-ups are navigating new ways of building relationships and consolidating their places in their communities. In some cases, this engagement builds on pre-existing relationships between individual journalists and communities; in others it is founded on new relationships. While the long-term viability of these start-ups remains unclear – and a number have already closed down – an approach that goes beyond news to support community and community-building may help to consolidate their central role in local public spheres, and contribute both to their economic sustainability and their capacity to support local social capital. This presentation focuses on findings from a 2020/2021 series of qualitative interviews with journalists working for grassroots regional start-ups, highlighting how these new news outlets are finding their own ways to connect and engage.

Kathryn Bowd is Associate Dean, Work Integrated Learning, in the Faculty of Arts, Business, Law and Economics at the University of Adelaide. She is a Senior Lecturer in Journalism and a Postgraduate Coordinator within the Faculty of ABLE. Kathryn teaches and researches in WIL and in journalism practice, with a research focus on non-metropolitan journalism and changing journalism practice.

Breaking Silences through Hashtags: Digital Activism and Celebritisation of the #MeToo Movement in Pakistan

Amna Nasir

My paper aims to investigate the beginnings of the #MeToo movement in Pakistan by studying the media framing of the silence breakers (i.e., Meesha Shafi), as well as the movement, in general. I wish to explore how media portrayals and celebrity culture have contributed to the overall reception of the movement in the country. My paper will focus on researching the process of news production and framing in the mass media, alongside the consumption and audience reception and the impact on the overall #MeToo movement.

Over the last couple of years, there has been a significant amount of academic research on the #MeToo movement and how it gained momentum in 'western' countries. The role of media, particularly social media in developing and mobilising this social movement has been considerable. Various media scholars have dissected the politics of hashtags and their impact on the masses. However, there is no significant work on how the movement became a huge phenomenon in Pakistan and the role played by mainstream media in making this happen. My paper studies the #MeToo movement's popularity in Pakistan and how the portrayal of Meesha Shafi impacted the overarching perception regarding the movement and the response of the people in Pakistan. This is significant because the #MeToo movement is not only restricted to a 'western' context anymore but has rather become a transnational social movement which requires examination from a more decolonial and transnational lens.

Amna Nasir is a current PhD student at the University of Wollongong. Her research focuses on the #MeToo movement and the media portrayal and celebritisation of the movement in South Asia. Amna completed her Bachelors in Media Studies with a CGPA of 4.0 and a gold medal from Riphah International University in Pakistan. She completed her first Masters with a Distinction in Diversity and the Media from the University of Westminster in London and her second Masters with a distinction in Cultural and Gender Studies from the University of Sydney. Amna is the recipient of various prestigious international scholarships including Australia Awards.

Public Data Sharing during Crises: Lessons from Australia and New Zealand during COVID-19

Bernadette Hyland-Wood

Data runs our world. Whether in Auckland or Zhengzhou, billions of citizens benefit from access to high-quality public data openly shared by governments, including demographic, location, weather, and public health data. Research centres and academia depend on open public data. In the wake of recent public health and climate crises, one consistent theme is the need for access to accurate, timely data to inform policy advice and decision-making. There is a vigorous discussion about the capabilities and competence of governments to supply relevant public data. However, the day-to-day reality of public data supply is mixed, at best. Incomplete or deficient national public data strategies may leave many public and private institutions unprepared for the strategic and tactical challenges they face during watershed moments in modern human history (e.g., climate crisis, pandemics, attacks on democratic institutions). During the COVID-19 pandemic, access to accurate, timely public data gained renewed centrality as biological modelers, statisticians, economists, and health practitioners advised multilateral organisations (e.g., WHO, CEPI, UNICEF), heads of state, state, territory and national public health officers during prolonged and compounding crises. Based on interviews with 42 senior executives, data custodians, and researchers, this study examined factors helping and hindering public data supply in Australia and New Zealand. Analysis of public data sharing during the COVID-19 pandemic (2020-2022) revealed competing incentives and pressures between political leaders, experts and civil society. In addition to government agencies providing traditional datasets, citizens and researchers emerged as central to data production while not being policy actors in the conventional sense.

Dr Bernadette Hyland-Wood is a Lecturer on data science in QUT's School of Communication. She is an Affiliated Investigator in the Computational Communication and Culture Program in QUT's Digital Media Research Centre and Co-Leader of the Responsible Data Science Program in the QUT Centre for Data Science. Dr Hyland-Wood's research examines public data policy and digital communications during crises, including the formal and informal dynamics. Her contributions draw on theory and applied research on data ethics, human-centered AI, and organizational behavior. Her research provides insights into socio-political life of data. Bernadette completed her PhD at The University of Queensland in 2021.

Stream Four

1:15pm - 2:45pm, Thurs 24th November

* Session Chair

R4-1 Digital disruption and governance in China

This panel explores the forces shaping digital platform cultures and governance in the Chinese context. Over the past decade, China's digital communications economy has advanced rapidly and the nation is now experiencing a range of economic, social and political issues that mirror those experienced by many Western nations during similar times of digital disruption and advancement. Issues include those relating to digital labour and precarity, user generated content and intellectual property enforcement, and market concentration and 'big tech' monopolies. The panel presents a collection of papers covering chibo (social eating) influences, remix practices on Chinese social media, Multi-Channel Networks on Douyin/TikTok, and the Chinese Communist Party's recent efforts to restrain its dominant platforms Baidu, Alibaba and Tencent. Through these papers, the panel explores the issues, ideologies, economic conditions and regulatory responses currently shaping China's digital transformations. The panel seeks to understand the impact of China's state-centric model of platform governance and the Chinese government's ideological commitment to social order on social media cultures and the economic conditions for digital creators in China. Panelists also seek to uncover the implications of China's approach to managing digital transformations and disruption for other national and international stakeholders who may be seeking to challenge the dominant interests and ideologies in their local and regional digital communication economies. "

China's 'big tech' problem: The significance of platform monopoly regulation in China

***Joanne Gray** (presenting), **Yi Wang**

In China, where Internet giants Baidu, Alibaba and Tencent dominate over their competitors, the CCP's digital policy agenda has recently evolved to include a stance against technology monopolies. China's position on tech monopolies fits within a digital policy agenda characterised by a commitment to achieving strong economic growth in both international and domestic technology markets, while also maintaining strict state control over the structure and function of the market and its participants to ensure they operate accordant to Chinese values and CCP objectives. What can we learn from China's approach to 'big tech'? Through a content analysis of publicly available policy and government documents, company reports, trade press and news media, we investigate key moments in the evolution of anti-monopoly/oligopoly actions taken by the Chinese government against its dominant digital platforms. This analysis is useful for moving Internet governance discourse beyond political caricatures, such as those that informed the 'Sino techlash'. In the geopolitics of the Internet, points of convergence between international policymakers may be useful for improving public oversight of the global digital platform economy over the long term. Understanding the Chinese government's approach to technology monopolies is also significant to policymakers globally because, as China's rapidly advancing technology sector continues to expand, these policymakers may soon confront a new generation of powerful private actors who exist within China's jurisdictional reach.

***Dr Joanne Gray** (presenting) is Lecturer in Digital Cultures at The University of Sydney. She is a highly accomplished ECR studying digital platform policy and governance. Gray is currently the Research Director for Media and Communication at the University of Sydney, where she leads and collaborates with diverse research teams. She has previously led research projects investigating the geopolitical implications of TikTok, content moderation cultures on Facebook, Google's platform governance, and YouTube's algorithmic content curation and moderation practices.

Yi Wang is a sessional academic at the University of Sydney, Department of Media and Communications. She completed her PhD degree from the Digital Media Research Centre at Queensland University of Technology. Her research interests span a diverse range of areas: creative industries studies, media and communication, platform studies, and stakeholder engagement. Her publications include book chapters "Creative industries in China: the digital turn", published in *A research agenda for creative industries* (Edward Elgar Publishing, 2019), and "Universities and regional creative economies" published in *Universities and regional creative economies* (Routledge, 2019), as well as journal articles in *Media International Australia* (2022), *Creative Industries Journal* (2022) and *Journal of Public Relations Education* (forthcoming).

Governing social eating (chibo) influencers: Policies, approaches and politics of influencer governance in China

Jian Xu (presenting), **Lina Qu**, **Dino Ge Zhang**

Using the governance of social eating (chibo) influencers as a case study, this paper demonstrates the policies, practices, discourses and politics of China's state-centric model of influencer governance. It argues that influencers in China are in a relatively precarious position due to various regulations and restrictions imposed upon them by the state, platforms, and industry associations. They are frequently targeted in China's internet governance campaigns 'for a more sanitary internet' and harnessed to participate in social governance 'for the creation of a better socialist society'. They are therefore often vulnerable in China's state-controlled digital capitalism and constantly walk on eggshells between risks and opportunities. This has consequently enabled their creativity, flexibility, and resilience to 'play edge ball' with recurring platform crackdowns and capricious government policies in order to survive in the ever-changing influencer industry. The co-evolution of the regulatory policies and focuses, and the shifting performativity of influencers, makes China's influencer culture fast-evolving and the governance itself more complex than elsewhere.

Jian Xu (presenting) is a Senior Lecturer in Communication in the School of Communication and Creative Arts, Deakin University. He is co-convenor of the Asian Media and Cultural Studies Network at Deakin and series editor of *Asian Celebrity and Fandom Studies* (Bloomsbury Academic). He researches Chinese digital cultures, internet governance, cultural governance and celebrity studies. He co-edited special issues on China's internet governance, influencer governance in Asia, digital labor on Chinese platforms, pandemic citizenship, Asian celebrity culture with *Media International Australia*, *Policy & Internet*, *Global Media and China*, *Continuum*, and *Celebrity Studies*. He is editing

two books on Asian celebrities in the digital era and vulgar internet cultures and governance in China.

Lina Qu is an Assistant Professor of Chinese at Michigan State University. Her research interests include representation and mediation of woman's body, digitalization and visualization of writing, and transmedia storytelling and the participatory culture. She has published articles on Eileen Chang, social eating livestream, and Chinese internet literature.

Dino Ge Zhang is a Visiting Assistant Professor in the School of Creative Media at City University of Hong Kong. He is a media anthropologist specializing in online video, microcelebrities, livestreaming media, and videogame cultures in China. He is the co-editor of the 2021 *Asiascape: Digital Asia* special issue "Inaugurating Livestreaming Studies in Asia" and an open-access book (Un)locked: Memories of Wuhan published by SCALE. He has published in *SFRA Review*, *China Perspectives*, *Celebrity Studies*, *Convergence*, *Media International Australia*, *Games and Culture*, and other peer-reviewed journals.

Digital copyright protection and platform governance in Chinese social media

Xiang Ren

China's big tech companies and platforms are infrastructural intermediaries of digital content and social connectivity. However, they have long been criticised for the failure to effectively enforce copyright protections and the tolerance of copyright infringement in user-generated content for commercial benefits. In the past decade or so, Chinese Internet giants like Tencent, Bytedance, Alibaba and Baidu expanded their business into content production and copyright operation at a fast pace and established new competitive advantages as big copyright owners. Copyright protection thus becomes one of the priorities in their platform business. With a focus on user-generated original and remixed content in major Chinese social media platforms, this paper uses document analysis and case studies to explore the changing role and practice of platform governance in digital copyright protection. It argues that platform-based digital copyright enforcement is increasing content creators' economic incentives and rewards in the context of "Zimeiti" content entrepreneurship. However, copyright is also used to consolidate big tech's monopolist position and power over individual creators and enhance digital censorship in China's social media industries.

Xiang Ren is Academic Fellow in media and communication at the University of Sydney, and his research examines the business and culture of digital publishing, copyright and platform regulations, and Chinese media and creative industries. Dr Ren was previously a research fellow in the Institute for Culture and Society (ICS) and the Australian Digital Futures Institute (ADFI), where he led and participated in a range of research and innovation projects. Before his academic career, he spent more than a decade working in the publishing industries in China and internationally, and he is currently writing a book about China's eBook evolution.

Borderline practices on Douyin/TikTok: Content transfer, fake accounts and algorithmic manipulation

Chunmeizi Su, D. Bondy Valdovinos Kaye

TikTok continues to be the top downloaded app across many countries and the short video consumption craze continues. But TikTok has also come under harsh scrutiny for its Chinese origins and data security. For TikTok, the journey of globalisation has involved a painful contest with governments, geopolitical manoeuvres, and, ultimately, finding platform regulation loopholes. TikTok's sister app, Douyin, shares identical digital architectures, but follows different trajectories of development in China. Through interviews with Chinese influencers and media practitioners, along with a content analysis of policy documents and industry reports, this paper identifies and analyses the borderline practices that have occurred on Douyin—including content transfers, fake accounts and algorithmic manipulation—and evaluates the potential for these practices to be replicated on TikTok. The paper explains how borderline practices have been platformized on Douyin and assesses the potential policy and governance implications for TikTok.

Chunmeizi Su is a Postdoctoral Research Fellow at The University of Sydney. Her research interests focus on the Digital Entertainment Industry in China and beyond, including but not limited to platform studies, Chinese ICT industry studies (such as Baidu, Alibaba, Tencent and TikTok), screen industry studies, and cultural soft power. Her publications include book chapters, reports and journal articles in *Multicultural Discourses* (2019), *Global Media and Communication* (2021), and *Television and New Media* (2022). She is currently working on the Australian Research Council project, 'Platform Governance: Rethinking Platform Regulation as Media Policy', and a joint project with Communication University of China (CUC), 'Trust and Communication: A Systematic Literature Review and Future Research Directions'.

D. Bondy Valdovinos Kaye is a postdoctoral fellow at L'Université Sorbonne Paris Nord and an affiliate researcher with the Digital Media Research Centre at Queensland University of Technology. His research interests include digital music, cultural policy, and platform studies. He is currently writing a book about TikTok under contract with Polity Press and has recently published peer-reviewed research on TikTok in the *Chinese Journal of Communication*, *Mobile Media and Communication*, *Flow Journal*, and the *International Journal of Communication*.

R4-2 Hot topics in Podcasting and Digital Tech

Telecommunications and natural disasters in rural Australia: The role of digital capability in building disaster resilience.

***Amber Marshall** (presenting), **Carrie-Ann Wilson** (presenting)

Telecommunications infrastructure and services are essential for rural communities to respond to natural disasters, such as bushfires, cyclones and floods, which are becoming increasingly frequent in Australia. While existing disaster management literature focuses mainly on how to make technical infrastructure more resilient to natural disasters, there is a gap in our understanding of how people actually access and use telecommunications in the event of natural disasters. In response, this cross-disciplinary study draws together disaster resilience and digital capability concepts to investigate how rural individuals and organisations can effectively prepare for, respond to, and recover from natural disasters using telecommunications. The study adopts an ethnographic methodology, including semi-structured and co-design workshops, in rural Far North Queensland, Australia. A socio-technical approach enables the authors to analytically highlight both technical and social aspects of digital capability at each phase of disaster resilience: preparedness, response, and recovery. The study contributes to an emerging body of work which emphasises social factors of disaster resilience, demonstrating how coping capacity and social cohesion, for example, are enacted through ICTs by individuals and organisations. The findings suggest that, in some ways, the limitations of telecommunications infrastructure in rural areas may be offset by the strength of rural networks (both online and offline). Accordingly, if the quality and reliability of telecommunications were to be improved in rural Australia, communities like those in Far North Queensland may be in a commanding position to leverage digital technologies to achieve much greater levels of disaster resilience.

***Amber Marshall** (presenting) is a Postdoctoral Research Fellow at QUT's Digital Media Research Centre. Amber's research focuses on digital inclusion and sustainable rural development. Drawing on communication and organisation sciences, she employs practice/process-based theoretical perspectives to investigate how individuals, organisations and communities can become digitally connected and adopt digital technologies. Her research interests include digital AgTech and data, digital inclusion ecosystems, remote telecommunications infrastructure (both technical and social), and digital skills and capability development. Amber employs ethnographic methods to immerse herself in rural contexts and industries, and strives to develop research outputs that translate into actionable options for local stakeholders.

Carrie-Ann Wilson (presenting) is a Research Fellow with QUT's Digital Media Research Centre and HDR student at JCU. Her MPhil research explores the adoption of connectivity technologies in small and medium enterprises in rural, regional and remote Australia. Carrie's commitment to this work stems from experience in delivering digital solutions to regionally based businesses and organisations. She has a strong background in design thinking and experience in the application of human-centred methodologies to understand user needs, motivations and behaviours. Formerly an IT specialist, she is well-versed in supporting users in the adoption and effective use of new technologies.

Ask the Specialist: a podcast to inspire connection amongst chaos

Vicki Kerrigan

As a result of colonisation, most people who access Northern Territory hospitals are Aboriginal and most doctors are non-Indigenous. Many doctors struggle to communicate effectively and respectfully with patients. Poor communication is a common way patients experience racism and has resulted in patients dying.

NT doctors are often stressed by ineffective communication which limits their capacity to develop a therapeutic connection with patients in the chaotic hospital. Doctors told us they want opportunities to improve their communication skills and also critically reflect on their own bias. However due to the COVID-19 pandemic, doctors' ability to attend face to face training was disrupted. To address these issues, we created and evaluated a podcast using Participatory Action Research. The podcast: Ask the Specialist: Larrakia, Tiwi and Yolngu stories to inspire better healthcare revealed the reality of the hospital experience for Aboriginal peoples. The "counterstories", shared by Specialists, challenged the negative stereotypes perpetuated by mainstream media and increased positive contact experiences: a key strategy used in anti-racism training. The premise that stories can challenge racism in healthcare was inspired by Critical Race Theory and Freirean pedagogy. The podcast evaluation found, after listening to the "counterstories" doctors changed their communication style with patients, recognised negative stereotypes and racism, and were better equipped to address system failures. While the podcast was purposefully local, issues raised had applicability beyond the NT and outside of healthcare. Scaling up these findings, to implementation across the NT health service, is the current focus of ongoing collaborative research.

Vicki Kerrigan is a postdoctoral communications researcher at Menzies School of Health Research and former ABC Radio broadcaster. Her research explores the barriers to effective communication between Aboriginal patients and hospital-based doctors in Darwin. She co-created the podcast Ask the Specialist: Larrakia, Tiwi and Yolngu stories to inspire better healthcare with Larrakia, Tiwi and Yolngu leaders in the Northern Territory of Australia.

Listening to the pandemic: Podcasting COVID-19

Mia Lindgren, Dylan Bird (presenting)

The success of ABC's podcast Coronacast demonstrates digital audio media's capacity to share compelling and timely information with listeners during the COVID-19 pandemic. The companionship podcasting provides, often through emotive and convivial presenting styles spoken directly into the listener's ears, can also be considered valuable at a time when many were socially isolated. While some studies have examined podcasting during the pandemic (Bonixie, 2021; Nee & Santana, 2021), there is a lack of research focused on narrative elements and approaches, such as presenting styles and production aesthetics, employed in audio storytelling about COVID-19. This is an important line of inquiry to ascertain how truth claims are balanced with emotion as part of public health podcast storytelling, particularly given the lack of regulation across the podcast ecosystem.

This paper presents findings from a close critical listening study of three Australian podcasts focused on medical research and COVID-19 treatments. The selected podcast productions reflect widely different purposes of their creators: one produced by the ABC featuring a broadcaster and health expert, one produced by a medical research institute to profile research impact, and the other hosted by a politician with a right-wing populist agenda. The analysis highlights the benefit of trustworthy journalistic storytelling that is adapted for the audio medium to aid in listener comprehension. It also consolidates existing research showing how emotion is used in podcasting to engage the listener, signalling a worrying ability for hyper-partisan figures to exploit the podcast medium for potentially harmful ends.

Mia Lindgren is Director Research Strategy at University of Tasmania. Her research examines forms of audio storytelling, with attention to podcast journalism and health communication. She is an international expert in podcast, radio and journalism studies with positions on several editorial boards and scientific committees. She is co-editor of the Routledge Companion of Radio and Podcast Studies (Routledge, June 2022), and *Radio Journal: International Studies in Broadcast and Audio Media* (Q1, Intellect).

Dylan Bird (presenting) is a PhD candidate at University of Tasmania researching podcast journalism and democracy. He is also a broadcaster at Triple R in Melbourne and host of the Seeing Green podcast, for an ARC-funded Discovery project on Australian screen media and the environment. Bird has presented his research at national and international conferences (Future of Journalism, Cardiff, 2021). He's published in *Australian Journalism Review* and the *Oxford Handbook of Radio Studies* (forthcoming)."

R4-3 Reframing Digital Interventions

Autolography: the magical, multimodal invocation of images from text through AI

***Chris Chesher**

In 2022, AI applications that automatically translated text into images became an internet sensation. We refer to the new practice as autolography: automatos + logos + graphos. As with many emerging technologies, this first appeared magical: invoking an unreliable artist-magician uncannily competent in visual language: subject selection, interpretation, composition, materials, lighting, perspective, physics, cultural references, and artistic styles. The default styles of platforms varied from nightmarishly distorted (craiyon) to artistically stylised (Midjourney, Disco Diffusion) to almost photorealistic (DALL-E 2 and Imagen). However, experimentation revealed that autolography reproduces stereotypes of gender, race, able-bodiedness and class. In this paper, we analyse the popular reception of autolography. We perform a visual analysis of a selection of images and associated prompts. We also examine historical parallels between autolography and early photography: the transformation or elimination of artistic labour and the democratisation of visual cultural production. Both were also associated with the magical imaginary. Both necessitated renegotiations of artistic practices, professional identities and intellectual property laws. As Roland Barthes observed, conventional relationships between text and image changed, from the illustration of text in storybooks to the captioning of photographs in newspapers. Autolography shifts these multimodal connections again. Unlike photography, which was seen as using technical methods to capture traces of reality, autolography uses technical methods to invoke uncannily realistic simulacra through algorithmic collisions of text and data. Rather than a mechanical eye on the world, autolography further undermines faith in images by invokes materialisations from databases floating signifiers.

***Chris Chesher** is senior lecturer in Digital Cultures at the University of Sydney. His monograph *Invocational media: conceptualising the computer* will be published by Bloomsbury in 2023.

Political Celebrity in Singapore: Memes and other Electoral Contraptions

Howard Lee, Terence Lee (presenting)

General elections and politics in general are generally perceived to be staid affairs in authoritarian-leaning Singapore. Election campaigns, however, show up elements of cultural fandom and celebrity-hood, both offline and especially online. Since 2006, the opposition Workers' Party (WP) have organised political rallies that have the atmosphere of a rock concert, where supporters bring their home-made posters, props and chanting voices to express their fan-like devotion. The 2020 Election, held during the COVID-19 pandemic, halted these rallies. Instead of a decline in celebrity-hood, WP increase its vote share and parliamentary seats whilst running a digital campaign that turned candidates into online celebrities by showcasing their more intimate and personable sides.

Did internet fandom lead to improved party branding and recognition of candidates, or are they mere ephemera to help spice up election seasons? This paper explores the social (media) constructs of Singapore's political celebrity-scape over the past two decades. Where politicians themselves become unlikely – even accidental – celebrities, we consider if the emergence of political celebrity in Singapore opens up new dimensions that transcend popular evaluations of celebrity-hood.

Howard Lee is currently lecturing at Murdoch University, Perth, Australia, where he completed his PhD in Communication and Media Studies. He has spent more than a decade working in government communications in Singapore and was the former editor of social-political news website The Online Citizen. He co-authored a book chapter with Ana Ansari, "Singapore's press for freedom: between media regulation and activism", in *History of Human Rights Society in Singapore: 1965-2015* (ed. Song Jiyoung, Routledge, 2017) and has written for various journals and academic websites on Singapore media and politics.

Terence Lee (presenting) is Dean of Humanities and Social Sciences at Sheridan Institute of Higher Education, Perth, Australia, and Associate Professor of Politics and Communication. He is also an Honorary Associate Professor at the University of Sydney. Widely published in journals on media and politics, he is the author/editor of several books on Singapore and Southeast Asia, including *The Media, Cultural Control and Government in Singapore* (Routledge, 2010); *Singapore: Negotiating state and society, 1965-2015* (with Jason Lim, Routledge, 2016); and *Global internet governance: influences from Malaysia and Singapore* (with Susan Leong, Palgrave, 2021). He co-edited with Kevin YL Tan a book trilogy analysing Singapore's general elections over a decade in 2011, 2015 and 2020 (with Ethos Books, Singapore). He was President of ANZCA in 2013-14."

"We cracked a hole in this very white structure": Indigenous journalism inside mainstream news media in Australia

Archie Thomas

This paper explores the experiences of Indigenous journalists working in mainstream and private news organisations and their strategies to navigate the political-economic structures and news values of the Australian media industry. In an analysis of ten in-depth interviews with practicing journalists, we find they have conceptualised and practiced new modes of journalism that redefine established notions of authority and expertise, ethics and accountability, and balance and fairness, both in news focused specifically on Indigenous issues and in broader news. An unofficial network of support between Indigenous journalists, past and present, is credited with creating the conditions for survival and possibility. These journalists navigate a contradictory moment of criticism of white news values prompted by the Black Lives Matter movement, and growing interest in Indigenous affairs, alongside neoliberalisation, decline in trust, digital convergence, and political polarisation. Research into Indigenous journalism practices has tended to focus on Indigenous-controlled community media. While many have observed the growing impact of Indigenous journalists working in mainstream and

private news, Indigenous journalists' views on their own practices in these contexts have not yet been considered. This research provides significant new insights into the practices and cultures of Indigenous journalists in Australia, and their experiences amidst change and disruption.

This paper was jointly authored with Professor Heidi Norman as part of the 'Aboriginal media ecology in NSW: developing strategies for change' project.

Archie Thomas is an interdisciplinary researcher focused on understanding how discourses, media and policy frameworks shape lived experience, and how communities and educational institutions make social change. They are a Senior Researcher at the Australian National University's Centre for Aboriginal Economic Policy Research, and a Research Fellow in History, Media and Change at the Griffith Centre for Social and Cultural Research.

R4-4 Community and Critical Spaces in Social Media

The Fifth Estate confronts the Fourth Estate: Social media audiences versus journalists

Collette Snowden, *Victoria Fielding (presenting), **Catherine Son**

This presentation addresses the ANZCA 2022 conference theme of 'connection' and 'disruption' through analysis of interactions between journalists and their connected audiences in the disrupted news media environment of social media platform Twitter. The relationship with the audience is integral to journalism's practice, function, and viability. Yet, through the introduction of social media and other online spaces technological disruption has amplified historic tensions between journalists and their audiences and changed the connections between them. This paper aims to understand how social media users – here conceptualised as the Fifth Estate - interact with journalists– the Fourth Estate via Twitter. Using networked gatekeeping theory, the paper evaluates the ongoing struggle for the negotiation of boundaries and responsibility for determining the direction of public debate. Where most studies of journalists' use of social media focus on journalism practice itself and more recently on the effects of social media on journalists, this paper analyses audience posts to assess community contributions to news-making through inter-audience agenda setting by promoting or critiquing news stories, and direct interaction with journalists. This topic also improves understanding of the contribution of social media sites like Twitter to technological and professional identity disruption for journalists. The presentation incorporates results of qualitative and quantitative content analysis of replies to three "tweet storms" involving Australian journalists' that became substantial news stories. This analysis of the Twitter interface between journalists and the audience contributes to understanding of the influence of social media on journalists' gatekeeping power and control, and the audience contribution to agenda setting, news framing, and public discourses.

Collette Snowden, Senior Lecturer at the University of South Australia, researches technology in the field of communication and media. Snowden is interested in the social impact of technology on all forms of human communication and its broader effects, especially via the news media and organisational systems.

***Victoria Fielding** (presenting), Lecturer in Strategic Communications at the University of Adelaide, is interested in media framing of contested political, industrial, and social ideas. Fielding researches the intersection of communication and news media, with a focus on power and its influence on news organisations and journalism practice.

Catherine Son, Tutor in Media at the University of Adelaide, is an expert in agenda setting and has extended contemporary understanding of this seminal media effects theory. Son has previously researched 'flame wars' between journalists and their audience in reader comment spaces, interactions which were critical in transforming the relationship between the Fifth Estate and the Fourth Estate.

"Am I a bad mum?": seeking validation and reassurance on Reddit

Kim Barbour (presenting), **Rachel Neef**

In a networked society, social media facilitates people navigating their position in the world, and seeking validation for their choices. Drawing on data collected from Reddit, this presentation explores the way mothers to engage in discussion on what is a 'bad mum', and whether their actions, feelings, and beliefs place them in this category. Threads from motherhood-themed subreddits were chosen to investigate how posters, usually identifying as mothers themselves, discuss this phenomenon of being a 'bad mum'. Findings indicate that mothers often use these forums to seek validation or reassurance after an instance of being a "bad mum", whether this be after a discrete incident (yelling at children) or a more long-term arrangement (returning to work). Almost all the feelings of guilt or failure connect to a broader sense of not complying with traditional gender norms, whether this was acknowledged in the post or not. Largely, those who responded to the posts sought to reassure the original poster, commonly sharing an anecdote or experience where they had also engaged in the potentially 'bad mum' behaviour. Alternatively, when commenters disagreed with the actions of the original poster, this was seen as an opportunity to push forward and validate their own parenting styles. This research highlights the importance of online spaces as a means of navigating motherhood, and as a means for mothers to reaffirm their choices.

Kim Barbour (presenting) is a qualitative digital media researcher and Senior Lecturer in the Department of Media, University of Adelaide. Her research is in persona studies, the strategic performance of self for an audience, and most often looks at everyday and online persona performances. She is currently researching personas related to womanhood, including those related to motherhood.

Rachel Neef studied a double degree of a Bachelor of Laws (First Class Honours) and Bachelor of International Studies, both completed in July 2022. She was competitively selected for a University of Adelaide, Summer Research Scholarship under the supervision of Kim Barbour in early 2022, the results of which inform this presentation. In 2023 she plans to begin her doctoral research."

A Social Typology of Misinformation

Phoebe Matich

Increasingly, modern societies have been met with the significant political and technological challenges posed to digital information flows and public communication by 'fake news' (Silverman 2016) and 'information disorder' (Wardle & Derakhshan, 2017). Recent scholarly research into this topic has focused on definitional criteria, democratic risks (especially on social media), and possible solutions for this problem. However, this body of work also exceptionalises misinformation within the contemporary moment, defines 'fake news' normatively in opposition to a monolithic 'news', and prioritises technology, falsity, and intent as core criteria for its identification. This paper presents a critical response to this conceptualisation of misinformation. It observes that the focus on falsity and technology threatens to trivialise misinformation's social and political components, among them the politics of belief (Phillips 2020), and the contested and symbolic nature of information legitimacy. In so doing, it threatens to overlook the reasons why misinformation may be sought out, and institutional knowledge sources scorned, by institutional and non-institutional actors. With a view to decentering the normativity of previous definition efforts, the paper posits a social typology of misinformation that is organised around legitimacy and institutionalisation axes. This typology supports further research into journalists' engagement with discourses of misinformation by political actors.

Phoebe Matich is a PhD candidate in the Digital Media Research Centre at Queensland University of Technology, working within an Australian Research Council-funded Discovery project (DP200101317) examining mis- and disinformation. Her PhD research uses qualitative analysis to examine the ways that journalists engage, in their practice, with discourses of mis- and disinformation by political actors. It interrogates information legitimacy as a symbolic and political component of the misinformation issue.

R4-5 Communication, Authenticity, Trust, and Trauma

#CovidVaccine: An analysis of COVID-19 vaccine content on TikTok.

***Susan Grantham** (presenting), **Monique Lewis** (presenting)

TikTok has grown in popularity and has become a platform where users engage with health information in diverse and playful ways. Users engage in visibility labour as the platform demands performativity, interactivity, relatability, authenticity, and entertainment from its content creators (Abidin, 2016; Abidin, 2020; Southerton, 2021). This study investigates the discourse about vaccinations from

100 trending TikTok videos using the most prominent hashtag, #covidvaccine, which received 1.4B views at the time of collection. The videos were algorithmically ordered to replicate a user search. We collected the metadata for each video and then coded for themes, rhetoric, and tone toward COVID-19 vaccines.

From our sample, we found a predominance of positive videos about vaccines (59%), where micro-influencers were prominent creators and content tended to use personal commentary, normalise vaccination, and employ pathos and humour in its delivery. Although blatantly negative (5%) and even mixed (6%) tone videos were infrequent, we found the more frequent content coded as neutral (30%) provided something of an 'agnostic' space towards COVID-19 vaccines; a playful and ambiguous space dominated by macro-influencers, social commentary, and comedy. We offer examples of how such humour (65%) could work to satirise vaccine anxieties, as well as stir and exacerbate them.

Although TikTok provides links to guide its users to official COVID-19 public health information, the lack of prominent, highly visible content creators who advocate COVID-19 vaccines means that much of the information that audiences will encounter on TikTok comes from unofficial and amateur sources. Health professionals need more than insight into TikTok's distinctive affordances – they also need to be attuned to the strategies such as visibility labour and social media optimisation that gain the attention of audiences and influencers on the platform.

***Susan Grantham** (presenting) is an Adjunct Fellow with the Griffith Centre for Social and Cultural Research at Griffith University. Her research focuses on the use of trending social media in public relations, investigating reputation management, crisis and disaster communication and legal and ethical consequences with a particular focus on these evolving professions within government and pseudo-government environments. She is lead author on *Social Media Risk and the Law: A Guide for Global Communicators*, which was published in 2022. She has more than 15 years' professional experience working for and with government in strategic communications, crisis management and social media engagement.

Monique Lewis (presenting) is a media and sociology scholar at Griffith University, with a particular interest in exploring the communicative landscapes of health information and news. Her research has focused on media representations of COVID-19, medicinal cannabis, complementary medicine, and public health campaigns. She is lead editor of Palgrave's *Communicating COVID-19: Interdisciplinary Perspectives* (Lewis, Holland & Govender), and their forthcoming sequel, *Communicating COVID-19: International experiences and insights* (to be published in 2023).

Misinformation fans: the role of fannish behaviours in the spread of anti-vaxxer discourse on Instagram

Renee Barnes

The study will outline how fannish behaviours explicitly and implicitly help drive and sustain anti-vaxxer misinformation within Instagram's 'health and well-being communities'. As an interpretative framework, fandom positions the traction and spreadability of misinformation and fake news as anchored in people's own self-perceptions. Drawing on thematic and discourse analysis of interactions with 10 health and wellbeing influencers, it will examine how an affective investment and quest for belonging inform the performance of social identity in these communities. Drawing on this analysis, I will argue that much like fans of popular culture texts, those who believe and peddle misinformation, are drawn to do so by a longing for belonging to a community and an intense affective relationship with the collective. Overall, the study suggests that that any challenge to social identity only serves to further entrench it. Therefore, the implications of the study, could suggest that trying to rectify problems with misinformation by simply 'educating' the public on the correct information will not be sufficient, as this does not address the underlying motivations of engaging with this discourse.

Renee Barnes is a senior lecturer in journalism at the University of the Sunshine Coast. She has published widely on online participatory practice. Her second book, *Fan-like behaviours and polarization in online political discussion: From pop culture to politics* (Palgrave MacMillan, forthcoming 2022) draws on three years of observational data, interviews and surveys to illustrate a fan-like investment in a political perspective can initiate and drive polarization in online discussion.

A poetic inquiry into journalists' experiences of covering institutional child sexual abuse

Lisa Waller

This paper makes the case for the role of creative writing in understanding journalism, especially when it comes to conceptualising what it might be like for journalists to bear witness to traumatic issues and events on behalf of their audiences over a sustained period. It introduces the process of poetic transcription being undertaken on a suite of research interviews with journalists who covered the Royal Commission into Institutional Responses to Child Sexual Abuse and related stories. It argues that creative writing – non-fiction poetry in this case – can play a far more significant role in journalism research than that of an entertaining genre for disseminating a study's findings, mainly to audiences beyond academia. Yet to date, despite a growing body of work documenting the importance and impact of research in the form of poetry, applying a literary lens is rare in journalism research. Not only can non-fiction poetry complement traditional 'academic' texts; it can fill the gap of the vivid details of the situated practices of journalism as they are lived in real life. Poetic inquiry also has far-reaching epistemological and ontological implications: it raises fundamental questions about the world where journalists operate, the role of imagination, sensory perception, and materiality

in everyday manifestations of journalism, as well as the place of the scholar and the benefits of transdisciplinary collaboration in the research process. At a very practical level, the aim is that the poetic analysis helps further understanding of the unique world and perspective of journalists for whom covering the Royal Commission was both a professional and personal watershed.

Lisa Waller is Associate Dean, Communication, in the School of Media and Communication, RMIT University, Australia. She has taught and researched different aspects of Australian news media and journalism since 2006. Her practice led approach to understanding news is grounded in 20 years' experience as a journalist. Lisa is a chief investigator on the ARC Discovery Project, 'Breaking silences and the child abuse royal commission' (DP19010182).

R4-6 Digital Work, Learning, and Commercial Communication

The value and moral promises of 'brand activism': A practitioners' perspective.

***Chandra Manorome**

In recent years, brands have increasingly begun to get involved in political or socially controversial discourses and initiatives, ranging from explicit support for the Black Lives Matter movement to campaigns supporting gay marriage to climate change activism. While there is a slowly growing managerial literature on this novel form of commercial communication known as 'brand activism', we know very little about advertising professionals' views on the use of politicised and potentially controversial issues in the context of brand promotion. Addressing this gap, this paper explores how advertising practitioners approach this new form of branding. It pays particular attention to two aspects: (1) How advertising practitioners engage with, ideate and manage brand activism campaigns, and (2) how brand activism affects their professional and moral self-identity. Based on twenty in-depth interviews with advertising creatives who have been personally involved in the development of well-known brand activism campaigns, this paper suggests that advertising professionals increasingly position themselves as 'moral intermediaries' by employing a set of specific and distinct practices in their attempts to ensure the 'authenticity' of such campaigns. Furthermore, we argue that practitioners utilise such campaigns for imbuing their stigmatised profession with a new sense of moral worthiness and ethical awareness. This research thus sheds light on a new form of promotional communication and its interrelation with the professional ethics and moral self-perception of advertising creatives.

***Chandra Manorome** is a PhD candidate at Bond University researching brand activism and its impacts on the professional practice and occupational identities of creative practitioners. In conjunction with her research, she lectures in the Introduction to Advertising subject and works as a content developer and quality assurance officer for Bond University's Micro-Credentials Unit.

Bringing the outside in – Technology, Work Integrated Learning and the Joy-Teaching Dynamic in Public Relations pedagogy

Sameera Durrani

Educators across the world have changed how they approach education after the disruption caused by the COVID 19 pandemic, exploring possibilities inherent within new learning environments. In tertiary settings, academics were forced to innovate and create new mechanisms for online delivery at short notice. Many of these innovations have now permanently transitioned into our pedagogical sensibilities, transforming how we teach.

One of the great challenges of the pandemic for industry –focused public relations pedagogy was to 'bring the outside in'. We could not send our students into real world placements; we had to bring the professional world to them. Using technologically driven non- placement work integrated learning (WIL) undergraduate pedagogy as a case study, explicated with the help of affordance theory (Norman 2013), this paper explores how technology can facilitate industry involvement in work integrated learning settings, particularly when delivered with the help of diverse, seasoned, instructors with demonstrated industry experience. It draws on data from two practice -oriented Public Relations subjects delivered across three semesters, from February 2021 to May 2022. It analyses pedagogical strategy executed a year after the pandemic first broke, delivered in and post lockdowns, from fully online to hybrid delivery of subjects.

Building on this data, the study also challenges and extends the existing student – focused discourse around the Universal Design Learning (UDL) paradigm (Burgstahler, 2007). University pedagogy in Australia is very much a team sport, the dynamics of which have been complicated by the pressures and complexities introduced by COVID related dynamics. The paper demonstrates how the tiered application of UDL principles for an integrated technological design approach which simultaneously facilitates instructors and students leads to better outcomes for both, within and beyond the classroom.

To that end, it asks the following questions: How could technological systems be designed in a manner that facilitates equity of access for both teaching staff and students? How can the technological opportunities available in the post pandemic pedagogical space be employed to facilitate empathic connection, and industry focused mentoring, within the contemporary public relations class room? How can UDL, as an evaluative design process, contribute toward renewing the Joy-Teaching dynamic (Whitsed and Girardi, 2022) in industry focused public relations classrooms?

Sameera Durrani is a semiotician and public diplomacy scholar with a PhD from UNSW. Currently, she teaches industry - focused Work Integrated Learning (WIL) subjects in communication strategy design, multiplatform storytelling and qualitative marketing research at the postgraduate and undergraduate level at the School of Communication, UTS, Sydney. She is also an active consultant for marketing research agencies, and has worked on briefs for a range of clients including AusTrade, Tourism Australia, and the Australian Department of Health.

Learning the ropes: Exploring Intercultural competence among migrant workers in Malaysia

Syarizan Dalib

The COVID-19 pandemic has had a significant social impact. It has made it possible for people to establish new definitions of competent communication and to become more sensitive to underprivileged populations like migrant workers. The paper seeks to examine how migrant workers learn the ropes and view intercultural competency when interacting with Malaysian residents at work, particularly during the epidemic. Informants were selected from three economic sectors, namely, plantation, manufacturing, and construction. Drawing from Deardorff's (2004, 2006) work as a theoretical guide, fourteen in-depth interviews with informants from six countries were carried out. A qualitative analysis following Braun and Clarke's (2006) approach to thematic analysis was conducted. Findings indicated two important themes that describe the informants' view of intercultural competence: grasping cultural differences and learning the language. The findings suggest implications for learning the value of culture, including the need to reconsider intercultural competence in the Malaysian context.

Syarizan Dalib (PhD in Communication, UUM) is a Senior Lecturer at School of Multimedia Technology and Communication, College of Arts & Sciences, Universiti Utara Malaysia, Sintok, 06010, Kedah, Malaysia. She completed her doctoral study in 2014 and her Ph.D. work focuses on intercultural competence from a non-Western perspective. Her research interests include intercultural communication, communication competence, ethnicity, identity, and phenomenology. She has a keen interest in studying how intercultural competence and identity play out in everyday interaction in non-Western settings.

R4-7 Reframing Media, Narratives, and Trends

Storytellers in a Crisis Narrative

Casey Fung

We are living through an unprecedented environmental crisis (IPCC 6th Assessment, 2022), yet sluggish reaction from governments and corporations (Z. Fung, 2021) show their advice is not being heeded – an issue exacerbated by the COVID-19 pandemic taking the limelight from environmental issues (Watts, 2021). Despite a media landscape with a poor track record of covering science, particularly climate science, (Bacon, 2013), news coverage of the pandemic was unexpectedly of a higher calibre (Nolan, et al, 2020). This improvement I would argue was aided by organisations using “COVID-19 science communicators as media stars” (Metcalfe, et al, 2021, p. 12), which this research aims to better understand and further apply to the climate crisis scenario.

Through semi-structured interviews with various storytellers (journalists and science communicators) in Australia, this project aims to understand how “expertise”, “authority”, “influence” and possibly

“public advocacy” is created through the news media, and how this has changed (and arguably improved) journalism and communication practice. Initial interviews (n = 5) conducted in 2022 showed concurrent themes like pandemic news being “too politicized” and encouragement of experts to be proactive communicators to attain news “topic of the day”. This responses show “potential influence” and “authority in the field”, as well as agency related to ethical duty.

Guided by a grounded theory approach, through further interviews and extensive review of relevant literature, I aim to create a better understanding of these storytellers by creating a new typological framework of crisis media experts, whose role it also could be to make sustainability and ecological issues culturally significant (McDonagh, 1998). Thus, this research not only informs vital crisis communication practice, but addresses a gap in research of new, emerging communicators.”

Casey Fung is a PhD student at UQ's School of Communication and Arts, where he also teaches undergraduate journalism and communication. His research focuses on scientific expertise, authority and influence in the news media, particularly to how new public communicators during the COVID-19 pandemic have changed professional journalism and communication practice. Casey also works as a content writer and photographer, and is a former broadcast journalist with Channel Ten and the ABC.

Framing Medicinal Cannabis in Online News: A Sociological and Media Studies Approach

***Hannah Adler**

This paper reports on a framing analysis of 300 online news stories about medicinal cannabis published on ABC Online News and News.com.au from 2014-2021. It begins by situating the study within the literature on health communication research including a sub-set of literature on the medicalisation of medicinal cannabis. Following an overview of the research design, which is a mixed-method content analysis, the focus moves to presenting findings. Of note is that medicinal cannabis is most frequently framed as a legitimate therapeutic option, with positive anecdotal evidence to support its use, as well as carrying government endorsement and support. Framings of medical risk, safety and the questioning of evidence were comparatively infrequent. The overall storyline circulated by the articles, which are primarily written by generalist journalists rather than health journalists, and which seldom cite medical/health professionals, is one of positivity and legitimacy. In theorising these results, this paper draws on conceptualisations of medicalisation, drawing attention to the ways in which the Australian online news landscape largely resists medical dominance and represents the changing relationship dynamics within healthcare, which is explained through countervailing power. Through a communication lens, these findings highlight the persuasive and powerful nature that patient and caregiver narratives have in legitimising medicinal cannabis, drawing on the models of biocommunicability. These findings contribute to the understanding of medicinal cannabis media framings, adding insights into how medicinal cannabis is legitimised, constructed, and communicated in news representations.

***Hannah Adler** is a PhD candidate and member of the Centre for Social and Cultural Research at Griffith University. Her research is interdisciplinary across communication and sociology, as she investigates the framings of medicinal cannabis in Australian online news media, and the impact such framings have for doctors and patients. Hannah has also worked professionally as a health journalist and public relations professional, and she now teaches into the Bachelor of Journalism and Communication at Griffith University. Overall, Hannah is interested in the mediated aspects of healthcare, and how this impacts power, relationships, and healthcare itself.

The ABC's reporting of child sexual abuse in Australian public institutions

Emma John

Australia's Royal Commission into Institutional Responses to Child Sexual Abuse (RCIRCSA) was a ground-breaking and significant exercise in listening for justice. As Australia's major national public broadcaster, the ABC had a mandate to provide coverage of its 57 case studies. It did, and in so doing it afforded the RCIRCSA's public proceedings a national platform. A number of the of the RCIRCSA's case studies exposed the harmfully inadequate responses of institutions that are—or were—within the responsibility of a state or federal government. Through a discursive analysis of a corpus of ABC reporting, this paper brings into stark relief the challenges of a Commonwealth entity—the ABC—reporting on child sexual abuse accommodated by public institutions.

This paper analyses over 600 ABC articles published or broadcast on its national platforms between 12 November 2012 and 15 December 2017. Informed by the principles of critical discourse analysis, it considers the ways power was negotiated through the ABC's discursive representation of victim-survivors, child sexual abuse and the public institutions examined by the RCIRCSA. Findings reveal gendered and vague constructions of grooming and sexual assault, and a willingness to historicise cases of abuse or displace institutional accountability onto 'a few bad eggs'. In the case of youth-detention and 'care' institutions, findings suggest an avoidance to name the overrepresentation of First Nations children in institutionalised 'care', effectively decontextualising the abuse of First Nations children in those institutions from broader structures of colonisation and their unique, enduring and violent impact on First Nations people.

Emma John is a PhD Candidate and Research Assistant at the University of Canberra's News and Media Research Centre. Emma's doctoral research is attached to the Breaking Silences: Media and the Child Abuse Royal Commission ARC Discovery Project and examines the framing of victim-survivors and institutions in the ABC's coverage of the Royal Commission. Her research aims to provide insight into the efficacy of news media in amplifying the voices of victim-survivors of child sexual abuse.

R4-8 Digital Darkness: challenging negative communication on social media

Convergence on the right: Convergence culture, extremism and Covid19

***Mark Davis** (presenting), **Xinyi Zhang**

There are growing organisational and ideological correspondences between extremist groups and fringe movements such as the 'mens' rights' movement, the anti-vaccination movement, and the anti-climate science movement. While some critics have used the term 'intersectional' to describe such developments, in this paper we draw on the work of Henry Jenkins to argue that these growing overlaps can aptly be described in light of theories of media convergence. Convergence on the right, we argue, consistent with Jenkins' theories of media convergence, evidences developments in far-right peer-to-peer production, fan communities, transmedia storytelling and world-making. This convergence extends on long histories of 'fusionism' and coalition building on the right and reflects the development of a relatively self-contained online right-wing media ecosystem from 4chan to YouTube to Breitbart to Rebel News, to alt-tech platforms such as Telegram, as part of the platformisation of extremism. The paper takes an historical approach based in a timeline analysis of online and offline developments during the Covid-19 pandemic to show how the extreme right and other fringe movements mobilised hybrid media strategies to converge around issues such as 'freedom' and 'elites'. These convergent media strategies, we argue, played a key role in the mainstreaming of extremism during the pandemic and have helped the far right become a powerful everyday political force.

***Mark Davis** (presenting) is head of the Media and Communications program at the University of Melbourne and researches the impact of networked digital media on public culture, with an emphases on online extremism and online culture wars

Xinyi Zhang is a PhD student in the Media and Communications program at the University of Melbourne.

Who will be persuaded by fact-checkers — An experimental study of Chinese university students

Zhipeng Ma, Serene Runping Zhu (presenting)

The rise of digital media has provided a new platform for public figures inclined to spread misinformation, and new opportunities for their supporters to disseminate the false information more widely. It is not surprising that more than 7 in 10 respondents regarded fake news as a serious threat to Chinese society.

To combat the spread of online fake news, China has developed its own fact-checking platforms. However, unlike western fact-checkers who tend to check political fake news, Chinese fact-checkers focus instead on apolitical claims on social media. Western research showing the resistance of partisan audiences to persuasion by fact-checkers and research on assertions by politicians and public figures is likely to have little application in China.

Who might be persuaded by fact-checkers in China and when they might be persuaded are the subject of this paper? In the absence of ideological factors, it is assumed that the content and presentation of fact-checking information, demographic characteristics, and social media usage may be relevant factors investigated to answer our research questions.

An experiment research is conducted on mainland Chinese university students, who are more likely than others groups to consider information provided by fact checkers, and whose field of study, is correlated to the issues on which they are or are not persuaded to see what factors may have an impact on belief or disbelief. The findings might in the future be compared with that of fact-checking research in western jurisdictions to explore the overlaps and discrepancies in the conclusions.

Zhipeng Ma

School of Journalism and Communication, Lanzhou University, China.
Research interest: General communication research

Serene Rumping Zhu (presenting) received her Bachelor of Law from Sichuan University (China), Master of Communication Studies from Nanyang Technological University (Singapore), and Doctor of Philosophy from the University of Western Australia (Australia). Currently Dr. Zhu is an Associate Professor at School of Journalism and Communication, Lanzhou University, China. Her research interests broadly include intercultural communication, new media studies, and media system in China. She has an excellent publication record in China (3 books, nearly 30 Chinese articles, and 1 peer-reviewed English article), and since moving to Australia to pursue a doctorate have published 5 articles in quality disciplinary-relevant internationally refereed journals. She is fully bilingual and has 18 translated books including complex academic texts, international bestselling novels and children's books.

Cyberbullying under COVID-19: Evaluating the effectiveness of cyberbullying prevention measures by social media platforms

Yan Xu

In the COVID era, mandatory social-distancing policies implemented in many countries have irrevocably changed the context of people's social activities by replacing physical interactions with online ones – with immense implications for the issue of cyberbullying. The critical role of social media in both facilitating and intervening in cyberbullying remains crucial, yet under-examined. In that light, this article sets forth to understand and evaluate the effectiveness of social media platforms' measures to prevent cyberbullying. Methodologically, a meta-analysis is used to examine existing literature on

the vulnerability of different communities to cyberbullying as well as the effectiveness of responses to the problem, while content analysis is conducted to collect primary data on cyberbullying policies across various platforms. Results show that cyberbullying is not a negative communication activity targeting a single group, and the causes of cyberbullying affecting different groups are varied. Yet, social media platforms do not implement relevant cyberbullying intervention programs corresponding to these needs. The results demonstrate the ambiguous nature of current cyberbullying measures implemented by social media platforms – that is, how cybersafety programs are implemented as intermediary platforms without clear goals. This article contributes to current research on interventions for negative online communication, advancing understanding of the most effective interventions and prevention methods for different cyberbullying situations, and highlights the need to develop prevention measures that prioritizes the victim's perspective.

Yan Xu is a Ph.D. applicant who has just received her master's degree in Communication and Media from Rutgers University, USA. During her master's degree, she completed a two-year programme in one and a half years out of interest in academics. As an interdisciplinary student, she is interested in health communication, particularly patient-doctor relationship, cancer survivorship, and cyberbullying. Focusing on the difficulties and challenges faced by vulnerable groups in society, these studies aim to find solutions for government, business, and NGOs. She has extensive experience in social media operations in voluntary service, government work, the education industry, and the fashion industry.

R4-9 New Communication Paradigms

The Problem with Messages: Air France 447 and Enduring Problems with The Communication Paradigm

*David Paterno

Employing a novel review of the cockpit voice recordings of Air France 447 and connecting this analysis to popular approaches to the treatment of human communication, reveals ongoing problems in prevailing academic and popular approaches to the concept of messages. While identifying the precise genesis of this trend remains outside the scope of the current paper, the perspective employed within underscores the serious threat conventional approaches play to the accretion of knowledge of human communication as a primary social phenomenon. The article invites academics and practitioners to shift away from the dominant view of messages as one means of considering how to put communication first as it relates to people, organisations, and interaction.

***David Paterno** is Visiting Research Fellow, Property Construction and Project Management at RMIT University.

Shoeboxes, Chandeliers, and Screenshares: How players appropriated material and digital technologies for distanced boardgame play during the COVID-19 pandemic

Lucy A. Sparrow, Dr Melissa Rogerson (presenting)

Throughout 2020–2021, players around the world were unable to play boardgames in person due to health risks and physical distancing precautions associated with the COVID-19 pandemic. In response, many players “homebrewed” their own hybrid digital boardgames (Rogerson et al., 2021) to continue playing despite being physically apart (Yuan et al., 2021). These practices foregrounded and reified the “digital hinterlands”, which support and enable play of physical boardgames (Rogerson et al., 2017).

This research examines players’ homebrew practices through reflexive thematic analysis (Braun & Clarke, 2021; Terry & Hayfield, 2021) of responses to a worldwide survey of 1316 boardgame players. We identify three interrelated issues that players grappled with: 1) Which boardgame to play; 2) Which mode or setup to play the game in; and 3) How to implement the game by making use of available digital and material resources.

In keeping with recent arguments in leisure literature (Chung et al., 2021; van Leeuwen et al., 2020), boardgame players were adaptable in pursuing gaming amidst the disruptions of the global pandemic. They demonstrated creativity in tackling the obstacles brought about by distance, at times arranging complex technical and material assemblages to enable play. While some players found success with their homebrews, others found them difficult and cumbersome, and some games proved to be easier to ‘hybridify’ than others.

This research builds on existing literature on gaming during the pandemic (e.g. Coward-Gibbs, 2021; Kleinman et al., 2021; Meriläinen, 2022; Yuan et al., 2021) by constructing an intimate and detailed picture of the practices of makeshift hybridity that allowed boardgame players to maintain meaningful, playful connections with people, games and communities.

Lucy A. Sparrow is a Research Fellow in Human-Computer Interaction with the School of Computing and Information Systems at the University of Melbourne. Her main research interests lie at the intersection of ethics, digital technology, and games. Her PhD took an interdisciplinary approach to examining the ethics of multiplayer gameplay and design. She is currently working on projects on hybrid digital boardgames, distanced play, and biometric capture in immersive environments.

Melissa Rogerson (presenting) is a lecturer in the School of Computing and Information Systems at The University of Melbourne. Her research examines the experience of playing boardgames in both physical and digital forms, as well as the characteristics and motivations of hobbyist boardgame players, designers, and developers, applying techniques from human–computer interaction to the study of games and play. She is currently researching the functions and uses of digital tools in tabletop games.”

Communicating LGBTQ-supportive CSR towards corporate legitimacy: A cultural discourse analysis in Hong Kong

Mike Chan (presenting) , **Angela Mak**

Corporate social responsibility (CSR) towards the notions of diversity, equality, and inclusion (DE&I) draws a lot of attention in the context of the pluralisation and polarisation in modern society. The communicative approach in conveying LGBTQ advocacy adopted by organisations in order to manage tensions and avoid conflicts with various stakeholders, particularly in the Asian context, is largely under-explored. This study adopts Carbaugh’s (2007) cultural discourse analysis (CuDA) to examine the socio-cultural meanings of LGBTQ-supportive CSR discourse towards building corporate legitimacy in Hong Kong. CSR materials including sustainability reports and social media posts from leading corporations (2016 – 2022) and Facebook comments from the public responding to the materials were selected and analysed using the five discursive hubs of CuDA (i.e., identity, emotions, actions, relations and dwelling) and Suchman (1995)’s legitimacy theory (i.e., pragmatic, cognitive and moral). Findings revealed that corporations in Hong Kong engaged in three different phases of legitimacy, namely symbolic, institutional, and contextualised LGBTQ advocacy. The CSR materials intertwining in the five discursive hubs also demonstrated how the organisations attempted to build corporate legitimacy by fostering a social change and avoiding conflicts through positive and implicit message framing of LGBTQ advocacy. Discourse from online public Facebook comments illuminated the importance of glocalising CSR messages to facilitate stakeholder engagement and corporate legitimisation concerning supporting this controversially progressive value.

Mike Chan (presenting) is public relations undergraduate and recently graduated from the School of Communication at Hong Kong Baptist University. He has been working in a renowned financial relations consultancy since 2021 and has interned in two global public relations agencies. Passionate about approaching public relations with diversity, equity and inclusion (DE&I) issues for different stakeholders, he wrote a research thesis focusing on the CSR communication towards the LGBTQ community in Hong Kong. He was selected to join the student attachment program of Hong Kong Public Relations Professionals’ Association.

Angela Mak, Ph.D. is associate professor in the School of Communication at Hong Kong Baptist University. She has taught at Monash University, Nanyang Technological University and Iowa State University. Her research interests include corporate social responsibility, stakeholder and community engagement and health promotion. She has published over 30 international journals and book chapters including four top paper awards in international communication conferences. Dr. Mak is a frequent advisor and collaborator of professional organisations, listed companies and NGOs to advocate communication for change. She has supervised more than 10 student-led nationwide campaigns with significant social impacts and media attention.”

Stream Five

3:15pm - 4:45pm, Thurs 24th November

* Session Chair

R5-1 Beyond benign diversity: the cultural reckoning on racism & anti-racism in Australian media and media studies

Following the Christchurch massacre and the resurgent Black Lives Matter movement, Australia has seen a 'cultural reckoning' (Behrendt 2020) and renewed debate on racism and media. Covid racism, the emboldened far right and cooptation of concepts of rights and 'freedom' have also prompted renewed attention to white supremacy and provoked urgent questions in regards to media diversity, platforms and amplification. Meanwhile international interventions such as #CommunicationSoWhite have demonstrated that concerns around media, racism and diversity are highly relevant within media and communication studies as well as in media institutions. Recent international scholarship challenges key media values including neutrality, diversity and inclusion (Saha 2021, Gray 2016, Ahmed 2012), and the debatability of racism (Titley 2021), yet these contributions have received relatively little attention in Australian media and communication studies. Against the backdrop of cultural reckoning and increased focus on media diversity initiatives, this panel offers critical perspectives on media, race and diversity debates and interventions across media industries, media scholarship, media practices and more. We highlight the key concepts and key questions for media research and media practice in Australia, seeking to move beyond benign versions of 'diversity' to instead foreground anti-racist resistance and transversal solidarities, decentering whiteness and representation in favour of listening and media justice.

Whiteness, Journalism and Neutrality in the Twenty-First Century: The Ethics of Platforming the Contemporary Far-Right

Kurt Sengul (presenting), **Jay Daniel Thompson** (presenting)

The expansion of an emboldened and increasingly violent global far-right has necessitated critical discussions about the role and function of the media – including journalism – in this phenomenon and has exposed the limits of so-called objectivity and neutrality. This 'cultural reckoning' has, in-part, emerged from social media platforms like Twitter which has become an important site for citizens to pushback against journalistic practices that have enabled far-right racist politics. It has been widely understood that the media has been a powerful force in the mainstreaming and normalization of racist far-right actors, parties, and discourses throughout the twenty-first century. The commercial imperatives of the media have resulted in "mediagenic" far-right actors such as Pauline Hanson in Australia and Donald Trump in the US being excessively platformed and covered as they are guaranteed to provide spectacle and controversy, and thus attract clicks and (by extension) revenue

Concurrently, there have been numerous examples of journalists in their democratic watchdog role – and under the guise of neutrality – engaging in interviews with far-right actors to ostensibly "hold them to account" and to "hear all sides of the story". Yet, these conventional journalistic strategies seldom work when dealing with the contemporary far-right who benefit from simply being given a platform to spread their racist ideas.

The purpose of this paper is to critically interrogate the ethics of platforming the far-right within the context of a burgeoning anti-democratic and racist global movement. Drawing on several contemporary case studies, we argue that adopting a so-called "neutral" stance in the face of violent racist politics is increasingly untenable for media practitioners. The paper argues that the willingness of media outlets to provide a platform to far-right political actors, with apparently little regard for how this platforming grants credibility and exposure to those individuals' racism, not only reflects the commercial logics driving contemporary media, but also the logics of whiteness that structure contemporary news values. The onus is on media organisations and practitioners to reflect on their role in (re)producing racism and white supremacy through their engagement with the far-right.

Kurt Sengul (presenting) is a sessional academic in the School of Media and Communication at the University of Sydney. His research examines the communicative and discursive strategies of the contemporary far-right. He has published widely in the area of populist and far-right communication and media.

Jay Daniel Thompson (presenting) is a Lecturer in Professional Communication in the School of Media and Communication at RMIT University. His research investigates ways of cultivating ethical online communication in an era of digital hostility and networked disinformation. He is the co-author of *Fake News in Digital Cultures* (with Rob Cover and Ashleigh Haw) and *Content Production for Digital Media* (with John Weldon), both published in 2022.

Antiracist resistance and global crisis events: Challenges for publics, digital content creators and news media organisations

Ashleigh Haw (presenting)

Global crises are fertile ground for mediated racism and xenophobia, particularly in Western liberal democracies. For example, following the 9/11 terror attacks and more recently, COVID-19, disinformation campaigns that scapegoat ethnic, racial and religious minority communities have gained considerable traction, especially in online spaces. In response, however, we have also witnessed a proliferation of antiracist resistance, as observed following the 2019 Christchurch shooting (and the subsequent #TheyAreUs movement on Twitter) and the resurgence of #BlackLivesMatter in 2020. But what do we know about how antiracism is playing out in response to current crisis events, and the challenges facing publics, journalists, and digital content creators who wish to engage in antiracist resistance?

Focusing on COVID-19 and the Russian invasion of Ukraine, my current research examines how social media users and content creators (both in traditional and digital media contexts) seek to address racism and xenophobia, often by forming 'counterpublics' that are emboldened through digital expressions of solidarity and reclamation. I discuss emerging insights from this work (and some key questions that remain), situating these within broader scholarly debate regarding mediated racism in today's post-truth landscape of growing polarisation, hostility, and conspiratorial thinking. I argue that

by illuminating how antiracism plays out in digital spaces – with careful consideration of personal and structural barriers to resisting racism and xenophobia – we can better understand both the power and shortcomings of digital media communication as a tool of antiracist resistance, highlighting important scholarly and practice implications for media and communication, in Australia and globally.

Ashleigh Haw (presenting) is a Research Fellow in Sociology at Deakin University. Her research focuses on discursive constructions of marginalised populations in Australian media, political and public discourse. She is currently involved in projects examining traditional and digital media depictions of ethnic and religious minority communities during COVID-19, and the health, social and democratic implications of online disinformation during global crisis events. Ashleigh recently co-authored the book 'Fake news in digital cultures: Technology, populism and digital misinformation' with Prof Rob Cover and Dr Jay Daniel Thompson (RMIT University) and her sole-authored monograph 'Mediated (in)humanity: Constructions of asylum seekers in the Australian news media' will be released in early 2023.

The New Second Generation and Solidarity: Australian Activist Media Advocating for Indigenous, Refugee and Migrant Allyship

Sukhmani Khorana (presenting)

This paper borrows the term 'the new second generation' (Zhou and Bankston, 2016) from the US context to argue that in Australia, young second- and further-generation migrants who have grown up with digital media and global and local influences are doing civic action differently. Participation in the increasingly digitised and global nature of youth cultures (beyond the home and host nations) now offers possibilities and challenges for the kinds of aspirations this new second generation has in their immediate contexts – for education, work, travel, relationships, environmental change, politics, and a more diverse and just media. However, those attempting to pursue careers in white-bread institutions like the mainstream media (Dreher 2020, Jakubowicz 2010) are faced with a lack of diversity, thereby spawning a series of activist initiatives to address systemic injustice and forge solidarities with other racially marginalised groups, such as First Nations communities. Within this situated context, the chapter examines the case studies of several second generation-migrant led Australian initiatives in creative media (including visual arts and writing) and media activism and pays particular attention to their campaigns for Indigenous and migrant visibility in the mainstream public sphere. Through these examples, it highlights a kind of transversal solidarity that decentres whiteness and uses a range of collaborative tools to work with shared struggles as well as different histories.

Sukhmani Khorana (presenting) is a Vice Chancellor's Senior Research Fellow at the Young and Resilient Research Centre at Western Sydney University. Previously, she was a Senior Lecturer in Media and Cultural Studies at University of Wollongong. Sukhmani has published extensively on diasporic cultures, multi-platform refugee narratives, and the politics of empathy. She is the author

of *Mediated Emotions of Migration: Reclaiming Affect for Agency* (2022) and *The Tastes and Politics of Inter-Cultural Food in Australia* (2018), editor of *Crossover Cinema: Cross-Cultural Film from Production to Reception* (2013) and co-editor of *Emotions in Late Modernity* (2019).

From media diversity to media justice: shifting the agenda on racism and media in Australia

***Tanja Dreher** (she/her) (presenting) , **Nicola Joseph**, **Poppy de Souza** (she/her)

In this paper we respond to the current media diversity debates in Australia by proposing a program of research and intervention that shifts the agenda from diversity as visual representation or parity, and towards a focus on entrenched white supremacy, the politics of listening, and media justice. The promise and limits of 'diversity' in addressing institutional whiteness is an ongoing conversation within the media, cultural, and creative industries more broadly (Cañas, 2017, Idriss, 2020; Khan, 2020; Khorana, 2020; Qian, 2020). These calls speak to the limits of representational diversity alone and have also highlighted the disproportionate burden placed on racially marginalised communities and Indigenous communities to call out entrenched structural problems within their institutions, workplaces, and industries, often at great personal cost (Le, 2020). Drawing on research and practice in community and public media, we aim to develop new and more transformative interventions in the context of media racism and antiracisms. We propose a new research agenda to shift to a sustained focus on media, whiteness and white supremacy, listening rather than looking, and media justice rather than diversity.

***Tanja Dreher** (presenting) is an Associate Professor in Media and Co-Director of the Media Futures Hub at the University of New South Wales (UNSW), and a Chief Investigator on the ARC Discovery Project 'Breaking Silences: Media and the Child Abuse Royal Commission'. Tanja's interdisciplinary research foregrounds media and social justice through the conceptual lens of the politics of listening in the context of settler colonialism, Indigenous sovereignties, intersectionality and anti-racism.

Nicola Joseph is a Higher Degree Researcher in the Media Futures Hub at UNSW. Nicola has worked across the community and public radio sectors in Australia for more than 30 years, including at Radio Skid Row / Radio Redfern in Sydney, ABC RN and Sydney station manager at SBS Radio. She has won awards for her efforts in diversifying Australia's media. Nicola is currently completing her PhD, 'Listening while Producing', which draws on her own experience together with Indigenous and BPOC producers, focusing on voice, listening and whiteness in community and public radio in Australia.

Poppy de Souza is Research Fellow on the ARC Discovery Project "'Breaking Silences: Media and the Child Abuse Royal Commission'" at UNSW and an Adjunct Research Fellow with Griffith University. Poppy's interdisciplinary research critically examines the politics of voice and listening in contexts of inequality and injustice, focusing on sites and practices of struggle, resistance, and transformation.

R5-2 Representing Audiences and Industry in TV and Wikipedia

What does it take to get a Wikipedia page? Digital reputation systems and the knowledge problem

Heather Ford

When Donna Strickland won the Nobel prize for physics in 2018, it was revealed that she had been denied a Wikipedia page prior to winning the prize because editors had determined that she wasn't notable enough. It required winning the Nobel prize, it seemed to some commentators, in order for a female scientist to be notable enough for Wikipedia. In order to understand whether this event represents a larger trend, we conducted a study investigating how Wikipedia represents male and female recipients of the Order of Australia over the site's 20 year history. We found that there is a direct relationship between the announcement of the award and the creation of Wikipedia biographies, but that only a small proportion of those receiving an award are represented on English Wikipedia and that women are more likely to have a Wikipedia article created for them after they have received one of the higher level awards. For those determined to close Wikipedia's gender gap, awards like the Order of Australia are important external signals of notability necessary for contributing biographies of women. Rather than reducing inequality, however, these two systems of notability (each with their own biases) reinforce the systemic biases of both systems - systems in which women are recognised only when they fit particular standards and where people who do not fit the requirements (including Indigenous people and migrants) are systematically excluded.

Heather Ford is Associate Professor and Head of Discipline for Digital and Social Media in the School of Communications at UTS. Her research focuses on the implications of digital technology for global knowledge systems. She has a background working for global technology corporations and non-profit organisations in the US, UK, South Africa and Kenya. She is former Google Policy Fellow at the Electronic Frontier Foundation, former Executive Director of iCommons and co-founder of Creative Commons South Africa.

“That’s definitely what lockdown felt like”: Watching *The Sopranos* during the Covid-19 pandemic.

Alexander Beare

During the early stages of the Covid-19 pandemic HBO series, *The Sopranos* (1999-2207), experienced an unexpected surge in popularity among young viewers. Outlets like *The Guardian* and *GQ* were quick to label it the “hottest show of lockdown.” These new viewers encountered the show in a considerably different mediascape from when it originally aired. *The Sopranos* was surrounded by new paratexts (memes, YouTube videos and social media accounts) that had the potential to set unique audience expectations. This research is interested in the unique experience of these

viewers—does watching *The Sopranos* during the pandemic bring something different about it into focus? To what extent can this setting change the meaning and cultural work of the show? This paper reports on the findings of 11 semi-structured research interviews with young people who watched *The Sopranos* for the first time during the pandemic. For many, this uncertain and often chaotic setting was transformative to how they interpreted the show. Participants reported that the show's dark themes took on new functions as tools of catharsis and relatability in this context. They used *The Sopranos* as a conduit to cope with the pandemic in ways that were often oppositional to the televisual logic of *The Sopranos* and at odds with conventional scholarly understandings of the show. I conclude that this interaction between the Covid-19 pandemic and *The Sopranos* effectively produces a 'new' television text that must be understood distinctly. We must recognise the possibility for resurgent television like *The Sopranos* to produce new interpretations and undertake new forms of cultural work that emerge from their distinct contexts of consumption.

Alexander Beare is a PhD researcher at the University of Adelaide. His thesis is entitled “Retrospectively Reading *The Sopranos*: Rethinking complex television in new cultural contexts.” It explores how 'old' television texts are being adapted to new cultural and televisual environments by active audiences. His research interests are television studies, audience studies, complex TV, media memory and masculinity studies.

Twenty-first century drama trends: What’s the story for Australia?

Marion McCutcheon (presenting), **Amanda D. Lotz**

Features of television drama have become more varied in the twenty-first century. As digitisation opened pathways for channel and service growth, competition drove commissioning of innovative content able to attract audiences and even compel payment. Drawing on analysis of an extensive dataset of drama series based on trade literature from the years 2000 to 2020, this paper illustrates three significant trends that characterise the industrial expansion of international television drama: (1) Drama budgets escalated at rates well above inflation, while revenues for many linear broadcasters were squeezed; (2) Broadcasters increasingly partnered with other broadcasters in other countries in commissioning international drama co-productions; and (3) Drama format sales waxed and waned in popularity, as commissioners sought low-risk content and then as audience tastes changed amidst expanded options. These trends matter as they demonstrate how international market dynamics have changed the nature of television drama. Broadcasters and producers are facing increased incentives to commission content for a global audience, rather than local stories for local viewers. The paper identifies the implications of these trends for the ongoing debate concerning government supports for Australian drama. As a small country with a small production sector, where television drama continues to be vulnerable to market failure, do local content quotas and tax incentives ensure that Australian television continues to have a local look and feel, and deliver local cultural value?

Marion McCutcheon (presenting) is a communications economist, with experience in policy-focussed research and advice in the federal government's Department of Communications and broadcasting regulator and as an academic focussing on media industries and creative industries research. She is a Senior Research Associate at the Queensland University of Technology's Digital Media Research Centre and a Honorary Research Fellow of the School of the Arts, English and Media, University of Wollongong.

Amanda D. Lotz is the author, coauthor, or editor of twelve books that explore television and media industries. She leads the Transforming Media Industries research program in the Digital Media Research Centre at Queensland University of Technology."

R5-3 Problematising Communications Paradigms

Translation, Creativity and Machine Translation: Japanese to English Literary Translator's Perceptions of Creativity in Translation

***Emily Rokobauer** (presenting), **Phillip McIntyre**

This paper examines the idea of whether or not artificial intelligence (AI) and neural networks are capable of producing creative work. It specifically asks how these tools increased usage impacts translators and their profession and is part of a larger project investigating translators and their creative process. In accordance with the research literature, creativity is seen as the bringing into being of novel products, processes, practices or ideas that are valued in at least one social setting (Hennessey & Amabile 2010). Using this operational definition and framing it within the systems model of creativity (Csikszentmihalyi 1988, 1997, 2012) the project takes a case study approach. It sets out to investigate whether individual agents, choice making entities, interact with the field and the domain of literary translation, to produce creative work. With the standard definition as a basis, the paper takes a case study approach. The research, so far, has revealed that while Japanese to English (J-E) literary translators perceive their work as inherently creative, as per the definition, they argue that machine translations are 'uncreative'. The perceptions these translators hold of computer assisted translation (CAT) and neural machine translation (NMT) tools and these tools' relationship to creativity in translation, reveal that translators, from our initial findings, believe AI to be missing certain important factors necessary for creativity to emerge.

***Emily Rokobauer** (presenting) is a 3rd year PhD candidate at the University of Newcastle (UoN), Australia. She graduated with a Bachelor of Communication (with distinction), from the University of Newcastle in 2017. She then went on to graduate with a Bachelor of Communication (honours) Class I from UoN in 2018. Emily presented her honours research 'The Creative Translator: An Ethnographic Study of Creativity in the Practice of Translation' at the University of Cambridge in October 2019 and has also taught at UoN since 2019. Emily commenced her PhD candidature in March 2020 and was awarded the prestigious Vice Chancellor's Academic Career Preparation Scholarship in July 2020.

Phillip McIntyre is a published academic with multiple books and ARC grants to his credit. He researches creativity and the creative industries at the University of Newcastle in Australia. He has also successfully gained an income from the music industry over a number of years as a songwriter, producer and audio engineer. His own recordings are available on most notable streaming and subscription services."

Plus ça change? Reckoning with potentials and challenges for diverse newsrooms in Australia

David Nolan (presenting), **Kieran McGuinness** (presenting)

While 2020 wreaked economic havoc on Australia's news ecosystem, it was also a watershed year in presenting – or confronting – newsrooms with an agenda of 'reckoning'. Amid resurgent Black Lives Matter protests, the role news representations and the power structures underpinning them play in racial injustice gained renewed focus. Meanwhile, the relations through which the problem is being raised are changing. In Australia, while the absence of diverse perspectives in news content has been continuously challenged by an Indigenous media sector, the rise of disintermediated digital spaces has served as a further diagnostic through which such concerns are amplified. In this environment, newsrooms are incentivised to appear responsive, and are receptive to philanthropic initiatives concerned to promote increased diversity. Whether this represents a turning point, however, depends on whether journalism can respond to numerous challenges. Can it acknowledge its historical status as a colonial institution, and become something otherwise? To what extent can practitioners depart from paradigms that reproduce hegemonic voices, perspectives and worldviews, and enable different perspectives to inform news agendas and coverage? How far do financial pressures present a real and/or perceived obstacle to reform? This paper provides a theoretical grounding for research that is investigating perspectives on diversity, particularly relating to coverage of Indigenous Australia. Positioning the problem as one that arises as a contemporary one at a dynamic moment in newsroom relations, we nevertheless consider the question of what, if anything, about this problem has changed over time?

David Nolan (presenting) is Associate Professor in Journalism, Media and Communication at the University of Canberra, and a member of the News and Media Research Centre. He is lead investigator on the ARC-funded project 'Amplifying Indigenous News: A digital intervention'. His research focuses on understanding change in journalism, the role of media in intercultural relations, and transformations in humanitarian communication and journalism.

Kieran McGuinness (presenting) is the Digital News Report Postdoctoral Fellow at the News & Media Research Centre at the University of Canberra. His recent research focuses on mixed method approaches to news consumption, misinformation, journalistic role performance, and defence journalism.

Redefining Crisis in museums: The National Museum of Australia and its digital engagement throughout the 2019/2020 bushfire season and the Covid-19 pandemic

Caroline Wilson-Barnao

Covid 19 has highlighted the need for museums to have policies and practices in place that allow them to be more responsive to the audiences needs during a crisis, in many cases forcing them to explore new technologies and approaches. Based on an analysis of the National Museum of Australia and its digital engagement throughout the 2019/2020 bushfire season and the Covid-19 pandemic this paper will discuss some of the contemporary logics and mechanisms at play when collecting during a crisis. Referencing “Momentous”, a purpose-built web site and two Facebook groups “Fridge Door Fire Stories” and “Bridging the Distance” we explore the content shared on these platforms by users and place this in conversation with the reflections of the cultural workers who created and maintained these online platforms. We suggest that historically museums have long responded to their communities by seeking out new ways to provide collection access but suggest that we are witnessing the emergence of new approaches enabled by technologies that allow communities to take a more active role in negotiating how the museum represents their experiences.

Caroline Wilson-Barnao is a lecturer in the School of Communication and Arts at the University of Queensland and her recent book *Digital Access and Museums as Platforms* investigates the tensions and benefits involved in making cultural collections available using digital technologies. Her career spans two decades of experience in communication and marketing, supporting non-profit, arts organisations and in the corporate sector. Her research takes a critical focus on the use of digital media in museums, and in 2019 she filled the position of acting director of the master of museum studies program at the University of Queensland.

R5-4 Next Steps in Australian Films, Documentaries and Persona Studies

Distribution, context and agency: the challenges of designing documentary audience research

***Craig Hight** (presenting), **Kate Nash**

Documentary's status has traditionally centred on its potential to service and inform the broader imperatives of democracy. This 'documentary project' has been complicated by the proliferation of reality-based televisual formats in the 1990s, increasingly mainstream forms of digital distribution (streaming and mobile options), and a host of socio-technological changes associated with the so-called 'post-truth' era. There has never been a more urgent need for audience research to investigate viewers' decision-making around accessing and making sense of the broad spectrum of documentary

content. For both practitioners and theorists, the question of when and how documentary resonates with and potentially mobilises audiences has never been more uncertain.

This presentation suggests three key theoretical and methodological axes for audience research into documentary content. A focus on distribution draws attention not only to the strategic challenges facing the content producers seeking to make their work available and appealing to audiences, but more practical and social issues governing how documentary surfaces within viewers' broader media ecologies. Also critical are the social-material contexts within which documentary viewing is embedded, such as the distinctions between solo device-based viewing, social viewing around a television screen, and semi-public theatrical viewing. Finally we consider how both dimensions intersect with audiences' practices of meaning making; how viewers negotiate the cognitive and affective dimensions of documentary material and the possibilities for meaningful forms of engagement or impact. We outline in this presentation how working across these three analytic dimensions would engender a new agenda for documentary audience research.

***Craig Hight** (presenting) is an Associate Professor in the School of Humanities, Creative Industries and Social Sciences at the University of Newcastle. His research has drawn on documentary theory, software studies, critical data studies and a variety of approaches within the field of audience research. His most recent work explores the nature of documentary culture and practice within digital media platforms.

Kate Nash is a Professor in the School of Media and Communication, University of Leeds. Her research explores the intersections of documentary practice and digital media culture.

The Transforming Presentation of the Contemporary Self: Persona, branding and the curation/correlation of identity into digital forms of communication

David Marshall (presenting), **Nicholas Qyll**

A great deal of recent research has dealt with the transformation of identity and presentation of the self that has developed from the wider presence, naturalization and normalization of digital culture and communication. Much of this work connects strongly to what has emerged as persona studies over the last decade; but it has to be equally acknowledged that the pandemic of COVID-19 has produced a growing pandemic reconstruction of the public self in contemporary culture.

This paper investigates that this naturalization and normalization of the presentation of the self – a digital persona in both the presentation of “work” identity and what can be called personal or private identity through different and parallel digital reconstructions is producing a new precarity within cultures and interculturality in profoundly complex ways.

Several conceptual forms of categorization are explored in this paper to make sense of the integration of digital reformations of culture and identity. What follows are three categories of contemporary digital persona that are taken from past research studies and are further analysed in this paper:

1. Covidiquette (Marshall 2022) – a normalised ethical co-presence and presence
2. Zoom/Microsoft Teams/Webinars – the transformation of the presentation of the work-self across professions
3. Aspirational Digital Persona Branding – the normalization of the mediatized editing of the self

In many ways, these “curated” and industrially-“correlated” identities of the self – personas – are transforming the conceptualization of influence, cultures, communities and engagement which is producing likely instabilities in the concepts of collectives and formations of what constitutes cultures and individuals in our contemporary world.

David Marshall (presenting) is a Professor of Communication at Charles Sturt University. He investigates our political, economic, cultural and celebrity public personality systems and their transformations in and through digital culture. Along many articles, his 11 books include *Persona Studies* (2020), *Advertising and Promotional Cultures* (2018), *Celebrity Persona Pandemic* (2016), *Contemporary Publics* (2016), *A Companion to Celebrity* (2016), and *Celebrity and Power* (2014). His current research projects include: *The Cultural History of Fame*, *Emotion Online: Curation and Correlation of Affect in Digital Culture* (McGill Queens Press) and the co-authored (with Nicholas Qyll) *Persona Studies – Eine kompakte Einführung* (Springer Verlag 2022).

Nicholas Qyll is a designer, visual researcher and lecturer for design studies at Dortmund University of Applied Sciences and Arts, Germany. He was appointed a member of the Fame and Persona Research Consortium (FPRC) of Australia. His recent publications include *Visual design of person brands* (2019), *Persona as Key Component in (Cultural) Person Branding* (2020), *Social Media in Self-marketing* (2021) and *Visual Person Branding* (2021). Current research projects include *Using visual frame analysis (VFA) as qualitative methodology in personal branding research* (2022), *Corporate Imagery* (2022, w/ G. Adlmaier-Herbst) and *Persona Studies – Eine kompakte Einführung* (2022, w/ P. David Marshall)."

R5-5 Connections, Literacies, and Impacts

(Not) Just the facts: Social media influence and finding connection through journalism during COVID-19

***Diana Bossio** (presenting), **Valerie Belair-Gagnon**, **Avery Holton**, **Logan Molyneux**

For journalists globally, the pandemic's informational challenges have been threefold. First, journalists have been challenged to report on often complicated epidemiological information accurately and effectively. Second, journalists have had to mediate increasing public scrutiny of health information resulting from dedicated mis- and disinformation campaigns. Finally, alternate and often aggressively anti-mainstream media players have been competing with professional journalism for attention and credibility. Professional journalists have been caught up in the effects of public mistrust of large-scale public institutions, governance, and media organizations, especially with media players and campaigns that have purposely used anti-vaccination sentiment to discredit them.

In this context, journalists may not be the central authority on news and information in these spaces, as audiences are increasingly exposed to influencer-driven information when looking for news on social media. While journalism has used similarly sensationalist content to draw attention to news reportage, the impacts of negative attention on journalism are different, as we have learned looking at the public impact of misinformation during the pandemic. This is because journalism draws upon different professionalization frameworks to ensure reputation and authenticity. That is, adherence to truth, accuracy and the public interest are central to journalism's ideological positioning as central to public life.

In this paper, we focus on the ways social media logics complicate these traditional forms of journalistic connection online, particularly in environments where traditional norms of reportage are presented as obstructing audience agency in accessing information. Using interviews with journalists, we explore some of the impacts that traditional and non-traditional approaches to reporting had during the pandemic, and what journalists have been doing to regain public trust online.

***Diana Bossio** (presenting) is Associate Professor of Media and Communication at Swinburne University in Victoria. Dr Bossio's research focuses on social media, journalism and practices for digital participation and inclusion. She leads the Social Media Research Group and she is the democracy and voice theme leader and associate researcher for Swinburne's Social Innovation Research Institute. She is the author of: *The Paradox of Connection: How Digital Media Are Transforming Journalistic Labor* (Illinois University Press, 2022), *Journalism and Social Media: Practitioners, Organisations, Institutions* (Palgrave Macmillan, 2017) and co-editor of *Social Media and the Politics of Reportage: The Arab Spring* (Palgrave Macmillan, 2014).

Co-authors: **Valerie Belair-Gagnon**, **Avery Holton**, **Logan Molyneux**

Deficit Production: Using Metatheory and the Deficit Model to rethink communicative (digital and media) literacy

Steven Maras (presenting), **Kim Barbou**, **Heather Bray**, **Rachel A. Ankeny**

With the past several years of disruption emphasizing the continued impact of distributed, global information networks, the focus on mis/dis/mal-information has led to numerous programs aimed to improve media literacy. These aim to improve understanding of media production processes, encourage fact checking, and rebuild trust in 'expertise' over dependence on intuitive or anecdotal knowledges. In this presentation, we work to unpack some of the implied thinking behind media literacy in a transdisciplinary study utilising science communication, media studies, and a metatheoretical analysis of the deficit model (Maras et al., in preparation) to consider how deficit thinking can be implicit in literacy projects. While we would certainly agree that people being able to make and find meaning using various forms of media is a core skill, and could help reduce the spread of mis- and dis-information, the framing of media literacy as a personal skill or knowledge deficit that needs to be resolved flattens the complexity of the causes of the creation and sharing of problematic online content. This flattening thus produces a double deficit that makes invisible the systemic causes of mistrust in expertise, whether located within higher education, government, or medicine as it centers on the knowledge deficits perceived in those who are caught up in information disorders. We identify how a double deficit model operates praxeologically and axiologically, therefore opening new opportunities for inclusive transdisciplinary thinking across science communication and media and communication studies.

Steven Maras (presenting) is an Associate Professor in Media and Communication at The University of Western Australia. His research interests include theories and philosophy of media and communication. He is author of *Objectivity in Journalism* (Polity, 2013).

Kim Barbou is a Senior Lecturer in Media at the University of Adelaide. Her principal research focus is in persona studies, the strategic production of a version of self for an audience, and often looks at the production of online personas. Kim has published in *Celebrity Studies*, *TDR*, *MIA* and *Convergence* among others, and is co-author of *Persona Studies: an introduction* (2020, Wiley Blackwell).

Heather Bray coordinates the Master of Science Communication and the undergraduate minor in Science Communication at the University of Western Australia. Her research explores community understandings of, and attitudes to, the role of science and technology in food production, in particular biotechnology. Before returning to academia 10 years ago, Heather worked in science centres and agricultural research centres, developing community engagement programs about complex and controversial technologies.

Rachel A. Ankeny is a Professor in the School of Humanities at the University of Adelaide, Australia. She is an interdisciplinary teacher and scholar whose areas of expertise cross several fields: history/philosophy of science, public engagement in science, bioethics and science policy, and food studies.

Prior to joining the University of Adelaide in 2006, she was director and lecturer/senior lecturer in the Unit for History and Philosophy of Science at the University of Sydney from 2000.

Collective impact – moving the needle on health outcomes for Australians

Sharon Schoenmaker, **Victoria Erskine** (presenting)

Positive health outcomes of Australians living with mental illness are compounded by the related challenges of poorer physical health, social disadvantage, and reduced access to high-quality health care. Making inroads in addressing this complex social problem demands a collaborative, focussed and interdisciplinary approach. Collective impact describes the commitment of stakeholders from different sectors collaborating to address large scale social problems, such as this one, and to effect systems-led change (Kania, Williams, Schmitz, Brady, Kramer & Juster, 2022). Applying a mixed methods approach, this study examines the collective impact model focussing on the condition of continuous communication, as one of the enablers, of complex social change. Interrogating how communication is operationalised by practitioners in the Equally Well collective, this study shows strategic thinking, rather than strategic planning, in developing communicative activations shows promise. Further, this study showed developing a shared lexicon for what constitutes, comprises, and enacts continuous communication, improves the effectiveness of stakeholder's efforts in moving the needle on health outcomes for Australians in an increasingly complex and fragmented society

Sharon Schoenmaker is a Senior Lecturer in Communication in the School of Information and Communication Studies at Charles Sturt University, Australia. Sharon research areas include digital relationships, wellbeing, and the sustainability of communication practice. Sharon's recent research investigates the wellbeing of emerging and established practitioners focussing on personal, organisational resilience and the sustainability of practice. Sharon's doctoral research investigated the relational capabilities of social media as a means of communicating and connecting with others. Sharon has published and presented her research internationally and nationally at research conferences and symposia. Her focus is on undertaking research to promote sustainable approaches to the professional practice of communication with expertise in strategic communication.

Victoria Erskine (presenting) is a Lecturer in Strategic Communication in the School of Information and Communication Studies. Her research aims to explore the concept of wellbeing and resilience to distil a context most applicable to communication practice and contribute to a multidisciplinary understanding of the construct. Victoria has published and presented research on practitioner resilience with a focus on how communication practitioners maintain equilibrium, managing complex workplace challenges and high-risk experiences with potentially rich rewards while nurturing their personal wellbeing, critical to career longevity and success. As a PhD candidate in the Equally Well project with the Faculty of Business and Behavioural Sciences, Victoria's work is investigating innovative approaches to communication within a national and international network of diverse organisations operating within the mental health sector. This work is contributing to research in communication practice and the areas of workplace wellness and organisational communication."

R5-6 Emerging communities and emerging voices

Engaged spectatorship: the role and significance of the citizen and self-representation

***Fiona Morris**

This practice-based research asks how two forms of photographic representation; professional documentary photography and amateur mobile phone photography, may co-exist and offer a more complex understanding of social issues. It brings together, and contributes to, literature on documentary photography and the role of the individual personal narrative in the age of mobile camera phones and a networked society, as photography shifts from a memorial function to a communication device. The research investigates the currency of personal representation from an insider's perspective rather than a professional outsider and if a partnership between the two introduces new possibilities for narration and communication. These multiple photographic perspectives, and the way they challenge notions of a single 'truth', constitute what author and curator Fred Ritchin calls 'hyperphotography' (2013). Ritchin observes that viewers empathize with the citizen, as their subjective self-involvement is transparent. When communities look back at documentary photographs taken by professionals in 2022, what will they reveal about the time and place we were living in? How will these photographs shape the public understanding of society? Will the photographs be considered authentic records of history, or fabrications of reality when compared to as Melissa Miles describes (2016) the personal witness as those being 'special embodiments of history'. This research originates from my own practice as a documentary photographer. I will be drawing on a twenty-year photographic project 'Reinventing Giovanni' and comparing my own documentation of Giovanni's life to his own self-representation with his camera phone.

***Fiona Morris** is an Australian photographer and educator. Presently she is a PhD candidate in the School of The Arts, English and Media at The University of Wollongong where she is also a sessional photographic lecturer. Fiona has a background in media having worked for Fairfax Media, Getty Images, Greenpeace Australia and Médecins Sans Frontières. Her documentary images have been exhibited in numerous group exhibitions nationally and internationally, including America, France and Lithuania. Fiona's work is held in national collections including the National Library of Australia, Canberra, the Museum of Sydney and State Library of NSW, Sydney. Her research and practice explores the expanding field of documentary photography.

Emerging communities, emerging voices: community-building and institutional listening to refugee voice

Diana Kreemers

Various resettlement and advocacy organisations aim to empower newly arrived refugees and asylum seekers to develop their voice and their community leadership skills. While these efforts foster community-building, the role of these practices in terms of political representation is scarcely researched.

Through a discourse analysis of public communication and personal reflections of professionals working in refugee advocacy and resettlement, I investigated (1) the potential for political refugee voice to emerge from community-building within resettlement processes, and (2) potential opportunities and limitations for institutional listening to emerging refugee voices.

I argue that parallel processes and aims of organisational communication and community-building, constrain self-determined refugee voice as predecessor of political and institutional change. I demonstrate how the implicit 'sweet spot' for emerging community leadership, and limited definitions of refugee agency limit the democratic potential of refugee voices.

Diana Kreemers is a UNSW Scientia PhD Candidate in the School of Arts and Media at UNSW Sydney. Her research interests include representation, recognition, mediatisation, and listening practices of professionals in democratic institutions. She has over eight years of experience working with policymakers, bureaucrats, journalists, and media users. She worked on research projects on community media to develop new professional practices. More recently she investigated listening practices in political context in a two-year participatory research project at the Dutch government. Her current research analyses the politics of listening necessary to support the democratic potential of refugee media.

"Australia is a free country and they have a right to protest": ScoMo, misinformation and the Australian COVID protests

Jonathon Hutchinson (presenting), **Tiania Stevens**

On 23 March 2020, as Australia's first wave of coronavirus cases deepened, Prime Minister Scott Morrison delivered an address to the House of Representatives in which he appealed to the nation to come together in an attitude of unity and to face whatever was coming with 'the spirit of the Anzacs. 'The coronavirus that is sweeping the world will continue to change the way we live,' he said, 'but we must not allow it to change who we are as Australians.' Yet if there is an attitude of unity in Australia, much of it seems shared by those in 2021 who protested lockdown measures in several Australian cities. This presentation examines these protests with reference to the social media platforms – and the mis- and disinformation they contain – that nourished the grievances of protestors in Sydney. The protesting groups were notably disparate, in which young hard-left people found a common cause of sorts with conservative middle-aged business owners, tradespeople, seniors, and the fringe right. One factor that connected virtually all these people was a distrust of traditional media outlets, and a preference for and reliance on information gleaned from social media and the wider internet. The 2021 Sydney lockdown protests provide a window into a society fractured by the longstanding effect of social media disinformation, in the context of a wider and pervasive collapse of confidence in traditional sources of authority. The results of this research demonstrate the potential challenges – politically, socially, and otherwise – they constitute.

Jonathon Hutchinson (presenting) is a lecturer in Online Communication and Media at the University of Sydney. He is currently a Visiting Research Fellow on the Algorithmic Public Sphere project at the Hans Bredow Institute, Hamburg Germany. His research explores Public Service Media, cultural intermediation, everyday social media, automated media, and algorithms in media.

Co-Author: **Tiania Stevens**

R5-7 Media Influence and Misconceptions

'Big Lies': Understanding the Role of Political Actors and Mainstream Journalists in the Spread of Disinformation

***Stephen Harrington** (presenting), **Daniel Angus**, **Edward Hurcombe**, **Phoebe Match**, **Nadia Alana Jude**, **Axel Bruns**

Disinformation is widely considered to be one of the more insidious problems of the current worldwide communications environment, and has quickly risen to the very top of the research agenda for a number of academic disciplines. Popular discourse around disinformation often centres on large online platforms (e.g. Facebook, Twitter) and on the malevolent use of those platforms by highly-visible but relatively uncoordinated extremist groups (e.g. QAnon, vaccine sceptics, etc.), or by largely invisible – typically state-backed – operatives (e.g. Russia's Internet Research Agency), who make highly coordinated attempts to persuade and deceive unwitting users. Social media have thus been seen as absolutely central to the conversation around disinformation, and are often among the first places people turn when looking for solutions to the problem. We argue, however, that this approach has too often overlooked the political actors who themselves propagate disinformation, and the mainstream news outlets that report on them. In this critical literature review, we therefore de-centre social media, and take a broader view of the disinformation landscape. We argue that blatant disinformation in modern politics has now become so widespread because outright lies (and the powerful reaction that they can generate) are an effective way for political actors to attract and manage both public attention and voter enthusiasm, and to effectively evade scrutiny from journalists. We go on to argue that while journalists may be operating under a paradigm of political PR and 'spin', powerful politicians are now engaging in 'information warfare', which requires a very different approach and mindset to counteract.

***Stephen Harrington** (presenting) is an Associate Professor in the School of Communication, and a Chief Investigator in the Digital Media Research Centre, at the Queensland University of Technology, Australia. He is the author of *Australian TV News: New Forms, Functions, and Futures* (Intellect, 2013), editor of *Entertainment Values: How Do We Assess Entertainment, and Why Does it Matter?* (Palgrave, 2017), and co-author of *Politics, Media and Democracy in Australia* (Routledge, 2017). He is a former Chair of the ICA's Popular Communication division, and is currently a Chief Investigator on an Australian Research Council-funded Discovery project (DP200101317) examining mis- and disinformation.

Daniel Angus is Professor of Digital Communication and leader of the QUT Digital Media Research Centre's Computational Communication and Culture Program. He is the Chair of Infrastructure within the ARC Centre of Excellence for Automated Decision Making and Society, and Chief Investigator on the ARC projects: Using machine vision to explore Instagram's everyday promotional cultures; Evaluating the Challenge of 'Fake News' and Other Malinformation; and, Young Australians and the Promotion of Alcohol on Social Media. His research examines issues at the intersection of technology and society, with a focus on algorithms, misinformation, and new methods to study the digital society.

Edward Hurcombe is a Research Associate at QUT's Digital Media Research Centre. Edward researches how news and journalistic practice are transforming in relation to the technologies, economies, and user cultures of social media platforms. He is interested in both the challenges and possibilities emerging from these transformations: from tackling malicious actors on platforms, to locating new kinds of socially-positive digital journalism. His research has been published in leading journals such as *Journalism*, *Digital Journalism*, and *New Media & Society*. His first monograph, titled *Social News: How Born-Digital Outlets Transformed Journalism*, is out now.

Phoebe Match is a PhD candidate in the Digital Media Research Centre at Queensland University of Technology, working within an Australian Research Council-funded Discovery project (DP200101317) examining mis- and disinformation. Her PhD research uses qualitative analysis to examine the ways that journalists engage, in their practice, with discourses of mis- and disinformation by political actors. It interrogates information legitimacy as a symbolic and political component of the misinformation issue.

Nadia Alana Jude is a PhD candidate in the Digital Media Research Centre at Queensland University of Technology, as part of the Australian Research Council-funded Discovery project (DP200101317) 'Evaluating the Challenge of "Fake News" and Other Malinformation'. Her PhD examines the ways that institutional discourses shape the way that we understand, frame and work to address the problem of mis- and disinformation in Australia.

Axel Bruns is an Australian Laureate Fellow and Professor in the Digital Media Research Centre at QUT, and a Chief Investigator in the ARC Centre of Excellence for Automated Decision-Making and Society. His books include *Are Filter Bubbles Real?* (2019) and *Gatewatching and News Curation: Journalism, Social Media, and the Public Sphere* (2018), and the edited collections *Digitizing Democracy* (2019), the *Routledge Companion to Social Media and Politics* (2016), and *Twitter and Society* (2014). His current research focusses on the study of public communication in digital and social media environments, with particular attention to the dynamics of polarisation, partisanship, and problematic information, and their implications for our understanding of the contemporary public sphere. His research blog is at <http://snurb.info/>, and he tweets at @snurb_dot_info. Email: a.bruns@qut.edu.au

Social Media And Prevalence Of Fake News During Pandemic: An Analytical Study In India

Jyoti Ranjan Sahoo

Fake news has been a major concern to many people in today's world as it spreads through social media applications like Whatsapp, Facebook, Instagram, and even Google. Political party may create fake news to further their own political agendas. These types of false information hit the public, affecting citizens' freedom of expression and ability to make informed decisions. It has become more prevalent as India's social media applications. In today's India, news organizations and journalists are no longer seen arbitrating or neutrally making news. These news outlets are said to serve as echo chambers for the major political parties. Thirty-five crore Indians use various social media apps and spreading fake news on social media has become very fast. WhatsApp is used by 20 crores of people out of these 35 crores. In India, a lack of regulation is also a major factor in the spread of false news. However, there are still many people in India who are unaware of fake news. In this context, the study investigates the following research questions such as what are various forms of fake news prevalent in society during pandemic in India? What factors influence the cause of fake news? How do people perceive the fake news in their everyday social life? To what extent the fake news leaves an impact on the society?

This study was a survey quantitative research and gathered results about the impact of fake news and how it is affected people. The unit of the study were students, academic individuals, politicians, business professionals, service holders, teachers, retired individuals etc. The data were collected all across India. The sample size was 200 and data was gathered following random sampling technique. Inferential statistical analysis such as correlation and regression results shows the positive as well as negative effect of fake news on Indian society on various aspects. Pandemic has been the most casual factors to have more prevalence of fake news on society.

Jyoti Ranjan Sahoo is an Assistant Professor at the School of Communications, XIM University, India. Dr Sahoo has received his PhD in the area of 'Media and Social life'. He has published eighteen articles in national/international journals and edited books in the areas of media sociology, media and marginality, development communication, advertising, media education, communication & culture, media and gender. He has also conducted four research projects and presented over 20 research papers in national and international conferences on diverse interdisciplinary issues of media and communication. He contributed research papers and presented in IAMCR & AMIC conferences abroad. His current ongoing research assignment is the author's book on 'Technology and Education'. Other ongoing assignments are COVID-19 health perception & communication, media & democracy. etc.

Body Image: An Analysis on Youth's Communication Dynamics, Lifestyle in Instagram

S. Arulchelvan

Media plays an important role in disseminating information to public. Consumption of information varies in different media platforms such as newspaper, magazine, radio, and television. The advancement of media technology and wide penetration of internet made people to access information in various online platforms. People are more active on the social media platforms. Among different social media platforms, Instagram was widely used across the age group of 18 to 25. Content proceeded in Instagram not only limits to life style it can influence on their communications dynamics, food habits, diet plans, exercise, thus showing a fit body as an ideal figure. This can largely impact young to have a perfect ideal body figure. Previous studies establish a connection with influence of social media on self-esteem, internalization, social comparison, photo manipulation, eating disorder, appearance investment. Also, previous research works found a relationship between social media and personal dynamics, perfect body image. This can create an internal or external pressure among college students. This study examines how Instagram influence the body portrayal among college students. Planned methodologies to approach this study are survey and content in instagram. The survey was collected among the college students in Chennai. The major concern over this study is how far the information published in Instagram affects the young generation in their perfect body image and their dynamics. Also, study examines the influence of Instagram on the lifestyle, diet and food habits adopted from the Instagram. This study carries an importance in understanding the young generation usage of Instagram on their body image.

S. Arulchelvan, Associate Professor, Department of Media Sciences, Anna University, Chennai, India.

R5-8 Communication and community challenges in the COVID 19 era

Nailed the COVID-Vaccine rumors by@NSWhealth and @VicGovDH on Twitter: a brand comparative report

***Gavin Xun Zhou**

Discussions about significant worldwide disasters are increasingly shifting to online communities. Twitter is becoming one of the communication channels to disseminate critical information during epidemic (Morihiro et al. 2020; Chen et al. 2020). It is used to notify or ease impending panic online. 'By using Tweets, authorities were able to distribute necessary information to people directly' (Morihiro et al. 2020, p. 1). At each stage of the spread of the Covid-19 virus (hereafter 'Covid'), we can identify certain doubtful truths that appeared in the relevant hashtags and discussions on Twitter, especially in early 2021 when two states entered the 'covid-safe' era. This paper focuses on two Twitter accounts, that is Victoria (@VicGovDH) and NSW official (@NSWhealth), trying to compare their information

dissemination during special periods and how the public reacts to their online practice. The first part of this paper will conduct a literature review of the existing scholarship, namely (a) Twitter rumours, (b) government use of Twitter, (c) online policy marketing. In the second part, this paper will adopt quantitative research methods by using content analysis(CA) and sentiment analysis(SA) further investigate two Twitter accounts. A conclusion and suggestions will be made at the end of this paper.

***Gavin Xun Zhou's** main research interests focus on political communication (e.g. activism, public sphere, everyday political talk, and participation). Also, He is interested in social media like Twitter and Chinese social media (Weibo, WeChat, and Douyin/TikTok), questions of censorship and policy responses, and the role of influencers/super-participants. Furthermore, He's interested in how digital technology cuts across these different areas. He has a background in different types of projects by collecting both qualitative and quantitative data and making him more proficient in the operation of different tools and software.

Radio Forte – being a community in lockdowns

Eleonora Cerqua

The COVID-19 pandemic has undoubtedly affected all aspects of our life. However, it has also encouraged our adaptation capacity. In this paper, I discuss how our social engagement practices have been transformed and adjusted by this unprecedented situation. In particular, I explore the case of the Italian social centre Forte Prenestino, a self-managed, occupied space for cultural and social experimentations. Forte Prenestino has been a fundamental social hub in Rome since its occupation in 1986. Although the COVID-19 pandemic could have jeopardised its central role in the social life of the roman community, Forte Prenestino's activists managed to find a way to fight the isolation imposed by the lockdown and keep the sense of community alive. To do so, in 2020 they created Radio Forte, a free, self-financed web radio. Radio Forte alternates music broadcasting with programs dedicated to specific topics and communities such as feminist movements and the LGBTQIA+ community. Children are not neglected by the web radio either, thanks to the weekly reading of fables and fairy tales. Nowadays, Forte Prenestino has resumed its normal activities; nevertheless, Radio Forte is still broadcasting on a daily basis, demonstrating that it has established itself as a valuable communication practice, increasing the opportunities of being connected with the community. The COVID-19 pandemic has, therefore, pushed us to explore new ways of connecting with each other, reaching small and broader communities. However, these new approaches to communication have not vanished with the end of the lockdowns; on the contrary, they have been absorbed by the society, transforming our habits according to our new needs and desires.

Eleonora Cerqua is a PhD candidate at the Faculty of Art and Social Science at the University of Technology of Sydney. My research focuses on Italian social centres (specifically, Forte Prenestino in Rome) which are an example of grassroots initiatives carried out by urban social movements in order to convert abandoned buildings into self-managed spaces of social and cultural experimentation. My

investigation is facilitated by my background as an archaeologist and historical researcher. In 2009, I achieved a Bachelor's degree in 'History and Conservation of the Artistic Heritage' and in 2011 a Master's degree in 'Archaeological Science and Historical and Archaeological Research Methods', both issued by the university 'Roma Tre' (Rome, Italy).

Indexing Long COVID: The role of the media in understanding a novel medical phenomenon

Lawrie Zion (presenting), **Andrea Carson**

While research examining media coverage of Covid-19 and the impact of the pandemic on journalism has evolved rapidly, there has been little focus so far on the media ecology of what has become known as 'Long Covid'. The term emerged through, firstly, social media, then mainstream media in 2020 after Covid patients who continued to experience symptoms months after infection shared their experiences online. Despite extensive medical research, there remains little scientific consensus on Long Covid's causes, symptoms, or long-term effects on health and wellbeing. Meanwhile, the growing ranks of those experiencing prolonged illness after contracting Covid is profoundly affecting not only their own lives, but also health infrastructure, the workforce and the economy. These developments are being chronicled in the media, including by journalists navigating their own experiences of Long Covid.

In this paper we contend that the dynamics of media coverage are especially critical for understanding how Long Covid is defined and perceived in both the public and medical spheres. We will contribute to this by developing a media typology in order to develop an original conceptual framework to understand Long Covid coverage, drawing on Lance Bennett's indexing theory. Meta's CrowdTangle tool is used to analyse news stories and social media in the public media sphere between January 2020 and June 2022 in Australia, using pertinent keyword searches. Our findings add new knowledge to understanding the media's role in facilitating and shaping debates around the definition, causes and impacts of Long Covid.

Lawrie Zion (presenting) is Associate Dean, Research and Industry Engagement for the School of Humanities and Social Sciences and Professor of Journalism at La Trobe University. He led the New Beats project which investigated the aftermath of job loss for journalists in the 2010s, and is currently researching media coverage of drought in Victoria since the 1890s with an interdisciplinary team of researchers. His book *The Weather Obsession* (MUP, 2017) explored how digital media has changed the way we connect to weather. Prior to joining La Trobe in 2006 he was a broadcaster and journalist for 18 years.

Andrea Carson is Associate Professor in the Department of Politics, Media and Philosophy at La Trobe University. She is a political scientist and a trained journalist. Her latest book is 'Investigative Journalism, Democracy and the Digital Age', Routledge: New York. Her research examines information quality - with special interests in investigative journalism, the media's role in democracies and political

communication. She has published numerous journal articles on journalism, Australian politics, election campaigns, fake news and media trust and COVID-19. She began her journalism career in print (The Age), and later trained in radio (ABC Melbourne, RRR) and TV (producer 7.30)."

R5-9 Reframing Platformization and Online Communication

Platformization, frustration and risk during a pandemic: experiences of Home Support Workers in Aotearoa

***Leon Salter** (presenting), **Lisa Vonk** (presenting)

Home Support Workers (HSWs) in Aotearoa travel from client to client providing essential care, often at significant risk to themselves. HSWs have long been engaged in a struggle for livable wages and social recognition of their work as skilled (Clarke & Ravenswood, 2019; Ravenswood, Douglas, & Ewertowska, 2021) against a fractured, neoliberalized system of mostly for-profit providers that compete for government contracts by paying HSWs on a piecemeal, per-client basis. Providers are increasingly implementing digital platforms to mediate their interactions with HSWs, assign tasks, and track worker locations. Platform implementation coincides with increasing rationalization of the home support sector, as human managers with localized, contextual knowledge are replaced by centralized call-center staff.

We draw on preliminary findings from interviews with 20 Aotearoa-based HSWs to chart their diverse experiences of increasingly platformized work (Tandon & Rath, 2021). We conceptualize platformization as a series of digitally mediated practices associated with a requirement to use an app or website as part of daily work (Huws, Spencer, & Coates, 2019). The form of platformization in the care sector is shaped by the neoliberalized context. In turn, platformization shapes the experiences of HCWs. While technology can be used and appropriated by HCWs in empowering ways, participants also express 'digital frustration' (Mosseri, Vromen, Cooper, & Hill, 2022), as they are excluded from decision-making processes on platform design. Significant technological faults, as well as the wider rationalized work processes, negatively impact already threatened HSW well-being during a period of stress and upheaval linked to the pandemic."

***Leon Salter** (presenting) is a Postdoctoral Fellow at the Center for Culture-Centered Approach to Research and Evaluation (CARE), Massey University. His research is charting the expansion of platform work in Aotearoa and the diverse, situated experiences of precarious workers.

Lisa Vonk (presenting) is a tutor and PhD student within Massey University's School of Humanities, Media, and Creative Communication. Her doctoral research explores how digital technology impacts the ways older people in Aotearoa undertake and receive care. "

Monitoring the Messenger in the Gansu Ultramarathon Tragedy: How Different Parties Frame their Self-interest Messages in a Complex Disaster

Serene Runping Zhu (presenting), **Haozhe Sun**, **Xiaohong Wang** And **Junling Wang**

The Gansu province ultramarathon held in late spring 2021 was a disaster, with the total death toll to 22. The event attracted immediate attention and three distinct groups quickly pivoted to online media to present their messages: local government officials responsible for the race, the national government projecting its views through state-controlled national media, and ordinary civilians touched by the tragic events.

Studies of blame attribution and conspiracy theories in the aftermath of the initial COVID-19 outbreak in China suggested citizen attribution of blame to officials was tied to initial official silence on the known problem. The Gansu ultramarathon disaster offers an opportunity to test whether officials had taken lessons from previous experience in China and taken a more proactive role to shift blame in social media discussion and, if so, the impact this had on public perceptions.

This study explores the different frames used by various parties and the public in online messages and the manner in which they created those frames in an effort to protect their interests or project their views. In particular, it considers the different blame shifting techniques adopted by the parties and further evaluates the impact and effectiveness of blame shifting tactics by investigating responses to blame shifting posts. It was hypothesised that blame shifting to causes that could not launch defences (for example unexpected weather changes or reckless victims) would be more effective at countering public scepticism than blame shifting to persons or bodies that could post defences and engage in blame shifting.

Serene Runping Zhu (presenting) received her Bachelor of Law from Sichuan University (China), Master of Communication Studies from Nanyang Technological University (Singapore), and Doctor of Philosophy from the University of Western Australia (Australia). Currently Dr. Zhu is an Associate Professor at School of Journalism and Communication, Lanzhou University, China. Her research interests broadly include intercultural communication, new media studies, and media system in China.

Haozhe Sun is currently studying at Lanzhou University.

Xiaohong Wang and Junling Wang are both A/professors in School of Journalism and Communication, Lanzhou University, China."

A Comparison Between News Media Framing of Electric Vehicles and their Usage in Aotearoa New Zealand.

Jorge Bolanos Lopez (presenting), **Linda Jean Kenix**

This paper explores the news media framing of electric vehicles (EVs) in New Zealand and theorises

the usage of EVs in the country. The results were unexpected as there were trends in news coverage that do not align with past research arguing the need to highlight features of EV cars to increase consumers' interest in purchasing them. Although the positive valence of EVs, battery life, carbon emissions, the environment, range, public or personal costs, positive public opinion, positive evaluative language, and battery reuse were not emphasized at all in coverage, the sales of EVs went up. This disconnect between previous research and these findings were discussed.

Jorge Bolanos Lopez (presenting) is a PhD graduate from the Media and Communication department at the University of Canterbury in New Zealand. His research interests include discourse, journalism ethics and practices in the reporting of political, environmental and human affairs.

Linda Jean Kenix is Professor in the Media and Communication department at the University of Canterbury in New Zealand. She is also the Head of the School of Language, Social, and Political Science. Her research interests focus on the media's agenda setting and its impact on social change."

Stream Six

9:00am - 10:30am, Friday 25th November

* Session Chair

F6-1 Web3, IP Diversity, and the Future of Digital Transactions

This roundtable panel will explore the nexus between the “great integration” and the “great disruption” in terms of digital transactions that have emerged across the creative industries in the time of COVID. It brings together critical academic and industry perspectives on how a range of new tech, firms, change-makers, platforms, and users are engaging with decentralised peer-to-peer initiatives and fintech architectures designed to transform creative communities and practices across the world economy. Complex modes and novel chains of formal and informal exchanges in both Web2 and Web3 environments are linking once-disparate communities and markets in dynamic but uneven ways. What are the implications and opportunities for the new types of social practices, meaning-making, and regimes of sharing of diverse content across social media entertainment platforms, especially for independent practitioners and enterprises, as well as multicultural communities and other social groups that are being marginalised by mainstream systems? Join us as we investigate some of the new affordances of industrialisation and commercialisation being fueled, for instance, by Virtual Reality (VR), Augmented Reality (AR), blockchain, and NFTs, and debate the global transformation of digital transactions and the wider fundamentals of digital globalisation.

***Brian Yecies** is an Associate Professor in Communication and Media at the University of Wollongong. He investigates the creative industries and the digital and big data research methods to study them. His latest book, *South Korea's Webtooniverse* (with Aegyung Shim, 2021) offers a new understanding of Asia's globally facing digital media entertainment platform economy. Presently, he is the lead chief investigator on the 2022-25 Australian Research Council Linkage Project 'Empowering Australia's Visual Arts via Creative Blockchain Opportunities' (LP210300009), which investigates IP rights infringement and advanced cybersecurity for visual art creation, promotion, and trade.

Dingkun Wang is an assistant professor in translation. His primary research interests are fan translation in digital media and Chinese-language subtitling. Other areas of interest include media industries, media theory and world-building. He is an Advisory Board member of *The Journal of Specialised Translation and Audiovisual Translation Studies (AVTS)* series (Frank & Timme, Berlin).

Xiang Ren is Academic Fellow in the Discipline of Media and Communication at the University of Sydney, and his research interests include media industries, digital publishing, Chinese platforms, and open knowledge innovation. He has published widely in journals like *Media, Culture and Society*, *Information, Communication and Society* and *Online Information Review*. He was previously Research Fellow associated with the Institute for Culture and Society and the Australian Digital Futures Institute, and also had a long career in the publishing industries.

Adrian Athique has an extensive track record in teaching and research on Media and Digital Cultures, with recognized expertise in Asian Media Industries, Digital Society and Transnational Communication. Alongside more than 40 journal articles and chapters, his books include *The Multiplex in India* (2010), *Indian Media* (2012), *Digital Media and Society* (2013) *Transnational Audiences*

(2016), *The Indian Media Economy* (2018, 2 vols), *Digital Transactions in Asia* (2019), and *Platform Capitalism in India* (2020). Adrian is currently leading the ARC Discovery Project *Digital Transaction Platforms in Asia* (2022-2026).

Sean Curran has worked in the Media and Entertainment technology industry for over 15 years and has had the privilege to work with some of the most decorated Film companies, Broadcast television groups, Post Production houses, Streaming Services, Visual Effects workshops, Sports organisations and technology leaders. As the GM of Asia Pacific Partnerships for Eluvio, his focus is to educate brands, companies, and content creators on how web3 affects their business, their strategy, and helps with their long-term objectives.

F6-2 Localised Media Ecologies and Public Policy

The South West Digital Health Literacy and Refugee Project: mapping the ecosystem of disinformation in health in refugee communities

***Michael Camit**

Health literacy and digital health literacy have been identified as skills that are essential to health. Media shapes our health information environments. Social media has enabled the proliferation of online groups as well as sources of information. Low health literacy has been linked to misinformation especially in migrant and refugee (CALD) communities.

While the government efforts regarding the COVID-19 pandemic acknowledged the role of high profile migrant and refugee community leaders, this presentation will argue that on the whole, the approach to addressing COVID disinformation/ misinformation has been paternalistic portraying migrants and refugees as people who lack agency.

In my work as an independent researcher, Manager of Health Literacy at South Western Sydney Health District and a migrant resident in South West Sydney, I have engaged offline and online with the various members of the “ecosystem” that promote disinformation as well as the growing army of “good multilingual trolls.

This project builds on Wardle and Hossein's (2017) call for an interdisciplinary framework in addressing disinformation for migrant and refugees in South West Sydney.

In this presentation I will

- Explain key concepts and initial research behind this project
- Introduce the emerging list of players in the ecosystem to build digital health literacy and address disinformation in refugee communities in South West
- Identify insights and gaps identified 7 months into a 12 month project.

Understanding the ecosystem so far, insights and gaps will add to future research agendas and practical recommendations for addressing disinformation and chaos in migrant and refugee communities.

***Michael Camit** has over 25 years' experience leading award winning multicultural communication campaigns. He is an Adjunct Fellow in the Schools of Communication and Business at UTS.

The SW Digital Health Literacy and Refugee Project is based on his research on social media, health communication and migrants, as well as insights from running workshops for STARTTS on addressing misinformation in emerging languages/refugees. He was part of the inaugural Community Voices project of the Judith Neilson Institute for Journalism and Ideas, and has appeared in the Guardian podcast and Channel 10's The Project to talk about misinformation and engaging friends and family about COVID 19 vaccination.

Australian community radio and climate action: Prospects for eco-communicative democracy

Kerrie Foxwell-Norton (presenting), **Bridget Backhaus**, **Anne Leitch**

The Australian community radio sector has long been positioned as democratising access to media, enriching community public spheres through its inclusion and promotion of diverse views and perspectives. These observations remain important theoretical insight, and a practical goal for the sector and stations proper. In this paper, we extend established political dimensions of communicative democracy (Hackett, 2000) to consider its ecological dimensions (Beck, 1995; Dryzek 2005; Dryzek and Schlosberg 2005) in this era of climate and associated environmental crises. In doing so, we align democratic participation in media with democratic participation in environmental issues and decision making. We identify the sector as an existing and/or likely site for 'eco-communicative democracy' (Foxwell-Norton, 2018). Local citizen participation and ownership of both media and environmental issues are prized for their capacity to understand local cultures and therefore be most meaningful and impactful for local people. For community radio, this focusses attention on both implicit and explicit representations of local relations to environments and environmental challenges including climate changes. In short, local media communicating local environments. Given the oft repeated critical role of local environmental stewardship in fostering climate action and addressing ecological crises, what existing and forecast roles might these local media perform in guiding and preparing communities for climate changes? Our paper presents data collected as part of the Warming Up project, a collaborative research project exploring the role of community radio in climate change communication. Fieldwork with community radio stations in New South Wales and Victoria highlights the largely untapped potential of these stations to support climate action. Our findings underline the capacity of these stations to variously: amplify local relations to environments and help navigate environmental issues; challenge dominant and damaging framing of environmental issues and champion progressive ideas and opportunities; incite local participation in environmental issues; prepare communities and respond to severe weather and disaster events; and importantly, position local communities in national and global conversations about climate changes and other ecological crises.

Kerrie Foxwell-Norton (presenting), **Bridget Backhaus & Anne Leitch**, **Griffith Centre for Social and Cultural Research, Griffith University.**
Co-authors: Bridget Backhaus, Anne Leitch

Faith in Australian Numbers: new pressures on public data communication in Australia as a result of the COVID-19 pandemic

Samantha Vilkins

Before the pandemic, Australian public policy had both a large reliance on symbolic rhetorical claims to data-driven policy, and a genuine internationally-renown high trust in our statistics and statistical institutions. The pandemic tested both, with increasing pressure to make decisions off up-to-the-minute data, as well as the ABS working overtime to push data releases more frequently. From interviews with data professionals contributing to the public policy response in Australia – including journalists, public servants, academics, politicians and staffers – I draw a picture of the exacerbated conditions of data for policy during the pandemic, as laborious, stopgap solutions intended to be temporary have settled in to stay. Such acceleration in data production also necessitates less time and expertise available for interpretation as data releases are left to 'speak for themselves' and assumed to point objectively to particular decisions. With this decreased recognition and focus on interpretation and debate, what does this accelerated data production mean for Australian public political communication?

Samantha Vilkins is a Postdoctoral Research Associate with the QUT Digital Media Research Centre, working on the Australian Laureate Fellowship project "Determining the Drivers and Dynamics of Partisanship and Polarisation in Online Public Debate". She is completing her PhD at the Australian National Centre for the Public Awareness of Science at The Australian National University, investigating the importance of interpretation in statistical expertise for public debate.

Exploring health misinformation on WhatsApp within the African migrant and refugee community in Southeast Queensland (SEQ)

Souleymane Coulibaly

Misinformation can lead to negligence and resistance to public health measures in communities, particularly in disadvantaged communities. This misinformation can result in tragedies during epidemics and pandemics which put health systems under pressure (Birukila et al., 2017; Wagner, 2014; Siddiqui et al., 2020). Many people increasingly access health misinformation through WhatsApp. This study took an ethnographic inquiry into a relatively disadvantaged African migrant and refugee community in SEQ to understand the manifestation of health misinformation via WhatsApp. The data collected through focus groups and scroll back interviews (Robards, & Lincoln, 2017) of WhatsApp users yielded key findings. At a technological level, the forward button is a key feature in making it easy to spread misinformation. At a user level, a collective user practice with an information sharing culture, built on cultural identities and ties, prevails. At the leadership level, community leaders play a major role in forming WhatsApp groups and trying to monitor information that circulates following informal user rules.

Users have mixed responses to health misinformation shared via WhatsApp groups and contacts that vary from mistrust and cautious to acceptance behaviours. Public health stakeholders, therefore, need to consider WhatsApp in their communication strategy by training and relying on WhatsApp group leaders including community leaders. These leaders will help educate community members, identify and reduce false health information, and promote official and credible health information with cultural relevance in closed WhatsApp groups and conversations.

Souleymane Coulibaly is a PhD Candidate at the Digital Media Research Centre (DMRC) of Queensland University of Technology (QUT). He has a health communication background and explores key barriers and enablers of digital technology to achieve safe and effective public health and healthcare communications among consumers of different cultural and economic backgrounds. He currently researches social aspects of digital technology in CALD communities to improve uptake and health outcomes in Australia.

F6-3 News and Community Narratives

The rise of newsfluencers: tracing trajectories and conceptualising transformations in platformised journalism

***Edward Hurcombe**

This paper examines how journalists and other news content creators are negotiating with influencer culture, participatory platforms, and entrepreneurial business models. It traces the rise of what this paper calls 'newsfluencers', which includes self-employed journalists such as the Australian climate communicator Ketan Joshi and the US tech writer Casey Newton; as well as creators on YouTube, Twitch, TikTok, and other platforms, such as the US politics Twitch streamer Hasan Piker and the Australian political YouTuber Friendlyjordies. It defines newsfluencers as actors who produce news content precariously via platformised relational labour. This paper argues that journalists have been shifting into the newsfluencer model, in response to platform logics, changing audience expectations, and insecure work environments; while digital content creators are increasingly gaining popular appeal and recognition for their journalistic work. 'Newsfluencers', then, is a productive new term that encompasses digital news producers working across content and platforms, as previous studies have tended to focus on individual case studies (such as, 'journalistic YouTubers' or 'journos-influencers') or examine aspects of newsfluencer work (like journalistic 'self-branding') in isolation.

Drawing on examples from both mainstream and peripheral actors, these transformations are traced across four, intersecting domains: platforms, business models, labour, and cultures. This paper argues that newsfluencers can make journalism more accessible and relevant to diverse audiences; but journalists who go solo may also experience precarity and burnout, and audiences may fall prey to malicious actors claiming to be "journalists" for monetary or political gain. It concludes with an agenda for future newsfluencer research.

***Edward Hurcombe** is a Research Associate at QUT's Digital Media Research Centre. Edward researches how news and journalistic practice are transforming in relation to the technologies, economies, and user cultures of social media platforms. He is interested in both the challenges and possibilities emerging from these transformations: from tackling malicious actors on platforms, to locating new kinds of socially-positive digital journalism. His research has been published in leading journals such as *Journalism*, *Digital Journalism*, and *New Media & Society*. His first monograph, titled *Social News: How Born-Digital Outlets Transformed Journalism*, is out now.

After the News Media Bargaining Code - the impacts of shifts in news avoidance, social media uses and gratifications and 'scalable sociality' on Google and Facebook's future financial support for news media: implications for very local news in Australia

Henry (Harry) Dugmore

The Australian Competition and Consumer Commission's (ACCC) 'News Media Bargaining Code' (NMBC), combining legislative 'big sticks' with shrewd inducements for 'voluntary' 'free market' (and secretive) negotiations and 'deals' between Google and Facebook and Australian news organisations, is much admired and increasingly emulated around the world. (Bossio et al 2022; Lever 2021; Meese 2021). Upwards of \$200m of funds is estimated to have flowed into Australian news organisations since 2021 as result of NMBC's implementation. In the USA, the Journalism Competition and Preservation Act, in Canada, the Canadian Online News Act and in UK, the Digital Competition Bill are far advanced, while in South Africa, the peak journalism body, the South African National Editors Forum (SANEF), is lobbying for the local Competition Commission to take Australian-like action sooner rather than later. (Dugmore, 2021) All these efforts are partly modelled on the ACCC's "Iron Rod" (Danckert 2021) Sim's jurisprudential thinking and policy prescriptions. (Lee & Molitorisz 2021).

Thus, while the NMBC has raised hopes for the funding of independent journalism globally, for Facebook at least and possibly for Google too, deep shifts in social media audiences' user preferences, especially among younger users, and a more general post-Covid 'news avoidance' in many countries (Newman et al 2022) appear to be eroding these platforms' willingness to renew deals and fund news organisations and journalism across the world. The Australian deals expire in 2022 or 2023, and a pre-set review of the Code is currently underway; the ACCC will make the current review public by October 2022. It remains to be seen if the new Labour government shares the zeal of the previous government to enforce a NMBC that still disproportionately benefits large (and often conservative) news media organisations. (Flew et al 2021).

This conceptual paper draws on and expands the underused and under-theorised concept of 'scalable sociality' developed by anthropologist Danny Miller and his team at UCL in 2016 (Miller, et al. 2016) together with their enhancement of the similarly under-theorised notion of 'polymedia', as well as recent reworkings of uses and gratification theory (Eginli & Tas, 2018; Haridakis & Humphries, 2019) to piece together how the shifts away from 'follow someone' to 'follow everyone' logics, led by TikTok, are combining with deeper and different forms of news avoidance (Aharoni et al, 2021), to presage both

pivots in the Facebook/Instagram user experience/news feeds algorithms, and Meta's and Alphabet's appetite for funding journalism. This is likely to lead to further changes in Australian 'newsonomics' (Apablaza-Campos et al 2018). The paper's extended conclusion assesses the possible impact of these changes on the 84 smaller outlets that were part of the Country Press Groups collective bargaining unit that also successfully got a combo-deal from Google and Facebook, and on regional and remote journalism and the 'social glue' community-building roles these news organisations play more broadly (Barnes, et al 2022).

Henry (Harry) Dugmore is a Senior Lecturer in Communication, based at UniSC Moreton Bay. After twenty-five years in the entertainment, marketing and strategic communication industries in South Africa, he joined Rhodes University's School of Journalism and Media Studies as MTN Chair of Media and Mobile Communications in 2009. In 2018, he spent a sabbatical year based at QUT's Digital Media Research Centre (DMRC) exploring shifting economic models for journalism in developing countries. Harry joined UniSC in 2020 and is currently researching the development of post-literate authoritarian discourses, journalism economics and regional economic development and communication in Australia.

A study of the culturally-based problems and strategies used by Queensland's Chinese business community during COVID-19

Qianna (Susanna) Su

Since early 2020, COVID-19 has had profound effects on businesses in many sectors and communities, due to lockdowns and activity restrictions. During this time, many media reports identified China as the origin of the pandemic resulting in discrimination towards 'Chinese/Asian looking' people. Even though Chinese immigrants have been in Australia for over 200 years, many Chinese businesses reported being negatively affected by economic and cultural factors. It is in this context that this paper provides insights into how Australian media framed the Chinese community and its businesses during the pandemic. It considers this against a theoretical backdrop of 'othering', discrimination and racism. The paper also examines whether culturally-based communication strategies, such as Guanxi, could have assisted Chinese business owners maintain intercultural communication relationships with key stakeholders to mitigate negative public opinion and navigate through the pandemic. The paper presents preliminary findings drawn from a larger study into COVID-19 and the Chinese business community in Queensland using mixed qualitative methods of content analysis and semi-structured interviews.

Qianna (Susanna) Su is a PhD candidate at the School of Communication and Arts in The University of Queensland. Her research interests are in the areas of media study and intercultural communication. Susanna worked as a communication professional at multinational organisations in the Asia Pacific area before her PhD study. She likes working with multicultural communities through communication to raise their voices. Susanna has been working as a sessional teaching staff in the fields of public relations and communication.

F6-4 Mediatized Constructs of Community

Community, legality and social media during a pandemic

***Cassandra Sharp**

This paper demonstrates that emotional narratives within digital media petitions other users towards a sense of communal understanding of legality. Indeed, it is not the content or text that often causes media to become viral, but instead it is the affects and emotions which that content actually produces. This paper highlights and showcases such affective interactions within the context of the NSW Government's policies related to the COVID-19 pandemic. It will showcase an empirical analysis of digital media (news media and social media) to demonstrate that emotions are an active component of legality.

Indebted to the work of Sara Ahmed who weaves together notions of emotionality, sociality and communal identity, I argue that public reactions to the way the NSW government implemented stay at home orders, lockdowns and restrictions, reflect contagious emotions at work in public consciousness. It is argued that a cumulative impact of the contagious emotions of fear, hope and love, contribute to the validation and perpetuation of legality, which interlaces affect, judgment and political identity.

***Cassandra Sharp** is Associate Professor, in the School of Law at the University of Wollongong. Cassandra's research draws on cultural studies, literary theory, and legal theory to interrogate public interaction with legal consciousness, and she is the author of *Hashtag Jurisprudence: Terror and Legality on Twitter* (Edward Elgar, 2022); and the co-editor of *Cultural Legal Studies and Law's Popular Cultures and the Metamorphosis of Law*, Sharp, Cassandra and Leiboff, Marett (eds)(Routledge, 2015).

Cassandra's research/teaching philosophy is based on encouraging others to recognize and reflect on the storied nature of law, and she has developed an interdisciplinary empirical methodology to explore connected topics within this sphere such as: the use of popular stories by individuals in constructing identity; the ways that the concept of justice is challenged and/or maintained through contemporary stories of law; and the use of emotion and stories in social media as legal critique.

Imaginations of social housing in Australian news media

Danielle Hynes

2020 was an unusual and particularly significant time for news representations of social housing and social housing residents. The Covid-19 pandemic, the hard lockdown of 9 public housing towers in Melbourne, and widespread calls for additional funds to construct and maintain social housing to stimulate the economy led to increased media attention on social housing.

In this paper I identify and unpack the imaginations shaping representations of social housing and

social housing residents through an analysis of all newspaper articles published throughout 2020 that mention social housing published in six Australian newspapers. From this coverage I identify the dominant imaginary of social housing in Australia, the neoliberal imaginary.

Imaginations are widely held beliefs and assumptions that serve to 'delimit the range of solutions that are thinkable' to any given question (Fraser 1993). Scrutinising imaginations can reveal that systems and practices that appear unquestionable may not be, assist in understanding how systems come to be seen as legitimate, and in searching for spaces where alternative imaginations are nurtured (Dencik 2018).

Within the neoliberal imaginary public housing is a stigmatised tenure type that is increasingly defunded. The withdrawal of the State from the provision of stable, secure housing serves to further marginalise residents. If this imaginary remains dominant, this trend will continue. Through exploring how the neoliberal imaginary plays out in news media representations of social housing, and engaging with alternate visions of the city, I argue that it may be possible to broaden the collective imagination towards a more just city.

Danielle Hynes is a UNSW Scientia PhD candidate and co-leader of the UNSW Allens Hub Data Justice Research Network. Danielle's research explores social justice in cities, the present and future of non-market housing, and how ubiquitous datafication is impacting urban life. She is particularly interested in how discourses surrounding new technology in cities are shaping urban imaginations, and who is included and excluded within the idea/ideal of the smart city.

The worlding effects of Covid media frames: ethnographic dispatches from the online culture wars

John Postill

In this paper I bring together three distinct areas of scholarship – media anthropology, causal ethnography and social practice theory – to track the social effects of new media practices, focusing on the Covid-19 pandemic. Drawing from long-term ethnographic research on the anti-woke movement, I examine the worlding – or worldmaking – effects of its leaders' framing of the pandemic, including that of Jordan Peterson, Joe Rogan, Sam Harris, Claire Lehmann, Bret Weinstein, and JK Rowling. In other words, I discuss how their Covid framing practices helped to (re)make the fledgling anti-woke world. I begin by putting Des Freedman's (2014) four etic 'paradigms of media power' (consensus, control, chaos, contradiction) to emic uses by asking which of these frames, if any, were used by leading anti-wokes to make sense of the pandemic. I then argue that two rival frames soon emerged: a consensus (mainstream, pro-vaccine) frame versus a control (conspiracist, 'vaccine sceptic') frame. Meanwhile, neither the chaos nor the contradiction frame had much 'causal significance' (Hirschman and Reed 2014). These findings, I suggest, shed light on the factional politics of a remarkably influential domain of 'cultural criticism' (Johansen 2021) during a 'critical' global event

(Sewell 2005), while furthering our current understanding of the causation of 'hybrid' framing practices (Druckman 2001, Vaccari, Chadwick and O'Loughlin 2015).

John Postill gained a PhD in anthropology from University College London (UCL) in 2000. He studies media and socio-political change and has done fieldwork in Malaysia, Indonesia, and Spain, as well as online in the Anglosphere. He currently teaches at the School of Media and Communication, RMIT University, Melbourne, where he was previously Vice Chancellor's Senior Research Fellow. His Routledge book on the online culture wars is due in 2023. His previous books include *The Rise of Nerd Politics* (Pluto 2018), *Digital Ethnography* (Sage 2015), *Localising the Internet* (Berghahn 2011), *Theorising Media and Practice* (Berghahn 2010), and *Media and Nation Building* (Berghahn 2006).

F6-5 Digital Media and Disinformation

Digital disinformation and xenophobic discourse surrounding COVID-19: A preliminary analysis of the health and social impacts in Australia

***Ashleigh Haw,**

Since the onset of the COVID-19 pandemic, Australia has witnessed a sharp increase in xenophobic discourse concerning Asian and Muslim communities, with growing evidence of online hate speech and disinformation targeting both groups. This includes claims that Muslims are responsible for instigating Melbourne's 'second wave' and that the virus was bioengineered in a laboratory in Wuhan, China. Internationally, similar rhetoric has been shown to deepen social and economic inequities, both of which are known predictors of poor health outcomes for those targeted. We know little, however, about the health and social consequences in the Australian context.

This paper presents the preliminary findings of a pilot study examining how online xenophobia relating to COVID-19 has been constructed and resisted, and the ensuing health and social impacts in Australia. Drawing on Lauren Berlant's concept of 'intimate publics', this project combines Computational Corpus Linguistics with Critical Discourse Analysis to first examine xenophobic rhetoric surrounding Asian and Muslim communities on Twitter, before delving into the experiences and recommendations of those most affected - informed through semi-structured interviews with migrant community leaders and service providers in Victoria. I will discuss these findings and next steps, focusing on the scholarly, policy, and practice implications for crisis communication - particularly as it intersects with current knowledge surrounding anti-racist resistance, social cohesion, and health equity.

***Ashleigh Haw** is a Research Fellow in Sociology in the School of Humanities and Social Sciences at Deakin University. Her research focuses on discursive constructions of marginalised populations in Australian media, political and public discourse, with a particular interest in the implications for democracy, health, social cohesion, and social policy. She is currently involved in research projects

investigating both traditional news and social media depictions of African youth in Australia, digital communication surrounding ethnic and religious minority communities during the COVID-19 pandemic, and the health, social and democratic implications of online disinformation during global crisis events. In addition to serving as ANZCA's communications officer, Ashleigh is a co-convenor of The Australian Sociological Association's 'Migration, Ethnicity and Multiculturalism' thematic group and co-convenor of Deakin University's 'Religion Society and Culture' research cluster. She recently co-authored the book 'Fake news in digital cultures: Technology, populism and digital misinformation' with Prof Rob Cover and Dr Jay Daniel Thompson (RMIT University) and her first sole-authored monograph 'Asylum seekers in Australian news media: Mediated (in)humanity' is set for release in December 2022.

Digital media and the health-ideal: a study in a sample of women in Australia

Clare Davies

In this presentation, I explore the everyday encounters with digital media, namely social media platforms such as Instagram and TikTok, that lead to the adoption of diet and wellness practices. The analysis is based on in-depth qualitative interviews with women aged between 18-35 years of age between April – August 2021. Drawing on Rosenstock's (1974) health belief model (HBM) as a theoretical and conceptual model, and Crawford's (1980) notion of healthism, I aim to explore and discuss how encounters with digital media enable a health-ideal that influence beliefs of personal responsibility to take up diet and wellness practices. The findings reveal how digital media promote healthism discourse by enhancing experiences of digital intimacy, such as stronger relational bonds built with influencers, repeated messages and personal testimonials from other women, and new routines as a result of lockdowns. This research contributes critical knowledge about contemporary women's experiences that prompt and shape complex ideologies of health that is masked through diet and wellness culture. I emphasise that although these women shared experiences during a 'once in a lifetime' pandemic, these findings may support a deeper understanding of the role of digital media in shaping perceptions and behaviours of the health-ideal in a post-COVID world.

Clare Davies is a PhD Candidate at The University of Sydney. Her research interests include the sociocultural dimensions of public health, food and digital technologies. Clare's current research explores how contemporary health discourses on digital technologies shape normative ideals of individual health and female embodiment.

Mortality Salience and efficacy of Media Literacy Fake News Training Amongst University Students in COVID-era communication

Tania Lim (presenting), **Amy J. Lim, Edison S. Tan**

The "fear factor" is a common feature of news media circulated via non-regulated new media sources on websites and social media (Dunbar et al, 2014). This has become more prevalent during communication in crisis periods such as COVID-19. In our recent study of over 400 Australian undergraduate students of how mortality salience affects their decision to share news articles, we argue that people's fear of mortality or Terror Management Theory (TMT; Becker, 1973), are common psychological responses that audiences have when reading bad news online that motivates news-sharing, regardless of whether they believe it is real news or fake news (Lim et al, 2021). While media literacy-trained students have less trust in news media (Fisher, 2016), to what extent do "fear appeals" and evidence used as messaging cues in news stories impact people's ability to discern real and fake news online? Does media literacy training help to mitigate people's reading of news online that features such messaging cues?

Drawing on results from four experiments and three media literacy training sessions conducted in 2021 and 2022, the paper reflects on the efficacy of students' prior media literacy training and suggests further interventions. While psychological biases related to TMT help people to cope with anxiety related to misinformation they read online, media literacy training that is modified to include other psychologically-designed interventions can assist in reducing people's anxiety related to "fear appeals" in news, and their susceptibility to fake news and news-sharing behavior.

Tania Lim (presenting) is Singapore discipline lead (media and communications) at Murdoch University's Singapore campus. She focuses on media and cultural policy, governance, industry development of Asian media industries, social communication, and media literacy.

Amy J. Lim is Singapore discipline lead (psychology) at Murdoch University's Singapore campus. Her research expertise lies in the application of evolutionary frameworks in examining social phenomena within the modern society.

Edison S. Tan is a PhD student in Psychology at Singapore Management University. Edison studies the origin, psychological features and epistemic functions of cultural, religious and political worldviews. Additionally, he is interested in the evolutionary basis of individual differences.

F6-7 Digital Participation, Communication, and Reconnectivity

Re-Connecting with the Community to Attract Visitors to Art Galleries

***David S. Waller** (presenting), **Helen J. Waller**

Covid-19 lockdowns had seen public attractions, like art galleries, closed to the public which resulted in the stopping, delaying or cancellation of exhibitions, and so significantly reducing visitors and the associated income. More recently the relaxing of restrictions has meant that these public institutions must look at ways to re-connect and attract visitors. Questions then arise, what would attract people to visit? This presentation presents the results of two surveys: (1) a sample of GenZ students and (2) a larger sample of the broader community.

The survey was undertaken during a lockdown and looked at the respondents' past experiences with art galleries; exhibition themes that they would like to attend; the media that would best communicate to them; and exploring the best ways to attract visitors in the future. Some basic results are that the reasons for their last attendance at an art gallery was that they were: on holiday, seeing a specific exhibition, visiting with a family member, for fun, or visiting with a friend. The main reasons for not visiting an art gallery in the past includes: no interest, too busy, no time, no opportunities to visit an art gallery, or the cost / too expensive. The respondents were asked "What do you believe can be done to attract people to visit an art gallery?", using thematic analysis they responded: Advertising/Promote, Content/Exhibits, Social Media/Events, Special Event/Live Performance, Free/Reduced Price Entry, and Interactive Displays/Activities.

This study will contribute to the understanding of ways to attract visitors to cultural institutions.

***David S. Waller** (presenting) is an Associate Professor in the Marketing Discipline Group, University of Technology Sydney. David has over 20 years' experience teaching marketing subjects at several universities in Australia. His research has included projects on marketing communications; controversial advertising; international advertising; marketing ethics; and marketing education.

Helen J. Waller works at the Art Gallery of New South Wales, Sydney. She has a Bachelor of Arts, and a Master of Museum and Heritage Studies from The University of Sydney. Her research has included projects on painted advertising signs, object biography, and social media and museums.

Communicating With Chaos: Co-Opting Gay Twitter Stereotypes for Persona Construction

Robert Boucaut

In January 2022 a now-deleted subtweet from the Academy's (i.e. the Oscars) Twitter account caused a brief ruckus: they posted a quadtych of photographs of actor Natalie Portman writing "whore" on a mirror in lipstick as preparation for a scene in the film *Black Swan* (2010). The post was captioned

"*writing morning affirmations*". The ensuing discourse identified that a) multiple employees had access to the Academy twitter account, and b) one of these employees was 'a gay intern'.

This case study demonstrates a disruption of the Academy's long-established modes of institutional persona construction (Boucaut 2021). The 'gay intern' tweets, of which there are other examples, challenge the privileged voice of austerity and philanthropy with overt irony, drawing from niche references and vernacular to attach a specific type of online voice to an otherwise ambiguously construed industrial agent.

I argue this as a potential strategy on behalf of the Academy to navigate what is a tumultuous and unstable time in their history, where fragmented cinema and television audiences have threatened their ongoing financial stability and cultural relevance. Co-opting a tone that draws on stereotypes of gay Twitter indicates a potential shift towards a more nuanced and niche communication strategy, where legacy conceptions of the Oscars as 'event television' or 'super media' (Real 1989) are forgone to play to their loyal audience. This pivot not only alters their presentational tone, but their capacity to engage with film-based publics and online discourses.

Robert Boucaut is a doctoral scholar and tutor for the Media Department from the University of Adelaide. His thesis is titled 'Oscar Bait: Exploring Links between Oscar's Identity and Perceptions of Oscar-Worthiness'.

You don't know what you don't know, so it's hard to know what you need: Improving bush businesses through connectivity literacy

Carrie-Ann Wilson

The sustainability of small and medium enterprises (SMEs) in rural, regional and remote (RRR) Australia in the Covid era increasingly depends on digital participation and thus, reliable connectivity. Whilst the rural-urban digital divide has narrowed over time, attention has shifted from issues surrounding availability and access, to inequalities of digital skills and usage (Van Deursen & Van Dijk, 2014). However, little is known about the human factors that influence the adoption and effective use of connectivity technologies within RRR SMEs.

A co-designed mixed methods study explored the motivations and barriers that influence the adoption and effective use of connectivity technologies in RRR SMEs. We found that unreliable connectivity has a negative impact on businesses, placing an added burden on owners who do not have strong technical skills yet are responsible for managing technology. Inertia (Wang et al., 2018) was found to be a significant barrier to technology upgrades, and is worsened by misinformation.

RRR business owners require better support to develop the knowledge, understanding and determination required to successfully navigate the connectivity landscape. We suggest ways in which connectivity literacy (Regional Telecommunications Independent Review Committee, 2021) can be fostered and digital inclusion can be improved. These insights contribute to the inclusive development of rural business and communities.

Carrie-Ann Wilson is a Research Fellow with QUT's Digital Media Research Centre and HDR student at JCU. Her MPhil research explores the adoption of connectivity technologies in small and medium enterprises in rural, regional and remote Australia. Carrie's commitment to this work stems from experience in delivering digital solutions to regionally based businesses and organisations. She has a strong background in design thinking and experience in the application of human-centred methodologies to understand user needs, motivations and behaviours. Formerly an IT specialist, she is well-versed in supporting users in the adoption and effective use of new technologies.

F6-8 Politics, Advocacy, and Communities

'Google it, Mate': insights from the 2022 Australian federal election (digital) campaign

***Daniel Angus** (presenting), **Ehsan Dehghan**, **Laura Vodden**, **Xue Ying (Jane) Tan**, **Phoebe Matich**, **Nadia Jude**, **Axel Bruns**

The 2022 Australian federal election saw the first change in government in nine years, with Anthony Albanese leading the Australian Labor Party to a slender 77-seat majority, the first majority Labor government since 2007. The more interesting story of this election however was the continuing trend of reduced primary support for both major parties, now less than 70% (AEC, 2022). In 2022, this waning support resulted in several previously majority-held seats switching to independent candidates and in the election of three new Greens MPs in inner-city "Greensland" Brisbane electorates.

For this study we tracked how the campaign unfolded online, with a focus on official candidate and party social media activity. For the duration of the campaign we captured all tweets from and to registered candidates via the official Twitter API, and all Facebook posts from official public candidate pages via CrowdTangle. This continues a longitudinal research program tracking the role of social media in Australian electoral contests dating back to 2013 (Bruns et al., 2021). For 2022, we expanded our data collection from previous campaigns to also include paid political advertising on Meta which we gathered via the official Meta Advertising Transparency API, and via the Australian Ad Observatory project (Burgess et al., 2022).

***Daniel Angus** (presenting) is Professor of Digital Communication and leader of the QUT Digital Media Research Centre's Computational Communication and Culture Program. He is the Chair of Infrastructure within the ARC Centre of Excellence for Automated Decision Making and Society, and Chief Investigator on the ARC projects: Using machine vision to explore Instagram's everyday promotional cultures; Evaluating the Challenge of 'Fake News' and Other Malinformation; and, Young Australians and the Promotion of Alcohol on Social Media. His research examines issues at the intersection of technology and society, with a focus on algorithms, misinformation, and new methods to study the digital society

Ehsan Dehghan is a chief investigator at the Digital Media Research Centre (DMRC), and lecturer in Digital Media at the School of Communication, Queensland University of Technology. His research examines the inter-relationship of social media and democracy, and the dynamics of antagonism and polarization online.

Laura Vodden is a Data Scientist in the Digital Media Research Centre at Queensland University of Technology. She is inspired by the power of data analytics and the ways that data can inform and contribute to discussions on social, technological and environmental issues. She is interested in human-technology interactions and the role of missing data in amplifying algorithmic bias.

Xue Ying (Jane) Tan is a Software Engineer in the Digital Media Research Centre at Queensland University of Technology. She focuses on the utility of computational methods such as machine learning and information visualization to explore everyday promotional cultures in visual social media platforms. Her interests include Machine Learning, Full Stack Web Development and Data Analytics.

Phoebe Matich is a PhD candidate in the Digital Media Research Centre at Queensland University of Technology, working within an Australian Research Council-funded Discovery project (DP200101317) examining mis- and disinformation. Her research interests span journalism studies, sociology, and political science, particularly concerning the relationship between news media's representation of 'the real' and lived socio-political processes such as polarisation and radicalisation. Her PhD research uses qualitative analysis to examine the ways that journalists engage, in their practice, with discourses of mis- and disinformation by political actors. It interrogates information legitimacy as a symbolic and political component of the misinformation issue.

Nadia Jude is a PhD candidate in the Digital Media Research Centre at Queensland University of Technology, working within an Australian Research Council-funded Discovery project examining mis- and disinformation. Nadia is a member of the ARC Centre of Excellence for Automated Decision Making and Society and also works in an analytics team for Digital Victoria, a newly formed entity within the Victorian Government. With a background in social media analytics, product development and public policy, Nadia's research examines the implications of language used in regulation, policy and official speech around the problem of misinformation and disinformation in Australia since 2016.

Axel Bruns is an Australian Laureate Fellow and Professor in the Digital Media Research Centre at QUT, and a Chief Investigator in the ARC Centre of Excellence for Automated Decision-Making and Society. His books include *Are Filter Bubbles Real?* (2019) and *Gatewatching and News Curation: Journalism, Social Media, and the Public Sphere* (2018), and the edited collections *Digitizing Democracy* (2019), the *Routledge Companion to Social Media and Politics* (2016), and *Twitter and Society* (2014). His current research focusses on the study of public communication in digital and social media environments, with particular attention to the dynamics of polarisation, partisanship, and problematic information, and their implications for our understanding of the contemporary public sphere.

'Show solidarity': Journalists' anti-trolling networks©

Caryn Coatney

This paper focuses on investigative journalists' exposés to confront the rise of far-right trolls on social media. This study shows that investigative journalists initiated a relatively new method of reporting to generate support among their colleagues for becoming anti-Nazi activists and troll hunters. The study applies the concepts of interpretive communities and conversational interactions to examine investigative journalists' growing tactics to confront online hate speech. It draws on a sample of 362 news articles that relate to investigative reporters' self-reflexive acts and the responses of journalism communities in Australia, the United Kingdom and the United States from 2015 to 2020. Investigative journalists initiated open conversations to show that they were enthusiastic activists in retweeting, confronting and quoting neo-Nazi trolling by interviewing the perpetrators. Other journalism communities signified they were pursuing activist-like agendas as they magnified this work through informal networks, social media and news commentaries. Journalists reconsidered their professional boundaries to allow for cooperative conversations about their experiences in a fresh effort to denounce hate speech and begin collective initiatives to enhance social cohesion in civil society.©

Caryn Coatney is a Journalism Lecturer at the University of Southern Queensland. She has been an investigative news journalist in Australia and internationally and worked in many fields of communication extensively. Dr Coatney has a PhD (Journalism), Master of Arts (Research and Coursework - Journalism), and Bachelor of Arts (Honours in both English Literature and History). Her journalism research has won global awards and has appeared in numerous journals and publications. She also published the book, *John Curtin: How He Won Over The Media*, after completing a Fellowship at the Australian Prime Ministers Centre in the Museum of Australian Democracy at Old Parliament House, Canberra.

Between visual activism and visual advocacy: The LOUD Fence movement and community-building in the offline and online space

Megan Deas

The LOUD Fence movement commenced in Ballarat in May 2015 in response to findings arising from the Royal Commission into Institutional Responses to Child Sexual Abuse (RCIRCSA), 2013-2018. Organisers invited members of the Ballarat community to tie brightly coloured ribbons to the fences of institutions implicated by the Royal Commission as a show of solidarity to survivors of child sexual abuse.

The visual contrast of the ribbons adorning the fences of churches and schools in Ballarat drew media attention at the local, national and later, global levels. This paper argues that LOUD Fence's Facebook page, started on the same day as the physical campaign, served just as vital a role in communicating the objectives of the movement. Instead of a supplementary space, LOUD Fence's Facebook page serves as a vital platform for the movement to build - and respond to - its community.

Based on interviews with campaign organisers and social media analytics of the LOUD Fence Facebook page provided by CrowdTangle, the paper focuses on key points over the life of the campaign - including the deposition of Cardinal George Pell in Rome in 2016, the handing down of the Royal Commission's Final Report in 2018, and LOUD Fence's global day of action in November 2021 - to examine how it engaged its offline and online communities. Drawing on Kozol's (2014) discussion of how images of suffering act as a form of visual advocacy, the movement's use of images in its social media posts is of particular interest.

Megan Deas is the project manager for the ARC-funded Discovery Project "Breaking Silences: Media and the Child Abuse Royal Commission" (2019-2023). Since completing her PhD at the ANU in 2018, her research has focussed on visual culture and visual communication, particularly the role press photographs play in shaping public opinion on issues of national interest. She is a sessional lecturer in the School of Arts and Communications at the University of Canberra.

F6-9 Platform Challenges During COVID

How Australian Parents Cope with Children's Screen Media Use during COVID-19

***Wonsun Shin** (presenting), **Sybil Nolan, Wilfred Yang Wang, Katherine Day**

COVID-19 and extended lockdowns have led children to rely heavily on screen media, posing challenges for parents striving to manage children's media use during the pandemic. This study examines how the pandemic and lockdowns have affected Australian parents' views on and management of children's screen media use. Our national survey of 513 parents of children aged 7-12 indicated that parents in Australia had noticed a significant increase in their children's screen media use since the COVID-19 outbreak. During the pandemic, parents were concerned about their children's excessive screen media use and exposure to inappropriate media content. Regarding parents' engagement in media intervention (i.e., parental mediation), COVID-19 lockdowns have increased parents' monitoring of children's screen media use and co-using of those media. However, the lockdowns did not affect the degree to which parents implemented discussion-based active mediation and rule-based restrictive mediation. Findings also showed that parents were more likely to engage in media monitoring and co-using during lockdowns when they (1) had younger children; (2) were highly educated; (3) thought that the pandemic increased the amount of time their children spent on screen media, (4) worried about children's use of screen media during the pandemic and (5) felt confident in their parenting abilities. Altogether, our study sheds light on new changes in children's mediascape and the need for policymakers and media educators to develop strategies to support parents in the pandemic era.

***Wonsun Shin** (presenting) is an Associate Professor in Media and Communications and the Deputy Head of School for People and Culture in the School of Culture and Communication at the University of Melbourne, Australia. Her research focuses on young people and digital media, marketing communications, and parental mediation. Her work has been published in numerous top-tire communication journals, including *New Media & Society*, *International Journal of Advertising*, *Communication Research*, *Computers in Human Behavior*, *Asian Journal of Communication*, and *Journal of Broadcasting and Electronic Media*.

Sybil Nolan is a Senior Lecturer in Publishing and Communications in the School of Culture and Communication at the University of Melbourne. She worked in book publishing for more than 10 years, including as commissioning editor at Melbourne University Publishing from 2003 to 2007, and before that spent 15 years working in daily journalism on newspapers including the *Age*, Melbourne. Her PhD thesis was entitled 'The Age and the Young Menzies: A Chapter in Victorian Liberalism'.

Wilfred Yang Wang is a Lecturer in Media and Communications in the School of Culture and Communication at the University of Melbourne. His research focuses on media technology, diasporic media, ageing, digital geographies, and China. He is the author of the book, *Digital Media in Urban China Locating Guangzhou* (Rowman & Littlefield International, 2019).

Katherine Day is a Lecturer in Publishing and Communications in the School of Culture and Communication at the University of Melbourne. Her areas of research are publishing contract negotiations, editorial practice and publishing practice, and reading and look audiences.

Stifled, Poor Listening And Lack Of Open Communication In Financial Institutions During Covid-19

Sam Erevbenagie Usadolo (presenting), **Queen Emwenkeke Usadolo** (presenting)

Open & transparent communication is the cornerstone of organization. Research has shown that organization that practices open communication experiences good interpersonal relationship among employees and have fewer or no crisis that are concerning. In addition, research shows information that is needed to accomplish one's work activities is easily obtained by employees even under disruptive times. The continuous disruption of the normal organizational architecture during the present COVID-19 dispensation has not only changed the way things are done in organisations but made changes that are confounding for employees to adhere to in some organisations. A few organisations call for employees' inputs or suggestions regarding the operation of organizational activities during COVID-19. As we were privy to these calls made by organisations at the onset of COVID-19 pandemic, we decided to conduct this study to see whether organisations have seized on the much-vaunted advantages of open and transparent communication in the ensuing model of their operation, especially in the area of interpersonal communication within the organisations in financial institutions. Using semi-structured interview, which is one of the elements of qualitative research, we spoke to 80 employees across three financial institutions in South Africa. Our research shows there are financial institutions where open and transparent communication is not the norm, or

a situation where existing open and transparent communication was ignored. Our findings reveal a state of institutions that are not transparent in their dealing with their employees as there are stifled communicative relationships in the organisations examined. However, one of the organisations, has communication model that cuts the mustard after implementing the inputs from their employees. Based on our findings, we discussed the practical implications of our findings on managements and gave recommendations on how to improve communication in the organization examined.

Sam Erevbenagie Usadolo (PhD) (presenting) is a Senior Lecturer at the Durban University of Technology, Durban, South Africa, Faculty of Arts and Design, Department of Media, Language and Communication. He has to his credit scholarly publications in academic journals and books. His research focuses on, among others, organisational behaviour and communication, health communication, intercultural communication, linguistic human rights, development communication, language, and media, and he has supervised Honours, Master's and PhD students to completion. His research findings have been presented at both local and international conferences. He is a member of the South African Communication Association (SACOMM), the Athens Institute for Education and Research – Academic Member, and the member of Communication for Development (C4D) Network.

Queen Emwenkeke Usadolo (PhD) (presenting) is a Senior Lecturer at North-West University, Vanderbijlpark Campus, School of Industrial Psychology and Human Resource Management, Vanderbijlpark, South Africa. She has published in the field of organisational behaviour, specifically job satisfaction, organisational commitment, perceived organisational support and motive fulfilment in non-profit organisations. She also supervises postgraduate students in the field of Industrial Psychology and Human Resource Management.

Exploring hybrid methods to study content creators' cross-platform usage in the COVID era

Ziying Meng

Research with a cross-platform perspective has been on the rise in recent years and scholars have developed various ways to study the phenomenon across social media. For example, researchers use the walkthrough approach through a comparative lens to examine the differences between platform affordance (Duguay et al., 2020, 2022). Qualitative methods such as using interviews and ethnography have been conducted to study content creators' cross-platform strategies (e.g. Duffy et al., 2021; Glatt, 2022). Digital methods have also been employed to examine events spread across social media (Rogers, 2017). Research provides valuable insights to understand the dynamics of the "social media ecology" (Arriagada & Ibáñez, 2020; Zhao et al., 2016), however, the methods used by existing cross-platform scholarship tend to prioritise the architectural and structural aspects of platforms. User practices across platforms are understudied. As an increasing number of people use both US-based and Chinese services in everyday life, there is a need to develop methods for analysing user experience in the cross-platform, cross-cultural and transnational context.

This paper attempts to contribute to the methodological research gap by adopting a user-led and user-centric approach. It explores how content creators utilise multiple Chinese and US-based platforms, including Bilibili, Xiaohongshu (RED), Weibo, Douyin, YouTube and Instagram. It adopts hybrid methods that combine digital ethnography (Hjorth et al., 2017; Pink et al., 2016) and a comparative walkthrough analysis (Burgess, 2021; Dieter et al., 2019, p. 20; Light et al., 2018). This paper argues that a creator-centred digital ethnographic approach with a comparative walkthrough is useful to understand user practices across platforms. However, it puts challenges on both the researcher and participants regarding technical requirements, geographical restrictions, time commitment and the trust issue.

Ziying Meng is a PhD candidate at the University of Melbourne in Australia. Her PhD explores how video creators navigate the cross-platform, cross-cultural and transnational environment of social media. Her research interests include digital platforms, creator cultures, Chinese social media and smart technologies.

Stream Seven

11:00am-12:30pm, Friday 25th November

* Session Chair

F7-1 Overlaps in Digital Delivery

Communicating as Community in a Blended Environment: Exploring online delivery for threatened species engagement at Norimbah/Ourimbah Creek.

***Chloe Killen** (presenting), **Phillip McIntyre, Matthew Hayward, Bernadette Drabsch, Barry Williams, Kerrie Foxwell-Norton, Luke Foster, Lucinda Ransom, Aaron Mulcahy**

In 2020 our partnership began between academics at the University of Newcastle (UoN), Senior Threatened Species Officers from the NSW Government's Saving our Species (SoS) program, and Senior staff at Darkinjung Local Aboriginal Land Council (DLALC). Our pilot project, a form of environmental communication, conducted in the field with the community of Norimbah/Ourimbah Creek Valley. The field work was focused on encouraging stewardship of two threatened species unique to the area.

However, as the challenges of living during COVID-19 revealed themselves, all partners faced a similar problem – how could we continue this important field work but do it online? For SoS and DLALC much of their work is conducted in the field, so it was difficult to pivot online, and community engagement unfortunately stalled on many projects. Despite the governmental decision to do away with lockdowns, there are still challenges to overcome as case numbers fluctuate and there may be, in the longer term, some benefit to working in a blended mode.

Our project involves the development and online delivery of community forums and arts-based engagement to compare to our already successful face-to-face delivery. The results of this comparison will serve as a model for how to translate community building through online platforms to be used in conjunction with traditional action research modes. This trial allows us to test whether our online approach could become a model for the hybrid delivery of research projects going forward with our industry partners. This paper reports on the findings of this process.

***Chloe Killen** (presenting) is a Communication and Media scholar and practice-based researcher within the School of Creative Industries. Her research focuses on creativity and cultural production to examine how symbolic messages, that is messages with meaning, are created. She has extensively examined the creative industry of publishing to illustrate how Australian children's literature is produced in a system of individual, social, and cultural contexts. More recently, Chloe has focused on developing action research based approaches to environmental communication in order to communicate stories of biodiversity loss and build community ownership over threatened species.

Co-authors: Prof Phillip McIntyre, Prof Matthew Hayward, Dr Bernadette Drabsch, Mr Barry Williams, University of Newcastle, A/Prof Kerrie Foxwell-Norton from Griffith University, Luke Foster, Lucinda Ransom and Aaron Mulcahy from Saving our Species, DPIE.

Accelerating the movement to online engagements: Digital India's education-led response midst the COVID-19 pandemic

Kylie J. Stevenson (presenting), **Emma Jayakumar**

This paper explores challenges to digital capacities in India, particularly referencing Indian children's participation as digital citizens midst a pandemic-led movement to online education. Arising from recent industry-partner research between the LEGO Group, Edith Cowan University and the ARC Centre of Excellence for the Digital Child, this project combines sweeping literature reviews and engagements with Indian children, policy and education stakeholders, investigating children's digital citizenship. Although the Indian government have recently invested heavily in its citizens' basic digital literacy education, specifically with the 2015 launch of its flagship Digital India digital literacy initiative, there are numerous ongoing challenges preventing broad population access to online participation. These challenges are primarily due to significant disparities in India's wealth distribution, particularly its rural citizens' low digital literacy and capacity to afford digital devices. The need for broader digital literacy was exacerbated further by pandemic mass school closures, accelerating necessary advances in eLearning platforms and resources. New COVID-19 initiatives have included a comprehensive digital platform, the PM e-Vidya (launched in May of 2020), which has attempted to unify India's efforts related to digital/online/on-air education by enabling multi-mode access to education for all Indian children. However, with sketchy internet connectivity in many regions, a lack of training for teachers attempting new online communication practices, and many families only possessing one device per household, the support of children's online participation during periods of COVID-19-driven school closures has been fraught, hampering the movement to online learning and presenting further general challenges to Indian children's broader digital citizenship.

Kylie J. Stevenson (presenting) is Research Fellow for the ARC Centre of Excellence for the Digital Child at Edith Cowan University in Perth, Western Australia. Kylie is an interdisciplinary qualitative researcher who's diverse research is primarily concerned with the lived experience. Her research expertise spans various fields, including children and technology, communications, and creative research. Kylie is the co-editor of the Routledge Companion to Digital Media and Children and Digitising Early Childhood, and associate editor for Media International Australia journal.

Emma Jayakumar is a research assistant for the ARC Centre of Excellence for the Digital Child at Edith Cowan University in Perth, Western Australia. Emma is also a practice-led researcher and classical composer specialising in chamber, orchestral and vocal music. Her 2018 PhD research focused on the composition of new and engaging opera for children, and her ongoing research focuses on child-led and focused participatory research methods, compositional practice, and musicological projects."

Achieving inclusion for people with invisible disability in Instagram health campaigns

Stephanie Mantilla

People with disability have often been an excluded audience from health media campaigns (Kavanagh, 2020) – especially people with invisible disability. The exclusion of people with invisible disability is worrying because they account for an estimated 90% of people with disability (Attitude Foundation, 2018) and because many invisible disabilities overlap with ill-health (Wendell, 1996). Their exclusion stands to be exacerbated by the intersection of two trends: public health campaigns' increased reliance on social media (Jeyapalan et al., 2017) and the recent upsurgeance in visual social media (Gibbs et al., 2015, p. 258). Resultingly, visual social media which do not lend themselves to the representation of invisible disabilities due to their prioritising visual communications – such as Instagram – are increasingly being used in health campaigns. Accordingly, this paper explores how to improve the representation and inclusion for people with invisible disability in Instagram health campaigns. The paper presents the results of a creative method that involved photovoice via Instagram, whereby 12 participants with invisible disability were asked to create their own inclusive Instagram posts for a health campaign and were then interviewed about how to make Instagram health campaigns more inclusive. The paper takes a critical focus on invisible disability which acts as a “space from which to think through a host of political, theoretical and practical issues that are relevant to all” (Goodley, 2016, p. 157) while challenging monolithic conceptions of health (Spielfenner & Anadolis, 2017). In turn, the paper offers creative representation and inclusion strategies for health campaigns via Instagram that go beyond attempts to visually represent invisible disabilities. (For example, increasing the representation of stories sharing health struggles.) Ultimately, given the way invisible disability recognises the dynamic nature of health, many of these strategies stand to make health campaigns more inclusive for everyone.

Stephanie Mantilla is a final year PhD student at the University of Sydney on a Research Training Program (RTP) scholarship. She is passionate about helping reduce inequities and exclusions for people with invisible disabilities. Her research has examined the representation of people with invisible disability in health visual social media and Australian television contexts. She was awarded the 2021 ANZCA Christopher Newell Award and is a PhD student with the Centre of Research Excellence in Disability and Health and the Centre for Disability Research and Policy.

F7-2 Digital Communities and Ethnographies

Overshadowed voices in Global Inquiries

Eli Skogerbo (presenting), **Kerry McCallum**, **Tanja Dreher**

Recent research suggests that journalism and coverage of Truth and Reconciliation Commissions (TRCs) and Royal Commissions play important roles both in triggering commissions of inquiry and in covering their work and findings. Important findings are also that the norms and conventions of journalism prevail, meaning that media attention is more easily drawn to scandals and high-profiled actors than to long-term investigating processes and marginalized groups and actors. Institutionalized media practices and journalism may thus be regarded as structures facilitating public listening and political change, and at the same time, as norms and conventions creating biases and overshadowing of groups and actors that do not attract journalistic attention. These conditions are shaped and reproduced by the hierarchical structure of the media landscape. Some media, typical large mainstream nationwide newspapers and broadcasters, produce news and stories that reach large audiences and top decision-makers, but have a long record for marginalizing voices and issues concerning minorities and Indigenous peoples.

This paper takes these findings as a starting point and poses the following research questions: What were the main similarities and differences between the media coverage of the Royal Commission Into Institutional Responses to Child Sexual Abuse (2013-17) and the TRC in Norway (2018-2023)? What lessons can be drawn concerning reporting and journalism on such commissions? Data from two ongoing projects show that the two commissions have attracted considerable, but uneven media attention. The paper concludes by discussing implications for journalism and responsible reporting on future commissions.

Eli Skogerbo (presenting) is Professor at the Department of Media and Communication, University of Oslo & Adjunct Professor, University of Canberra. She is Co-director of POLKOM - Centre for the Study of Political Communication, UiO and her research centres on conditions for inclusion and diversity in political communication. She currently leads 'The Silent Voices: Media Coverage of the Truth and Reconciliation Commission in Norway' and participates in ARC-funded 'Breaking Silences: Media and the Child Abuse Commission'.

Kerry McCallum is Director of the News & Media Research Centre, University of Canberra. Her research in Political Communication specialises in the relationships between changing media and Australian social policy. Kerry is currently lead investigator on the ARC-funded project 'Breaking Silences: Media and the Child Abuse Royal Commission'.

Tanja Dreher is Associate Professor in Media at the University of New South Wales. Tanja's research examines media and social justice through the lens of the politics of listening in the context of settler colonialism, Indigenous sovereignties, intersectionality and anti-racism. Tanja is a Co-Director of the Media Futures Hub at UNSW and Vice Chair of the Philosophy, Theory & Critique Division at the ICA. She participates in ARC-funded 'Breaking Silences: Media and the Child Abuse Commission'.

Community-building during crisis: Analysis of world leaders' communication during COVID-19

Asim Imran

This paper explores and compares the world leaders' response and their strategies to enhance community-building during COVID-19, which created a crisis for the whole world and affected all walks of life. The leaders selected for this study are from the United States of America, the United Kingdom, Australia and Canada, who were not only in a position of national or global political influence but also played a key role in the research leading to vaccine development and immunisation strategies. While the virus makes no distinction between one human being and another, previous studies showed that victims of COVID-19 in most countries were mainly vulnerable – economically and in other areas – people, such as elderly people, ethnic minorities immigrants, international students and refugees. The presence of vibrant multicultural, multilingual, multiethnic communities, including immigrants, refugees, ethnic minorities and international students is also a crucial selection criterion for the selected countries. While the overall time frame selected for this study is two years – March 2020 to March 2022 – only speeches during the crucial stages of crisis are analysed in this study. Critical discourse analysis of the leaders' speeches during different stages of crisis shows that despite the virus being a ubiquitous problem, world leaders have varied appreciably in their responses resulting in substantially different outcomes in terms of virus mitigation, population health, and economic stability. While crises are a time when people look to their political leaders for action and community-building, this study found traces of exclusion, discrimination, and non-inclusive language for the most vulnerable groups, and a lack of community building in the leaders' speeches. The response from the leaders can be linked to broader social practices, leaders' political ideologies, and their approaches to decision-making and communication.

Asim Imran holds a PhD in Media from the University of Adelaide. His research interests focus on critical discourse analysis, media discourses, and the portrayal of marginalised people in media. He is particularly interested in researching the role of journalists, journalistic practices, ownership and social practices in constructing identities for different components of society.

'You can't be what you can't see': diversity in Australian newsrooms

***Janet Fulton** (presenting), **Sora Park**, **Kerry McCallum** (presenting), **Kieran McGuinness** (presenting)

"The latest census data shows that almost a third of people in Australia were born overseas. But this diverse population is not reflected in Australian newsrooms. Culturally and linguistically diverse communities do not see themselves reflected in mainstream media and research has shown that non-representation can deeply affect individuals and communities; it can reinforce inequalities, continue to marginalise, maintain the status quo, and lower trust in news sources, leading to disengagement from democratic processes.

This presentation reports on a research project that examined diversity in representation and content

in Australian newsrooms. In partnership with Internews, we researched eleven areas of media diversity: gender, sexual identity, ability, Indigeneity, race and ethnicity, national origin, religion, language, age, class and geography. Interviews with stakeholders demonstrated that while some parts of the media are embracing difference in newsrooms, other parts, particularly in commercial media, are slower in reflecting Australia's diverse culture.

While there are eleven areas of diversity, this presentation will focus on culturally and linguistically diverse representation and report on reflections from the stakeholders and how they perceive diversity in the newsroom for multicultural communities. As expected, there is still a long way to go but the project has identified some reasons to celebrate with innovative suggestions from participants on how to increase diversity in Australian newsrooms."

***Janet Fulton** (presenting) is an Adjunct Associate Professor at RMIT and an Associate with the News & Media Research Centre at the University of Canberra. Janet's research interests include journalism, journalism education, media entrepreneurship, creativity and cultural production, and diversity. Her website, which details her research and selected publications, is at <https://janetfulton.com/>.

Sora Park is a Professor of Communication at the News & Media Research Centre at the University of Canberra. She is the leader of the Digital News Report: Australia project and has published widely on the impact of digital technology on audiences, with a special focus on digital and social exclusion and the distribution of opportunities and privileges in society.

Kerry McCallum (presenting) is a Professor of Communication and the Director of the News & Media Research Centre at the University of Canberra. Her research focuses on the impacts of the changing media on public policy, the media practices of citizens and policymakers, and Indigenous news and media.

Kieran McGuinness (presenting) is a Postdoctoral Research Fellow at the News & Media Research Centre at the University of Canberra. He is a co-author of the Digital News Report: Australia project and specialises in longitudinal research on digital media users and news consumption.

F7-3 Streaming, Mainstreaming, and Trust

Contrasting Government Interventions in the Streaming Industry across Australia and Nigeria: The Case for Local Granularity in the Face of Global Media

***Oliver Eklund** (presenting), **Godwin Simon** (presenting)

The regulation of subscription video-on-demand (SVOD) services is a major point of media policy development in countries around the world. This paper comparatively explores the case studies of responses to government intervention in the streaming sector across Australia and Nigeria. This highlights the way that domestic histories introduce significant granularity to policymaking and, we argue, complicates the notion of 'global impacts' of streaming services.

In Australia, stakeholders within the screen industry are calling for more government intervention in the operation of streaming services and the production of domestic content. Government intervention is framed as a positive response to ongoing market failure issues for Australian domestic content. However, in Nigeria, stakeholders within the film and television industry want to keep the government out of the streaming sector, as there are concerns around overburdensome taxation practices on film products. Intervention by the Nigerian government in the growing streaming sector is framed as extractive and exploitative of creative innovation, while intervention by the Australian government is framed as the nation reasserting itself against global media companies and as a lifeline for domestic creative works.

This paper explores these divergent narratives that arise in response to State intervention and in doing so calls for greater focus on national specifics in global media regulation. With this comparison, this paper argues that communicating through the chaotic landscape of policy proposals, documents, and tensions in the video streaming sector must be done in a way that recognises that global challenges still require significant local scoping.

***Oliver Eklund** (presenting) is a PhD Candidate and researcher at the Digital Media Research Centre, QUT. He specialises in video streaming policy and changing industrial dynamics with a focus on Australia and has published in *Media International Australia*, *Convergence*, and *Journal of Communication*.

Godwin Simon (presenting) holds a doctorate from the Queensland University of Technology where he is a researcher in the Digital Media Research Centre and Sessional Academic in the School of Communication. He specialises in the impacts of video streaming technologies on creative labor practices and industrial structures and has published on Nigerian dynamics in *Convergence* and *International Journal of Cultural Studies*.

Cases of alleged Jewish institutional child sex abuse in Australian mainstream and religious media: Malka Leifer in news landscapes

Mona Chatskin

This paper presents the findings of a news analysis of allegations of child sexual abuse in Jewish and mainstream Victorian newspapers. The study is part of a larger research project that examines how local communities engage with mediated public crises. The backbone for analysis was a quantitative and qualitative media analysis of news publications that reported on the Malka Leifer case. Using framing theory, the paper reports on media analysis of articles published by the Australian Jewish News, a religious news outlet, and reportage by The Age, ABC, and Herald Sun – the mainstream media. The Leifer case has spanned for over a decade and is linked to the Royal Commission into Institutional Responses to Child Sexual Abuse's report of Case Study 22, which examined responses in Orthodox Jewish schools to child sex abuse. The extensive time period of the case and its notoriety has led to four key 'moments' and time periods in the case being selected for the media analysis. The research found a significant difference in the way each news publication reported on the case and shaped the narrative, with different frames being enacted by each media outlet. Findings reveal the significant power of media representations, and how Jewish institutional child sexual abuse is framed by media outlets within the Australian media landscape. This media analysis serves as the foundation for the qualitative research phase, which features focus groups consisting of peer conversations, to analyse how the case's mediatisation has impacted Melbourne's Jewish community.

Mona Chatskin is a PhD Candidate at University of Canberra, and completed her undergraduate studies in Journalism at Monash University. Mona is a recipient of the RTP Scholarship Stipend and began her PhD in August 2020. She completed her Journalism Honours in 2018 and was awarded Best Journalism Honours thesis and Best Journalism Honours Student. Her honours thesis compared coverage by The Age and the Australian Jewish News when analysing reportage of a significant case of Jewish institutional child sex abuse, and Mona's PhD thesis is building on this research.

'Listening for the fun of the story': News podcast use and media trust

Dylan Bird

It is often said that podcasting is effective at establishing listener trust through intimate, personal presenting styles prioritising human connection (Spinelli and Dann, 2019). Such approaches to audio storytelling are prominent in news podcasts, many of which allow audiences to 'get to know' hosts and guests as part of the reporting of news. There is however a lack of interrogation of how trust is evaluated by podcast listeners, mirroring a problem with how trust in news tends to be measured generally (Strömbäck et al, 2020). This is a key issue given widespread concerns about declining trust in news media across the world, happening concurrently with a growth in news podcast listening.

This paper presents findings from 12 semi-structured interviews conducted with news podcast listeners in Australia. Preliminary results suggest they tend to evaluate trust through cumulative news media consumption, rather than being tied to a single media personality or brand. It also reveals that the presenting styles and production values of podcasts are appreciated for engaging listeners in news stories, rather than as a means of establishing trust in authority of information. This adds an important layer of complexity to scholarship on both trust in news generally and podcasting specifically.

Dylan Bird is a PhD candidate at University of Tasmania researching podcast journalism and democracy. He is also a broadcaster at Triple R in Melbourne and host of the Seeing Green podcast, which is connected with an ARC-funded project on Australian screen media and the environment.

F7-4 Influencing Connections and Content

Who are young children (5-17) talking to online? Maintaining connections and friendships while recognising predatory and other harmful behaviours online.

Carmen Jacques

Emerging from two Australian Research Council funded projects, The Internet of Toys: Benefits and risks of connected toys for children and Perceptions of harm from adolescents accessing online sexual content, this paper interrogates the potentially educative function of children's progressive and supported exposure to risk. Indeed, contrary to media and community exhortations that children should be shielded from all risk, children in our research are pleased to share their stories of how they encounter and deal with other people's challenging behaviour online. Self-protective responses are often learned and practiced in early childhood years, guided by parents and school and building upon negative digital experiences such as a Minecraft world being destroyed by 'randos', or unsolicited violent images being received from strangers on platforms like Discord and Snapchat. The knowledge of how to navigate such events informs adolescence and can be repurposed when responding to unwelcome sexual advances or cyberbullying behaviours. The authors of this paper suggest that these digital experiences help children to develop strategies to make friends and manage disputes (both offline and online) as they handle their social circles and emotional connections in shared digital spaces. The impact of examining the cross-over of these two discrete projects suggests that recognising some children's capacities to handle such risks and encouraging them to support others may be an effective means of building connections and friendships between peers while protecting both confident and diffident children from risk.

***Carmenm Jacques** is currently working within the Digital Citizenship and Human Behavior and Culture and Society research focus areas at ECU. She is working across two ARC grants, Teenage Perceptions of Harm Online and the Internet of Toys. Carmen is also working on a project looking into

first time parents digital plans for their children (aged 0-4). Carmen is currently part of the advisory network for Swansea University's Project Dragon_S (Spotter and Shield). She is working closely with WAPOL to bring this AI tool to Australia for the purposes of identifying online grooming activity. Carmen completed her PhD looking into the long-term everyday impacts of terrorism in 2021 without need for review.

Cultural commentary on social media platforms: connecting young adults to the news one meme at a time

Agata Stepnik

As social media platforms become key news sources for young users, media plurality and news visibility have emerged as focal areas for scholars concerned about the future of local content in an era of information globalisation and algorithmic gatekeeping. However, a narrow definition of what constitutes news on social media can exclude the many informal ways that young people are exposed to current affairs (including opinion, comment, memes and satire). This paper explores the phenomenon of 'cultural commentary', which circulates within online communities, connecting young audiences to informative content that may be both more appealing than traditional news and still part of public sphere debates. It presents findings from a 13 month digital ethnography involving 13 young adult Australians and their use of social media platforms such as Facebook, Instagram and TikTok to highlight the role of individual agency in curating the user experience of news and information. The paper analyses what participants categorise as news on social media, how it is shared and by whom, and explores their access and sharing practices. It argues that 'cultural commentary' such as memes, casual discussions between friends, and commentary from influencers and public figures have the potential to keep users up to date with what is happening in the world, hyper-locally and globally. In this way, cultural commentary acts as a proxy for professional news content and is more likely to be seen by social media users who describe themselves as news avoidant on these platforms, than traditional news sources.

Agata Stepnik is a final year PhD candidate in the Department of Media and Communications (MECO) at the University of Sydney, Australia. Her thesis explores the relationship young adult users have with social media through cultural commentary which acts as a proxy for news reporting, and the normative behaviours that shape the kind of content that they see on algorithmically mediated platforms. Prior to commencing her candidature at MECO, she worked in the Information and Communication Technology (ICT) private sector for 20 years.

China Digital Autopreneur: Creative Content Creating on the Internet Celebrity Economy

Yuying Yang (presenting), Xiaohan Liu

This paper examines a new group of entrepreneurs in the phenomenon of the Internet celebrity economy, which has emerged on the social media platform, i.e., digital autopreneur. Moreover, it provides an alternative, non-Western perspective on the cultural economy of a specific online platform, possibly not limited to the case of China, and it seeks to analyze the Internet celebrity economy by digital entrepreneurs. Considering the novelty, uniqueness, and diversity of digital autopreneurs, we attempt to define digital autopreneur from a practitioner's perspective. Why do they want to be digital entrepreneurs? Furthermore, how could they become digital autopreneur? We interviewed 15 digital entrepreneurs with between 100-5000 thousand followers across various social media platforms, including Bili Bili, Weibo, Red, and Tik Tok, and across different content fields. Our findings show that digital autopreneurs did not initially approach the social media platforms for content creation with a profit motive. However, after achieving a certain level of social recognition and fan base, they discovered their niche and began to enter the profession of professional creators (We-Media). Compared with professional shooting skills and editing abilities, network sensitivity, ideas, and persistence are even more critical for digital autopreneurs to achieve content monetization. Keywords: Digital Autopreneur; Creative content; Internet celebrity economy; Social media platform.

Yuying Yang (presenting) is a Ph.D. candidate student at the Hong Kong University. Master's degree from Hong Kong Baptist University. Her main research interests are cultural and creative industry, transmedia storytelling, and audiovisual translation. She is currently researching contemporary transmedia storytelling of classical culture, with examples from online fiction, commercial video games and social media platforms.

Xiaohan Liu is a Ph.D. candidate student at Communication University of China and she is currently a visiting scholar at Politecnico di Milano. Her main research interests are media economy, innovation management and entrepreneurship. She is currently leading research concerning social media entrepreneurs and the logic and path of their behavior of content monetization.

F7-5 Platforms and their Public and Private Voices

How Australian Government social media teams work

***Amanda Dennett**

Australian Government agencies have been using social media since around 2009 to broadcast messages to citizens. Over time, public communication through social media has become more interactive and consultative, giving citizens the opportunity to express views, ask questions and

potentially even receive government services through these channels. Public servants – traditionally those in communication, marketing, website, or media teams – have been responsible for delivering these evolving strategies. In 2020, the groundwork they had laid provided the foundation for real-time updates on health and social support related to the COVID-19 pandemic. This work is aimed at determining the ideal mix of processes, resources and employee skills needed to create a best practice social media team within an Australian Government agency. In this research, I present an overview of current uses of social media by Australian federal public sector agencies. I then offer a detailed exploration of the views and experiences shared by employees from Australian Government agencies about their team structure, daily processes, information sharing, training and risk management strategies. Finally, I draw on other research on public sector social media from across the world to make assessments and recommendations about what best practice social media looks like in the context of the Australian public sector.

***Amanda Dennett, SCMP** is a communication professional and former public servant, Co-Founder of the Government Digital Leaders Network and a past President of the Canberra chapter of the International Association of Business Communicators (IABC). She recently created the Public Sector Communicator blog to share examples and ideas for excellence in government communication and social media. Amanda has spent the past few years researching Australian Government social media teams and how governments use social media to engage with citizens. Her research interests include online communities, trust in social networks and leadership communication in the public sector. Amanda's research has been published in conference proceedings, journal articles and book chapters.

The power of the private: Analysing the motivations and identity of personal, non-government, pro-immunisation voices on social media

Roslyn Cox

The challenges and dangers posed by the Covid pandemic have highlighted the value of immunisation programs, as a critical element of public health initiatives to reduce the risk of death or serious injury from preventable diseases. Clear, convincing and compelling communication about immunisation is critical in encouraging parents to immunise their children and address vaccine hesitance or fear of vaccination. Interestingly, pro-immunisation communication initiatives are not the sole province of governments or public health agencies.

Light for Riley is a Facebook site and private initiative of Catherine and Greg Hughes, the parents of Riley Hughes, who died from whooping cough in 2015 when he was four weeks old and too young to be immunised. Following Gee (2014), this study utilises discourse analysis to investigate a selection of posts from Light for Riley and offers insights into the arguments the Hughes family and other parents offer on the importance of immunisation. Gee's (2014) Building tools and Building tasks were used to interrogate the data and reveal the importance of the identities of parenthood and motherhood to

the Light for Riley discourse; expressed in a highly personalised way through individual stories and experiences shared by the Hughes family, other parents, mothers and interested parties who posted replies. Along with expressing empathy and sympathy for Riley's death from a preventable disease, parents and interested parties shared intimate details of their own fears and losses. This study reveals the nature and power of the private and personal approach in advocating for immunisation in online communication spaces.

Roslyn Cox is a Lecturer in Communication at Charles Sturt University. Her doctoral thesis investigated the way social media environments can foster or easily trigger crisis events, a phenomena known as paracrisis (Coombs and Holladay, 2012). Her thesis builds on the work of Coombs and Holladay (2012), offering a model of paracrisis, and further exploring the concept through the case study of the immunisation paracrisis.

Curry Nights and Criticism – Australian Politicians on Facebook and the 2019 Federal Election

Cameron McTernan

In the aftermath of the shock election result that was a Coalition win in the 2019 federal election, little has been said among scholarly publications regarding the use of Facebook by politicians during that period. Indeed, this is a surprising gap in empirical research on political social media in Australia, which has largely ignored the use of Facebook. This study provides new insight into Australia's policymakers' dynamic and creative use of Facebook while demonstrating the utility of reflexive approaches to content-coding of political accounts on social media. This paper presents the findings of a study examining Facebook posts by six Australian party leaders in the months leading to the 2019 federal election. Using quantitative content analysis with a grounded theory approach to coding, this study identifies recurring issues raised by politicians ahead of the election. It also accounts for directed criticism, humour and memes, and content sharing. The results found the economy, domestic locations, and health as key issues online, but this varied between politicians. The distribution of criticism between leaders demonstrates that politicians were more likely to criticise opponents than praise allies. Finally, the results indicate that sharing news stories was a common feature of posts, with some politicians making it a primary feature of their content strategy. This raises questions regarding agenda indexing on political social media and the role of news sharing in a hybridised media environment.

Cameron McTernan is a Media and Communication lecturer at the University of South Australia and a PhD candidate at the University of Sydney. He is also a researcher on the Australian team for the Global Media and Internet Concentration Project.

F7-7 News, Sexual Transgression, and Cancel Culture

Can't Delete: An intervention in mainstream news media representations of image-based sexual abuse

***Josie Gleave**

Cases of image-based sexual abuse — the creation and/or distribution of private sexual or nude images — are on the rise across the world and internet, but the public does not understand this issue as a form of sexual violence. This is due in part to the role of journalists and the news media as the first site where the general audience hears about new issues. Research into image-based sexual abuse (IBSA) has not considered the role of the news media to educate the public about this increasingly common form of sexual violence, and this project seeks to fill this gap by investigating media representation of IBSA and creating an experimental work of journalism in response to the problematic issues identified through the research. The creative component of the project is an interactive journalism feature hosted on a website that offers the audience opportunities to engage with victim perspectives within the context of an explanatory journalism article with need-to-know facts about IBSA. This approach seeks to be an example for future journalism about sexual abuse and improve public awareness and understanding of IBSA.

***Josie Gleave** is a journalist, researcher, and victim's advocate. After interviewing dozens of people formally and informally across the world, she noticed a lack of understanding about sexual abuse, specifically technology-facilitated sexual violence. To fill the gap in understanding, her journalism and advocacy work translates scholarly literature for a general audience and empowers victim-survivors to share their experiences. Currently, Josie is pursuing a PhD in Media & Communications at RMIT on image-based sexual abuse and the impact of the news media on public understanding.

The Practice and Portrayal of Cancel Culture in Singapore: A Case Study of an Influencer's Sexual Misconduct Scandal

Jaspreet Sidhu (presenting), **Catherine Archer, Elaine Xu**

The proliferation of the internet and social media has given rise to the use of 'cancel culture' to hold powerful individuals accountable for their transgressions. Scholarly literature on cancel culture typically favours a Western-centric perspective, and there is a paucity of studies on cancel culture in non-Western contexts. My study examines the practice and reporting of cancel culture in Singapore. It uses the sexual misconduct scandal of local social media influencer and radio deejay Darryl Ian Koshy, who has been charged in Singapore, to study the phenomenon of cancel culture. To understand how users participated in the online cancellation of Darryl Koshy, I applied critical discourse analysis to examine the posts and comments posted on Twitter and Instagram in the wake of the scandal. In my analysis of online news reports, I used qualitative content analysis and critical discourse analysis to examine how cancel culture was portrayed and reported on. My study's findings showed that users'

practice of cancel culture was heavily influenced by social media's affordances and participatory culture, which enabled them to gain collective power and engage in collective action to hold the influencer accountable. Social media was used to fulfil different gratifications: some used it to achieve social justice, whereas others used it for agenda-setting purposes, entertainment, or to position themselves as 'experts'. My paper outlines the importance of contextualizing the study of digital media cultures such as cancel culture and considering a country's cultural nuances (e.g., attitudes towards the LGBT+ community), media censorship, and media legislations.

Jaspreet Sidhu (presenting) is a postgraduate student in the Master of Communication program at Murdoch University. In her master's thesis, she examined how cancel culture is practiced and reported on in Singapore. Jaspreet is multi-lingual and her love for languages is manifested in her keen interest in cultural nuances. She is also a communications professional with marketing experience in the automotive and education industries. She is passionate about communication issues and practices in Asian countries, especially online cultures on social media and LGBTQIA+ issues.

Catherine Archer is a researcher, communications professional, and senior lecturer specialising in social media and strategic communication at Edith Cowan University. Her current research interests include social media, particularly related to families and health, with a complementary focus on social media influencer relations and ethics, and the blurring of lines between media, marketing, public relations, and communication. She has conducted research projects for major Government and not-for-profit health organisations and presented on social media to a variety of industry groups, both in Australia and internationally, including to the media, public servants, and communications consultants.

Elaine Xu is a lecturer in strategic communications at the University of Newcastle and a bilingual communications professional with 10 years' work experience in Asia. She is passionate about the third sector, communication ethics, and the social economy. Her research focuses on mass media, social media, strategic communications, and platformisation, as well as the roles of individuals and organisations in influencing how social and environmental issues are framed and marketed to stakeholders, target publics, and audiences. In particular, she is interested in the construction and promotion of 'charitable frames' and how communication texts influence consumption practices.

Indonesia's media dynamics in online conversations about sexual violence

Alia Azmi

This study investigates the role of prominent mainstream and digital news media in Indonesia in debates about sexual violence by mapping social media conversations on Facebook, Twitter, and Instagram. Collaboration between mainstream and digital-born media The Jakarta Post, Tirto.id, and Vice Indonesia about cases of sexual violence in Indonesian universities won the 2020 Public Service Journalism Award from the Society of Publishers in Asia (SOPA). Some key moments highlight the online conversations about sexual violence during six years of deliberation and after the passage of the Law on Sexual Violence Crimes in April 2022. By applying issue mapping methods to identify

key media actors in the 2021 social media controversies about the Ministry of Education's Decree on Sexual Violence, this study will reveal the prominent mainstream and digital-born news media in Indonesia's conversations about sexual violence. Preliminary data show that various mainstream and digital-born news media accounts are significantly engaged in Facebook, Twitter, and Instagram, Indonesia's three most used social network sites. There are similarities and differences in the actor groups in each platform during the online conversation about the Ministerial Decree, reflecting various representations of media organizations in different platforms.

Alia Azmi is a PhD student at the Queensland University of Technology School of Communication. Her PhD research, Mapping Online Conversations about Sexual Violence in Indonesia, is part of the Global Journalism Innovation Lab project, which focuses on approaches to digital journalism in 21st century. Alia's field of interest is the digital public sphere including social media use in movement on global issues, political/ideological debates on social media, and the intersection between political Islam and Western perspective. She has written articles about Indonesian politicians' social media use, media construction of reality, and student online movement against sexual violence in campus.

F7-8 Communication, response, and collective action

To perform or not to perform. Exploring the impact of COVID-19 on New Zealand's performing arts sector

***Angelique Nairn** (presenting), **Justin Matthews**, **Deepti Bhargava**

As a sector, the performing arts are subject to profit and sustainability issues. Performances are expected to be culturally fulfilling yet financially viable, achieved on tight schedules and budgets, reliant on contractors, and as experience goods, deemed successful only at the point of consumption. Such pressures can make working in the performing arts precarious and challenging to navigate, and this was only made more difficult with the arrival of Covid-19 to New Zealand. Moving into lockdowns, restrictions on attendance numbers and the postponement of shows had financial and strategic planning implications for several people working in the performing arts in New Zealand. For example, those involved in live events, such as concerts and festivals went without an income for months (Bond, 2022), while established performing arts organisations were reluctant to pursue performance opportunities for fear of being pushed further into debt (RNZ, 2022). It led Prime Minister Jacinda Ardern to implement a series of art recovery packages because, as she put it, "the arts and music sectors have been decimated by covid-19" (RNZ, 2020). The purpose of this research, then, was to gauge the impact of covid-19 on workers in the performing arts. To this end, we interviewed creatives and administrators and found that covid-19 fuelled feelings of frustration and insecurity. Many were disheartened that their hard work was scrapped or postponed and that they had to re-enter the planning phase with no guarantees, and financial instability was amongst one of the most pressing issues they faced despite the promise of government assistance.

***Angelique Nairn** (presenting) is a senior lecturer in the School of Communication Studies (SCS). Angelique has been involved in a myriad of research projects that have hinged on organisational communication, identity construction, rhetoric, and/or the creative industries. She is also interested in popular culture and particularly the representation of women, creative people, and morality as they appear on screen. Her recent work has explored issues of racism, sexism, and technological determinism. She teaches courses in the public relations department, specialising in digital public relations and persuasion.

Justin Matthews is a lecturer in communication studies at the Auckland University of Technology. After an extensive period in the commercial sector working in the digital fields, he now specializes in teaching digital media, focusing on production and strategy. His research interests include user interfaces and experiences, moving image, popular culture, and narrative, specifically its morphology across digital mediums.

Deepti Bhargava is a public relations (PR) lecturer at Auckland University of Technology (AUT), teaching across various papers including the student led PR agency – Outside the Square. She is a Fellow of the Higher Education Academy and the Public Relations Institute of New Zealand (PRINZ). Her research interests include occupational culture, diversity, PR pedagogy, digital communication and PR measurement, evaluation, and reflection. Deepti is currently pursuing Ph.D. research on the occupational culture of New Zealand's public relations consultancies"

Pleasure, health and the quiet city: paradoxes of citizen sensing in a pandemic

Nicole Matthews

This paper explores the ways the relationships between health and noise have been articulated and re-negotiated during the COVID pandemic, using the case study of marketing for the crowd-sourced environmental sensing app SoundPrint. This app, which has been described as "Yelp for Noise", was launched in 2018, with the aim of helping city dwellers "Find their Quiet Place" – cafés, bars and other venues with a low level of ambient noise. The app's founder describes himself as having "hearing loss" but SoundPrint's "Quiet Lists" are not marketed specifically to deaf and hard of hearing people. Unusually, the app moves away from a view of difficulties with hearing and communication grounded in individual pathology. It reframes communication as a collective social and environmental concern, to be rectified through the data-gathering and consumer activism of "citizen-sensors" (Gabrys, 2014). The app is underpinned by an established discourse of preventative "hearing health" which understands environmental noise as a threat to wellbeing. Drawing on the app's blog, PR materials and broader media coverage of the valency of quietness and noise, this paper explores the way this preventative health framing has been challenged by the pandemic era. It considers the ways in which the marketing for the app has responded to pervasive understandings in popular media of the pandemic of quiet public spaces as an indicator of social malaise and poor mental ill-health.

Nicole Matthews teaches media and cultural studies at Macquarie University. Her most recent book, written with Naomi Sunderland, was *Digital Storytelling in Health and Social Policy* (Routledge, 2017). She is currently working on a project which draws on disability and deaf studies to consider the cultural meanings of the convergence of mobile phones and hearing devices, and has published this work in *Television and New Media*, *Media International Australia* and the *Routledge Handbook of Health and Media*.

"Thank You Very Much for Your Vaccination": Identity, community, and Aotearoa New Zealand's Covid-19 Vaxathon

Melissa Gould (presenting), **Rosser Johnson**

On 12 October 2021, The New Zealand Ministry of Health announced that Aotearoa New Zealand's first-ever Vaxathon would be held on Saturday 16 October 2021. The Super Saturday Vaxathon was the main event in a ten-day mass vaccination campaign designed to unite New Zealanders during the Covid-19 Delta outbreak. 'Super Saturday' was described by the Ministry of Health (2021) as "a national day of action" - "everyone across the motu [country] has a role to play to protect Aotearoa/New Zealand against covid-19 by getting vaccinated".

The Vaxathon was an 8-hour live broadcast event that revitalised the telethon format, made popular for raising money for charity in the 1970s, 1980s and 1990s, to mobilise a nation to get vaccinated against COVID-19. It was simulcast on TV2 (TVNZ), TV3 (Discovery), Māori Television, Channel 200, and streamed on nzherald.co.nz, Hahana, Re:News, Te Wiki o te Reo Māori and Waatea News, amongst others. A central studio production anchored the televised event in Pōneke Wellington which crossed to regional sites across the motu. It showcased local community 'heroes' and entertainers, influencers, celebrities, health professionals, and political figures, with a shared kaupapa [principle] to entertain, educate and inform Aotearoa New Zealand's "Team of 5 million" (see Beattie and Priestly, 2021) and unite against COVID-19 through vaccination.

In this presentation we examine how The Ministry of Health utilised the 'cultural freight' of the telethon (see Perry, 1994) as part of their national health crisis communication strategy. In doing so, we will demonstrate how the Vaxathon mobilised a combination of nostalgic commercial culture, national collective action, and necessary health communication to achieve the dual goal of both significantly boosting vaccination numbers and realigning the meta narrative towards a balance of personal agency and mutual responsibility.

Melissa Gould (presenting) leads the Department of Critical Media Studies at AUT. Her research focuses on promotional and popular culture, with an interest on gender representations, audiences, and media literacy. She is a member of the TOROA Centre for Communication Research, and the Journalism, Media and Democracy Research Centre, at AUT.

Rosser Johnson is an Associate Professor of Media Studies at the Auckland University of Technology. His research interests include promotional culture, television studies, and media depictions of mental ill-health.

F7-9 Teaching and assessing communication

Recent events have disrupted long-standing approaches to how we communicate. In relation to communication education, these disruptions also affect how we teach, support, and assess communication students. This panel brings together academics who teach introductory communication units/subjects to discuss their perceptions of the field, their teaching praxis, and the challenges of teaching what are often large and complex student cohorts. The panel will operate as a roundtable discussion of these issues, with each panel member bringing a unique perspective to illuminate communication curricula, communication modes, and delivery platforms.

Eighty-five percent of Australian universities offer a bachelor's degree in communication, yet students' first tastes of these degrees and what communication is, as understood through introductory/foundation units, is vast and varied. This is due, in part, to communication's institutional history in Australian universities, organisational structure, class sizes, and resources.

This panel explores how communication education is situated in the Australian context and how recent events are influencing the ways communication is taught, assessed, and supported.

It also provides an opportunity to discuss the rationales for current approaches related to content and delivery, changes to these aspects that unit coordinators wish to enact, as well as any perceived barriers to doing so

***Lesley Irvine** is a qualified teacher, journalist and has completed a Doctor of Creative Industries. She currently coordinates several communication units at QUT. Lesley has travelled extensively throughout Queensland conducting communication courses as well as teaching professional and speech communication in Hong Kong. She has also run private communication coaching for broadcasters, politicians, business leaders and students. Her research area is public speaking anxiety.

Dennis Bruining is a sessional academic in Macquarie University's Department of Media, Communications, Creative Arts, Languages and Literatures where he teaches in the areas of media and cultural studies, copyright law, PR, and advertising. He also teaches advertising and data studies at Western Sydney University – Sydney City Campus. His two research interests are screen cultures and theories of materiality, and he is currently preparing a book proposal on a theory of somatechnics

Margaret Van Heekeren is a Lecturer in Media and Communications at the University of Sydney. Margaret has been at the forefront of learning and teaching adaptations since the onset of the pandemic. In 2020 she was the recipient of a Vice Chancellor's Recognition for Support and Delivering Teaching and in 2021 she was awarded a Faculty of Arts Excellence in Teaching Award (with

Distinction). Margaret is a Fellow of the Higher Education Academy and holds a Graduate Certificate in Education Studies (Higher Education) from the University of Sydney (2021).

Sonja Molnar is a lecturer in Media and Communication at the University of Melbourne. She is currently teaching three advanced media writing subjects in which students enhance their writing skills by engaging with various styles, contexts and genres of media discourse as well as developing their techniques for planning, editing and revising their work and that of others. Her main research areas include discourse and genre studies, multimodality, advertising, sustainability communication, and media linguistics. She received her PhD in English Applied Linguistics from the University of Salzburg.

Kim Barbour is a Senior Lecturer in Media at The University of Adelaide, and her teaching focuses on digital media, identity, and popular culture. Her first year core course develops student competencies in a number of the key theories and discourses of communication and media studies, feeding into the diverse range of specialities available to B. Media students. Throughout her teaching, Kim also brings to light elements of the 'hidden curriculum' through explicit teaching (and challenging) of academic norms and expectations, much of which involves developing contextually appropriate communication skills to match students' theoretical and practical learning.

Stream Eight

1:30pm - 3:00pm, Friday 25th November

* Session Chair

F8-1 Platform Dynamics of Social Media Ecologies

'My body – my choice': Exploring the language used by the anti-vax movement

***Katharina Wolf** (presenting), **Petra Theunissen**

In an effort to limit the impact of the global COVID-19 pandemic, the introduction of vaccination mandates has inadvertently resulted in increased visibility of the so-called anti-vax protest movement, prompting some individuals to consider and debate the merits and societal role of vaccinations for the first time ever in their lives..

Commonly presented as a coherent movement in the media, the COVID-19 anti-vax community is more appropriately understood as a kaleidoscope of individuals and groups that have increasingly appropriated the language of the feminist movement, relying on the global recognition of existing campaign slogans like "my body, my choice" and an emphasis on the importance of human rights and individual agency.

The adoption of common vocabulary and campaign messages performs an important role in terms of group cohesion, contributing crucial social capital to what is otherwise arguably a disparate group of individuals. However, despite increased visibility within the context of COVID-19 mandates, the framing of opposition to vaccinations of government directives as a 'civil right' is a well-established practice (Colgrove & Samuel, 2022).

Drawing on social-constructivism and framing theory, this paper aims to explore the language used by non-progressive movements, like the anti-vax community, through the lens of the COVID-19 pandemic in Australia and New-Zealand, including the brand hijacking (Langley, 2014) of long established, progressive movements.

***Katharina Wolf** (presenting) is an Associate Professor in the School of Management and Marketing at Curtin University, Perth, Western Australia, and the lead of the Faculty of Business and Law's public relations program. She draws on more than twenty years of communication and media experience, as an educator and industry professional. Her industry experience encompasses communication and research roles in Germany, Spain, the United Kingdom and Australia. Her research interests include activism, (community) advocacy, civic engagement, public interest communication and cross-cultural communication.

Petra Theunissen is Associate Professor of Communication (Public Relations) in the School of Communication Studies at Auckland University of Technology, New Zealand, where she teaches public relations theory and practice. She holds a DPhil in Communication Management, which she obtained while working as a communication professional, and has published books, articles, book chapters and conference papers on communication and public relations. She serves on several editorial boards and committees.

Covid in the Comment Sections: Divergent Views on Public Health Safety Measures in Australia's Most Visible News Commenting

Timothy Koskie

Covid-19 crises and the public response have dominated news coverage for the majority of the last three years. While public figures received extensive attention during their daily press conferences, there were less opportunities to hear from the communities that were intermittently locked inside. My research investigated the variety of views and voices presenting in some of the most visible forums for public discussion: the comment sections under public affairs news stories on the most visited news websites. This news commenting study looked at the diversity of viewpoints, information, and representation – as well as the silencing speech and phatic communication – appearing in these spaces prior to and during the 2021 Covid lockdowns in Australia. Narrowing the scope to Covid-related articles, I found evidence of a highly active user base ready to provide viewpoints and information deviating from the frames and details of the news organisations' own production that was grounded in the users' lived experiences and backgrounds. Using a directed qualitative content analysis research design, the study demonstrated both the amount and the ways that news commenting contributed to the media ecosystem surrounding a public facing threats to their health, public safety measures, and vaccination efforts. Simultaneously, this potential for impact was attenuated by Australia's limited inclusion of news commenting, which was entirely absent from its most visible and visited news websites.

Timothy Koskie - Mphil, PhD (under examination). Researcher at the Centre for Media Transition, UTS, and the University of Sydney, with a focus on critical media sociology, online media, and media pluralism. This study was conducted as part of the Media Pluralism Project, which was funded by the Australian Research Council.

F8-3 Influences of AI & Community-Driven Discourses

Artificial intelligence and public relations: Rethinking scientific persuasion in an age of machine learning and big data

***Mitchell John Hobbs**

Artificial intelligence (AI) is being mobilized to influence public opinion, manage reputational issues, build para-social relationships, and drive consumer trends. This technology can be used ethically, or it can be weaponized, raising questions about machine-powered influence campaigns, data privacy, and the power of large corporations and governments vis-à-vis citizens and activists. This paper explores the current uses and potential misuses of AI technologies, drawing on extensive interviews with senior executives and AI specialists working for major communication agencies in Singapore. Specifically, it presents a socio-ecological model for assessing the ethics of AI usage for public relations and strategic communication. Ultimately, this paper argues that AI affords asymmetrical

communication power and poses ethical conundrums for practitioners and regulators.

***Mitchell John Hobbs**

Sense-Making In National And Local Networked Communities On Reddit And Whirlpool

Verity Trott

This paper examines the role of Australian digitally networked local communities on 'crowdsourced' discussion platforms (Whirlpool and Reddit) in helping users make sense of government public services during the first year of the COVID-19 pandemic. This paper is part of a larger research project investigating the attitudes surrounding and experiences of accessing Australian public services by young people. This research is driven by two key questions: How did users collectively make sense of public services before and during the COVID-19 pandemic in pseudonymous networked communities? What was the sentiment of online discussions about Australian public services and what does this tell us about citizen's attitudes towards and ability to access and negotiate public services during a pandemic? The study incorporates an analysis of six subreddits that align with both metropolitan and regional population hubs in Australia and seven forums on the technology-oriented platform Whirlpool over the period of Feb-April 2020. An inductive content analysis and an automated sentiment analysis were conducted on the data samples. This research contributes to understanding how online communities intersect with urban and regional locality and the implications these spaces may have on civic engagement and accessing support during a pandemic.

Verity Trott is Lecturer in Digital Media Research in the School of Media, Film and Journalism at Monash University. Her published research explores digital feminist activism, networked masculinities, online communities and digital cultures. She is a founding member of the Automated Society Working Group at Monash in which she explores the social, political and cultural impacts of automation, data and digital cultures from a feminist standpoint.

Older migrants as method: rethinking digital divide in multicultural society

Wilfred Yang Wang

This paper re-approaches the conceptual meaning and methodological evaluation of digital divide through the perspective of older migrants. By drawing on older Asian migrants' experience with digital media during Melbourne's COVID-19 lockdowns in 2021, we aim to develop a cultural-lingual framework to evaluate digital divide from a cultural-lingual perspective. Conventional wisdom's emphasizes on socioeconomic affordability and access to the technology and the different level of capacity to use technology fail to account for the diverse cultural origins of media ecosystems and practices, which are exemplified in a multicultural society like Australia.

Interviews with 31 older (60 years old and above) Chinese, Sri Lankan and Indonesian Australians reveal that most participants owned at least one other digital device and some even showed exceptional skills in producing digital content and building social connection with digital media. However, none could download the official digital vaccination certificate and install the contact-tracing apps because these apps were only available in English and required knowledge of Australia's health and social service systems. The issue of language and cultural barrier have been (mis)interpreted as a form of digital illiteracy.

Our findings suggest complex techno-social and cultural-lingual constructions of digital divide. As current knowledge and parameters used to evaluate digital divide do not recognise the diverse Australian media landscape and that 'digital imaginary' continue to affirm the hegemony of western platforms. By thinking older migrant as method, critical inquiries should rethink the nature and meaning of digital divide in a multicultural context.

Wilfred Yang Wang is a Lecturer in Media and Communications in the School of Culture and Communication at the University of Melbourne. His research focuses on media technology, diasporic media, ageing, digital geographies, and China. He is the author of the book, *Digital Media in Urban China Locating Guangzhou* (Rowman & Littlefield International, 2019).

F8-8 Communities, needs, and mediatised connections

Digitalising community through crisis and disruption: Lessons from the migrant experience

***Estelle Boyle**

The COVID-19 pandemic thrust the world into a period of 'unprecedented' social disconnection and disruption, as government interventions sought to restrict everyday forms of social interaction. Previously unimaginable rules around how, whether, and when people were allowed to be in physical proximity to others meant experiences of community and connection became forcibly mediatised, or were halted altogether. While the COVID-19 pandemic was, and remains, legitimately unprecedented in many significant ways, there are nonetheless parallels and precedents worth acknowledging. Such an experience of necessarily mediated and digitalised community is not new for many migrants. There is a long and rich history of migrants' and refugees' reliance on mediated communication, foregrounding many of the challenges and limitations more recently experienced by 'mainstream' populations around the world. How do you connect with loved ones when you are physically unable to see them? How do digitally networked technologies enable a sense of social inclusion and connection, when local community interaction is restricted? And what are the limits of these technologies in achieving such aims?

This paper draws on findings from pre-pandemic fieldwork with 26 people of refugee and migrant backgrounds living in Melbourne, attentive to their use of digitally networked communication in

enabling social inclusion, belonging, and community. I argue that looking to such antecedents offers valuable insights on communicating and connecting through crisis and disruption. In doing so, I use the lens of digital diaspora to ground the so-called 'unprecedented' shifts to mediated sociality with learnings from the migrant experience.

***Estelle Boyle** is an early career researcher and sessional lecturer in Media and Communications at the University of Melbourne, and a research associate in the School of Media and Communication at RMIT University. Her research interests relate to the intersections of migration, digital media, belonging, and digital and social inclusion.

'Can You Hear Me?': The Covid-19 Pandemic and the Struggles of Online Teaching Among Women School Teachers in India

Shubhda Arora, Mrinmoy Majumder

This paper explores first hand narratives of women school teachers and their experiences of online teaching during the Covid-19 pandemic in India. Using narrative epistemology, we interview twenty women school teachers from tier-2 and tier-3 Indian towns and cities and bring out stories of economic and social challenges faced by them. Their lived experiences reveal issues of digital divide and issues around inadequate physical infrastructure available to them. Schools, as employers, did not extend support in increasing digital literacy among students or training teachers to adapt to digital pedagogies and the online ecosystem, instead, they adopted a heightened digital surveillance system to control and micro-manage their employees. The 'work from home' presented novel challenges for women teachers, who constantly juggled between household duties and teaching responsibilities. Gendered burden of care, lack of resources and apathy shown by most school administration put these teachers in a very precarious position. Using frameworks of digital surveillance and social vulnerability, this paper brings out stories of struggle, negotiations and resilience among school teachers. The pandemic in many ways highlighted a class divide and a digital inequality that pervades Indian society.

- 1) **Shubhda Arora** - Assistant Professor, Indian Institute of Management, Lucknow
- 2) **Mrinmoy Majumder** - Researcher, University for the Creative Arts

A Code for Quality: Reforming the news media bargaining code to support public interest journalism

Sacha Molitorisz

In 2021, Australia's news media bargaining code became law, prompting payments of an estimated \$200m annually to flow from digital platforms to news media businesses. The fallout from this world-

first law has been global. In Canada, a bill has been introduced to Parliament with added provisions for transparency. In the US, Meta has signalled it will not renew its deals with news publishers. And in Australia, Treasury has undertaken a review to determine the code's efficacy and fairness. In this paper, we take stock of the code as it approaches its second birthday, summarising its local and global impacts.* We also mount a series of arguments about how Australia's code ought to be reformed. First, reporting and oversight obligations should be introduced to provide transparency into the impact of deals made as a result of the code upon quality, original public interest journalism. Second, both the authority to 'designate' a digital platform and the authority to assess the contribution of a digital platform to the sustainability of the news environment should be removed from the Treasurer and given to a regulatory body. And third, given the policy objectives of the code, the code should direct support towards news sources producing quality, original public interest journalism, which are often most impacted by the migration of advertising money to digital platforms. This means that: an originality provision for news content should be incorporated into the code; the professional standards test should be amended so that news businesses are only able to register under the code if they are subject to external standards schemes and complaints processes; and the assessment of editorial independence should examine the content produced by the news source in addition to the broader affiliations of the business.

Sacha Molitorisz is a Senior Lecturer with the Centre for Media Transition at UTS Law whose expertise spans media, law and ethics. The author of *Net Privacy, How we can be free in an age of surveillance* (2020), Sacha researches the ethics and law of media, the standards schemes that oversee journalists in Australia, and the promotion of public interest journalism.

F8-9 Communicating New Attitudes

Humour, Ridicule and the Far-Right: A Critical Analysis of Pauline Hanson's "Please Explain" Miniseries

Kurt Sengul

This paper explores the role of humour and ridicule in the political communication of the contemporary far right through a critical analysis of the Please Explain animated miniseries. Comprising 30 short web cartoons, the Please Explain videos were produced on behalf of the Australian far-right party Pauline Hanson's One Nation (PHON). (PHON) and disseminated across the party's Twitter, Facebook and YouTube accounts throughout 2021/2022. According to the party, the videos deliver 'a humorous yet sobering glimpse' into Australian politics. Ostensibly created to reach those who are otherwise disinterested in political party advertising, the videos also function to "soften" PHON's exclusionary discourses to make them palpable to wider audiences.

Drawing on Critical Discourse Analysis (CDA), we explore how collective identity is articulated through speech and symbolism in the Please Explain miniseries. We argue that the strategic use of

humour in the video series serves to launder racism, as well as homophobia, sexism, and transphobia. Through its use of humour and ridicule, the miniseries encourages audiences to take enjoyment in the exclusionary articulations of identity without pity for its dehumanised targets. Contextualising our analysis in relation to wider strategic deployments of humour in the communicative repertoires of the international far right, we argue that the series makes a significant contribution to a wider project of discursive mainstreaming, by framing hate as “just a joke”.

Kurt Sengul is a sessional academic in the School of Media and Communication at the University of Sydney. His research centres around the political communication of the contemporary populist far-right.

Beyond Australia's Climate Bill 2022 – New War, New Communication?

Israel Adeseko

Australia's Climate Change Bill 2022 which summarily outlines the country's commitment to net zero greenhouse gas emissions by 2050 will soon become a law but, experts portends that the climate war is far from over. With the progress made towards legislating a Climate Change law in Australia, experts predict, amongst many other challenges, a wave of renewed disinformation efforts by climate contrarians to discredit policy options using alternative climate science to contest long and short terms emission targets. Some experts project that, disinformation regarding policies and processes, including mechanisms and funding to cut emissions might well be the biggest threat to enforcing the Climate Change Bill when it finally becomes a law. It is a new war and to win this war, warriors on the side of the Climate Policy, including national agencies, climate scientists, policymakers and communication practitioners must now be prepared to collaborate and explore dynamic approaches to communicate the progress made on emission targets, 'close the gap' and prepare a climate-ready public that is unfazed by disinformation efforts from the opposing side of the climate war. To do so, I turn to some examples from the Covid-19 pandemic to understand possibilities. Already, the Covid-19 pandemic has shown how disinformation can be fought with communication developments from collaborative domains. In this paper, I explore some of these communication developments – particularly, the design and implementation of art-based strategies to communicate policy options – and how such strategies can be deployed to combat disinformation in the new climate war.

Israel Adeseko is a PhD candidate at the Media School, University of Tasmania, Hobart, Australia. Israel's research looks at the intersections between science-society relations, environmental knowledge translation and the media. Through action-based engagements and participatory research, Israel seeks to contribute to the field of environmental communication by interrogating specialised communication strategies that push the limits of change – both in policy and behaviour. He is currently a visiting assistant in research in Environment at Yale University.

Podcasting, health communication, and attitude change: Using research to inform a new podcast about stigma and complex mental health issues

Elise Carrotte

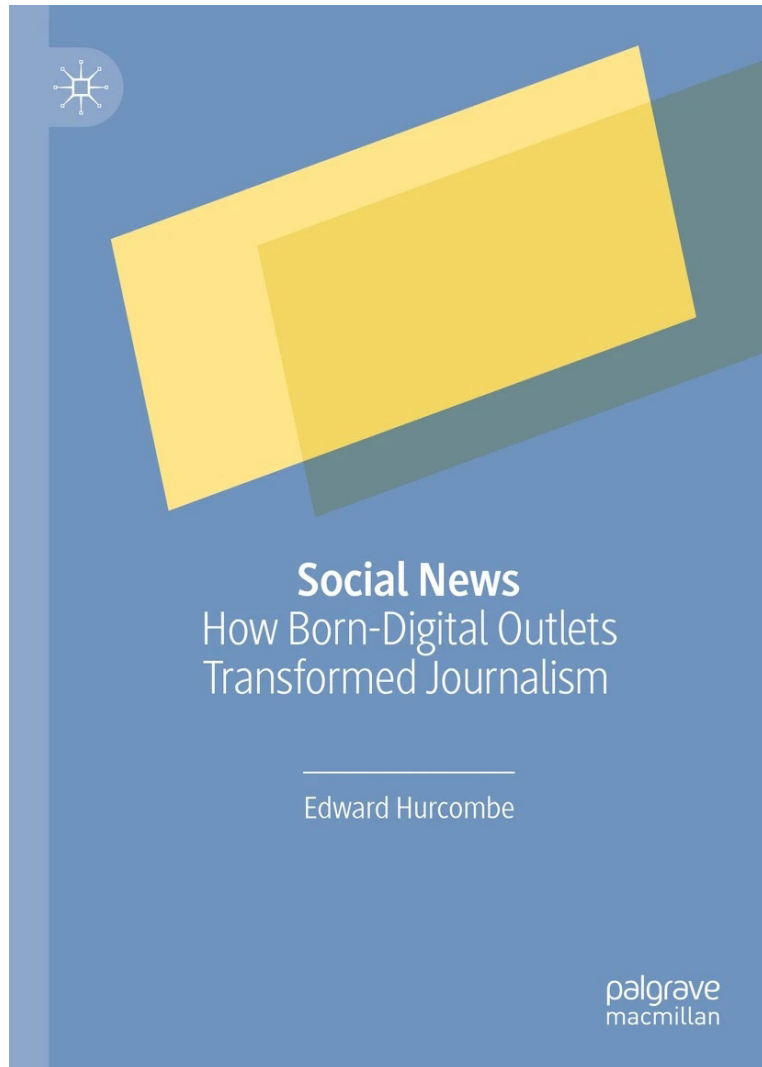
Podcasts are incredibly popular, with around one in five Australians listening weekly. Podcasts are perceived as accessible, convenient, and customisable, and offer a unique form of virtual 'edutainment'. They can be used for effective health communication through sharing knowledge, fostering empathy, and building connection. Together, these factors can lead to increased understanding, motivation, and even behavioural change among listeners.

This presentation will describe a research project focusing on the development of a new podcast, which aims to reduce listeners' stigmatising attitudes towards people living with complex mental health issues. Scoping work included a literature review and an online cross-sectional survey of 629 Australian podcast listeners. This survey found that one in three participants had ever listened to a mental health-themed podcast, and these listeners typically experienced lower levels of stigmatising attitudes towards people living with mental health issues.

To inform the podcast's development, a co-design study was held with SANE Australia's Peer Ambassadors, alongside healthcare professionals, media professionals, and workplace mental health champions. Using online tools to adapt to COVID-19 restrictions and support participation in a virtual setting, members collaborated to identify the focus of individual episodes (areas where stigma and discrimination are common), episode storyboards that centralise lived experience narratives, and content principles (such as clear calls to action and listener resources).

This iterative research process, informed by community participation, allowed the research team to design episodes that have potential to maximise strengths and minimise limitations of the podcast format for health communication and stigma reduction.

Elise Carrotte is a PhD Candidate at the University of Melbourne. She is a psychologist and researcher, and works at SANE in the Clinical Governance team. Her PhD involves exploring novel interventions using digital media and co-design methods to reduce stigma against people living with complex mental health issues.



Wednesday Lunch

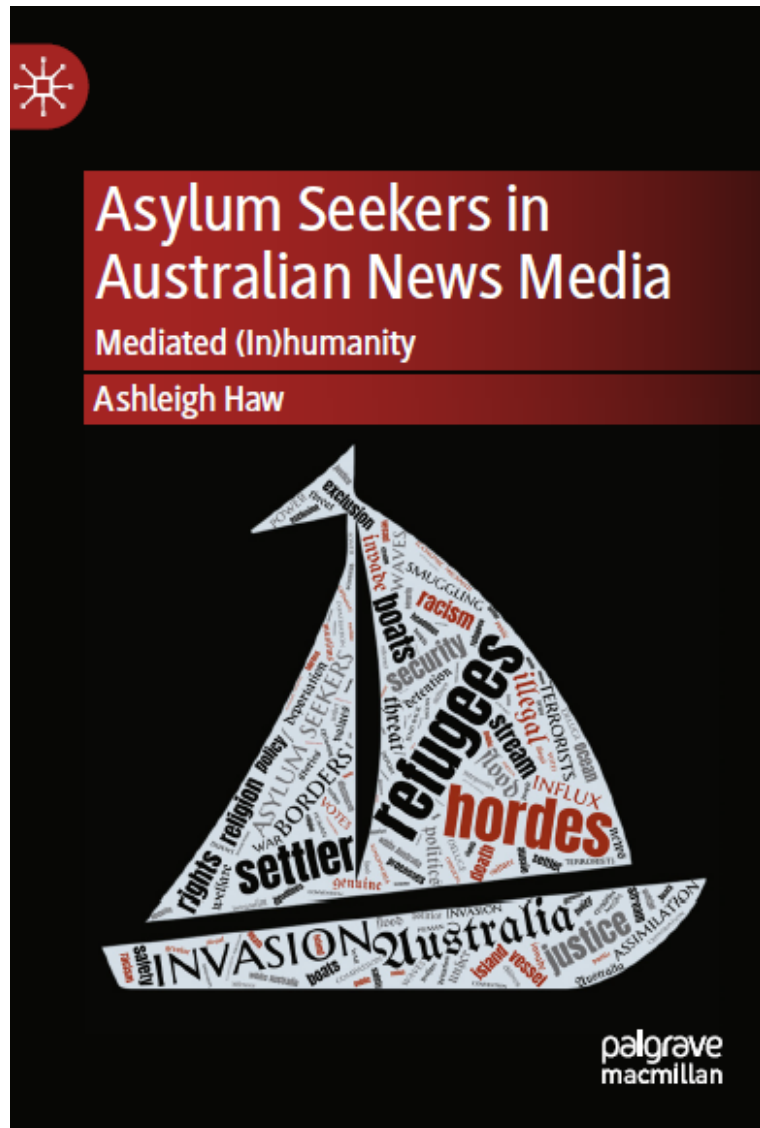
Book Title: Social News: How Born-Digital Outlets Transformed Journalism
Author: Edward Hurcombe, QUT
Publisher: Palgrave Macmillan

<https://link.springer.com/book/10.1007/978-3-030-91712-8>

This book is the first to define and describe 'social news', a new kind of journalism emerging in response to social media. Drawing on the author's extensive research into news and social media platforms, *Social News* critically examines the rise of well-known outlets such as BuzzFeed and Mic in the US, and Junkee and Pedestrian in Australia. Hurcombe argues that these outlets became successful by strategically engaging with social media, producing sociable content personalised for millennials. Such outlets have been criticised for violating the rules of 'quality' journalism. However, this book shows how social news has provided a platform for marginalised voices and has been able to engage readers neglected by legacy news. While social media is frequently seen as a threat to the news industry, *Social News* shows that digital platforms have been driving new forms of journalism: ones that challenge our understanding of what journalism is, can be, and should be.

Edward Hurcombe is a Research Associate at QUT's Digital Media Research Centre. Edward researches how news and journalistic practice are transforming in relation to the technologies, economies, and user cultures of social media platforms. He is interested in both the challenges and possibilities emerging from these transformations: from tackling malicious actors on platforms, to locating new kinds of socially-positive digital journalism. His research has been published in leading journals such as *Journalism*, *Digital Journalism*, and *New Media & Society*.

Chair: James Meese



Wednesday Lunch

Book title: Mediated (in)Humanity: Asylum Seekers in Australian News Media

Author: Dr Ashleigh Haw, Deakin University

Publisher: Palgrave Macmillan

Release date: 2 December 2022

<https://link.springer.com/shop/palgrave/titles/en-eu/>

This book sheds light on how the public engage with, make sense of, and discursively evaluate news media constructions of people from asylum seeking backgrounds. As a case study, the author discusses her recent research combining Critical Discourse Analysis with a cultural studies Audience Reception framework to examine the perspectives of 24 Western Australians who took part in semi-structured interviews. During their interviews, participants were asked open ended questions about: their general views on people seeking asylum, including Australia's policy responses, their media engagement habits and preferences, and their views concerning how the Australian media represents people seeking asylum. The author compares and contrasts this research with broader interdisciplinary discussion, and the book will therefore appeal to students and scholars of migration, political communication, sociology, audience reception, critical media studies and sociolinguistics.

Author bio:

Ashleigh Haw is a Research Fellow in Sociology in the School of Humanities and Social Sciences at Deakin University. Her research focuses on discursive constructions of marginalised populations in Australian media, political and public discourse, with a particular interest in the implications for democracy, health, social cohesion, and social policy. She is currently involved in research projects investigating both traditional news and social media depictions of African youth in Australia, digital communication surrounding ethnic and religious minority communities during the COVID-19 pandemic, and the health, social and democratic implications of online disinformation during global crisis events. In addition to serving as ANZCA's communications officer, Ashleigh is a co-convenor of The Australian Sociological Association's 'Migration, Ethnicity and Multiculturalism' thematic group and co-convenor of Deakin University's 'Religion Society and Culture' research cluster.

Chair: David Nolan

www.peterlang.com



TV Transformations & Transgressive Women
From Prisoner: Cell Block H to Wentworth

Edited by Radha O'Meara, Tessa Dwyer, Stayci Taylor and Craig Batty

Radha O'Meara, Tessa Dwyer, Stayci Taylor and Craig Batty (eds)

TV Transformations & Transgressive Women

From Prisoner: Cell Block H to Wentworth

Oxford, 2022. XVIII, 474 pp., 3 fig. col.
Australian Studies: Interdisciplinary Perspectives. Vol. 4

hb. ISBN 978-1-78997-506-2
€72.95 / €74.70 / €67.90 / £55.00 / US-\$82.95 / CHF85.00

eBook ISBN 978-1-78997-507-9
€72.95 / €74.70 / €67.90 / £55.00 / US-\$82.95 / CHF85.00

Prices are subject to change and do not include shipping and handling. CHF – RRP incl. VAT (valid for Switzerland). €^h – fixed retail price incl. VAT (valid for Germany and EU customers without VAT Reg. No). €^a – fixed retail price incl. VAT (valid for Austria). US-\$/€ – RRP excl. VAT.

Order online at www.peterlang.com/9781789975062
Send your order to orders@peterlang.com

Special offer: 30% discount

Please use the code IASA at checkout when purchasing the book through our website: www.peterlang.com. Offer valid until 2 January 2023. Please email orders@peterlang.com with any questions.

«Just like *Prisoner* and *Wentworth*, this book is an instant cult classic. Written with love by a collective of expert aca-fans, *TV Transformations & Transgressive Women* takes us on a fascinating journey through the cultural legacies of Australia's favourite prison TV dramas. Contributors use a rich palette of methods, from genre analysis to production research, to unpack the significance of these shows. An exemplary textual study, this richly multi-perspectival collection is essential reading for anyone interested in television genres.» (Ramon Lobato, Associate Professor, RMIT University)

«This collection is a wonderful example of how certain TV shows can have tremendous impact, not only in the time of their making, but for several decades, when suddenly there's the opportunity to travel even further in an on-demand age and meet new audiences, academics and analytical approaches. The chapters offer a wide range of interesting interpretations and discussions, not the least on the way women have been represented on screen then and now. A good read for academics, fans and aca-fans.» (Eva Novrup Redvall, Associate Professor, University of Copenhagen)

A deep dive into iconic 1980s Australian women-in-prison TV drama *Prisoner* (aka *Cell Block H*), its contemporary reimagining as *Wentworth*, and its broader, global industry significance and influence, this book brings together a range of scholarly and industry perspectives, including an interview

with actor Shareena Clanton (*Wentworth*'s Doreen Anderson). Its chapters draw on talks with producers, screenwriters and casting; fan voices from the *Wentworth* twitterverse; comparisons with Netflix's *Orange is the New Black*; queer and LGBTQ approaches; and international production histories and contexts. By charting a path from *Prisoner* to *Wentworth*, the book offers a new mapping of TV shifts and transformations through the lens of female transgression, ruminating on the history, currency, industry position and cultural value of women-in-prison series.

The editors of this volume are screen studies and screenwriting scholars with specialist skills in a range of areas and practices, including script development, gender studies and television studies. **RADHA O'MEARA** is Lecturer in Screenwriting at the University of Melbourne. Her critical research concentrates on serial storytelling and industrial authorship in contemporary film and television. **TESSA DWYER** is Lecturer in Film and Screen Studies, Monash University. Her research focuses on screen media and language difference, and she has published the monograph *Speaking in Subtitles* (2017). **STAYCI TAYLOR** is Senior Lecturer, Master of Media, RMIT University. Her research focuses on screenwriting practice, and she has co-edited two books on script development. **CRAIG BATTY** is Professor and Dean of Research (Creative) at the

Subscribe to our newsletters
www.peterlang.com/subscribe

Discover our eBook collections
www.peterlang.com/ebooks


PETER LANG
INTERNATIONAL ACADEMIC PUBLISHERS

BERLIN • BERN • BRUXELLES • CHENNAI
DUBLIN • ISTANBUL • LAUSANNE • NEW YORK
OXFORD • WARSZAWA • WIEN

 /PeterLangPublishers
 @peterlanggroup
 /company/peterlangpublishers

University of South Australia. He has published fifteen books and many articles on screenwriting and creative practice research.

Emerald Studies in Popular Culture and Gender



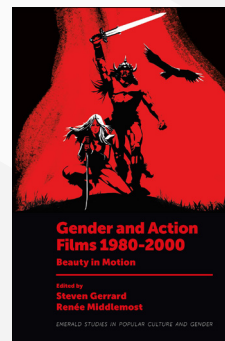
Series overview

Representations of gender are inherent in popular culture. This book series explores many different strands of contemporary 'culture', encompassing, cinema, television, graphic novels, fashion studies, reality TV - all within a critical framework of class, ethnicities, gender identities and embodiment.

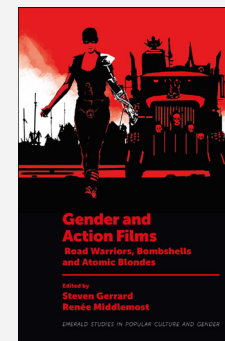
As we re-imagine and re-boot at an ever faster pace, the series asks, what has changed for gender, and what has not? Are there gains for 'gendered' groups or does 'gender' define and limit us, and popular culture restrain us?

Emerald Studies in Gender and Popular Culture provides a focus for writers and researchers interested in sociological and cultural research that expands our understanding of the ontological status of gender, popular culture and related discourses, objects and practices. In turn, the book series enables scholars to theorize about the status and category and development of 'gender' in contemporary culture and society.

New titles - publishing November 2022



Gender and Action Films 1980-2000
Beauty in Motion
9781801175074



Gender and Action Films
Road Warriors, Bombshells and Atomic Blondes
9781801175159



Gender and Action Films 2000
Transformations
9781801175197

30% discount code

The code EMERALD30 can be used at promotional events and shared with attendees. The discount provides 30% off and can be claimed via our distributor Turpin when placing an order, and quoting the discount code via email or over the phone:

Tel: +44 (0) 1767 604 951; E-mail: custserv@turpin-distribution.com



