### Social Media and the Transformation of Public Space

#### Program

**Wednesday 18 June 2014**

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<td><strong>Speakers:</strong> José van Dijck &amp; Thomas Poell</td>
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<td>Election days and social media practices: Tweeting as Australia decides</td>
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<td>All Politics Is Local? The Twitter Performance of Local Candidates in the 2013 Australian Federal Election</td>
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<td>Digital Public Space(s): redefining publicness</td>
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<td>Fletcher, Gordon, Marie Griffiths and Maria Kutar</td>
<td>A Day in the Digital Life Project: Private Spaces v Public Places, can there be a distinction?</td>
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<td>Lünenborg, Margreth and Christoph Raetzsch</td>
<td>Media Practices and Social Change: Rethinking Concepts of Publics in the Digital Age</td>
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<td>Berglez, Peter and Ulrika Olausson</td>
<td>The Public-Private Sphere: the Constant Oscillation between ‘Public’ and ‘Private’ Oriented Communication on Twitter and its Power Relations</td>
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1C Analyzing Social Media Platforms
Moderator: Taylor-Smith, Ella
Pierson, Jo
Nolin, Jan
Moats, David J.

A socio-technical approach to studying participation spaces
Self-reflection in privacy
Social Media Studies: Demarcating a new interdisciplinary research field
The Politics of Group Formation on Facebook: A quanti-qualitative approach to the study of connective/collective action

Oude Vergaderzaal 1D Economics
Moderator: Nieborg, David B.
Tiessen, Matthew
Arifon, Olivier
Heyman, Rob

App Economics: On mobile marketing and user acquisition
Virtually Taking Public Space to the Bank: Banking-App Design and Making a Market out of Everyday Social Spaces Integrating social networks in a lobbying campaign: the case study of Intermarché, a supermarket chain
Sponsored stories as an invasion of the lifeworld. A focus group approach to the attitudes and awareness of Facebook users

Bushuis F0.22 1E Global Protests 1
Moderator: Kim, Min Jeong
Rami Amat, Joan Ramon and Cornelia Brantner
Štětka, Václav, Jaroslav Švelch
Azlan, Nurul Azreen

Expanding a Scope of South Korean Media Strike in 2012: Network Analysis of the Issue Framing on Twitter
Fighting against the ball: communicative spaces of twittered protests
The coup that flopped: the role of Facebook in a grassroots political action in the Czech Republic
The Hashtag Game: Protests in Postcolonial Kuala Lumpur

Oost Indisch Huis AT.03 1F Openness, Transparency
Moderator: Baack, Stefan
Hille, Sanne
Kennedy, Helen
Courtois, Cédric


12.45 – 14.00 Lunch

14.00 – 15.30 Plenary Conversation 2: The Logic of Connective Action
Speaker: Lance Bennett
Discussants: Richard Rogers & Marlies Glasius
Moderator: Dan Mercea
15.30 – 16.00
Coffee Break

16.00 – 18.00
Parallel Sessions 2

**OMHP F2.01C**
Moderator: Jean Burgess
Burgess, Jean, Theresa Sauter
Hashtag as hybrid forum: Controversy mapping, digital methods and the case of #agchatoz
Bruns, Axel, Theresa Sauter
The Emergence of Trending Topics: The Dissemination of Breaking Stories on Twitter
McNair, Brian
Public service media and social media: interactions and impacts
Wang, Wilfred Yang
Towards a Theory of Disconnection and Social Networking Sites

**Oude vergaderzaal**
Moderator: Thomas Poell
Rieder, Bernhard
Studying Facebook Pages as Political Platforms
Poell, Thomas
Facebook in the Midst of Revolution
Zack, Liesbeth
Language and identity on Facebook: the case of Kullina Khaled Said
Woltering, Robbert
A page and its politics: Situating Kullina Khaled Said in Egypt’s ideological landscape
Abdulla, Rasha
Proto-Democratic Instruments

**VOC-zaal (E0.02)**
Moderator:
Mercea, Dan and Marco T. Bastos
Serial Protest Activists: Unpicking the Global Network of Political Activism
Challenging traditional politics
Van der Heijden, Chris Dencik, Lina
Organised labour and social media in times of protest
Clark, Lynn Schofield DeLuca, Kevin Michael and Ye Sun
“Weibo, WeChat, and the Transformative Events of Environmental Activism in China”

**Tinbergenzaal**
Moderator:
Groot Kormelink, Tim and Irene Costera Meijer
“I can have an opinion without being like, the internet has to know”: How space matters in social (news) media
Hattaka, Niko
Online Remediation of the News on the Eurozone Crisis by the Eurosceptic-Populist Party True Finns
Bakker, Piet  
Bigger than the brand. Journalists, social media and audience relations

Van Damme, Kristin  
Serendipitous news consumption. A mixed-method audience-centred study on mobile devices

Büchi, Moritz  
Public Interfaces of Science Topics – News and Tweets

**Oost Indisch Huis E0.14C**  
**2E Rating, Selecting, and Criticizing**

**Moderator:** 
Twitter TV ratings analysis as a new approach to TV Audience Research

Zuell, Beatrice  
Social media and the commonification of TV criticism

Teurlings, Jan  
Manual and semi-automated user-generated content selection and integration in radio-mediated environments

Zelenkauskaite, Asta  
Participatory Media and the Digital Commons: The Social

Pietrobruno, Sheenagh  
Archiving of Intangible Heritage

Vonderau, Patrick  
The Politics of Content Aggregation

**Oost Indisch Huis AT.03**  
**2F Social TV**

**Moderator:** 
The Promise and Perils of Social TV: The Voice (USA) Adapting—to the individual, to the industry, to information. Algorithmic thinking and audience prediction within Swedish Public Service

Schwarz, Jonas Andersson  
“Social TV”: How TV News Programs Are Adapting to the Second Screen?

Alencar, Amanda Paz  
Everyone’s Watching It: The Role of Hype in Television

Woodford, Darryl  
Engagement through Social Media

Merely facilitating or actively stimulating diverse media choices? – Public service

Helberger, Natali  
media at the cross-road
Thursday 19 June 2014

9.15 - 10.45 Parallel Sessions 3

**Tinbergenzaal**
Moderator: Michael Schudson
Broersma, Marcel and Todd Graham
Paulussen, Steve, Raymond Harder
D’heer, Evelien, Pieter Verdegem
Heinrich, Ansgard

*3A Twitter as an Alternative Space for Sourcing and News Selection*

Triggering the News, Setting the Agenda
The conditionality of Twitter’s agenda-setting power
The tweeting viewer. The use of Twitter during a current affairs TV program
Twitter as sourcing tool - connecting people, transforming journalistic practice?

**OMHP F2.01C**
Moderator: Niels Kerssens
Ankerson, Megan Sapnar
Helmond, Anne
Stevenson, Michael
Ammann, Rudolf

*3B Prefiguring social media: the culture and technology of 1990s web publishing*

Making/Unmaking a Social Web: Historicizing the “Read-Only” Logic of the 90s Web
The Platformization of the Web
Cyberspace, the social graph and other legacies of digital utopianism
The estranged subjectivity of insurgent selfhood: Dave Winer, Jorn Barger and the emergence of blogging

**Oude Vergaderzaal**
Moderator:
Latzko-Toth, Guillaume
Vrikki, Photini
Wong, Shiau Ching
Hartman, Carol Terracina
Holmberg, Kim and Lina Hellsten

*3C Activist Communication*

The role of social media in major public debates: the case of the 2012 student strike in Quebec
Storytelling on Twitter: The Occupy Movement and the narratives constructing it
Dissecting the communications ecology behind the anti-National Education movement in Hong Kong
Communication and Sustainability: Exploring nonprofit environmental groups use of social media
Twitter and campaign spreading around the 5th IPCC report

**Oost Indisch Huis E0.14C**
Moderator:
Zaid, Bouziane
Graham, Leigh Llewellyn
Krzyzanowski, Michal

*3D Democracy and Social Media*

Internet and democracy in Morocco: a force for change or an instrument for repression
‘Here Comes the Rain Again’: Global climate change, social media, and rising political consciousness in Saudi Arabia
Communicating and Democratising or Still Just Informing? Discursive Practices on Twitter and the Communication Deficit of the European Union

**OMHP F0.02**
Moderator:

*3E Politicians and Social Media*
Moderator: Merkovity, Norbert
Jensen, Jakob Linaa, Jacob Ørmen, Pieter Verdegem and Evelien d’Heer
Hrdina, Matous and Zuzana Karascakova
Schwartz, Sander Andreas

MPs’ Use of Social Networking Sites. A cross-national research
Tweeting the EU elections: A cross-national study
Parties, Pirates and Politicians: Twitter campaigns before the 2014 EP Elections
Echo Chambers By Design: Citizen Debate on Politicians’ Facebook Pages

Omhp C1.23
Moderator: Parisi, Lorenzo and Francesca Comunello
Saputro, Kurniawan Adi
Stahel, Lea

3F Event Publics
2013 Sardinia floods. Exploring conversations on Twitter among citizens, institutions and Twitstars
The Disaster Publics
Collective Outrage in Social Media - When and Why Hostile
Online Crowds Do (Not) Hide Behind Anonimity

10.45 - 11.15
Tripenhuis
Coffee Break

11.15 - 12.45
Tinbergenzaal
Plenary Conversation 3: Contested media spaces: #Idlenomore as an emergent middle ground
Speaker: Alfred Hermida
Discussants: Marcel Broersma & Michael Schudson
Moderator: Tamara Witschge

12.45 - 14.00
Tripenhuis
Lunch

14.00 - 15.30
Parallel Sessions 4

OMHP F2.01C
Moderators: Carolin Gerlitz & Niels van Doorn
Van Doorn, Niels
Arvidsson, Adam Skeggs, Beverley and Simon Yuill
Bucher, Taina
Passmann, Johannes

4A Social Media and the Transformation of Value, Value & Subjectivity
The Neoliberal Subject of Value: Measuring Human Capital in Information Economies
Collaborative Crowds. A Digital Ethnography of Adolescent Fan Cultures on Twitter
A Sociology of Value and Values
Playing with value(s). Retweet and fav in the German Favstar Sphere

Tinbergenzaal
4B Community, Audience & Sharing Information
Moderator: Kotras, Baptiste John, Nicholas
“From one link to another. Web communities and the epistemology of online opinion”
Bolin, Göran and Jonas Andersson Schwarz
Bakardjieva, Maria

The ontology of media use in the age of geo-local and space-based database audience address
Making Do with Social Media

**OMHP C2.23**

**4C Broadcasting & Public Engagement**

**Moderator:**

Selva, Donatella
Pond, Philip
Were, Rhian and Al'a Radi
Gillespie, Marie

Social TV: online discursive practices and political engagement
Social media, public broadcasting and governance: A case study from the Palestinian Territories
Tweeting Global Events: Soft Power, Publics and the Politics of Participation
in International Broadcasting

**Oude Vergaderzaal**

**4D Urban Space**

**Moderator:**

Willems, Wendy
Arora, Payal
Bengtsson, Stina
Despard, Erin
Shapiro, Aaron M.

Spatialising social media debates: urban sociability and shifting sites of publicness
Protest Parks: Digital Activism and the Public Leisure Sphere
The Right to the Citi(zen): social media sites and the transformation of urban space
ways of seeing (and shaping?) the public good
User-generated city

**OMHP C3.23**

**4E Particular Publics**

**Moderator:**

Jensen, Jakob Linaa
Boeschoten, Thomas and Karin van Es
Lukashina, Yulia
England, Tricia

The siloization of the public sphere
Like-Minded Publics on Facebook. An Analysis of the Black Pete Discussion
Engagement of users in a Facebook-based counter public
Stay-at-Home Citizens: Pinterest and the Gendered Domestic Public Sphere

**OMHP F0.02**

**4F Tracking Data, Constructing Publics**

**Moderator:**

Roth, Yoel
Bächle, Thomas Christian
Van der Velden, Lonneke
Ananny, Mike

Our data, ourselves: Vertical interfaces and surveillance in mobile social media
Reconceptualisation of Public Space
on how activists use mobile device tracking for the production of public proof
Achieving “Proper Distance” in Infrastructures for Public Witnessing: Analyzing the design and discourse of Google Glass

**OMHP A1.18C**

**4G Global Protests 2**

**Moderator:**

Sobrepere, Marc Perelló
Pischetola, Magda
Özçetin, Burak

Realtime protest and governance in Catalonia
Protests in Brazil: the role of social media in political action
Fandom and Contentious Politics: Çarş!' Fan Group at Gezi
Protests in Turkey
Porto, Mauro P. and João Brant


15.30 - 16.00
Trippenhuys

Coffee Break

16.00 - 17.30
Tinbergenzaal

Plenary Conversation 4: Facebook, Breastfeeding, and the Policing of Public Visibility
Speaker: Tarleton Gillespie
Discussants: Anne Helmond & C.W. Anderson
Moderator: Carolin Gerlitz

17.30 - 20.00
Trippenhuys

Reception
Friday 20 June 2014

9.15 - 10.45 Parallel Sessions 5

**OMHP F2.01C**
Moderator: David Domingo

- What Hating Social Media Means: Economic, Organizational, Cultural, and Material Perspectives on Journalistic (non)-Adoption of New Technology
  - Anderson, Chris W.
- Wikipedia: NOTFACEBOOK
  - Ford, Heather
- Social Media Activism and Informal Organisational Cultures
  - Gerbaudo, Paolo
- Passion, Politics and Play in Journalism Start-Ups
  - Witschge, Tamara and Mark Deuze

**Oude Vergaderzaal**

Moderator:

- Critical Reflexivity, Informal Civic Learning and the Development of Democratic Imaginaries in Contentious Communication
  - Kaun, Anne and Dan Mercea
- Social news media. An idealist business case (or a business case for idealism)
  - Hermes, Joke and Christa de Graaf
- Web 2.0 communication at the local level
  - Biernacka-Ligieza, Ilona
- "Let's Get them Involved"… to Some Extent: Conditioning Co-Creative Media Space
  - Almgren, Susanne and Tobias Ollson

**OMHP F0.02**

Moderator:

- Social networks and the space of bookselling
  - Prado Alves Silva, Renata
- "What are your reading?: unraveling social networking sites on books
  - Simons, Jan

**Bushuis F0.22**

Moderator:

- Social media as journalistic tools among political journalists and commentators
  - Kalsnes, Bente
- Social Media Usage by Chinese Journalists: A survey analysis on youth journalists in Shanghai
  - Zhou, Baohua
- Egyptian newspapers Public Space
  - El Gody, Ahmed
- UGC within the BBC: how covering the Syria conflict has altered journalistic practices and BBC News’ output
  - Johnston, Lisette

**OMHP E2.01**

Moderator:

- Social Media and the construction of Italian transnational identity in London.
  - Marino, Sara
- Online communities and virtual togetherness
  - Leurs, Koen
- Digital throwntogetherness and cultural citizenship: young Londoners negotiating the co-presence of various ‘others’ on social media
  - El Gody, Ahmed
Milan, Stefania

Algorithms shaping collective identity: From a politics of identity to a politics of visibility

**Tinbergenzaal**

**Moderator:**

Verdegem, Pieter and Shenja van der Graaf

Imaginaries of Transparency in the Age of Corporate Surveillance

Kennedy, Helen

What should concern us about social media data mining’s transformation of public space?

Schäfer, Mirko Tobias

Policing the Social Media. Control and Communication in a networked Public Sphere

Holt, Jennifer

Privacy, Data Security, and the Public Spaces of Social Media

**10.45 - 11.15**

**Tripenhuis**

**Coffee Break**

**11.15 - 12.45**

**Tinbergenzaal**

**Plenary Conversation 5: Which Public, Whose Service? Social Media and the Role of Public Service Broadcasting**

Speaker: Hallvard Moe

Discussants: Eggo Müller & Irene Costera Meijer

Moderator: José Van Ditck

**12.45 - 14.00**

**Tripenhuis**

**Lunch**

**14.00 - 15.30**

**Parallel Sessions 6**

**OMHP F2.01C**

**6A Reconceptualizing Public Space and Place Through Social Media**

Moderator: Louise Barkhuus

Hochman, Nadav

On Hyper-locality: Performances of Place in Social Media

Out of the bars, into the profiles: The role of social media in shaping queer spaces in Brooklyn’s Drag Community

Lingel, Jessa

The Social Media Pulse of Public Places

“1 was aware of her existence in this world only because of Foursquare”: Examining Foursquare users’ experiences of public space and street sociability

Halegoua, Germaine

**Oude Vergaderzaal**

**6B Making time, making space**

Moderator:

Weltevrede, Esther, Anne Helmond and Carolin Gerlitz

Hammelburg, Esther

Pace Online: A Device Perspective on the Making of Realtime

Bucher, Taina

Re-conceptualising liveness in the era of social media

Theorizing "right time": Kairos and algorithmic culture
Niederer, Sabine, Gabriele Colombo and Sophie Waterloo
Climate Change Vulnerability and Conflict: Climate Debate Mapping with Twitter.

**Bushuis F0.22**

**Moderator: Chris Anderson**

Lossin, Rebecca
Social Media, Social Art, Social Change?
Social Media, Public Spaces and Identity in Indian Journalism

Agur, Colin
Threats and Promises of Transparency for Public Discourse Gaming the System: Gamification, Playbor and Toying with the Public

**Tinbergenzaal**

**Moderator:**

Vatnøy, Eirik
The multilevel impact of the Internet on public opinion, media and political system.
The case study of the re-election of the President of the Italian Republic Giorgio Napolitano

Novelli, Edoardo
“Would you like to set the agenda?”: Engagement with political news across media

Ørmen, Jacob
The Structure of Political Networks on Twitter in National and International Contexts

**OMHP F0.02**

**Moderator: Koen Leurs**

Taussig, Doron
You've got you all wrong: Objecting to the narratives others tell about themselves online
From Diaries to Profiles: The Rise of Public Intimacy

Miguel, Cristina
New media and new practices of identity and citizenship of sexual minorities in post-Soviet space

Miazhevich, Galina
Intimate social media cultures: Youth, intimacy and regimes of control in social networking sites

**Oost Indisch Huis E0.14C**

**Moderator:**

Ferrer Conill, Raul
Gamified social media. User engagement and the individualization of online communities
What's a like worth?
A multi-level analysis of collective mediated civic participation on Facebook

Courtois, Cédric
The Impact of Technologies on Generative Activities on Social Media

Tan, Corinne
“A “hint” of public space? Teenagers’ news sharing activities on facebook”

**15.30 - 16.00**

**Trippenhuis**

Coffee Break
16.00 - 17.30   Closing Session:
Tinbergenzaal
Speakers: Hallvard Moe, Alfred Hermida, Lance Bennett, Tarleton Gillespie, José van Dijck, Thomas Poell
Moderator: Bernhard Rieder