

The C.V. Åkerlund Lecture in Tampere 2010

Beyond Fatalism?

New Perspectives on the Future of Public Interest Journalism

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Abstract

This article adopts a comparative perspective to highlight the differing structures and fortunes of news organisations and to challenge an often fatalistic narrative of technologically determined decline. The focus is on the forms of journalism that serve democracy and the ways in which current changes are impacting that. The analysis reveals that amidst often voiced concerns there are also grounds for optimism, in terms of the numbers of people who now have access to as well as a host of new ways of creating, participating in and sharing news. The article offers a set of principles that might guide the search for solutions together with some approaches that policymakers, news organisations and journalists might usefully adopt in the search to secure a long term future for public interest journalism.

Keywords: journalism, newspapers, paywalls, charging, business models, policymaking

Introduction

This article explores aspects of the current crises affecting journalism as well as the future of news. The article is driven by a concern for the future of public interest journalism and the view that amidst a generally fatalistic narrative of technologically determined decline, comparative research can be particularly informative, notably in two respects. First it can help us to understand the diverse reality of current situations better and thereby challenge the misleading narrative of technologically-determined decline. Second, in understanding that diversity we can move beyond fatalism and contemplate a wider range of solutions than might normally be considered in a national perspective alone.

The article starts by reviewing very briefly why journalism matters and why we should care about a crisis in journalism. Secondly, we examine the grounds for concern about the future of news, before moving on, thirdly, to assess some of the reasons for optimism. Fourthly we draw attention to the extreme diversity of the current problems in order to introduce a note of caution to those who seek a one-size-fits-all solution to what in reality are a variety of different problems and situations. As we contemplate solutions we look, fifthly, at some principles that might guide those solutions, before moving on finally to identify issues for each of the key players – whether they be policymakers, news organisations or journalists themselves – and then conclude.

Why Journalism Matters

There is a huge and growing literature on why journalism matters. Among the most interesting recent anglo-american contributions are those by the US academic Michael Schudson, as well as the contributions by the Editors of the Guardian, Alan Rusbridger and of the Financial Times, Lionel Barber, some of which we draw on below. (Schudson 2008) (Rusbridger 2009) (Barber 2009)

While journalism operates as a business in many western countries its wider significance resides fundamentally in its relationship with democracy. This is not to suggest that concerns for democracy motivate most news organisations most of the time. Far from it. Most are motivated by a mix of the search for profit sometimes combined with, sometimes offset by a search for less tangible reputational benefits. For the journalists, the latter tend to be focused on their peers elsewhere in the profession, through the perceived quality of their work or their popularity among readers. For some proprietors commercial success is all. For others that has been a search for influence – sometimes political, sometimes reputational, and sometimes for wider commercial benefits – both with people in power and through their wider influence with the public at large, through whom they hope to influence the politicians.

Publically owned media organisations – such as the BBC in the UK or YLE in Finland – are not immune from these pressures. While usually relatively well insulated from the need to turn a profit, they too are driven by a whole range of incentives which include some of the reputational ones identified above, particularly for the journalists who work within them and their managers, who may have an eye to future opportunities in the commercial sector.

So while, on this perspective, ultimately it is the democratic functions of journalism that matter most, the financial success of news organisations matters too since the security it gives has historically been closely linked to their ability to perform these key democratic functions. A newspaper that turns a profit – or has the security of the backing of an independently minded proprietor with deep pockets – is better able to perform these functions and resist political pressures than one that teeters from crisis to crisis.²

When it comes to the democratic functions of journalism there are many definitions of what those might be. For this author they can essentially be seen as residing in journalism's ability to inform the public, to increase public understanding of issues decided in the political arena, and above all, in its ability to scrutinise decisions and hold power to account. (Kovach & Rosenstiel 2007) (Schudson 2008) Not all journalism does this all the time and some does it very little of the time. Further, some of the journalism that explicitly seeks to achieve these goals, may, in reality have very little impact. For this author journalism matters most to democracy when it counts. While journalism that only appeals to a small niche audience may perform a very valuable function – particularly in scrutinising decisions – it generally does not have the mass impact that I see as critical to journalism's key democratic role, and which I suspect is greatest in medium sized and smaller democratic states. So for journalism to fulfil its democratic functions, intent alone is not enough. That must be combined with output that achieves impact among a large number of people.

Grounds for Concern

There's no shortage of grounds for concern about the future of journalism. Many of these concerns are caused by the Web as a driver of fragmentation in many different forms; in terms of audiences split between an increased numbers of outlets; in terms of attention, as people look for news from many different sources and therefore the amount of attention and impact that any one news outlet can get tends to diminish; and in terms of revenues from advertising and sales. The greatest concern focuses on the last point where fragmentation has meant that in some countries static or declining revenues have been split between more providers. In practice, however, the revenues of many existing news providers are being hit in three different ways; first by a decline in overall revenues (in particular those derived from print), brought about by the structural shift in advertising to the web, second by the current cyclical downward trend in the economy (of which advertising spend is a leading indicator), and then thirdly by the fragmentation of revenues and attention brought about by increased competition from new sources of news and new outlets for advertisers.

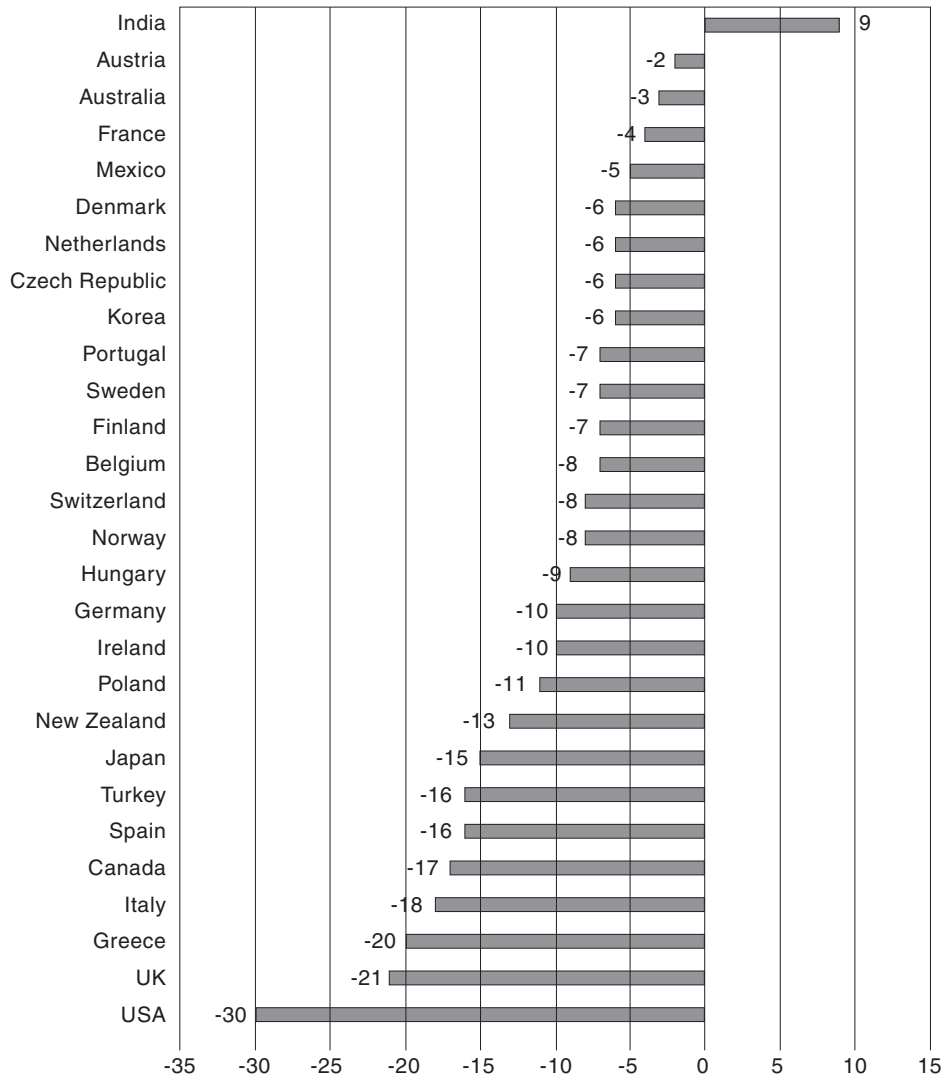
The pessimists see fragmentation as being accompanied by disturbing digital trends in journalism itself. Nick Davies, the British author of the startlingly named book 'Flat Earth News', has coined the term 'churnalism' to describe the damaging impact on journalism of news organisations' tendency to demand ever more copy to fuel their websites. (Davies 2008) In his view 'churnalism' is the result where endless re-versioning of existing stories is prioritised at the cost of time for original newsgathering. Churnalism is often also accompanied by a more general dilution in hard news, and an increased dependence on PR releases to drive news agendas and provide cheap copy.

In 2009 Andrew Currah, in a book published by the Reuters Institute came up with the prediction that news organisations were in danger of resembling what he called 'digital windsocks' as click stream data fed into editorial choices. (Currah 2009) His fear was that as news organisations gained the ability to watch in real-time, which stories their users were consuming, they might be tempted to generate news, and indeed reward their journalists, according to the numbers of clicks they generated rather than more traditional views of editorial values and priorities. All news organisations now – even those with extremely strong editorial core values – are producing lists of the most e-mailed stories. Further as social media develops, more and more people find stories through recommendations from others rather than by going direct to any one news organisation's website. (Newman 2009) There are many positive aspects to these new forms of networked journalism (Beckett 2008) however, news organisations need to remember that the most popular stories can often be ephemeral and are rarely the most significant ones journalistically.

Alongside these specific digital challenges are more general ones about the declining size of newspaper markets. According to recent research from the OECD about 20 out of 30 OECD countries have seen declines in their newspaper markets between 2007-9, with the largest declines in the United States (30%), the United Kingdom (21%), Greece (20%), Italy (18%), Canada (17%), and Spain (16%). (OECD 2010) (see Figure 1)

Even though these OECD figures are for the period 2007-9, some of these declines can be dated to long before then. Circulation figures for UK newspapers demonstrate the long run nature of the problem there. In November 2000 the 10 national UK titles together sold a total of 12,543,510 copies. Ten years later, in November 2010 the same

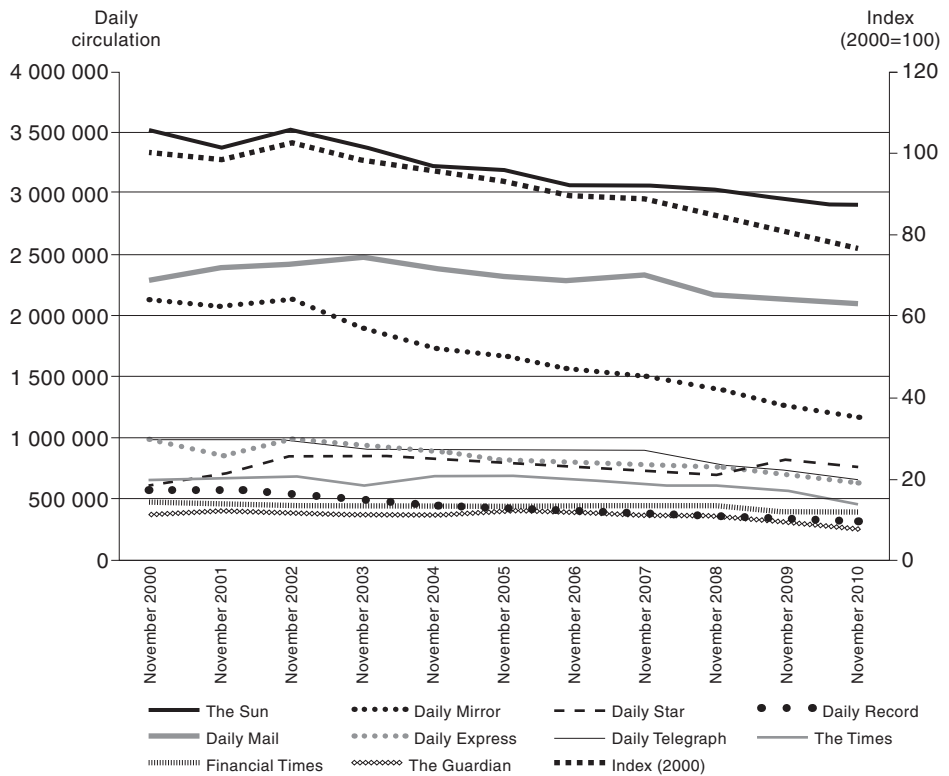
Figure 1. Estimated Change in Total Newspaper Publishing Revenues (2007-2009) (%)



Source: Levy and Nielsen (2010).

10 titles sold just 9.844,024 copies a decline of 22%. Some of the falls were spectacular, with decreases for a newspaper like the Daily Mirror of 45%, the Times 30%, Daily Telegraph 33% and the Guardian, 31%. (see Figure 2)

That long term decline gathered pace in the year to June 2010. The five quality UK newspapers suffered an overall average fall in circulation of 18% in that period with declines varying from 18.45% for the Daily Telegraph, to 14.82% for The Guardian, 14.77% for The Times, 4.88% for the Financial Times and 6.623% for The Independent. In addition there were signs that the upturn in sales brought about by the increased interest in the UK's May 2010 election, declined once the election was over.³

Figure 2. UK Newspaper sales November 2000 – November 2010

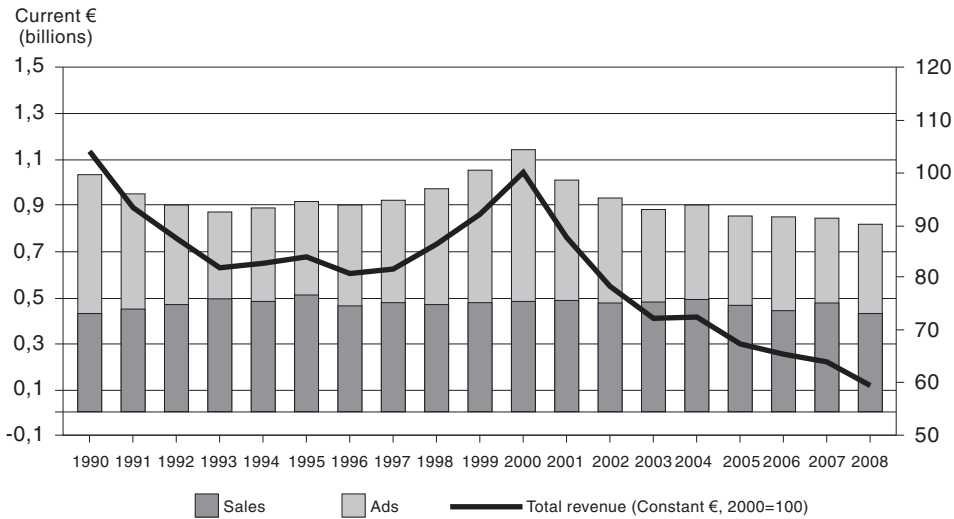
Source: *The Guardian* – based on ABC figures for November each year. All figures include bulk sales other than 2001/2.

The trends in French national newspaper total receipts seem similarly gloomy. According to French government figures total receipts in 2008, taking advertising and copy sale revenue together, were just 60% of the figure for the year 2000.⁴

Against this generally pessimistic picture the Finnish, Swedish and Norwegian newspaper industries in general – look to outsiders to be in an enviable position, with some of the highest levels of circulation, customer loyalty and wider societal impact in Europe. (See Figure 4, p. 11)

In Finland while the total number of readers may be in decline, this decline is both relatively gradual and comes from a very high base. Readership figures of 350,000 for Aamulehti in the Tampere region (when the city and surrounding region's population are around 470,000) and of over 900,000 for Helsingin Sanomat in a country of 5.5 million people look extremely impressive by a Western European or US perspective. However among Finnish news organisations it is clear that there are some grounds for concern, as newspaper penetration, in particular amongst the young, is eroding. (Nieminen 2010)

Figure 3. French Daily National General Interest Newspapers, Revenue (1990-2008)



Source: Antheaume 2010, p. 74.

Reasons for Optimism

Against this generally gloomy overall picture, it's important to bear in mind that the current problems of Western news organisations are emerging after a long period of growth since the Second World War (with some exceptions, such as France).⁵ Employment in the news industry across OECD countries has increased, as has turnover in most countries at least until the last couple of years, and levels of profitability are still high compared to many other sectors. Global revenues of traditional newspaper organisations were still \$164bn in 2009, that is greater than those for films, music, games or educational publishing. (OECD 2010).

There are also many reasons for optimism about some of the new technological developments in the industry.

The web has the potential to create more diversity and provide access for more people to more sources of news than ever before. Access to professionally produced news is easier today than it was yesterday. More people can publish their own news on the web and overall consumption of news is going up.

News is also globalising. The web makes news about Finland, France or Fiji accessible to people with an interest in those countries across the globe, rather than just those within reach of the distribution network of a local news organisation. Aggregators like Google News allow people within one country to consult newspapers and news coverage of stories from scores of countries. These developments are good for the distribution of news and for those seeking to research and write about developments beyond their borders. (They also make the work of diplomats and foreign correspondents alike more demanding – simply relaying stories printed by the newspapers in the countries where they're posted is no longer enough – they need to find a way of adding value to the sources that interested people in their home country could consult for themselves.)

The results of this globalisation of information are dramatic. It means that news organisations can reach far flung audiences online that they could only have dreamed of when limited to physical distribution. The Guardian is a prime example of that. In 1936 its foreign sales hovered between 650-1000 copies a month. Over the years that figure increased with printing in different locations and products tailored to foreign audiences. But few could have imagined the situation that has emerged today where the Guardian's total world online readership is around 37 million. Its internet edition is more widely read in the US than the LA Times, and this after marketing expenditure of just \$34,000 in the decade to 2009. (Rusbridger 2010) The web has allowed a relatively small newspaper from a medium sized country to become one of the top ten most read newspapers in the world and relaunch itself online as the *world's* 'leading liberal voice'.⁶

Digital technology is not just changing distribution to make news more widely available. Its impact is arguably even more dramatic in the way it changes the newsgathering business and increases the range of those who can participate in journalism. Digital is facilitating the rise of new networked or mutualised forms of journalism, where we move from a world where the journalist is a figure of authority to one where some see journalists acting as facilitators linking and connecting to a whole range of citizen and professional information providers who themselves will engage with, contribute to, and increasingly themselves create the news. (Beckett 2008)

From this optimistic perspective, what the Internet is doing is not destroying news but increasing its abundance, use and permeability, all of which are providing a long overdue challenge to often complacent news organisations. In addition, while the use of social media can indeed challenge the authority of mainstream media it can also bring it new audiences and increase the range and scope of its newsgathering capability in ways that would have been hard to imagine just a few years ago. This can bring new stories as well as a new kind of engagement and interaction with users. (Newman 2009)

Alongside the changes some of the traditional features of the news industry still survive. The UK's Daily Telegraph exposé of UK Members' of Parliament expenses in 2009 was a traditional scoop. They paid £110,000 to buy a CD ROM of information about MPs' expenses and then ran the resulting story across their newspaper for the best part of a month, with a dramatic impact on British politics and, for a short time, on sales. MPs had to justify the expenses they had claimed – some were wrong footed as they explained why they had claimed for the cleaning of a moat, or the installation of a duck house – and quite a few political careers came to an abrupt end. The UK parliament has revised its rules and significant sums of public money have been repaid. This is a fine illustration of the link between journalism and democracy even if, the Telegraph's campaign may also provide a good illustration of the 'unlovable' nature of the press at work.⁷ (Schudson 2008)

While the Daily Telegraph's scoop illustrated the survival of traditional newspaper approaches, the Guardian followed up with a novel way of using its readers as citizen journalists to scrutinise the 40,000 pages of PDF documents that were subsequently released by the House of Commons. No news organisation has enough journalists to scrutinise that volume of material quickly. The Guardian's successful move to get its readers to engage with and scrutinise what they found buried within those pages offers a prime example of the power of networked journalism. It has been emulated in many other such cases.

A final point of optimism can be seen from the way in which, while many aspects of the digital revolution are challenging the role of mainstream media organisations, there are also signs of new digital news sources turning to mainstream media. The behaviour of WikiLeaks in the past year provides an increasingly compelling example of this. In July 2010 when WikiLeaks had a scoop in terms of 92,000 documents about the Afghan war, rather than simply put them up on their own website, they pre-released them to journalists from three professional news organisations – the Guardian, the New York Times and Der Spiegel, giving them a month to sift, sort and contextualise the material and take the story forward before general release.⁸ (Kennedy 2010) It signified a new kind of collaboration between data-driven journalism and more conventional investigative reporting. (Leigh 2010) This was then extended later in 2010 with the release of the next tranche of US embassy cables and the involvement of a further two news organisations. (Leigh and Harding 2011)

The Diversity of Problems Facing News Organisations Challenges Technological Determinism

Comparative analysis of the nature of the problems experienced at present in many Western countries reveals three key points.

The first is that the technological determinism that informs much of the current debate – where the Internet is seen to be ‘killing newspapers’ – is misguided. The reality is the Internet isn’t killing news. Rather as we’ve seen it is often increasing access to, and the degree of engagement with, news. While the Internet is undermining one historical model of news organisation and funding in some countries, even this is not a universal trend. Further, many of the problems facing news organisations pre-date the widespread availability of always-on broadband access.

Second, it is important to understand the role of advertising in news organisations. There are very different historical degrees of dependence on advertising revenue between and within countries. As a result shifts in advertising from newspapers to the Internet need careful study since they don’t have the same consequences everywhere.

Thirdly, there are remarkable differences between different markets within countries as well as between countries. These differences require analysts to distinguish between local and national markets, between the markets for specialist and general press, the optimum size of news organisations, and the differing levels of debt taken on by newspaper companies. Some news organisations, particularly in the US, are as much burdened by servicing past debts built up through over ambitious expansion in good times as by genuine problems with current profitability.

If we look at some of these points in rather more detail we can gain a better understanding of the complexity of the current situation.

No Technological Determinism

Figure 4 shows daily newspaper reach in selected western countries, based on OECD research. These figures demonstrate two things. First the very different nature of the newspaper markets in a range of developed Western countries. Second, the absence of a correlation between broadband penetration and levels of newspaper readership in mature

markets. Readership figures in Sweden, Norway and Finland – all countries with very high internet penetration – may be marginally in decline, but the levels are still astonishingly high compared to countries like the US and the UK. The low levels of readership in the UK pre-date the rise of the internet and remained constant between 2005 and 2008. This was at a time when UK broadband-enabled households increased fourfold from 11% in the fourth quarter of 2004 to 58% by the first quarter of 2008. (Ofcom 2009a)

Any analysis of the current problems needs to take on board the remarkable persistence of newspaper readership in some mature markets as well as its dramatic growth in emerging markets such as Brazil, India, Indonesia, China and South Africa where growth averaged 35% between 2000-2008. (OECD 2010)

Figure 4. Newspaper Reach and Internet Access Over Time for Selected Countries

Selected Countries	Baseline Year % Newspaper readers	2005 % Internet users	2008 % Newspaper readers	2008 % Internet users
Sweden	87 (2005)	82	83	88
Norway	86 (2003)	80	82	83
Finland	82 (2005)	73	79 (over 12)	82
Germany	76 (2005)	65	71 (2009)	75
USA	55 (2001)	70	45/48	76
France	45 (2005)	43	44	68
UK	33 (2005)	66	33	76

Note: Percentage of adult population having read a newspaper recently or in the past day.

Source: OECD 2010 based on WAN figures. NB definitions of adults vary by country. Internet access per 100 population figures from World Bank <http://data.worldbank.org>

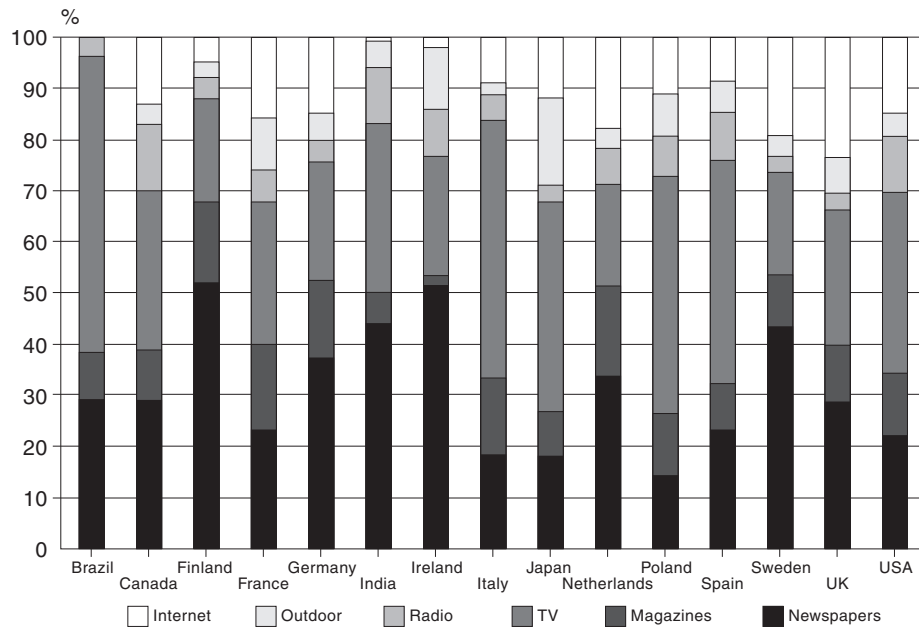
The relative importance of inherited market structures compared to changes in technology is also clear from the figures on the diverse ways in which advertising revenues are shared between different platforms. From Figure 5 we can see that in Germany, the UK and the US, countries that have very similar levels of broadband penetration, the distribution of advertising revenues between platforms is very different. Internet sites attract 15% of all advertiser expenditure in Germany, but 23% in the United Kingdom and 15% in the United States. By contrast newspapers attract 37% in Germany, compared to 28% and 22% in the United Kingdom and the United States respectively.

Different Market Structures and Differing Degrees of Dependence on Advertising

Comparative analysis shows a picture of heterogeneity in market structures and the degrees of dependence on advertising. It really is impossible to talk of a single crisis of the press across the developed world when their market structures differ so greatly.

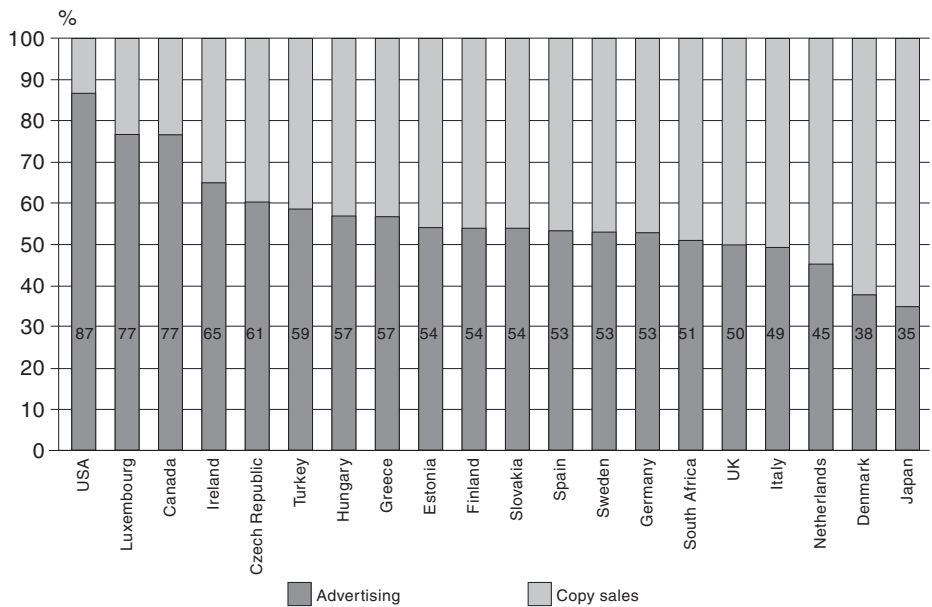
The Ofcom analysis based on WARC figures presented in Figure 5 shows a very considerable difference between markets such as Ireland (where newspapers still account for over 50% of all advertising spend), compared to those such as Poland, Japan, and the

Figure 5. *Distribution of Advertiser Expenditure between Different Outlets in Selected Countries 2008⁹*



Source: Levy & Nielsen 2010 based on Ofcom (2009b).

Figure 6. *Contribution of Advertising & Copy Sales to Newspaper Revenues in per cent, 2008 or latest year available*



Source: OECD 2010. NB figures are for paid for newspapers based on data from WAN.

UK (where they only account for 14%, 18% and 28% of advertising spend respectively). In the UK the Internet is the third most important advertising medium by spend after newspapers and television whereas in highly-wired Japan, it is in 4th place with only 12% of spend after television, newspapers, and outdoor advertising. These differences affect the degree to which newspapers will be affected by a general cyclical decline in advertising expenditure.

This picture of diversity is compounded when one looks at the issue not from the perspective of total advertising spend but rather from the perspective of the breakdown of newspaper revenues between copy sales and advertising income. The OECD's recent report on Newspapers and the Internet has done this analysis, which is presented above in Figure 6. This shows how the degree of dependence on advertising versus copy sales varies hugely between newspaper markets, from the US market which is very heavily dependent on advertising to the Japanese market which is two thirds dependent on copy sales. Most countries in Western & North Europe are more around the 50/50 mark (with Denmark an exception).

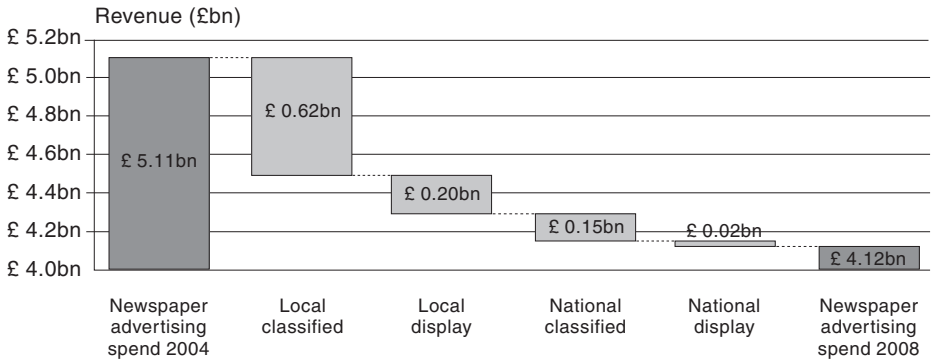
These figures help explain the strong US flavour to much of the narrative about the 'Internet killing newspapers'. US newspapers depend on advertising for on average almost 90% of their revenue. The link between a general picture of the Internet gaining at the expense of other advertising vehicles and a narrative about news organisations in decline may make sense in the US. But it makes much less sense in those countries where newspapers are either far less dependent on advertising relative to copy sales as in Japan, Denmark and many other parts of Europe, or where the internet is making far fewer inroads into advertising revenues, as in Ireland. Even in the US, the very wide concern about the role of the Internet on newspaper advertising revenues needs to be put in perspective since Internet advertising still only accounted for 15% of all advertising there as late as 2008 (compared to 22% for newspapers themselves) as against 23% in the UK and 19% in Sweden. (see Figure 5)

Divergences within Markets

Even within national markets there are considerable divergences. If we look at the overall pattern between national and local newspapers, we can see from initial OECD figures that the circulation declines of local newspapers for the period 2004-8 averaged 8.3% across the OECD compared to a decline in national newspaper circulation of 2.8%. (OECD 2010) Similarly, if we look at the US we could see that the real pressure there is on city and regional papers, several of which have closed over recent years or are struggling. This is particularly important in a country where only a tiny sliver of the newspaper industry can be considered even partially national in character.

In the UK there was a decline of 20% of the circulation of paid-for local and regional dailies in the period 2004 to 2008. However what is most remarkable is how much it is the local rather than the national press that has been hit by the transfer of revenue to the internet. Figure 7 shows that while total newspaper advertising declined from £5.11bn to £4.12bn between 2004 and 2008, around 80% of this decline hit local rather than national newspapers with the bulk of that decline focused on local classified advertising. This impact of that reduction was all the more significant because UK local papers rely on advertising – and often classified advertising – for 79% of

Figure 7. Changing Distribution of UK newspaper advertising spend 2004-2008



Source: Ofcom (2009a).

their revenues as against national papers; where advertising accounts on average for 44% of revenues

However even in the divide between local and national markets one should not assume that declines of this kind are universal. In France, local and regional papers offer a relatively bright picture in a generally declining market – indeed France’s best selling general interest daily newspaper is not a national paper, but Ouest-France, a regional newspaper produced in multiple different localised editions. Finland’s very strong newspaper market is similarly based almost entirely on local and regional newspapers.

After this review of heterogeneity in terms of different markets and structures within each market – and the rejection of any technologically deterministic approach to the issue – we move on to considering the principles that might underpin the search for solutions to current problems.

Principles for Policymakers in Search of Solutions

For those news organisations facing difficult times there are no easy answers. Understanding the diversity of the current situations is a start, especially if it leads them to reject the defeatism and determinism that characterise much of the commentary from mainstream media organisations. The situation may not be much easier for policymakers trying to decide how to respond to squeals of anguish from the industry in some parts of the world. However, in addition to being aware of some of the points outlined so far in this article – that there is not one but many problems, and that there is nothing inevitable about current problems – they might also bear in mind five principles as they contemplate solutions.

The first principle is to resist those who see this as a problem essentially focused on the supply of news. We need reliable news, but in an age when many – if not all – consumers have more control over what they choose, an exclusive focus on the supply side is risky. We know that in many mature markets (and often those most attached to the democratic functions of news) that it’s been a very long time since most people paid the true price of news. In those countries journalism has been produced in a beneficial, but sheltered and sometimes paternalistic vacuum, where historically advertising or public

subsidy paid for much of the cost of newsgathering. As that model erodes progress requires moving beyond a traditional focus on the supply side.

The second, closely related, principle is that there needs to be a new focus on the demand for news. That will require better research on people's uses of news and how much they value it, in a variety of different ways. This is one precondition for finding new business models and creating reinvigorated news organisations. It is also required if we are to devise new forms of intervention that are effective in terms of the democratic purposes of news. This is not a call for a more populist news agenda, but rather the need to recognise that news that serves democracy needs to understand its audience rather better. This requires research that seeks to uncover the value that audiences place on news, but this value should be identified along two dimensions, the direct value to them as consumers – that potentially they might pay for – and the indirect value they place on news as citizens.¹⁰

The third issue for policymakers is to form a view as to whether the current problems are likely to be permanent or are rather the normal transitional pains of an industry undergoing rapid and difficult change. The answer to that question will determine the kind of approach that is adopted. Many industries go through traumatic changes that can be beneficial in the long term. Sometimes policy interventions designed to avert the consequences of those changes can do more harm than good. If the view is that journalism may emerge from the current problems restructured, possibly smaller but maybe stronger and better able to survive in the long term, then policymakers may want to exercise caution about propping up all existing structures.

Fourth, a linked requirement – particularly in the context of calls for support – is for policymakers to be very clear about why journalism really matters. If the answer is because of journalism's role in democracy, then that – rather than saving jobs for journalists – should be seen as the policy goal. Even when the industry has been in good health it has been hard to argue that every additional journalist's job has had a positive incremental impact on the overall effectiveness of journalism. Whilst investigative reporting usually benefits from increased resources, the reality of much journalism has been far removed from the sole heroic reporter revealing the misdeeds of the powerful. Often it has been of large groups of reporters hunting in packs, attending the same press conferences and managed media appearances, and checking their copy for consistency with their colleagues before filing. (Crouse 2003) In a world where the old set piece press conferences and many other events are now also available to everyone via the web, a marked decline in the number of journalists sent to attend is bad news for the employment prospects of aspiring journalists but not necessarily for the democratic purposes of journalism as such. Should we really worry about the state of our democracy when twenty rather than one hundred journalists attend a press conference called by a national politician, or only when none rather than twenty do?

Fifth, if democracy is the goal, then policymakers need to be aware that the democratic case for defending journalism depends as much on its ubiquity and impact as on its provision alone. There will always be news for enthusiasts, lobbies, special interests and decision makers – indeed those groups are among those most likely to pay for news. But if we care about public interest news that is used by large numbers of people we need to recognise that sometimes there will be trade-offs to be made between the integrity of the core of hard news, (Jones 2009) the ubiquity of reach and the democratic

impact. Journalism that counts most for democracy – certainly in small and medium sized countries – will usually be journalism that reaches significant numbers of people.

Sixth, policymakers need to decide whether they are fundamentally interested in the fate of newspapers or rather in public interest journalism. If it's the latter, then we probably require a platform-agnostic approach and a new way of defining what modernised public interest journalism is and how it might be provided by a multiplicity of players across multiple platforms. Defining in detail what that new form of public interest journalism may look like is a longer term project. However it seems clear that it should combine new models of more open and networked public interest journalism – both by citizens and professionals – within organisations that are strong enough to have a collective memory, to have the tenacity to stick with the story, and the resources to withstand political and commercial pressures. That may well not be a newspaper, but it does require some pretty significant kind of organisational basis and weight.

Issues for Different Players

These principles are directed at policymakers but can help guide the actions of several of the key players for the future. In this section I will focus on journalists themselves, then on the leaders of news organisations in search of new business models, and finally on the politicians and policymakers within democratic societies who care about the democratic functions of news.

Journalists

Journalists are at the centre of this debate but to date haven't played a big enough role in contributing original ideas to it. Too often they have portrayed themselves as helpless victims, squeezed between the irresistible forces of technological changes and their employers' search for profit. There is some truth in these points but neither is completely novel. Rather than simply seeing themselves as victims journalists need to think harder about the implications of the changing realities of the news business and what that means for their role.

The advent of citizen journalism, social media and of more permeable and collaborative approaches to news, are all changing the role of the journalist. As we've seen, readers now have access to many more sources of news and to many of the same things that once were the unique preserve of journalists. The hard reality, as Robert Picard has pointed out, is that many of the things journalists have historically done – reporting on the who, what, where – either produce diminishing value or are better done by others. The consequence is that journalists need to focus harder on where they can add value. That means less straight reporting and more focus on making sense of complexity, providing context, interpretation and understanding, as well as launching investigations that uncover things that matter and that some would rather leave concealed. (Picard 2009) (Picard 2010)

As well as thinking harder about where they can add value, journalists need to develop a new narrative about the democratic purposes of their profession. This is more pressing than in the past, at least in those places where accountability journalism is under threat; precisely because the stakes are higher, journalists need to be more realistic about their

claims, rather than simply claiming all journalism and journalists as playing a crucial part in the service of democracy. As journalists mark out their unique contribution they may also need to place more emphasis on upholding high professional standards and showing where those differ from an anonymous, and often unaccountable, blogger. In the UK, for example, that may involve a greater willingness to ensure that violations of people's privacy can be justified as genuinely being in the public interest rather than simply because they generate stories that interest the public. (Whittle & Cooper 2009)

News Organisations

There are many ways in which news organisations need to change their practices to adapt to the new circumstances, to understand and engage their audiences better. The financial pressures experienced in some countries increase the urgency of adaptation but these responses are probably required from all news organisations. Historically, in news organisations that depended heavily on advertising revenues, people on the editorial side felt they didn't have to think too hard about who paid their wages. That's changing today. Most organisations are looking at developing new revenue sources and all news organisations need to think harder both about where they add value and on understanding their audiences – and hence the new drivers of demand. (Picard 2010)

For some there is little point in focusing on demand since there's no hope of getting people to pay for general interest news. For others, even if that were possible it would not be desirable, since paywalls conflict with the openness and linking that typify the new forms of networked and mutualised journalism.

These views may eventually be proved right but we are in a period of transition and experimentation and we should not assume that the move from pay to free has to be a one way street. In the last 30 years markets have developed for unlikely products, either where substitutes were already freely available, such as with bottled water, or for products, such as mobile phone ringtones or SMS texts, where few could have imagined that anyone would pay for them. Similarly, the success of Apple's iTunes in creating a pay market for music at a time of widespread use of pirated free music offers further evidence of the ability to charge for some content, if it can be offered to users in a compelling way and with smart charging mechanisms and packages that make payment feel relatively painless.¹¹ Many organisations are experimenting in these areas. Libération in France has introduced charging for its full online service; this includes access online to the full newspaper from 9pm the previous evening, and full access to the archive. The Financial Times and the Wall Street Journal are also charging, and the New York Times moved in the same direction in march 2011 (a strange decision in such a fast moving market). Meanwhile in the UK the Murdoch-owned Times Group of newspapers started charging for The Times and the Sunday Times in the early summer of 2010.

It is too soon to know what revenues these experiments will produce in the area of general as opposed to niche news and whether these will be sufficient to pay for the journalism that underpins those news organisations.¹² Of course we are currently in the most uncertain and expensive part of the transition phase – where news organisations are bearing the substantial costs of physical printing and distribution as well as investing in new web and mobile products. A move to an online only model would clearly generate considerable savings, but so far, where that has been tried among US newspapers,

it has often led to substantial declines in readership, and it is also important to keep in mind that print currently provides an even larger share of newspaper revenues than it does of costs.

Among general news organisations the advent of new mobile devices – such as the iPhone and the iPad – opens up new opportunities to charge for content configured specifically for those devices if, as noted above, consumers will pay a premium for convenience. The Guardian, which is generally sceptical about charging online, has launched a successful iPhone App.¹³ The price of the App, initially £2.39 indicated that The Guardian is not averse to charging for mobile use. The costs of its development were relatively small and the revenues reasonable but in early 2011 the Guardian moved to a charge of £3.99 a year; even at that rate they faced the question that they might cannibalise sales of the print edition in their home market. It raises the question of whether it is possible to implement a charge that brings the cost to the user closer to the cost of the printed paper. The iPad application for The Times for example is sold at £9.99 *a month* for access to a specially designed version of the newspaper 6 days a week.¹⁴

What is clear is that whilst the issue of charging *online* separates large segments of the news industry there is more fluidity around the issue of charging for specially configured content for *mobile devices*. However, this is an area too where the general move to access news on the move on devices such as the iPad and other smartphones will at least in the short term lead to increased friction between commercial news organisations and public service broadcasters as both seek to serve their consumers in the same space, the first often for payment and the second usually without charge.¹⁵

Many news organisations are currently engaged in doing deals with platform or device providers to find new ways of monetising their content. The convenience of access and payment that these devices offer to the consumer is very welcome but news organisations risk seeing themselves dis-intermediated by device operators both through taking a pretty hefty share of the revenues for content and by retaining data about news organisations' customers.¹⁶

The benefits of charging mechanisms – both for mobile and online – extend beyond the revenues received. Those such as the Financial Times, who have done relatively well out of a paywall for continued access to their online site, believe they underestimated the value of an additional benefit from the paywall. The FT's chief executive John Ridding stated:

What we hadn't realised, and what may turn out to be a bigger benefit, is that it provides a deeper understanding our audience. Without contravening people's privacy, the data supplied by users enables us to know much more about them, allowing us to observe patterns of interest and trends. In editorial terms, it allows for a degree of engagement. On the marketing front, it is very powerful indeed. We can target much more efficiently, and it gives us ideas about product development.¹⁷

This new insight reflects a much older one sometimes lost sight of in news markets heavily dependent on advertising; the value of news organisations having a long term relationship with their users. Amidst the discussion of charging online there should be more focus on learning from those organisations that have long sold subscriptions offline. In Finland and the other Nordic countries, newspapers have built a loyal customer base and it would seem a much stronger relationship with the newspaper than applies though

single copy sales. What is not yet clear is whether the combination of annual subscriptions and home deliveries changes the fundamental nature of readers' relationship with the newspaper or is simply dampening or delaying longer-term downward trends. This is an area where comparative research could be useful to the whole industry.

Politicians and Policymakers

Politicians and Policymakers bear a heavy responsibility for helping create a new future for news, but they must tread lightly otherwise people may suspect them of using the current crisis as much to tame as to preserve and strengthen journalism.

If new revenues are required that may lead some to suggest forms of public or other support to bolster the democratic functions of news. Public funding for news is anathema in some countries and gives cause for concern to many journalists. But in most European countries, considerable public funding already goes into the media, but generally to public broadcasting rather than to newspapers. In addition, some countries' news organisations benefit from preferential tax regimes, postal rates, explicit and/or hidden subsidies – for example through regulatory requirements to publish government announcements in newspapers.

In Europe, talk about the future of newspapers automatically leads us to consider the relations between newspapers and public service broadcasters. As both move online, tensions between them are increasing; convergence creates new arenas of competition between previously somewhat separate markets. Policymakers need to decide how to treat this. Essentially there are various choices; to do nothing, to use regulation to restrain public broadcasters to create more space for other news organisations, to spread public funding more widely either just to legacy or to legacy and new providers, or instead to restructure public support and simply concentrate it on those organisations that attract the largest audiences – possibly subject to some requirements in terms of quality and accountability for public money.

In addition there is also a variety of ways in which public intervention can be used.

Very occasionally public intervention is used to stimulate demand. A notable recent example of that is President Sarkozy's innovative plan to give a one year free newspaper subscription to every 18-24 -year-old in France, as a way of getting young people interested in newspapers¹⁸. It was an interesting initiative which French news organisations initially seemed rather slow to exploit but proved popular. In Autumn 2010 the scheme started its second round.¹⁹ It should soon be possible to evaluate its success.

Sometimes intervention is designed to increase provision, as with the current UK debate about the future of local news. But if the focus is on increasing total provision from the level at which it might otherwise be if the market were left to its own devices, then one needs a very clear view about the optimal level of provision. One should not assume that the dense network of news provision that developed in many Western European countries in the twentieth century represents the optimum for the twenty first century.

Another approach is to subsidise existing players to preserve plurality, as happens in the Swedish system of press subsidies which sustains competing daily local newspapers in 15 cities in Sweden where otherwise there might only be one. But this system doesn't exist in a vacuum – it sits alongside very high rates of local newspaper readership and participation in local elections. (Gustafsson, Örnebring, & Levy 2009)

A related range of issues are about how to create subsidy systems that encourage independence among the recipients rather than a form of deference to the funder which would sit oddly with a role as democratic watchdogs. Some useful criteria for combining support with independence might be viewed as follows. Broad – rather than minority – use can increase both the legitimacy of the funding and the independence of the recipient. Arguably that's the reason for the relatively high degree of funding and support for public service broadcasting in Western Europe. Broad use when combined with automatic support mechanisms can help increase the distance from the funder and minimize the impact on the recipient. Support for distribution often appears to be less contentious than support for content.

Finally policy makers need to address some of the emergent problems as well as thinking about how to preserve the old.

Some areas – such as the role of aggregators and the copyright in the online age – are already discussed quite widely. Essentially the question of who owns information that is linked to and replicated elsewhere is viewed very differently in different jurisdictions. For some such as Rupert Murdoch the aggregators have been portrayed as parasites, but it is equally clear that for many news organisations they are also an essential route to increasing their reach online – and potentially their revenues too. Today these arguments revolve around Google and Google News. But at a time when social networks are offering an increasingly important route into many news sites it may not be too long before the focus moves to them.

Other policy areas are much less discussed but every bit as important. Policymakers and news organisations themselves need to be thinking harder than they are at present about the power of new and emerging gatekeepers in the market for content online and on mobile devices. Some of the developing issues in the news market are not that dissimilar to those in cable TV which has been the subject of extensive regulatory debate in several countries. The difference with the new methods of news distribution now coming onto the market is that the desperation of content providers to sign up for the latest platform can risk clouding commercial judgement.²⁰ And for the platform providers news is simply one among countless types of content they are seeking to offer and take a cut from. Similar issues are raised by control of personal data which as we've seen is fast becoming a very precious commodity in media markets. Some of the same news organisations that need to build much closer relationships with their readers are far behind the aggregators and the search engines in what they know about their users. All of these new issues will require much cannier news organisations and probably European rather than national level policy solutions.

Finally we may need new approaches to traditional media policy issues of pluralism and media ownership. At a time when many news organisations are clamouring for a relaxation in traditional forms of regulation, to, for example, allow greater cross media ownership within local markets, caution is required before abandoning all media regulation. The new threats to competition and plurality may in time come more from outside the news industry than within it. New media may lead both to new forms of concentration and market power and to new challenges to get attention in an increasingly crowded media world. How one works out the balance between traditional concerns for plurality, and the rival commercial and democratic concerns of achieving impact in an increasingly crowded media world, will be a key issue in the future both for policymakers and news organisations themselves.

Conclusion

There is no shortage of challenges facing news organisations, journalists, politicians and policymakers as they contemplate the future of journalism both as a business and for its role in democracy. But the comparative approach adopted here has demonstrated that fatalism about the future of news is neither justified nor useful. There are as many grounds for optimism as there are for pessimism in the current period. News organisations across the world are starting from very different bases and have varying degrees of exposure to some of the most commonly discussed pressures. Their differing trajectories are dictated more by history, inherited structures and local conditions than by any one technologically determined universal trend.

Newspapers alone are still a huge industry but clearly in some places they must change to survive while in others there is an opportunity to learn from those changes. The contrasting market structures and conditions prevailing in different countries will quite rightly influence the search for business solutions. There is no one size fits all solution for news organisations; most exist in different national markets where the level of demand for their product differs as well as the level of competition they experience, both commercial and from public service providers. These differences may well impact on the ability to charge for news. But there is no reason to assume that ‘news must be free’ in every country on every platform for the foreseeable future. Charging for news is one among many areas of experimentation that are worth exploring.

But much of the focus of this article has been on approaches that might be taken to sustain the role of journalism in democracy. That requires a combination of clarity about the goal – of news for democracy – and for me that requires news that is used widely, and has ubiquity and impact as well as simply being made available. Provision alone is not enough.

As part of that we are going to need new ideas and original thinking from news organisations, journalists and policymakers. The goal should be to preserve what’s worth saving from existing models of news provision and to deal with the new threats. Some of those threats are much debated already. But some of those mentioned here – such as the terms of trade between new platforms and news organisations and the balance between public intervention in broadcast versus other content markets – are equally important but until recently much less discussed. Above all we need create the conditions for a new form of updated and sustainable public interest journalism, available across a range of platforms that can play a part in creating the informed citizenship on which effective democracy depends. That’s not an easy task but if news really does matter to democracy then it is one worth tackling.

Notes

1. Director, Reuters Institute for the Study of Journalism, University of Oxford and Media Policy Consultant. An earlier version of this article was delivered as the C.V. Åkerlund lecture in Tampere in January 2010 and draws on work published in Levy & Nielsen (2010)
2. Since this brief discussion relates to the democratic and political functions of news organisations we have not referred to the possibility of commercial pressures exercised by advertisers, though of course we recognise that these too can undermine the independence of news organisations that are too dependent on a single advertiser or are in a financially precarious position.
3. As reported in *The Guardian*, 16th July 2010.

4. Admittedly 2000 may have been an unusually high year because of the dot.com boom
5. Indeed while in the French market Figure 2 above shows the decline from 2000 it is noteworthy that industry revenues were actually higher — in constant Euros -- in 1990 than ten years later.
6. The medium of English clearly helps here but it is the combination of the potential of English plus the access made possible by the web and some clever niche positioning that is really transformative. Countries without the medium of English face greater challenges but even here the web offers possibilities of providing news to large expatriate communities that previously physical distribution costs would have made prohibitively expensive.
7. However, the Daily Telegraph's crusading journalism did not stem its falling sales. See Lloyd 2010
8. While mainstream media aided distribution and impact it left open the question of the responsibility of publishing material that some critics claimed would endanger the lives of those in the field as well as embarrassing those in power. Different perspectives on how to address this dilemma led to an interesting dialogue between WikiLeaks and mainstream news organisations. See Leigh and Hardin, 2011.
9. NB Broadband connections per 100 population for some of these countries in 2008 were as follows, UK, 28%, France 27%, Germany 27%, Italy 20%, USA 25%, Canada 30%, Japan 24%, Poland 10%, Spain 20%, Netherlands 36%, Sweden 30%, Ireland 21%. Source Ofcom 2009. Admittedly in Brazil and India, both countries with growing newspaper circulation, the internet is as yet making very little impact on advertising revenues.
10. There are precedents for this approach in the case of public service broadcasting. (Terrington & Dollar, 2005)
11. However there are clear risks in relying too heavily on platforms controlled by others. See below.
12. Early figures for The Times suggest a fall in online access of around 90% after the introduction of their paywall. (Halliday, 2010)
13. <http://www.guardian.co.uk/iphone>
14. <http://itunes.apple.com/gb/app/the-times/id364276908?mt=8>
15. See the BBC Trust's recent review of the debate about the BBC's launch of a free iPhone news App, which was given approval in July 2010. The BBC free app was opposed by several in the industry including the Guardian. http://www.bbc.co.uk/bbctrust/news/press_releases/july/mobile_apps.shtml . What is not yet clear is how rapidly the iPhone pay model itself might find that it is competing with free or cheap news aggregators on mobile devices. If that were to happen the current competition between public and private mobile news providers may look rather different.
16. The announcement by Apple in February 2011 that they would retain 30% of revenues paid for news on the iPad and all customer data, had the benefit of spurring Google to offer a smaller, 10% margin, but highlighted the risks of undue dependency on one platform and its proprietary charging system.
17. <http://www.guardian.co.uk/media/greenslade/2010/jul/27/financialtimes-paywalls>
18. The plan was innovative in marking a break with traditional French subsidy policies exclusively focused on underwriting production and distribution. It was launched in October 2009 under the title 'mon journal offert' where 200,000 free subscriptions were offered to young people where they would receive the newspaper of their choice on one day each week for a year. All 200,000 free subscriptions were taken up. The three year programme is estimated to cost a total of 15 million euros. <http://www.gouvernement.fr/gouvernement/lancement-de-mon-journal-offert-un-abonnement-gratuit-pour-les-18-24-ans-pour-soutenir> See AFP 27.10.2009 http://www.google.com/hostednews/afp/article/ALeqM5inlm0Jz4Gh46BcMNdII4u_f-AU2A (accessed 25.08.10)
19. See the offer in Ouest France in August 2010 <http://www.ouest-france.fr/pratique/abonnement-jeune.php> accessed 25.08.2010
20. Alan Mutter has, tongue-in-cheek, suggested that a tax on "iHype" could be used to save the news <http://newsosaur.blogspot.com/2010/06/how-about-ihype-tax-to-save-news.html>

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Open Access to Research and Knowledge – Are All Winners?

Seminar speakers:

- Håkan Billig, Professor at the Sahlgrenska Academy and former Secretary General of Medicine at the Swedish Research Council
- Karen Burns, Chief Operating Officer, ResearchAfrica
- Jan Hagerlid, Senior Executive Officer, Programme Co-ordinator of OpenAccess.se at the National Library of Sweden
- Susanne Murray, Managing Director, African Journal Online
- Stig Wall, Professor and Editor in Chief, Global Health Action, Umeå University
- Eva Hemmungs-Wirtén, Professor in Library and Information Science at Uppsala University
- Merie Jacob, Professor in Research Policy at the Research Policy Institute, Lund University, and UNESCO Chair in Research Management and Innovation Systems
- Tomas Kjellqvist, Head of Department, Secretariat for Research Cooperation, Sida

The introduction was presented by Katarina Bielke, Director General, Division for Research Policy, Swedish Ministry of Education and Research and Mehari Gebre-Medhin, Professor em in international childcare and member of the Swedish National Commission for UNESCO.

Moderator: David Isaksson, CEO Global Reporting

Open Access to Research and Knowledge – Are All Winners?*

*A seminar organised by the Swedish National Commission for UNESCO
in collaboration with the Swedish International Development
Cooperation Agency (Sida) October 10, 2010*

Agneta Carleson

Background

Access to scientific journals is fundamental for researchers in all parts of the world, and online electronic journals have made a great difference for many research institutions and their scientists in low-income countries and neglected research areas. However, the cost of access to many of these journals remains prohibitive for some low-income countries and research institutions. Several schemes have been developed to assist access, including the *Open Access* movement, an approach for allowing access of research results to a greater audience. But Open Access also raises a number of important issues that need to be dealt with.

At the seminar, researchers and editors from Sweden and South Africa together with representatives for the Swedish National Commission for UNESCO and Sida presented their views on Open Access and discussed the challenges and obstacles of this approach.

Summary

Central issues for Open Access that were lifted and debated at the seminar included:

- *Open Access* implies that the findings of publicly funded research should be made accessible to the public, but perhaps not to the general public. Presentations of data and findings need to be of a high quality and could thus be too complex for non-scientific audiences. What then is the acceptable level for understanding Open Access presentations, and who decides?
- Will Open Access have an adverse effect on the quality of research and the presentations of data and findings?

* Förkortad version. För fullständ rapport se: www.unesco.se

- These days information exchange is basically asymmetric. Can Open Access contribute to a shift in power, with more information shared from the South to the North? And how can inequalities in access to Information and Communication Technologies (ICT) be addressed?
- Risks with Open Access that need to be addressed: By whom can it be exploited and to what purpose, and intellectual property rights.
- How can Open Access be funded?

Main issues for a National position on Open Access presented at the seminar:

- Acknowledge the principles of the Berlin and the Salvador Declarations on Open Access.
- Focus on the marginalised in order to mobilise knowledge worldwide. Recognising that incentivising Open Access in developing countries requires cooperation rather than competition.
- Recognise that Open Access is a market instrument and that costs for the reader must not be covered by somebody else.
- Open Access must go hand in hand with the popularisation of science, recognising that there are academic drivers as well as other drivers in society.

Presentations and Debate

What is Open Access?

Håkan Billig opened the Forum by taking up the fundamental question of what Open Access involves and presenting some common concepts, expectations and misunderstandings. He also commented on the crucial issue of how/if Open Access will affect the way we conduct research.

Basically, Open access can refer to any form of scientific information (publication, data, etc.) made available to readers/users at no cost over the Internet. So far it has mainly focused on peer-reviewed publications in scientific journals presenting the findings of publicly funded research.

Berlin Declaration a step forward

Nobel Prize winner and former director of the National Institutes of Health (NIH), Harold Varmus, initiated the debate on increased access to scientific information in the 1990s. He advocated a system in which scientific journals make their articles available on the free digital database PubMed Central (www.ncbi.nlm.nih.gov/pmc). His commitment to this issue led to an increased debate on Open Access and to a number of initiatives in this field.

The Berlin Declaration on Open Access to Knowledge in the Sciences and Humanities (2003) was a vital step forward. The declaration encourages researchers and grant recipients to publish their work according to the principles of the open access paradigm. It also advocates contributions to an open access infrastructure by, for example, software tool development and metadata creation. Today 286 universities, museums and founda-

tions have signed the declaration, thereby granting users access to authors of scientific material at these institutions.

- A free, irrevocable, worldwide, right of access to, and a license to copy, use, distribute, transmit and display the work publicly;
- To make, distribute and derivative works, in any digital medium for any responsible purpose;
- Make small numbers of printed copies for their personal use.

Mr Billig stressed that the debate on Open Access had nothing in common with the Pirate Bay debate, despite taking place at roughly the same time. Open access also benefits the author, and that is not the case with Pirate Bay methods.

In order to establish Open Access, some institutions have this form of publication as a requirement for receiving funding, among them EU Framework Program 7, the Swedish Research Council and the Wellcome Trust. At Harvard Law School and Helsinki University, Open access is a requirement for employment, an approach that, according to Mr Billig, is not possible in Sweden due to the employment laws.

Green and Gold Open Access

Mr. Billig highlighted two main methods for Open Access publishing: Green and Gold.

Green Access is based on self-archiving. The authors deposit the peer-reviewed manuscripts of their articles in repositories, open archives, making them available in an open access mode. Sometimes there is an embargo period to allow the publishers to recoup their investment. Many funders stipulate an embargo period of six months.

With *Gold Open Access* it is the author, the founding body or other sources such as university libraries that pay the publishing costs instead of readers via subscriptions. Gold Access ensures that research articles are made available to the public as soon as they are published.

Arguments in favour of Open Access

Why should research articles be easily accessible and free of charge? Mr Billig: “Traditional printed journals will only reach persons or institutions who can afford the subscriptions, which is not acceptable for several reasons.”

The main argument for the *general public* is that academic research is funded by public money and charities. The taxpayers therefore have a “right” to the findings. For researchers, increased access means increased usage and impact.

An *economic* argument for Open Access is the increasing subscription cost of scientific magazines, which prohibits libraries and institutions from providing these publications. As subscriptions usually come from research funds, subscription fees could have a negative impact on the design of the research.

What is Open Access *not*?

“There are many misconceptions and misunderstandings about Open Access”, continued Mr Billig. The most common is that Open Access cannot be combined with commercial exploitation like patents. Other facts, often misunderstood, are:

- An open access requirement does not force anyone to publish

- Researchers are free to submit to the journal they find most appropriate
- It is not free to publish any article or report – peer review is applied
- It is not without cost – but the reader does not pay

Challenges for Open Access

“Open Access is accepted and has past the tipping point”, concluded Mr Billing. “But there are challenges that still need to be addressed. It gives free access to research findings but does not fundamentally change the cost of being read”.

One solution could be economic support for institutional membership to Open Access journals. Also, when subscriptions costs fall in the coming years, resources have to be shifted back in order to bring down the publishing cost for the researcher.

He warned that some traditional, learned societies might stick to the old subscription model. “They might think that their identity is in their journal”.

Will Open Access affect how research is conducted?

Mr Billig closed his speech by listening to implications with Open Access that could lead to a changed mode for research.

- Will the publisher adopt tools for increased visibility/searchability for their papers in order to increase revenue on ads or to push their agenda?.
- Will the “market value” of a paper be a part of the decision to publish?
- Will other factors than research quality be determining?
- Will the taxpayers demand that researchers also make their data understandable?

Moderator David Isaksson asked how acceptable the commercial interests were in Open Access.

“I cannot see anything wrong with making money out of knowledge,” answered Mr Billig. “I think we will see very inventive ways in this field in the coming years. Google economy has shown that free can be successful. Who knows, perhaps Google will also handle research findings!”

Open Access – Why is it Relevant?

For the next session, four Open Access experts had been invited to reflect on the relevance of Open Access: Karen Bruns, Jan Hagerlid, Senior Executive Officer, Programme Co-ordinator of OpenAccess.se at the National Library of Sweden, Susanne Murray, Managing Director, African Journal Online, and Stig Wall, Professor and Editor in Chief, Global Health Action, Umeå University. Before the discussion began, each speaker presented their perspective on Open Access and data sharing.

Karen Burns: “We must realise that Africans are both users and producers of research”

“We often think of low income countries like those in Africa as solely benefitting from Open Access as they get access to research from developed countries. But also poor countries produce research that should be made available,” stressed Ms. Karen Burns in her presentation.

As a publisher and Chief Operating Officer at ReserchAfrica, she has noted a 270 per cent increase in the number of printed copies sold since Open Access was applied for their publications. “Lots of people check the quality of a book or a report on the net, and if they are content they will buy it. This implies that the issue of *content* is most vital – not only the Open Access way of distribution. How to achieve content that is interesting, vital and of a high quality needs to be further debated.”

Karin Bruns stressed that access is a centuries-old principle applied by the libraries of Alexandria, mosque libraries and inherent in the scholarly enterprise. “Africa, in contrast to the Western world, has not yet reached the tipping point for Open Access so this will take some more time for us.”

Technology must be appropriate for the socio-economic context of use, she stated: “Access is one thing, Open Access another. Africa has very slow internet access, and once online it could take minute or more to get to a web page, which hardly encourages searching and surfing!”

For the Knowledge economy, Open Access is crucial, Karen Bruns continued. “It provides the material base and leads to greater economic efficiency, which permits greater local production”.

Some people think that Open Access will change everything, she concluded. “My question is – will all this information be read? I think the big concern for Africa today is to find sustainable models for providing people with books. And we must find economical solutions: who will pay for access and especially Open Access?”

Jan Hagerlid: “The UN can help finance Open Access”

Jan Hagerlid, Coordinator for the OpenAccess.se programme at the National Library of Sweden, stressed the need for Open Access in the developing world. “For many medical institutions in those countries, buying medical journals is cost-prohibitive and researchers often work in a vacuum. The information gap between doctors working with, for example, HIV/AIDS treatment in the North and the South is horrendous. Quite often, doctors in the South have no knowledge of recent treatments.”

He listed three forms of access, Toll Access, Donor Access and Open Access.

Toll Access, still the most common mode, entails the reader having to pay for access to reports and data. “It is a severely restricted access for researchers and academic professionals to global research”, he said. “Furthermore, research from the developing world is seldom included, and the coverage of the specific health and environment problems of the developing world is very weak”

Donor Access entails free access to certain journals, made possible by publishers, through funding or other support. “Large publishers have realised that they cannot sell their product to some countries, so they give them away with support from, for example, the UN,” explained Mr Hagerlid. “Donor Access fills some gaps but has serious limitations. Only very poor countries are given this access and when their economy develops they will have to pay.”

It is not a question of if *Open Access* will be applied, but how, Mr Hagerlid concluded. Today developing countries account for 20 per cent of Open Access journals and repositories. “There are realities that have to be tackled, but Open Access will continue to grow.”

He had noticed that some Swedish researchers frowned upon the growing amount of Open Access journals from the developing world, but many of these journals are from

countries with rapidly developing economies like India, China and Brazil and we must all realise that the world is changing. “The fact that China has bought Volvo is a good example of that!”

Susan Murray: “Open access vital for development and poverty reduction”

Managing director for African Journals OnLine, AJOL, a non-profit organisation based in South Africa, Susan Murray has practical experience of the use of Open Access. Today AJOL publishes 399 titles from 30 African countries, and two thirds of AJOL partner journals are not on line anywhere else.

“For many years, the World Bank did not regard higher education as important in developing countries. It was not until 2000 that they changed their view. But this attitude still impacts on how much money donors assign for education and support to research in those countries.”

She criticised the lack of interest among donor countries and organisations in communicating research finding to developing countries, despite the link between economic development and poverty reduction being recognised. Open access to research findings is an important prerequisite for this.”

She called the digital divide a major obstacle for Open Access in Africa. It is not only an issue of telecommunication infrastructure, efficiency and electricity prices, etc. It is also about inappropriate or weak regimes, language divides and insufficiency of organised ways for sharing: “One effect of these shortcomings is the fact that it is much easier to share information from North to South than between neighbouring countries in the developing world. We need systemic changes in order to address this issue.”

Her list of challenges for Open Access in Africa that urgently needs addressing includes:

- Limited awareness and/or understanding of what Open Access is and how it can be implemented
- Intended readers may not have access to internet or even a computer
- Resistance to change and fear of the unknown by journals, authors, university leaders, etc

Open Access in Africa has already achieved a great deal. For example, many health-related journals have transitioned to Open Access platforms and awareness of Open Access among researchers is steadily growing.

Stig Wall: “We want to narrow the gap between globalisation winners and losers”

Mr Wall is the founder of the Open Access web journal Global Health Action, published by Umeå University. “I was increasingly frustrated, angry and annoyed by the lack of transparency in our work. I wanted a forum for sharing findings and getting comments,” he explained.

One aim for Global Health Action is to narrow the gap between globalisation winners and losers. “Normally medical journals vastly underestimate diseases in developing countries. Our mission is to address critical issues in global health and facilitate collaboration between the North and the South.”

He presented figures that showed the bias for the North in published research material:

- Researchers in eight industrialised countries produce 85 per cent of the world's leading science
- 163 countries, including most of the developing world, account for less than 2.5 per cent.
- In 2006, some 1,346 scientific articles were published in 23,750 peer reviewed journals

Mr Wall listed six good arguments in favour of Open Access: Visibility, Impact, Archiving, Democracy, Recycling and Affordability, and presented his own "top list". All six are important to him, but the most crucial are Visibility and Democracy.

Innovations introduced by Global Health Action include mentorship for researchers from developing countries, an International Advisory Board that checks articles and can be of support, and on line comments on PhD review papers. "We want a dialogue with readers, authors, students etc in a way that we narrow the gap between countries and regions."

Open Access – Global Perspective: Panel Debate

Why is Open Access relevant? This was the headline for the panel debate that followed the above presentations. Stig Wall opened by taking the issue a step further: "Open Access may appear to be a narrow and technical issue, but it opens up for a wider discussion on how we look upon knowledge and research. Is it property owned by the researcher or publisher, or an infrastructure to be used and developed? This also leads to a discussing on access to the research data".

In the publication that Mr Wall edits, Global Health Action, they had also practiced making data available on research reports that they publish. Readers are asked to send an email explain their reasons for wanting the data and they normally get it.

"Many researchers would be reluctant to publish data for a number of reasons," argued Susan Murray. "They might fear that their data would appear in a context they did not approve of or that somebody else came to even more interesting conclusions from their material." She saw a need for improving collaboration between research teams in North and South. "We should develop quality by collaboration in contrast to competing by working on our own."

David Isaksson asked the panel what incentives they thought were crucial for developing Open Access.

"Tackling the cost of Open Access until it is fully established," said Jan Hagerlid. "As Open Access corresponds with scientific traditions and ethics, most researchers approve of it. And from society's point of view Open Access is a way of getting publicly financed research from universities into the national grid. But the financing needs to be developed; it cannot solely depend on the funds made available to researchers."

Stig Wall agreed: "Some of us researchers do not have much funding, and publishing in Open Access journals can actually be too expensive as things stand today."

Should there be Open Access to all research areas or just some was the next question. "For us in the South, some research fields are more important than others", said Susan

Murray. "I am surprised at all the effort you in the North put into developing things like Viagra compared to malaria prophylaxis. But as malaria is more relevant for countries in the South we must find ways to share knowledge."

"I think universities are in a state of shock with the realisation that they really will need to disseminate their results", commented Karen Bruns. "In recent decades universities have lost their role as communities where sharing is the general norm. They now need to turn back to this fundamental view, which could be painful for some of them."

Does Open access imply a change of power in the field of research and what will happen in the coming ten years?

"The cost benefit of electronic publishing is enormous, and as most African researchers never get published in traditional scientific journals, this shift can really be of importance for us," continued Karen Bruns.

"I will not call it a change of power when South gets access to all data from the North, but a shift that benefits all," said Stig Wall. "When the big libraries stop paying for the most expensive scientific journals, then it really is a step forward."

Jan Hagerlid mentioned the situation in the BRIC countries (Brazil, Russia, India, and China) that are rapidly developing their research. "They have chosen Open Access from the outset, which might give them an extra plus in the future."

"Have you heard of the band Radiohead," asked David Isaksson when summing up the debate. "They put their new CD online for free and asked those downloading it to pay what they thought it was worth. They received an average five USD a copy and it also sold the traditional way more than any other of their CDs. What would be the equivalent for Open Access to Radiohead's successful approach in this field," he asked in conclusion.

"Open Access to education is a huge issue, and the next big challenge is learning material for students. It has real volumes and students are often quite picky and well-aware of what is most valid," said Karen Bruns. Jan Hagerlid hoped for a creative competition between Open Access journals to enable cheaper ways of publishing. Stig Wall concluded the debate by saying that he was thrilled by the possibility of bringing the reader closer to the field where the problems are and the data are collected. "This is the really big change."

A Swedish Perspective on Open Access

Open Access in a Swedish perspective – a concern for everybody was the first topic for the afternoon session with Eva Hemmungs-Wirtén, Professor in Library and Information Science at Uppsala University, as speaker. She underlined that we are entering a new phase and logic in communication where issues such as how to reach, engage and involve readers are becoming vital.

"Open Access is an important topic among students today," she said and related to the discussion on intellectual property rights. "Open Access to books has been prolonged from 50 to 70 years after the death of the author. We need to see other aspects of this issue in order to get access to knowledge. Research is best served by openness."

One issue to be solved is the communicative infrastructure for humanities, she stated. So far, Open Access has mainly been used for sharing material in the field of natural sciences. Researchers within the humanities often present their findings by writing books,

not articles in scientific journals. “Therefore, humanitarian research is not shared to the same extent as the natural sciences. Printed books on humanities are a success if shared in only 400 copies. Often they are too expensive also for university libraries.”

There are good examples, as Open Book Publishers (www.openbokkpublisher.com), an independent online publisher that presents peer-reviewed monographs in the humanities and social sciences. “But”, said Ms Eva Hemmungs-Wirtén, “many researchers in this field still think that they need to publish in established journals in order to be recognised and get funding or scholarships. Senior researchers need to lead the way and use the open access possibilities.”

When it comes to policies for Open Access, she found it strange that the debate in Sweden, the home country of Pirate Bay, was so narrow and lacking a global dimension. “Open access is an advantage, not a problem. The more knowledge we share, the more involved we become,” she concluded.

From a Swedish perspective, our language is an obstacle as few speak Swedish, she continued. Researchers therefore need to publish findings and data in, or also in, English.

When it comes to strategies for Open Access, she saw a need for a more realistic debate on how to publish material in an open mode. “We need to question the models that exist today and not swallow everything that the editors of these publications say,” she claimed, adding: “New ways of publishing also demand new ways of writing.”

Researchers’ Role in Society and the UNESCO Stance

Merie Jacob was the next speaker, invited to present her views on the role of researchers in society and how/if UNESCOs should support Open Access. As a professor in Research Policy at the Research Policy Institute at Lund University, and UNESCO Chair in Research Management and Innovation Systems, she was indeed qualified for developing these perspectives.

She began with a provoking comment: what is the problem that Open Access addresses? “There is a diffuse understanding that Open Access is a solution, but what it facilitates I am not quite sure of,” she said – to the surprise of at least parts of the very engaged audience.

“Access to scientific publications has become increasingly expensive and difficult, and I wonder why you cannot just pick what you need from these publications, and pay only for that. As it is today, you must take all or none at all.”

She noted that no publishers of traditional scientific journals were invited to the seminar and thought it was a pity as she would like to have heard their view on this important issue.

“There have been a lot of mergers among publishers of scientific journals, which has increased the power of the larger publishing houses. Now a few of them own a lot, which took place without us really noticing. It’s like when you buy a Volvo, today you actually buy a Ford!”

The gradual shift from paper to electronic delivery implies that access also depends on infrastructure such as bandwidth, software, internet access etc. “It is not only in Africa access is a problem, but also in many places in Europe outside the big cities access can be slow or problematic and cause lots of problems for researchers,” she claimed

Are we supposed to work for free was the next provoking question. “If we pay for conducted research, making peer reviews and also for the publication on Open Access

sites, who benefits from all this free work and who doesn't? This may not be an easy issue to talk about but it is nonetheless vital."

Where to get published is also an important thing to discuss. "Publication is important, but even more to publish in the right journals. And so far the most respected journals are not Open Access. Why? I think because it is good business to keep them closed, most of us are basically snobs and do not want to be part of societies for all, it's too easy!"

Also, the audience for Open Access must be scrutinised. "Is the issue to widen the audience for scientific papers? You cannot write for all and still perform at the top level. Will Open Access then be a platform for popular science?"

She ended with a comment on why she did not approve of UNESCO as the responsible body for developing Open Access. Mergers of scientific journals have led to a concentration of owners in a few states. UNESCO as a state-oriented organisation would run into problems if it questioned the economic interests of these journals in some member states. Furthermore, there is already an NGO network that promotes Open Access, and also universities and institutions.

In conclusion she added, "UNESCO's baroque organisational ethos and culture makes it an unlikely candidate for Open Access. UNESCO needs to slim its organisation and focus on the mission rather than the form. Still, UNESCO can function as a forum for exchange of best practice of Open Access."

Open Access to Knowledge and Research – Are All Winners?

The last speaker of the day, Tomas Kjellqvist, Sida and member of the board of the Swedish National Commission for UNESCO, reflected on the theme of the day, *are all winners?* Tomas has worked at Sida's research department SAREC since the 1990s and took part in the transition to digital performance that got underway some ten years ago. "We discussed the monopolised situation for medical journals back then too, and I am glad to see that things are changing," he said.

Some central issues for developing Open Access that Mr Kjellqvist pointed to included:

Will Open Access change the scene of conducting, writing and publishing research, in order to promote presentation of the findings to a wider audience than fellow researchers, and is this a challenge to scientific quality? "Today we see a change in the way researchers write, present their facts, etc. But we need to discuss this issue further," he said.

With increased information from all parts of the world, there is a need for reflecting on and encouraging shifts in power in the world. "Brazil, China and India are quite big on Open Access publishing today, and this implies that a change is underway."

Other issues of importance include developing the infrastructure for information and communication, ICT, and issues related to intellectual property. "We must also discuss who can exploit Open Access and for what purposes and watch out for so called armchair empiricism, parachuting researchers and data theft. We also need to support the *use* of the Open Access possibilities, not only the access to information," he underlined.

He presented some points for a Swedish position on Open Access, among them to acknowledge the principles of the Berlin and the Salvador Declarations, a focus on marginalised people and cooperation rather than competition for developing Open Ac-

cess. On the issue of brain drain he claimed it might diminish, as Open Access supports increased academic mobility of knowledge without moving people.

Two other points for a Swedish position were how to finance Open Access, and to recognise that it must go hand in hand with the popularisation of science.

He continued by commenting on the possible roles of UNESCO, EU and Sida in securing Open Access for all:

UNESCO has a role in working for increased awareness of what Open Access is and is not, promoting ethical conduct and ideas on relevant infrastructures, and establishing a fund to cover Article Processing Charges for LIC authors.

EU's role could be to promote ICT and energy infrastructures in the developing world, particularly Africa, and capacity building on Open Access for policymakers in the fields of science and technology, researchers and university libraries.

Issues for Sida/SAREC are, e.g., to review funding and cooperation models for scientific communication, allow for costs for publishing in Open Access journals when funding research, and promote low-cost technology solutions. "Sida can also support different forms of mentorships in Open Access publishing and the use of Open Access models for communication with partners in the wider society," he concluded.

David Isaksson closed the forum by underlining that the debate on how to organise, finance and promote Open Access will continue. "There are issues of concern to be discovered, scrutinised and solved, but the journey has, for sure, begun.

Summing up: Central Issues for Open Access:

During the forum, a number of issues, aspects and problem areas concerning Open Access were mentioned, debated and questioned. Some of the speakers gave their personal view on those topics, others a more general perspective. There were few issues of total consensus, rather a number of topics being brought up and analysed.

The most mentioned and debated issues, aspects and problem areas during the forum are as follows:

- **What persons, institutions, funds etc. shall finance Open Access publishing?** Although Open Access means free access for the reader, somebody has to pay the bill for publishing. Is it possible to find "neutral" financiers with no agenda of their own, or is it better to recognise that all financiers have an interest in what they support, and go for a variety of financial solutions?
- **How to make Open Access publications more attractive than publication in traditional scientific journals?** Many researchers and many research fields still show a reluctance to Open Access publication. The reason can be prejudice about or little knowledge of what Open Access publication entails, e.g. that peer review is required and a professional selection of articles is made. Other reasons can be deeply rooted traditions or, simply, vanity – some researchers prefer to be part of an exclusive environment. Regardless of why, this issue has to be dealt with.
- **Does Open Access to information imply a power shift?** When welcoming an increase in information from all parts of the world, we also need to reflect on and, maybe, encourage shifts and adaptations of power in the world. Access to ICT – Information and Communication Technology – is also a central issue.

- **Is it possible to force researchers to publish their findings on Open Access web journals,** or will such a strict rule violate the freedom and integrity of the researcher? Can force be the rule at least for public financed research? Is it appropriate that universities, institutions, funds etc. have Open Access publication as a criterion for allowing funding, employment, internship, studies etc? (This is already applied at some universities and research institutes). What might be the consequences of this more strict approach?
- **Is commercial interest in Open Access publications a venture or not?** Are there risks involved with a commercial approach? For example, can other factors than research quality determine the decision to publish or not publish? Or, on the contrary, will commercial competition speed up the development of Open Access and contribute to better and more creative solutions for Open Access publication, search functions etc? Are there combinations of commercial and non-commercial interests that can form acceptable solutions?
- **How to support access to and the sharing of research findings from the developing world, the South?** We live in a world of asymmetric information exchange. Research findings from the North dominate the global scientific scene, as researchers in those countries have far better possibilities to be published in both traditional and Open Access publications. It is still rare for research findings from countries in the South to be shared with the North. Also, the sharing of research between countries in the South is lacking. It is of vital importance that countries from all parts of the world are represented in the global research community and that research results are shared between them.
- **Will Open Access publication change the research subjects and fields?** The domination today of Western researchers and West funded research programmes leads to a dominance of Western oriented research fields. Improved access to and sharing of research from other parts of the world is expected to influence research subjects. “It is surprising how much research there is on Viagra compared to e.g. malaria,” was the comment from one speaker at the seminar. What are the implications and possibilities with a transition to a more South-oriented research agenda? What reactions can be expected from funders, publishers etc? Will there be a shift in power – e.g. that other actors than today decide which research will get most funding and support?
- **How will the BRIC countries (Brazil, Russia, India and China) influence the research agenda?** Those countries with a newly advanced economic development invest substantial parts of their GDP in research and are all advocating and supporting Open Access. How will the engagement from those countries – and in the coming years other countries with booming economies – influence the global agenda for research and Open Access?
- **Should there also be free access to research data on Open Access websites?** Some researchers, institutions etc. advocate that research data also be made accessible on Open Access web sites and free to use for other studies, but what if this data are used – or misused – for purposes not at all approved by the responsible researcher or funder? Should permission be applicable for using this data and, in that case, should the researcher, the funder or the institution permit access? How do we avoid what is called armchair empiricism and parachuting researchers?

- **Will Open Access publication demand a less scientific mode of presenting findings in order to reach a wider audience?** If so, will this way of presenting scientific findings have a negative impact on quality? What are the advantages of addressing a broader audience?
- **How to share findings from the humanities to the same extent as the natural sciences?** Open Access publishing is dominated by the natural sciences. The fact that research findings from the humanities are often presented in book form rather than an article is one possible reason. What can be done to make research within the humanities as accessible as that of the natural sciences?
- **Open Access and Intellectual Property:** what are the rights of the creator or compiler? What restrictions, rules etc. are needed for the sampling of information? Also, how can Open Access be exploited and for what purposes? How to avoid “armchair empiricism”, “parachuting researchers” and data theft?
- **How to get access to Open Access?** The most basic issue is the non-existence or poor access to electricity, internet and computers in vulnerable and poor areas, including substantial parts of Africa. In those areas, this issue must be addressed before or at the same time as Open Access publication. Due to the lack of access to research findings in print or on the net, many doctors in poor areas still use old and little effective methods when treating e.g. HIV/AIDS.

Transforming Audiences, Transforming Societies

A New COST Network

KLAUS BRUHN JENSEN

If any one issue has occupied the field of media and communication research, it is that of effects: what do media do to people and, in Elihu Katz's (1959) supplementary formulation, what do people do with media? Throughout the first half-century of its existence, the field has debated the nature of 'effects' and the appropriate methodologies for studying them. In a Nordic perspective, the rise of reception analysis from the 1980s onwards marked the beginning, both a resurgence of qualitative audience studies and of debates concerning their relationship with quantitative research – as contrasts or complements, in administrative and/or critical work (Lazarsfeld, 1941).

With the emergence of digital media and the ongoing digitalization of the media environment as such, audience research faces fundamental challenges, including the definition of its very object of analysis – 'audiences.' Are we an audience when reading a Twitter feed or commenting on a YouTube video? While it is easy to exaggerate the implications of 'user-driven' communication and 'social' media, new flows of one-to-one, one-to-many, and many-to-many communication across different media types and social contexts call for a reassessment of classic concepts and models (Jensen, 2010).

A new European research network – Transforming Audiences, Transforming Societies – takes up some of the resulting challenges through a range of activities during the period 2010-2014, involving thirty European countries. The network is a so called COST Action – a research initiative in the context of the Seventh Framework Program of the European Union (FP7). Here, funding is available for workshops, conferences, short-term exchanges, etc., but not for research projects as such. Instead, Actions serve as a framework in which to collaborate on the development of new projects, and to apply for funding from additional sources.

The present Action can be summarized, first, in terms of the tasks to be accomplished and, second, with reference to the four working groups that have been established.

Tasks

1. *Review.* A critical overview of existing and emerging research. The aim to advance focused and high-quality studies in the area, including collaborative work with other COST and European projects and networks.
2. *Agenda.* The formulation of a concerted research agenda. In addition to academic research perspectives, the agenda will address the concerns of other stakeholders, such as policy makers, creative industries, and civil-society organizations.
3. *Consolidation.* An integration of findings and insights from international research, so as to produce a broad and substantial account of the role of media audiences in contemporary culture and society.
4. *Theory development.* Given ongoing changes in the European and global media environment, there is a special call for a reassessment of theoretical frameworks and models, and for the development of new methodological resources.
5. *Recommendations.* Based on its empirical findings and theoretical insights, the Action will offer recommendations addressed to media practitioners, legislators, and research administrators.

Working Groups

WG 1 “New media genres, media literacy, and trust in the media”

The first working group takes up a key issue regarding the general public’s relationship with (new) media: how to understand, and whether the trust, the information being offered on a growing variety of media platforms? The classic question of media literacy has taken on added importance in a setting where more organizations and individuals are in a position to communicate to – or with – others, in matters with potentially significant political, economic, and cultural consequences.

WG 2 “Audience interactivity and participation”

The second working group addresses another issue concerning the wider social implications of new media and communicative practices: whether and how audiences are enabled and empowered to participate in deliberations about the ends and means of the society they share. Interactivity at the interface may, or may not, facilitate interaction and engagement in other social contexts, beyond the interface. Can audiences become not only active media users, but active citizens?

WG 3 “The role of media and ICT use for evolving social relationships”

The third working group is devoted specifically to the study of new, digital information and communication technologies (ICT) and their implications for changing forms of social organization and interaction. As far as citizens, media, and other social institutions

are concerned, how does a network society operate in everyday communicative practices (Castells, 1996, 2009)? This WG also explores new methodologies for analyzing the flows of information in widely distributed communication networks.

WG 4 “Audience transformations and social integration”

The fourth and final working group examines the further implications of media for sustaining social relationships, sharing knowledge and culture, and cultivating collective identities. Amid technological and institutional changes, traditional social categories – class, gender, age, ethnicity – continue to condition and frame communication, as it feeds into imagined communities (Anderson, 1991), including ‘virtual’ communities that are, nevertheless, real.

Activities and Output

In addition to Action workshops and conferences, the Working Groups will organize sessions at international conferences such as ECREA, IAMCR, and ICA. Young scholars will also gain access to ECREA Summer Schools.

The dissemination of findings and insights will include proceedings from Action conferences, edited books, themed issues of international and peer-reviewed journals, as well as web essays and research reports.

More and updated information, including data on participants and officers in the Action, is available here, http://w3.cost.esf.org/index.php?id=233&action_number=IS0906

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Cyberbullying

Coping with Negative and Enhancing Positive Uses of New Technologies, in Relationships in Educational Settings

COST ACTION IS0801

ANN FRISÉN

The main aim of the Action is to share expertise on cyberbullying in educational settings, coping with negative and enhancing positive uses of new technologies in the relationships area, moving towards a common set of guidelines applicable in Europe. The main objectives of COST IS0801 are:

1. Sharing of developing expertise in knowledge base and measurement techniques across researchers (comparisons of the nature of cyberbullying across different countries; measurement instruments for different purposes; linguistic issues in translation)
2. Sharing of input from outside the research community; specifically, from legal experts (e.g. on rights regarding privacy, anonymity, defamation etc on the internet); and from mobile phone companies and internet service providers (on present and feasible actions, new technological developments, etc).
3. Sharing of already nationally published guidelines, and recommended coping strategies, in different countries, including positive uses of new technologies in the relationships area; moving towards a common set of guidelines applicable for the European Community.
4. Increased awareness of the issue, and of the outcomes of the Action, to likely beneficiaries of the Action.

Participant Countries

There are 28 participating COST countries: Austria, Belgium, Bulgaria, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Norway, Poland, Portugal, Slovenia, Spain, Sweden, Switzerland, Turkey, and United Kingdom. Two NON-COST countries: Australia, Ukraine.

Working Groups

WG1: Sharing of developing expertise in knowledge base and measurement techniques across researchers, organisation the workshop.

WG2: Sharing of input from outside the research community; specifically, from legal experts and from mobile phone companies and internet service providers.

WG3: Sharing of already nationally published guidelines, and recommended coping strategies, in different countries, including positive uses of new technologies in the relationships area.

WG4: Actively initiate and organise short exchanges, co-supervision of students, and any additional small workshops or meetings that may be necessary.

WG5: Sharing of research on coping strategies, in different countries, and of research that will inform the work on guidelines carried out by Working Group 3.

WG6: Positive uses of new technologies, in relationships in educational settings.

Timetable and Management

The Action formally started on October 22nd 2008, and lasts for 4 years. Professor Peter K Smith, Goldsmiths, University of London, is chair of the Action. The activities of the Action are organised by a Management Committee and Core Group. Major means of achieving the objectives of the Action is via the Workshops and a final dissemination conference in the summer 2012.

What is ‘Cyberbullying’?

Cyberbullying is an important phenomenon which has added a new dimension to the area of bullying, harassment and abusive relationships. Over the last 20 years there has been considerable research and focus on school bullying, as well as increasing institutional actions and requirements to limit such acts. The potential for cyberbullying has grown with the increasing penetration of networked computers, mobile phones and virtual social networks. Cyberbullying has distinctive features, both in the way it is carried out and the kinds of impact it has. Effective ways of dealing with cyberbullying require not only some traditional methods, but also innovative approaches, including positive uses of the new technologies themselves.

Bullying is usually defined as being an aggressive, intentional act or behaviour that is carried out by a group or an individual repeatedly and over time against a victim who cannot easily defend him or herself. The repetition and imbalance of power criteria demarcate bullying as a subset of wider aggressive behaviour. Bullying and harassment is widely recognised as a significant problem in schools. It has serious negative impacts on the health and well-being of victims; in extreme cases it can lead to suicides. The perpetrators of bullying are starting on what may be a long-term career of antisocial behaviour. The bystanders, and the school generally, suffer from poor morale and worsened school climate, when bullying behaviours are frequent and not dealt with effectively. Most European countries now are aware of this issue, and have taken some steps to prevent school bullying; there has been considerable

international cooperation, and a number of well-publicised intervention campaigns, that have had some success.

Since around 2000, reports of cyberbullying have appeared in the media. Initially these just involved nasty, abusive or threatening text messages on mobile phones, or emails, but in the space of a few years have spread to instant messaging, chat rooms, websites and other forms, as mobile phone and internet technology has developed and as our awareness of these abuses increases. One corresponding definition of cyberbullying is: an aggressive, intentional act carried out by a group or individual, using electronic forms of contact, repeatedly and over time against a victim who cannot easily defend him or herself. Although cyber-bullying may be a single individual act (e.g. sending a threatening text), this can be circulated widely or copied by others (repetition). Some research argues that the technology may increase the likelihood for deviant behaviour because people can remain anonymous; supervision is lacking on the Internet, as there are ineffective formal and informal control mechanisms; mobile phone technology in particular can cause an individual to become a perpetual target; power differences between bully and target in relation to Internet knowledge may promote cyber-bullying.

Media & Citizenship

Transnational Television Cultures Reshaping Political Identities in the European Union

LEONOR CAMAUËR

Media & Citizenship is an EC-funded, seventh framework program project, which investigates the uses of television by Arabic-speakers in seven EU countries from the perspective of citizenship and participation. The countries include Cyprus, France, Germany, the Netherlands, Spain, Sweden and the UK. The project runs between 2008 and 2011.

In Europe today, many debates on migration and citizenship are coloured by either concerns with Islamic fundamentalism or Arabic groups' alleged low levels of integration. In many cases, these communities' use of Arabic-language media is criticized within this context. While it is clear that these groups, in contrast to ethnic minorities in past decades, have now access to the vast transnational media space of Arabic-language channels, what is much less known is the degree to which Arabic-speakers use both these channels and national (European) and transnational channels, and the ways in which the media use influences the groups' understandings and experiences of citizenship.

The main aim of *Media & Citizenship* is therefore to produce empirical and comparative data (quantitative and qualitative) on Arabic-speakers uses of television in the seven countries and to investigate their understandings of citizenship as derived from both their media use and their views on the citizenship tests used in several of the investigated countries. Based on this data, the project will also prepare policy recommendations. It is worth noting that previous to this project there were no rating data for Arabic groups in European countries since media use of minorities is seldom included in market surveys. More specifically, the project will provide:

- a quantitative investigation of the use of television by Arabic-speakers, which includes use of both Arabic-language and national (European) language media (this will be the first large scale investigation at the European level),
- data which allows for comparisons between Arabic-speaking groups in EU countries,
- a qualitative focus group study dealing with media use and its relationship to understandings of citizenship among Arabic-speaking communities,
- Arabic-speakers views and evaluations of citizenship tests as regards their media content,

- public meetings with Arabic-speakers where preliminary project results are shared and discussions on media use and understandings of citizenship are carried further, and
- a documentary highlighting the project's main results.

Broadly speaking, the project is based on theories of citizenship, the transnational public sphere and transnational media. Among other things, the project strives to expand the conventional Habermasian understanding of the public sphere as a single space solidly anchored in the nation-state and regards the transnational public sphere as a more adequate conceptualization of contemporary communication flows.

The *quantitative study* comprised two components. The first was a *questionnaire* which gathered information on Arabic-speakers gender, age, education, preferred channels, etc. This component worked as a filter and preliminary recruitment procedure for the second one, the *media diary*, as it identified watchers of Arabic-language television. The diary measured the use of Arabic, national (European) and transnational channels. Those who filled in the diaries provided information on what they watched, when and for how long. Both components were administered in all countries but Cyprus. Some 400 respondents per country answered the questionnaire and approximately 100 per country filled in the diaries. The results of the quantitative study have been processed by a data analyst working from Bielefeld.

The *focus group study* aimed at providing more detailed knowledge on Arabic-speakers' television use and the ways it relates to understandings of citizenship. Notions of participation and experiences of inclusion/exclusion were dealt with as well. Six focus group discussions were conducted in each of the seven countries (four to six participants per group), three female and three male groups. The groups were also formed taking age/generation into account. The focus groups were conducted by research assistants who spoke both Arabic and the majority language of each country and received pertinent training before the interviews. Some preliminary results of this study have been published in a recent issue of *Journalism* (2010, vol. 11, nr. 6).

The *citizenship study* consists of two components. The first maps the legal frameworks of immigration and citizenship in each of the seven countries, and these are also related to the supra-national/European level. This part also includes the analysis of citizenship testing regimes in the countries where the tests are applied. Preparation materials and related policy documents are also examined with a focus on their mediated elements. The second component consists of a Public Engagement Event organized in each country, with participants such as Arabic-speakers and others, including for instance media practitioners, analysts and scholars. During the workshops, preliminary research results were shared and participants were asked to reflect upon their understandings of citizenship at both national and European levels (legal aspects and testing regimes) and the ways in which they believed that the media shape these understandings.

One of the main preliminary results of both the quantitative and the focus group studies is that there are no indications of a withdrawal into an exclusive use of Arabic-language channels.

The transnational research team includes scholars from five universities: Myria Georgiou (London School of Economics and Political Science, UK), Ingrid Volkmer (Bielefeld University, Germany), Fayçal Najab and Chamia Ghanjaoui (Sorbonne Nouvelle University, France), Leonor Camauër (Örebro University, Sweden) and Christina

Slade (Utrecht University, The Netherlands and City University London, UK), who also coordinates the project.

The research team works with the support of an Advisory Board which includes scholars and media practitioners from both the public and private broadcasting sector, and transnational media organisations, including those belonging to Arabic-speaking communities.

Additional information can be found on the project's public site, where each of the seven involved countries has its page in its own language. Preliminary reports, accounts of project activities and video clips showing material from the Public Engagement Events held in the different countries in 2010 can also be accessed through this site: <http://www.media-citizenship.eu/index.php?lang=en>

genSET

Promoting Consensus and Integrated Action on Gender Issues in Science

ELIZABETH POLLITZER

The influential ETAN report¹ containing the first comprehensive analysis of women's status in European science drew attention in 2000 to the striking fact that whatever the percentage of female undergraduates, only 10 per cent of professors were women in almost every subject. The report called for a new set of measures to be implemented, collectively termed as "mainstreaming" that would go beyond the legal right to equality. This strategy has not produced the results hoped for. In particular, it has failed to convince science leadership of the value of the gender mainstreaming objectives. The latest statistics gathered (2006) show that women constitute 59% of university graduates; 45% of graduates at PhD level; 44% of those employed at first postdoc level; and 18% at full professor level. The increase at the professor level has been largely due to the enlargement of the EU from 15 to 27 countries².

The 10 years of the championship of gender equality issues by the European Commission has helped (with varying degrees of effectiveness) to embed gender-mainstreaming goals within various treaty obligations and funding programmes, and has led to the development of gender expertise on issues of pan-European concern, such as, for example, future research skills demands, workforce mobility inside the European Research Area (ERA) and changing work conditions. In 2010, however, important examples of renewed institutional interest in the benefits of tackling gender issues in science started to emerge. Guided by the advice from its Working Group on Gender Equality, the European Research Council (ERC) has adopted a gender action plan to guide its funding policy³; the League of European Research Universities (LERU) holds regular meetings of "gender representatives"⁴; the Royal Society of Edinburgh set up a Working Group to define a strategy on women in STEM for Scotland (for business and academia)⁵; The Research Council Norway included a requirement for information on gender and/or biological sex factors in research process as part of proposal selection criteria⁶, and University of Tromsø adopted the genSET Consensus Report on the Gender Dimension in Science as the guiding principles for their gender equality work⁷. The climate for action on gender issues in science appears to be friendlier now than ever before.

With 30 years of accumulated body of research, ample and persuasive evidence is readily available to demonstrate how gender issues impact science. Two conclusions stand out. Firstly, that biological, sex differences and social, gender differences between women and men cannot explain the ‘leaky pipeline’ – the fault does not lie with the women, it is institutions that need ‘fixing’. Secondly, if ignored in research process these factors can have significant impact on the quality of science knowledge making. The traditionally cherished assumption of scientific principles that science is ‘gender neutral’ can, in fact, undermine the most important aspect of scientific research, namely its scientific quality by propagating practices, norms and organisational relationships that promote ‘collective blindness’ on how gender issues impact science. Increasing the proportion of women in fields and decision making positions where they are underrepresented is important both on grounds of social justice and because diverse teams are more creative and innovative than mono-teams and the presence of women on the team has been shown to enhance cooperation and the team’s collective intelligence⁸. However, raising numbers is insufficient to tackle problems of quality in scientific knowledge making because sensitivity to gender issues in the context of scientific inquiry does not come automatically to women or men. Its analysis for the inclusion in research process is knowledge that has to be learnt and encouraged⁹. Part of social responsibility of science should be to adopt such understanding as a science excellence value.

An open dialogue is needed to continue raise awareness and enable progress in mainstreaming gender in science, involving policy makers, gender experts, and actual scientists, together with extensive consultation not only with gender research scholars, but also with those responsible for implementation of gender action plans in scientific institutions. Policy makers must find ways to engage scientists in the discussion about the relevance of the gender dimension in all research areas. This makes the emphasis of improving the quality of knowledge production and research through gender mainstreaming, an especially important point to communicate to the scientific community.

genSET

The FP7 SiS funded project, genSET, www.genderinscience.org, was set up out of recognition that one of the major reasons why progress on mainstreaming of gender in science has been so very slow, despite the extensive knowledge about gender issues available to inform policy and action, is that many science institutions lack the capacity and experience to translate empirical studies and generic gender equality recommendations into implementable gender actions plans that match their own needs and circumstances.

The genSET project, which started in September 2009, aims to develop practical ways in which gender knowledge and gender mainstreaming expertise can be incorporated within European science institutions in order to improve individual and collective capacity for action to increase women’s participation and status in science at all levels. A core part of genSET activities is dialogue between gender experts and science leaders to agree on the practical guidelines for implementing gender action plans within existing institutional mechanisms. Involved in the knowledge transfer are 100 European science stakeholder institutions, the focus of which are five core gender issues in: 1) assessment of people and work; 2) recruitment and retention; 3) science knowledge-making; 4) research process; and 5) science excellence value system.

To demonstrate the benefits of tackling gender issues in science, the genSET project has maximised opportunities to engage science institutions in the dialogue and knowledge exchange. In addition to assembling the 100+ strong Stakeholder Network, the project has created the role of Patron, which enables highly influential (on national and European scene) science institutions to demonstrate high-level support for consensus and action on the gender dimension in science. Currently, Patrons include: CSIC, European Science Foundation, Euroscience, Fraunhofer, Swedish National Agency for Higher Education, The Research Council Norway, TNO and COST. Others are expected to join them later in the year.

The Consensus Report

To date, the most significant output from genSET has been a series of three, 2-day consensus seminars conducted between March-June 2010, where a panel of 14 science leaders from across Europe, deliberated how European science institutions can best take advantage of the benefits in recognizing the gender dimension in scientific research, resulting in a report, *Recommendations for Action on the Gender Dimension in Science*. The Report contains an overall gender equality strategy that targets improvements in knowledge making, managing human capital, institutional practices and processes, and regulation and compliance, well as thirteen evidence-based recommendations that have come out of the deliberations, informed by collaboration with gender experts and institutional stakeholders, and based on the panel members' comprehensive personal experiences as members and leaders of scientific institutions¹⁰. These recommendations target common gender problems in science and offer practical suggestions how to tackle them. They are listed below in an abridged form.

Consensus Recommendations

Improving Knowledge Making

R1: Leaders must be convinced that there is a need to incorporate methods of sex and gender analysis into basic and applied research; they must “buy into” the importance of the gender-dimension within knowledge making.

R2: Scientists should be trained in using methods of sex and gender analysis. Both managerial levels and researchers should be educated in such sex and gender analysis. Training in methods in sex and gender analysis should be integrated into all subjects across all basic and applied science curricula.

R3: In all assessments – paper selection for journals, appointments and promotions of individuals, grant reviews, etc. – the use and knowledge of methods for sex and gender analysis in research must be an explicit topic for consideration. Granting agencies, journal editors, policy makers at all levels, leaders of scientific institutions, and agencies responsible for curricula accreditation, should be among those responsible for incorporating these methods into their assessment procedures.

Improving Human Capital

R4: Research teams should be gender diverse. Institutions should promote gender diversity in research teams through a variety of incentives (e.g. quality recognition and allocation of resources) and through transparency in hiring.

R5: Gender balancing efforts should be made in all committees, with priority given to key decision-making committees. Panels for selection of grants and applicants must be gender diverse. This must be the goal for management teams as well.

R6: Institutions should seek to improve the quality of their leadership by creating awareness, understanding and appreciation of different management styles. This can be achieved through training, self-reflection, and various feedback mechanisms. Diversity training, specifically, is essential to this process.

R7: Women already within scientific institutions must be made more visible. All public relations activities from scientific institutions should be gender-proofed (represent women appropriately), while avoiding tokenism. This could be done by including women in all promotional campaigns for scientific careers, by leaders nominating women for prizes, and by recognising women's achievements appropriately.

Improving Practices and Processes

R8: Assessment procedures must be re-defined to focus on the quality, rather than quantity, of individuals' publications and research output. This must be consistently applied in individual, departmental, and other levels of assessment.

R9: Persons with disproportionate committee and administrative duties should be provided with additional support staff or reduced teaching assignments to ensure that their research does not suffer.

R10: Policies and procedures specifically affecting working conditions that differentially impact men and women in scientific institutions must be reviewed and revised, ensuring positive benefits for personal and professional development for both men and women.

R11: Specific strategies should be employed for attracting women to apply for scientific positions. Announcements for recruitment should be formulated so that they encourage women to apply.

Improving Regulation and Compliance

R12: Explicit targets to improve gender balance and action plans to reach them must be included in the overarching gender strategy of scientific institutions. The progress must subsequently be regularly monitored and be made public.

R13: Gender issues must be an integral part of internal and external evaluation of institutions. Policies at all levels must require this inclusion. This should begin with a critical review of gender mainstreaming processes within each institution, identifying current successes and failures.

Conclusions

While the Consensus Report drew extensively on research evidence (some 120 research reports) related to the effects of gender balance in scientific knowledge making and in the procedures related to scientific institutions, it dealt only with a small fraction of the case studies and expertise available across Europe. After collaborating with gender experts on the Report, members of the Panel were keenly aware of the importance of publicizing and integrating such knowledge into the discussions about gender mainstreaming within scientific institutions. This must happen on a European level, crossing cultural and linguistic barriers.

Notes

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The EU Media Literacy Expert Group 2006-2010*

In 2005, the Commission was requested to launch an initiative on media literacy by the European Parliament. This happened during the hearings of Commissioner Reding before taking up her new mandate, as well as in the Weber Report on the transition to digital TV. This request had also been echoed by the industry and a number of Member States.

The Commission's work on this issue started then in **2006** with the creation of a "**Media Literacy Expert Group**" with an advisory role for the European Commission

The group was composed of a number of European media literacy experts with a mix of different competences and backgrounds including academia, media industry, international organisations (UNESCO, Council of Europe, Alliance of Civilizations), associations, regulators and other media institutions (Film Institutes, Media Councils, etc.). Ten meetings have been organised between March 2006 and December 2010.

This group was set-up with the aim to analyse and define media literacy objectives and trends, to highlight and promote good practices at European level and propose actions in the field. In particular, issues such as the importance of promoting the protection of children, young people and human dignity in the media and support the creation of a media environment appropriate for citizens' social, educational and cultural needs were tackled and debated. The group worked also on the development of European definition of media literacy and on reliable means of evaluation.

The group played a very important role in developing a European definition of media literacy (*Media literacy is generally defined as the **ability to access the media, to understand and to critically evaluate different aspects of the media and media contents and to create communications in a variety of contexts***) which has been used in Commission's official documents like the 2007 Communication and the 2009 Recommendation. This definition is the result of the work of many different people, institutions, media professionals, teachers, educators. It is built on **three main elements**: 1) access to media and media content; 2) understanding and critical approach, ability to decipher media messages, awareness of how the media works; 3) creativity, communication and production skills.

* Texten har tidigare varit publicerad i *Newsletter on Children Youth and Media in the World* 2/2010, the International Clearinghouse on Children, Youth and Media, Nordicom och är utarbetad inom 'The Unit "MEDIA Programme and media literacy" of DG Education and Culture, European Commission'.

The group was also a forum for the discussion, promotion and exchange of good practices on different aspects of media literacy. Finally, it proved to be a great opportunity for networking and intellectual enrichment.

Tapio Varis, University of Tampere, Ulrika Sjöberg, University of Halmstad and Cecilia von Feilitzen, Nordicom have been members of the expert group.

Huvudresultat från undersökningen *EU Kids Online**

I rapporten *Risks and safety on the Internet: The perspective of European children*, som utkom i november 2010, presenterar Sonia Livingstone tillsammans med Leslie Haddon, Anke Görzig och Kjartan Ólafsson de fullständiga resultaten från *en ny unik undersökning* som lagts upp och genomförts av nätverket *EU Kids Online*. Undersökningen innefattar intervjuer med 9 till 16-åringar och deras föräldrar i 25 länder. Studien har finansierats av EU-kommissionens Safer Internet Programme för att stärka faktaunderlaget för åtgärder i fråga om säkerhet på internet. I det följande presenteras huvudresultaten.

- *Ett slumpmässigt stratifierat urval av 25,142 barn i åldrarna 9-16 som använder Internet, plus en av barnets föräldrar, intervjuades under våren/sommaren 2010 i 25 europeiska länder.*
- *Undersökningen inriktades mot huvudsakliga risker på internet: pornografi, mobbing, att ta emot sexuella meddelanden, kontakt med människor som man inte har lärt känna ansikte-mot-ansikte, möten i verkligheten med kontakter från internet, potentiellt skadligt användargenererat innehåll och missbruk av personliga uppgifter.*
- *I denna rapport avses med "barn" internet-användande barn 9-16 år i Europa. "Att använda internet" inkluderar alla apparater som barnen använder för att koppla upp sig mot internet och alla platser där de går online.*

Användning och aktiviteter online

- *Internetanvändningen är nu grundligt förankrad i barns dagliga liv: 93% av de 9-16-åriga internetanvändarna använder internet åtminstone varje vecka (och 60% gör det varje eller nästan varje dag).*
- *Barn använder internet i allt yngre åldrar – genomsnittsåldern för första gången man använde internet är sju år i Danmark och Sverige och åtta i flera andra nordiska länder. I genomsnitt i alla undersökta länder är det en tredjedel av 9-10-åringarna som använder internet dagligen, något som stiger till 80% av 15-16-åringarna.*
- *Den vanligaste platsen att använda internet är hemma (87%), följt av skolan (63%). Men tillgången till internet varierar – 49% använder det i sitt sovrum och 33% via*

* This presentation draws on the work of the 'EU Kids Online' network funded by the EC (DG Information Society) Safer Internet plus Programme (project code SIP-KEP-321803); see www.eukidsonline.net

en mobiltelefon eller handdator. Tillgång via en handdator gäller fler än ett av fem barn i Norge, Storbritannien, Irland och Sverige.

- *Barn gör en rad olika och potentiellt positiva saker online:* 9-16-åringarna använder internet för skolarbete (85%), spela spel (83%), titta på videoklipp (76%) och instant messaging (62%). Färre lägger ut bilder (39%) eller meddelanden (31%) för att dela med andra, använder en webbkamera (31%), fildelningssajter (16%) eller bloggar (11%).
- *59% av 9-16-åringarna har en profil på ett socialt nätverk* – det gäller 26% i åldern 9-10, 49% i åldern 11-12, 73% i åldern 13-14 år och 82% i åldern 15-16. Socialt nätverkande är mest populärt i Nederländerna (80%), Litauen (76%) och Danmark (75%) och minst i Rumänien (46%), Turkiet (49%) och Tyskland (51%).
- *Av dem som använder sociala nätverk har 26% offentliga profiler* – fler i Ungern (55%), Turkiet (46%) och Rumänien (44%). 29% har fler än 100 kontakter men många har färre.
- *Av dem som använder sociala nätverk, har 43% en privat profil som bara deras vänner kan se. Ytterligare 28% säger att deras profil är delvis privat så att vänner vänner och nätverk kan se den. Men, som sagt, 26% säger att deras profil är offentlig så att vem som helst kan se den.*

Digital kunnighet

- *Det är troligt att mer internetanvändning underlättar digital kunnighet och att kunna handskas med internet på ett säkert sätt.* En tredjedel av 9-16 åringarna (36%) säger att påståendet ”Jag vet mer om internet än mina föräldrar gör” stämmer ”mycket bra” på dem, en tredjedel (31%) att det ”gäller lite grann” och en tredjedel (33%) att det ”inte gäller” för dem.
- *Yngre barn saknar ofta färdigheter och tillförsikt när det gäller internet.* Men de flesta av 11-16-åringarna kan blockera meddelanden från personer som de inte vill ha kontakt med (64%) eller hitta säkerhetsråd på nätet (64%). Ungefär hälften kan ändra sekretessinställningar på profilen på ett socialt nätverk (56%), jämföra webbplatser för att bedöma deras kvalitet (56%) eller blockera spam (51%).

Risk och skada

- *Risk leder inte nödvändigtvis till skada enligt barnens uttalanden.* De internetanvändande barnen tillfrågades om de hade varit med om en rad olika risker online och sedan ifall de blivit oroad över detta (”oroad” definierades som något som ”gjorde att du kände dig besvårad, upprörd eller kände att du inte borde ha sett det”). Resultaten varierar med barn (t ex ålder, kön), land och typ av risk, så generaliseringar bör behandlas med försiktighet.
- *12% av de europeiska 9-16-åringar som använder internet uppger att de har blivit oroad eller upprörda av någonting på internet.* För 9-10-åringarna är det 9%. Men de flesta barn svarar inte att de har blivit oroad eller upprörda på internet.

- *Risker upplevs inte nödvändigtvis som upprörande eller skadliga av barnen. Till exempel, att se sexuella bilder eller få sexuella meddelanden på nätet har ett av åtta barn varit med om men meddelandena upplevdes i allmänhet inte som skadliga utom av några få barn.*
- *Å andra sidan, att bli mobbad online genom att man får elaka eller sårande meddelanden är relativt ovanligt – ett av tjugo barn har varit med om det – men det är den risk som har störst sannolikhet att göra barnen upprörda.*
- Bara ett av 12 barn har mött en nätkontakt offline och också denna risk har sällan skadliga följder enligt barnen.
- Pojkar, särskilt tonåringar, är mer exponerade för sexuella bilder på internet, medan tonårsflickorna lite oftare än pojkarna tenderar att få elaka eller sårande meddelanden online. *Flickor blir dock i allmänhet mer upprörda av risker som de är med om.*
- Undersökningen frågade om en rad risker, som tas upp mer i detalj nedan. Om vi ser till alla dessa risker, har 41% av de europeiska 9-16-åringarna som använder internet varit med om en eller flera av dessa risker.
- *Risker ökar med åldern:* 14% av 9-10-åringarna har varit med om en eller flera av de risker som togs upp i undersökningen, vilket ökar till 33% av 11-12-åringarna, 49% av 13-15-åringarna och 63% av 15-16-åringarna.

Pornografi

- *14% av 9-16-åringarna har under de senaste 12 månaderna sett bilder på internet som är "uppenbart sexuella – till exempel visar nakna människor eller människor som har sex".*
- Av dem som har sett sexuella eller pornografiska bilder på internet, var en av tre oroade av upplevelsen och av dessa var hälften (dvs en sjättedel av dem som exponerats för sexuella bilder eller omkring 2% av alla barn) antingen ganska eller mycket oroade av vad de såg.
- Ser vi till alla medier har 23% av barnen sett sexuellt eller pornografiskt innehåll under de senaste 12 månaderna – med internet nuförtiden som en lika vanlig källa till pornografi som TV, film och video.
- Sannolikheten att äldre tonåringar har sett pornografi online eller offline är fyra gånger större än bland de yngsta barnen, och de sexuella bilder de har sett online är mer detaljerade. Men *yngre barn är mer oroade eller upprörda av sexuella bilder på nätet än tonåringar är.*
- *53% av dem som har blivit oroade av att se sexuella bilder på nätet talade om det för någon senaste gången det hände – 33% talade med en vän och 25% med en förälder. Men 25% slutade helt enkelt att använda internet ett tag och några ändrade sina filter eller kontaktinställningar.*

Mobbning

- *När det gäller mobbning via internet har 6% av 9-16-åringarna fått elaka eller sårande meddelanden via nätet och 3% har sänt sådana meddelanden till andra. Två tredjedelar av dem som fått mobbningsmeddelanden blev ganska eller mycket upprörda.*
- Eftersom 19% har blivit mobbade antingen online och/eller offline (jämfört med 6% online), och 12% har mobbat någon annan antingen online och/eller offline (jämfört med 3% online), verkar det som om *mer mobbning sker offline än online.*
- De flesta barn som har fått elaka eller sårande meddelanden på nätet sökte socialt stöd men en fjärdedel hade inte talat om det för någon. Sex av tio använde också internetstrategier – att ta bort sårande meddelanden eller blockera mobbaren; det sista tyckte barnen var effektivt.

'Sexting'

- 15% av 11-16-åringarna har av kamrater fått "sexuella meddelanden eller bilder... [dvs] prat om att ha sex eller bilder av nakna människor eller som har sex", och 3% säger att de har sänt eller lagt ut sådana meddelanden.
- Av dem som har fått sådana meddelanden, hade närmare en fjärdedel blivit oroade av det. Av dem som hade blivit oroade hade nästan hälften blivit ganska eller mycket upprörda. Så sammantaget hade en åttondel av dem som fått sådana meddelanden, eller knappt 2% av alla barn, blivit ganska eller mycket upprörda av sexuella meddelanden.
- *Av dem som hade blivit oroade av 'sexting' hade ca fyra av tio blockerat personen som sänt meddelandena (40%) och/eller tagit bort de oönskade sexuella meddelandena (38%).* I de flesta fall sa barnet att detta hade förbättrat situationen. Sådana konstruktiva handlingar skulle kunna uppmuntras hos fler barn.

Att möta online-kontakter offline

- Den *vanligaste risken online* som barnen nämnde är att kommunicera med nya människor som man inte har mött ansikte-mot-ansikte. *30% av de europeiska 9-16-åringarna som använder internet har tidigare kommunicerat med någon som de inte har träffat ansikte-mot-ansikte, en aktivitet som kan vara riskfull men också kul.*
- Det är *mycket sällsyntare* bland barnen att möta en ny online-kontakt offline. 9% av barnen har mött en online-kontakt offline under det senaste året. 1% av alla barn (eller en av nio bland dem som gick till ett möte) hade blivit oroade av detta möte.
- Fastän sannolikheten att ha mött en online-kontakt offline är minst bland 9-10-åringarna, är sannolikheten att ha blivit oroad av vad som hände störst bland dem (31% av dem som varit på ett sådant möte).

Andra risker

- Den näst vanligaste risken är exponering för potentiellt skadligt användar-genererat innehåll. *21% av 11-16-åringarna har varit exponerade för en eller flera typer av potentiellt skadligt användar-genererat innehåll: hat (12%), pro-anorexia (10%), självskada (7%), att ta droger (7%) och självmord (5%).*
- För 9% av 11-16-åringarna har deras personliga uppgifter/tillhörigheter missbrukats – missbruk av hans/hennes lösenord (7%) eller hans/hennes personliga information (4%), eller de har lurats på pengar på internet (1%).
- *30% av 11-16-åringarna uppger "ganska" eller "mycket ofta" en eller flera erfarenheter som har att göra med överdriven internetanvändning (t ex att försumma vänner, skolarbete eller sömn).*

Skillnader mellan länder

- *När man jämför länderna framgår att ca sex av tio barn i Estland, Litauen, Norge, Tjeckien och Sverige har varit med om en eller flera risker på internet. Färre risker har gällt barnen i Portugal, Italien och Turkiet.*
- Det är vanligare att barnen säger att de har blivit oroade eller upprörda av någonting på internet i Danmark (28%), Estland (25%), Norge och Sverige (vardera 23%) samt Rumänien (21%). Det är mindre vanligt att barnen säger detta i Italien (6%), Portugal (7%) och Tyskland (8%).
- Ju mer barnen i ett land använder internet dagligen, desto oftare har de varit med om en eller flera risker. *Men mer internetanvändning innebär också fler möjligheter och otvivelaktigt mer behållning.*
- Den största bredden av olika saker man gör på internet framgår hos barnen i Litauen, Tjeckien, Estland, Frankrike och Sverige, medan antalet olika aktiviteter på nätet är minst bland barnen i Irland och sedan Turkiet. Internetanvändning innebär med andra ord både risker och möjligheter och gränsen däremellan är inte lätt att dra.

Föräldrars medvetenhet

- Föräldrarna till de barn som har varit med om någon av de nämnda riskerna, inser ofta inte detta.
- 40% av föräldrarna vars barn har sett sexuella bilder på internet, säger att deras barn inte har sett detta. 56% av föräldrarna vars barn har fått elaka eller sårande meddelanden online, säger att deras barn inte har det.
- 52% av föräldrarna vars barn har fått sexuella meddelanden säger att deras barn inte har fått det. 61% av föräldrarna vars barn har träffat en online-kontakt offline, säger att barnet inte har gjort det.
- Även om var och en av dessa risker har gällt för en minoritet barn, är föräldrarnas underskattning av riskerna kraftig.

Föräldrars medlande roll

- De flesta föräldrarna i undersökningen talar med sina barn om vad de gör på internet (70%) och är i närheten när deras barn är online (58%). Men en av åtta föräldrar (13%) tycks enligt barnen inte utöva någon av de medlande uppgifter som undersökningen frågade om.
- Över hälften av föräldrarna vinnlägger sig om att föreslå hur man ska bete sig på ett positivt sätt mot andra på internet (56%) och de talar om saker som kan hända och oroa barnet (52%). En tredjedel har tidigare hjälpt sina barn när något har hänt eller oroat dem (36%).
- Föräldrarna begränsar också vilken personlig information barnet får lägga ut på internet (85%), liksom vad de laddar upp (63%) och vad de laddar ned (57%).
- Varannan förälder kontrollerar barnets internetanvändning i efterhand, vilket gör denna strategi till den minst använda jämfört med positivt stöd, säkerhetsråd eller regler för internetanvändningen.
- Att använda tekniska säkerhetsverktyg är relativt sett inte särskilt utbrett: drygt en fjärdedel av föräldrarna blockerar eller filtrerar webbsidor (28%) och/eller spårar de webbsidor barnet har besökt (24%).
- Både barnen och föräldrarna anser att föräldrars medling är till hjälp, särskilt 9-12-åringarna.
- De flesta föräldrar (85%) är säkra på sin roll och känner att de kan hjälpa sitt barn om han/hon stöter på något oroande på nätet. Föräldrarna är också säkra på att deras barns kan klara av saker på internet som kan oroa dem (79%). 15% av föräldrarna menar att de medlar annorlunda därför att barnet tidigare har oroats av något.
- Två tredjedelar av barnen (68%) tycker att deras föräldrar vet mycket eller en hel del om deras internetanvändning. Dock säger 29% att de delvis inte bryr sig om föräldrarna i det här avseendet och 8% av barnen säger att de i stort sett inte bryr sig om dem.
- Mindre än hälften (44%) av barnen tycker att föräldrarnas medling begränsar vad de gör online, och 11% säger att föräldrarna begränsar deras aktiviteter mycket. Barnen i vissa länder känner sig mer begränsade av föräldrarnas medling (t ex i Turkiet, Irland och Bulgarien) än i andra länder (t ex Ungern och Nederländerna). 15% skulle vilja att deras föräldrar gjorde lite eller mycket mer och 13% skulle vilja att föräldrarna snarare gjorde mindre.
- Många föräldrar (73%) är säkra på att det inte är särskilt eller alls troligt att deras barn kommer att stöta på något som oroar dem inom de närmaste sex månaderna.

Säkerhetsråd från andra källor

- *Omkring hälften av barnen tycker att deras lärare har engagerat sig i deras internetanvändning i de flesta avseenden de frågat om, och 73% av barnen säger att deras lärare aktivt har medlat på åtminstone ett av de sätt som undersökningen frågade om.*

- Ålderskillnader är anmärkningsvärda: *lärarnas engagemang i barnens internetanvändning är minst bland 9-10-åringarna.*
- Det finns en ganska stor nationell variation när det gäller lärarnas roll, från 97% av lärarna i Norge som engagerar sig i barnens internetanvändning till 56% i Italien.
- Tre fjärdedelar (73%) av barnen säger att deras kamrater har hjälpt eller stöttat dem i deras internetanvändning på åtminstone ett av de fem sätt som undersökningen tog upp.
- Kamrater är benägna att stödja mer på ett praktiskt sätt genom att hjälpa varandra att göra eller hitta någonting när detta är svårt.
- 44% av barnen säger att de har fått något råd om säker internetanvändning från sina vänner och 35% säger att de också har givit sådant råd till sina vänner.
- När man jämför råd om internsäkerhet från olika källor, framstår det som om mest råd har erhållits från föräldrar (63%), sedan lärare (58%) och sedan kamrater (44%).
- Men för äldre tonåringar och för barn till föräldrar med lägre socioekonomisk status, är råd från lärare vanligare än från föräldrar.
- Intressant nog, är att andra släktingar (47%) i allmänhet är lika viktiga som kamrater i att ge råd till barnen om hur man ska använda internet på ett säkert sätt.
- Information som barnen fått via de traditionella massmedierna (20%) används mindre; dock används källor på internet ännu mer sällan (12% har fått säkerhetsråd från webbsidor).
- Föräldrarna får råd om internsäkerhet först och främst från familj och vänner (48%), sedan från traditionella medier (32%), barnets skola (27%), internet service providers (22%) och webbsidor (21%).
- *Bara 9% av föräldrarna säger att de inte vill ha mer information om internsäkerhet. Många föräldrar vill i stället ha långt mer information om internsäkerhet än de faktiskt får från familj och vänner, barnets skola, webbsidor och, i mindre utsträckning, från dataproducenter och detaljhandeln.*

Praktiska konsekvenser

Resultaten har praktiska konsekvenser för en mångfald intressenter:

- *Föräldrars medvetenhet* bör ökas framför allt genom att de uppmärksammas på vilka typer av risker deras barn kan möta online. På samma gång bör dialog och större förståelse mellan föräldrar och barn uppmuntras i fråga om ungas aktiviteter på internet.
- *Föräldrar föredrar att få information om internsäkerhet* från barnets skola, varför större ansträngningar bör göras av utbildningssektorn. Men eftersom föräldrars och barns användning av internetbranschens redskap (som t ex säkerhetsinformation online, filter, ”att rapportera om abuse”-knappar osv) är relativt liten, borde också branschen utveckla större allmän medvetenhet om, förtroende för och lättare användning av dessa redskap.

- Eftersom internetanvändning blir alltmer personifierad, är föräldrars och lärares roll svår. Detta medför *ett större ansvar från internetbranschens sida* att handskas med de typer av risker som barnen möter och se till att de har de verktyg de behöver för att hindra och klara av skada som de kan tillfogas. Detta belastar barnen med mer ansvar för sin egen säkerhet och därför bör ”internet safety messaging” söka bygga förtroende, återhämtningsförmåga och *kunskap om digitalt medborgarskap* hos barnen.
- *Internetbranschens satsningar* på att stödja positivt innehåll på internet, liksom internsäkerhet, bör förbättras. Tekniska redskap för att blockera, rapportera och filtrera bör också vara en av industrins hörnstenar i dess policy att skydda barn; branschen måste öka medvetenheten om sådana mekanismer och förbättra deras tillgänglighet och användbarhet så att de anammas bättre av föräldrar och barn.
- *Barn* ska också uppmuntras att ansvara för sin egen säkerhet så mycket som möjligt, särskilt när det gäller självbestämmande, ansvarsfullt beteende och digitalt medborgarskap.
- Eftersom många barn inte talar om att de är med om de risker som frågats om i undersökningen, och än färre har varit oroad eller upprörda av sina erfarenheter online, bör framtida säkerhetspolitik inrikta sig på resurser och vägledning där de särskilt behövs – nämligen bland *yngre barn* som använder internet. En ny handlingsinriktning, särskilt av grundskolan, är väsentlig för att öka medvetenheten och stödja mått och steg som gäller mycket yngre internetanvändares behov.
- Fortsatt betoning på att *träna upp och uppdatera digital skicklighet* är viktig – i termer av undervisning, säkerhetsaspekter och hur applikationer fungerar – för att se till att alla barn når en minibasstandard och för att förhindra digitalt isolerade och okunniga barn. Detta bör också innebära ett breddande av de aktiviteter barn vanligtvis gör på internet, eftersom många inte använder de kreativa möjligheterna som internet erbjuder.
- Eftersom mindre än hälften av 9-16-åringarna (färre bland de yngre barnen) är mycket nöjda med vad som erbjuds dem på internet, har alla intressenter ett ansvar att åstadkomma *bättre tillgång till åldersanpassat positivt internetinnehåll* för barn, särskilt i mindre språkområden.

Om metodologin

- Denna rapport är *ett arbete av nätverket EU Kids Online*, koordinerat av LSE, med forskarteam och rådgivande intressenter i vart och ett av de 25 länderna och en internationell rådgivande panel.
- Preliminära resultat från denna rapport presenterades på Safer Internet Forum den 21 oktober 2010. Den föreliggande rapporten tar upp fullständiga resultat från undersökningen för alla 25 deltagande länder.
- Länder som ingår i *EU Kids Online* är: Belgien, Bulgarien, Cypern, Danmark, Estland, Finland, Frankrike, Grekland, Irland, Italien, Litauen, Nederländerna, Norge,

Polen, Portugal, Rumänien, Slovenien, Spanien, Storbritannien, Sverige, Tjeckien, Turkiet, Tyskland, Ungern och Österrike. Om länderna inte specificeras i rapporten, utgör resultaten viktade genomsnitt för alla länder.

- Det är allmänt erkänt att det är svårt att mäta privata eller upprörande aspekter av ett barns erfarenheter. Undersökningen genomfördes i barnens hem, som en personlig intervju. Den omfattade ett avsnitt med känsliga frågor som barnen fick fylla i själva för att undvika att svaren skulle höras av föräldrar, andra familjemedlemmar eller intervjuaren.
- För fullständig information om projektets metodologi, material, tekniska fältarbete och forskningsetik, se www.eukidsonline.net.

Översättning
Cecilia von Feilitzen

Sosiale medier – nye muligheter for allmennkringkasterne¹

TANJA STORSUL

Emma er 17 år. Hun bruker mye tid på venner og musikk, og så er hun litt interessert i miljø. PCen er et selvfølgelig verktøy for Emma. Hun slår den på når hun kommer hjem fra skolen og streamer musikk mens hun gjør skolearbeidet. Hun finner nyttig informasjon og lenker til bakgrunnsstoff på Wikipedia og illustrasjoner på Flickr. Hun sjekker Facebook innimellom og legger merke til at et par av vennene hennes har lagt ut lenker til nyhetsoppslag om risikoen ved oljeboring i Lofoten. Hun følger lenkene og leser et par saker fra Aftenposten og NRK. Hun blir opprørt over risikoen for oljesøl og skriver en kommentar om det på veggen sin på Facebook.²

Det er flere interessante ting å merke seg med Emmas mediebruk. For det første er sosiale medier en integrert og selvfølgelig del av hennes hverdag. For det andre brukes sosiale medier både til sosiale formål, skole og politisk ytring. For det tredje fungerer sosiale medier som en port til andre medier ved at hun plukker opp tips om oppslag i andre medier fra sine venners anbefalinger.

Jeg vil argumentere for at slik bruk av sosiale medier er i ferd med å endre medielandskapet så mye at også allmennkringkasterne bør tenke nytt om sine roller. Med utgangspunkt i empirisk forskning om bruken av sosiale medier vil jeg diskutere ulike retninger allmennkringkasterne kan gå for å fremme dialog med og mellom publikum.

Sosiale medier er for alle

Emma er 17 år. Bruk av sosiale medier er imidlertid ikke lenger et ungdomsfenomen. I stadig større grad stemmer beskrivelsen av Emmas mediebruk men også de voksnes atferd. I 2010 var Facebook det dominerende sosiale mediet i Norge og hele 65% av nordmenn med nettilgang brukte da Facebook minst ukentlig (Futsæter 2011). Dette tallet er langt høyere for de unge, men poenget her er at sosiale medier ikke er forbeholdt en aldersgruppe. Bruken av sosiale medier stiger raskt i de eldre aldersgruppene, og et flertall av befolkninga bruker sosiale medier minst ukentlig.

Delekulturen

Hva karakteriserer så bruken av sosiale medier? Både spørreundersøkelser og fokusgrupper bekrefter at sosiale medier er en viktig arena for delekulturen. På sosiale medier deler

man utvalgte biter av sitt privatliv med andre, man deler bilder, både flatterende og pinlige, man deler informasjon om konserter og fester, man diskuterer politikk, og så videre.

Sosiale medier er altså arenaer for deling av alle typer informasjon. Brukerne deler med sine nettverk, og i nettverket kan det være noen som deler informasjonen videre med sine nettverk. På den måten spres informasjon raskt og til nye mottakere langt unna den opprinnelige avsenderen. Dette får særlig betydning fordi informasjonen spres gjennom likeverdige, eller peers. Når venner anbefaler oss noe har vi ofte ekstra tillit til at det er interessant for oss. En av konsekvensene av dette er at en god del av besøkene folk gjør på nyhetsmedienes nettsider kommer fra lenker i de sosiale mediene, og via nyhetsmedienes portaler. Folks delekultur i sosiale medier får på denne måten virkning for bruk av etablerte mediers nettsider, også allmennkringkasternes.

Deltakelseskulturen

Et annet trekk ved sosiale medier er at de muliggjør og forsterker en deltakelseskultur. For noe har skjedd med Internettbruken. Selv om interaksjon har vært et grunntrekk ved Internett fra starten, har mange tjenester båret preg av enveis publisering. Medier, organisasjoner, politikere og næringsliv har publisert saker på sine hjemmesider med begrensa mulighet for toveiskommunikasjon. Med de sosiale mediene begynner webbens interaksjonsmuligheter å bli tatt i bruk for alvor. Det er dette mange har kalt web 2.0.

Gjennom sosiale medier kan man ikke bare få informasjon om hva venner gjør, mener og er opptatt av, men også kommentere og delta i debatt om aktuelle tema. Man kan sende direkte meldinger til enkeltpersoner eller grupper, publisere innlegg på egen profil, eller innen bestemte grupper. Man kan delta i tulledebatter, diskutere været, eller den politiske situasjonen.

Vi ser også at nye tjenester utvikles og dras i nye retninger av brukerne selv. De lager mash-ups av sanger som diskuteres på MySpace, legger ut videoer på YouTube, og poster begge deler på Facebook. Skillet mellom produsent og konsument er dermed mindre tydelig. Williams og Tapscot (2008) snakker derfor om prosumers, og Henry Jenkins (2006) om konvergenskultur.

Allmennkringkasternes nye muligheter

For allmennkringkasterne gir dele- og deltakelseskulturen nye muligheter. Gunn Enli (2008) har vist hvordan økt publikumsdeltakelse har blitt en sentral del av kringkasternes strategi det siste tiåret blant annet for å møte utfordringer knyttet til digitalisering. Dette har blitt sett på som viktig blant annet for å styrke kringkasternes legitimitet. Enlis studie viser hvordan kringkasterne har utviklet multiplattformproduksjoner der sms og web integreres mot fjernsynsprogrammer for å fremme publikumsdeltakelse.

Hvis allmennkringkasterne skal dra nytte av de utvidete mulighetene til deling og deltakelse sosiale medier muliggjør på nett er det tre mulige hovedretninger framover: De kan satse på mer interaksjon på egen portal. De kan forsøke i større grad å utvikle seg til sosiale medier. Og, de kan knytte sine tjenester opp mot andre sosiale medier. Jeg vil i det følgende argumentere for at de bør kombinere disse tre strategiene, men legge sterkere vekt på den siste strategien.

Interaksjon på egne sider?

Det første allmennkringkasterne kan gjøre er altså å satse mer på interaksjon på egne nettstedet. De kan ha lenker mellom egne sider og andres, de kan ha kommentarer og tilbakemeldingsfunksjoner, og på andre måter legge til rette for dialog med brukerne.

Dette kan høres enkelt ut, men i praksis er det utfordrende å realisere slik interaksjon og dialog. En gruppe forskere ved Universitetet i Bergen har undersøkt NRKs nyhetstilbud på nett i 2009 (Elgesem m.fl 2010). De fant at de fleste nyhetssakene var klassiske tekstbaserte nyhetssaker med kun tekst og bilde. 12% av sakene hadde eksterne lenker. 25% av sakene hadde kommentarfelt. Ellers var det ingen interaktive elementer. Elgesem m.fl konkluderte med at NRK bedrev en nyhetsformidling på nett som ikke integrerte brukerne, som bare i begrenset grad forsøkte seg med innovative kommunikasjonsformer, og som ikke koblet på tvers av vante grenser.

Til tross for at NRK vektlegger publikumsdeltakelse i sine strategidokumenter synes de altså noe tilbakeholdne med å slippe publikum til. Skal de fremme dialog og deltagelse vil den enkleste løsningen være å åpne for mer kommentarer og debatt på egne sider. Dette reiser utfordringer knyttet til redaksjonell håndtering av debatten. Dette er imidlertid utfordringer alle medier med kommentar og debatt står overfor og håndterer.

Etablere sosiale medier?

En mer omfattende tilnærming vil være å selv etablere sosiale medier, eller sosiale rom der brukerne i fellesskap lager innholdet. Et eksempel på en slik tilnærming er URØRT. Dette er NRKs sosiale rom for utvikling og deling av musikk. Her legger unge musikk-talenter ut musikken sin og de kommenterer hverandre, noen plukkes ut og spilles på radio, og i blant blir unge talenter oppdaget og musikerkarrierer starter.

Hvis dette skal overføres til andre områder møter allmennkringkasterne flere utfordringer. Sosiale medier må ha en kritisk masse av bidragsytere for at det skal fungere godt. Det er mange eksempler på satsinger som har slått feil eller blitt nedlagt fordi brukerne ikke har vært der. Man må derfor vurdere når det er realistisk å etablere sosiale rom på egne sider.

Hvis man så lykkes med å etablere egne sosiale rom støter man mot en annen utfordring, nemlig forholdet til konkurrentene. Både mediebedrifter og andre selskaper utvikler tjenester for nettet som de ønsker å tjene penger på. Disse er svært kritiske til at offentlige lisensfinansierte selskaper etablerer seg i nye markeder. Det er derfor etablert begrensninger på europeisk plan som sier at allmennkringkastere som vil utvide sin virksomhet til nye tjenester må søke forhåndsgodkjenning av disse (Europakommisjonen 2009). Etablering av nye sosiale medier, eller rom, må derfor kunne forsvares som noe det er viktig at en allmennkringkaster gjør.

Bruke sosiale medier?

Spørsmålet er så om allmennkringkasterne også bør bruke eksisterende sosiale medier. Da vil de oppsøke brukerne istedenfor å forsøke å trekke brukerne til seg. Det kan også være mindre problematisk i forhold til allmennkringkasternes konkurranseposisjon mot andre selskaper. Men bør NRK, SVT, YLE og DR være på Facebook og YouTube og bruke Twitter?

Det enkle svaret er at allmennkringkasterne ER på sosiale medier uansett om de vil det eller ikke. Et søk viser at i løpet av to uker midt i februar 2011 ble NRK omtalt i 940 norske blogginnlegg og ca 2000 mikroblogginnlegg (tweets).³ På Facebook finnes det mange grupper om NRK der publikum selv har laget grupper om bestemte programledere eller programmer. Av de mest populære NRK-relaterte gruppene er imidlertid 'Nei til NRK-lisensen' som vinteren 2011 har ca 200.000 medlemmer. Allmennkringkasterne kan altså ikke velge om de vil være på sosiale medier eller ikke. De er der. Spørsmålet er om de også skal sette seg i førersetet og bidra aktivt selv.

I Norge har et foreløpig svar på dette vært ja. NRK har etablert en egen kanal på YouTube, en god del radio- og tv-programmer har egne Facebooksider der brukerne inviteres til å 'like' programmet, diskutere tema som tas opp, og til å gi tilbakemeldinger til redaksjonen. Noen tv-programmer bruker også Twitter. Typisk gjøres dette i tilknytning til et debattprogram der hashtaggen for programmet⁴ publiseres på tv-skjermen sånn at seerne kan diskutere med hverandre mens programmet pågår.

Ved å integrere sosiale medier mot den redaksjonelle virksomheten på denne måten kan allmennkringkasterne få folk involvert i det redaksjonelle produktet. Ved å bevege seg vekk fra egne websider, og i tillegg oppsøke folk der de vanligvis interagerer med hverandre kan redaksjonene få synspunkter fra brukerne både før, under og etter programmet. Og de kan muliggjøre kommunikasjon mellom brukerne som igjen kan styrke brukernes tilknytning til kanalene.

I Sverige har det blitt satt en stopper for slik integrasjon. Granskningsnämnden för radio och tv (2010) har besluttet at når SVT oppfordrer til å gå inn på et programs Facebookside for å fortsette diskusjonen er det en utilbørlig fremming av kommersielle interesser.

Noe av legitimiteten til allmennkringkasterne hviler på at de er reklamefrie ikke-kommersielle tilbud i et ellers kommersielt medielandskap. Dette mister de kontroll på hvis de integrerer sine tilbud med kommersielle sosiale medier. Facebook og YouTube er kommersielle og annonsefinansierte, og når allmennkringkasterne integrerer sine programmer mot slike tjenester skjer det en indirekte kommersialisering.

Dette er en sentral innvending. Allikevel kan økt bruk av slike arenaer være riktig vei å gå. Hovedgrunnen til det er at portalenes betydning som inngang til kringkasternes tilbud svekkes. Hvis man ønsker at allmennkringkasternes tilbud skal spille en rolle i framtida bør de kunne være der publikum er. De bør også kunne dra nytte av de nye mulighetene til publikumsdeltakelse som utvikles. Dette skjer enklest, og antakelig best, ved å bruke eksisterende sosiale medier.

Konklusjon

Sosiale medier innebærer nye muligheter for allmennkringkasterne til å involvere brukerne. Disse bør de bruke. De bør fremme interaksjon på egne websider, de bør gjerne vurdere utvikling av egne sosiale rom, og de bør i større grad søke ut og bruke eksisterende sosiale medier for å stimulere deling og deltakelse. Allmennkringkasterne bør kunne være tilstede på arenaer som sosiale medier for å kunne lede brukerne til eget innhold, og for involvere publikum som deltakere. En prinsipiell avvisning av allmennkringkasternes mulighet til å også opptre på nye arenaer kan gjøre disse kringkasterne stadig mindre relevante.

Noter

1. Dette innlegget ble opprinnelig holdt på Nordisk ministerråds konferanse *Kampen om publiken. Ansvar og gränser. Public service i Norden* i Stockholm 2. desember 2010.
2. Emma finnes ikke i virkeligheten. Bildet av henne er tegnet ut fra hva som har kommet til uttrykk som typisk bruk av sosiale medier gjennom spørreundersøkelser og fokusgruppeintervjuer.
3. Søk gjort med Meltwater Buzz's søkeverktøy for sosiale medier [www.meltwater.com/products/meltwater-buzz/].
4. Hashtaggen er det et twitterinnlegg merkes med for å bli gjenfunnet sammen med andre innlegg i samme debatt. For eksempel er hashtaggen for NRKs debattprogram på torsdager i 2011 #debatten.

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Recensioner

Redaktör: Ragnhild Mølster, Nordicom Norge

**Ragnar Waldahl, Michael Bruun Andersen
& Helge Rønning:**

TV-nyhetenes verden

Oslo, Universitetsforlaget AS, 2009, 224 s., ISBN 978-82-15-01364-0

TV-nyheterna är en central institution i det samtida samhället. Nyheterna har varit en självklar del av programutbudet i TV och har haft en given plats på bästa sändningstid under det drygt halva sekel som TV:n funnits där som en viktig del av våra vardagsliv. Nyheterna har varit viktiga för public service och för journalistikens identitet; de har definierat "dagens nyheter" och den politiska agendan. Nyhetsprogrammets format har förändrats, men viktiga komponenter har också levt kvar över tid: nyhetsankaret i studion; mixen av direktsänd nyhetsuppläsning och filmade/bandade inslag; intervjuer i olika former; den avslutande väderleksrapporten etc.

Denna centrala position gör det särskilt relevant att studera hur TV-nyheterna nu förändras i en tid av teknologisk utveckling och konvergens; förändrade villkor för journalistik och nyhetsproduktion; tilltagande konkurrens och kommersialisering etc. I boken TV-nyhetenes verden presenteras en sådan studie. Boken följer upp en tidigare studie, *Nyheter* först och främst, publicerad 2002. Det empiriska materialet hämtas från studier av nyheterna i NRK och TV 2 från 1993 till 2007. Med studiens komparativa upplägg utnyttjar författarna möjligheten att undersöka hur TV-nyheterna förändrats i den nya konkurrenssituation som skapades med TV2.

TV-nyheterna studeras ur ett brett perspektiv som inbegriper publiceringsformer, programformat, sättet att kommunicera med tittarna, de journalistiska arbetssätten, sändningarnas komposition och nyheternas innehåll på ett flertal områden. Inledningsvis diskuteras förhållanden som påverkat TV-nyheterna. Det gäller t ex huvudsändningarnas roll i relation till andra publiceringsformer och omställningen till nyhetssändningar dygnet runt. Konkurrensen mel-

lan mediebolagen behandlas men också t ex CNN:s roll som trendsättare. Bloggverksamheten beskrivs som en av orsakerna till att den professionella journalistiska kulturen "har mistet selvtilliten" och att journalistiken översvämmas av "amateurism og saerintressen" (s 15).

I bokens kapitel presenteras många viktiga iakttagelser och resultat av de studier som genomförts. Jag ger några exempel. I analyser av TV-nyheternas form konstateras att så kallade "stand ups" och dialoger mellan nyhetsankare och nyhetsreportrar har blivit vanligare i nyhetsrapporteringen. Reportrarna har blivit mer synliga och deras roll som uttolkare och experter har förstärkts. I kapitel om nyheternas innehåll visas att konkurrensen från TV2 knappast lett till betydande förändringar av innehållet i NRK:s nyheter. De två kanalerna täcker i huvudsak samma händelser och mångfalden har knappast ökat. I ett annat kapitel visar de att kvinnor är fortsatt kraftigt underrepresenterade i nyhetsintervjuer. Sedan början av 1990-talet och fram till 2007 har kvinnornas utrymme i nyheterna legat på en konstant låg nivå trots att kvinnor, som författarna påpekar, tillkämpat sig mer framträdande positioner på många områden i samhället (s 124). I andra kapitel beskrivs politiska nyheter, utrikesnyheter, kriminalnyheter och sportnyheter. I ett avslutande kapitel diskuteras TV-nyheternas framtid. Här diskuteras t ex utmaningen som TV står för då det gäller att behålla tittare i en situation med konkurrens från nya plattformar, samt de etiska och demokratiska aspekterna på vad de beskriver som framväxten av en populistisk "citizen journalism". Här ställer de också frågan om inte de alltmer vanliga studiointervjuerna inneburit att den kritiska journalistiken minskat. De tycker sig se att

intervjuobjekten vanligtvis behandlas mycket vänligt. Jämförelsen mellan NRK och TV2 landar i slutsatsen att nyhetsutbudet präglats av vissa variationer men inom gemensamma ramar och en gemensam journalistisk kultur.

TV-nyhetenes verden är ett värdefullt bidrag inte minst som en översiktlig beskrivning av norska TV-nyheter. Men det breda greppet gör den samtidigt bitvis ytlig. Boken innehåller en ambitiös presentation av tidigare forskning. Här saknas förvisso referenser till vissa viktiga studier under senare år (t ex Montgomerys "The Discourse of Broadcast News"), men mer begränsande är att forskningsöversikten inte leder fram till tydliga frågeställningar, teoretiska preciseringar och analytiska avgränsningar. Detta blir ett problem i flera av de delstudier som presenteras i boken där kopplingarna till den internationella forskningen blir svaga och de teoretiska perspektiven oklara. Jag ger några exempel.

I kapitel fyra slås fast att "medierad kommunikation" till skillnad från mellanmänsklig kommunikation är "principiellt monologisk". Detta är inte bara ett alltför generellt påstående utan stämmer också dåligt med mycket forskning om TV (t ex Scannell 1996 och Hutchby 2006). Det blir också oklart i relation till andra argument i boken som snarare lyfter fram TV-nyheternas dialogiska aspekter (t ex s 39, 90). I boken görs intressanta iakttagelser gällande hur nyhetsankaret talar till publiken, hur den nya teknologin används i de dialoger som skapas och hur nyhetsproduktionen orienteras mot det som i forskningen ofta beskrivs med begreppet *liveness*. En tydligare koppling till aktuell forskning hade ökat analysernas kvalitet avseende TV-nyheternas förändrade former och sätt att kommunicera med tittarna.

Intervjuns centrala roll i TV-nyheterna uppmärksammas. Men även här blir de analytiska och begreppsliga oklarheterna ett problem. I ett kapitel studeras längden på soundbites för att kunna dra

slutsatser om hur långa yttranden olika grupper får göra i nyheterna. Definitionen av soundbite är oklar. Det sägs att soundbite är den tid en person får prata utan att bli avbruten. Men man skiljer inte tydligt på yttranden som avbryts i intervjusituationer och yttranden som klipps ner i redigeringen av bandade inslagen. Man spekulerar om varför vissa grupper får prata längre utan att redovisa tydliga analyser av avbrott. Vad som utmärker ett avbrott definieras inte heller. Kopplingar till aktuell forskning saknas.

Det råder ingen tvekan om att denna bok ger oss information om väsentliga aspekter av TV-nyheternas utveckling i Norge (en utveckling som i många avseende skett parallellt i andra länder). Men i boken blandas systematiska analyser med ganska ytliga beskrivningar och analyser med bristande precision och svag förankring i aktuell forskning. Detta gör att bokens bidrag till pågående forskning begränsas. Det blir oklart vilka ambitioner och vilken målgrupp boken egentligen har. Är den skriven för undervisning, för en intresserad allmänhet och yrkesverksamma journalister, eller för forskarsamhället? Boken kan definitivt vara värdefull för olika målgrupper, men risken med att göra både och är att det istället blir varken eller.

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Ib Bondebjerg:
Virkelighedens fortællinger
 – Den danske tv-dokumentarismes historie
Fredriksberg, Forlaget Samfundslitteratur, 2008, 565 s.,
ISBN 978-87-593-1321-3

Det er et nasjonalt øye Ib Bondebjerg diskuterer og analyserer i boken *Virkelighedens fortællinger – Den danske tv-dokumentarismes historie*. Det nasjonale er ikke bare rammen om bokens innhold, men det antydes allerede på bokens første side at utgangspunktet for prosjektet nærmest var en nasjonal mangel eller brist. Ikke bare er det forsket for lite både på film- og tv-dokumentarisme i Danmark, skriver Bondebjerg i forordet, men han fortsetter: "Men vi har ikke som nordmændene og svenskerne en samlet historisk fremstilling" (s. 7). Dette vil Bondebjerg bøte på, og han har dermed skrevet en større samlet historisk framstilling av den danske tv-dokumentarismen.

Virkelighedens fortællinger er en stor og ambisiøs bok. Den er betydelig mer omfattende enn de norske og svenske framstillingene til Diesen og Furhammar, og Bondebjerg ser tv-dokumentarismen fra en rekke vinkler som overlapper på en god måte. Samlet gir de et rikt og grundig bilde av fjernsynets virkelighetsbilder. Bondebjerg skriver godt, er svært grundig, men har også falt for fristelsen å inkludere materiale som i seg selv er utmerket, men som ikke alltid virkelig inkorporeres i selve det historiske prosjektet. Dette gir boken en noe stiv og omstendelig karakter, som kan dempe den begeistrede grundighet og nyanserike framstilling som boken også rommer.

Bondebjerg presenterer dansk tv-dokumentar fra 1951 til 2007. Denne periodens omfattende materiale av sendinger analyseres gjennom tre hovedperspektiv. Det første er et institusjonelt perspektiv, hvor historien om tv-kulturens organisatoriske utvikling skisseres. Dette er de rammene som har hatt avgjørende betydning for utviklingen av tv-dokumentaren. Spesielt i bokens siste deler, som diskuterer situasjonen etter kanalkonkurransen i 1988, er dette helt avgjørende for analysen, men også monopoltidens sendinger knyttes på en god måte til institusjonelle og organisatoriske faktorer.

Det andre hovedperspektivet er et sosial- og kulturhistorisk perspektiv, der utviklingen av det danske samfunnet benyttes for å gi perspektiv på de dokumentarer som har blitt laget. Dette er også et sentralt og viktig perspektiv, der ikke minst dokumentarene selv bidrar til å skape forestillingen om det nasjonale. Virkelighetsbildenes nasjonale og kulturelle identitet kan kun diskuteres på bakgrunn av sosialhistorien, som de selv har satt noen klare spor i. Spesielt i mo-

nopolperioden bidrar den danske tv-dokumentarismen til å skape selve det nasjonale rommet. Om dette skriver Bondebjerg bl.a.: "Derved var tv-mediet ikke bare en slags etnologisk, regional seismograf, der bragte bilder fra de regionale hjørner. Tv bidrog også til selve konstruktionen af bevidstheden om det nationale fællesskab" (s. 198).

Det tredje hovedperspektivet er genreorientert. Tv-dokumentarismens estetikk, stil og ulike former diskuteres i lys av det han peker på som dokumentarismens fire fundamentale hovedtyper: den autoritative dokumentar, den observerende dokumentar, den dramatiserte dokumentar og den poetisk-refleksive dokumentar. Disse hovedtypene er gode innganger til å diskutere det vell av sendinger som er bokens materiale, men dette peker også på at Bondebjergs ambisjoner er større enn å skrive tv-dokumentarismens historie.

Ser man Bondebjergs bok kun som en historieframstilling framstår den som svært fortung. Den første delen av boken, som er på godt over hundre sider, er en meget grundig og ambisiøs diskusjon av ulike teoretiske perspektiver på tv-dokumentarismen. Her ser Bondebjerg ikke bare nærmere på den kompliserte relasjonen mellom filmens og fjernsynets dokumentarproduksjon, men også på tv-dokumentarismens mediehistoriske inspirasjonskilder, dokumentarismens sosiologi samt dets genreteoretiske landskap. Bokens første del ender dermed med det Bondebjerg karakteriserer som en ny genreteori for dokumentarismen.

Denne første delen framstår langt på vei som en bok i boken. Spesielt diskusjonene av det genreteoretiske landskapet er preget av en befriende balansert common sense, der de fleste store dokumentarfilmteoretikere trekkes inn i en kompleks diskusjon. Bondebjerg viser her klar skepsis til mange av de sentrale teoretikernes arbeide, og spesielt Bill Nichols, men trekker fram arbeidene til John Corner og Carl Plantinga i sitt forsøk på å trekke opp en ny genreteori. I disse diskusjonene er Bondebjerg svært grundig, og selv om resultatet er meget godt, og Bondebjerg også senere har en meget god og velutviklet sans for kategoriseringer som er brukbare på sitt materiale, får man av og til følelsen av at alt det som står i del 1 ikke er riktig nødvendig for den kommende historiefremstillingen. Mange av de perspektivene som

finnes i del 1 blir ikke aktualisert i de påfølgende delene av boken. Det gjør boken noe uformelig som historiefremstilling, men lest for seg selv er bokens første del utmerket. Som enhetlig bok svekkes dermed historiefremstillingen av den store innledende første del, men dette gjør selvsagt at den lettere kan brukes som pensumlitteratur på ulike kurs om både film- og tv-dokumentarisme. Et hovedperspektiv følges imidlertid opp gjennom hele boken, både implisitt og eksplisitt, og det er dokumentarismens pendelende bevegelse mellom kreativitet og autenticitet, som også framstilles på en grundig og god måte av Bondebjerg.

Etter den store grundige teoretisk-historiske innledningen, er bokens historiske framstilling organisert i tre deler. Den første delen er årene mellom 1951 og 1964, som Bondebjerg benevner som den danske tv-dokumentarismens pionertid. Den neste delen skildrer monopoltidens klassiske public service-kultur fra 1964 til 1988. Den tredje og siste delen skildrer så overgangen fra klassisk dokumentarisme til reality-tv, i kanalkonkurransens tid etter 1988. I disse tre delene står selve fjernsynsprogrammene i sentrum, og de analyseres og presenteres gjennom et institusjonelt, et sosial- og kulturhistorisk og et genreperspektiv.

Det mest fascinerende og interessante med bokens historiske hoveddel er å følge noen hovedgener, som har utviklet seg gjennom de skisserte periodene. Flere sentrale gener i tv-dokumentarisme behandles dermed meget grundig. Spesielt portrettdokumentaren er løftet fram på en god måte, og dermed diskuteres ikke bare hvem som til enhver tid blir portrettert av fjernsynets dokumentarister, men også de institusjonelle, historiske og genremessige rammene for disse portrettene. Dermed kan Bondebjergs bok også med hell leses av de som ikke bare er interessert i dansk tv-dokumentarismes historie og utvikling, men også de som er interesserte i de ulike genrene i film- og tv-dokumentarismen.

Det er en meget rik og interessant bok Bondebjerg har skrevet. Den legger fram både overraskende funn, som det svake samspillet mellom film- og tv-dokumentaren i Danmark, og går i detalj på spesielle gener og enkeltprogram. Også de avsluttende diskusjonene, som til dels blir litt av en forfallshistorie om både DR og TV2, er gode og oppslagsrike. Også her lager Bondebjerg gode kategorier som løfter teksten over en enkel historiefremstilling.

Som historiefremstilling gir dessuten Bondebjergs bok ikke bare en spennende skildring av tv-dokumentarismens utvikling, men de ulike filmene og sendingene blir et godt redskap i en annerledes samfunns- og kulturhistorie. Dokumentaren benyt-

tes dermed like mye for å si noe om utviklingstrekk i det danske samfunnet, som disse benyttes for å gi perspektiv på dokumentaren.

Virkelighedens fortællinger er en bok det er lett å imponeres og begeistres av. To gode indikasjoner på dette er den lyst man får som leser etter å se mange av disse filmene, og en annen er hvordan mange av Bondebjergs kategorier med hell kan løftes ut av sine spesifikke danske kontekst og brukes i andre nasjonale eller internasjonale sammenhenger.

Selv om dette er en imponerende bok, er det likevel noen innvendinger man kan rette til Bondebjergs prosjekt. At den første delen nok er altfor lang, og for detaljert, er én ting. At bokens konklusjon kun er på 6 sider er en annen ting. Her blir dessuten Bondebjergs tone svært annerledes, og han framstår kanskje mer som en både begeistret og refsende kritiker enn den grundige sosiolog og historiker han tidligere har vært. Dessuten er det nordiske perspektivet som Bondebjerg selv er inne på i sin vekt på det nasjonale i forordet helt fraværende i boken.

Virkelighedens fortællinger har en god del referanser til amerikanske og engelske filmer og tv-dokumentarer, men ellers ingen til Sverige og Norge. Dette hadde selvsagt gjort boken enda større, og kanskje litt mer uformelig, men i genrediskusjonene så vel som i de institusjonelle og sosio-historiske linjene kunne med hell bl.a. bøkene til Leif Furhammar og Jan Anders Diesen blitt trukket inn. I hvilken grad er de genremessige utviklingstrekk kun danske? Det er et spørsmål som kun behandles implisitt, gjennom boken selv, og kunne i det minste ha vært løftet fram eksplisitt i noen få sider i bokens ellers knappe avslutning.

Disse innvendingene endrer imidlertid ikke verdien av Bondebjergs bok. Det er en imponerende innsats. *Virkelighedens fortællinger* er en oppslagsrik bok å bli klok av. Ikke bare kan man lære en masse om historiske linjer og enkelte dokumentarprogram, men boken gir også verdifull innsikt i mediehistoriens institusjonelle og sosiale rammer og forutsetninger. Når man, som Bondebjerg antyder i sitt forord, måtte vente lengre i Danmark enn i Sverige og Norge med å få en slik stor samlet framstilling av tv-dokumentarismens historiske utvikling, var det en god ventetid når sluttresultatet ble så godt.

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Olof Petersson:
Opinionsbildning
Stockholm, SNS Förlag, 2009, 279 s., ISBN 9789186203306

Få akademiske temaer er så tverrvitenskapelige som opinionsdannelse. Det har en mer eller mindre sentral plass både som undervisnings- og forskningsobjekt i de fleste samfunnsviten-skapelige fag, i medievitenskap og journalistikk, og i noen humanistiske fag. Tilnærmingene til studiet av opinionsdannelse er like varierte, og de mange, hovedsaklig, engelskspråklige teoretisk orienterte bøkene spenner over et bredt spekter av teorier og tilnærminger; presentert, diskutert og kombinert på mange ulike måter. Olof Peterssons tilnærming er statsviterens, og hans overordnede spørsmål er opinionsdannelsens betydning i demokratiske samfunn. Med dette utgangspunktet diskuterer han i bokens innledningskapittel hva som ligger i begrepet 'fri opinionsdannelse', og på hvilken måte påvirkning gjennom kommunikasjon knytter an til maktforholdene i samfunnet, med propaganda som et sentralt begrep. Dette leder frem til en distinksjon mellom makten over andres tanker og makten over egne tanker, og at studiet av en fri opinionsdannelse handler både om hvordan en påvirker, og hvordan en påvirkes. Og av det følger bokens organisering i to hoveddeler: Att påvirka og Att påverkas.

I første del har propaganda en sentral plass, og i tur og orden diskuterer Petersson religiøs-, politisk-, valg- og krigspropaganda. Deretter kommer turen til markedsføring, medienes redigerende makt og digital makt. Diskusjonen innenfor hver av delene har et litt varierende fokus, og det er ikke mulig å komme nærmere inn på hver av dem. Sentrale elementer som går igjen med litt ulik tyngde er imidlertid korte historiske tilbakeblikk på utviklingen, med vekt på viktige aspekter ved den; viktige trekk ved opinionen på området; ulike former opinionsdannelse på feltet; og korte turer innom sentrale begreper og distinksjoner. Til sammen gir fremstillingen et godt, men dog kortfattet, innblikk i viktige elementer i samfunnets opinionsdannelse på ulike områder, og hvordan påvirkningene på ulike måter har søkt overbevise borgerne om viktigheten av sine budskap. Denne delen avsluttes med en påminnelse om at selv om ulike former for opinionsdannelse har noen grunnleggende likheter, så har de også sine særtrekk, ikke minst med hensyn til hva som er påvirkningens målsetning. For eksempel har religiøs opinionspåvirkning frelse som målsetning, mens markedsførerne har konsum. Denne korte avslutningen er det eneste forsøket på å trekke noen tråder mellom kapitlets ulike deler, og kunne med fordel vært grundigere og mer utfyllende.

Andre del der Petersson går over til å diskutere hvordan borgerne blir påvirket av propaganda og annen informasjonsvirksomhet har en tydeligere teoretisk profil. Etter en kort innledning om massens psykologi, følger en lengre sekvens om opinionsforskning med vekt på ulike tilnærminger som innholdsanalyse og effektmålinger, og empiriske metoder for å kartlegge opinionen. Deretter er det en like lang sekvens med teorier om medienes makt i opinionsdannelsen, der hovedtyngden ligger på indoktrinering, medieeffekter og dagsorden, men som også sveiper innom barn og medier og medialisering. Så er turen kommet til et nærmere blikk på opinionens betydning på tre avgrensede felt i samfunnet, reklamen, politikken og vitenskapen. Denne diskusjonen utdyper den mer generelle fremstillingen tidligere i denne delen, samtidig som den viser hvordan ulike aspekter ved opinionen har særlig relevans på forskjellige områder. Det siste temaet i denne delen er en diskusjon av den sosiale kontekstens betydning for opinionens påvirkning av borgerne. Nå er tilnærmingen igjen generell, med vekt på hvordan opinionen kan skape et konformitetspress som styrker oppfatninger som støttes av mange på bekostning av oppfatninger som er i mindretall.

Opinionbildning er en systematisk bok, med en klar og grei struktur. Petersson anviser innledningsvis tydelig hva som er bokens målsetning, og etter dens to hoveddeler tar han opp tråden fra innledningen i siste kapittel. Herfra er det verd å peke på fire viktige poenger. For det første er propaganda en legitim del av demokratiet som gir viktige innspill i samfunnets offentlige diskurs, selv om propaganda kan misbrukes – og har blitt det. Dernest er opinionsdannelse en interaktiv prosess bygd på en gjensidighet både mellom styrende og styrte, og mellom individuelle og kollektive prosesser. Videre forutsetter en fri opinionsdannelse prosesser som aksepterer både konflikt og samarbeid, samtidig som de innbefatter så vel følelser som fornuft. Og sist men ikke minst krever opinionsdannelse aktive borgere som engasjerer i aktuelle saker på samfunnets dagsorden, og som deltar i den offentlige diskusjonen av dem. Til sammen peker disse momentene, og andre vurderinger i boken, på opinionsdannelse som et instrument i demokratiets tjeneste, ikke som et maktmiddel for elitene.

Opinionsbildning er også en bredt anlagt bok som søker å vise hvilken rolle opinionsdannende prosesser spiller, og har spilt, på ulike områder i samfunnet.

Det er en omfattende oppgave, men Petersson lykkes godt i å formidle opinionens altomgripende, men likevel varierte betydning i dagens samfunn. Bredden i fremstillingen går imidlertid i noen grad på bekostning av dybden. Diskusjonen både av opinionspåvirkning som virkemiddel på ulike områder, og av de mange teoriene som belyser hvordan slik påvirkning finner sted, blir nødvendigvis nokså kortfattet. Fremstillingen gir en introduksjon til de ulike tilnærmingene, men ikke så mye mer. Den blir også, på grunn av sin organisering i ulike typer propaganda (i del en) og makt (i del to), noe springende. Det er få forsøk på å vurdere hvilke forskjeller og likheter det er mellom de ulike områdene. Ved det går noe av helhetsperspektivet på samfunnets opinionsdannende prosesser tapt, og feltet vil for mange lesere trolig framstå som mer heterogent enn hva som faktisk er tilfelle. Bokens organisering medfører også at innholdet i den vekselvirkningen mellom individuelle og kollektive prosesser som Petersson helt riktig fremholder som

en viktig forutsetning for opinionsdannelse, ikke kommer så tydelig frem som ønskelig.

Olof Petersson har skrevet en vidtfaende bok om opinionsdannelse som gir en god oversikt over et omfattende, komplekst og faglig heterogent felt. Bokens systematiske oppbygning og brede orientering gjør at den kan anbefales til alle som ønsker en lett tilgjengelige innføring i opinionsdannelse som samfunnsfenomen og forskningsområde. De litt mer viderekommende som ønsker å trenge dypere ned i ulike teorier, og deres samlede perspektiv på samfunnets opinionsdannelse har ikke like mye å hente, men de er sikkert heller ikke bokens målgruppe.

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Marinette Fogde:

The Work of Job Seeking. Studies on Career Advice for White-collar Workers

Örebro Universitet, 2009, 154 s., 978-91-7668-674-4
(doktorsavhandling)

Kraven som ställs på arbetssökande idag är många – vi ska vara flexibla, initiativrika, ha social kompetens, osv. Vi förväntas också ta ett stort eget ansvar för vår anställbarhet. I avhandlingen i medie- och kommunikationsvetenskap med titeln *The Work of Job Seeking* studerar Marinette Fogde förväntningarna som individen ska leva upp till för att vara gångbar på arbetsmarknaden och hur individen kan göra sig attraktiv för framtida arbetsgivare. Mer precis studerar Fogde den karriärrådgivning som fackförbundet Unionen (tidigare SIF) ger till studenter inför att de ska söka jobb. Studenterna får goda råd om hur de bör förbereda sig inför jobbsökandet, hur de ska skriva sitt CV och hur de bör uppträda i en intervjusituation. Men karriärrådgivningen förmedlar också normer på mer subtila sätt. Inspirerad av Foucault använder sig Fogde av ett *governmentality*-perspektiv, vilket uppmärksammar oss på en annan form av styrning än den hierarkiska och som istället ser makten som implicerad i en lång rad

praktiker och förmedlad genom en lång rad aktörer. Lika mycket som det är en fråga om styrning utifrån handlar *governmentality* om självreglering, alltså om att individen styr sig själv, genom att hon på olika sätt och med hjälp av olika tekniker uppmuntras till att arbeta med sig själv – sin kropp, sin själ, sitt beteende – för att svara upp mot bestämda normer. Fogde framhåller att det är viktigt att studera denna form av styrning i konkreta situationer och i interaktion människor emellan.

Syftet med avhandlingen är att studera jobbsökande som diskursiv praktik, och undersöka vilka ideal och normer jobbsökaren ska motsvara enligt den undersökta diskursen. Vilken jobbsökarsubjektivitet konstrueras som ideal? Hur sker styrningen och egenstyrningen i samspelet mellan karriärcoach och student? Vilka subjektpositioner förhandlar parterna fram i detta samspel? Ett delsyfte är också att diskutera hur denna styrning av individen kan förstås i relation till en vidare social och politisk kontext.

För att studera styrningen i konkreta interaktionsprocesser krävs ett bredare material än bara skrivna texter. Fogdes material består förutom av broschyrer och internetmaterial med karriärråd från Unionen, av 8 föreläsningar (3 med allmänna råd inför jobsökande och 5 om CV-skrivande) där Fogde närvarat och gjort observationer. Därtill har hon gjort 19 individuella intervjuer. Användningen av flera olika metoder ger Fogde möjlighet att belysa studieobjektet ur olika perspektiv men också att problematisera resultaten. Ett par av delstudierna visar t.ex. att studenterna *inte okritiskt tar till sig idealen* utan förhandlar dem och också uttrycker viss kritik mot dem. Detta illustrerar att individerna både är objekt för diskursiv styrning och aktiva subjekt i denna process: Subjekten kan omförhandla och ifrågasätta de kategorier och ideal som den diskursiva praktiken försöker pådvylla dem.

Baserat på de olika materialtyperna har Fogde gjort fyra delstudier. I den första kartlägger hon talet om jobsökaren och söker teman och mönster i det sagda, för att se vilka normer och ideal som förmedlas. Vilka egenskaper ska 'den anställbare individen' ha? Kunskapsproduktionen upprättar en ideologisk horisont där individen måste ta ansvar för sin egen anställbarhet. Fogde knyter de diskursiva idealen till nyliberalismens inflytande, välfärdsstatens nedmontering och förändringar i arbetslivet där krav på flexibilitet och anställbarhet blir allt viktigare. Hon knyter dem även till den ökade betydelsen för symbolproduktion och kommunikation. En marknadsdiskurs slår igenom i tankarna om att det gäller att investera i sig själv, utveckla entreprenörsegenskaper, att bygga sitt varumärke och symboliska kapital. Det är *du som är produkten*, lyder budskapet!

I artikel 2 gör Fogde en jämförelse av facklig rådgivning till arbetssökande över tid genom att studera fackliga broschyrer från olika tider: 50-tal, 70-tal och idag. Det förekom rådgivning också tidigare och det ansågs viktigt att förbereda sig även tidigare, men råden skiljer sig kraftigt åt. Tidigare var kunskap om anställningsvillkor och den anställdes rättigheter viktigt innan man ingick ett anställningsförhållande. Nu handlar den fackliga rådgivningen framför allt om hur den jobsökande ska vara, uppträda och kommunicera för att bli anställbar. Man ska signalera ambition och aktivitet, anpassa sig efter idealen *och* samtidigt vara sig själv. Fackens rådgivning är tänkt att hjälpa individen att klara sig själv – hjälp till självhjälp, något som Fogde ser som en form av institutionaliserad individualism.

I den tredje artikeln studerar Fogde interaktionen mellan rådgivare och studenter vid de föreläsningar som facket ordnade för studenterna, alltså en studie

av 'governmentality in action'. Särskilt uppmärksammar hon här den diskursiva positioneringen, både hur coacherna positionerade studenterna *och* hur studenterna positionerade sig själva i dialogen. Den subjektivitet som konstrueras av karriärrådgivarna är också här det säljande subjektet, som marknadsför sig själv. Blyghet och brist på självförtroende blir hinder att övervinna. Av dialogen framgår att andra diskurser som nationell identitet och kön, alltså föreställningar om blyga svenskar och kvinnor som har svårt att framhålla sig själva, också är verksamma, vilket gör att informanterna känner visst motstånd eller i alla fall ambivalens inför kraven. Det finns också en spänning mellan å ena sidan kravet på självkännedom och ärlighet och å andra sidan kravet på att marknadsföra och "sälja" sig.

I den fjärde artikeln var syftet att se hur studenterna förhöll sig till och förhandlade karriärråden. Genom att i 19 individuella intervjuer undersöka studenternas berättelser fångar Fogde deras subjektiva positionering och hur de accepterar, förkastar eller problematiserar positioner. Exempelvis finner en del av de intervjuade kvinnorna det svårt att sälja sig. Det tycks vara ett könskodat ideal; de intervjuade männen har inget problem alls med det; för dem handlar det bara om att hitta en balans mellan ärlighet och att inte överdriva sina positiva egenskaper. Kvinnorna menar att det strider mot vilka de är, och det är samtidigt viktigt att vara äkta; ett sätt att lösa detta är att förbättra sitt självförtroende och på så sätt uppfylla diskursens krav. Konstruktionen av det *säljbara självet* visar sig vara en process fylld av motsättningar. Det visar sig även att studenterna intar en viss instrumentalitet i relation till råden. Karriärråden förhandlas reflexivt. Informanterna agerar med Fogdes formulering 'selektivt konformt'. Fogde drar slutsatsen att processen inte kan förstås i termer av enkla dualismer som den mellan anpassning och motstånd. Liksom i artikel 3 visar hon att diskurserna förhandlas och inte omsätts rakt av.

En av poängerna med Fogdes avhandling är just att hon kombinerar olika typer av data med hjälp av olika metoder, och att hon försöker fånga både diskursiva praktiker och interaktion. Det ger utrymme för att fånga motstånd, ifrågasättande och omförhandling av de diskursiva idealen. Ändå fokuserar Fogdes analys mer på budskapet än på de konkreta praktikerna och teknologierna som används. Även i artikeln om interaktion är det text – vad som sägs – snarare än interaktionsprocessen ('vad händer här?') som står i centrum. Jag hade önskat tätare beskrivningar av interaktionen. Vi får inte veta vad studenterna svarar. Det är i mycket vad coacherna säger som kommer fram, mindre hur studenterna reagerar.

Överhuvudtaget hade Fogde vunnit på att ”mjölka ut” ännu mer ur sitt empiriska material.

Mot bakgrund av att ett av avhandlingens bidrag ska vara att se hur styrningen och självstyrningen fungerar, hade jag gärna sett större fokus på vad som händer i interaktionen liksom på subjektiviteterna: hur talar studenterna om sig själva? Och hur aktiva är egentligen subjekten när det gäller att förhandla och ifrågasätta idealen? Man kan utläsa att studenterna orienterar sig mot att konstruera sig som ett säljande subjekt även om de uttrycker viss ambivalens och ifrågasätter hur detta kan uttryckas. Hur ser rummet för avvikelser egentligen ut? Det tycks mig vara fråga om motstånd på marginalen. Ingen tycks i grunden ifrågasätta det säljande subjektet. Detta kan bero på att urvalet består av studenter som aktivt sökt rådgivning, vilket kan innebära att de har en beredskap att anpassa sig, dvs en självselektion av personer som är mottagliga för råden. Detta kunde ha diskuterats. Kanske en kontrollgrupp hade varit poängfull.

En annan möjlighet hade varit att även intervju coacherna. Vi får inte veta mycket om dessa: Vilka var de? Var de anställda av facket eller inhyrda konsulter? Även de fackliga företrädarna hade kunnat vara värdefullt att intervju. Överhuvudtaget hade

det varit intressant att diskutera och problematisera fackens roll, dvs. att det just är facket som är aktiv agent i spridningen av denna diskurs. Ur Fogdes litteraturlista kan man utläsa den fackliga diskursförskjutningen: 1970 gav SIF ut skriften *Hur gör man för att få ett bra jobb?* 2005 lyder titeln *Coachning för en tuff karriär* – vilket med all önskvärd tydlighet illustrerar skillnaden. Här hade det varit intressant med en diskussion om fackens roll och möjligheter i relationen till övergripande förändringar i arbetsmarknadens diskurs och praktik. Nu blir kopplingen till den politiska och ekonomiska kontexten, som Fogde angav som ett av sina syften att behandla, lite kortfattad och förenklad, med starka skrivningar om nyliberalismens genomslag. Utan problematisering överförs resultat från anglosaxiska studier till svenska förhållanden. Men kanske var detta syfte helt enkelt för ambitiöst. Fogde har gjort ett viktigt bidrag genom att studera governmentality i aktion och hur individen kan förhandla de normativa ideal som förmedlas henne.

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**Nicolai Graakjaer & Christian Jantzen (eds.)
Music in Advertising. Commercial Sounds in Media
Communication & Other Settings**

Aalborg, Aalborg Universitetsforlag, 300 s., ISBN 978-87-7307-965-2

Music in Advertising. Commercial Sounds in Media Communication and Other Settings (Aalborg University Press 2009) er en etterlengtet bok i den forstand at den viser fram et høyst aktuelt og sterkt underforsket felt. Antologien bygger på et symposium om musikk i reklame ved Aalborg universitet i 2006. Den er redigert av Nicolai Graakjær og Christian Jantzen, begge ansatt ved Institutt for kommunikasjon og psykologi samme sted. I følge deres introduksjon har de laget denne boken med tre mål for øyet 1) ”to draw attention to the aesthetic features of music in commercial settings”, 2) ”to raise the reader’s awareness of the unnoticed commercial motives, which underlie much music exposure in the media” og 3) ”to call for closer cooperation and mutual in-

spiration between distinct traditions of research” (s. 9). Lykkes de med sine tre mål?

Music in advertising er en typisk litt-av-hvert bok som rommer artikler om de fleste sider ved musikkbruk i reklame og andre kommersielle sammenhenger. Her finnes stoff om alt fra jingler til salgsfremmende musikk i butikker. Slik sett gir boken god oversikt over feltet i den forstand at den gir innsikt i hvilke områder det faktisk består av og fungerer som en innføring i hva som er gjort av forskning så langt. Det fyldige førstekapitlet er verdifullt i så henseende og innfrir også målet om å diskutere problemstillingen på tvers av fagtradisjoner. Spenningen mellom eksperimentelle kvantitative studier og fortløpende humanistiske bidrag er her tilstede og viser

de respektive tradisjonenes styrker og svakheter. For øvrig er det kanskje først og fremst antologien som helhet som innfrir mål nummer tre ovenfor.

Boken lykkes godt med å gjøre leseren oppmerksom på underliggende kommersielle hensikter i forskjellige mediesammenhenger der musikk opptrer. Kapitlet om musikk – eller snarere mangelen på sådan – i internettannonser av Iben Jessen og redaktør Graakjær peker for eksempel på hvordan musikk, som i tradisjonelle reklamesammenhenger ofte brukes for å fange oppmerksomhet, snarere er brukerstyrt i reklame på internett. Her finnes også et interessant kapittel om musikk i svensk kommersiell radio skrevet av musikkviteren Alf Bjørnberg, en av de få bidragsyterne som ikke er samlokalisert med redaktørene på Aalborg universitet. Dette kapitlet både rydder i feltet og tilfører nye innsikter om det emnet det er tiltenkt å dekke. I kapitlet om ”music for shopping” presenteres også interessante perspektiver. Særlig vellykket er forsøket på å forklare hvordan musikk og produkter bindes sammen via såkalt ”cognitive (re-) framing” (s. 252). Sistnevnte kapittel er skrevet av bokens redaktører, og det er ikke det eneste. Graakjær og Jantzen står faktisk bak ikke mindre enn sju og et halvt av de tretten kapitlene. Dette fremstår som litt underlig all den tid flere av dem er ganske tynne. Kanskje skyldes det en underliggende ambisjon om at denne boken skal være den første heldekkende på sitt felt, men dette blir i så fall også en av antologiens svakheter. De summariske kapitlene om for eksempel musikk som produktplasing i TV (kapittel 7) og musikk brukt i profilering av TV-programmer og kanaler (kapittel 8) gjør ikke noe særlig mer enn å føye de respektive temaene til listen over aktuelle problemstillinger og konkludere med at ”more research is needed”.

Når det gjelder målet om å rette oppmerksomheten mot de estetiske sidene ved musikk i reklame, kommer heller ikke boken helt i mål. Problemene eksemplifiseres kanskje best med diskusjonen av mening i audiovisuelle tekster i kapittel 3, som kretser rundt en sammenlikning av to versjoner av en Steve Winwood låt hvorav den ene tilhører en musikkvideo og den andre – en nedklippet versjon – en ølreklame. Her stilles det opp et meningshierarki som kveler et hvert forsøk på å fange inn det komplekse samspillet mellom lyd, tekst og bilde som kan gjøre slike nærlesninger så interessante. Teksten er det primære, det visuelle kommer som en god nummer to, mens musikken ikke en gang har en plass i rekkefølgen.

Kapitlet omtaler riktignok komponistens biografi og noen formelle trekk ved den musikken som er brukt i reklamen, men når diskusjonen av reklamens meningsinnhold starter, er musikalske aspekter helt fraværende.

Andre kapitler makter i mye større grad å tilfredsstille suget etter ’thick descriptions’. I Anders Bondes kapittel om kommersiell bruk av Shostakovich’ ”Waltz No. 2” er det en dybde i fremstillingen som savnes i en del av de andre nærlesningene og som demonstrerer hvordan det å gi gode fortolkninger også er en metode som må beherskes. Det krever presisjon og følsom nærkontakt med materialet. Og ikke minst kreves det bred kjennskap til relevant litteratur. I Bondes tilfelle hentes det inn bidrag fra flere fagfelt – filmmusikkteori, operaforskning og musikk- og populærmusikkvitenskap.

Avslutningskapitlet peker på hvordan musikk grunnleggende transformeres og funksjonaliseres når den brukes innenfor rammen av en filmatisk kontekst eller i reklame. Dette er selvfølgelig sant, men kanskje kunne man legge til at slike prosesser er uløselig knyttet til en hver bruk av musikk. Det finnes ikke kontekstfri musikk og musikken har alltid en funksjon, om det så enn er kontemplasjon. Slik sett er ikke det at musikken har en funksjon et unikt kjennetegn for musikk i reklame. Kanskje er det snarere slik at det er umulig å se bort fra dette faktum når man skal studere de feltene av virkeligheten som denne antologien løfter fram. Dette gjør at bokens overordnede tema har et særlig potensial for å belyse det evigaktuelle spørsmålet om musikkens mening – noe som påpekes av musikkforskeren Nicholas Cook i en av de mange hyllningstalene på bokens bakside. Boken forløser ikke helt dette potensialet. Når den ikke lykkes, går tankene fort til musikkviteren Philip Tagg, en hyppig referert forsker i boken som i 2003 maktet å skrive ikke mindre enn 800 sider om ti snutter med musikk brukt i reklamesammenheng (Tagg, Ph. og Clarida, B. *Ten Little Tunes*. MMMSP 2003). Kanskje kan Taggs analyser bli litt i tykkeste laget, men det grepet han har når det gjelder å hente ut den komplekse assosiasjonsrikdommen som samspillet mellom musikk, tekst og bilder kan være, skulle man gjerne hatt litt mer av i denne antologien.

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Network of Environmental Communication

The International Communication Association (IECA-provisional name) is a newly formed network of environmental communication professionals and supporters. Our launch web site can be found at <http://environmentalcomm.org>.

We sponsor the professional journal Environmental Communication. A Journal of Nature and Culture (www.informaworld.com/renc), the biennial Conference on Communication and the Environment, and promote other educational and practical opportunities.

IECA is a new association welcoming members from all nations, communities and environmental interest areas.

Information about the association, supporting the organization as a Founding Member (institutional or individual), and a short web survey to assist in the association's continuing development can be found on the website, <http://environmentalcomm.org>

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20e NordMedia i Akureyri, 11-13 augusti 2011

Den tjugonde nordiska konferensen för medie- och kommunikationsforskning, Nordmedia 2011, hålls i Akureyri (Norra Island) den 11-13 augusti 2011. Universitetet i Akureyri står som värd. Konferensens tema är *Medie- och kommunikationsforskning – på rätt väg? (Media and Communication studies – Doing the right thing?)*. Konferensen inleds med en rundabordsdiskussion med deltagande av nordiska forskare torsdagen den 11 augusti kl. 18. Konferensens huvudtalare blir Christine Kaindl från Tyskland och John Durham Peters från USA. Som vid tidigare konferenser är alla medie- och kommunikationsforskare välkomna att presentera sitt arbete i någon av konferensens olika arbetsgrupper. Konferensen avslutas med galamiddag lördagen den 13 augusti. Alla nordiska deltagare kan resa hemifrån på torsdagen och ändå hinna fram till konferensens öppnande. Alla närmare upplysningar finns på konferensens hemsida: nordmedia.unak.is

Divisions

1. Environment, Science and Risk Communication
2. Journalism Studies
3. Media and Communication History
4. Media, Culture and Society
5. Media, Globalization and Social Change
6. Media Literacy and Media Education
7. Media Organizations, Policy and Economy
8. Media, Technology and Aesthetics
9. Organization, Communication and Society
10. Political Communication
11. Theory, Philosophy and Ethics of Communication
12. Doing the Right Thing?



Preliminary program

Thursday 11th August

15:00-18:00 Registration

18:00-19:30 Conference opening and round table discussion

19:30-21:00 Opening reception

Friday 12th August

09:00-12:00 Working groups/sessions

12:00-13:00 Lunch

13:00-14:00 Plenary session 2

14:00-17:00 Working groups/sessions

19:00-20:30 Dinner

Saturday 13th August

09:00-12:00 Working groups/sessions

12:00-13:00 Lunch

13:00-15:00 Round table on Nordic media research

15:00-16:30 Plenary session 3

16:30-17:30 National meetings

19:00-23:00 Dinner and closing

Registration for the conference is now open

The conference fee is 69000 ISK.

Students pay a reduced fee of 55000 ISK

(Please bring a student-ID to the conference)

Included in the registration fee:

Two and a half days conference at the University of Akureyri

Conference materials and proceedings.

Bus transport to and from the University of Akureyri Conference Hall
and the center of town, in the morning and the afternoon

Refreshments in the morning and the afternoon (coffee breaks)

Two lunches

Get-together on Thursday evening

Gala Dinner at Hof Cultural Center on Saturday night

How to get to Akureyri

Despite its northerly location Akureyri can be easily reached in the same day from most locations in Europe and also many locations in North-America. Most visitors choose to fly to the Keflavik international airport and then either fly or drive to Akureyri. Air Iceland operates frequent flights to Akureyri from Reykjavik domestic airport which is a short driving distance from the Keflavik international airport which has connections to some 60 locations in Europe and North America. The Keflavik airport is served by various airlines, such as Icelandair, Iceland Express, and more. It is also possible to take a ferry from Denmark. Smyril Line operates a weekly route from Hirtshals in Denmark to Seydisfjörður in East-Iceland which is located some 290 km. from Akureyri.



Accommodation

When registering to the conference there will be an opportunity to choose accommodation among pre-booked accommodation in several price ranges. All of these are located in the centre of Akureyri and within an easy commuting distance from the conference venues. Participants are of course also welcome to arrange their own accommodation.

Call for papers

A call for papers is now open at the conference website. Participants will be asked to submit a proposal of 150-200 words to describe the content of their intended contribution, in Nordic language or English. It will be possible to choose between three different formats:

Posters. These can be used to present both research findings and work in progress. The size should be approximately 84cm X 119cm and posters will be displayed in the foyer at the main conference venue.

Extended abstracts. These are intended mainly to present work in progress and should be no more than 4 pages (1.500 words).

Full papers. As before participants are invited to submit full papers of high quality. Full papers should be kept within reasonable length and should not extend 15 pages (4.500 words).

Participants whose papers are accepted will be invited to have these posted on the conference website.

Participants are also welcome to submit a panel proposal (i.e. four to five papers grouped together and with some kind of unified theme). Please contact the relevant division chair to discuss such possibilities.

The deadline for the submission of full papers and extended abstracts is June 20th 2011. Participants whose papers are accepted will be invited to have these posted on the conference website.

Further information

For further information on NordMedia 2011, please go to the conference website nordmedia.unak.is or contact:

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University of Akureyri Research Centre

www.nordmedia.unak.is

Pågående forskningsprojekt

från Nordicoms databas NCOM

Danmark	90
Finland	92
Norge	95
Sverige	98

Danmark

Dokumentalist: Maria Hvid Stenalt

• *Skriveholdet. Produktionspraksis bag Danmarks Radios søndagsdramatik*

Med gennemsnitligt 1,4 mio. seere hver uge og en Emmy for 'bedste drama' i 2009 er Livvagterne det seneste eksempel på Danmarks Radios både nationale og internationale succes med lange tv-serier. Dette produktionsanalytiske forskningsprojekt undersøger baggrunden for succesen i de institutionelle rammer og kreative samarbejder bag tv-seriernes tilblivelse. Dels ved at kortlægge den historiske udvikling siden DR med Taxa (1997-1999) begyndte at arbejde målrettet med at afvikle produktionspraksis fra tv-teateret for i stedet at kopiere arbejdsgange fra den amerikanske tv-branch, dels ved at analysere de konkrete rammer og samarbejder omkring udviklingen af en ny dramaserie med planlagt premiere i 2013 samt omstændighederne omkring et amerikansk remake af Forbrydelsen (premiere 2011). Målet er at bidrage med ny viden om en central udvikling i dansk fiktionsproduktion, som har skabt tv af høj kvalitet til det nu institutionaliserede drama-slot søndag aften kl. 20. Søndagsdramatikken er blevet et vitalt brand for DR som public service tv-station, og serieproduktionen har samtidig været medvirkende til en markant professionalisering af den danske film- og tv-branch. Forskningsprojektet dokumenterer og analyserer således et centralt og hidtil ubeskrevet kapitel i dansk tv-historie såvel som den aktuelle praksis. Dets resultater vil blive formidlet i internationale forskningsartikler og conference-papers samt en monografi.

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Hjemmeside: <http://mef.ku.dk/forskning/mediaforsk/projekter/>

Projektperiode: 01.02.2011 – 31.01.2014

Finansieringskilde: Det frie forskningsråd – Kultur og kommunikation (FKK)

• *Digitale historier – et forskningsprojekt og historieformidling i den digitale tidsalder*

Nye tekniske og kommunikative muligheder har i de sidste 10-15 år sat præg på kognitive processer og interaktionen mellem forskere og offentlighed. Det, der i 1960'erne begyndte med en voksende mulighed for at bruge computere til behandling af store dataset, er nu blevet til World Wide Web, hvor der efterhånden er serverkraft til uanede digitaliseringsprocesser uden øvre skaleringsgrænse, og hvor kommunikationsvejen fra forsker til lægmand i princippet kan kortes ned til nanosekunder. Projektet 'Digitale historier' vil fra en historiefaglig vinkel forske i de faglige muligheder og udfordringer, der har haft og i fremtiden vil have konsekvenser for fag, formidling, forsker og forskning. Formålet med projektet er:

at kortlægge den danske digitale forskningsformidlings udvikling og tilstand inden for historiefaget, både diakront og synkront

at udforske de didaktiske betingelser og udfordringer ved digital formidling via web-mediet

at udvikle og teste digitale platforme for at opnå bedre og bredere digital forskningsformidling

at undersøge hvordan digital forskningsformidling både kan sikre høj faglighed og bredt publikum

at bidrage til at bringe humanistiske forskere i front internationalt i forhold til digital formidling

at udvikle en innovativ og replicerbar digital skabelon til humanistisk forskningsformidling

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Hjemmeside: www.danmarkshistorien.dk

Projektperiode: Hhv. 1 og 3 år (ph.d.-forløbet)

Finansieringskilde: Det frie forskningsråd – Kultur og kommunikation (FKK). Aarhus Universitet medfinansierer ph.d.-stipendiatet

- ***Cross media simulation games***

Projektets formål er at teste udbyttet af læringsspil i undervisningen på master uddannelsen i cross-media communication, samt at udvikle en beta-udgave af et simulationsspil, der indfanger uddannelsens afsæt – netop de komplekse dynamikker som moderne arbejdet som kommunikator i et hastigt forandrende mediasamfund fordrer. Det udviklede spil bliver i første omgang i form af et fysisk brætspil. Projektet skal give uddannelsen er løft, både fagligt og i forhold til involvering og engagement hos de studerende. Projektet vil i den forbindelse også bidrage til at synliggøre uddannelse. Som et sekundært udbytte er det ambitionen, at udviklingsprocessen samt det efterfølgende arbejde med spillet vil bidrage positivt til de involverede forskningsområder.

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Hjemmeside: <http://cross-mediacom.dk/>

Projektperiode: 01.02.2011 – 31.12.2011

Finansieringskilde: Den gode uddannelse, København Universitet

Finland

Dokumentalist: Päivi Lukin

• *Towards Engaging Journalism*

Research project Towards Engaging Journalism taps into question: What is “engaging” journalism made of? The three-year project (2009-2011) aims to analyze journalism and its relevance for the audience from the perspective of social networks. The study attempts to shed light on people’s social networks: How and where people discuss public affairs and what is the role of journalism and newspapers in and for these discussions?

At the core of the project is a 1.5 years long **audience research**. The empirical study focuses on nine existing social networks from four different regions in Finland. As the focus in the study is in networks and not individuals, the sample does not aim to be statistically representative. Instead, the groups were gathered from already existing networks of people; three of them are *work-based networks* (a group of high school teachers, employees of a multicultural centre and civil servants working in a state-run bureau), two *interest-based networks* (members of an association for home owners and a local branch of the association for the unemployed) and four *leisure-based networks* (a book club, members of a student theatre, members of a chamber choir and a network of friends).

The audience research was launched by interviewing all 78 participants individually. After that each group gathered approximately once a month during the semester of 2009–2010 to discuss how public affairs and participants’ lifeworlds intersect and whether or not news prove to be useful in their social networks. The groups also evaluated news stories, expressed criticism or suggested improvements for news organizations. All focus group discussions – no less than 77 of them – were videotaped. At the moment, the research team is processing the rich data in order to produce more detailed analysis. Additional data is also being gathered: for instance, the group members were asked to write media diaries of their everyday media routines.

The project **co-operates with five newspapers** that joined the project in order to get informed about the audience research. These newspapers are *Aamulehti* (Tampere), *Helsingin Sanomat* (Helsinki), *Kaleva* (Oulu), *Keskisuomalainen* (Jyväskylä) and *Tyrvään Sanomat* (Sastamala). The researchers have organized joint meetings for journalists and the focus groups in order to encourage interaction between news professionals and readers. The newspapers have also provided material for group discussions and the focus groups have given feedback to the journalists.

The project also utilizes **textual analysis** in order to find out ways in which the relevance of journalism can be studied via news texts. How are engagement and relevance produced in the texts? This analysis is also needed in order to produce workable concepts with which journalism’s relevance is discussed. Moreover, the project aims to develop analysis tools with which questions of engagement and relevance could be studied in surveys.

The study is coordinated by the Journalism Research and Development Centre (JRDC) at the University of Tampere. Other participants in the project are the Department of Social Research, University of Helsinki and the Department of Communication, University of Jyväskylä.

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Homepage: <http://www.uta.fi/laitokset/tiedotus/jouritutkimus/tutkimus/kiinnostavajournalismi/about.php>

Project period 01.01.2010 – 31.12.2012

Source of funding: Helsingin Sanomat Foundation.

• ***New Reading Communities, New Modes of Reading***

The project investigates how contemporary forms of reading, reception of texts and readerly production transform into new reading. In other words, the project examines the transition from individual reading to communal forms of reading and writing.

This transition is approached with the concepts of social media and participatory economy. In the context of this project, reading is understood as a social activity. Instead of predicting future technological developments, the project focuses on the new reading communities that currently take shape and are being defined in relation to social media, e-papers and magazines, as well as digital libraries.

Research data will be collected from young adults born after 1980, the focus being in how they read, use different media and participate in communal reading and media activities. The empirical research will consist of a survey, media diaries and thematic interviews. Data will be collected from three presumably different groups of readers from The University of Tampere, Tampere University of Applied Sciences and a hobby community based in Tampere.

Core research questions are: What do young adults read in a new community culture? How do young adults read? (viewing vs. concentrated reading, receptions vs. production). How viewing and concentrated reading, reception and production interconnect? What else (i.e. identity work, profession, pleasure) is reading interconnected with? What needs do the complex ways of reading and production respond to? How do the respondents find the texts they immerse in? What is the relationship between content creation and other textual activities?

Typologies and categories predicting reading communities of 2020 will be created based on the data collected.

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Project period 01.01.2010 – 31.12.2012

Source of funding: Helsingin Sanomat Foundation

• ***The Changing Media Environment of Children and Young People***

The study examines changes in children's media use and media environment. Children's media culture has been studied intensively but its' change has been studied relatively little. The objective of this follow-up study is to examine changes by following the same groups of children for a certain time period.

The first round of the study was accomplished in 2007 and the second round in 2010. Altogether 60 participants from four different age groups have taken part in the research (5, 8, 11 and 14 years). The profile study is repeated every third year for a total of four times. Changes in children's media use are studied through background information forms, media diaries and interviews. This study emphasizes children as active informants of their own media use and media environment.

The study shows that media have an essential role in children's social interaction and sense of fellowship in all age groups. Media use is connected to young people's interests: usually the same friends, hobbies and contents are of interest both online and offline. Media plays a part in young people's play and topics of conversation.

The Internet, console games and mobile phones have changed children's and adolescents' media environment profoundly. The mobile phone was an important medium for staying in touch with friends and family, but it had also increasingly become a recreational tool for listening to and downloading music

Changes in individual media use are connected to children's and young people's growth and development. Children select media contents that are exciting and challenging enough for their age group. Changes in peers' and family members' media taste also affect children's media use. Children's media use becomes more individual and socially connected with age.

The study also found specific changes in Finnish children's and young people's media environment from 2007 to 2010. The public service broadcasting company YLE introduced children's TV programs in weekday mornings. There is also a more extensive supply of commercial television channels, mobile services, digital games and portable game equipment. Facebook and other social media had become even more popular among young people.

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Project period: 01.01.2010 – 31.12.2012

Source of funding: Helsingin Sanomat Foundation

Norge

Dokumentalist: Ragnhild Mølster

- ***INVENTIO – Theory and Practice of Designing Digital Genres for Learning and Leisure***

Dagens teknologi utvikles stadig, og et av de nyeste fenomenene er såkalt *augmented reality*, eller utvidet virkelighet. Her handler det om å tilføre virkeligheten vi har rundt oss ekstra informasjon, og dermed forandre hvordan vi ser på helt vanlige ting rundt oss. INVENTIO er et prosjekt med fokus på digitalt sjangerutvikling, design og mobile medier. Prosjektet utforsker digitale medier på tre nivåer; hardware, software og den digitale sjangeren i meningsskaping. Forskergruppen vektlegger hvordan sjangeren skaper mening via digitale medier ut fra en humanistisk forskningstradisjon. INVENTIO står for utviklingen av nye digitale uttrykksmåter som baserer seg på posisjonering og GPS-teknologi, bredbånd og moderne mobiltelefoner i relasjon til litteratur, læremidler og museer. Prosjektet handler blant annet om såkalt posisjonert eller stedbunden simulering. Dersom en befinner seg på ett sted, kan en få mobiltelefonen til å vise informasjon om stedet som ikke finnes der, enten det dreier seg om fortid, skjulte ting eller fremtid. En kan f. eks. “se” Osebergskipet på telefonen slik en tror det må ha sett ut umiddelbart før haugen ble oppført for 1200 år siden.

INVENTIO har følgende delprosjekter: *Situerte simuleringer* (Gunnar Liestøl), *Textopia* (Anders Sundnes Løvlie), *Digital Media in Situ* (Kjartan Müller), *Narrahand* (Andrew Morrison).

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Mikkel Windsvold Staff
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Universitetet i Oslo, Intermedia

Prosjektperiode: 01.01.2007 – 31.07.2011
Finansieringskilde: Norges forskningsråd, VERDIKT-programmet
Prosjektets hjemmeside: <http://inventioprosjekt.no/>

- ***Climate Crossroads. Towards Precautionary Practices: Politics, Media and Climate Change***

Climate Crossroads will study the challenges faced by key policy makers and communicators when attempting to transform climate knowledge into climate action, and how communication and interaction between media and political actors can contribute to a precautionary general public and preventive measures when it comes to climate change. In spite of scientific uncertainty at some levels, there is a growing consensus in the IPCC on anthropogenic Climate Change (CC). The UN (e.a.) Article 3.3 the UN Framework Convention on Climate Change (UNFCCC) recognizes the importance of the precautionary principle: (The Parties should take precautionary measures to anticipate, prevent or minimize the causes of Climate Change and mitigate its adverse effects. Where there are threats of serious or irreversible damage, lack of full scientific certainty should not be used as a reason for postponing such measures). The Norwegian Parliament adopted the precautionary principle as one of two superior principles for Norwegian environmental politics (1996-1997). This emphasizes the principle as a matter of precautionary politics. Thus scientific uncertainty, in the case of possible adverse effects, is a precondition for establishing the precautionary principle.

The project will explore (i) the Norwegian official climate policy and visions of alternatives to this, as seen by scientists, media actors and the general public; (ii) how public opinion is influenced

by politicians, scientists and media actors and their responsive strategies of the public (iii) the stated norms of scientists and journalists concerning climate change (iv) the relationship between climate change, development, rights and media representation in the global South. The project will through transnational co-operation with Media Climate and other partners allow for comparative perspectives.

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Lise Rakner, Siri Gloppen
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Project period: 01.04.2011 – 31.12.2013

Source of funding: The Research Council of Norway (NORKlima-programmet) (8.200.000 NOK)

• *Forhandlinger og strid. Kjønn og verdsetting i kunst, estetikk og kulturell offentlighet*

Dette tverrfaglige prosjektet skal nå frem til en utdypet kunnskap om betydningen av kjønn i kulturell verdsetting både i estetisk teori og i estetisk praksis. Prosjektet kombinerer ulike felt: flere medier (billedkunst, film og litteratur), integreringen av høy og lav kultur og interaksjonen mellom kunst(verk), estetisk teori og kunstoffentlighet. Det har sin forankring i empiriske undersøkelser og samtidig en klar ambisjon om å bidra til å utvikle selvrefleksjonen i estetisk forskning. Prosjektet skal resultere i en tverrestetisk, teoretisk anlagt monografi med materiale fra delprosjektene. I forlengelsen av monografien vil prosjektdeltakerne utgi en antologi over artikler som berører kjønn og estetikk og som ikke tidligere har vært utgitt på norsk. Paradoksene og kompleksiteten i dagens kunstfelt krever en ny utforskning, ikke bare av mekanismene i verditilskrivningen i offentligheten, men også av den grunnleggende forståelsen av forholdet mellom kjønn og estetikk, og av de diskursene som har preget feltet frem til i dag. En grunnleggende hypotese er at verdsettingsprosessene er mer komplekse enn man tidligere har klart å fange opp, og at det muligens skyldes en viss blindhet i forskningen selv. Gjennom teorier og begreper som i stor grad har hvilt på en grunnforståelse av kjønnete strukturer som konstante i sin dikotomi har det vært vanskelig å få øye på og analysere hva slags forhandlinger og hvilke strider som bestemmer forestillingene om og samspillet mellom kjønnsforhandlinger og verditilskrivning i offentligheten på ulike tidspunkt. Prosjektet tar utgangspunkt i kunst og kulturell offentlighet på slutten av det 20. århundre, knyttet til endringene i det senmoderne samfunn og samtidskunsten, men følger problemstillingene som er merkbare i dag bakover i tid, og i flere kunstarter. I prosjektet forstås kjønnsdiskurser og posisjoneringer i den kulturelle offentligheten, estetisk teori og estetisk praksis som i et utvekslingsforhold. For å gripe forholdet mellom kjønnsforhandlinger og forhandlinger om estetisk verdi i det offentlige rom, anvender vi en diskursteoretisk og diskursanalytisk tilnærming.

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Signe Endresen

Stockholms universitet, Forskarskolan i estetiska vetenskaper

Prosjektperiode: 01.01.2010 – 31.07.2013

Finansieringskilde: Norges forskningsråd, KULVER-programmet.

Sverige Dokumentalist: Karin Poulsen

• *Upphovsrätten i ett institutionellt perspektiv. Aktörer, intressen och institutionell design*

Upphovsrätten har på senare tid intagit en allt större plats i vår vardag. Vi läser, lånar och kopierar upphovsrättsskyddade böcker; skapar, laddar ner och delar med oss av upphovsrättsligt skyddade bilder, filmer och musik. På arbetsplatsen arbetar vi med skyddade databaser och datorprogram, betygsätter upphovsrättsligt skyddade studentuppsatser och förmedlar upphovsrättsligt skyddat undervisningsmaterial. Vi är ofta klädda i upphovsrättsligt skyddade kläder och kör våra upphovsrättsligt skyddade bilar. I enlighet med kontroversiella domstolsbeslut i Frankrike och Nederländerna kanske t o m doftar av upphovsrättsligt skyddade parfymer och äter mat tillagad enligt upphovsrättsligt skyddade recept.

Dessa, på må få uppräknade vardagsaktiviteter styrs och gränssätts alla av ett detaljerat och invecklat nät av regler, rättigheter och inskränkningar. Medan en expanderande upphovsrätt alltmer påtagligt berör våra professionella och personliga aktiviteter, blir det emellertid allt svårare för den enskilde användaren att förstå upphovsrättens logik och rättfärdigande grunder.

Förvånande lite forskning har genomförts beträffande systemets dynamiska sida, dvs de aktörer som gestaltar dagens upphovsrätt genom sitt deltagande i politiska, förvaltnings- och domstolsprocesser. Detta projekt avser att fylla denna lucka i forskningen kring den digitala upphovsrätten.

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Projektperiod: 01.01.2009 – 31.12.2011

Finansiering: Vetenskapsrådet

• *Cybernormer – normbildningsprocesser i nätkulturer*

Cybernormer är en mångvetenskaplig forskargrupp vars arbete syftar till att förstå de normbildningsprocesser (sociala och rättsliga) som uppstår i informationsteknologins kölvatten.

Bland annat handlar forskningen om att undersöka den klyfta och det avstånd som riskerar att växa fram mellan det traditionella samhällets regler/lagar och de sociala normer som genereras inom ramen för unga nätkulturer och det framväxande ICT-samhällets nya förutsättningar. Exempel på frågeställningar, vilka kan sägas ha sitt ursprung i det allt större avståndet mellan teknikanvändning och traditionell rätt, är fildelning, nätcensur, integritetsintrång, e-mobbing och nätkränkningar.

Den dominerande bilden är emellertid att ny teknik öppnar för nya spännande sociala processer. Få förändringar genom historien har haft en så genomgripande påverkan på samhället som digitaliseringen. Det blir allt mer tydligt att digitaliseringen utmanar olika hierarkiska strukturer. Makt över kommunikationen förskjuts från central ledning mot ett mer användargenererat innehåll och därmed också mot användarnas normer. Det här medför underifrån kommande demokratiseringsprocesser vilka visar sig såväl globalt som i professionella organisationer.

Projektet drivs av forskare och doktorander med olika bakgrund som rättssociologi, juridik, sociologi, mjukvaruteknik och participatory design i samarbete med flera organisationer såsom KK-stiftelsen och Ericsson AB.

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Doktorander i gruppen:

Marcin de Kaminski, Stefan Larsson

Lunds universitet, Rättssociologiska enheten

Hemsida: www.cybernormer.se

Huvudsaklig finansiering: KK-stiftelsen, Lunds universitet och Blekinge tekniska högskola

- ***Datorspelande mammor. Att bolla med tid, spel och familjeliv***

Allt fler människor ägnar allt mer tid åt att spela dator- och TV-spel. Spelarna utgör ingen enhetlig grupp utan här finns såväl män som kvinnor, unga som gamla. Men vem spelar vad, hur och när? Vilket utrymme tillåts spelandet ta i olika människors liv? I centrum för studien står en grupp spelare som sällan syns i media: mammor. Mammans roll framställs ofta som väktarens: det är hon som övervakar de övriga familjemedlemmarnas spelande, förfasar sig över innehållet i spelen och klagar över den tid spelandet tar. Men detta stämmer i realiteten långt ifrån alltid – många mammor är själva spelare.

Genom intervjuer, enkäter, deltagande observationer och diskursanalyser undersöks vad spelandet får för konsekvenser, för den spelande mamman, för vardagslivets organisering och för familjerelationerna. Genom att fokusera på hur kvinnor införlivar spelande i sin vardag undersöks hur mödrar skapar utrymme för sitt spelande, vilka konflikter som uppstår och vilka förhandlingsstrategier som tillämpas. Vilken roll spelar tidsåtgång och syn på tid, såväl egen som andras, för hur spelandet organiseras och har det någon betydelse vilket slags spel mamman ägnar sig åt? Ett övergripande mål är att undersöka förhållandena mellan spel, genus och jämställdhet.

Charlotte Hagström, Projektledare, charlotte.hagstrom@kultur.lu.se

Lunds universitet, Institutionen för kulturvetenskaper

Jessica Enevold

Lunds universitet, Institutionen för kulturvetenskaper

Hemsida: <http://gamingmoms.wordpress.com/>

Projektperiod: 01.01.2009 – 31.12.2011

Finansiering: Vetenskapsrådet

Forskningsanslag beviljade 2010

Danmark

Det Frie Forskningsråd | Kultur og Kommunikation (FKK)

Eva Novrup Redvall

Institut for Medier, Erkendelse og Formidling, Afdeling for film- og medievidenskab
Københavns Universitet

Skriveholdet. Produktionspraksis bag Danmarks Radios søndagsdramatik. 1 745 119 DKK

Niels Henrik Hartvigson

Københavns Universitet

Homo- og biseksualitet i danske spillefilm 1930-1965 i et medie og genreperspektiv 1 616 342 DKK

Jakob Ladegaard

Aarhus Universitet

*Et sted i det der engang var Sovjetunionen – Østeuropa som politisk rum
i nyere vesteuropæiske og amerikansk film og litteratur* 1 628 996 DKK

Anne Sørensen

Institut for Historie og Områdestudier
Aarhus Universitet

*Digitale historier – et forskningsprojekt og historieformidling
i den digitale tidsalder* 2 131 597 DKK

Charlotte Wien

Institut for Statskundskab/Center for Journalistik
Syddansk Universitet

Opmærksomhed søges – brobygning mellem forskere og journalister 926 703 DKK

Netværk

Ole Ertløv Hansen

*P2p-video. Forskernetværk for audiovisuel kommunikation
i den digitale netværkskultur*

285 195 DKK

Tidsskrifter

Nicolai Jørgensgaard Graakjær

"Mediekultur – Journal of media and communication research" Årg. 30/31/32 150 000 DKK

Konferencer

Charles John Somerset Lock

"Click on Knowledge" 79 200 DKK

Det Frie Forskningsråd | Samfund og Erhverv (FSE)

Lars Gårn Hansen

Københavns Universitet

Understanding how health information affects the behaviour of food consumers 3 000 000 DKK

Den nationale pulje for forskningsinfrastruktur

Nedenstående projekt modtog sin bevilling i 2009, men oplysningerne om projektet blev først offentliggjort i 2010

Ansøger: Københavns Universitet

Partnere: Danmarks Radio, Forskningsnettet, Statsbiblioteket, Københavns Universitet, Roskilde Universitet, Aarhus Universitet, Aalborg Universitet, Syddansk Universitet, Danmarks Biblioteksskole og Danmarks Mediemuseum.

Radio Culture and Audio Infrastructure (LARM)

25 000 000 DKK

Finland

Academy of Finland / Finlands Akademi

Karina Horsti

Swedish School of Social Science
University of Helsinki

Framing of immigration and integration in news journalism 253 890 € (2010-2012)

Ullamaija Kivikuru

University of Helsinki

Structures of compassion. Media, migration and the politics emotion 500 000 € (2010-2013)

Risto Kunelius

Journalism Research and Development Centre
University of Tampere

Social media for citizens and public sector collaboration (SOMUS) 132 560 € (2009-2010)

Reijo Kupiainen

Nuoret, lukutaidot ja muuttuva mediaympäristö
[Young people, literacies and changing media environment]

130 300 € (2009-2010)

Mikko Lehtonen

Journalism Research and Development Centre
University of Tampere

Capitalising Culture. Transnational Rearticulations of Economy and Culture (CAPCULT) 375000 € (2010-2012)

Heikki Luostarinen

Department of Journalism and Mass Communication
University of Tampere

VICOMM – Visuaalisen tiedon yhteiskäyttö 242 000 € (2009-2011)

Helsingin Sanomat Foundation

Tanja Aitamurto

Collective intelligence in journalism

84 000 €

Pekka Aula

Communication Research Centre (CRC)
University of Helsinki

*A collaboration project between University of Helsinki (CRC),
Aalto University (CKIR) and University of Turku (IASM).
Media2: future media Dynamics*

300 000 €

Kai Ekholm

University of Helsinki

*A collaboration between University of Helsinki and University of Tampere,
Department of Information Studies and Interactive Media (INFIM)
Freedom of speech and censorship in the age of network*

250 000 €

Hanna-Kaisa Ellonen & Ari Jantunen

Lappeenranta University of Technology

What drives innovation in the magazine publishing industry

184 861 €

Risto Kunelius

Journalism Research and Development Centre

University of Tampere

Mapping and understanding sustainable business models for journalism (SuBmoJour)

232 600 €

Mikko Lehtonen

Journalism Research and Development Centre

University of Tampere

New reading communities, new modes of reading

280 000 €

Vilma Luoma-aho

University of Jyväskylä

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200 000 €

Mari Maasilta

Journalism Research and Development Centre

University of Tampere

Immigration-related political debate in 2011 Parliamentary Elections

93 000 €

Johanna Moisander

School of Economics

Aalto University

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300 000 €

Tuomo Mörä

Communication Research Center CRC

University of Helsinki

Journalists' privilege to use confidential sources

168 000 €

Hannu Nieminen

Department of Communication

University of Helsinki

Threats and opportunities to the business of journalism and its role in democracy

48 552 €

Kaarina Nikunen

Journalism Research and Development Centre

University of Tampere

Girls' magazines as spaces of meeting and interaction

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Tuomas Näveri*Journalistic work practices in German and Finnish publishing houses during the internet revolution: what do they have to offer each other?*

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Mervi Pantti

Communication Research Center CRC

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Journalism Research and Development Centre
University of Tampere

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University of Tampere

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Johanna Vehkoo

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Norges forskningsråd

Bjørn Sørenssen

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Uppsala universitet	500 000 SEK	(2011)
<i>Berättelser om undergången. Det apokalyptiska motivets retorik</i>	500 000 SEK	(2012)
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Riksbankens Jubileumsfond**Solveig Jülich**

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185 000 SEK (2010-2011)

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Södertörns högskola

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Vallentuna

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40 000 SEK

Louise Nilsson

Stockholm

Global Spaces for Consumption. Cities, Film and Media

50 000 SEK

Doktorsavhandlingar 2010

från Nordicoms databas NCOM

Danmark

Dokumentalist: Maria Hvid Stenalt

Andersen, Christian: *Den trykte reklames komposition og effekt: hen imod en peirceansk reklamesemiotik*. Aalborg, Aalborg Universitet, Institut for Kommunikation, 2010, 319 p.

Afhandlingsens formål er at levere et reklamesemiotisk bidrag på kognitivt grundlag for at videreudvikle den reklamekategorisering af den trykte reklame, som den æstetisk orienterede reklamesemiotik i Danmark har påbegyndt på semiologisk basis. Med afsæt i den peirceanske semiotik spørges der til, hvorvidt det kognitive og det emotionelle paradigme kan skabe ny viden i måden, hvorpå forskelle i reklamens kompositoriske struktur, gennem dens kognitive bearbejdning, betinger forskelle i receptionsmodi. Ligesom der på denne baggrund spørges til emotionelle processer, som måtte ledsage reklamens eksponering i en individuel modtagelse, og som har relevans for reklamens øvrige effekt-mål. Reklamens effekt-mål beskrives først og fremmest som opmærksomhed, forståelse og erindring, men adfærds- og købsmålet udelades ikke helt. Således positioneres afhandlingens bud på en reklamesemiotik på peirceansk grundlag til to dominerende paradigmer inden for effektforskningen. Det drejer sig hhv. om persuasion-paradigmet (også benævnt 'The Strong Theory' og forstærknings-paradigmet (også benævnt 'The Weak Theory').

Bredahl Jessen, Iben: *Netreklamens æstetik: en typologisering og medieæstetisk analyse af reklame på annoncewebsites*. Aalborg, Aalborg Universitet, Institut for Kommunikation, 2010, 534 p.

Med udgangspunkt i et medieæstetisk perspektiv retter ph.d.-afhandlingen fokus på, hvad der karakteriserer netreklame som en tekstform, og hvordan netreklame kan analyseres som en multisemiotisk organisering, der rummer et betydningspotentiale. Grundlaget for afhandlingen er empiriske undersøgelser af reklame på annoncewebsites foretaget i 2004/05 og 2008/09, og formålet er dels at identificere dominerende fremstillings- og kompositionsformer i det indsamlede materiale med henblik på udarbejdelsen af en netreklametypologi, dels at udvikle et begrebsapparat til en medieæstetisk analyse.

Coto Chotto, Mayela: *Designing for change in university teaching practices: the case of UNAgora a community of practice approach to facilitate university teacher professional development in ICT and project-oriented problem pedagogy*. Aalborg, Aalborg Universitet, Institut for Kommunikation, 2010, 460 p.

Det overordnede mål for denne rapports forskning er at fremme forståelsen for i hvilken grad en distribueret praksisfællesskabstilgang påvirker universitetsunderviseres professionelle udvikling i retningen af mulig påbegyndelse af undervisningsændringer hovedsageligt angående indførelsen af IKT samt projektorienteret prob-

lembaseret pædagogik (POPP). Mere specifikke forskningsspørgsmål omhandler; hvilken indflydelse det har på undervisere at være tilknyttet et praksisfællesskab?; hvilke ændringer finder sted i underviserens praksis?; hvilke faktorer understøtter eller forhindrer den professionelle udvikling af undervisere, der er en del af en distribueret praksisfællesskab?; hvordan bidrager teknologi til tilblivelsen af fællesskabet, og til den professionelle udviklingsproces?; samt hvilke principper kan bruges til at vejlede designet af en professionel udviklingsmodel – baseret på praksisfællesskabet som igangsætter for undervisningsændringer?

Dindler, Christian: *Fictional space in participatory design of engaging interactive environments*. Aarhus, Aarhus Universitet, Institut for Informations- og Medievidenskab, 2010, 129 p.

Emnet for denne afhandling er design af engagerende interaktive miljøer, og afhandlingen er positioneret i krydsfeltet mellem participatory design, designteori og interaktionsdesign. Afhandlingens emne er blevet adresseret gennem et forskningsprogram vedrørende design af engagerende interaktive udstillingsrum på museer og oplevelsescentre. Afhandlingen består af syv forskningsartikler, sammenfattet i en generel oversigt, som sammenbinder argumenterne fra de inkluderede artikler og beskriver relateret arbejde og forskningsmetode. Bidraget afspejler et fokus på at forstå engagement i udstillingsrum og at forme designprocesser indenfor rammerne af ideen om engagerende interaktive miljøer.

Groth, Sanne Krogh: *To musikkulturer – én institution: forskningsstrategier og text-ljudkompositioner ved det svenske elektronmusikstudie EMS i 1960'erne og 1970'erne*. København, Københavns Universitet, Institut for Kunst – og Kulturvidenskab, 2010, 224 p.

Afhandlingen undersøger det svenske elektronmusikstudie EMS fra etableringen i 1964 til slutningen af 1970'erne, med det formål at skildre og diskutere det komplekse miljø, der er at finde i relation til studiet indenfor tidsrammen. Intentionen med EMS var at skabe et internationalt centrum for forskning i lyd og lydperception og at bygge et af verdens mest avancerede hybridstudier.

Herbers Poulsen, Signe: *Forskningskommunikation på nettet: en undersøgelse af den internationale brug af økologisk forskningskommunikation på nettet*. Aarhus, Aarhus Universitet, Institut for Informations- og Medievidenskab, 2010, 231 p.

Afhandlingen sætter fokus på forskningskommunikation på nettet og undersøger, hvordan nettet understøtter og udvikler international forskningskommunikation mellem forskere og deres målgrupper. Afhandlingen er fundet på en empirisk undersøgelse af international økolo-

gisk forskningskommunikation. Økologien betragtes af EU som en af løsningerne på en række problemstillinger i EU's landbrugspolitik med hensyn til bæredygtighed, miljø og dyrevelfærd. Det øgede internationale samarbejde indebærer udfordringer i forhold til forskningskommunikationen, hvor der skal kommunikeres til en række nye interessenter på forskellige niveauer i forskellige lande.

Iversen, Sara Mosberg: *Between regulation and improvisation: playing and analysing; games in the middle*. København, IT-Universitetet, 2010, 222 p.

A focus on the games as experienced and played, requires that players are taken into account as one part of the equation. Hence, this thesis takes a position somewhere between a game-centric and a playercentric approach, where the relation between the two becomes important. Within game studies a central disagreement some years back was between those who approach computer games mainly as text or spectacle and those who approach them mainly as abstracted, formal structures. This thesis does neither, but rather argues that in the case of some computer games a holistic approach is needed. These games are referred to as "games in the middle".

Johansen, Trine Susanne: *Transported essence or collaborative telling?: towards a narrative vocabulary of corporate identity*. Aarhus, Aarhus University, Aarhus School of Business, Department of Language and Business Communication, 2010, 234 p.

Hvilke implikationer har det at (re)konceptualisere virksomhedsidentitet i en narrativ ramme i forhold til hvorledes organisationer anskuer, arbejder med og fortæller sig selv? Med andre ord: hvilke vokabular og praksisser stilles til rådighed for organisationer, når kommunikation anskues som en narrativ konstruktion af identitet frem for et middel til at formidle identitet?

Kleis Nielsen, Rasmus: *Ground wars: personalized political communication in American campaigns*. New York, USA, Columbia University, 2010, 342 p.

The dissertation deals with door-to-door canvassing and phone banking as forms of "personalized political communication"-premeditated practices that use people as media for political communication. The author analyzes what political operatives in the United States call the "ground war" to identify its implications for how we understand processes of political communication and for how we understand political organizations and political participation. On the basis of data from ten months of ethnographic fieldwork in two congressional districts during the 2008 elections, the author will argue that personalized political communication on the large scale we have seen in recent years – where more than forty percent of the population has been contacted in person – requires resources well beyond what the campaign organizations built around individual candidates command and is pursued instead by wider "campaign assemblages."

Larsen, Malene Charlotte: *Unge og online sociale netværk: en neksusanalytisk undersøgelse af medierede handlinger og offentlige diskurser*. Aalborg, Aalborg Universitet, Institut for Kommunikation, 2010, 388 p.

I denne ph.d.-afhandling udforskes 12-18-årige danske børn og unges brug af et af den seneste tids nyere internetfænomener: Online sociale netværk. De såkaldte sociale netværkssider (SNS'er) er internetbaserede mødesteder, hvor brugere via personaliserede profiler kan liste hinanden som venner og kommunikere og socialisere på tværs af fysiske og tidsmæssige begrænsninger. Afhandlingens hovedformål er at opnå en forståelse af, hvilke betydninger SNS'er som f.eks. Arto og Facebook har for de unge brugeres individuelle og sociale liv, og hvordan de anvender disse sider som en del af deres hverdag. For at undersøge dette tages der udgangspunkt i en stor mængde af forskelligt datamateriale. Det primære datamateriale udgøres af fem års etnografisk engagement og deltagende observationer inden for feltet samt et omfattende kvalitativt spørgeskema om de oplevelser, som 12-18-årige danske unge har på sociale netværkssider. Dermed befinder afhandlingen sig både på et aktørniveau og et diskursniveau, idet den dels udforsker de centrale handlinger, som de unge brugere udfører på tværs af sociale netværkssider, og dels analyserer den måde, hvorpå de italesætter deres konkrete brug og oplevelser.

Leino, Olli: *Emotions in play: on the constitution of emotion in solitary computer game play*. København, IT-Universitetet, 2010, 315 p.

Building on game studies, existential phenomenology, and philosophy of technology, this dissertation postulates a first-person perspective from which to describe solitary computer game play and the emotions it involves in terms of their experienced significance. From describing the freedoms and responsibilities imposed by the materiality of the computer game artefact on its voluntary player, the gameplay condition emerges as an intersubjective baseline for the players' judgements about events, objects, and states of affairs in the game, potentially surfacing as emotions. Rather than being explained in terms of their rules, computer games appear as technological artefacts which simultaneously extend the concrete limitations against which their human players are free to realize their projects, and shape the ways in which human mind can be directed at aspects of the world. However, this can go on only as long as the player fulfils the requirements of which the gameplay condition comprises. Based on this condition, game artefacts can be described as standing out from among all other technological artefacts which co-shape human intentionality. By the conduct of emotional investment, the dissertation describes how voluntary players can end up experiencing emotions about aspects which would most likely seem trivial from a non-player's perspective. Finally, the dissertation postulates an experiential ontology of computer game content, distinguishing between

game content that is undeniable: crucial in terms of fulfilling the gameplay condition, and deniable: game content whose taking seriously is mostly voluntary. Thus, undeniable game content can be safely assumed as being involved in the emotions' of all players

Redvall, Eva Novrup: *Manuskriptskrivning som kreativ proces: de kreative samarbejder bag manuskriptskrivning i dansk spillefilm*. København, Københavns Universitet, Institut for Medier, Erkendelse og Formidling, 2010, 258 p.

Afhandlingen undersøger, hvordan man kan forstå manuskriptskrivning som en kreativ proces med fokus på samarbejdet mellem instruktør og manuskriptforfatter under arbejdet med manuskripterne til nye, danske spillefilm. Det centrale empiriske materiale er to kvalitative produktionsanalyser af manuskriptarbejdet med hhv. "Lille soldat" (2008, Annette K. Olesen og Kim Fupz Aakeson) og "Kvinden der drømte om en mand" (2010, Per Fly og Dorte Høgh), som analyseres på baggrund af teorier fra kreativitetsforskningen om kreative processers forløb og betydningen af at forstå disse processer i en kontekst.

Thomsen, Michael: *Talking Bits, an investigation into the nature of digital communication technology and its impact on society*. Ballerup, Aalborg Universitet, Department of Architecture, Design and Media technology, 2010, 251 p.

Talking Bits attempts to study the relationship between communication technology and culture in order to provide some pointers to the possibilities afforded us by digital technology. It does so from a technological perspective through a proposed framework for communication technology, which is examined through the eyes of major technological developments throughout history and finally used to evaluate digital communication technology and its potential for societal impact. The thesis makes and examines the following three claims: Claim 1: That we can find important clues to the development of past and future cultures in the fundamental properties of their communication technologies. Claim 2: That digital technology represents the most important qualitative development in communication technology at least since the advent of writing. Claim 3: That the fundamental properties of digital technology will promote a society and culture, which is radically different from the one we have developed in the Western World since the advent of the printing press and, in fact, bears close resemblance to oral society, albeit on a much grander scale.

Finland

Dokumentalist: Päivi Lukin

Ahva, Laura: *Making news with citizens: public journalism and professional reflexivity in Finnish newspapers*. Tampere, Tampere University Press, 2010, 316 p, ISBN (electronic) 978-951-44-8288-5, (Acta Electronica Universitatis Tamperensis; 1020). Available also on the Internet.

This dissertation discusses practices of public journalism in three Finnish newspapers: Helsingin Sanomat (national), Aamulehti (regional) and Itä-Häme (local). The overall research task is: What is public journalism, how and why has it been applied and interpreted in three Finnish newspapers, and what kind of professional reflections by journalists have these approaches elicited? Qualitative content analysis of news stories and journalists' interviews has been utilized as a method of analysis.

Ampuja, Marko: *The media and the academic globalization debate: theoretical analysis and critique*. Helsinki, Helsingin yliopisto, Viestinnän oppiaine, 2010, 335 p, ISBN (electronic) 978-952-10-6401-2, (Media and Communication Studies Research Reports; 2010, 2).

This study offers a reconstruction and critical evaluation of globalization theory, a perspective that has been central for sociology and cultural studies in recent decades, from the viewpoint of media and communications. As the study shows, sociological and cultural globalization theorists rely heavily on arguments concerning media and communications, especially the so-called new information and communication technologies, in the construction of their frameworks. Together with deepening the understanding of globalization theory, the study gives new critical knowledge of the problematic consequences that follow from such strong investment in media and communications in contemporary theory.

Kariniemi, Olli: *Järjestölehdien yleisötutkimus yhteisön kehittämisen välineenä*. [Audience survey of an organizational journal as an instrument to develop the community]. Tampere, Tampere University Press, 2010, 301 p., ISBN (electronic) 978-951-44-8050-8, (Acta electronica Universitatis Tamperensis; 952), (Media studies). Available also on the Internet.

The title of the study emanates from Dewey's (1916) statement that communication creates community. In communicating the reviewed topics become shared. Therefore, developing communication will also develop the community. In this study communication development signifies everything related to community ideal: unconstrained activity, legitimacy, democracy, equality and autonomy.

The aim of the study was to find out, how to obtain by the help of an audience survey in an organizational journal instruments to develop an ideal community. Audience survey is also a frame of reference in the study.

Traditionally audience surveys have been engaged in the distribution of a magazine, readership related questions, contents consumption and the relationship between a reader and a magazine. The latter was the aim of interest in the study. It offered an opportunity to compare the opinions and values of the reader and the magazine. Those are essential considerations in developing the ideal community.

The research target created an ethnographic perspective to the research scheme and it was carried out in collaboration with two very different organizations operating in social sector, Federation of A-Guilds and Christian Work on Alcoholics and Drug Addicts.

Karppinen, Kari: *Rethinking media pluralism: a critique of theories and policy discourses*. Helsinki, Helsingin yliopisto, Viestinnän oppiaine, 2010, 228 p., ISBN (electronic) 978-952-10-6649-8, (Publications of the Department of Social Research; 4).

This study examines different ways in which the concept of media pluralism has been theorized and used in contemporary media policy debates. Access to a broad range of different political views and cultural expressions is often regarded as a self-evident value in both theoretical and political debates on media and democracy. Opinions on the meaning and nature of media pluralism as a theoretical, political or empirical concept, however, are many, and it can easily be adjusted to different political purposes. The study aims to analyse the ambiguities surrounding the concept of media pluralism in two ways: by deconstructing its normative roots from the perspective of democratic theory, and by examining its different uses, definitions and underlying rationalities in current European media policy debates.

Kokkonen, Lotta: *Pakolaisten vuorovaikutussuhteet: Keski-Suomeen muuttaneiden pakolaisten kokemuk- sia vuorovaikutussuhteistaan ja kiinnittymisestäään uuteen sosiaaliseen ympäristöön*. [Interpersonal relationships of refugees in Central Finland: perceptions of relationship development and attachment to a new social environment]. Jyväskylä, University of Jyväskylä, 2010, 260 p., ISBN (electronic) 978-951-39-4068-3, (Jyväskylä studies in humanities; 143). Available also on the Internet.

The study is an examination of refugees' interpersonal relationships. The author analyses quantitatively refugees' experiences of developing and maintaining interpersonal relationships while living in Central Finland, in order to get an understanding of the meaning and significance of such relationships in general and within the refugee's attachment to a new social environment. 27 refugees were interviewed and diaries from 21 refugees were collected.

Koski, Markku: *"Hohto on mennyt herrana olemissä": televisio ja politiikko*. [The glory has gone: television and politicians]. Tampere, Vastapaino, 2010, 254 p.

The book, based on the author's doctoral thesis in Media and Communication Studies at the University of Tampere, presented in February 2010, takes as its starting point Walter Benjamin's well-known essay, 'The Work of Art in the Age of Mechanical Reproduction'. The author applies Benjamin's ideas on cinema and film stars to contemporary television and politics. Koski maintains that while the public have become alienated from politics, politicians have also become alienated from themselves and have become reiterative entities whose essential content is repetition. After television and other new media have called into question traditional forms of politics, a significant challenge for politicians has been to prevent viewers from getting bored.

Kukkonen, Karin: *Storytelling beyond postmodernism: fables and the fairy tale*. Tampere, University of Tampere, 2010, 263 p., ISBN 978-951-44-7992-2, (Acta Universitatis Tamperensis; 1499).

The doctoral thesis ventures into new areas of the humanities in several respects: first, it analyses modes of storytelling which go beyond postmodernism's subversion and self-reflexivity. Second, it aims to apply key terms of literary study, such as mimesis, genre and self-reflexivity, to the narratives of comics and graphic novels. Third, it draws methodologically on the emergent cognitive approaches in the humanities. Together, these three strands of investigation form the basis of an analysis of the narrative potentials of the comics medium.

Kyrölä, Katariina: *The weight of images: affective engagements with fat corporeality in the media*. Turku, University of Turku, 2010, 219 p., ISBN 978-951-29-4236-7, (Annalis universitatis Turkuensis, Ser. B, Humaniora; 326).

The doctoral dissertation scrutinizes the very relations between viewing bodies and media images as weighty, affective engagements in which structures of power materialize and move. As such, it participates in long-running debates in media studies as well as feminist research on how bodies become audiovisualized and media images saturate bodies, and what kind of role media imageries play in deeming some forms of corporeality desirable, acceptable and pleasurable, others threatening, removable and shameful.

The author asks how media imageries of fat become "sticky" for viewers both because of components in images themselves and because of particular viewers' cultural locations and personal history, and with what potential consequences. The key emphasis of the study concerns embodied spectatorship.

Lemminkäinen, Helena: *Kantaaalto koulutuksesta työyhteisön viestintäosaamiseen: lyhytkestoisen viestintäkoulutuksen vaikuttavuuden avaintekijät*.

[Short-term communication trainings aimed at the managerial and expert levels of enterprises and communities]. Helsinki, Kevi Consulting, 2010, 284 p., ISBN 978-952-92-6780-4.

The purpose of this research is to examine whether short-term communication training can have an impact on the improvement of communication capacity of working communities, and what are prerequisites for the creation of such capacity. The research endeavors to find out how communication trainings with an impact should be devised and implemented, and what this requires from the client and provider of the training service.

The research data is mostly comprised of quantitative feed-back collected at the end of a training day, as well as delayed interviews. The evaluations have been based on a stakeholder approach, and those concerned were participants to the trainings, clients having commissioned the trainings and communication trainers. The principal method of the qualitative analysis is that of a data-driven content analysis. Two research instruments have been constructed for the analysis and for the presentation of the results: an evaluation circle for the purposes of a holistic evaluation and a development matrix for the structuring of an effective training.

The core concept of the matrix is a carrier wave effect, which is needed to carry the abstractions from the training into concrete functions in the everyday life. The relevance of the results has been tested in a pilot organization.

Lounasmeri, Lotta: *Kansallisen konsensuskulttuurin jäljillä: globalisaatioajan Suomi Helsingin Sanomissa*. [Finnish consensual culture in public discussion and journalism in Helsingin Sanomat]. Helsinki, Helsingin yliopisto, Viestinnän oppiaine, 2010, 185 p., ISBN (electronic) 978-952-10-6683-2, (Sosiaalietieteiden laitoksen julkaisuja; 6). Available also on the Internet.

The dissertation analyzes Finnish consensual culture in public discussion and journalism in Helsingin Sanomat (HS). The consensual Finnish political culture has evolved and persisted over a long period of time and it has been affected by historical circumstances as well as the dynamics of political and journalistic structures and actors. A historical chronology is drawn in the study regarding the nature and development of consensus culture in 20th century Finland. This political culture is traced by looking at public discussion on globalization at the turn of the millennium. Globalization as a concept has been contested and various societal actors have given different meanings to it. This research looks at how the globalization discussion in HS during the years 1992-2004 constructs consensus. Helsingin Sanomat (and its predecessor Päivälehti) has been an important actor in Finnish journalism and the public sphere almost since its founding 120 years ago. The history of the paper is tightly connected to Finland's general political history and history of the public sphere. Moreover, the paper's connections to the societal elite have always been close.

The central question in this research was to see how the globalization discussion in HS evolved in relation to consensus as well as legitimate controversies.

Luomanen, Jari: *Living with the media: analysing talk about information and communication technology*. Tampere, Tampere University Press, 2010, 299 p., (Media studies), (Acta Electronica Universitatis Tamperensis; 1005). Available also on the Internet.

The research explores the values and moralities according to which media and technology are evaluated, debated and challenged in everyday life. Utilising a large qualitative data set the book probes Finnish culture, seeing language as a stage where discursive practices reveal the ways in which technologies and media content are assigned praise or blame.

Makkonen, Pekka: *Camera Pixela: ammattilaisten näkemyksiä valokuvauksen digitalisoitumisesta* [Camera Pixela: professional points of view on digitalisation of photography]. Helsinki, Musta Taide, 2010, 245 p., ISBN 978-952-5818-14-7, (Musta taide; 5), (Aalto-yliopiston taideteollisen korkeakoulun julkaisusarja A; 109), (Suomen valokuvataiteen museon julkaisuja; 33), (Kuvista sanoin; 9).

This qualitative, fenomenographic study focuses on the digitalization of photography that changed the work processes of professional photographers before and after the millennium. The study approaches professional photographers in four different fields of practice. The population consists of photojournalists, advertising photographers, nature photographers and photography artists. The complete sample (N=113) of the target group filled in a formula questionnaire in the autumn of 2006, and the smaller sample (n=20) was interviewed in the spring of 2007 in order to give a view how professional photography practices has changed from analog to digital in Finland.

Oksman, Virpi: *The mobile phone – a medium in itself*. Tampere, VTT, 2010, 199 p., ISBN (electronic) 978-951-38-7395-0, (VTT publications; 737). Available also on the Internet.

The dissertation examines the integration of the mobile phone into everyday life as a communication device and as media. It focuses on the uses of the mobile phone as a pervasive multimedia tool and its relationship to other media in the changing media landscape. The empirical material of the dissertation consists of 1,600 interviews of Finnish people conducted between 1997 and 2007. The research sample includes teenagers, young adults, families and senior citizens from different socio-economic backgrounds. In addition, media diaries and photographic materials, such as 1200 mms messages were collected. Log data was collected to reveal the time and duration of actual occurrences of mobile media service such as mobile TV use.

Pietilä, Irja: *Intercultural adaptation as a dialogical learning process: motivational factors among the short-term and long-term migrants*. Tampere, University of Tampere, 2010, 280 p., ISBN (electronic) 978-951-44-8089-8, (Acta Universitatis Tamperensis; 1523), (Acta Electronica Universitatis Tamperensis; 962). Available also on the Internet.

The purpose of the present research was to describe and understand the process of intercultural adaptation and the factors affecting the migrants' motivation to learn more about Finland and adapt to Finnish society. The main theoretical approaches were connected to intercultural communication, dialogue, motivation and sociocultural learning. The research was conducted using qualitative methodology and the data was collected via two main methods: drawing the lines of motivation followed by interviews and focusing on the discussions on their lived experiences of intercultural adaptation processes in Finland.

The intercultural adaptation process was approached from the perspective of two different groups: short-term sojourners and long-term immigrants. The short-term sojourner group consisted of people who had lived in Finland less than 14 months and whose stay in Finland was temporary. Those in the long-term immigrant group had stayed more than five years in Finland and their intention was to stay for a long time.

Ruuskanen, Sauli: *Kuolema iltapäivällä: postmoderni subjekti ja reaalinen iltapäiväjournalismissa*. [Death in the afternoon: the postmodern subject and the real in Finnish tabloids]. Tampere, Tampere University Press, 2010, 320 p., ISBN (electronic) 978-951-44-7953-3, (Media studies). Available also on the Internet.

How do the representations of death, in texts and visual presentations, produce journalistic audience? The data for the study comprised all the journalistic news material having something to do with death and published in two Finnish evening newspapers Ilta-Sanomat and Iltalehti between the end of January 2004 and the beginning of February 2005. The research material includes headlines, texts, pictures and other visual presentations on death appearing in the news.

The main framework of the study rises from the discussion within psychoanalysis, cultural studies and political sciences. The subject theory of the French psychoanalyst Jacques Lacan is one of the main starting points. The main research question is, how has the subject been produced in postmodern culture in representations of death and bereavement.

Saarenmaa, Laura: *Intiimin äänet: julkisuuskulttuurin muutos suomalaisissa ajanvietelehdistä 1961-1975*. [Voices of intimacy: the change of celebrity publicity in Finnish all round magazines, 1961-1975]. Tampere, Tampere University Press, 2010, 366 p., ISBN (electronic) 978-951-44-8161-1, (Media studies). Available also on the Internet.

There are a number of immemorial celebrity figures in the Finnish media history. There is, however, little academic study carried out on the frequently remembered celebrities of the 60s and 70s, and the issues that have been discussed through the celebrity personalities in that particular historical period. The study explores the celebrity publicity of four female celebrities of 60s and 70s in Finland.

The study approaches the celebrity institution from media historical perspective, emphasizing the significance of popular magazines in creating parallel publicities and giving selected celebrity personalities space to represent themselves and attack, advocate and negotiate social norms and values. The studied magazines are popular men's magazines, women's magazines and all-round magazines of the 60s and 70s: Jallu, Jaana, Hymy, Madame and Uusi Nainen. Magazines and their celebrity stories are approached from the perspective of social action and agency; as the fusion of parallel, personal interests and intentions of different parties encountering in the process of magazine publication. The theoretical framework is based on Bruno Latour's work on social agency as a reactionary movement causing multiple, non-foreseeable consequences among human and non human variables.

Villi, Mikko: *Visual mobile communication: camera phone photo messages as ritual communication and mediated presence*. Helsinki, Aalto University, School of Art and Design, 2010, 202 p., ISBN 978-952-60-0006-0. Available also on the Internet.

In this doctoral thesis, visual mobile communication is situated specifically in camera phone photography and photo messaging. The main research question focuses on how the conventions of mobile phone communication are manifested in interpersonal photographic communication when using camera phones. Photo messaging is examined by using framework consisting of two themes: ritual communication and mediated presence. In addition to a theoretically oriented analysis, the study utilizes results from an empirical case study with Finnish camera phone users.

Vilkko, Arto: *Soittolistan symbolinen valta ja val-lankäytön mekanismit: tutkimus viiden radioaseman formaatista ja musiikkitarjonnasta*. [The symbolic power of playlist radio and the mechanisms of regulation: a content analysis and comparison of five Finnish music radio stations' formats and playlists]. Tampere, Tampere University Press, 2010, 422 p., ISBN (electronic) 978-951-44-8295-3, (Media studies), (Acta Electronica Universitatis Tamperensis; 1023). Available also on the Internet.

The study describes and analyses the transformation of Finnish radio from a traditional information medium into a modern format radio concentrating on popular music. Following a historical overview, the quantitative focus of the study is the content analysis and comparison of five stations. The data was collected over a period of

one week in the fall of 2004. Included in the study are three leading commercial stations: the privately owned Radio Nova, Radio NRJ and KissFM. Also included are the state-owned YleX, a high-profile youth station, and YleQ, representing an alternative format.

Based on the quantitative section, the study then turns into a qualitative analysis, focusing on how and why the format radio turns out to be what it is. The qualitative analysis is based on Margaret Gallagher's theories about negotiation of control in the media. The study of power relationships is limited to five fields of analysis: the effects of regulation; the logic of the format mechanisms; the symbiosis of the recording industry and radio; the role of the active audience; and, finally, the symbolic power of music, central to the success of modern music radio. The approach of the study is pluralistic, drawing both from the cultural studies tradition of popular music and the media and from the analysis of symbolic power by Pierre Bourdieu.

Ylä-Anttila, Tuomas: *Politiikan paluu: globalisaatioliike ja julkisuus*. [The return of politics: the global justice movement and the public sphere]. Tampere, Vastapaino, 2010, 269 p., ISBN 978-951-768-323-4.

The struggle over globalization has arguably been the most important debate in world politics of the 2000's. This study maps the origins of this debate, its most important actors and its results so far. The focus is on the Global Justice Movement which launched the globalization debate to the mass media spotlight. Particular attention is given to the World Social Forum, the movement's global gathering, analyzed as a new form of global publics. The mediation of the debates initiated by these publics to the Finnish national context is analyzed at two levels: First, through forums for policy debate such as the Helsinki Process on Globalization and Democracy and second, through the public debate in the Finnish mass media.

Licentiatavhandlingar

Hytönen, Timo: *Käenpoika journalismin pesässä. Monimedialaisen uutisjournalismin mahdollisuus – tapauksena Yleisradion alueelliset uutiset*. [The possibility for multimedial news journalism – a case study about the Finnish Broadcasting Company's regional news]. Jyväskylä, University of Jyväskylä, 2010, Unpublished licentiatavhandling.

Jaakkola, Maarit: *Kulttuurispecialistista kulttuurigeneralistiksi: kulttuurijournalistisen professionalismin muutos, esimerkkinä Helsingin Sanomien kulttuuriosaston muutos*. [From a cultural specialist to a cultural generalist: the change of professionalism in cultural journalism, a case of Helsingin Sanomat's editorial office]. Tampere, University of Tampere, 2010, 287 p., (Media studies). Licentiatavhandling. Available also on the Internet.

Paavola, Nadia: *Muutos diskursseina. Kahden maakuntalehden henkilöstön suhtautuminen organisaatiomuutokseen*. [The change as discourses: attitudes of two Finnish provincial gazettes' personal to organizational change] Vaasa, University of Vaasa, 2010, Unpublished licentiatavhandling.

Salomäenpää, Ilkka: *Televisiomoraalin muutos Suomessa: analyysi Helsingin Sanomien mielipidekirjoituksista 1970-2003*. [The change of the Finnish television morals: an analysis of letters to the editor in Helsingin Sanomat 1970-2003]. Jyväskylä, University of Jyväskylä, 2010, Licentiatavhandling. Available also on the Internet.

Norge

Dokumentalist: Ragnhild Mølster

Arntsen, Hilde: *Betwixt and between: case studies in gender, culture and the media in Zimbabwe in the 1990s*. Bergen, Universitetet i Bergen, Institutt for Informasjons- og medievitenskap, 2010, 347 p., ISBN 978-82-308-15045-5.

Avhandlingen tar utgangspunkt i tre casestudier fra Zimbabwe, og diskuterer hvordan tema som kjønn, kultur og historie er elementer som førte til spenninger i zimbabwisk mediekultur på 1990-tallet. Avhandlingens tittel *Betwixt and Between*, antyder at de analyserte medietekstene og intervjupersonene utfordret de rådende politiske oppfatningene av hva som utgjorde zimbabwisk kultur og mediekultur på 1990-tallet. Avhandlingen baserer seg på teoretiske diskusjoner blant annet om globalisering, postkolonial teori og kjønnsforskning i det sørlige Afrika. Casestudiene omfatter en analyse av et kommersielt månedsblad for kvinner, en analyse av en kontroversiell film om landets frigjøringskrig, og en studie blant ungdom ved to videregående skoler i Harare.

Månedsmagasinet *Mahogany* ble etablert kort tid etter frigjøringen i 1980, med et uttalt mål å nå moderne zimbabwiske kvinner i urbane områder. Bladet tok opp enkelte kontroversielle, kulturelle og politiske tema samtidig som det hadde en ambivalens i forhold til stereotyp kvinnebilder og såkalte kvinnesaker.

Spillefilmen *Flame* (Ingrid Sinclair, 1996) ble politisk kontroversiell fordi den skildret frigjøringskrigen i perspektivet til to unge kvinner som deltok i kampen om landets uavhengighet. Filmen utfordret dermed den rådende oppfatningen av frigjøringskrigens helter som menn, og stilte spørsmålsteget ved kvinners undertrykking i samfunnet.

I det tredje casestudiet skildrer ungdom i Harare hvordan det er å vokse opp i Zimbabwe på 1990-tallet, hvordan de forholder seg til krav fra foreldregenerasjonen, skole og venner, samtidig som de får motstridende kulturelle impulser gjennom nasjonale og internasjonale medietekster.

Eriksen, Trond: *Pedagogiske muligheter i filmopplevelsens emosjonelle engasjement*. Trondheim, Norges teknisk-naturvitenskapelige universitet / NTNU, Institutt for kunst- og medievitenskap, 2010, 236 p., ISBN 978-82-471-2092-7, ISBN (electronic) 978-82-471-2093-4, (Doktoravhandlinger ved NTNU).

Denne avhandlingen tar opp ulike problemstillinger rundt det å bruke fiksjonsfilm i undervisningen. Ansatsen til dette er spørsmålet om det ligger kunnskapsbygging i det emosjonelle engasjementet vi opplever når vi ser film. Det er etablert en teoretisk plattform der perspektivet på pedagogisk praksis og forståelsen av filmopplevelsen presenteres og avklares. I dette står møtebegrepet, erfaringsbegrepet, emosjonenes funksjon og en grunnleggende dialogisk forståelse av vår eksistens sentralt. Det er gjennomført et feltarbeid der elever fra henhold-

svs ungdomsskole og videregående skole har sett film. Til dette er det etablert et metodisk opplegg for å lokalisere den umiddelbare filmopplevelsen, samt elevenes distanserte forhold til sin egen filmopplevelse. Det empiriske materialet viser til møtet mellom avhandlingens teoretiske plattform og levende filmopplevelser. De umiddelbare filmopplevelser er lokalisert gjennom observasjon og elevenes egen logging under filmframvisningen. Elevenes distanserte blikk på egen filmopplevelse beskrives ved hjelp av samtale med en fokusgruppe og elevenes personlige brev til en av filmens karakterer. Avhandlingen viser at film i pedagogisk og kunnskapsetablerende virksomhet forutsetter lærerens bevissthet om den enkeltes umiddelbare filmopplevelse som uavhengig den planlagte og didaktisk rasjonelle undervisningen. Dette betyr at filmens pedagogiske potensial etableres i en dialogisk relasjon mellom tilskuer og filmens karakterer, noe som beskrives gjennom begrepsparet *umiddelbar* og *distansert* refleksjon. Begrepsparet markerer ulike fortolkningsposisjoner, og dermed et pedagogisk viktig skille mellom det å være tilskuer og det å være elev. Gjennom et dialogisk perspektiv på filmopplevelsen etableres sentrale forutsetninger for det å bruke film i undervisningssammenheng. Dermed kan avhandlingen leses som et prinsipielt grunnnet bidrag til å realisere filmopplevelsens pedagogiske potensial.

Figenschou, Tine Ustad: *The South is talking back: Al Jazeera English as a strategic contra-flow*. Oslo, =/-Gruppen AS, 2010, 276 p.

The Qatar-based satellite channel Al Jazeera English (AJE), launched on November 15 2006, features an ambitious, alternative editorial agenda: It aims to “balance, report back and challenge” mainstream, Western media flows. This thesis examines the overarching research question: To what extent does Al Jazeera English represent a satellite news contra-flow? Adapting the contra-flow debate to the increasingly complex transnational satellite news landscape and relating the analysis to global power structures, the thesis examines AJE in relation to the vital contexts of Qatari media system and ownership. AJE’s editorial and production strategies are analysed, as well as its news output. Expanding the news flows literature and the research on media-elite relations, the empirical analysis of AJE examines the points where the mainstream and the alternative converge on each of these levels. Based on extensive content analysis, qualitative interviews and document analysis, these issues are examined in five journal articles (part 2), contextualized and overviewed in the covering paper (part 1). The thesis addresses AJE’s relationship with its Qatari owners and illuminates key structural limitations affecting the channel. AJE is vital in Qatari foreign policy and public diplomacy strategy, and thus serves as a strategic contra-flow for Qatari authorities. On the level of editorial

agendas and production strategies, the thesis examines the channel's particular emphasis on its southern presence, the policy of employing local correspondents, and the channel's cooperation with the wider Al Jazeera Network. The analysis emphasizes the channel's aim to professionalize an alternative agenda, and highlights the dilemmas and conflicts caused by this inherent structural contradiction. Thirdly, examining how the contra-flows of news are different from mainstream satellite news, the thesis analyses AJE's editorial distinctiveness as evidenced in its news output. It finds that the channel's news are characterized by a Southern emphasis, an alternative source hierarchy, and dramatic visualizations of civilian suffering.

Steensen, Steen: *Back to the feature: online journalism as innovation, transformation and practice*. Oslo, Det humanistiske fakultet, Universitetet i Oslo, 2010, 250 p.

Featurejournalistikk forbindes gjerne med glansede magasiner og avisenes helgebilag der blant annet reportasjer og portrettintervjuer er sentrale sjangre. I sin avhandling undersøker Steen Steensen hva som skjer med featurejournalistikken når den møter nettavisens krav til hurtighet, multimedia og interaktivitet med leserne. Hvordan endres featurejournalistikken i møte med nettavisen? Hva innebærer det å være en featurejournalist på nett?

Gjennom analyse av dagbladet.nos satsning på featurejournalistikk i seksjonen Magasinet på nett, viser Steensens avhandling hvordan en slik satsning kan gi nettjournalister en følelse av økt status. Samtidig viser analysene at featurejournalistikk på nett er en journalistisk praksis der ulike idealer og normer kolliderer. Featurejournalistikken slik vi kjenner den fra papirmediene, går gjerne tett på mennesker og miljøer, mens featurejournalistikken slik den praktiseres i dagbladet.no fjerner seg fra reportasjetradisjonen og går mer i retning av debatt og involvering av leserne.

Avhandlingen analyserer også ulike multimediale former for featurejournalistikk på nett og ser på hvilke faktorer som påvirker hvorvidt innovative initiativ i nettredaksjoner lykkes. Et sentralt funn i avhandlingen er

at nettredaksjoner har en tendens til å ha nokså vagt definerte strukturer, noe som betyr at det er stort spillerom for enkeltindivider til å påvirke hvordan innovasjon og sjangerutvikling foregår.

Wagner, David-Alexandre: *De la banlieue stigmatisée à la banlieue démystifiée: la représentation de la banlieue des grands ensembles dans le cinéma français de 1981 à nos jours*. Bergen, Universitetet i Bergen, 2010, 503 p., ISBN 978-82-308-0961-7.

Siden 1981 har forstedene spilt en sentral rolle på den politiske og sosiale arenaen i Frankrike, som kjennetegn for mange samfunnsproblemer. Dette gjelder en rekke problemstillinger, fra arbeidsløshet, voksende ulikheter i samfunnet, ny fattigdom, økning av frykt, vold og narkotikamisbruk – til spørsmål rundt de unges framtid og integreringen av en ny befolkning av utenlandsk opprinnelse. Dette "forstadsproblemet" er sammensatt i sin daglige og opplevde virkelighet, men samtidig også produktet av det bildet som media har skapt av problemet. Blant media er fjernsynets rolle og plass dominerende. Kinofilm opptar imidlertid også en interessant stilling, siden den gir et varigere og mer distansert blikk enn TV-nyhetene. Wagners mål med avhandlingen har vært å studere hvordan bildet som kinofilmen har gitt av "forstadsproblemet" har utviklet seg i årene 1981 til 2005. For å gjøre det har han analysert så godt som alle franskproduserte fiksjonsfilmer fra den aktuelle perioden som har "forstadsproblemet" som bakgrunn eller som hovedfokus.

Wagner har analysert innholdet i filmfortellingen (dvs skildringen av hovedpersonene, av familie- og kjønnsforholdene, fremstillingen av kriminalitet og av integrasjonsproblematikken) så vel som filmenes formmessige elementer (hvordan forstedene fremstilles gjennom dets arkitektur, musikkens plass og rolle), samt filmenes produksjons- og resepsjonsforhold. Resultatet viser seg å være overraskende: Filmene utvikler seg i perioden 1981-2005 til å bli en motvekt mot TV-nyhetenes svært negative bilde og fremmedgjøring av forstedene, og åpner opp for en humanisering av forstedene og en forsoning mellom Frankrike og dets urolige forsteder.

Sverige Dokumentalist: Roger Palmqvist

Arnberg, Klara: *Motsättningarnas marknad: den pornografiska pressens kommersiella genombrott och regleringen av pornografi i Sverige 1950–1980*. Umeå universitet, Institutionen för ekonomisk historia, 2010, 339 p., ISBN 978-91-85767-61-8, (Umeå studies in economic history; 42).

This thesis analyses the development towards a mass market pornographic press. Sweden (in addition to Denmark) is often described as a forerunner in this development when the so-called “porn wave” hit most of the Western world in the late 1960s. The “porn wave” was the starting point of the contemporary pornographic press, which put sexually explicit pictures on the international market. Denmark was the first country in the world to decriminalize pornographic pictures in 1969 and Sweden followed in 1971. While previous research in Sweden often blames decriminalization for the growth of the pornographic market, this thesis shows that the “porn wave” preceded the alteration of the Freedom of the press act and thus calls for a more multifaceted analysis of the development. Very few studies have been made about the development from an underground exclusive market of explicit pornography to a legal mass market. This thesis, however, makes a survey of all the Swedish publishers of pornographic magazines, their length on the market, and the market conditions.

By analyzing the regulation of pornography prior to 1971 and the legal cases leading to prosecutions of the publishers, the strategies used to challenge the regulation are traced. Special attention is also paid to how the monopoly on distribution held by Pressbyrån, a company owned by the Swedish press, affected the pornographic press. By cooperating and starting their own distribution channels, the pornography publishers managed to challenge Pressbyrån’s regulations. Great emphasis is laid on the discursive construction of pornography in mass media and in the parliamentary debates.

Bellander, Theres: *Ungdomars dagliga interaktion: en språkvetenskaplig studie av sex gymnasieungdomars bruk av tal, skrift och interaktionsmedier*. Uppsala universitet, Institutionen för nordiska språk, 2010, 230 p., ISBN 978-91-506-2164-8, (Skrifter utgivna av Institutionen för nordiska språk vid Uppsala universitet; 84).

This thesis explores young people’s interaction with different individuals through a variety of media. Three girls and three boys aged 16–18, from an urban school, a rural school and a suburban school, were each observed for a week, at school, at home and during leisure activities. The analyzed data consists of field notes, video and audio recordings, and texts written by the participants.

The study investigates how young people’s use of language varies in relation to different contexts. Questions are asked about what activities they participate in,

what media they use and how they use them, and how they express themselves orally and in writing in different contexts and through different media. The study is based in sociolinguistic theory and activity type theory. Data were collected using ethnographical methods, and analytical tools were drawn from a broadly defined field of discourse analysis.

Björck, Amelie: *Höra hemma: familj och social förändring i svensk radioserieteater från 1930-talet till 1990-talet*. Göteborg, Makadam Förlag, 2010, 415 p., ISBN 978-91-7061-076-9.

Among the formats introduced in Swedish radio in the 1930s, the theatre series about contemporary family life has turned out an exceptional survivor. The first family series, “Ingenjör Björck med familj” (1936–1943), was followed by 22 related series during the rest of the 20th century, each cultivating its own intimate and ritual based bond with the listeners.

The dissertation rediscovers this chain of family series broadcasted by the Swedish national radio, taking into special account the joint action of the genre’s aesthetical formation and the changing representations of family life in its expression. The series are analyzed in chronological order as cultural practices involving the authors of the series, the editorial staff and production teams of the Radio institution, the contemporary radio listeners and – not of least importance – the fictive characters of the series. In other words the performance of a (fictional) history of the family in late modernity is outlined.

Caroline Dahlberg: *Picturing the public. Advertising self-regulation in Sweden and the UK*. Stockholm, Acta Universitatis Stockholmiensis, 2010, 258 p., ISBN 978-91-86071-58-5, (Stockholm studies in sociology, N.S.; 48).

Across the globe, people are everyday audiences of advertising images, which have become integrated in our life worlds. Advertising images are entangled with interesting moral conflicts. This study analyses the decision-processes of advertising self-regulators, who are in the midst of such moral conflicts, with the purpose of showing how and why they decide if advertising images are acceptable or not.

Two organizations based in different countries are included in the study; The Advertising Standards Authority (ASA) in the United Kingdom and The Trade Ethical Council against Sexism in Advertising (ERK) in Sweden. The empirical material consists of interviews with 38 people, images and text documents, from the two mentioned self-regulatory bodies, and some (participant) observation. The study focuses on cases of potentially offensive advertisements. The material is primarily analysed using the theory of worlds of worth, developed by Luc Boltanski and Laurent Thévenot.

Ekström, Ylva: *"We are like chameleons": changing mediascapes, cultural identities and city sisters in Dar es Salaam*. Uppsala universitet, Acta Universitatis Upsaliensis, 2010, 310 p., ISBN 978-91-554-7770-7, (Uppsala Studies in Media and Communication; 5).

The consequences of expanding mediascapes and processes of cultural globalisation during the early 21st century is the focus of this thesis. The author has conducted extensive field studies in Dar es Salaam, Tanzania. She explores the construction of cultural and gendered identities where notions of local and global, rural and urban, traditional and modern, female and male meet.

Tanzanian culture has always been characterized by multiculturalism and cultural processes of hybridity. An analysis of place and space in the city of Dar es Salaam, and a detailed account of the changing mediascape provide the background for ethnographic study of young Tanzanian women in the city, and how modern Tanzanian female subject positions are produced at the intersection of mediated and lived experience.

Heerden, Gené van: *Collaborating and communicating in new media – wiki's, social networks and blogs: a qualitative and quantitative approach*. Luleå tekniska universitet, 2010, ISBN 978-91-7439-153-4, (Doctoral Thesis).

The Web 2.0 environment has created a platform where the power and voice have shifted from organization to market. Communities, networks and the developments in information communication technologies have enabled the average consumer to become an active participant in creating and recreating value.

This thesis identified three categories of the Web 2.0 environment Open Source, social networks and blogs to illustrate that valuable information exists in these platforms. This information is at the core of the collaboration activities and provides opportunities to develop competence in market knowledge. New ways of doing research and creating dialogue are needed in these collaborative platforms.

The thesis reports on the five studies conducted in the Web 2.0 environment and the impact on collaboration and communication with the market. In the first instance, the nature of Open Source projects creates opportunities for organizations to collaborate and create value. Secondly, networks provide organizations with valuable information specifically with regards to structure and relationships. Lastly, this thesis discusses the importance of learning about blogs and the collaborative nature of these tools by including the perceptions of both blog readers and bloggers. Furthermore organizations need to understand the structure of such tools in order to leverage on its collaborative capabilities.

Kjellberg, Sara: *Forskarbloggar: vetenskaplig kommunikation och kunskapsproduktion i bloggösfären*. Lunds universitet, Institutionen för kulturvetenskap, 2010, 226 p., ISBN 978-91-7473-027-2.

This thesis is about a research-based understanding of researchers' use of blogs as a part of scholarly communication. The following research questions guide the investigation: (1) How are scholarly blogs constructed and used as socio-technical systems in scholarly communication? (2) Which roles do scholarly blogs play in relation to other forms of scholarly communication? (3) Which expressions of researchers' relations to the public emerge in scholarly blogs?

Four separate research articles make up the main body of the thesis. These articles report on three largely independent studies which explore different aspects of scholarly blogs. The thesis starts from the assumption that scholar's different epistemic cultures influence and shape scholarly communication practices. It furthermore approaches scholarly communication as practice. This makes it possible to include technology as shaping and being shaped by these practices. Consequently, scholarly blogs are treated as socio-technical systems and envisioned as shaped in an interplay between technical and social aspects.

The thesis' first study takes a bird's eye view and investigates the landscape of academic blogs. This is achieved through a case study of the Swedish academic blogosphere which unites a content analysis and a webometric analysis. The second study draws on 11 in-depth, semi-structured interviews with researchers who are all active bloggers. It focuses in particular on the motivations these researchers have for blogging, by starting from how they describe the functions that their blogs serve in their scholarly communication practices. Finally, the third study investigates characteristics of blogging as part of scholarly communication within epistemic cultures. This study is based on a genre-theoretical approach and structured around two groups of researchers in two disciplines, Physics and History. It employs a framework for situated genre-analysis, developed specifically for analysis of blogs, which is presented in a separate article in the thesis.

Larssen, Urban: *Call for protection: situating journalists in post-cold war Romania in a global media development discourse*. Stockholm, Acta Universitatis Stockholmiensis, Almqvist, 2010, 235 p., ISBN 978-91-86071-36-3, (Stockholm studies in social anthropology; 3).

This study deals with the development of journalism in post-Cold War Romania, and it does so with a particular interest in the transnational dimension this entails.

Many NGOs and international organizations are currently seeking to monitor journalists' situations in countries around the world, while at the same time aiming at having the whole world aligned with international standards of the journalistic profession. Much attention is put on the safety of individual journalists and on the need to protect them from both legal and physical harm. Reports are continuously launched, frequently worded to impart a sense of emergency, effectively linking putative universal values of journalism with the image of vulnerable

journalists carrying out dangerous work for the benefit of large publics.

Romania is a fertile place for this kind of global activism, partly due to the country's totalitarian past and to what many commentators see as an unfulfilled process of democratization where powerful media owners and executives influence journalistic standards with business interests foremost in mind, and where harassments of journalists have been on the rise during the last decade. By combining an ethnographic account of the journalism field with an exploration of how global media development activities are operating in contemporary Romania, the prime question of the thesis is how journalism is constructed and made meaningful in a transnational context. The study is based on ethnographic material collected during the period of 2000-2002 among journalists and NGO activists in Bucharest, Romania.

Larsson, Inger: *Att bygga broar över kulturgränser: om svensks kommunikation med icke-svenskar vid arbete utanför Sverige*. Lunds universitet, Institutionen för kommunikationsstudier, 2010, 226 p., ISBN 91-7267-312-5, (Lund Studies in Media and Communication; 14).

Globalization creates a need for increased communication competence among Swedes working on the global arena. This study is based on reports of communication processes used by Swedes when interacting professionally with non-Swedes. The reports are derived from interviews.

The study focuses on three areas. 1) The communication strategies developed by the respondents for intercultural communication. 2) The relationship between the choice of communication strategies and the cultural backgrounds of the respondents – understood in terms of their personal and professional experiences. 3) The basic theoretical frameworks suitable for the analysis and interpretation of the intercultural communication processes in the described context and for the field more generally.

The study also addresses questions concerning language use, cultural training, and gender aspects. Further, with a point of departure in a review of relevant communication theories, earlier research within intercultural communication both in Sweden and abroad, two principal theoretical approaches are discussed. Social constructionism is used to critically analyze the traditional concepts of “national culture”, “culture”, and “Swedishness”. The other approach is a return to mainstream communication theory as a conceptual cornerstone in studying intercultural communication.

The empirical data consist of 30 qualitative interviews, including 10 international businessmen, 10 Swedish Red Cross delegates, and 10 researchers connected with universities in Sweden, all with wide international experience. Those respondents are all Swedish-born and Sweden-educated.

Magnusson, Ann-Sofie: *Bilden av psykiatriområdet: nyhetsrapporteringen i Rapport 1980-2006*. Göteborgs universitet, Institutionen för journalistik och masskommunikation (JMG), 2010, 277 p., ISBN 978-91-88212-82-5, (Göteborgsstudier i journalistik och masskommunikation; 60).

In Sweden, as in many other countries in the Western world, care and support to people with mental illness have undergone major organizational changes.

The thesis describes and analyses the image of the psychiatric field that Swedish newscast gives from a long-term period of view and in the perspective of the great changes that have occurred in the psychiatric field. The research questions are: What image has the Swedish news coverage of the psychiatric field shown in a broad and long-term perspective? And how does the news image correspond to societal context?

”The psychiatric field” encompasses both an individual as a societal perspective on mental illness. A model based on the idea of the psychiatric field as “reality” is used to study the news image. The model consists of psychiatric field actors and questions, their properties and relationships. The study of news content in the news program Rapport, “Sweden’s largest news media”, is used to answer the first research question. To answer the second research question, the news image is studied in relation to events in the psychiatric field and to government statistics.

Moberg, Åsa: *Assessment of media and communication from a sustainability perspective*. Stockholm, Kungliga Tekniska högskolan (KTH), Skolan för arkitektur och samhällsbyggnad, 2010, 74 p., ISBN 978-91-7415-636-2, (Trita-SOM; 2010:05).

This thesis aims to assess potential environmental impacts of media and communication and to contribute to the development of methods for sustainability assessment. Although the main focus is on printed and electronic media products and environmental impacts, a broader sector analysis is also included and social aspects are discussed. The thesis provides a review of different environmental assessment tools in order to better understand their relationships and the appropriateness of different tools in different situations. Life cycle assessment (LCA) is used to assess printed and electronic versions of newspapers, books and invoices.

To get a wider perspective, a sector study of the ICT sector and media sector concerning global greenhouse gas emissions and operational electricity use was performed. It was estimated that the contribution to global greenhouse gas emissions in 2007 was roughly 1-2 % for each sector. To assess media and communication products from a sustainability perspective, social aspects should also be covered. The author participated in an international project group on social aspects and LCA, one outcome from which was guidelines for social LCA (S-LCA). In addition to providing guidance for S-LCA,

another important role of the guidelines is to facilitate discussions, criticism and proposals for improvement and development of the methodology being developed.

The LCA and sector studies in this thesis are limited to direct and to some extent indirect environmental impacts. Further studies of the environmental impacts of more long-term changes in practices and potential structural changes, as well as potential social impacts, could provide important additional insights. This could increase the possibility of facilitating sustainable practices related to ICT and media.

Christopher Natzén: *The coming of sound film in Sweden 1928-1932: new and old technologies*. Stockholm, Acta Universitatis Stockholmiensis, 2010, 284 p., ISBN 978-91-86071-45-5, (Stockholm cinema studies; 10).

This dissertation examines the coming of sound film in Sweden during the years 1928-1932, and the reception of mechanically recorded sounds both in the trade press and among audiences. The novelty of sound film opened up for a negotiation of the perception of sound and image, as it made visible the film medium's technological construction, before this visibility was once more absorbed by the cinematic discourse. The conversion to sound film is considered from three perspectives – technology, reception and practice – as well as through the concept of intermediality, focussing how the audio-visual expression changed during this period.

Including chapters: 1) "Image, Sound, Audience I: 'Constructed' sounds – the visibility of technology" deals with these issues prior to the conversion to sound, and the following intermediate years, until sound film had reached a certain equilibrium, 2) "Production – The Companies" deals with the production and the major Swedish sound companies. Particular attention is given to how formative music in their films transforms itself into a consistent use of non-diegetic music two years before this happened in Hollywood, 3) "Reception – The Cinemas" addresses the topic of the reception of the first sound films in Sweden during 1929. The argument is that the audience's re-awakened awareness of the technology described in Chapter 1 was an active part in this process, and that their reactions led back into the advertising campaigns, making them participants in the cinematic event, 4) "Practice – The Musicians" continues this debate from a musician's point of view. This chapter turns the focus upside down and looks at the arrival of sound film from a grass-roots perspective. While chapter 4 diverts somewhat in dwelling on issues that do not strictly deal with the conversion to sound, it serves to contextualise a technological invention that changed not only film production and reception, but also had very concrete social repercussions for those that created the sounds of music, and 5) "Image, Sound, Audience II: 'Authentic' sounds – the disappearance of technology" dovetails with Chapter 1, addressing similar phenomena at a time when these had become fully integrated and the technology once more became invisible.

Louise Nilsson: *Färger, former, ljus. Svensk reklam och reklampsykologi, 1900-1930*. Uppsala universitet, Acta Universitatis Upsaliensis, 2010, 229 p., ISBN 978-91-554-7800-1, (Uppsala studies in history of ideas; 41).

This dissertation examines the rise of an advertisement business in Sweden and the breakthrough of advertising psychology as a field of knowledge. The aim of the investigation is to show first, how the advertising landscape changed in Sweden and, second, how technologies were used in designing the different forms of advertisement that became integrated into media and public environments, during the period 1900-1930.

The study raises questions such as: Who were the entrepreneurs behind the outbreak of psychological advertising in Sweden during the early 20th century? How did advertisement become integrated into media and urban landscapes as part of everyday life in Swedish society? How did handbooks in advertising psychology describe the effects of external visual stimuli, such as light, colors and shapes on the viewers' consciousness and the role of such stimuli in transforming viewers to consumers?

The dissertation is written within the interdisciplinary field of visual culture studies. Here the theoretical point of departure combines perspectives from media, film and art studies. Drawing on Cray's works, the intention of my study is to highlight how such changes resulted in strategies and tools that were used in commercial business and not necessarily in the sciences. The ability to capture human attention and influence her through visual stimuli was also of great interest to trade and industry. Within commercial business the human sense of sight was perceived as an object that could be stimulated for creating consumers. I examine the development of techniques and strategies in commercial business for influencing individuals by external stimuli.

Ots, Mart: *Understanding value formation: a study of marketing communications practices at the food retailer ICA*. Jönköping University, Jönköping International Business School, JIBS, Media Management and Transformation Centre, 2010, 300 p., ISBN 978-91-86345-11-2, (JIBS dissertation series; 64).

ICA AB is Sweden's largest retail and wholesale firm, a cooperation of retail proprietors. Here it is studied as the nation's largest media firm. It is the largest advertiser, the largest publisher of consumer magazines, and plausibly the most advanced user of household shopping data for marketing purposes. ICA's marketing media system is operated by a constellation of different professional groups, and the study at hand asks questions about how practitioners in different professional communities relate to the idea of value and value creation, how their social practices pushes them towards divergent understandings and priorities, and what such differences do to their opportunities to collaborate within ICA's marketing processes.

Over two years, 2007–2008, through qualitative interviewing and participant observation, the study follows ICA's marketing communications process and some of

its most central practitioners – marketing managers, media agency specialists, editorial staff, and TV network sales representatives. It describes their involvement in TV advertising campaigns, in the customer magazine Buffé, and in the introduction of mass-customized direct marketing in the project Mina varor.

Combining some of the most widely cited marketing theories on value creation with a sociological view on activity forwarded by Practice Theory, this thesis suggests that value is best seen as being formed along two intertwined processes – value creation which is the process of physical activity, and value construction which is a social process of understanding what is to be regarded valuable.

The benefits of coordination and collaboration have been forwarded in marketing (relationships and networks) and marketing communications (integrated marketing communications) literature over the past decades. The concluding discussion concerns how and to which extent practical logics can be altered, changed, or aligned towards mutually rewarding goals.

Anita Radón: *The rise of luxury brands online. A study of how a sense of luxury brand is created in an online environment*. Stockholms universitet, Företagsekonomiska institutionen, 2010, 298 p., ISBN 978-91-7447-059-8.

Luxury brands have only recently tapped into the online market in an attempt to increase revenues and expand their businesses. This leap onto the online world has resulted in several new challenges, including the luxury brand paradox. The luxury brand paradox concerns the inherent difficulty for luxury brands to increase sales and expand their customer base while simultaneously maintaining an aura of mystery and exclusivity. The openness and accessibility of the Internet are believed to pose an extra challenging environment for luxury brands. This research explores how a sense of luxury brand is created in an online environment. Using methodology comprised of different online methods to comprehend what is taking place online, this study primarily concentrates on visual imagery and online communication.

The online world of luxury brands is conceptualized into three distinct categories: brand websites, counterfeit websites and community websites. Using these three categories, the thesis demonstrates what role they each play in the creation of a sense of luxury brand. From this analysis, four themes emerge on the sense of a luxury brand (luxury history, authenticity, community and paradox).

The concept of an online fair is used to illustrate the environment of luxury brands on the Internet. The online fair consists of a confluence of people involved in it as well as the various activities they perform. In addition, the fairground where the people participate and the activities that take place are described. In conclusion, this thesis proposes a move from the identity-image construct toward a view of handling and co-creation of sense of brand.

Raviola, Elena: *Paper meets web: how the institution of news production works on paper and on-*

line. Jönköping University, Jönköping International Business School, JIBS, Media Management and Transformation Centre, 2010, 293 p., ISBN 978-91-86345-12-9, (JIBS dissertation series; 65).

The dissertation investigates the institution of news production at work, on paper and online, through an ethnographic study at the largest Italian financial newspaper Il Sole-24 Ore. Building on institutional theory and taking inspiration from Bordieu's theoretical apparatus describing how cultural capital works, the dissertation presents a framework for the way institutions work, a framework that echoes Mary Douglas' *How Institutions Think* (1987). In the space created by the relationships between objects, practices and labels, institutions are at work in the alignments, disarrangements, re-alignments and new alignments among objects, practices and labels. This study examines the encounter between old and new to aid in the understanding of the workings of institutions, because the workings of institutions are made more visible in this encounter between aliens.

Empirically, the occasion is the encounter between the newspaper and the website in the framework of the newspaper-website integration project at IlSole-24 Ore. The main story line develops as follows: An old alignment around the newspaper (old object), to which old practices called journalistic (label) we realigned, is disarranged by the encounter with the website (new object), which is alien to the newspaper and carries new practices for making news. As a consequence of this encounter, the newspaper and the website vacillate between old and new practices and new alignments and realignments are formed: In these movements the institution of news production can be seen at work.

Sandstig, Gabriella: *Otrygghetens landskap: en kartläggning av otryggheten i stadsrummet och en analys av bakomliggande orsaker, med fokus på mediernas roll*. Göteborgs universitet, Institutionen för journalistik och masskommunikation (JMG), 2010, 406 p., ISBN 978-91-88212-78-8, (Göteborgsstudier i journalistik och masskommunikation; 58).

The aims of the dissertation are to explore and map the fear and insecurity in urban public spaces and to analyse the underlying causes behind the sensations of fear and insecurity in these spaces, with focus on the role of the media. The study is mainly based on survey data collected through regional samples of the population of West Sweden between the years of 2001–2007. But also data collected through quantitative content analyses of the two leading newspapers in the region 1950–2003.

On a general level half of the threats expressed by people as the most serious to their own security concern crime, in particular crimes of violence. But an equally large part concern threats associated with social problems, different aspects of society, health and the environment and also international conflicts. On the specific level, people name the same types of places that are found in the theoretical frame by Koskela (1996) used to grasp the sensations of fear and insecurity in urban public spaces.

Sefyrin, Johanna: *Sitting on the fence – critical explorations of participatory practices in IT Design*. Sundsvall, Mittuniversitetet, Institutionen för informationsteknologi och medier, 2010, 99 p., ISBN (electronic) 978-91-86073-66-4, (Mid Sweden University doctoral thesis; 80).

This thesis is about participation in IT design. The problem background that is outlined is that information technologies have far reaching consequences for societies and for individuals, and that the design of information technologies is one among many practices that shape the world in which we live. From a democratic point of view it is crucial that also women should be involved in these reality producing practices. In relation to this there are at least two stories about women's participation in IT design; one about their absence from IT design, and one about their inclusion therein. Based on this problem background the purpose of the author's research is to critically explore participatory IT design practices, with a special focus on gender, power and knowledge. In order to fulfil the purpose three research questions are formulated: 1) Who participated in the IT design practices? 2) How did knowledge come into being in these practices? and 3) How was responsibility enacted?

The frame of reference is based on two research fields. One is Participatory Design (PD) with its focus on practitioners as co-designers in IT design practices, and the other is feminist techno-science which focuses on theories, methods, approaches, knowledge processes, and gender in techno-science practices. These two frameworks shares an interest in power relations and democratic participation in IT design. The empirical material was gathered with the help of ethnographic methods, and comes from a large IT design project in a Swedish government agency. The project was an eGovernment project, and a central objective was to rationalize the business. The focus was some (women) administrative officers who participated as business process analysts. This material was analyzed with the help of feminist techno-science methodologies, foremost analytical realism and diffraction.

The thesis is based on five research papers. The results of these are discussed and related to the research questions and the purpose.

Shehata, Adam: *Media matter: the political influences of the news media*. Sundsvall, Mittuniversitetet, Institutionen för informationsteknologi och medier, 2010, 35 p., ISBN 978-91-86073-73-2, (Mid Sweden University doctoral thesis; 84).

The studies in this dissertation investigate various aspects of news media influence in mediated democracies. The main purpose of this dissertation is to test several theories, or theoretically grounded claims, regarding the relationship between political actors and the news media on the one hand, and between the news media and citizens on the other. The theories that are investigated apply to slightly different areas within the political communication research field but are all focused on various aspects of the political influence of the news media.

Following articles are included in the discussion: 1) Unemployment on the Agenda: A Panel Study of Agenda Setting Effects during the 2006 Swedish National Election Campaign, 2) Media Malaise or a Virtuous Circle?: Exploring the Causal Relationships Between News Media Exposure, Political News Attention and Political Interest, 3) Pathways to Politics: How Media System Characteristics Can Influence Socioeconomic Gaps in Political Participation, 4) Members of Parliament, Equal Competitors for Media Attention?: An Analysis of Personal Contacts Between MPs and Political Journalists in Five Countries, 5) Marking Journalistic Independence: Official Dominance and the Rule of Product Substitution in Swedish Press Coverage, and 6) Facing the Muhammad Cartoons: Official Dominance and Event-Driven News in Swedish and American Elite Press.

Sjöberg, Jeanette: *Chatt som umgängesform: unga skapar nätgemenskap*. Stockholms universitet, Institutionen för barn- och ungdomsvetenskap, 2010, 165 p., ISBN 978-91-7447-161-8.

This dissertation focuses on social interaction patterns between young people in an online chat room, analyzing how social order is displayed and constituted. An overall issue concerns when and how the participants manage to co-create social communities within this setting.

The data draw on an ethnographic study, where chat room observations and online recordings were carried out during three years. Methodological guidelines from discursive psychology and conversation analysis have been used in making detailed sequential analyses of chat room interactions.

The thesis builds on social practice theories, including socio-cultural theorizing and studies of language socialization, and work on positionings.

Strömquist, Helena: *"Med coleurt omslag": färgade, dekorerade och tryckta pappersomslag på svensk bokmarknad 1787–1846: en bokhistoria*. Lunds universitet, Institutionen för kulturvetenskaper, 2010, 410 p., ISBN 9789162879945, (Bokhistoriska skrifter; 6).

This dissertation examines the significance of the paper-bound book on the book market as part of the history of consumption. It is an examination of the materiality of the book, in which the form and function, economics and distribution of the binding during the last century of the hand-press era are studied. The intention has been to show that the ready-bound book was a means for the actors on the book market to increase the sale of books in the decades around 1800, and that the ready-bound book as a product was an important component in the development of the book market towards a modern consumer market. Through the selling of ready-bound books the book change from being an intermediary good to a consumer good.

The study is based on a text-sociological view of the book formulated by D. F. McKenzie (1986). The book circuit model put forward by Adams & Barker (1993) has been interpreted as a socio-economic explanation for

the existence of the book. The changing conditions for publishing and the legal, cooperative and economic systems of production and distribution in Sweden are analyzed and discussed to show how the binding became an essential element in the marketing of the book and how the publisher within this process became an independent actor on the book market.

Westerlund, Michael: *Självmod och Internet: kommunikation om ett livsfarligt ämne*. Stockholms universitet, Institutionen för journalistik, medier och kommunikation, 2010, 299 p., ISBN 978-91-7447-049-9, (Doktorsavhandlingar från JMK; 36).

With suicide still a taboo subject in contemporary society, websites and discussion forums on the Internet have become an important and controversial source of information. Through the Internet, the distinction between personal, intimate communication and public communication has blurred, which also has consequences for how the question of suicide is addressed in society.

The aim of this dissertation is to examine how the subject of suicide is communicated, represented and addressed in the global and increasingly dominant communication platform of the Internet. Central to this purpose is the analysis and investigation of the discourses about suicide which are constructed and reconstructed by actors on the Internet, and how these discourses relate to each other and to the overarching social and socio-cultural context.

The dissertation's analyses are based on three Internet materials: (1) Google searches of the terms *självmod* and suicide; (2) Websites with a pronounced pro-suicide or suicide prevention content; (3) Discussion on Internet forums where suicide is the main topic.

One of the central aspects that this dissertation points to is the struggle that plays out on the Internet between two distinct approaches to suicide, which feed into completely incompatible understandings and valuations of humanity and society. The dominant suicide preventative discourse takes the position that suicide is such a threatening and destructive act for society as a whole that it cannot solely be handled by the individual. Representatives of the pro-suicide discourse support the opposite view, in which suicide is considered an acceptable way for the individual to 'solve' major problems in their lives. Through the Internet's expansion, actors supporting both views have found new ways of formulating their messages and reaching out to different audiences.

Wiik, Jenny: *Journalism in transition: the professional identity of Swedish journalists*. Göteborgs universitet, Institutionen för journalistik och masskommunikation (JMG), 2010, 246 p., ISBN 978-88212-80-1, (Göteborgsstudier i journalistik och masskommunikation; 59).

Is journalism going through 'de-professionalization' or is it just entering a new phase – taking a different shape? And what is the meaning of professional ideals such as

scrutiny and autonomy in these processes? The author discusses these matters, with focus on the case of Swedish journalists, in this thesis. Empirical support is drawn from a national survey conducted five times since 1989 on the Dept. of Journalism, Media and Communication at the University Gothenburg (JMG). Questions about journalists' perceptions of various ideals offer excellent opportunities to explore possible homogenization vs. fragmentation, and what the attitudinal dimensions actually say about the professional content of Swedish journalism.

The results are analyzed by the conceptualization of Bourdieu's field theory, along with current professional theory, and point at a possible separation of professional levels where a few ideals constitute an over-arching professional identity, while the flora of attitudes below is more diverse and dependent on factors of organizational affiliation, gender and age. Professional ideals may furthermore be regarded as a form of symbolic capital, used as legitimizing tools in journalism's struggle for maintaining status quo.

Zimic, Sheila: *Opening the box: exploring the presumptions about the 'Net Generation'*. Sundsvall, Mittuniversitetet, Institutionen för informationsteknologi och medier, 2010, 102 p., ISBN 978-91-86694-08-1.

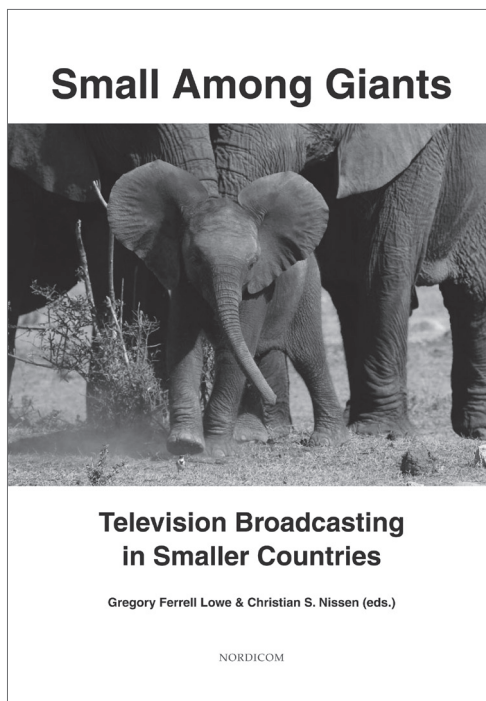
There are many names or labels which refer to the generation growing up with digital media and these include labels such as 'Net Generation' (Tapscott, 1998), 'digital natives' (Prensky, 2001), 'cyberkids' (Holloway, 2003) and 'MySpacegeneration' (Rosen, 2008). The core idea behind these labels is that young people who have grown up surrounded by digital technology are very different to previous generations in their way of using and even thinking about the new digital technology. This appears to be reinforcing a generational divide and makes the assumption that young people can be categorized into one group in relation to their use of ICTs.

The approach in this thesis is to empirically explore, in order to nuance, some of these presumptions about the 'Net Generation' (defined according to Tapscott). Thus, the research question is: How can the presumptions about the 'Net Generation' being nuanced?

The following three presumptions have been explored within the three papers included in the thesis: 1) The 'Net Generation' diverges from previous generations in relation to the use of internet; 2) The 'Net Generation' is techno-savvy or digitally competent; 3) The digitally competent 'Net Geners' are also digital participants since there is a causal relationship between digital competence and digital participation.

The explorations are conducted by using the theoretical concepts 'digital skills', 'self-efficacy' and 'participatory culture'. Several hypotheses, deduced from previous research, have been tested on a national representative sample of people born between the years 1978 and 1997 (categorized as the 'Net Generation').

Ny bok från Nordicom



När elefanterna dansar är det klokt att dra sig undan. Så lyder ett gammalt talesätt. Men vad händer om man inte kan dra sig undan, om man faktiskt måste dansa med? Inom TV-branschen har man länge sett stora länder, stora bolag och stora marknader som förebilder, som normen. Större är bättre. Det är allt som oftast utgångspunkten för så väl politiska beslutsfattare och kontrollmyndigheter som konsulter och företagsledare i branschen. Denna bok sätter den tesen under lupp. Forskningen som redovisas i boken har två övergripande frågor i fokus: Dels, vilka medel kan ett litet land ta till för att behålla kontrollen över sin audiovisuella framtid? Dels, hur möter landet de utmaningar som externt inflytande ger upphov till? De medverkande forskarna besvarar en rad frågor av relevans, utifrån såväl normativ diskurs som empiriska rön.

För mer information
www.nordicom.gu.se

(se under Publikationer)

Ny litteratur

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Litteratur från Nordicoms databas NCOM

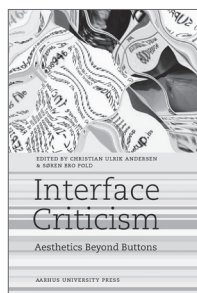
Danmark

Dokumentalist: Maria Hvid Stenalt

Interface criticism

Aesthetics beyond the buttons

Christian Ulrik Andersen & Søren Pold, Aarhus, Aarhus Universitetsforlag, 2011, 295 p., ISBN 978-87-7934-504-1.



Interface Criticism is not another design manual but a critical investigation for readers interested in the aesthetic, cultural and political dimensions of interfaces. With contributions from leading researchers within the field, the book covers a wide range of aesthetic expressions – including urban screens, wearable interfaces, performances, games, net-art, software art,

and sound art, and discusses how new cultures evolve around, for example, open source or live coding.

The volume critically investigates the aesthetics of interfaces in ways that transcend the iconic surface of the graphical user interface and goes beyond the buttons. Ultimately the book develops interface aesthetics as an appropriate paradigm for a critical discussion of the computer.

Læring i videnssamfundet

Om vidensformidling, videnskonstruktion og vidensdeling

Jørgen Bang & Christian Dalsgaard (eds.), Tidsskriftet Medier og Læring, 2010; nr. 5, 1903-248X, <http://ojs.statbiblioteket.dk/index.php/lom/issue/view/525>. Note: Ekstra udgivelse.

Antologien fremlægger resultaterne fra forskningsprojektet *Videnskonstruktion, vidensdeling og vidensformidling i videnssamfundets uddannelsessystem* under Aarhus Universitets humanistiske fakultets satsningsområde *Videnssamfundet*. Antologien er inddelt i tre temaer: 1. Sociale medier, 2. Medier i undervisningen og 3. Medier i undervisningen. Indeholder følgende artikler: Simon B. Heilesen: *E-læring 2.0. Vilkår og muligheder i det sociale web*; Marianne Riis: *Mon Wenger har en avatar? – observationer og refleksioner over remediering af didaktisk design i Second Life*; Christian Dalsgaard: *Internettet som personaliseret og socialt medie*; Jørgen Bang: *Den digitaliserede kulturarv – en læringsressource med stort potentiale!*; Bo Fibiger: *Mobile mediers læringspotentialer – didaktiske overvejelser i forbindelse med brugen af podcast og vodcast*; Ben Bachmair, John Cook & Norbert Pachler: *Mobiltele-*

foner som kulturelle ressourcer: En analyse af mobil ekspertise, strukturer og spirende kulturelle praksisser; Judith Seipold: *Kan brugen af mobiletelefoner i undervisningen styrke elev-centrerede læreprocesser?*; Klaus Rummler: *"Udsatte elevers" livsstil: Indbyrdes afhængigheder mellem mønstre for mediebrug og læring i "udsatte" ungdomskulturer*; Jørgen Bang, Christian Dalsgaard & Thea Skaanes: *Kan mobiletelefonen skabe refleksion i undervisningen? Medialisering som refleksivt redskab*; Helle Mathiasen: *Brug af podcasts i undervisningen – muligheder og begrænsninger*; Ole Caprani & Klaus Thestrup: *Det eksperimenterende fællesskab: Børn og voksnes leg med medier og teknologi*.

Netreklamens æstetik

En typologisering og medieæstetisk analyse af reklame på annoncewebsites

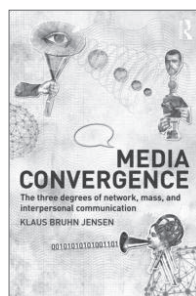
Iben Bredahl Jensen, Aalborg, Aalborg Universitet, Institut for Kommunikation, 2010, 534 p., ph.d.-afhandling.

Med udgangspunkt i et medieæstetisk perspektiv retter ph.d.-afhandlingen fokus på, hvad der karakteriserer netreklame som en tekstform, og hvordan netreklame kan analyseres som en multisemiotisk organisering, der rummer et betydningspotentiale. Grundlaget for afhandlingen er empiriske undersøgelser af reklame på annoncewebsites foretaget i 2004/05 og 2008/09, og formålet er dels at identificere dominerende fremstillings- og kompositionsformer i det indsamlede materiale med henblik på udarbejdelsen af en netreklametypologi, dels at udvikle et begrebsapparat til en medieæstetisk analyse.

Media convergence

The three degrees of network, mass, and interpersonal communication

Klaus Bruhn Jensen, London, Routledge, 2010, 195 p., ISBN 978-0-415-48204-2, ISBN (electronic) 0203855485.



The development of digital media presents a unique opportunity to reconsider what communication is, and what individuals, groups, and societies might hope to accomplish through new as well as old media. At a time when digital media still provoke both utopian and dystopian views of their likely consequences, Klaus Bruhn Jensen places these 'new' media in a

comparative perspective together with 'old' mass media and face-to-face communication, restating the two classic questions of media studies: what do media do to people, and what do people do with media?

Media Convergence makes a distinction between three general types of media: the human body enabling communication in the flesh; the technically reproduced means of mass communication; and the digital technologies facilitating interaction one-to-one, one-to-many, as well as many-to-many.

Underholdende tv

Hanne Bruun & Kirsten Frandsen (eds.), Aarhus, Aarhus Universitetsforlag, 2010, 295 p., ISBN 978-87-7934-511-9.

Tv leverer i stigende grad underholdning: Programmer



om boligen, haven, mad, sport, rejser og forbrug udfylder sammen med satire, sport og reklamer en stor del af sendefladen. Denne bog sætter fokus på, hvad tv-underholdning egentlig er i dag, hvor programmerne indgår i et komplekst landskab sammen med de nye digitale mediers tilbud.

Underholdende tv beskriver underholdning som en særlig relation mellem det audiovisuelle produkt og modtageren, hvor ikke blot oplevelsen og afsenderens intention, men også produktionen og programmernes æstetik er afgørende faktorer. Bogen undersøger denne relation gennem analyser af udvalgte danske underholdningsprogrammer og -genrer, mens et afsluttende appendiks gengiver og præsenterer talmaterialet bag konklusionerne. Tilsammen giver bogens ni bidrag for første gang et nærbillede af, hvordan det underholdende som et særegent fænomen fungerer i dansk tv – hvor den globale tv-kultur og internationale tv-økonomi spiller en central rolle. Antologien rummer artikler af: Anja Bechmann, Hanne Bruun, Christa Lykke Christensen, Hans-Peter Degn, Kirsten Frandsen, Anne Jerslev, Lothar Mikos, Jørgen Stigel & Anne Marit Waade.

Læring med levende billeder

Hans-Christian Christiansen & Gitte Rose (eds.), Frederiksberg, Samfundslitteratur, 2010, 308 p., ISBN 978-87-593-1505-7.



Vores erfaringer og videnstignelse skabes i dag i stadig højere grad gennem levende billeder på forskellige teknologiske platforme, og brugen af fx film, tv og computerspil i undervisningen imødekommer børn og unges kultur, erfaringer og kompetencer. Det kræver imidlertid baggrundsvi-

den, tolkningskompetence og mediepædagogisk indsigt at anvende levende billeder i undervisningen, og der savnes i denne sammenhæng viden om, hvordan brugen af levende billeder integreres som en del af det didaktiske håndværk. Bogen præsenterer en række forskellige tilgange og teorier til arbejdet med levende billeder i undervisningen: fra fænomenologi og pragmatik til receptionsteori, formalisme og æstetisk læringsteori. I bogen integreres teorier omkring medier, pædagogik og didaktik med et bredt spektrum af metoder udviklet i det praktiske arbejde med medier.

Bogen er skrevet til brug i undervisningen inden for fagområder som mediepædagogik og medieanalyse samt beslægtede fag på mellemlange og lange videregående uddannelser.

Mediehistorier

Kirsten Drotner, Frederiksberg, Samfundslitteratur, 2011, 262 p., ISBN 978-87-593-1487-6.



Medier – fra tv, radio og aviser til internet, spil og mobile enheder – forbindes ofte med forandring, fornyelse og fremtid. Men medier handler også om gentagelse, fastholdelse og fortid. Medier har nemlig en historie, og de er med til at forme samfundets historie om sig selv. På baggrund af nye tilgange til mediernes mange

fortider, giver denne bog en solid og perspektivrig indføring i, hvordan mediernes mangfoldige historier kan undersøges og forstås i forhold til moderne samfund, hvilke metoder det kræver, og hvilke traditioner medievitenskaben udspringer af og selv udvikler. Bogen indtager telekommunikationen og computeren i massemediernes historie og giver herved en opdateret baggrund for at forstå nutidens komplekse medielandskab.

Digital content creation

Perceptions, practices and perspectives

Kirsten Drotner & Kim Christian Schrøder (eds.), New York, Peter Lang, 2010, 323 p., ISBN 978-1-4331-0696-5.



The formative role played by digital communication in knowledge-based societies is widely acknowledged. Not least, young people's rapid adoption of a variety of social software applications serves to challenge existing forms of communication for learning, since these innovations allow and assume users' own creation, sharing, and editing of content.

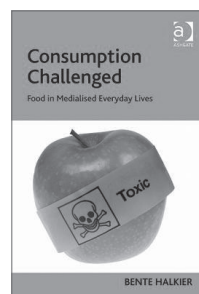
This volume presents advanced research on digital content creation, its socio-cultural contexts, and educational

consequences. In the midst of ubiquitous commercial hype about digital innovation, as well as policy concerns, the volume offers the sobering perspectives of theory-driven empirical research, in order to examine the complexities, highlight the nuances, and illuminate the pedagogical affordances of creative digital contents. The book brings together the work of an international group of scholars from a range of disciplines including media and ICT studies, education, psychology, anthropology, sociology, and cultural studies.

Consumption challenged

Food in medialised everyday lives

Bente Halkier, Surrey, Ashgate, 2010, 222 p., ISBN 978-0-7546-7476-4.



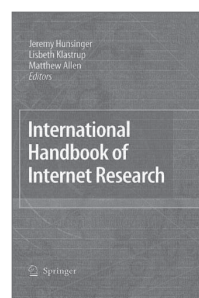
In public debates, communication campaigns and public policies, it is increasingly common to attribute to consumers and their agency an ability to help solve a broad array of societal problems. This tendency is particularly clear in the field of food consumption, owing to the fact that food is both materially and symbolically central for consumers in everyday life as

well as for large scale institutionalized dynamics.

In order to shed light on the challenges facing food consumption, this volume takes an innovative theoretical approach, presenting four empirical Danish case studies which are compared with other analyses drawn from the wider international context. *Consumption Challenged* will appeal not only to sociologists of consumption, risk and the environment, but also to policy makers and researchers in the fields of geography, communication, media, governance and social psychology.

International handbook of internet research

Jeremy Hunsinger, Lisbeth Klastrop & Matthew Allen (eds.), London, Springer Verlag, 2010, 512 p., ISBN 978-1-4020-9788-1, ISBN (electronic) 978-1-4020-9789-8.



This handbook, the first of its kind, is a detailed introduction to the numerous academic perspectives we can apply to the study of the internet as a political, social and communicative phenomenon. Covering both practical and theoretical angles, established researchers from around the world discuss everything: the foundations of internet research appear along-

side chapters on understanding and analyzing current examples of online activities and artifacts. The material

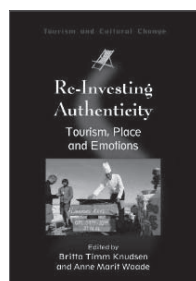
covers all continents and explores in depth subjects such as networked gaming, economics and the law.

The sheer scope and breadth of topics examined in this volume, which ranges from on-line communities to e-science via digital aesthetics, are evidence that in today's world, internet research is a vibrant and mature field in which practitioners have long since stopped considering the internet as either an utopian or dystopian "new" space, but instead approach it as a medium that has become an integral part of our everyday culture and a natural mode of communication.

Re-Investing Authenticity

Tourism, place and emotion

Britta Timm Knudsen & Anne Marit Waade (eds.), Bristol, Channel View Publications, 2010, 292 p., ISBN 978-1-84541-128-2.



From the highly influential concept of 'staged authenticity' discussed by Dean MacCannell, to the general claim of longing for authenticity on behalf of all Western consumers, made by Joseph Pine and James Gilmore, it is obvious that the concept of authenticity is still worth considering. This ground-breaking book re-thinks and re-invests in the notion of

authenticity as a surplus of experiential meaning and feeling that derives from what we do at/in places. In "Re-Investing Authenticity – Tourism, Place and Emotions" international scholars representing a wide range of disciplines, examine contemporary performances of authenticity in travel and tourism practices: from cultural place branding to individual pilgrim performances; from intensified experiences of imaginary crime scenes to the rhetorical features of the encounter with the traumatic; and, from photography performing memories of place to experiences of wilderness producing excitement. This book demonstrates how the feeling of authenticity within places is produced.

Filmleksikon

Peter Schepelehn (ed.), København, Gyldendal, 2010, 1232 p., ISBN 978-87-02-04523-9.



Filmleksikon giver overblik over hele filmområdet – både personer og emner – instruktører, skuespillere, producenter, forfattere, fotografer, komponister, teknikere, såvel som filmlande, institutioner, genrer, tekniske termer, teoretiske begreber, praktiske funktioner, fordelt på 4000 opslag, ledsaget af mere end 2500 illustrationer.

Annan ny litteratur

Hepp, Andreas; Hjarvard, Stig; Lundby, Knut (eds.): *Mediatization: Empirical Perspectives*. Communications: The European Journal of Communication Research. 2010, vol. 35, issue 3, ISSN 1613-4087. Special issue.

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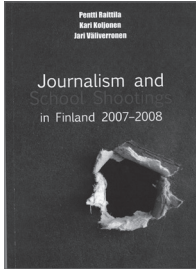
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Finland Dokumentalist: Päivi Lukin

Journalism and school shootings in Finland 2007-2008

Pentti Raittila, Kari Koljonen & Jari Väliverronen, Tampere, Tampere University Press, 2010, 89 p., ISBN 978-951-44-8227-4.



Two school shootings in Finland (Jokela in 2007 and Kauhajoki in 2008) resulted in the death of 20 people, and they shook not only the foundations of Finnish society but also of the profession that reported about the tragedies.

This report is based on research conducted on school shootings at the University of Tampere Journalism Research and Development Centre between 2008 and 2009. The analysis concentrates on both the journalistic texts published on the shootings and journalists' actions on the scene. Special attention is given to issues that were considered particularly problematic, such as the portrayal of the shooters in the media, and how to approach victims, their families and the eyewitnesses.

Yleisradio median murroksessa

[Public service broadcasting in transition]

Airi Leppänen, Timo-Erkki Heino & Eeva Mäntymäki (eds.), Tampere, Vastapaino & Radio- ja televisiotoimittajien liitto, 2010, 256 p., ISBN 978-951-768-313-5.



What kind of role the public service broadcasting companies have in the 2000s and what will happen to the PSB in Finland, Great-Britain or Sweden? Is there room for the public services broadcasting in recent multimediality or will the PSBs be only supplementary media producers? Different television finance models are introduced, the justification of television

licence fees are considered and also the independence questions and the tasks of PSBs are discussed from the media consumers' point of view.

The book consists of the following Finnish articles: A winding way to the public service media by Gregory Ferrell Lowe; A full or a supplementary service? by Heikki Hellman; Consumer's and citizen's views on the Finnish Broadcasting Company by Eeva Mäntymäki; He who pays the piper calls the tune by Taisto Hujanen; The

significance of public media companies in media transition by Arne Wessberg; When will we have funerals of the public service? by Risto Uimonen; The Finnish Broadcasting Company will survive if it fends for itself by Erkki Laatikainen; The Finnish Broadcasting Company and the expected crisis of journalism by Ismo Silvo.

Soittolistan symbolinen valta ja vallankäytön mekanismit

Tutkimus viiden radioaseman formaatista ja musiikkitarjonnasta

[The symbolic power of playlist radio and the mechanisms of regulation: a content analysis and comparison of five Finnish music radio stations' formats and playlists]

Arto Vilkkö, Tampere, Tampere University Press, 2010, 422 p., ISBN (electronic) 978-951-44-8295-3, (Media studies), (Acta Electronica Universitatis Tamperensis; 1023). Doctoral dissertation. Available also on the Internet.



The study describes and analyses the transformation of Finnish radio from a traditional information medium into a modern format radio concentrating on popular music. Following a historical overview, the quantitative focus of the study is the content analysis and comparison of five stations. The data was collected over a period of one week in the fall of 2004.

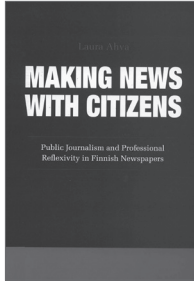
Included in the study are three leading commercial stations: the privately owned Radio Nova, Radio NRJ and KissFM. Also included are the state-owned YleX, a high-profile youth station, and YleQ, representing an alternative format.

Based on the quantitative section, the study then turns into a qualitative analysis, focusing on how and why the format radio turns out to be what it is. The qualitative analysis is based on Margaret Gallagher's theories about negotiation of control in the media. The study of power relationships is limited to five fields of analysis: the effects of regulation; the logic of the format mechanisms; the symbiosis of the recording industry and radio; the role of the active audience; and, finally, the symbolic power of music, central to the success of modern music radio. The approach of the study is pluralistic, drawing both from the cultural studies tradition of popular music and the media and from the analysis of symbolic power by Pierre Bourdieu.

Making news with citizens

Public journalism and professional reflexivity in Finnish newspapers

Laura Ahva, Tampere, Tampere University Press, 2010, 316 p., ISBN (electronic) 978-951-44-8288-5, (Acta Electronica Universitatis Tamperensis; 0120). Doctoral dissertation. Available also on the Internet.



This dissertation discusses practices of public journalism in three Finnish newspapers: Helsingin Sanomat (national), Aamulehti (regional) and Itä-Häme (local). The overall research task is: What is public journalism, how and why has it been applied and interpreted in three Finnish newspapers, and what kind of professional reflections by journalists have

these approaches elicited? Qualitative content analysis of news stories and journalists' interviews has been utilized as a method of analysis.

The results indicate that public journalism has invoked journalists in all the three newspapers to reflect on a variety of practices that range from newsroom management to concrete modes of journalistic work and from organization and execution of public events to participation of citizens in the journalistic process. The approach has been seen either as a reminder of what is good journalism, as a mental change or as a practical change for professional journalism.

Camera Pixela

Ammattilaisten näkemyksiä valokuvauksen digitalisoitumisesta

[Camera Pixela: professional points of view on digitalisation of photography]

Pekka Makkonen, Helsinki, Musta Taide, 2010, 245 p., ISBN 978-952-5818-14-7, (Musta taide; 5), (Aalto-yliopiston taideteollisen korkeakoulun julkaisusarja A; 109), (Suomen valokuvataiteen museon julkaisuja; 33), (Kuvista sanoin; 9). Doctoral dissertation.



This qualitative, phenomenographic study focuses on the digitalization of photography that changed the work processes of professional photographers before and after the millennium. The study approaches professional photographers in four different fields of practice. The population consists of photojournalists, advertising

photographers, nature photographers and photography artists. The complete sample (N=113) of the target group filled in a formula questionnaire in the autumn of 2006, and the smaller sample (n=20) was interviewed in the spring of 2007 in order to give a view how professional photography practices has changed from analog to digital in Finland.

Kansallisen konsensuskulttuurin jäljillä

Globalisaatioajan Suomi Helsingin Sanomissa

[Finnish consensual culture in public discussion and journalism in Helsingin Sanomat]

Lotta Lounasmeri, Helsingin yliopisto, Viestinnän oppiaine, 2010, 185 p., ISBN (electronic) 978-952-10-6683-2, (Sosiaalitieteiden laitoksen julkaisuja; 6). Doctoral dissertation. Available also on the Internet.



The dissertation analyzes Finnish consensual culture in public discussion and journalism in Helsingin Sanomat (HS). The consensual Finnish political culture has evolved and persisted over a long period of time and it has been affected by historical circumstances as well as the dynamics of political and journalistic structures and actors. A historical chronology is

drawn in the study regarding the nature and development of consensus culture in 20th century Finland. This political culture is traced by looking at public discussion on globalization at the turn of the millennium. Globalization as a concept has been contested and various societal actors have given different meanings to it. This research looks at how the globalization discussion in HS during the years 1992-2004 constructs consensus. Helsingin Sanomat (and its predecessor Päivälehti) has been an important actor in Finnish journalism and the public sphere almost since its founding 120 years ago. The history of the paper is tightly connected to Finland's general political history and history of the public sphere. Moreover, the paper's connections to the societal elite have always been close. The central question in this research was to see how the globalization discussion in HS evolved in relation to consensus as well as legitimate controversies.

Toimitustyö muutoksessa

Toiminnan teoria ja mediakonseptin käsite tutkimuksen ja kehittämisen kehyksenä

[Challenges of changing journalistic work: activity theory and media concepts as tools for understanding and developing work practices in newsrooms]

Merja Helle, Tampere, Tampere University Press, 2010, 530 p., ISBN (electronic) 978-951-44-8313-4, (Acta electronica Universitatis Tampereensis; 1031). Doctoral dissertation. Available also on the Internet.



Digitalization of media and the increasing competition for the time and interest of audiences has changed journalism and journalistic work. The research project investigates changes of journalistic work in printed newspapers and magazines between 1996-2007. The theoretical background is cultural historical activity theory and developmental work research.

The research data has been collected in connection with developmental interventions based on cultural historical activity theory. The data is gathered from five research and intervention projects: three printed newspapers, one printed magazine and the renewal of a newspaper's web site. The study describes and analyses how concepts and tools from activity theory can be used to research and develop journalism and journalistic work.

Sanomalehdellä aktiiviseksi kansalaiseksi?

Näkökulmia nuorten sanomalehtien lukijuuteen ja koulun sanomalehtiopetukseen

[Active citizenship through newspapers?]

Perspectives on young people's newspaper readership and on the use of newspapers in education]

Mari Hankala, Jyväskylä, Jyväskylän yliopisto, 2011, 222 p. ISBN (electronic) 978-951-39-4184-0, (Jyväskylä studies in humanities; 148). Doctoral dissertation. Available also on the Internet.

Reading newspapers has been regarded as a characteristic of active, participative citizens in the society. The study examines the opportunities to promote newspaper reading through the use of newspapers in education and, consequently, active citizenship in a new media environment – one in which young people's newspapers reading is continuously decreasing and the supply and use of other media is increasing. The topic is examined from three perspectives. The first perspective locates the use of newspapers in education within the context of media education historically and presently on the basis of a literature review. The second perspective gathers and analyses earlier research on young people's newspaper

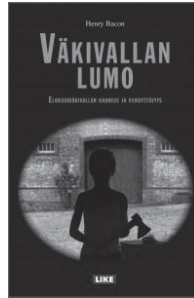
reading and the utilization of newspapers in education. The third perspective examines subject-teacher students' newspaper readership and views on newspaper use in education. The data consist of questionnaire answers by 244 students.

Väkivallan lumo

Elokuvaväkivallan kauheus ja viihdyttävyyys

[The spell of the film violence]

Henry Bacon, Helsinki, Like, 2010, 303 p., ISBN 978-952-01-0431-3.



The pictures and descriptions of the violence are an inseparable part of our culture, in the arts and in the entertainment. At best they help us to manage with the reality of the violence. This book examines the ways of action and forms of the film violence. To what kind of mental and psychologic needs the representation of the violence appeal? Why do we enjoy entertainment violence even though in a real life we condemn it and we regard violent behaviour as disgusting? The film violence is analysed broadly from cognition psychologic to hermeneutic viewpoints.

Rethinking media pluralism

A critique of theories and policy discourses

Kari Karppinen, Helsinki, Helsingin yliopisto, Viestinnän oppiaine, 2010, 228 p., ISBN (electronical) 978-952-10-6649-8, (Publications of the Department of Social Research; 4).



This study examines different ways in which the concept of media pluralism has been theorized and used in contemporary media policy debates. Access to a broad range of different political views and cultural expressions is often regarded as a self-evident value in both theoretical and political debates on media and democracy. Opinions on the meaning and nature of media

pluralism as a theoretical, political or empirical concept, however, are many, and it can easily be adjusted to different political purposes. The study aims to analyse the ambiguities surrounding the concept of media pluralism in two ways: by deconstructing its normative roots from the perspective of democratic theory, and by examining its different uses, definitions and underlying rationalities in current European media policy debates.

The media and the academic globalization debate

Theoretical analysis and critique

Marko Ampuja, Helsinki, Helsingin yliopisto, Viestinnän oppiaine, 2010, 335 p., ISBN (electronic) 978-952-10-6401-2, (Media and Communication Studies Research Reports; 2010, 2). Doctoral dissertation. Available also on the Internet.

This study offers a reconstruction and critical evaluation of globalization theory, a perspective that has been central for sociology and cultural studies in recent decades, from the viewpoint of media and communications. As the study shows, sociological and cultural globalization theorists rely heavily on arguments concerning media and communications, especially the so-called new information and communication technologies, in the construction of their frameworks. Together with deepening the understanding of globalization theory, the study gives new critical knowledge of the problematic consequences that follow from such strong investment in media and communications in contemporary theory.

Media ja valta kansalaisten silmin

[Media and power: a citizens' perspective]

Kari Karppinen, Johanne Jääsaari & Ullamaija Kivikuru, Helsinki, Svenska social- och kommunalhögskolan vid Helsingfors universitet, 2010, 120 p., ISBN 978-952-10-5209-5, ISBN (electronic) 978-952-10-5210-1, (SSKH notat, Svenska social- och kommunalhögskolan vid Helsingfors universitet, Forskningsinstitutet; 2010, 2). Available on the Internet.

Denna rapport utreder medborgarnas syn på medier och makt samt medborgarnas syn på mediernas ställning i samhället. Syftet är att kartlägga vilka förväntningar medborgarna har på medierna och vilka betydelser medborgarna kopplar ihop med mediernas verksamhet och på vilka grunder de utvärderar mediernas funktioner.

Undersökningen baserar sig på tre olika typer av empiriskt material. Utgångspunkten finns i en enkätundersökning som gjordes år 2007. Den fokuserade på finländarnas syn på t.ex. mediernas tillförlitlighet och på den finländska journalistikens tillstånd. Ytterligare analyseras i rapporten fokusgruppsdiskussioner bland finländare i olika åldrar från Helsingfors, S:t Michel och Vasa. Till materialet hör också nätdiskussioner om mediernas funktioner.

Construing and defining the out of control

Forms of addiction in the media 1968-2008

Matilda Hellman, Helsinki, Svenska social- och kommunalhögskolan vid Helsingfors universitet, 2011, 146 p., ISBN (electronic) 987-952-10-5214-9, (SSKH skrifter; 28). Doctoral dissertation. Available also on the Internet.

The article dissertation produces new information on the presentation and construction of addiction in the mass media during the period 1968-2008. Diachronic surveys as well as quantitative and qualitative content analyses were undertaken to discern trends during the period in question and to investigate underlying conceptions of the problems in contemporary media presentations. The research material for the three articles consists of a sample of 200 texts from Finland's biggest daily newspaper, Helsingin Sanomat, from the period 1968-2006. The fourth study examines English-language tabloid material published on the Internet in 2005-2008.

Median rituaalit

Johdatus media-antropologiaan

[Media rituals: an introduction to media anthropology]

Johanna Sumiala, Tampere, Vastapaino, 2010, 174 p., ISBN 978-951-768-307-4.



Why two million Finns watch every year the balls of the Independence Day on television, or why the death of Michael Jackson became a global media event. Media rituals: an introduction to media anthropology explores media anthropology from the vantage-point of media studies. The book focuses on one of the key concepts in media anthropology, i.e. ritual.

The author argues that rituals of media help us achieve a sense of belonging. They demonstrate and point out to us what is most important to the continuity of a shared life. In so doing, rituals of media protect us from chaos, fend off the constant threat of being left alone, of being excluded. Rituals of media organize and establish a rhythm to our life, but only insofar as we recognize or at least acknowledge the ritual. Without participants, the ritual withers away and loses its collective power. Media rituals can be divided into rituals of production, reception and representation. The central media theorists in the book are among others, James Carey, Nick Couldry, Douglas Kellner and Eric Rotherbuhler.

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Luomanen, Jari: *Living with the media: analysing talk about information and communication technology*. Tampere University Press, 2010, 299 p., ISBN 978-951-44-8243-4, ISBN (electronic) 978-951-44-8244-1, (Media studies), (Acta Electronica Universitatis Tampensis; 1005). Doctoral dissertation.

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Norge

Dokumentalist: Ragnhild Mølster

Journalistikkens samfunnsoppdrag

Sigurd Allern & Johann Roppen (eds.), Kristiansand, Høyskoleforlaget AS, 2010, 266 p., ISBN 978-82-7147-346-4.



Begrepet samfunnsoppdrag har vorte eit moteord i den journalistiske kvardagen og mediedebatten, men kva som ligg i begrepet, er langt frå eintydig. Journalistar og mediefolk brukar begrepet samfunnsoppdrag i svært vid tyding for å forklare og legitimere journalistisk verksemd. Og samfunnsoppdrag som begrep vert også nytta på ei rekkje andre område enn

journalistikk. I denne boka blir begrepet journalistikkens samfunnsoppdrag underkasta kritikk og analyse ut frå ei rekkje ulike perspektiv: den filosofiske grunngevinga for samfunnsoppdraget, samfunnsoppdraget i lys av presseetikens teori og praksis, allmennkringkastings praksis i ein ny fleirkulturell og fleirmedial kvardag, Google som den etter kvart viktigaste reiskapen i journalistenes verktøykasse og framtidens interaktive fjernsynsreportasje som no byrjar å vise seg. Forfattarane av artiklane i denne boka arbeider til dagleg med slike spørsmål blant anna i samband med fleire doktorgradsprosjekt frå dei siste åra. Dei har vore samla i forskingsprosjektet «Journalistikk i endring», som har sitt utspring i journalistutdanninga ved Høgskulen i Volda. Boka inneheld bidrag frå desse forfattarene: Johann Roppen, Sigurd Allern, Helle Sjøvaag, Svein Brurås, Paul Bjerke, Henrik G. Bastiansen, Gunn Bjørnsen, Ivar John Erdal, Lars Nyre, Pål Aam og Jan Fredrik Hovden.

Populær vitenskap

Fjernsynet i kunnskapssamfunnet

Sara Brinch & Gunnar Iversen, Kristiansand, Høyskoleforlaget AS, 2010, 280 p., ISBN 978-82-7634-845-3.



Hvordan formidles forskningsresultater og kunnskap i norsk fjernsyn? Hvilken rolle spiller fjernsynet i det moderne kunnskapssamfunnet? Hvilke muligheter og begrensninger finnes ved formidling av kunnskap og forskning i faktaprogram? Boken setter spørsmålstegn ved gamle forestillinger om at popularisering er ødeleggende for kunnskapsformidling. Studier

av svært ulike programtyper viser hvordan faktaprogram blir laget og hva de kommuniserer. Eksempelene spenner fra forskningsformidling til kunnskapsbaserte program

innen historie, natur, helse og forbrukerveiledning. Programmene som analyseres er hovedsakelig fra NRK og TV 2.

Global Climate – local journalism

A transnational study of how media make sense of climate summits

Elisabeth Eide, Risto Kunelius & Ville Kumpu (eds.), Bochum, Projekt Verlag, 2010, 354 p., ISBN 978-3-89733-226-3, (Global Journalism Research Series).



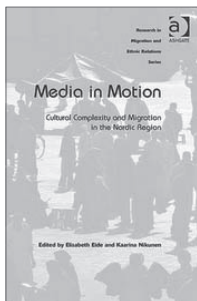
Mitigation and adaption policies called for by climate change challenge transnational politics and media in hitherto unforeseen ways. The UN climate summits represent a unique form of global media events where enormous amounts of knowledge production, economic lobbying, civic activism and political bargaining for a moment come

together. In this anthology, researchers from the MediaClimate network look at how journalism in different corners of the world interprets, domesticates and analyses such events, particularly the Copenhagen summit in December 2009. The book provides an empirically based, diverse and critical view of the limits and possibilities of journalism in the era of increasingly global problems. MediaClimate network consists of media scholars from 19 countries and all continents: Australia, Bangladesh, Brazil, Canada, Chile, China, Denmark, Egypt, Finland, El Salvador, Germany, Israel, Indonesia, Norway, Pakistan, Russia, South Africa, Sweden and USA.

Media in motion

Cultural complexity and migration in the Nordic region

Elisabeth Eide & Kaarina Nikunen (eds.), Aldershot, Ashgate Publishing Group, 2010, 296 p., ISBN 978-1-4094-0446-0.



Owing to increased migration dating from the 1990s, Nordic countries have gone through substantial cultural and social changes, resulting in increased debate surrounding the politics of multiculturalism. One of the central realms of the discussion around multiculturalism in the Nordic region concerns the media, which is considered to be a vital factor in the construc-

tion of society's values, as well as an essential tool in the integration process of migrants, providing as it does a symbolic arena for learning about and becoming part of society. This collection draws together the latest research from Denmark, Finland, Norway and Sweden to look at different aspects of the relationship between media and migration in the Nordic region. Exploring the role played by the media in nation building and the power of the media in the definition of who 'belongs' in society, "Media in Motion" examines the practices of inclusion and exclusion that characterise mainstream media representations. The book also examines the manner in which recent technological changes suggest the emergence of a transnational and cosmopolitan media landscape; a space which blurs the boundaries of the national and transnational, as well as between the public and the private, with significant implications for the ways migrants may take and become part of society.

Trenger vi aviser når vi har Facebook?

Barn og unges forhold til avis under omstilling

Eiri Elvestad & Anne Føgt, Kristiansand, IJ-forlaget, 2010, 174 p., ISBN 978-82-7147-334-1.



Det har skjedd en betydelig nedgang i avislesingen blant barn og unge i Norge. Hva betyr det for avisene og for samfunnet? Denne boka viser at nedgangen i avislesingen ikke bare svekker avisenes økonomi, men også kan få negative konsekvenser for demokratiet. Boka tar også for seg hvordan avisa har endret seg. Forholdet mellom barn, unge og aviser er ikke nødvendigvis i oppløsning, men er i ferd med å ta en ny form. En studie av framstillingen av barn og unge i et utvalg aviser fra 1959-2009 utgjør en sentral del av boka og gir ny kunnskap som blant annet viser at de yngre aldersgruppene tildeles større plass og oppmerksomhet nå enn tidligere. Avislesing er fortsatt viktig for å skaffe seg nødvendig kompetanse for å navigere i vårt samfunn – både lokalt, nasjonalt og internasjonalt. Desto større grunn er det til å bekymre seg over at enkelte grupper av barn og unge ser ut til å gå glipp av denne kompetansen og dermed sjansen til å bli aktive deltakere i samfunnsutviklingen.

Skrift, bilde, lyd

Analyse av sammensatte tekster

Martin Engebretsen (ed.), Kristiansand, Høyskoleforlaget AS, 2010, 259 p., ISBN 978-82-7634-858-3.

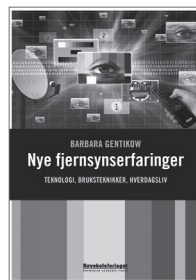


Denne boken handler om hvordan man kan arbeide analytisk med tekster som består av både skrift, bilde og lyd. Den gjennomgår en rekke ulike tekstsjangre og fokuserer på samspillet mellom de ulike meningsressursene som tekstene er sammensatt av. Hvordan kan man arbeide analytisk med tekster som består av både skrift, bilder og grafikk – og iblant også av lyd, video og animasjon? Dette er et spørsmål som stilles med økende kraft og hyppighet i klasserom, i lærerutdanning og på forskerseminarer. Sammensatte – eller multimodale – tekster er på kunnskapssamfunnets dagsorden. I elleve kapitler gjennomgås en rekke ulike tekstsjangre; fra turistbrosjyrer og kart via nettspill og digitale reiseguides til spillefilmer og visualisert skjønnlitteratur. Ulike teksttyper krever ulike tilnærminger og ulike analytiske målsettinger. Men felles for alle bokas kapitler er fokuset på samspillet mellom de ulike meningsressursene som tekstene er sammensatt av.

Nye fjernsynserfaringer

Teknologi, bruksteknikker, hverdagsliv

Gentikow, Barbara, Kristiansand, Høyskoleforlaget AS, 2010, 350 p., ISBN 978-82-7634-875-0.



Hvordan har fjernsynet, Norges mest populære medium, gjennomgått omstillingen fra analog til digital teknologi? Hvilke ønsker og forventninger har folk til den nye fjernsynsverdenen? Hvilke vurderinger av tradisjonelle og alternative måter å bruke fjernsyn på ligger til grunn, og hvordan er forholdet mellom fjernsynstitting og Internett? Disse spørsmålene er sentrale i Barbara Gentikows dokumentasjon av teknologiske og kulturelle prosesser, basert på tre omfattende intervjuundersøkelser av folks holdninger til fjernsynets utvikling. Gentikows hovedanliggende er å undersøke hvordan folk omgås teknologiske innovasjoner av et medium, og å utvikle teoretiske perspektiver på sammenhengen mellom teknologiske og kulturelle endringer. Forfatterens analyse er også et eksempel på anvendt kvalitativ empirisk metode i mediebruksforskningen.

The public sphere

Jostein Gripsrud, Hallvard Moe, Anders Molander & Graham Murdock (eds.), Los Angeles, Sage Publications Ltd, 2011, 1672 p., ISBN 9781848607842.



Dette firebindsverket samler 99 nøkkelbidrag til teorier om offentligheten – fra grunnlaget for de første ideene om offentlighetens funksjoner, som formulert av blant andre Edmund Burke, Immanuel Kant og Jacques Peuchet på slutten av 1700-tallet, til dagens aktuelle debatter om globaliserte og multikulturelle samfunn, samt digitale mediers innvirkning på offentlig debatt.

Det er også gitt plass til et eget bind med diskusjoner omkring den kulturelle offentligheten. Verket og hvert bind har også fått egne innledninger forfattet av redaktørene. De fire bindene har følgende undertitler:

Volume One: *Defining the Public Sphere*, Volume Two: *The Political Public Sphere*, Volume Three: *The Cultural Public Sphere*, Volume Four: *The Future of the Public Sphere*.

The idea of the public sphere – a reader

Jostein Gripsrud, Hallvard Moe, Anders Molander & Graham Murdock (eds.), Lanham, Boulder, New York, Toronto, Plymouth, Lexington Books, 2010, 332 p., ISBN 9780739141984 (paper), ISBN 9780739141977 (cloth), ISBN 9780739141991 (electronic).



The notion of “the public sphere” has become increasingly central to theories and studies of democracy, media, and culture over the last few decades. It has also gained political importance in the context of the European Union’s efforts to strengthen democracy, integration, and identity. *The Idea of the Public Sphere* offers a wide-ranging introduction to one of the most influential ideas

in modern social and political thought, tracing its development from the origins of modern democracy in the Eighteenth Century to present day debates. This book brings key texts by the leading contributors in the field and explores current topics such as the role of religion in public affairs, the implications of the internet for organizing public deliberation, and the transnationalisation of public issues.

List of Contributors Hannah Arendt, Seyla Benhabib, James Bohman, John Dewey, Jon Elster, Nancy Fraser, Jürgen Habermas, G.W.F. Hegel, Immanuel Kant, Alexander Kluge, Walter Lippmann, Niklas Luhmann, Chantal Mouffe, Oskar Negt, Bernhard Peters, John Rawls, Carl Schmitt, and Joseph Schumpeter. Edited in collaboration with Martin Eide, Karl Knapskog, Leif Johan Larsen, Leif Ove Larsen & Peter Larsen.

Til siste åndedrag og den franske nye bølgen

Gunnar Iversen, Oslo, Norsk Filmklubbforbund, 2011, 139 p., ISBN 9788290738230.



Til siste åndedrag regnes som en av de største klassikerne i filmens historie. Få filmer har fått så stor oppmerksomhet, og hatt like stor betydning som Jean-Luc Godards film fra 1960. Til siste åndedrag er en film som fremdeles inspirerer filmskaperen verden over, og som fortsatt kan overraske tilskuerne sine.

Denne boken gir en grundig presentasjon og analyse av *Til siste åndedrag*. Godards klassiker settes inn i sin historiske og estetiske sammenheng. Boken blir slik også en introduksjon til den franske nye bølgen i etterkrigstiden.

Lokaljournalistikk

Blind patriotisme eller kritisk korrektiv?

Birgit Røe Mathisen (ed.), Kristiansand, Høyskoleforlaget AS, 2010, 312 p., ISBN 978-82-7147-310-5.



Boka handler om de lokale mediene og de utfordringer lokaljournalistikken møter. Det handler om nærhetens dilemma, om identitet og tilhørighet for lokaljournalisten som skal fylle sin yrkesrolle i små samfunn der hun og han ofte er nær både saker og kilder. Boka drøfter også lokalmedienes rolle. Hvordan fyller lokaljournalistikken

sin samfunnsrolle, og hvordan balansere lokalpatriotisme og kritisk journalistikk? Boka inneholder bidrag fra følgende forfattere: Birgit Røe Mathisen, Reidun Kjelling Nybø, Bjørn Brandt, Ole Petter Pedersen og Dag Nordbotten Kristoffersen.

Visuell makt

Bilder, blick og betraktere

Siri Meyer, Oslo, Universitetsforlaget AS, 2010, 192 p., ISBN 978-82-15-01785-3.



Boka handler om hvordan visuelle medier endrer maktstrukturer. Hvordan kan studiet av fotografier, malerier og blick gi en ny forståelse av maktmekanismene i forskjellige kulturer og til ulike tider? *Visuell makt* handler om hvordan visuelle medier endrer maktstrukturer.

Med støtte i Foucault og Saids analyser av makt formulerer Meyer problemstillinger og trekker på empiri både fra samtid og 1800-tallet, med orientalisme som rød tråd.

Annan ny litteratur

Annan ny litteratur

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Gripsrud, Jostein: *Mediekultur, mediesamfunn*. 4. ed. Oslo, Universitetsforlaget AS, 2011, 224 p., ISBN 9788215017921.

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Sverige

Dokumentalist: Roger Palmqvist

Lokalradio i konkurrens 1975–2010

Utbud, publik och varumärken

Michael Forsman, Stockholm, Ekerlids Förlag, 2010., ISBN 978-91-7092-139-3.



När lokalradion infördes i mitten av 1970-talet talades det om decentralisering och lokal demokrati. Hösten 1993 infördes kommersiell radio i Sverige med avreglering och konkurrens som ledord.

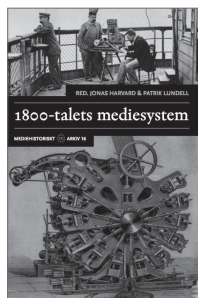
Införandet av lokalradio respektive kommersiell radio är två centrala skeenden inom svensk mediepolitik mellan vilka det finns såväl stora likheter

som betydande skillnader. Här finns också nycklar till det samtida radiolandskapet. I den här boken skildras dessa två projekt för första gången på ett samlat sätt. Med hjälp av ett omfattande intervjumaterial och med exempel hämtade ur programutbudet skildrar boken tiden från lokalradions start över reklamradions införande fram till idag. Härigenom speglas också ett genomgripande systemskifte och en mentalitetsförändring i det svenska samhället som trots lokala ambitioner har ökat.

Denna volym ingår i forskningsprojektet Etermedier i konkurrens.

1800-talets mediasystem

Jonas Harvard & Patrik Lundell (eds.), Stockholm, Kungl. biblioteket. Audiovisuella medier, 2010, 247 p., ISBN 978-91-88468-22-2, (Mediehistoriskt arkiv; 16).



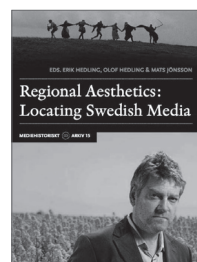
Mediehistoria skrivs ofta utifrån ett medium i taget. Den här boken argumenterar istället för att historiens medier utvecklats tillsammans. Nya former, tekniker och praktiker har interagerat med gamla, innehåll har cirkulerat medierna emellan och rader av aktörer har aktivt relaterat till en helhet av uttrycksformer. Denna helhet var konturfäst på ett vis som gör det

befogat att tala om ett historiskt mediasystem: summan av en viss tids medier och deras inbäddning i sociala, politiska och ekonomiska villkor. I ett antal delstudier prövar boken möjligheterna att på närgående empirisk nivå undersöka 1800-talets mediasystem.

Regional aesthetics

Locating Swedish media

Erik Hedling, Olof Hedling & Mats Jönsson, Stockholm, Kungl. biblioteket, Audiovisuella medier, 2010, 383 p., ISBN 978-91-88468-14-7, (Mediehistoriskt arkiv; 15).



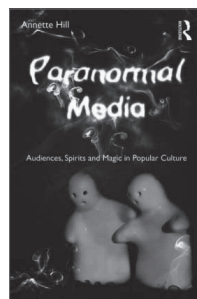
The book maps more than two hundred years of Swedish media. It ranges from written travelogues in the eighteenth and nineteenth centuries via feature films, documentaries, TV programmes, literature and press to contemporary video activism on the Internet.

The nineteen contributors navigate the reader through a variety of media landscapes by advocating an interdisciplinary approach to the communication of place that mixes in-depth analyses of specific phenomena with a general understanding of modern media representations. Accordingly, this is a book that recurrently combines textual close readings with historical contextualizations in new ways.

Paranormal media

Audiences, spirits, and magic in popular culture

Annette Hill, London, Routledge, 2010, 224 p., ISBN 978-0-415-54462-7.



The book offers a, timely exploration of the extraordinary, unexplained and supernatural in popular culture, looking in unusual places in order to understand this phenomenon. Early spirit forms such as magic lantern shows or the spirit photograph are re-imagined as a search for extraordinary experiences in reality TV, ghost tourism, and live shows. Through

a popular cultural ethnography, and critical analysis in social and cultural theory, this book presents an original and rigorous examination of people's experiences of spirits and magic. In popular culture, people are players in an orchestral movement about what happens to us when we die. In a very real sense the audience is the

show. This book is the story of audiences and their participation in a show about matters of life and death.

Nätnyheter

Från sluten produkt till öppen process

Michael Karlsson, Stockholm, Stiftelsen Institutet för Mediestudier, 2010, 174 p., ISBN 978-91-978894-0-7.



Papperstidningarna i Sverige har de senaste åren tappat i upplaga, men når fler människor än någonsin via nätet. Samtidigt skiljer sig journalistiken på nätet från traditionell journalistik och utmanar etablerade arbetsätt, normer och värderingar. I den här boken görs en genomgång av nätjournalistikens potential och i vilken utsträckning den har realiserats. Boken bygger på internationell forskning

och på svenska studier av nätnyheter 2005-2010.

Journalistisk kvalitet?

En antologi om hot och möjligheter när mediavärlden förändras

Torbjörn von Krogh (ed.), Stockholm, Stiftelsen Institutet för Mediestudier, 2010, 302 p., ISBN 978-91-976916-9-7.



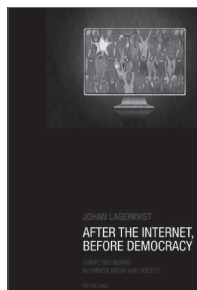
Relevant kvalitetsjournalistik sägs vara lösningen på de traditionella mediernas problem. Men vad är journalistisk kvalitet? Vilken kvalitet hotas när redaktionella resurser minskar? Och vilka möjligheter öppnar sig när interaktiviteten ökar? 20 redaktörer, forskare och debattörer utforskar ämnet: Axel Andén, Kerstin Brunnberg, Peter Dahlgren, Maria Edström, Pär Fagerström, Björn Häger,

Sandra Jakob, Ulrika Knutson, Torbjörn von Krogh, Anders Mildner, Per Molander, MarieLouise Samuelsson, Daniel Sandström, Karen Söderberg, Sverker Sörlin, Susanne Wigorts Yngvesson och Ingrid Östlund. Samt tre bidrag på engelska av Charlie Beckett, John H. Manus och Steven A. Smith.

After the Internet, before democracy

Competing norms in Chinese media and society

Johan Lagerkvist, Bern, Berlin, Bruxelles, Frankfurt am Main, New York, Oxford, Wien, Peter Lang, 2010, 325 p., ISBN 978-3-0343-0435-1, ISBN (electronic) 978-3-0351-0109-6.



China has lived with the Internet for nearly two decades. Will increased Internet use, with new possibilities to share information and discuss news and politics, lead to democracy, or will it to the contrary sustain a nationalist supported authoritarianism that may eventually contest the global information order?

This book takes stock of the ongoing tug of war between state power and civil society on and off the Internet, a phenomenon that is fast becoming the centerpiece in the Chinese Communist Party's struggle to stay in power indefinitely. It interrogates the dynamics of this enduring contestation, before democracy, by following how Chinese society travels from getting access to the Internet to our time having the world's largest Internet population. Pursuing the rationale of Internet regulation, the rise of the Chinese blogosphere and citizen journalism, Internet irony, online propaganda, the relation between state and popular nationalism, and finally the role of social media to bring about China's democratization, this book offers a fresh and provocative perspective on the arguable role of media technologies in the process of democratization, by applying social norm theory to illuminate the competition between the Party-state norm and the youth/subaltern norm in Chinese media and society.

Contents: Internet regulation and the youth/subaltern norm – In blogs they trust? – And the baton passes to ... citizen journalism – Weapons of harmony and irony – Old propaganda becomes ideotainment – A nationalistic information sphere – The Google mirage: global business norms versus Internet sovereignty – Norms endgame and breakthrough.

Världen som spelplan

Gränsöverskridande i onlinespelskulturen

Jonas Linderöth & Camilla Olsson, Stockholm, Medierådet, Kulturdepartementet, 2010, 80 p., (Väldsskildringsrådets skriftserie).



Världen som spelplan är en kvalitativ rapport om onlinespel som sociala mötesplatser där människor som kanske annars aldrig hade kommit i kontakt med varandra möts. Åldersskillnader, nationalitet och social klass blir inte lika centralt som det är på andra sociala arenor. I rapporten ger nio personer sin bild av vardagliga möten i spelvärlden.

Onlinespelen är en tydlig prestationskultur där man är välkommen om man är en skicklig spelare men denna prestationskultur åsidosätts dock av en sak: om spelaren är kvinna framträder stereotypa könsuppfattningar som gör att onlinespelandet får andra sociala regler.

Ideala offer, och andra

Konstruktionen av brottsutsatta i medier

Simon Lindgren & Ragnar Lundström, Malmö, Gleerups, 2010, 128 p., ISBN 91-40-66736-7.



Begreppet "idealt offer" används av kriminologer och medieforskare för att ge en bild av vem som ses som ett offer. I den här boken lyfter författarna fram medieberättelser om ideala offer men fokuserar även på berättelser som inte handlar om ideala offer. Vad är det då som betonas? Är det kulturen och det omgivande samhället som påverkar vad som lyfts fram i

mediernas rapportering? Eller är det mediebilderna som påverkar samhällets föreställningar om vem som är ett offer? I boken studeras övergripande mönster i brottsofferreporteringen i svensk dagspress från 1995 till 2008.

Här finns också ingående studier av brottsofferframställningar i uppmärksammade fall som exempelvis det så kallade Englamordet, Knutbydramat, mordet på Anna Lindh och fallet med Hagamannen. Ideala offer, och andra riktar sig till kultur-, medie- och samhällsforskare, till studenter inom kriminologi, rättsvetenskap och polisutbildning, till personer som arbetar med brottsoffer och till en intresserad allmänhet.

Framtiden är nu

Kultursverige 2040. Vad vi vet, vad vi tror, vad vi vill.

Tobias Nielsén & Sven Nilsson (red.), Stockholm, Volante, 2010, 272 s., ISBN 978-91-978368-4-5.



I antologin presenterar 30 forskare och andra experter sina funderingar över de viktigaste utmaningarna för samhället och kulturen med sikte på år 2040. Boken är ett projekt i samarbete med Swecult.

Vilken roll kommer kulturpolitiken att spela år 2040? Gör internet oss dummare? Hur bör en stad utvecklas? Måste teatrar och tidningar förändra sig? Hur

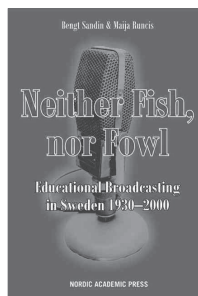
kan lugn råda i delar av kulturlivet medan branscher som arbetar med musik, film och läsning påverkas av enorma förändringar? Antologin väver en bild av hur utveckling och splittring inom en mängd områden ställs mot ett trögörsligt system. Vilka krafter vinner?

Antologin innehåller följande artiklar: Då, nu och sedan (Tobias Nielsén & Sven Nilsson), Vi bestämmer (Sven-Eric Liedman), Ta plats (Rasmus Fleischer), Skapandets växelverkan (Evelina Wahlqvist), Den nya staden (Jan Åman), Impulsekonomi (Daniel Johansson), Dumma du? (Nicklas Lundblad), Komponera världen (Emma Stenström), Ett öppet samhälle (Lars Åberg), De dubbelt ratade (Bo Rothstein), Myter om kvinnor (Vanja Hermele), Säg det med stil (Lars Melin), Vem är du? (Rudolf Antoni), Mastodonter (Anders Rydell), Efter ordet (Hynek Pallas), Utan gränser (Owe Ronström), Utmanad men inte hotad (Ann Steiner), Älskade vän (Annina Rabe), Publikens tyranni (Bo Nilsson), En förlorad värld (Fredrik Österling), Anpassning och revolt (Per Arne Tjäder), Landet annorlunda (Pia Huss), I backspeglarna (Kristian Berg), Ingen vet någonting (Daniel Sandström), Ruta och skärm (Nina Wormbs), En annan ordning (Katarina Renman Claesson), Växtkraft (Jenny Johansson), Stad i ljus (Sverker Sörlin), Hjältarna (Sven Nilsson), En nisch för staten (Tobias Harding), Made in Europe (Olle Wästberg), En ny giv (Leif Jakobsson) och Sprickorna i muren (Tobias Nielsén & Sven Nilsson).

Neither fish nor fowl

Educational broadcasting in Sweden 1930–2000

Maija Runcis & Bengt Sandin, Lund, Nordic Academic Press, 2010, 208 p., ISBN 978-91-85509-15-7.



Educational media has been a contested arena in the creation and communication of the Swedish welfare system – it was an important instrument of modernization. In *Neither Fish nor Fowl* historians Bengt Sandin and Maija Runcis have a close look on how the educational broadcasting was negotiated between government agencies, public inquiries, political

and professional interests.

The state authorities, civil society organizations, educators and journalists had strong opinions about the role of educational broadcast media that reflected a desire to form the future.

Educational programmes were also part of a public service system which increasingly emphasized its independence from state control. But was broadcast education to be a part of public service, a government agency or something else – a red herring? This study provides insights into the struggle over the role of educational media and the political communication in the welfare state.

Motsträviga synsätt

Om rörliga bilder som bjuder motstånd.
En vänbok till Olle Sjögren

Margareta Rönnerberg & Karolina Westling (eds.), Visby, Filmförlaget, 2010, 302 p., ISBN 978-91-974548-2-7.

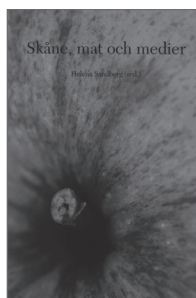


Vad har Ingmar Bergman, Roy Andersson, Nelly Kaplan, Michael Haneke och Todd Haynes gemensamt med filmer som *Ronja Rövardotter*, *Romance*, *Amélie från Montmartre*, *Män som hatar kvinnor* och tv-serier som *South Park* och *House*? I skriften skriver 16 forskare och skribenter om olika sorters motstånd i film och tv-serier.

Här analyseras samhällskritiska filmskapare, men även motspänniga rollfigurer och åskådares motreaktioner. Författarna diskuterar hur humor, kroppar och sex kan användas som motvapen. I antologin ges nya perspektiv på folkhemets upplösning, ungas medieumgänge och film från Asien och Afrika. Här behandlas fenomen som postkolonialism och postpornografi vid sidan av självbetnografi och intermedialitet, filmisk endoskopi och medial genomlysning. Dessa texter utmanar vårt filmiska vaneseende med en blandning av kritisk klarsyn och lekfull humor, på samma sätt som filmmediet har använts för att göra motstånd mot överheten.

Skåne, mat och medier

Helena Sandberg (ed.), Lund, Skånes Livsmedelsakademi, 2010, 163 p., ISBN 978-91-633-7662-7.



Mediers gestaltning av mat och dryck har inte varit ett stort forskningsområde, och att dessutom undersöka kopplingarna mellan mat och plats i dessa gestaltningar är direkt sällsynt. I denna bok har forskare från olika discipliner samlats och från skilda infallsvinklar och tidsepoker analyserat platsens betydelse i representationen av mat och dryck. Den plats som

undersöks i boken är Skåne.

Följande artiklar ingår: *Medierade matlandskap – en introduktion* (Håkan Jönsson & Helena Sandberg), *Wallerland*, *vin och varmkorv* (Olof Hedling), *När mjölken blev skånsk* (Håkan Jönsson & Charlotta Lindqvist), *Vart tog Lund och Skåne vägen?* (Mats Jönsson), *Ärtan pärtan piff paff puff* (Helena Sandberg), *Potatiskravalernas kaos och klipparkivets ordning* (Johan Jarlbrink), *Från äggakaka till coq au vin de Köpingsberg* (Josefine Østrup Backe) och *Absolut Terroir* (Magnus Lagnevik). Agebäck, Ann Katrin; Christoffersson, Jan: *Från videovåld via www till World of Warcraft: en rapport om Medierådet/Våldsskildringsrådet 1990–2010*. Stockholm, Statens Medieråd, 2011.

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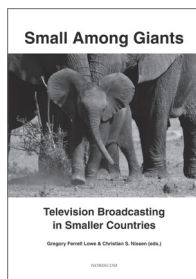
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Nya skrifter från Nordicom

Small Among Giants

Television Broadcasting in Smaller Countries

Gregory Ferrell Lowe & Christian S. Nissen (eds.), Nordicom, 2011, 231 p., ISBN 978-91-86523-16-9, (Research Anthologies and Monographs).



Big countries and major markets are often proposed as models for TV broadcasting everywhere. This is evident in the development of European media policies and strategic renewal. It is taken for granted that such offer suitable and desirable models for smaller countries. This book questions that assumption on the basis of empirical research. Does a media market in a country with

a few million people and far less GDP have the same opportunities as countries with many times the population or wealth? Does the same logic apply in all cases? The need for clarification is urgent given contemporary trends in ex ante regulation, and aggressive media lobbying that rests on an untested belief that one-size-fits-all.

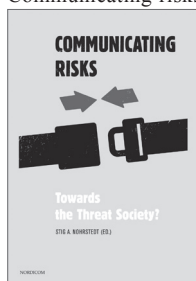
The research and analyses presented in this book confronts the presumption, concluding that in crucial respects one-size policies do not fit all countries anymore than one-size strategies fit all companies. There are important differences in size-related factors that establish limits in how TV broadcasting can be organized and operated. The book will reward close attention by policymakers and strategic managers alike, and makes a timely contribution to scholarship on the topic.

Communicating Risks

Towards the Threat Society

Stig A. Nohrstedt (ed.), Nordicom, 2011, 224 p., ISBN 978-91-86523-13-8, (Research Anthologies and Monographs).

Communicating risks is an increasingly complicated task in contemporary society. Risks travel physically as well as discursively between continents, countries and cultures. Globalization itself has actualized new alleged risks in politics, media and public debates. Globalization and conflicts have become major issues. The growth of xenophobia and populism of various kinds has lead to dramatic changes in geographical and mental maps. In what direction globalization will take us depends on how the media portray the



possibilities and problems associated with it.

This volume is a contribution to these discussions, particularly with respect to the theme of media representations of identity conflicts connected to imagined dangers and risks in late modernity. It provides analytical tools for improved understanding of the multifaceted ways in which communication about different kinds of threats relates to social and cultural integration and hence has consequences for trust and legitimacy in society.

One major focus is on the media's role and the consequences of mediatized risk constructions as threats. But the authors also study risk rhetoric in various contexts, threat and risk communication within organizational settings, management decisions in media companies when a mega-news item breaks, citizens' use of and expectations regarding mobile emergency call techniques or how communication systems for incident reports cause internal identity and competence conflicts. The authors are leading researchers in the field of mediated risk communication and rhetoric in the Nordic countries.

Diversity in Theory and Practice

News Journalists in Sweden and Germany

Heike Graf (ed.), Nordicom, 2011, 192 p., ISBN 978-91-86523-12-1, (Research Anthologies and Monographs).



Research on media and diversity has mainly focused on content analysis, or more precisely, on how immigrants are covered by the mass media. This book concentrates on the media workers themselves, and on mass media organizations. News journalists with immigrant backgrounds responded to interview questions such as: How do journalists with immigrant backgrounds experi-

ence their working conditions, career possibilities, and their possibilities of influencing media coverage? and How does ethnic diversity contribute to a change in the media coverage? Field studies were conducted in both Swedish and German newsrooms in order to explore diversity in practice. The volume deals also with the mass media as organization and with diversity from a theoretical stance by addressing the following question: What are the possibilities and limitations of mass media organizations in managing diversity issues in accordance with the common ideals of equal opportunity? Diversity management is discussed as one possible option.

This book is the result of a multidisciplinary project that brings together work in sociology, journalism and media studies in order to analyze cultural diversity in media organizations.

Programformat och medier i konvergens Formathandel, juridiskt skydd och branschpraxis

Edward Humphreys, Nordicom, 2011, 164 p., ISBN 978-91-86523-17-6



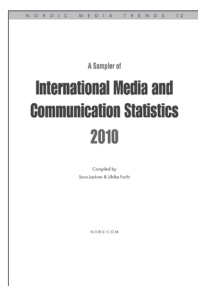
Långt borta är den tid då radio- och tv-producenter kunde åka till andra länder för att ta del av populära program, för att sedan mer eller mindre fritt kopiera dem och anpassa dem till hemmapubliken. Den internationella handeln med tv-program är i dag mycket omfattande och har utvecklat till en industri som omsätter stora belopp. Kring

programmen eller snarare varan med dess olika innehåll finns paket med rättigheter och skyldigheter. Inom tv-branschen använder man begreppet formathandel, som växt fram på ett oreglerat sätt. Avsaknaden av specifika lagregler för denna speciella form av handel gör att programformaten är svårtolkade och skiljaktiga. Vad är det man betalar för?

Syftet med denna bok är att analysera formatkonceptet och de rättsliga sammanhangen samt att behandla de formella och informella spelregler som marknadsaktörerna i dagens förändrade medielandskap följer. I samband med detta identifieras problemområden och möjliga lösningar. Med i bilden finns även producenternas och tv-bolagens perspektiv, både nationellt och internationellt. Boken vänder sig inte endast till medieaktörer och mediejurister utan också till forskare och studenter.

A Sampler of International Media and Communication Statistics 2010

Compiled by Sara Leckner & Ulrika Facht, Nordicom, 2011, 237 p., ISBN 978-91-86523-14-5, (Nordic Media Trends; 12), ISSN 1401-0410.



The contemporary media culture raises more complex issues than ever before. Digital technologies, and advances of media such as the Internet, have driven the development. In this changing media landscape, traditional media, such as television, radio and newspapers, remain powerful, but their preconditions are affected.

‘A Sampler of International Media and Communication Statistics 2010’ is a collec-

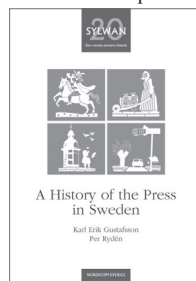
tion and compilation of statistics from a large number of sources. The aim of the publication is to provide a comprehensive overview of international media and communication statistics, primarily concerning television and the Internet, but also, to a lesser extent, newspapers and radio.

The emphasis of this publication is on the Internet and television. These two sections are divided into two parts, respectively ‘The world’ for comparisons between different parts of the world, and in ‘Regions’ for comparisons within different parts of the globe.

A History of the Press in Sweden

Karl Erik Gustafsson & Per Rydén, Nordicom, 2010, 369 p., ISBN 978-9186523-08-4, (SYLWAN; 20), ISSN 1403-3585.

The twentieth publication in the series Sylwan, can be



considered to be the final building block in that intellectual edifice. It describes the history of the Swedish press that earlier was presented in four volumes plus an index (2000-2003), as well as in all the nineteen previous publication in the Sylwan series. Per Rydén and Karl Erik Gustafsson, who led the project, previously with the assistance

often scholarly colleagues, Lars-Åke Engblom, Claes-Göran Holmberg, Eric Johannesson, Sverker Jonsson, Gunilla Lundström, Dag Nordmark, Ingemar Oscarsson, Birgit Petersson, Elisabeth Sandlund and Jarl Torbacke, have here taken on the responsibility of producing a summary version based on the earlier work.

The development of the sector, as well as new research results, during the intervening years has been included. The perspective has been somewhat altered in that the Swedish press, to a larger degree than before, has been placed in an international context. The Swedish press, during the 17th, 18th, 19th, 20th and early 21st centuries continually reflected what was happening in the outside world and in its choice of format was influenced by developments in England, France, Germany, the US and the other Nordic countries. At the same time, it is apparent that the Swedish press, with its early freedom of the press legislation at its back, displayed an attitude towards the government authorities, as well as a balance between large and small publications, national capital and provincial press, and newspapers and magazines, constitutes a press history that is of interest even from an international perspective.

Open Access Nyhetsbrev

Medier i Norden

Nyhetsbrev från NORDICOM



Medier I Norden

Terje Flisen (red.), Nordicom, Nr. 1, 2011, 14 p. Full-text (pdf): http://www.nordicom.gu.se/common/publ_pdf/140_min_MiN1-2011.pdf

Sterke følelser og meninger er sluppet løs i forbindelse med forslagene om å ta inn EUs datalagringsdirektiv i norsk og svensk lovgivning. Alt tyder på at de to regjeringenes forslag blir vedtatt – i midten av mars 2011 i Riksdagen, i begynnelsen av april i Stortinget.

Under en konferanse i København nylig, ble public service-foretakenes kulturbærende rolle diskutert av over 100 representanter for nordiske medier. Nye samarbeidsformer mellom de nordiske public service-foretakene og private aktører ble også et tema underveis.

Nordic Media Policy

A Newsletter from NORDICOM



Nordic Media Policy

Terje Flisen (ed.), Nordicom, Nr. 1, 2011, 15 p. Full-text (pdf): http://www.nordicom.gu.se/common/publ_pdf/141_min_NMP1-2011.pdf

Strong feelings and opinions are being expressed in connection with proposals to implement the EU Data Retention Directive in Norwegian and Swedish legislation. All indications are that the two governments' proposals will be adopted – in the middle of March 2011 by the Swedish Parliament – at the beginning of April by the Norwegian Parliament.

The culture-bearing role of Nordic public service broadcasters was discussed by over 100 representatives of Nordic media, during a recent conference. New forms of cooperation between public service and commercial broadcasters also became an issue.

European Media Policy

A Newsletter from NORDICOM



European Media Policy

Anna Celsing (ed.), Nordicom, Nr. 3, 2010, 13 p. Full-text (pdf): <http://www.nordicom.gu.se/mt/filer/EMP3-10.pdf>

This issue of the newsletter contains a summary and analysis of major European media policy issues in 2010.

Much activity on the Internet – as well as policy regarding the net – affects fundamental rights such as freedom of expression, the right to information, privacy and the protection of personal data. A great deal of attention has focused on such issues.

On the International Agenda

A Newsletter from NORDICOM



On the International Agenda

Anna Celsing (ed.), Nordicom, Nr. 2, 2010, 10 p. Full-text (pdf): http://www.nordicom.gu.se/eng_mt/filer/oia210.pdf

This issue of the newsletter contains a summary and analysis of major media policy issues at the international level in 2010.

There are also a few news items, for example on a new on-line resource giving access to intellectual property laws in over 60 countries.

Newsletter on

Children, Youth & Media *in the World*

News on Children, Youth and Media

Catharina Bucht (ed.), The International Clearinghouse on Children, Youth and Media, Nordicom, No. 2, 2010, Full-text: <http://www.nordicom.gu.se/cl/publ/letter.php>

The newsletter contains brief articles, news items, presentation of new literature and ongoing research projects from different parts of the world. Each issue of the newsletter treats a couple of themes with contributions from qualified scholars and participants in the Clearinghouse network.

This issue includes e.g. articles on youth and celebrity culture in Portugal, cultural consumption through media by children and youth in the outskirts of Buenos Aires, news media literacy and two personal reflections on the work of the EU Media Literacy Expert Group.

Kommande konferenser 2011

Ett urval hämtade från Nordicoms konferenskalendarium www.nordicom.gu.se

We and the Others in Intercultural Communication: Challenges and Possibilities of a Common Space

June 6-10
Chiapas, Mexico

In the delicate boundaries that exist where diverse cultures meet, representations of the self and the other are crucial. They determine not only subjective perceptions of existing relations between Equals and Differents, but they also influence the communication process. Discussing and clarifying the dimensions of these representations at different levels would allow to make an overall assessment of Intercultural Communication.

For more information:

International Association for Intercultural Communication Studies / IAICS
<http://www.uri.edu/iaics/>

Dragons, Fire, Hornets: Stieg Larsson's Millennium Trilogy from Page to Screen

June 9
Hatfield, UK

The aim of this one-day symposium is to facilitate further discussion about the impact, influences, and adaptations of Stieg Larsson's Millennium trilogy - as a series of books, television programmes, and films.

For more information:

University of Hertfordshire
s.peacock@herts.ac.uk

First International Forum on Media and Information Literacy

June 15-17
Fez, Morocco

This forum aims to raise awareness about the importance of MIL in this media-saturated / information-overloaded world, to find ways and means to build up media and information literate societies, and to make of mass media important actors at the service of democracy, justice, and development.

For more information:

Université Sidi Mohamed Ben Abdellah
nfissichouit@gmail.com
<http://www.usmba.ac.ma/>

ACSIS 2011: Current Issues in European Cultural Studies

June 15-17
Norrköping, Sverige

In June 2011 ACSIS arranges its fourth biannual conference on cultural research. The conference will provide an updated inventory of main issues in European cultural studies today, covering cross-European topics and trends as well as regional developments in East, West, South, North and Central Europe.

For more information:

Advanced Cultural Studies Institute of Sweden / ACSIS
acsis-konferens@isak.liu.se
<http://bit.ly/ahL4C0>

Deutsche Welle Global Media Forum 2011
Human Rights in a Globalized World - Challenges for the Media

June 20-22
Bonn, Germany

The Goal of the 2011 Deutsche Welle Global Media Forum will be to identify the issues of globalization and human rights and to discuss the resulting challenges for the media.

For more information:

Deutsche Welle
gmf@dw-world.de
<http://www.dw-gmf.de>

IAMCR 2011

July 13-17
Istanbul, Turkey

Istanbul, the European Capital of Culture of 2010, will be the host of IAMCR 2011 conference. The theme of the conference is 'Cities, Connectivity and Creativity'.

For more information:

International Association for Media and Communication Research / IAMCR
<http://http://iamcr2011istanbul.com/>

Weblogs and Social Media

July 17-21
Barcelona, Spain

This 5th International Conference on Weblogs and Social Media / ICWSM is a forum that brings together researchers from the disciplines in computer science, linguistics, communication, and the social sciences.

For more information:

icwsm11@aaai.org
<http://www.icwsm.org/2011/cfp.php>

Console-ing Passions

July 21-23
Adelaide, Australia

Console-ing Passions, is an international scholarly network for feminist research in screen cultures. This is the 20th annual conference on feminist research. The conference is co-hosted by Flinders University, the University of Adelaide and the University of South Australia.

For more information:

University of South Australia
Jodie.George@unisa.edu.au
<http://www.flinders.edu.au/console-ing-passions/>

NordMedia 2011

August 11-13
Akureyri, Island

The University of Iceland and the University of Akureyri are pleased to host the 20th Nordmedia conference in 2011.

The conference theme of NordMedia 2011 is: 'Media and Communication studies - Doing the right thing?'

For more information:

NordMedia
sv@unak.is
<http://goo.gl/FLLA7>

The Fifth Nordic Conference on Cultural Policy Research

August 24-25
Norrköping, Sweden

The purpose of the conference is to contribute to the discussion of cultural policy research issues with particular relevance for the Nordic countries. 'The theme is Boundaries of Cultural Policy'.

The conference languages will be Norwegian, Swedish, Danish, and English.

For more information:

Linköping University

culturalpolicy@isak.liu.se

<http://www.isak.liu.se/temaq/konferens?l=en>

Literature as Communication

September 2-3
Turku, Finland

The symposium will assume a nominalistic and broad definition of literature. Literature, that is to say, will be viewed as consisting of all those texts which, either now or in the past, have been referred to as literary, and as not necessarily restricted to merely poems, plays and novels.

For more information:

Åbo Akademi University and ECREA gritkaew@abo.fi <http://web.abo.fi/fak/hf/enge/ECREA/>

The first ISSOME Conference

August 24-26
Turku, Finland

The aim of the first ISSOME (Information Science and Social Media) conference is to address new modes of information behaviour in different contexts focusing the effects of social media and technologies in the interactive web. The change process is not always straight forward and we need to underline what is really changing and what is only a trend. The conference will discuss skills needed to manage the new information platform and how to develop needed competencies in the information society.

For more information:

Department of Information Studies at Åbo Academy University

<http://issome2011.library2pointoh.fi/>

The Future of Journalism 2011 - Developments and Debates

September 8-9
Cardiff, UK

Following the Journalism Practice and Journalism Studies conferences in 2007 and 2009, this conference is the third in this series of biennial research-based conferences. The Plenary speakers: Emily Bell and Robert W. McChesney.

For more information:

Cardiff School of Journalism, Media and Cultural Studies

<http://bit.ly/i3CcDe>

5th Digra Conference: Think Design Play

September 14-17
Utrecht, Netherlands

The goal of the DiGRA conference is to advance the study of games and playfulness. DiGRA 2011 seeks to connect game research to the creative industries and society by fostering the development of an integrated practice of game research, design, engineering, entrepreneurship and play.

For more information:

The Utrecht School of the Arts

gamesconference@gmail.com

<http://gamesconference.hku.nl/>

***Media, Terrorism and Political Communication
in a Multicultural Environment***

September 20-22
Ota, Nigeria

Terrorism poses a major threat to peace and sustainable development in today's globalized, multicultural environment. Media, Terrorism and Political Communication in a Multicultural Environment" has now become imperative. It is the afore mentioned theme that will be discussed at the 2011 African Council for Communication Education.

For more information:

The African Council for Communication Education / ACCE
acce.nigeria@yahoo.com
<http://www.acceconference2011.com>

The Fifth Dimension - Globalization. Session. Places, People, Stories

September 28-30
Kalmar, Sweden

This conference will explore and/or chart spaces from a variety of fields and perspectives. These may include fields such as politics, geography, technologies, communication or business, and perspectives such as discourse or knowledge asymmetries.

For more information:

Linnaeus University
iri@asb.dk
<http://goo.gl/mlrhu>

Global Media Worlds and China

October 6-7
Uppsala, Sweden

The symposium is divided in three aspects: *Global Media worlds entering China *Media worlds of China *China entering global media worlds. Organizers: International League of Higher Education in Media and Communication (MLeague) and Department of Informatics and Media at Uppsala University.

For more information:

Uppsala University
goran.svensson@im.uu.se
<http://goo.gl/ybOhA>

Communicating Crisis in an Age of Complexity

October 6-8
Aarhus, Denmark

The theme of this conference is the complexity characterizing all types of organizational and societal crises, be they national or international; a complexity to which organizations and nation-states have to pay attention in their crisis management and crisis communication efforts. Thus, the challenge for both scholars and practitioners is to develop concepts, models, theories, and practical approaches where this complexity is reflected and integrated.

For more information:

Aarhus University
crisis2@asb.dk
<http://goo.gl/5jZd9>

***Media Acts: The 10th International Conference
of the Nordic Society for Intermedial Studies (NorSIS)***

October 26-28
Trondheim, Norway

Recent technological changes that involve digitization have been claimed to erase the differences among individual media and fundamentally to alter the conditions of perception and experience. Media still matter – but why, how and in what ways?

For more information:

Norwegian University of Science and Technology / NTNU
mediaacts@hf.ntnu.no
<http://www.ntnu.no/ikm/mediaacts>

November 9-12
Bergen, Norway

The 5th Nomadikon Meeting: IMAGE=GESTURE

Nomadikon - a transdisciplinary research group and center for image studies - invites paper proposals that relate to the overall conference topic and to one or more of the streams a) Ethics: Images and their values and affects. b) Ecology: Iconoclastic gestures and spaces of conflict. c) Experience: The human as acts of mediation/product of the gaze. d) Epistemology: Archive, document, memory. e) Esthetics: From visual essentialism to transesthetics and synesthesia.

For more information:

The Bergen Center of Visual Culture,
University of Bergen
tonje@nomadikon.net
<http://goo.gl/22Imx>

November 10-12
Aarhus, Denmark

Sustainable Communication - Communicative Sustainability

European Cultures in Business and Corporate Communication (EUKO) is a research network of language and communication scholars from Denmark, Germany, Finland, the Netherlands and Switzerland. This year, the 11th international conference is organised by the Aarhus University, Denmark.

For more information:

Aarhus School of Business and Social Sciences,
Aarhus University
euko@asb.dk
<http://www.asb.dk/eukoconference>

November 18-19
Jönköping, Sweden

***From Theory to Practice. How to Assess, Measure and Apply
Impartiality in News and Current Affairs***

The impact of digital technologies on news flows is resulting in a number of different trends. The conference is intended to identify some tentative but practical tools to enhance news organizations efforts to be as impartial as possible.

For more information:

Jönköping International Business School
leon.barkho@jibs.hj.se
<http://ihh.cm.hj.se/doc/9234>

**För fler konferenser se:
www.nordicom.gu.se/?portal=conf**