



NordMedia
Network

NORDICOM

Centre for Nordic Media Research



Syddansk Universitet

Imagining Livable Futures

NordMedia25, Odense
August 13-15

Day 1

11:00 - 13:00 Registration at Campustorvet by the Main Entrance

13:00 - 13:20 Opening of the Conference in Room U45

13:20 - 14:20 Keynote: Annette Markham & Jill Walker Rettberg in Room U45

14:20 - 15:00 Coffee Break at Campustorvet and Den Gamle Fredagsbar

15:00 - 16:30 Division Session 1

15:00 - 16:30 **Visual Communication and Culture. Room U69A**

Visual Affordances

Ariel Caine, Asko Lehmuskallio & Yanai Toister: The Speculative Camera

Liv Hausken: Doing Photography in The Age of AI

Manuel Menke, Sandra Kero & Christian Schwartzenegger: The Ontological Shift in Visual Memory Politics through AI-Generated Images

Tindra Thor: "Most Of These Glaciers Will Only Remain In Images" – A Visual Analysis of Melt In Space-Time Compressed Photography

15:00 - 16:30 **Political Communication- Room U57**

Kim Strandberg, Klas Backholm, Andreas Fagerholm & Heini Ruohonen: Seldom Used but Important Discussion Spaces Nonetheless: A Survey Study of How News Audiences Engage with, and Regard Online User-Generated News Comments.

Jón Gunnar Ólafsson & Hafsteinn Einarsson: Political News Consumption Patterns During Election Campaigns. Tracking Daily Changes Leading Up to Election Day

Ishwar Chandra Jha: "The Economic Toll of Election Expenditure: Media Coverage And Regulatory Impact on Democracy in Nepal"

Birgir Guðmundsson: Multi - Level Political Parallelism in Iceland - A Hindrance to a Nordic Style Media Policy?

15:00 - 16:30 **Political Communication. Room U58**

Anja Bechmann, Miriam K. Brems & Jessica G. Walter: When Influencers Act Politically: A Pregistered Cross-Country Experimental Study of Social Media Influencers' Effects on Their Followers' Political Attitudes, Values, and Behaviors

Christian Schwieter: 'Trust Me, I'm Right': Comparing Far-Right Influencer Communication Strategies on Telegram During the Ukraine War

Nuppu Pelevina: "This Is Being Orchestrated in The Kremlin" - Security Influencers and the Closure of Finland's Eastern Border

Asta Cepaite Nilsson, Elisa Kannasto, Marie Ledendal, Ilkin Mehrabov: Nordic Politicians Staging Celebrity - Political Spectacle on Instagram

15:00 - 16:30 Television and Film Studies. Room Comenius

Hanne Bruun & Julie Mønter Lassen: Content Commissioning and Risk in Danish Online Public Service Television

Kristina Stenström: "This Story Takes Place in a Country that No Longer Exists": (Un)Familiar Pasts and Connective Memory Work in the Catrine Da Costa Murder Case

Kaisa Hiltunen: The Film Preferences and Expectations of Young Finns for Future Film

15:00 - 16:30 Sensory and Immersive Media. Room U59

Elina Lex: Immersive Archives: Sensing Archives through Immersive Real-Time Game Engines

Maria Engberg: Five Propositions for XR: A Critical Framework for Extended Reality Design and Critique

Sérgio Arriaga Cunha Galvão Roxo: Queering XReality: Exploring XR Creators' Intentions for LGBTQIA+ Advocacy and Representation

Janset Shawash & Narmeen Marji: Sustainable Futures Made Visible: Mixed Reality as a Tool for Participatory Urban Planning in Finland

Josepha Wessels: Walking with 360° Video: Immersive Empathetic Ethnographic Encounters with Syrian Refugees

15:00 - 16:30 Media and Linguistic Minorities. Room Lysningen 1

Giordanna Benkenstein Vallejos: The Evolving Portrait of Sami Activism in Political Documentaries

Inker-Anni Sara, Eli Skogerbø, Katerina Tsetsura & Roy Krøvel: Framing the Fovse Protests in Sámi Media

Maarit Jaakkola: Language Friendliness as a Dimension of National-Minority Governance: Municipal Communication Experienced by Sweden-Finnish Senior Citizen

15:00 - 16:30 **Digital Technologies, Materiality, and the Environment. Room U67**

Erik Björklund: Currents, Streams and Rifts in Environmental Media Studies: A Bibliometric Network Analysis.
Discussant: Martina S Mahnke

Liisa Kääntä: Being, Doing, Thinking Green in Digital Everyday. Discussant: Erik Björklund

Martina S Mahnke: Datafied Air Quality: The Case of Chiang Mai. Discussant: Liisa Kääntä

Chair: Martina S Mahnke

15:00 - 16:30 **Media, Communication and Health. Room O95**

Platformed Health on Social Media

Katrine Sommer Boysen: 'One Day, You Will Sit in The Sun and Things Won't Feel So Bad': Danish Influencers Constructing Menopause On Instagram. Discussant: Souad El Mghari

Ella Maria Holi: "Your Butt Goes Against Our Community Guidelines": Negotiating Fatness, Visibility, and Resistance in Social Media. Discussant: Katrine Sommer Boysen

Souad El Mghari: Shifting Between the Personal and the Professional: Gendered Self-Presentation of Norwegian Health Opinion Leaders on Instagram. Discussant: Ella Maria Holi

Chair: Anette Grønning

15:00 - 16:30 **Game studies. Room U15**

Political Economy and Business

Torill Mortensen & Kristine Jørgensen: Played by the Algorithm: The Relationship Between Social Media Game Ads and Actual Games. Discussant: Anne Mette Thorhauge, Andreas Gregersen, Jacob Ørmen, Emil Lundedal Hammar

Anne Mette Thorhauge, Andreas Gregersen, Jacob Ørmen & Emil Lundedal Hammar: Online Youth Culture at the Intersec on Between Gaming and Finance. Discussant: Emma Casabonne-Masounave

Emma Casabonne-Masounave: Player's Critical Resistance: Proposal Analysis through Consumer Resistance. Discussant: Torill Mortensen, Kristine Jørgensen.

15:00 - 16:30 **Theory, Philosophy and Ethics of Communication. Room U68**

Amela Muratspahic: Structure Or Agency? Field or Network? Studying Datafication at the Swedish Public Employment Service. Discussant: Karsten Pedersen

Göran Bolin: On the Concept of Communication in the Face of Artificial Conversational Agents. Discussant: Lars Lundsten

Göran Svensson: Old and New Criticalities in Media and Communication Research. Discussant: Henrik Juel

Chair: Stina Bengtsson

15:00 - 16:30 **Organization, Communication and Promotion. Room Gennemsigten**

Merja Porttikivi & Ella Lillqvist: The Magic of Investment Podcasts: How Financial Influencers Promise to Transform Your Future

Cecilia Hjerppe & Heidi Hirsto: Feminizing Financial Discourse on Instagram

Essi Pöyry, Hanna Reinikainen, Susanna Sarkki Ekestubbe & Petri Parvinen: From Influencer Marketing to Influencer Equity

15:00 - 16:30 **Media Education and Literacies. Room U62**

Paper Presentations: Pedagogical Models and Interventions

Emanuela Marchetti, Elisabetta Vidotto & Andrea Valente: Pokemon Cards And Greek Mythology – An Unlikely Transmedia Scaffolding for Traditional Literacy. Discussant: Matt Knutson

Linus Andersson, Sara Svensson, Peter Karlsson, Torbjörn Josefsson & Urban Bilstrup: Reflections from Working with Tidact - An Intervention for Training Students to Identify Disinformation and Conspiracy Theories. Discussant: Emanuela Marchetti

Chair: Ingrid Forsler

15:00 - 16:30 **Media Education and Literacies. Room U66**

Policies

Ernesto Abalo: Constructing the Older Digital Citizen: Responsibilization and Welfare User Interfaces in Sweden. Discussant: Leo Van Audenhove

Guna Spurava: Algorithmic Content Recommendation, Media Education, and Regulation: Navigating the Challenges of AI-Driven Media. Discussant: Ernesto Abalo

Leo Van Audenhove, Andy Demeulenaere & Lemonie De Moortel: Shifts of Political Discourses on Media Literacy in Flanders-Belgium. Discussant: Guna Spurava

Chair: Lauri Palsa

15:00 - 16:30 **Audience Studies. Room U11**

Social Media: Identity, Community, and Contention

John Magnus Dahl: Coming Out-Videos and the Rhetoric of Recognition

Tina Thode Hougaard & Claus Toft-Nielsen: Bridging Meme Studies and Audience Research: A Qualitative Analysis of Meme Reception and Use among University Students.

Kristina Raud: From Urban Vision to Civic Action: How Social Media Audiences Become Active Citizens.

Anne Jerslev & Nete Nørgaard Kristensen: Scandalization by Association: Celebrities' Risk of Being Pulled Into a Scandal.

Rune Søholt, Torgeir Nærland & Brita Ytre-Arne: The Poverty-Shame Nexus in Social Media: Experiences, Consequences, and Agency amongst Marginalized Users

15:00 - 16:30 **Audience Studies. Room U12**

Engagement, Literacy, and Trust in a Changing Landscape

Anne Natvig: Youth and Local News: A Study of The News Orientation of Youth and Local Media Efforts To Reach Them.

Leif H. Pedersen & Eva Mayerhöffer: Alternative News Use And Recognition Struggles: Insights from Danish News Users.

Vilde Schanke Sundet & Trine Syvertsen: Ecomedia Literacy among Young Audiences: Understanding Audience Awareness and Attitudes towards Media Materiality and Sustainable Media Practices.

Ernesto Abalo, Mia-Mari Hammarlin, Tobias Olsson & Dino Viscovi: The Master Key To Citizenship: When Digital Bankid Conditions Older Adults' Inclusion and Participation.

Stina Bengtsson, Sofia Johansson & Signe Operman: Three Logics of Trust in Digital News and Information.

15:00 - 16:30 **Environment, Science, and Risk Communication. Room O99**

Janne Bjørgan: Who Sets the Agenda? Actors and Topics in the Climate News

Tina Thode Hougaard: Climate Compounds as Part of Social Positioning in Danish Media

Frederik Møller Henriksen: How Do Climate Obstruction Narratives Flow through Far-Right Digital Information Environments? A Computational Mapping of Four Countries

Ella Lillqvist: Imagining Impact: The Future in Discourses of Investing and Climate Change

15:00 - 16:30 **Environment, Science, and Risk Communication. Room Sokrates**

Renira Rampazzo Gambarato: Transmedia Activism in the Amazon: Digital Mediations and Sociopolitical Implications

Eli Skogerbø: Voice, Agency and Stakeholders in a Colonial Context – Sami Positions in the Green Growth Discourse

Mikko Hautakangas: De-Polarizing the Public Debate about Farming in Finland

Trine Kvidal-Røvik: Inclusive Science Communication Across Deficit, Dialogue and Participatory Models: Societal Impact in Contexts of Ethnic and Indigenous Minorities

15:00 - 16:30 **Journalism. Room O100**

Digital Practices and New Platforms

Troels Gregers Østergaard & Friederike Naja Vageler Felbo: "How Much Do Journalists Leave their Desks? A Mixed-Methods Study of Reporting in the Digital Age".

Diana Carolina Guerrero Rojas: The Democracy Database: Using AI as a Research Assistant in Local Journalism

Mads Kæmsgaard Eberholst, Mark Blach-Ørsten, Ida Willig & Anker Brink Lund: The Genealogy of News 2.0: Researching News Production in The Age of Digitalization and Emerging News Deserts

Lene Heiselberg: Adapting News Video Narration to Online Services

Chair: Carina Tenor

15:00 - 16:30 **Journalism. Room O97**

Emotions and Care in Journalism

Victoria Colesnic: Feel The Fear And Do It Anyway: Mapping The Emotional Labor Of Romanian Investigative Journalists

Morten Stinus Kristensen: News, Truth, And Emotions: Reimagining Journalistic Epistemology in Affective Times

Matleena Ylikoski: Defining the Limits of Pluralism - Finnish Journalists' Negotiations on News Diversity

Hanna Hietikko, Elisa Kannasto & Heli Katamäki: "When I Smell an Agenda Being Driven.." – Journalistic Objectivity as a Feeling

Chair: Salla Tuomola

15:00 - 16:30 **Media and Communication History. Room U32**

Archives and Propaganda

Andreas Lenander Ægidius & Ditte Laursen: From Tape to Stream: A Historical Journey through National Broadcast Archives

Gunnar Strøm: Wilfred Jensenius (1911–1999) - A True Norwegian Animation Pioneer

Fredrik Mohammadi Norén & Emil Stjernholm: The State Advertises: Visual Public Information in Sweden, 1930–1990

Jukka Kortti: Documenting Finlandization: The Narratives about the Soviet Union in Finnish Documentary Films during The Cold War

Chair: Birgitte Kjos Fonn

15:00 - 16:30 **Media Industries. Room O96**

Concentration and Competition In News Markets

Heikki Hellman, Risto Suikkanen, Mikko Grönlund, Katja Lehtisaari & Tuomas Ranti, (Discussant: Kaun & Stiernstedt): More Concentration, Less Diversity? Effects Of Press Consolidation On The News Content In Finland

Anne Kaun & Fredrik Stiernstedt, (Discussant: Hellman Et Al.): Infrastructural Displacement: Changing Valuation Of Newspaper Carriers as News Networks

Ville Manninen & Lauri Haapanen, (Discussant: Halvorsen & Bjerke): Owners and Ownership Change: Effects on Journalistic Content and News Production

Lars Julius Halvorsen & Paul Bjerke, (Discussant: Manninen & Haapanen): Norwegian Hyperlocals 2025 – Organization, Economics, and Challenges

Chair: Mads Tommerup Andersen

16:30 - 16:45 **Coffee Break at Campustorvet and Den gamle fredagsbar**

16:45 - 18:15 Division Session 2

16:45 - 18:15 **Visual Communication and Culture. Room U69A**

Visual Journalism

Patrick Åker, Jenni Mäenpää & Liudmila Voronova: The Time Dimension of Visual Journalism: The Rhythm of Photographic “Truth Claims”

Liudmila Voronova & Victoria Colesnic: (In)Visible Emotions in Visual News Production: Russian Visual Professionals in Exile on Objectivity, Truth and Emotions

Linda Agurell Swedmark: Still in Transit? Exploring the Visual Representation of Syrian Refugees during The 2015 Refugee Crisis and after the Fall of Assad”

Maria Nilsson & Anne Hege Simonsen: Activating the Nation. Visualizations of Urgency in Norwegian and Swedish Editorial Commentaries about the War in Ukraine

16:45 - 18:15 **Political Communication. Room U57**

Anne Kaun & Anders O Larsson: ‘A Just Machine to Make Big Decisions’ – Attitudes towards Automated Decision-Making among Citizens, Civil Servants and Politicians

Chris Peters, Sine N. Just & Ib T. Gulbrandsen: An Artificial Democracy? Exploring the Uses of Generative AI in Elections Around the World in 2024

David Wegmann: Comparing Computational Approaches to Youtube Video Analysis at Scale

Jessica Yarin Robinson & Truls Strand Offerdal: The LinkedIn Rebellion: Norwegian Tax Protests in the 2025 Election

16:45 - 18:15 **Political Communication. Room U58**

Birgitte Haanshuus, Karoline Andrea Ihlebæk: Far-Right Perspectives on Polarization

Esko Nieminen & Pekka Isotalus: "Communism Made Me Do It" - Right-Wing Counterpublics as a Polarizing Force in Tiktok-Comments

Jakob Linaa Jensen & Ulrich Have: Increased Polarization in a Consensual Society? - A Study of Interactional and Affective Polarization in Danish Tweets 2009-22

Maria Brock & Tina Askanius: Female-Fronted Anti-Feminism in Sweden, Germany and Russia: Articulations and Intersections

16:45 - 18:15 **Television and Film Studies. Room Comenius**

Jakob Isak Nielsen: Seriality and Platform Vernacular

Raul Lobanov: From Availability to Viewership: Content Prominence and Exposure Diversity on the VOD Service of Estonian Public Broadcasting

Pia Majbritt Jensen & Cathrin Helen Bengesser: Patterns of Individualization in Danish Children's and Young Adults' Consumption of and Taste in Films and Series

16:45 - 18:15 **Media and Linguistic Minorities. Room Lysningen 1**

Sergiusz Bober & Jenny Stenberg-Sirén: Walking a Fine Line? Minority Language Newspapers and Politics at the Local Level

Klas Backholm, Jens Berg, Carl-Gustaf Lindén & Jenny Stenberg-Sirén: Who Cares about Media Ownership? How Audiences Experienced Bonnier News' Acquisition of the Two Largest Swedish-Language Media Organizations in Finland

Hild Nordal, Johann Roppen & Anne Natvig: Minority Language in Newspapers in a Changing Society: Cases of Nynorsk in Norway

16:45 - 18:15 **Digital Technologies, Materiality, and the Environment. Room U67**

Renée Ridgway: Information Is Not Smokeless: Raising Awareness of Invisible Search Data Infrastructures through Speculative Visualisations. Discussant: Julia Velkova

Pille Pruulmann-Vengerfeldt et al.: Monster Collage to Make Sense of the Sustainable Maintenance Work for Digital and Material Museum Collections. Discussant: Renée Ridgway

Julia Velkova: Making Liveable Futures with Wind and Data Center Infrastructures. Discussant: Pille Pruulmann-Vengerfeldt

Chair: Meri-Maaria Frig

16:45 - 18:15 **Media, Communication and Health. Room O95**

Older adults and health technologies

Riitta Hänninen: Navigating Mobile Technologies: Older Adults' Mobile, Digital and Non-Digital Strategies for Enhancing Subjective Wellbeing. Discussant: Freja Morris

Anette Grønning & Amalie Søgaard Nielsen: Warm Experts, Co-Actors and the Digital Care Convoy in the Primary Care Sector. Discussant: Riitta Hänninen

Freja Morris, Fredrika Thelandersson & Helena Sandberg: Tech Solutionism and Temporal Imaginaries: Healthcare Professionals Engaging with Digital Futures in Caring for Older Adults. Discussant: Anette Grønning

Chair: Maja Klausen

16:45 - 18:15 **Game Studies. Room U15**

Game Making

Rikke Toft Nørgård, Aarhus Universitet, & Kasper Marius Nørmark, ARoS Art Museum: Games for Culture: Empowered Imagination in Cultural Heritage. Discussant: Qianyu Sun

Qianyu Sun: Playing to Fail: How a LARP Exercise Challenges Game-Making Roles and Transforms Creative Anxiety. Discussant: Sara Mosberg Iversen

Sara Mosberg Iversen: Sources of – and Possible Solutions to – Resistance toward Engagement and Participation in Role-playing Games in the Classroom. Discussant: Rikke Toft Nørgård, Aarhus Universitet
Kasper Marius Nørmark, ARoS Art Museum.

16:45 - 18:15 **Theory, Philosophy and Ethics of Communication. Room U68**

Henrik Juel: Good old Rhetoric and the Future of Media Communication Theory - The Return of Aristotle and Cicero in the Digital Age? Discussant: Christina Pontoppidan

Karsten Pedersen: Communication as an Inside-out Understanding. Discussant: Lauri Haapanen

Lars Lundsten: Assessing Public Service Broadcasting Performance – An Interpretive Approach. Discussant: Risto Kunelius

Risto Kunelius & Anna Roosvall: The Era of (Absolute) End of Irony? Some Uneasy Questions for Communication Research. Discussant: Stina Bengtsson

16:45 - 18:15 **Organization, Communication and Promotion. Room Gennemsigten**

Jesper Falkheimer: Citizen Dialogue and Participation: An Explorative and Applied Approach

Ulrika Sjöberg & Carolina Martínez: Expanding Communication Practitioners' Learning to Promote Children's Right to Public Sector Digital Communication

Jesper Enbom & André Baltz: Negotiating Transparency in Everyday Police Communication

16:45 - 18:15 **Media Education and Literacies. Room U62**

Risks, Opportunities and Vulnerabilities

Gilda Seddighi, Rebecca Lynn Radlick & Benedicte Nessa: Algorithmic Vulnerabilities in a Relational Perspective: Interpretations Algorithms among Migrant Young Adults Outside Work and Education. Discussant: Sirkku Kotilainen

Yvonne Andersson & Martin Karlsson: Imagining Livable, Digital Futures for Girls with Neuropsychiatric Disabilities. Discussant: Gilda Seddighi

Sirkku Kotilainen, Jussi Okkonen, Reijo Kupiainen & Roosa Heikkiniemi: Youth Attitudes to The Digital Future: Perspective in Risks and Possibilities. Discussant: Yvonne Andersson

Chair: Ingrid Forsler

16:45 - 18:15 **Media Education and Literacies. Room U66**

Workshop session

Kristine Stifjell & Charlotte Wien: Navigating Health 2050: A Health Literacy Escape Room Challenge

16:45 - 18:15 **Audience Studies. Room U11**

Media and culture across geographical and technological borders

Joanna Doona & Tina Askanius: Negotiating Boundaries of Humour and Limits of Laughter: Young Civic Audiences' Understanding of (Contentious) Political Issues through Election Satire.

Aleksandra Dominika Kas: Beyond and Within Migration: Media Practices and the Migratory Experiences of Polish Residents in Norway.

Gabrielle Ferreira: Crossing Borders through the Screen: Turkish Dramas and Cosmopolitanism among Spanish Audiences.

Lasse Balleby: "If You Can Play It On The Computer, You Can Play It On The Playground".

Sandra Sprudzane: The Impact of Mass Media on Perceived Risk of Military and Informational Threat among Border Area Residents in Latvia.

16:45 - 18:15 **Environment, Science, and Risk Communication. Room O99**

Lumi Kauppinen: Reimagining Media Narratives: A Critical Discourse Analysis of Farmed Animal Representations in Finnish Online News Media

Mette Marie Roslyng: The Aesthetic-Discursive Construction of Sustainable Landscapes in Televised Commercial

Ralf Andersson: Journalistic Lecturer as the World Changes, so Must Journalism: Best Practices of Educating Sustainable Journalism

16:45 - 18:15 **Environment, Science, and Risk Communication. Room Sokrates**

Anna Elisabeth Hasselström: Multistakeholder Crisis Tweeting: Public Health Crisis Network and Coordination on Social Media

Moa Eriksson Krutrök: Crisis Narratives and Networked Rumors: The Digital Information Landscape Following a Swedish School Shooting

Esteve Matusiewicz: Eco-Anxiety In Climate Activists: The Role of Information Exposure on Social Media

Petra De Place Bak: Engagement in Science Discussions on Twitter: A Danish Case

16:45 - 18:15 **Journalism. Room O100**

Covering Crisis

Vilja Hautamaa: Emotions or Objectivity – Negotiating the Challenges of Journalistic Work while Reporting on the Gaza War

Turo Uskali, Suvi Mononen, Liia-Maria Raippalinna, Pasi Ikonen, Markus Mykkänen & Antero Holmila: How to Survive in the Era of Drones? Safety of the Finnish War Correspondents, Photographers, and Their Fixers at the Russia–Ukraine War in the 2020's

Helena Almqvist Hägglund: The Frailty of Journalistic Care Ethics in Practice: Evidence from Swedish News Coverage of the 2015 Refugee Crisis

Rune Ottosen : The Media's Underreporting of Norwegian Co-Responsibility for Regime Change in Syria

Chair: Katja Lehtisaari

16:45 - 18:15 **Journalism. Room O97**

Panel: Journalism As Media Work In The Nordic Countries: Studies On Labor, Competence

Steffen Moestrup & Aske Kammer: Precarious, Peripheral, and Part-Time? The Journalistic Job Market 2008–2024

Jonas Harvard, Elin Helgesson, Christina Grandien & Lena-Maria Öberg: Comparing Communicative Competences: What Will Be the Essence of Journalism Work in an Era of Hybrid Roles Aand AI-Agents?

Kari Koljonen, Laura Ahva, Esa Reunanen, Milla Järvi­petäjä & Samuel Raunio: Longitudinal Study on Media Work: Movement, Job Satisfaction and Self-Directedness of Early Career Journalists in Finland

Gunhild Ring Olsen: Digitalization and Meaning in Journalistic Work (MjoW): Why Do Reporters Keep on Reporting?

Chair: Laura Ahva

16:45 - 18:15 **Media and Communication History. Room U32**

Panel Media Endings – The Displacement Of Systems, Infrastructures And Practices

Mandy Tröger: Post-Socialist Media Transitions in Central and Eastern Europe: A Cross-Country Perspective

Chamee Yang: Contesting Airspace as Infrastructure of Disappearance in South Korea

Miriana Cascone: Detained Media: The Halting of Everyday Media Practices

Fredrik Stiernstedt & Anne Kaun: Network Disappearance: Changing Valuation of Newspaper Carriers as News Networks

Julia Velkova: Dismantling Transmission Networks: Elemental Regimes of Livinga at the End of Life of Telephone and Analog Internet Infrastructure in Sweden

Chairs: Fredrik Stiernstedt & Anne Kaun

16:45 - 18:15 **Media Industries. Room O96**

Comparative, Historical, and Macro-Level Approaches

Anders Fagerjord & Marius Øfsti (Discussant: Andersen Et Al.): It's Still about the Internet: How the Digitalization of Exchange Disrupted the Culture Industries

Mads Tommerup Andersen, Terje Colbjørnsen & Vilde Schanke Sundet (Discussant: Fagerjord & Øfsti): Comparative Studies of Media Industries – Literature Review and Call for Action

Aske Kammer & Mark Blach-Ørsten (Discussant: Otto Et Al.): Subsidized News-Media Innovation: Outputs, Outcomes, and Impact

Eva Otto, Cecilie M. Lindberg Laursen & Stine Lomborg (Discussant: Kammer & Blach-Ørsten): Situating Legitimacy: Sphere Transgressions as an Empirical Approach

Chair: Vilde Schanke Sundet

18:30 - 20:30 **Reception at Campustorvet**

Day 2

09:00 - 10:30 **Division Session 3**

09:00 - 10:30 **Visual Communication and Culture. Room U69A**

Urbanism and the Visual

Cornelia Brantner, Joan Roman Rodriguez-Amat & Joanne Kuai: Imagining Tomorrow's Cities: Algorithmically Mediated Urban Futures in Google Images and Visual Generative AI

Jenni Kuoppa, Asko Lehmuskallio, Markus Laine & Heta Leino: A Touch of Magical Realism in Architectural Renderings. The Role of Visualisations in Crafting Urban Futures

Synne Tollerud Bull: Time to Reflect Reality: Investigating Machine Vision and Urban Knowledge through Artistic Research

Narmeen Marji & Janseth Shawash: Art Heist in Fortnite: Bridging Cultural Heritage and Gaming for Livable Futures

09:00 - 10:30 **Political Communication. Room U57**

Andreas Widholm, Mattias Ekman, Stockholm University & Anders Olof Larsson, Kristiania University of Applied Sciences: Micro- Targeting During the 2022 Election in Sweden: Exploring the Paid Affordances of Facebook and Instagram

Elisa Kannasto, Lassi Rikkinen & Pekka Isotalus: Depersonalization and Blending Platforms – The Changes in Social Media Election Communication

Jakob Linaa Jensen, Anders Olof Larsson, Kristiania University College, Melanie Magin, NTNU Trondheim Anamaria Dutceac Segesten, Lund University Elisa Kannasto, Seinäjoki University Of Applied Sciences, David Nicolas Hopmann, University Of Southern Denmark: Populist and Extremist Narratives on Political Parties' Facebook Pages during the 2024 European Election Campaign in Denmark, Finland and Sweden

Marie Meier & Kalle Eriksson: Posted Pasts: Comparing Danish and Swedish Parties' Strategic Uses of the Past to Frame Imaginaries of the Future on Facebook in the 2022 National Elections

09:00 - 10:30 **Political Communication. Room U58**

Senad Tula: Rhetoric in Crisis: A Comparative Analysis of Kurti and Vučić's Interviews about Zvečan

Mikkel Bækby Johansen: The Exchange Model of Mainstreaming

Nils Gustafsson: #RIPAImedalen: The Rise and Fall of the Hashtag of a Swedish Democracy Festival

Hugo Ekström: Remixing Islamophobia: Far-Right Video Activism on TikTok

09:00 - 10:30 **Television and Film Studies. Room Comenius**

Panel Session: Feedback and Note Giving in the Nordic Screen Industries: Tensions, Negotiations and Notions of Best Practice in Creative Processes

Eva Novrup: Redvall: Who Gives Notes, When and Why? Structures of Feedback and Note Giving in the Project Based Screen Industries

Noemi Ferrer Schwenk: Finding the Time for Feedback and Thinking Forward: Challenges for Independent Producers and Initiatives to Further Stronger Projects and Better Note Giving

Jakob Freudendal: Navigating Creative Uncertainty: Using Notes from Audiences to Guide Film Production

Siri Senje: The Intricate Dance – A Screenwriter's Perspective on the Art and Craft of Note Giving

09:00 - 10:30 **Media, Communication and Health. Room O95**

Workshop: Research Ethics as Ethics of Care: Conducting

Research with Trans and Gender Diverse Youth through Participatory Creative Methodologies Including Digital Methods Organisers: Olu Jenzen & Matty Kennedy

Chair: Helena Sandberg

09:00 - 10:30 **Media and Linguistic Minorities. Room Lysningen 1**

Jenny Stenberg-Sirén: Towards a definition of Minority Language Journalism

Johann Roppen: Journalist Education for Minority Languages: The Cases of Norway (1919-2025)

Niko Tynnyrinen: Alice's Adventures in Karelian: Neologisms and the Revitalizing Potential of Translating into an Endangered Language

09:00 - 10:30 **Digital Technologies, Materiality, and the Environment. Room U67**

Elis Karell: Big Tech Imaginaries of AI and the Climate Crisis. Discussant: Emma Christensen

Erin McClellan et al.: Digital Rhetorics of Care in Eco-Conscious Companies. Discussant: Elis Karell

Emma Christensen: From Convenience to Care: Practicing Hope in Sustainable AI Futures. Discussant: Erin McClellan

Chair: Julia Velkova

09:00 - 10:30 **Audience Studies. Room U11**

Platforms, Practices, and Algorithms

Amanda Mouritsen & Pia Majbritt Jensen: The Duality of TikTok in Danish User Experiences and Perceptions.

Marika Lüders: Enjoyment and Content Variety on Social Media: The Effects of Temporal Dissociation, Agency, Social Curation and Algorithms.

Jessica Walter, Miriam Brems, Anja Bechmann: Data Donation at National Scale as a Method for Exploring Trends in Behavior: A Case Study of Danish Youtube Users

Erinne Paisley: Contractual Empowerment: Navigating Patriarchal Romantic Contacts through Dating Apps

Freja Sørine Adler Berg, Thomas Enemark Lundtofte & Lene Heiselberg: Understanding Danish Children's Experiences with Misinformation on Social Media

09:00 - 10:30 **Audience Studies. Room U12**

Digital Media and AI: Perceptions, Trust, and Interaction

Erik Knudsen: News Organizations Want AI—But Do Audiences? Public Support for AI in Journalism in the US and Norway

David Mathieu, Martina S. Mahnke & Mark Friis Hau: Critical Wayfinding: How Users Engage With and Make Sense of GenAI Conversations

Thomas Lundtofte & Ane Bjerre Odgaard: Children's Creative Practices with Generative Artificial Intelligence.

Mehri Agai & Brita Ytre-Arne: The Feeling of AI: A Qualitative Study of Young People's Evaluations of Authenticity in Online Media Content

09:00 - 10:30 **Environment, Science, and Risk Communication. Room O99**

Patrick Prax: Inspiring and Explaining Systemic Action through Short Stories

Eveliina Salmela: Livable Futures through Climate-Wise Housing: Artificial Oppositions and Aligned Interests in Public Discourses

Helle Kannik Haastrup: Influencing the Future: The Identity Narratives of Greenfluencers on Social Media

Ingerid Salvesen: "Listen To The Kids": What Makes Young People Engage (or Not) with Climate Journalism

09:00 - 10:30 **Environment, Science, and Risk Communication. Room Sokrates**

Kristina Riegert: Who Gets to Speak for the Forest? Discursive Power in Media Framing of Responses to the Church of Sweden's Forestry Inquiry

Marcus Ojala: Shifting Agendas, Actors and Conflicts: The Coverage of Forests in Finnish Journalism 1990–2024

Elisabeth Wennerström: "Being One Alongside Many Living Beings" – The Politics of Communitality

09:00 - 10:30 **Journalism. Room O100**

News Values in Newswork

Torbjörn Rolandsson: The Configuration of Journalistic Work: Studying Newswriters as Users

Raquel Barba Martinez: Analyzing Norwegian Employers and Employees' Perceptions and Efforts Towards Multicultural Diversity in The Newsrooms

Milde Malling: Chasing the Beat of the Future Audience: News and Prestige at "Dagens Nyheter"

Annika Egan Sjölander: Challenges and Complexities in Reporting the "Green" Transition: Journalistic Experiences from Northern Sweden

Chair: Raghild Olsen

09:00 - 10:30 **Journalism. Room O97**

Beats and Specialization

Kirsten Frandsen: Broadcasting the FIFA World Cup 2022 - Integrating Journalistic Perspectives

Joy Kibarabara: Constructive Journalism in Sweden: Just a Buzz, or Transformative: A Diffusion of Innovations Approach

Jonathan Hendrickx & Aske Kammer :The Business Models of Social Media Journalism: A Comparative Case Study of Denmark and Belgium

Birgit Røe Mathisen & Lisbeth Morlandstø: Opinion or Silence? – Commentary Journalism in Local Media

Chair: Carina Tenor

09:00 - 10:30 **Media and Communication History. Room U32**

Networks and Misinformation

Lars Lungren: Nautical Charts and the History of Communication Networks

Johanna Arnesson: Encountering the Internet: Preliminary Results and Methodological Challenges in Memories of Early Internet Use in Sweden

Caroline Nyvang: April Fools': Speculative Media and the Politics of Playful Misinformation

Chair: Birgitte Kjos Fonn

09:00 - 10:30 **Media, Globalization and Social Change. Room U7**

Dralega/Igland : Between Silence and Resistance: Victim Responses to Online hate

Strand/Larsson: Chilling Effects and LGBT+ Activism on Twitter/X in Uganda: Scope, Nature, Temporality, and the Role of Digital Solidarity

Liimatainen: Virtually Diaspora: Opportunities and Challenges of Diasporic Community-Building in the Digital Age

09:00 - 10:30 **Media Industries. Room O96**

Audiovisual Platforms and Industry Structures

Mona Solvoll & Terje Gaustad (Discussant: Meleschko et al): Strategic Adaptation in Nordic Public Service Broadcasting: Developing Dynamic Capabilities for Platform Partnerships

Sara Kepinska Meleschko, Andreas Gregersen & Christoffer Bagger (Discussant: Solvoll & Gaustad): From Passive to Active: Fusing Screentime and Playtime in the Creation of a New Children's Video Platform

Marius Øfsti & Cathrin Bengesser (Discussant: Hillestad): Who Produces (What) For Whom? Identifying the European Streaming Industry

Irene Hillestad (Discussant: Øfsti & Bengesser): Freelancing in the Audiovisual Industry

Chair: Terje Colbjørnsen

09:00 - 10:30 **Media Industries. Room O94**

Infrastructures, Platforms, and Technological Challenges

Madis Järvekülg, Indrek Ibrus & Ulrike Rohn (Discussant: Ørmen): Alternative Imaginaries of Decentralization: Blockchain, Public Value, and the Future of Data Infrastructures for the Creative Industries in Europe

Jacob Ørmen, Andreas Gregersen, Anne Mette Thorhauge & Linea Munk Petersen (Discussant: Kristensen): Perpetual Precarity: Cycles of Value Extraction in the Platformised Multi-Level Marketing Scheme

Lisa Merete Kristensen (Discussant: Järvekülg.): The Technical Infrastructure of News Media Monetization: How Technology Drives Media Strategy

09:00 - 10:30 **Media Education and Literacies. Room U62**

Measuring and Evaluating Literacies

Laureline Marc: How to Measure the Effects of Media Education Activities on High-school Students' News Consumption. Discussant: Laurence Dierickx

Lemonie De Moortel: Measuring the Effectiveness of Media Literacy Interventions: A Systematic Review of Employed Research Methods. Discussant: Laureline Marc

Laurence Dierickx & Carl-Gustav Lindén: Developing Prompting Strategies for Fact-Checking. Discussant: Lemonie De Moortel

Chair: Lauri Palsa

09:00 - 10:30 **Media Education and Literacies. Room U66**

Journalism Education and News Literacy

José Ignacio Gil: Freedom to Teach: The Role of The Sociocultural Environment in Journalism Education. Discussant: Laura Kettunen

Martine Bentsen & Mads Kæmpsgaard Eberholst: One Size Does Not Fit All: How the Pedagogical Newsroom Includes and Excludes. Discussant: José Ignacio Gil

Laura Kettunen, Riikka Maukonen, Janne Kauttonen, Mikko Villi & Jyrki Suomala: Reaching Young Audiences with the Help of Genai: Media Literacy, Simplified Journalism and Finnish Vocational Education Students. Discussant: Martine Bentsen

Chair: Maarit Jakkola

09:00 - 10:30 **Organization, Communication and Promotion. Room Gennemsigten**

Kaisa Pekkala: Confronting Online Harassment and Its Implications for Expert Communication

Karin Fast: Coworking Spaces and Post-Digital Hospitality: A Geosemiotic Study of Media Evolution's 'Disconnected' Officescape

Pille Pruulmann-Vengerfeldt, Agnes Aljas, Pille Runnel & Josefin Waldenström: How Do Cultural and Creative Sector Organisations Understand and Assess their Impact?

10:30 - 10:50 Coffee Break at Campustorvet and Den gamle fredagsbar

10:50 - 12:20. **Division Session 4**

10:50 - 12:20 **Visual Communication and Culture. Room U69A**

AI Influences on Visual Journalism

Bojana Romic: Stock Photography and Visual Representations of AI

Maria Kyriakidou & Anne Kaun: AI Witnessing and the Audience of Humanitarian Representation

Elin Rantakrans: Challenges to Visual Journalism Ethics Imperiled by AI

Peter Dahlén & Rebecca Bengtsson Lundin: When Photo Looks Fake and AI-Generated Looks Real. How Audiences Detect and Perceive AI Generated Images in Journalistic Contexts

10:50 - 12:20 **Political Communication. Room U57**

Maja Sonne Damkjaer , Janne Nielsen: The Role of Sharenting in Danish Politicians' Personalization Strategies on Social Media

Majbritt K. Severin-Nielsen: Posting under Pressure: The Role of Social Media in Shaping Politicians' Work-Related Stress

Roy Aulie Jacobsen: The Rally-Round-The-Flag Effect in a Digital Age: Social Media and Political Competition during COVID-19

Christian Christensen & Anders Larsson: Shifting Communities? The Rightward Drift of the #Svpol ("Swedish Politics") Hashtag on Twitter/X from 2010-2022

10:50 - 12:20 **Political Communication. Room U58**

Tine Ustad Figenschou & Kjersti Thorbjørnsrud: Doing-Their-Own-Research: Alarmed Citizens' Use of Alternative Media in Contentious Health Debates

Line Nybro Petersen & Mikkel Bækby Johansen: The Violence of Online Conspiracy Theories: The Case of the Harassment Campaign against Uncle Shrimp

Jullietta Stoencheva: The Manosphere Travels East: Discursive Shifts towards Violent Misogyny in Online Discussions of Gender

10:50 - 12:20 **Television and Film Studies. Room Comenius**

Audun Engelstad: Ingmar Bergman's Wretched Script. A Close-up of a Doll's House

Amir Bashti Monfared: A Nation of Torn Family Albums: Dynamic Aesthetics of Counter-forgetting in Iranian Postmemory Documentary

10:50 - 12:20 **Digital Technologies, Materiality, and the Environment. Room U67**

Panel Session

Kiran Kappeler et al.: Framing Sustainable Futures—Comparing Policy Documents from Europe, the U.S., and China on IoT for the Green Transition. Discussant: All

Chair: Anne Kaun, Södertörn University

10:50 - 12:20 **Media, Communication and Health. Room O95**

Tensions, Vulnerabilities and Care Ethics

Carsten Stage, Trine N. Sindahl & Matilde Nisbeth Brøgger: The Tensions of Lifeline Communication – A Qualitative Study of Frequent Use of Helpline Services in Denmark. Discussant: Ingeborg Hedda Paulsen

Kjersti Blehr Lånkan: A Care Ethical Approach to Media Productions on Vulnerability. Discussant: Matilde Nisbeth Brøgger

Henry Mainsah & Lin Prøitz: The Future of Wellbeing in Young People's Digital Lives. Discussant: Kjersti Blehr Lånkan

Ingeborg Hedda Paulsen: Rhetorical Constructions of The Normal: The 'Normalisation' Of Mental Health Issues in Norwegian News Media. Discussant: Lin Prøitz

Chair: Helena Sandberg

10:50 - 12:20 **Audience Studies. Room U11**

PANEL: Moods, Brainrot And Curation: Exploring the Rhythms and Concepts of Digital Entertainment in Everyday Life

Emily Cousins: "An Oasis Of Calm" or "Constantly Being Bombarded"? Exploring How the Rhythms and Routines of Digital Audio Entertainment Influence User Wellbeing.

Eva Myrczik: Curated Polyrhythms at the Museum of Screen Culture.

Susana Tosca: That's What It Is To Be a Slave. Fun, Exhaustion and the Struggle of Control.

10:50 - 12:20 **Audience Studies. Room U12**

Navigating Digital Connectivity: Disconnection, Wellbeing, And Responsibility

Victoria A.E. Kratel: Reimagining Life with a Smartphone: A Creative Inquiry into Women in Emerging Adulthood in Germany and Denmark.

Lisbeth Klastrup: Leaving Facebook in 2025. Motivations, Discourses, and Practices of Disconnection.

Karoliina Talvitie-Lamberg, Anne Soronen & Sanna Valtonen: Tacit Agency and Power of Vulnerability in Datafied Everyday Life.

Kari Spjeldnæs: How – And Who – To Balance Digital Connectivity? Responsibility in the Age of Screens.

Kristin Hegna, Jacovkis, J., Miño, R., Nordtug, M., Born & V. De L.: Surveillance Cultures Across Three Generations in Spanish and Norwegian Families' Everyday Lives.

10:50 - 12:20 **Environment, Science, and Risk Communication. Room O99**

Line Weldingh: Reporting Green Conflicts in The Nordic Countries: External and Internal Pressures

Linda Austin: Framing Gotland's Green Transition: Islander Voices in Sweden's National Conversation

Anders Horsbøl: Distributed Participation in the Green Energy Transition? A Case Study of an Emerging

Mikaela Wikström Ruona: New Inhabitants Needed: News Media Discourses about Labour Migration in a Growing "Green" Swedish North

10:50 - 12:20 **Environment, Science, and Risk Communication. Room Sokrates**

Jenny Lindholm: Emotional Responses to Social Media Content Expressing the Climate Change Threat

Mikkel Eskjær: Public Negotiations of Carbon Capture: Between Realism and Technological Fantasy

Mervi Pantti: Uncertainty: Anxiety and Hope: Climate Scientists' Perceptions of Their Moral Responsibility

10:50 - 12:20 **Journalism. Room O100**

Trust and Public Media

Salla Tuomola: The Disinformation Discourse in Public Debate: A Critical Review of the Experience of Low-Trusting Citizens

Kari Suomalainen: News Agencies and Fact-Checking: The Pursuit of Legitimacy

Fredrik Stierstedt: A Grounded Approach to Media Trust: Different Ways of Interpreting the 'Trust Question'

Joan Pla: Decentralised Social Media Initiatives within Public Service Media in Europe. Towards a Public Service Social Media?

Chair: Else Mikkelsen Båge

10:50 - 12:20 **Journalism. Room O97**

News Use and Mediascapes

Jari Väliverronen: Establishing New Connections and Imagining New Futures: Lessons from the Project “Journalistic Audience Work in the Digital Environment” at Tampere University, 2020–2024

Steen Steensen: News Diversity Across Media and Platforms. A Large-Scale Analysis of the Norwegian Mediascape

Pauliina Penttilä: Mail for the Editorial Office: Journalists Interpreting Audience Feedback and Tips

Cecilia Arregui Olivera: Routinising the Expected? Metajournalistic Discourse on Evergreen Journalistic Content

Laura Ahva: Eventification of Journalism: Journalists’ and Event Producers’ Professional Knowledge in a Democracy Festival

Chair: Katja Lehtisaari

10:50 - 12:20 **Media And Communication History. Room U32**

Voting and Crisis

Rasmus Helles & Stine Lomborg: Imaginaries of Municipal Communication in Denmark 1997-2025

Johan Jalbrink: The Media of Politics: Electronic Voting in the Parliament

Emil Stjernholm: Negotiating Swedish Media Preparedness: The Maintenance of a Communication Infrastructure in Case of Crisis or War

Birgitte Kjos Fonn: Narrating Russia’s Economic Transition

Chair: Jukka Kortti

10:50 - 12:20 **Media, Globalization and Social Change room U7**

Wuropolos & Tønnesen: Everyday Disruptions: Democratic Concerns Hidden in Women’s Mundane Complaints

Blaagaard: Danish Journalism and Its ‘Others’: The Case of Covering Abortion in Greenland

10:50 - 12:20 **Media Industries. Room O96**

Strategy in Media and Journalism Organisations

Nando Malmelin, Mikko Villi & Noora Alanne (Discussant: Skytte): Overcoming Barriers to Strategic Renewal in Media Companies: Struggling with Organisational Inertia and Strategic Drift in Digital Transformation

Maria M. B. Skytte (Discussant: Mjøs): Using Strategy as a Critical Response to Global Competition: The Case of the Danish Public Service Institution DR

Ole J. Mjøs (Discussant: Malmelin): Platformization and Nordic News Companies: Competition, Strategies and Consequences

10:50 - 12:20 **Media Industries. Room O94**

Sound, Data, and AI in Media

Thomas Spejlborg Sejersen & Signe Sophus Lai (Discussant: Kiberg & Hagen): Podcast Data Donation: A Data-Driven Approach for Studying Podcast Audiences and the Datafication of Podcasting

Håvard Kiberg & Anja Nylund Hagen (Discussant: Sejersen & Lai): Platformized Listening: Sound, Music and the Algorithmic Mediation of Everyday Life

Jakob Svensson (Discussant: Haga): An Unreliable Inevitability: AI Expectations in the Everyday Work of Web and Software Engineers in Sweden

Ole Christoffer Haga (Discussant: Svensson): Generative Artificial Intelligence in Animation Through the Lens of Sloterdijk's Anthropotechnics

10:50 - 12:20 **Media Education and Literacies. Room U62**

Teachers' Literacies in Digitalized Education

Lotte Vermeire, Wendy Van Den Broeck, Leo Van Audenhove & Fazlyn Petersen: Rethinking Data Literacy: Insights from a South African Case Study. Discussant: Yanti Sastrawan

Lauri Palsa: Beyond Hero Literacy: Understanding Teachers' Everyday Data Literacies. Discussant: Lotte Vermeire

Yanti Sastrawan: Forming Future Citizens: Ambitions and Tensions in the Meaning-Making of Pancasila through the Digitalisation of Education. Discussant: Lauri Palsa

Chair: Ingrid Forsler

10:50 - 12:20 **Media Education and Literacies. Room U66**

Workshop Session

Zara Mommerency: Grasping Information – Strengthening Low-Literate Individuals against Disinformation

10:50 - 12:20 **Organization, Communication and Promotion. Room Gennemsigten**

Anne Marit Risum Waade & Maja Sonne Damkjaer: Motherhood Marketing: Community-Building and Advocacy in Momkind's Branded Content

Hanna Hallin: Promoting the Circular Economy as a Sustainable Future: The Branded Content of the Ellen MacArthur Foundation

Maja Rintala: Balancing Inclusion and Efficiency through Communication: Insights from the Formalization of Mothers' Rebellion

10:50 - 12:20 **Theory, Philosophy and Ethics of Communication. Room U68**

Stina Bengtsson: Navigare Necessè Est: The Concept of Navigation in Media Studies, and What It Tells Us about Our Contemporary Media Culture. Discussant: Elina Kiiski-Kataja

Tiina Räisä: What Is The Function of GAI in Higher Education? Discussant: Amela Muratspahic

Elina Kiiski-Kataja: Construction of the European Platform Society: Towards the Silicon Valley Vision or the European Dream? Discussant: Göran Svensson

10:50 - 12:20 **Game Studies. Room U15**

Materiality and Making Games

Jesper Juul: The Long European Life of an American Computer: The Case of the Commodore 64. Discussant: Simon Harris Bergholtz

Simon Harris Bergholtz: Chrono Apartment: Using Procedural Generation to Imagine Parallel Timelines. Discussant: Jesper Juul

12:20 - 13:20 Lunch at Campustorvet and Den Gamle Fredagsbar

13:20 - 14:00 The Democracy and Power Studies in the Nordic Countries. Room O100

14:00 - 14:15 Coffee Break at Campustorvet and Den Gamle Fredagsbar

14:15 - 15:45 Division Session 5

14:15 - 15:45 **Visual Communication and Culture. Room U69**

Memes/SoMe

Heidi Mikkola & Tanja Sihvonen: Visual Imaginaries of AI and Its Agency in Memetic Communication

Johan Wowerm Hundrup: Dankness: Social Domination and Aesthetic Power in the Online Culture Wars

Heta Mulari & Nadezdha Vasileva: How Does Tiktok's Audio-Visuality Communicate and Make Sense? Methodological Experiments through Multimodal Film Analysis

14:15 - 15:45 **Visual Communication and Culture. Room U69A**

Panel Session: Climate Visuals

Annika Egan Sjölander, Anna Roosvall, Gøril Brogen-Eide, Terje Lindblom, Erika Gubrium, Francesca Morini & Mikaela Wikström Ruona: Mediated Visuals and Visions of Climate Futures - Exploring Journalism, Artivism and Design in Conjunction.

14:15 - 15:45 **Political Communication. Room U57**

BUSINESS MEETING

14:15 - 15:45 **Television and Film Studies. Room Comenius**

Stine Liv Johansen: "Well, I Am a Human Being – Not a Talking Raccoon!". Representation of Children with Disabilities in Danish Documentaries

Turid Borgen: The Personal Storyteller in Public Service Documentaries

14:15 - 15:45 **Digital Technologies, Materiality, and the Environment. Room U67**

Patrick Prax: Building a Sustainable Games Industry – Towards Material and Collective Change. Discussant: Salla-Maaria Laaksonen.

Marije Miedema: Digital Death or Legacy: Our Personal Digital Heritage amidst a Climate Crisis. Discussant: Patrick Prax

Salla-Maaria Laaksonen et al.: When Aspirational Talk Meets Comfort Talk: Tensioned Organizational Discourses on Sustainable Digital Media. Discussant: Marije Miedema

Chair: Emma Christensen

14:15 - 15:45 **Media, Communication and Health. Room O95**

Digital Health Technologies I + Division Meeting and Bubbles

Tobias Schmid: Glanceability and Voyeuristic Distance: How Designing for Brief Interaction Shapes Engagement with the Apple Watch Activity. Discussant: Tuomas Heikkilä

Tuomas Heikkilä: Doctor Reacts to ABSURD Health Posts: Debunking Practices of Medical Youtubers. Discussant: Tobias Schmid

Chair: Anette Grønning

14:15 - 15:45 **Audience Studies. Room U11**

WORKSHOP: Media Researchers in Public Debates

Workshop organizers: Stine Liv Johansen and Thomas Enemark Lundtofte

Discussions on media use, regulation of social media, screen time, and digital technologies in sectors such as education and healthcare are highly prominent in public debate. These discussions are often polarized and charged, with practitioners, citizens, influencers, professionals, and researchers all competing for attention and striving to influence political decision-making and policy development. At times, these debates turn hostile, and "media researchers" are singled out in negative and dismissive ways. In this workshop, we will collectively reflect on our role as researchers in public debates.

14:15 - 15:45 **Environment, Science, and Risk Communication. Room O99**

BUSINESS MEETING

14:15 - 15:45 **Journalism. Room O100**

Challenges to Newswork

Stefanie Sirén-Heikel, Juho Ruotsalainen, Leo Leppänen, Carl-Gustav Lindén & Jaana Hujanen: Messy Realities of Managing Newswork: A Case Study of Centralized Governance of Generative AI in a Nordic Setting

Erika Walukiewicz & Rebecca Bengtsson: Journalistic Practice in Times of Crisis: A Scoping Review of Role Shifts and Challenges Tied to News Production under Extraordinary Conditions

Elina Tolonen & Heikki Heikkilä: Beyond Representation: Rethinking Diversity and Marginalized Voices in Journalism

Carl Chineme: Okafor and The Implications of Professional De-Skilling for Journalistic Authority in AI-Driven Newsrooms of Nordic Countries

Chair: Jannie Møller Hartley

14:15 - 15:45 **Journalism. Room O97**

Panel: Mediating Soft Power: Mega-Events and Critical Sports Journalism

Birgitte Kjos Fonn: Understanding Geopolitics in Sports

Anders Graver Knudsen & Harald Hornmoen: Sustainability and Soft Power: The Paris 2024 Olympics in Sports Journalism

Nathalie Hyde-Clarke: Can Sports Trump Politics? Building a Media Strategy for The FIFA World Cup 2026

Chair: Anders Graver Knudsen

14:15 - 15:45 **Media Industries. Room O96**

Panel: Media Industry 5.0: Call for Human-Centred and Sustainable AI-Powered Digital Media World

Kristina Juraitė :Building Humans' Capacity for an Ethical and Responsible Approach to AI

Hannu Nieminen: How to Mitigate AI's Epistemic Bias?

Ignas Kalpokas: What AI Sees Is What You Get: Auditing Synthetic Worlds

Guna Spurava & Arjen Van Dalen: Regulating AI-Powered Content Curation: Challenges and Policy Responses in the Nordic-Baltic Region

Chair: Arjen Van Dalen

14:15 - 15:45 **Media Industries. Room O94**

Tech Industry Manifestos: A Workshop

Johan Farkas & Olivier Driessens: Tech Industry Manifestos: A Workshop

Chairs: Johan Farkas & Olivier Driessens

14:15 - 15:45 **Media Education and Literacies. Room U66**

BUSINESS MEETING

14:15 - 15:45 **Organization, Communication and Promotion. Room Gennemsigten**

Nils S. Borchers, Johannes Beckert & Guido Zurstiege: Climate Change and the Advertising Industry: How Do Advertising Practitioners Perceive Their Industry's Role in the Anthropocene?

Andreas L. Gregersen & Christoffer Bagger: Digital Dissociation within Platform Capitalism: Silicon Valley Legitimization Via Enterprise Social Media

Hanna Reinikainen & Tuukka Lehtiniemi: From Sites of Resistance to Sites Of Pleasing: Pleasing in the Influencer Industry

14:15 - 15:45 **Theory, Philosophy and Ethics of Communication. Room U68**

Martinus Suijkerbuijk: Rehearsing Futures - Community Co-Design of Artificial Subjects. Discussant: Tiina Räisä

Christina Pontoppidan: Frame-Mapping as a Journalistic Supplement to Fact-Checking: Displaying Arguers' Defining Lines of Disagreements in Political Deliberation. Discussant: Göran Bolin

Lauri Haapanen: Translanguaging and Journalist Agency: A Focus on Multilingual Quoting. Discussant: Martinus Suijkerbuijk

14:15 - 15:45 **Game Studies. Room U15**

Imaginarities

Claus Toft-Nielsen & Rikke Toft Nørgård: Hopepunk Games: Utopia Studies Meets Hauntology. Discussant: Chaitanya Solanki

Chaitanya Solanki: Consuming The Flame: Dark Souls, Resource Exploitation, and Cyclical Narratives. Discussant: Paquet Alexandre

Paquet Alexandre: In Search of Reason in the Ruins of Shin Megami Tensei III: Nocturne. Discussant: Claus Toft-Nielsen & Rikke Toft Nørgård

14:15 - 15:45 **PANEL: Being Relevant and Useful and at the Same Time Remaining Autonomous: The Role of Scholars in Finding Solutions to Societal Challenges. Room U59**

Sofie Flensburg, PhD, co-founder Digital Infrastructure Think Tank

Jonas Langeland Pedersen, PhD, Chief Consultant Universities Denmark

Frederik Rosén, PhD, Senior Project Manager DEMOCRACY X

Lotten Wiklund, Doctoral Student, University of Umeå

Chair: Magnus Fredriksson, Professor, Editor Nordicom

15:45 - 16:00 Coffee Break at Campustorvet and Den gamle fredagsbar

16:00 - 17:00 National Meeting in Room O97

19:00 - 23:00 Conference Dinner at Ærtefabrikken

Day 3

09:00 - 10:30 Division Session 6

09:00 - 10:30 **Audience Studies. Room U11**

Journalism x Audience Studies

Erik Espeland: Social Inequalities in News Media Avoidance, 1986-2023. An Age-Period-Cohort Analysis.

Liisa Ovaska: Explaining Datafied Journalism. News Users' Responses to an Interventionist Audience Study.

Árni Már Einarsson & Jannie Møller Hartley: Relevance Beyond Personalization: Personal, Temporal, Social, and Material Dimensions Informing Audience Relevance Assessments of the News.

Lucia Cores-Sarriá, Rasmus Schmøkel, Kim Andersen & Morten Skovsgaard: From Attention to Avoidance: The Temporal Effects of Negative News.

Hallvard Moe & Brita Ytre-Arne: Too Uncertain: Doubt as a Key to Understanding News Repletion.

09:00 - 10:30 **Environment, Science, and Risk Communication. Room O99**

Anna Maria Jönsson: Framing for Engagement – Visualizations of Climate Change

Mark Blach-Ørsten: From the Climate News Beat to the Climate Policy Field: A New Approach to Studying Power in the Journalist-Source Relationship

Sandra Simonsen: Recording Climate Change: The Role of Seasonal Journalism in Reporting Extreme Weather

09:00 - 10:30 **Environment, Science, and Risk Communication. Room Sokrates**

Panel: Insurgencies in the Emergency – New Communicative Articulations of Collectivities, Activisms and Territories. Paula Sartoretto (Chair) Saralie Sernhede, Annika Wappelhorst, Maja Rintala

09:00 - 10:30 **Journalism. Room O100**

The Data Turn in Journalism

Visa Noronen & Lauri Haapanen: Implementing Data-Driven Decision-Making Their Own Way: Audience Analytics in Non-Market-Leading Nordic Newsrooms

Lynge Asbjørn Møller: Coding for a Cause: The Motivations and Experiences of Developers as Paraprofessionals in News Organisations

Elisabetta Petrucci: News Writing Between Datastructures and Expected Reception: The Epistemological Capture of Journalistic Knowledge Production

Carina Tenor: The Journalist Union's Bargaining Power in Sweden's Data-Informed News Organisations

Chair: Jannie Møller Hartley

09:00 - 10:30 **Journalism. Room O97**

Genres

Yngve Benestad Hågvar & Harald Hornmoen: Constructing Journalistic Live Narratives

Rasmus Rønlev: Sincerity in Style: Multimodal Personas in Experimental First-Person Narrative Journalism

Ragnhild Olsen: The Emperor's New Clothes or New Clothes for the Emperor? Discursive Practices of Constructive Journalism at NRK

Johan Farkas: A Systematic Review of Discourse Analysis in Journalism Research

Chair: Raghild Olsen

09:00 - 10:30 **Media Industries. Room O96**

BUSINESS MEETING

Chairs: Terje Colbjørnsen & Mads Tommerup Andersen

09:00 - 10:30 **Media Education and Literacies. Room U62**

Education, Technologies and Epistemologies

Margareta Melin & Kajsa Lindskog: Making Knowledge. Theoretical Learning through Arts-Based Practices. Discussant: Ingrid Forsler

Jesper Tække: Schooling in the Digitalized Society – AI, Algorithms, and the Educational System's Technological Deficit. Discussant: Margareta Melin

Ingrid Forsler & Carina Guyard: “What Is Knowledge, Really?” Prospective Teachers’ Reflections on Generative AI and Epistemic Uncertainty. Discussant: Jesper Tække

Chair: Maarit Jakkola

09:00 - 10:30 **Media Education and Literacies. Room U66**

Workshop session

Chloé Pété: Empowering Youth as Ethical Citizen Journalists with Mobile Stories

09:00 - 10:30 **Game studies. Room U15**

Inclusivity in Making and Text

Azul Romo Flores: Values Beyond Play: A Case Study of an E-Sports Curriculum’s Addressal of Civic Values. Discussant: Rikke Toft Nørgård, Kim Holflod, Eva Eriksson, Em Achilleus Hansen

Rikke Toft Nørgård, Kim Holflod, Eva Eriksson & Em Achilleus Hansen: Cultural Game Jams: Inclusive, Pluriversal, and Transversal Design Approaches in Game Jams. Discussant: Josie Garza Medina

09:00 - 10:30 **Media, Communication and Health. Room O95**

Digital Constructions on Health, Self and Community

Amanda Lagerkvist: Discovery and Deferral: Disability, Technology and (Un)Knowing The ADHD Self. Discussant: Amanda Karlsson

Amanda Karlsson: “They Just Sit in There Jabbering About How They Feel”: Listening to Men’s Illness Stories Outside Online Communities. Discussant: Maja Nordtug

Maja Nordtug: Digitally Platformed Family Health. Discussant: Amanda Lagerkvist

Chair: Ragnhild Mølster

09:00 - 10:30 **Digital Technologies, Materiality, and the Environment. Room U67**

Charlotte Knorr: We Are Not Superhuman! Cultural Frames of Technological Sustainability in Science-Based Discourses. Discussant: Morten Ploug Henriksen

Malene Charlotte Larsen et al.: “Social Media Made Me Buy It”: How Can Critical Algorithm Studies Improve Understandings of Sustainability and Everyday Over-Consumption? Discussant: Charlotte Knorr

Morten Ploug Henriksen: Climate and Health Nudging for Policy Integration. Discussant: Marlene Larsen et al.

Chair: Salla-Maaria Laaksonen

09:00 - 10:30 **Television and Film Studies. Room Comenius**

Panel Session: Sustainability in Film and Series: From Production to Reception Inge Sørensen Heidi Philipsen

Morten Ploug Henriksen: Utilizing Film to Foster Climate-Friendly Behavior: The Need for Enhanced LCA Measurements

Nathali H. S. Pilegaard: Sustainability in Danish TV Fiction – Audience Reception of Families Like Ours

09:00 - 10:30 **Visual Communication and Culture. Room U69A**

The visual body

Noha Adel: Synthetic Charisma: The Aesthetic and Emotional Impact of AI Influencers on Instagram

Erin Cory: Tattoo Art as Participatory Aesthetics in Scandinavian Postmigration Contexts

Jenni Niemäla-Nyrhinen, Jaana Davidjants & Josie Hamper: What Does Healthy Look Like? A Methodological Exploration with Visual Generative AI

Louise Yung Nielsen: "I Wish This Man Could Clean My Life the Way He Cleans This Rug". Exploring the Reception of "Oddly Satisfying" Videos through User-Generated Commentary

10:30 - 10:45 Coffee Break at Campustorvet and Den Gamle Fredagsbar

10:45 - 11:45 **Game Studies. Room U15**

Games as Tools

Eric Lofgren: Revisiting Corrupted Blood: Games and Contagion. Discussant: Faltin Karlsen

Faltin Karlsen: Digital Detox and Productivity Apps: Gamified Technology, Games or Productivity Tools? Discussant: Eric Lofgren

10:45 - 12:15 Division Session 7

10:45 - 12:15 **Audience Studies. Room U11**

BUSINESS MEETING

10:45 - 12:15 **Environment, Science, and Risk Communication. Room O99**

PANEL: Imaginaries of Life Beyond 2050. Klas Bruhn Jensen (Chair), Henrik Bødker, Mikkel Eskjær, Mette Mortensen

10:45 - 12:15 **Environment, Science, and Risk Communication. Room Sokrates**

Arko Olesk: Open Science and Public Communication in Estonian Archaeology: A Publication Profile

Lotten Wiklund: Understanding Science Communication through the Lens of Critical Data Studies and New Materialism

Nelli Jäntti-Tuominen: Climate News Experts in the Highly Concentrated Finnish Media Landscape

10:45 - 12:15 **Journalism. Room O100**

Panel: The Future Of Fact-Checking, Moderation And Media Literacy Amid Transforming Platform Governance

Bente Kalsnes & Lasha Kavtaradze: Editing Editors: Platforms' Changing Policy For News Media Content

Anton Elias Holt: Reported Content On Facebook: Which Links Do Users Report and How Do They Differ From Fact-Checked False Links "

Petter Bae Brandtzæg, Silje Alvestad & Asbjørn Følstad: Community Notes Vs. Fact-Checking Services: A Comparative Analysis Of Benefits And Challenges "

Minna Horowitz & Mervi Pantti: Platform Accountability And Media Literacy: The Case Of Tiktok in the Nordics

Mads Fuglsang Hove, Frederik Hjorth, Yevgeniy Golovchenko, Rebecca Adler-Nissen, Anja Bechmann, Arjen Van Dalen, Sara B. Hobolt & Claes De Vreese: Measuring and Predicting Abilities to Discern Visual Generative AI

Mette Bengtsson & Johan Farkas: Just a PR Effort for Platforms? Exploring Tensions Between European Fact-Checkers and Tech Giants:

Chair: Anja Bechmann, Steen Steensen & Oscar Westlund

10:45 - 12:15 **Media Industries. Room O96**

Systems, Data, and State Control

Indrek Ibrus (Discussant: Bjerke & Halvorsen): How to Build a Public-Private Media Data System as Part of the National Data Economy Framework

Paul Bjerke & Lars Julius Halvorsen (Discussant: Sick): Staying on the Narrow Path – The Norwegian Press Support Scheme

Kristian Sick (Discussant: Ibrus): Beneath the Waves: Ownership and Control in the Submarine Cable Infrastructure

10:45 - 12:15 **Media Education and Literacies. Room U62**

From Fanzine to Dissertation – Analyzing Texts

Sanna Kivimäki & Maarit Jaakkola: A Monograph or a Compilation Thesis – And in Which Language? Nordic Doctoral Theses In Media, Journalism and Communication Studies. Discussant: Jens Jørgen Hansen

Oskar Aspman: The Fanzine as an Examinable Product: From Artistic Experiment to Assessed Artefact. Discussant: Sanna Kivimäki

Jens Jørgen Hansen: My Life with Media – Students' Essays as Laboratories for Media Socialization and Media Analysis. Discussant: Oskar Aspman

Chair: Lauri Palsa

10:45 - 12:15 **Media Education and Literacies. Room U66**

Media Literacy in Organizations and Industry

Vedat Sevincer: Navigating the Algorithmic Tide: Assessing Competence and Preparedness of Nordic NGOs in Harnessing AI for Media Literacy and Societal Resilience. Discussant: Sylvester Hansen

Sylvester Hansen: Shaping Creative Development in Game Design Students: An Experiential Learning Approach to Industry Interaction in Malmö. Discussant: Vedat Sevincer

Chair: Ingrid Forsler

10:45 - 12:15 **Organization, Communication and Promotion. Room Gennemsgitgen**

Wrap-Up of Sessions + Division Meeting. Johanna Arnesson, Hanna Reinikainen & Nils S. Borchers

10:45 - 12:15 **Media, Communication and Health. Room O95**

Digital Health Technologies II

Martin Vinther Bavngaard: Sticky Scripts and Incompatible Innovation: Implementing Social Technology in Homecare Services. Discussant: Ragnhild Mølster

Maja Klausen & Stine Lomborg: Sticking, Leaking, Flowing: Patient Perspectives on Data Uses in the Public-Private Datafied Health Infrastructure. Discussant: Martin Vinther Bavngaard

Martin Engebretsen: How Can the Media Discourse Influence the Implementation of Health Technology in Public Health Services? A Mixed Methods Study. Discussant: Maja Klausen

Ragnhild Mølster: "Medical Expert Warns Against «Doomsday»" The Rhetoric of Fear and Science in the Media Coverage of a Creeping Crisis'. Discussant: Martin Engebretsen

Chair: Carsten Stage

10:45 - 12:15 **Digital Technologies, Materiality, and the Environment. Room U67**

Workshop

Martina S Mahnke et al.: TWG 3 - Quo Vadis? Collaborative Brainstorm

10:45 - 12:15 **Political Communication. Room U57**

Panel Session: Affective Mobilisations in Mediatized Politics: "Woke" as Signifier and (Dis)Identification. Liv Sunnercrantz

10:45 - 12:15 **Visual Communication and Culture. Room U69A**

BUSINESS MEETING

MONSTER WORKSHOP

11:45 - 12:15 **Game Studies. Room U15**

BUSINESS MEETING

12:15 - 13:15 Lunch at Campustorvet and Den Gamle Fredagsbar

13:15 - 14:15 Keynote: Kim Schröder in Room U45

14:15 - 14:30 Conference Conclusion

14:30 - 14:45 Coffee Break At Den Gamle Fredagsbar

14:45 - 15:45 Conference Business Meeting Room O100

