

ANZCA 2023

Ka mua, ka muri:

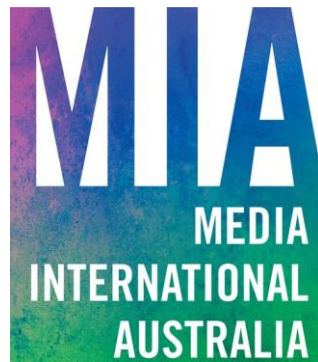
***Bridging communication pasts
and futures***

Schedule

21 – 24 November 2023

Te Whanganui-a-Tara / Wellington

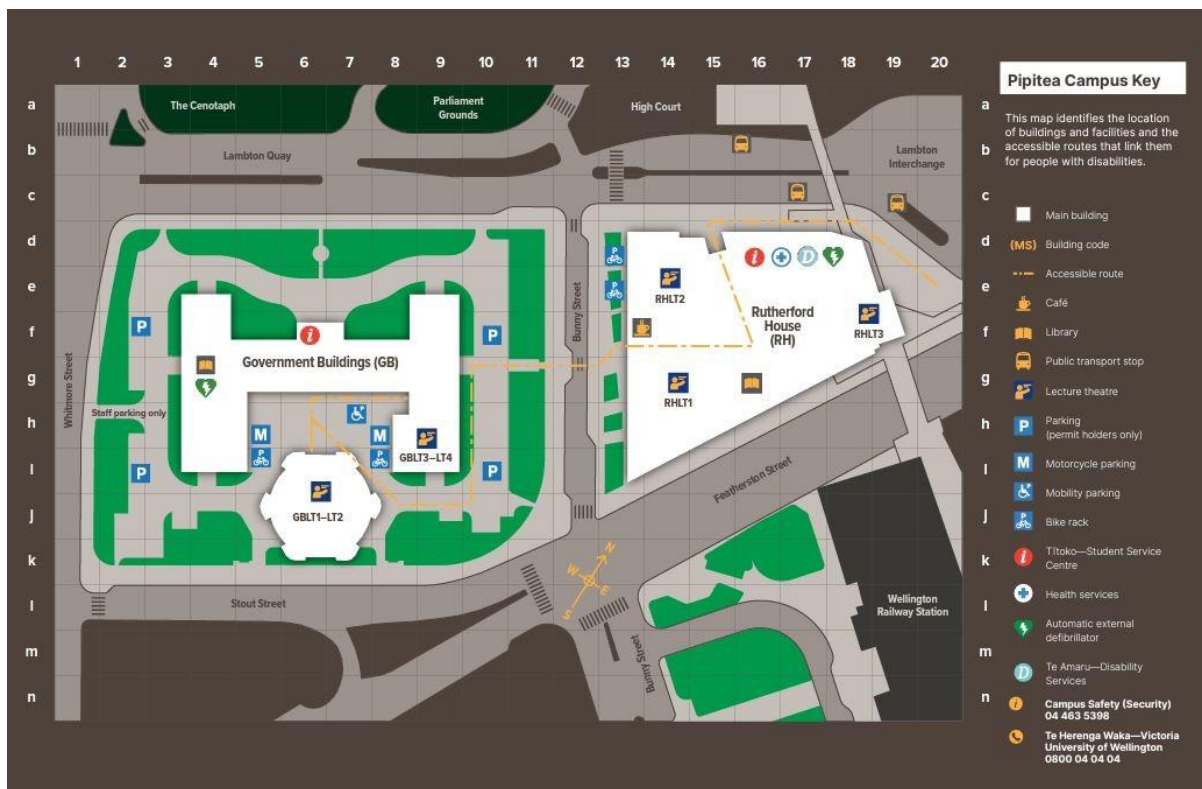
Te Herenga Waka | Victoria University of Wellington



HOUSEKEEPING

Conference Venue

The conference will be run at Rutherford House (**33 Bunny St**), at VUW's Pipitea Campus. The registration desk will be on the mezzanine floor – look out for signage and/or one of our student volunteers if you are lost. Please see the map below.



Wi-Fi on Campus

1. Browse to your device's Wi-Fi connections
2. Select WellingtonUniversityGuest wireless network.
3. You will be redirected to a web portal. If you are not redirected, open a web browser and attempt to connect to <http://wifi.vuw.ac.nz>
4. If you have been issued guest credentials by email, log in using your supplied username and password. If you are a guest, contractor, or other user without a supplied account, select 'Don't have an account?'
5. Follow the instructions to complete the sign in process.
6. Further details are available at the following website:
<https://www.wgtn.ac.nz/digital-solutions/wireless-networks-and-internet/wellingtonuniversityguest>

PG/ECR DAY

Our postgraduate and early career researcher day will be run on Tuesday 21st November. Though all are welcome, catering will be provided for you if you RSVP'd during registration.

FOOD

All food at the conference is vegetarian and vegan.

TIKANGA

'Tikanga' is a Māori word and concept that describes various practices and is derived from the word, 'tika', meaning the right way of doing things. In a conference setting, this will usually mean avoiding stepping over people or walking in front of the main speaker in a room. It will also include not sitting on tables and avoiding putting hats or bags on tables. The examples mentioned here are not exhaustive, so we ask you to consult this list of [Tikanga Tips](#) that will help you to conduct yourself at the conference.

STUDENT VOLUNTEERS

This conference cannot run without the help of our amazing student volunteers. They are easily recognizable in **white** shirts with **green** Victoria University of Wellington branding and will be happy to help you as best they can. A student volunteer will be in each room to assist chairs and panelists with Zoom and for general support.

OPENING DRINKS

Conference opening drinks will begin from **6pm on Wednesday 22nd November at our Kelburn Campus (circled in red on the map below)**. The Hunter Lounge is on the **Third Floor of the Student Union building**. It is best accessed via **GATE 3 on Kelburn Parade**. Walk through the Tim Beaglehole Courtyard, past the Adam Art Gallery, and into the **Student Union building** on your left. You will find the Hunter Lounge on Level 1.

Please bring your **name tag and lanyard** to get your first drink free. Complimentary snacks will be provided – these have been made available with the support of *Media International Australia*.

Kelburn Campus Map



How do I get there?

You can join a group or arrange your own transport to the welcome drinks on Kelburn Campus.

If you prefer to travel with a group, we will be meeting at Rutherford House on the Ground Floor at **5:15pm**. Volunteers will guide groups travelling via bus, cable car, and walking as described below – you are free to join whichever suits you.

- **Bus Group:** Bus 22 leaves from Platform A (directly behind Rutherford House) at **5:30pm** and **6pm**. It costs \$2.50NZD and takes about 10 minutes to get to Kelburn. Please make sure that you have a Snapper bus pass or exact change ready when boarding. This option is accessible to most users.
- **Cable Car Group:** This group will walk to the [Wellington Cable Car](#) and ride up to Kelburn Campus. This option involves about 10 minutes of walking and includes a gradual incline. The Cable Car is \$6.00NZD one way (payable with cash or credit card). Please note the service only runs until 8pm so you may need to find alternative transport back to the city.
- **Walking Group:** This option takes around 25-35 minutes and is mostly uphill. But it's free!
- **Go Your Own Way:** You are also welcome to organise your own transport. An Uber costs approximately \$10.00NZD. A taxi is similarly priced (Corporate Cabs 0800 789 789; Wellington Combined Taxis Limited +644 384 4444; Capital Taxis +644

384 6578). The address for The Hunter Lounge is 1 Kelburn Parade. Please see directions and map above for getting from the road to the venue.

CONFERENCE DINNER

The conference dinner will take place at the **Grand Hall at Parliament House**. All food will be vegetarian, and we have reserved vegan options for those who have requested it, as well as some extras. Please arrive no later than **6:30pm on Thursday 23rd November**.

HYBRID DELIVERY

All sessions will be run concurrently in-person and via zoom. The Zoom link is available for each session in the schedule. Student volunteers will help to facilitate Zoom delivery.

INFO FOR CHAIRS

Panelists will chair their own sessions, unless otherwise organized. If you have been nominated as a chair (marked with a * on the schedule), please assist your co-panelists with timekeeping and monitoring questions in-person and via zoom – a student volunteer will be there to support you. Most papers will have 30 minute slots – approximately 20 minutes for presenting and 10 minutes for questions. Some panels have 2 or 4 speakers and will can adjust accordingly.

EMERGENCY CONTACTS

Campus security can be reached via the following numbers:

- 0800 842 8888
- extension 5398 (or 8888) for emergencies if you're calling from a campus landline

The Emergency Service number for fire, ambulance, or police in NZ is **111**.

WEDNESDAY 22ND NOVEMBER
REGISTRATION – RUTHERFORD HOUSE
MEZZANINE FLOOR (8-9)

OPENING WELCOME – RHLT1(9-9:30)

Opening karakia from Tu Temara, Welcome from Professor Rawinia Higgins (Tūhoe, DVC Māori), Welcome from Dr Lewis Rarm (Conference Chair)

KEYNOTE 1 – RHLT1 (9:30-10:45)

Keynote: Professor Maria Bargh (Te Herenga Waka | Victoria University of Wellington)

Walking Carefully Towards a Flourishing Aotearoa

Many communities hope for peaceful lives where relationships with loved ones, special places and the environment are flourishing and protected. Covid-19 has highlighted many ‘underlying conditions’, economic, political, environmental and social, which present barriers to the realisation of this vision. This presentation will examine how two concepts of tikanga Māori, Māori law, might provide insights in Aotearoa for thinking about working together through these barriers. The first is whanaungatanga, which highlights the importance of relationships amongst kin and kin-like relationships and includes intergenerational considerations. The second concept is utu – the necessity to ensure balance and reciprocity, including in communications, transactions and interactions amongst people and communities.

Maria Bargh (Te Arawa, Ngāti Awa) is Professor of Politics and Māori Studies at Te Herenga Waka, Victoria University of Wellington. She has researched and published widely in the area of politics: Māori, local, national and international. Her work on a ‘tika transition’ for climate change has been used by community organisations and local and central government in Aotearoa New Zealand.

She is co-chair of the ‘adaptive governance and policy’ research team for the Biological Heritage, National Science Challenge, Deputy Chair of the Independent Electoral Review Panel and Minerals Advisor for her hapū Ngāti Kea/Ngāti Tuara at Horohoro, Rotorua.

MORNING TEA – RUTHERFORD HOUSE

MEZZANINE FLOOR (10:45am –11:15am)

CONCURRENT SESSION 1 (11:15am – 12:45pm)

W1-A | COMMUNICATING INTIMACIES
RHMZ02 | <https://vuw.zoom.us/my/anzca1>

Making sense of sex positivity

Fiona Grattan

Sex positivity is a social movement that advocates for a non-judgmental approach to sexuality and consensual sex. However, the movement's definition remains ambiguous in the literature and has faced criticism for overlooking the impact of violence and oppression on women's sexuality (Fahs, 2014). Recently, sex and body positivity have thrived on social media, buoyed by a general interest in positivity culture and the #metoo movement. New iterations of sex positivity require further investigation, and this study aims to explore how sex and sex positivity are constructed on social media. To accomplish this, feminist critical discourse analysis is employed to examine Instagram posts from three accounts that focus on sex positivity and one that focuses on body positivity. Preliminary analyses explore how sex positive social media navigates complex tensions around shame and sexuality, constructs the body as deserving of affection and pleasure but also flawed, and the complicated and contradictory ways sex positivity interacts with the commercial affordances of Instagram. Overall, this study contributes to our understanding of sex positivity by examining how it is constructed in relation to dominant discourses of sexuality and exploring its intersections with body positivity. The study seeks to provide insight into how sex positivity shapes young people's choices around sex, and findings will inform an interview study asking how sex positivity plays out in the lives of young women and gender diverse people in Aotearoa New Zealand.

Fiona Grattan is a PhD student at Te Herenga Waka whose research interests include discursive approaches to exploring young people's health and wellbeing, sexuality, body image, and social media. She

has experience in community-based work supporting youth: she has facilitated school workshops for the Sexual Abuse Prevention Network (now RespectEd) as well as body image programme in a Wellington school and has a background as a youth development and support worker.

Love in the time of Coronavirus: Young people's perspectives on mobile dating during COVID-19

Ally Gibson

Social scientific research has often questioned the 'risks' posed by mobile dating to young people's sexual health and emotional wellbeing. The COVID-19 pandemic has not only heightened these risks, but, in addition, offered novel dating experiences. In this study, we investigated how young people perceive navigating mobile dating during and post pandemic restrictions in Aotearoa New Zealand. This story completion study involved young people (18-25) in Aotearoa New Zealand who have used mobile dating apps since the emergence of COVID-19. Story stems provided opportunities for participants to explore different hypothetical scenarios of trying to navigate dating during the pandemic – from dating during lockdown, to the possibilities of video dates, to finding intimacy in times of social distancing, masks, and vaccination status. Findings illustrate the complexities of dating as they occur between young people, through apps, in relation to the pandemic, and layered by the socio-economic and cultural contexts in which people live.

Dr Ally Gibson is a Senior Lecturer in Health Psychology at Te Herenga Waka – Victoria University of Wellington. Ally has over 10 years' experience conducting a range of qualitative research and also leads the UNSW Node of the ARC Centre of Excellence for Automated Decision-Making and Society as well as its Health Focus Area and is co-leader of the People Program.

Associate Professor Clive Aspin is a public health researcher who grew up in Hauraki where he has strong whakapapa connections to Ngāti Maru, Ngāti Whanaunga and Ngāti Tamaterā. He joined Te Herenga Waka in 2020 after a diverse career in secondary and tertiary education, government policy development, community-based health management, and academic research and teaching in New Zealand and Australia. He is the inaugural Associate Dean, Māori in the Faculty of Health.

“Google said anal sex is okay, but my husband said we can’t. Then I realised it is a sin in Islam” - How Malaysians navigate sexual health education in intercultural new media

Aiman Rizal

In Malaysia, sexual health education is considered taboo due to religious and cultural beliefs, resulting in its absence from educational institutions. Consequently, individuals turn to the internet and social media for online sexual health education that are predominantly in English and reflecting Western perspectives and ideals. This poses challenges for users as they navigate both the scarcity of locally relevant sources due to the taboo nature of sexual health education and the diverse approaches to sexual health education that do not align with Malaysian contexts. In-depth interviews were conducted with Malaysian social media users aged 18-34, representing the demographic with the highest social media usage. These interviews provided insights into their experiences navigating Western resources, revealing the inadequate representation of their religious, social, and cultural values in online sexual health education resources. Concerns were expressed regarding language differences, the need for fact-checking to avoid misinformation, and managing information overload. Additionally, the interviewees also adopted culture and religion checking with trusted gatekeepers. This research explores how individuals navigate intercultural new media for online sexual health education. Specifically, it investigates the experiences and strategies adopted by Malaysians to navigate and develop their understanding of sexual health within these intercultural spaces. Ultimately, this study raises questions about the impact of intercultural new media for online sexual health education across diverse groups, contexts, and countries. It highlights the significance of facilitating access to online sexual health education at the individual, community, and societal levels.

Aiman Rizal (she/her) is a PhD candidate at the School of Media and Communication, RMIT University. Her research explores social media’s role in sexual health education by critically unpacking the religious, social, cultural, and postcolonial history of Malaysia. Aiman also aims to redefine approaches to sexual health education, moving away from global or Western-centric perspectives to embrace localised approaches that consider individuals' lived experiences and preferences. She actively engages in offline and online advocacy, volunteering to provide sexual health education in schools and is part of the Reproductive Rights Advocacy Alliance Malaysia Youth Advocacy Institute for sexual and reproductive health rights.

W1-B | MEDIA, TRUTH, AND DEMOCRACY

RHMZ03A | <https://vuw.zoom.us/my/anzca2>

Media and Democracy: The political and the social

John Budarick

Post-foundational theory has made significant inroads in communication studies. Research on post-truth, misinformation, democracy and journalism has been influenced in various ways through an engagement with discourse theory and post-structuralism, and a greater emphasis on contingency in political and social life. In this paper I draw upon a post-foundational approach to think through the role of media in democratic civil society. I argue that traditional understandings of democracy and media often fail to fully incorporate a political and a social dimension into their analyses. Post-foundationalism holds the potential to address these gaps, through both the analytical power of ‘the political’ and via the introduction of a strong conceptualisation of the social into post-foundational analyses. Through the notion of ‘the political’, post-foundationalism opens up space for difference and antagonism as inevitable in democracy. Key concepts that tie media to democracy – such truth, facts, pluralism and consensus – are thus open to reinterpretation and contestation. Further, ‘the political’ and the social can be thought about in complimentary ways through a focus on civil society as a democratic space of difference and solidarity. Post-foundationalism situates democracy within the experiential space of human society, rather than reducing it to foundational or axiomatic principles. It is here that particular post-foundational approaches recognise the ‘messiness’ of social life, and allow us to re-think how media, communication and democracy may work together. In this sense, as well as bringing ‘the political’ back into studies of media and democracy, I attempt to bring the social into post-foundational theory.

John Budarick is a senior lecturer in the Department of Media at the University of Adelaide. His research focuses broadly on how social and political theory shape understandings of media in society. He has published and worked in areas including diaspora and ethnic media, journalism and racism, and media and democracy. His work has appeared in journals such as *Media, Culture & Society*, *Communication Theory*, *Journalism Studies* and the *International Journal of Communication*. He has published two books with Palgrave Macmillan.

The Italian case. The representations of generalist TV: the role of talk shows in polarisation. Dynamics of the mediatisation of political communication during the Covid-19 emergency

Carlotta Antonelli and Mauro Bomba (online)

The present proposal aims to analyse the dynamics of mediatisation (Sala and Scaglioni, 2021) of the political discourse that was inflamed around the covid emergency within the main talk shows transmitted by Italian generalist TV networks in the period from 24 February 2020 to 24 March 2020 which corresponds to the Covid-19 pandemic's first wave (Lombardo and Mauceri, 2020), offering a first quantitative and, subsequently, a qualitative overview of the Italian case concerning the narration of the pandemic in the phases just before and after the first total lockdown, following a mixed methods approach (Mauceri, 2017). The final aim of the proposal is to bring out the dynamics of mediatisation of the political discourse around the pandemic (Sfardini, 2021) alongside the role played by the media in proposing/imposing possible aspects of polarisation of the discourse, e.g. the role of experts and the role of politics, or gender issues (Connel, 2006), starting from the assumption that, in addition to their function of reporting facts, the media perform another one, that of 'polltakers', i.e. they provide indirect representations of the public's response to the issues they themselves tend to provide (Price and Roberts, 1987).

PhD student in the XXXV cycle of doctorate in communication, resume in methodology, social research and marketing at the Coris, department of the University La Sapienza of Rome. She participated in the Italian team for the 2020 Global Media Monitoring Project. Her research interests are in disability studies, barriers and facilitators, and university inclusion. Other research interests: she is formally included in the university project "Experts in the limelight", whose focus is on comparing the narratives of politicians and experts on talk shows around the Covid issue immediately pre and post first lockdown. Orchid: 0000-0001-7045-7311.

PhD student in the XXXV cycle of Communication, Social Research and Marketing at the Coris department of "Sapienza" University of Rome. Collaborator of the chairs of Political Communication at the "Sapienza". He is member of Osservatorio Mediamonitor Politica and coordinator of the Osservatorio TG realised in collaboration with Eurispes. In 2019-21 he was part of the Italian team working on the Media for Democracy Monitor research promoted by the Euromedia Research Group. He is part of the editorial staff of the scientific journal Comunicazioneepuntodoc. Journalist with collaborations with RaiTre, Agorà, Rolling Stone, Huffington Post, Vista Agenzia Stampa.

Truth, posted: leveraging 'post-truth' and defining permissibility in Singapore's online mediascape

Howard Lee

The 'post-truth era' has pervaded the concerns of governments and many have developed policies and laws to counter what has been perceived as the devaluation of objective facts over emotive appeal, 'alternative facts' and relativism in public opinion. Singapore's response was the Protection from Online Falsehoods and Manipulation Act (POFMA), passed in 2019, which granted the government the right to demand that news websites or social media posts that contain falsehoods carry a clarification that states the government's version of the issue. The use of POFMA was criticised for being politically motivated, designed to discredit contrarian voices and silence online dissent rather than provide clarity for the Singapore public. However, a more nuanced study of POFMA would reveal it to be part of a more pervasive effort by the government to use 'post-truth' as leverage to advance the state's ability to define the meaning of 'truth' and trustworthiness in Singapore's often contentious online mediascape. This paper analyses the narratives of 'truth' and political speech surrounding a controversial news topic, the Oxley Road saga, covered by two independent websites, The Online Citizen and Jom. It seeks to explain the political dynamics that underpin the construction of assumed realities through political frames in the Singapore public sphere. It identifies legal instruments as arbitrary tools in the Singapore government's quest to govern the online mediascape, highlighting the need to focus on broader framing practices that define 'truthhood' and the conditions for uttering it, which can be just as easily replicated in other societies.

Howard Lee is a lecturer in communication at Murdoch University, Perth, Australia where he was awarded his PhD in 2021. He served more than a decade as a public communication professional and was formerly an editor of an online news site in Singapore. His research areas include media governance, governmentality, social surveillance, media freedom and public communication. He has written for various journals, book projects and academic websites on topics relating to Singapore media and politics, freedom of information, technology and social media, and the governance of journalism. Howard Lee is a lecturer in communication at Murdoch University, Perth, Australia where he was awarded his PhD in 2021. He served more than a decade as a public communication professional and was formerly an editor of an online news site in Singapore. His research areas include media governance, governmentality, social surveillance, media freedom and public communication. He has written for various journals, book projects and academic websites on topics relating to Singapore media and politics, freedom of information, technology and social media, and the governance of journalism.

W1-C | FACT-CHECKING IN CONTEXT
RHMZ03B | <https://vuw.zoom.us/my/anzca3>

Reconsidering the status of third-party fact-checking: a practice-led examination of Meta and RMIT FactLab.

Sushi Das*

The global fact-checking industry, once largely focussed on checking claims by politicians, has now shifted its focus to “debunking” or fact-checking viral misinformation and disinformation on social networks. This move is partly driven by commercial partnerships with media platforms, such as Meta’s third-party fact-checking programme (3PFC). The “debunking turn” has been accompanied by a journalistic discourse in which practitioners assign lower status to debunking work because of its financial imperative and association with unserious and outlandish claims (Lucas Graves et al, 2023). This study takes a practice-led approach to examining Meta’s 3PFC partnership with Australia’s RMIT FactLab to understand the drivers behind its fact-checking process, including what type of content is checked. It draws on the author’s experience as the project leader, as well as interviews with practitioners, and inductive analysis of the unit’s fact-check articles, to argue that while RMIT FactLab, a largely self-funded fact-checking unit, might have compelling reasons to maximise its revenue from 3PFC by debunking easy-to-check, outlandish claims, it is in fact engaged in work that reflects journalism’s primary imperative to provide accurate information that is in the public interest. The paper further argues that concerns about fact-checkers’ autonomy from platform partners deserve further scholarly attention to avoid collapsing understandings of fact-checking into an unhelpful binary, and are best addressed through research that critically explores 3PFC from a practitioner perspective and the resulting journalism.

Where political science, journalism and fact-checking coalesce: An Australian case study of political promise tracking

Lisa Waller

Comparative political pledge tracking research is well established in the field of political science and is broadly concerned with the democratic function of election manifestos and underpinned by the theoretical conception of the mandate model of democracy. However, little scholarly attention has been paid to the international rise and significance of political promise tracking as a form of digital journalism that directly informs voters about the fulfilment of political campaign promises in real time. Nor has there been much consideration given to the differences and similarities between political science and journalism approaches to monitoring political pledge fulfilment. This paper therefore asks: What are the purposes of

political promise tracking in political science and journalism, and how do their different missions inform the resultant methodologies? It investigates the emerging journalistic methodology of promise tracking, its purpose, and its relationship to fact-checking through a case study of the Australian RMIT ABC Fact Check Promise Tracker – hosted by the national public broadcaster and backed by two universities. Analysis of interviews with journalists, web developers and political scientists involved in researching, designing and producing the RMIT ABC Promise Tracker point to two complementary approaches: one that captures every possible political promise for tracking, fuelled by political science expertise and methodological approaches; and the selection and assessment of political promises for publication on the RMIT ABC Fact Check Promise Tracker, led by fact-checkers and shaped by the logics of journalism. This case study of a prominent Australian example where political science, digital journalism and fact-checking coalesce, provides important and original definitional work for the relatively new, journalism-adjacent practice of political promise tracking.

AI and fact checking in the Southern hemisphere: insights from a regional comparison

Ned Watt, Michelle Riedlinger, Silvia Montaña-Niño

An increasing body of research points to the potential of AI and automation to enhance the speed and scale of fact checking practices, including claim detection, claim matching, content creation and dissemination (Vlachos & Riedel, 2014; Full Fact, 2016; Das et al., 2023). Preliminary experiments with chatbots that use Large Language Models (LLMs) in the field of fact-checking and journalism have demonstrated promising results, particularly in claim verification and content production (Petridis et al., 2023; Hoes et al., 2023). However, few research studies have investigated how fact checkers perceive the barriers and opportunities for LLM adoption. Even less research has focused on regions in the Southern hemisphere, where language, socio-political contexts and equity issues differ significantly from North America and Europe. This presentation will showcase the findings from a Meta-funded study that compares fact-checking practices across three regions in the Southern hemisphere: Australia, sub-Saharan Africa, and Latin America. Preliminary interviews with fact checkers from these regions indicate that fact checkers encounter unique challenges in terms of their operational and funding models, socio-political constraints, and audience engagement. Nonetheless, they are exploring possibilities afforded by LLMs to automate routine fact checking tasks including claim matching across regions and time, and providing personalised and timely audience engagement. Fact checkers also report that LLMs could improve large-scale media monitoring to better understand changes in the regional media landscape, detect underlying mis/disinformation narratives that shape public discourse and encourage audiences to engage with extreme content, and identify underlying business models of those spreading mis/disinformation. Additional insights into the implications of these technologies across diverse regional contexts in the Southern hemisphere will be presented at ANZCA.

Ned Watt is an HDR student in the Digital Media Research Centre at the Queensland University of Technology in Brisbane, Australia. Ned is also a student member of the Australian Research Council's Centre of Excellence for Automated Decision-Making & Society. His work examines the intersection of generative artificial intelligence and fact checking.

Michelle Riedlinger is a Chief Investigator at the Digital Media Research Centre at the Queensland University of Technology, Brisbane, Australia. Her research focuses on engagement with research in digital and social media, and emerging opportunities for individuals and organisations to share research in these spaces.

Silvia Montaña-Niño is a Research Fellow at the Queensland University of Technology node of the ARC Centre of Excellence for Automated Decision-Making & Society. Her research is focused on the influence of metrics and algorithms on journalistic newsgathering, production, and distribution.

W1-D | LEARNINGS FROM THE LOCAL: EXPLORING SOLUTIONS TO ADVANCE RURAL AND REGIONAL JOURNALISM

RH102 | <https://vuw.zoom.us/my/anzca4>

Panel abstract:

There has been much public attention around the ‘crisis’ facing local news across the globe, with many newsrooms experiencing staff losses, centralisation of services and the shutting down of printing presses in favour of a digital presence. In Australia, more than \$60 million has been committed in government subsidies and initiatives to support the sector during the past six years with the current Labor Federal Government developing a plan to inform long-term news media policy interventions. This panel moves beyond reproducing the ‘crisis’ narrative or highlighting that (when practiced well) local news matters to democracy and social cohesion. Instead, it focuses more intently on the ideas, solutions and methodologies that have been suggested to advance the future of local journalism, especially in small towns, cities and suburbs. It is concerned with a central question of what can be unearthed from closer examination of the practices and precarities of geographically-oriented journalism and ways to ensure quality news and information in these places. News work within localized settings can rely heavily on collaborations in its reporting, production and funding. Significantly, local journalism offers avenues for exploring the reimagining of the normative values of journalism as a response to issues of declining media trust, precarity of funding and resources and the emergence of new technologies. The panel will undertake an in-depth analysis of the complexities, challenges and best practices of local news media and in doing so consider the academic theories, methodologies and debates that help to advance the sector, enable communities to thrive and inform policymaking for the long-term. Local journalism holds pivotal roles in society that cannot be overlooked. The importance it carries, coupled with its imperfections, necessitates a comprehensive understanding among journalists, journalism scholars, and consumers of news. This understanding is crucial for comprehending the functioning of not just local journalism, but journalism more broadly; its impact on society, its resultant outcomes, and its trajectory in the future. Therefore, by exploring the multifaceted nature of local journalism and critically examining its roles, operations, consequences, and prospective developments, this panel seeks to uncover the unique lessons and perspectives for the future of news media.

Mapping Local News Ecosystems in the United States: A Case Study

Matthew S. Weber

This study details an ongoing research effort to build a comprehensive map of local news coverage in the state of New Jersey. Specifically, this work maps 779 outlets include news providers from all media—newspapers, digital-first or digital-native online outlets, radio stations, and television stations. Most media outlets were newspapers (39.5%) and digital-first or online outlets (35.4%), although 12.8% were television stations. Working in partnership with the Internet Archive, the research team built a longitudinal archive of the content published on the 779 New Jersey outlets across a one-year period in 2020, with additional sampling continuing in 2021 and 2022. More than a million website records were generated to date as part of the work. A core challenge with this type of research has long been the ability to rapidly assess and map the nature of content published across local news websites. To tackle this challenge, this work leverages large scale computing and computational social science techniques. Classification of stories focused on grouping stories in categories that align with critical information needs, as well as core topical areas such as sports and weather. The evaluation of the content published integrates organization specific variables and provides significant insight into the breadth and depth of local news coverage in a specific region. The work provides a workflow for future research.

Matthew Weber is an Associate Professor in the Department of Communication, School of Communication and Information, Rutgers University. Matthew studies organizational change, news media and institutional theory. He has received funding from The Democracy Fund, the National Science Foundation and William T. Grant Foundation, among others. Matthew received his PhD in 2010 from the Annenberg School of Journalism and Communication at the University of Southern California.

The state of regional news consumption in Australia

Caroline Fisher

The impact of digitisation on the economic viability of traditional news media in Australia has been profound, especially in regional parts of the country. Importantly the impact has not been uniform. For some small communities, closures have left them without a local news outlet. In others, such losses have led to new and novel information solutions emerging to fill the void. Despite these green shoots many traditional news providers in regional Australia are facing existential pressures, something that is acknowledged by governments federally and locally. Drawing on longitudinal survey data from the annual Digital News Report: Australia this presentation provides an overview of news consumption by regional Australians from 2017-23. It paints a demographic picture of regional news audiences, their attitudes and behaviours. The data clearly show strong audience demand and interest in local news, but it also points to continuing decline in regional newspaper consumption without an increase in subscription to online versions of local papers. The data reveal demographically divided regional population of older, more conservative Australians with lower levels of education than city-based news consumers. However, migration from the cities to regional areas is seeing an increase in online and using social media use among younger regional

consumers. On the one hand the data in this presentation paints a picture of decline, but it also points to opportunity for new approaches to regional news and information provision.

Caroline Fisher is an Associate Professor, Communication in the Faculty of Arts and Design at the University of Canberra. Caroline is an executive member of the News and Media Research Centre and co-author of the Digital News Report: Australia. Caroline has received funding from industry and government and is currently CI on two Australian Research Council Discovery Projects examining mistrust in news and the value of news. Caroline's research interests include regional news, trust in news, and political communication.

Community-focused innovation in local journalism

Alfred Hermida

Developing successful innovations in journalism, whether to improve the quality and reach of news or to strengthen business models, remains an elusive goal. The challenge is an existential concern for many news enterprises, particularly for smaller news outlets with limited resources. Their viability often hinges on how successful they are in discovering effective long-term strategies for engaging audiences, generating revenue, and adapting to fast-changing digital media trends. By and large, media innovation has been driven by never-ending pivots in the search for a killer solution, rather than by a long-term strategic approach. This talk argues for a fresh approach to innovation built around the “jobs to be done” (JTBD) hypothesis developed by the late Clayton Christensen and typically used in business studies of innovation. Christensen contributed to a major U.S. industry 2006 report heralded at the time as a “blueprint for transformation” for legacy media. Neither that report nor later attempts to bring the JTBD framework into the news industry ever took hold, while scholars, too, have largely overlooked the framework in their study of journalism innovation. This presentation argues that the JTBD approach can foster local journalism that is more responsive and relevant to the needs of local communities. It reorients journalism by focusing it on identifying and addressing the underserved needs of communities, as understood by the communities themselves. It examines how a bottom-up approach to understanding the “jobs” of community members offers a model that supports both the editorial and business imperatives of local news organizations.

Alfred Hermida PhD is professor and former director (2015-2020) at the School of Journalism, Writing, and Media at the University of British Columbia, and co-founder of The Conversation Canada. With 25 years of experience in digital journalism, his ongoing research addresses the transformation of news, media innovation, and AI in journalism. His current focus is the Global Journalism Innovation Lab, a six-year SSHRC-funded project investigating how the future of

journalism is being shaped by innovation practices, business models and policy frameworks. Before joining UBC in 2006, he was a BBC TV, radio and online journalist for 16 years.

Reasserting Local Proximity and presence in the digital era.

Alison Mcadam and Kristy Hess

For local news outlets, being physically ‘present in place’ is considered necessary to their credibility in the localities they serve. This has been challenged in a digital era, where cost-cutting measures have left many traditional news outlets under-resourced. We argue there is a need not to ‘rethink’ or ‘reconceptualise’ the importance of presence but reassert its significance to local news outlets and their audiences in a digital world. We suggest ‘news presence’ is a combination of visibility and sensibility that generates a news outlet’s standing in a locale. Local visibility in a geographic region is gained through journalistic, infrastructure or community-level investment. Local sensibility is a news outlet’s accumulated local knowledge and a tacit understanding of a place and its people. Combined, they enable a news outlet to have this ‘presence’ felt. We draw on data from the largest research project undertaken into Australia’s local news sector.

Alison Mcadam is a lecturer in journalism at Deakin University. She researches local news sustainability and is a post-doctoral researcher on an ARC linkage project examining local journalism.

‘Communal News Work’ as an effective affective business model: post-Covid print-centric news start-ups in regional Queensland

Harry Dugmore, Renee Barnes, Peter English, Rosanna Natoli, Jane Stephens,

The Covid emergency in Australia precipitated the closure of many print newspapers across Australia, but the converse was also true: the heightened state of anxiety of the early Covid period seemingly boosted the need for local information and communality leading to starting up of a wide variety of new print-centric newspapers across Australia. We previously examined 22 Covid-era print-centric start-ups in Queensland (Barnes et al 2022) and found that their editors/publishers almost universally “reassert(ed) and claim(ed) more vigorously the normative values associated with community journalism as ‘social glue’” and developed and deployed an “affective rationale” as the foundation of their journalism and business models. Returning to these start-ups 18 months after pandemic restrictions were lifted in Queensland, we explore

how most of these newspapers have been able to continue operating by hewing even more closely to the 'affective rationales' they initially set out to establish. Drawing on in-depth interviews and public statements by editors and owners of these 'new news start-ups', and close observation of their content, this study argues that adopting hybrid business and news production models – partially along the lines proposed by Olsen et al (2020) for 'communal news work' – can be a viable basis for hyperlocal news organisations' longer-term resilience.

Harry Dugmore is Senior Lecturer and Discipline Lead in Communication at University of the Sunshine Coast (UniSC) in Australia. After a decade at Rhodes University's School of Journalism and Media Studies convening the Health Journalism and Digital Journalism Studies postgraduate programs, Harry has, since 2020, taught Global Communication, and Interactive Advertising, at UniSC's Moreton Bay campus. Harry's research interests include policy responses to the news industry's revenue crises; precarity in African news ecosystems; post-Covid urban night economies; and the emergence and character of 'post-literate' authoritarian discourses. Harry is on the Editorial Board of the ICA Journal, Communication Theory.

W1-E | DIGITAL ACTIVISM

RH103 | <https://vuw.zoom.us/my/anzca5>

Promoting protest action on social media: the case of the School Strike for Climate in Sydney

Luigi di Martino

Protest organisers around the world are increasingly trying to pressure governments to take action on climate change. Scholars have studied a range of young people's online participatory and mobilisation practices within the climate action movement where specific social media platforms and their affordances have been examined as spaces that facilitate participation and political engagement. Vromen (2015) has argued that activists are now adopting an "entrepreneurial approach" where traditional social change politics is now melding with market logic. I expand on this concept in a case study of how young people who are part of the School Strike 4 Climate (SS4C) movement in Sydney use Instagram and TikTok to promote a protest event. Examining around one hundred social media posts authored by the SS4C Sydney Instagram and TikTok accounts in the month leading up to and following the March 3, 2023 "Friday Future" event I find that, despite the fluidity of the movement, young people strategically exploit the affordances of social media platforms by developing a repertoire that combines internet culture references, marketing strategies and promotional logic. The results shed light on how young people employ social media tactics to build momentum around a protest event and actively engage with the political issues that they care about. The paper contributes to deepening our understanding of democratic renewal and young people's political engagement in the context of the climate change movement.

Luigi is a Postdoctoral Research Fellow with the Young and Resilient Research Centre. His research investigates the use of social media in public and political communication, with a focus on young people's online political engagement. Other areas of interest include public diplomacy, digital methods, democratic listening and participation on social media, media events and ethics of digital technologies.

Exploring Hashtag Activism on Instagram: A Comparative Study of #BlackLivesMatter and #SayHerName

Nadia Alaoui

Social media platforms play a pivotal role in activism in the twenty-first century. Instagram in particular is known for its emphasis on aesthetics and visual content, providing a unique platform for user engagement, marking it as one of the world's most used social media platforms. As the relevance of Instagram maintains itself, it is the perfect platform whereby hashtags have emerged as a powerful tool for advocacy, fostering conversations, and raising awareness about social justice issues. This research focuses on the engagement of hashtag activism on Instagram, specifically examining the comparative dynamics of #BlackLivesMatter and #SayHerName. Drawing on platform studies, intersectional feminism, and critical race studies, the study explores the following questions: How do the #BlackLivesMatter and #SayHerName hashtags evolve on Instagram over time? How does gender shape the content and messaging associated with the Black Lives Matter and Say Her Name

campaigns? Additionally, how does content noise affect the effectiveness of hashtags utilized in social justice movements? To answer these questions, the study analyses 700 Instagram posts scraped from hashtag feeds, focusing on how these hashtags are used day-to-day as well as representations of gender, in relation to clout and content noise. The findings of this study contribute to understanding the impact of social media activism on social justice issues, illuminating the potential of platforms like Instagram as tools for raising awareness and driving social change.

Nadia Alaoui is a post-graduate student in her final semester at the University of Melbourne School of Arts and Humanities where she is completing her Masters in Global Media Communications. She received a bachelor's double degree in Media and Communication and Health Sciences from Swinburne University. Her interests lay in the digital impact on social justice movements.

W1-F | MEDIA AND HARM REDUCTION
RH104 | <https://vuw.zoom.us/my/anzca6>

Our words matter: Finding consensus on evolving and personal language around suicide, mental health concerns and alcohol and other drug use

Elizabeth Paton

The words we use to talk about suicide, mental health concerns and alcohol and other drug use matter. They play a crucial role in shaping public perceptions and can reinforce shame and stigma, impact help-seeking behaviours and impede long-term recovery. In some cases, the words we use may lead to increased suicidal behaviour in our communities. This paper outlines the development of new language guidelines with best-practice advice for communicating about mental health and wellbeing, mental health concerns, suicide, self-harm, alcohol and other drug use and disordered eating. The development of this new guidance and supporting resources included a review of current evidence, current use and current attitudes around language relating to suicide, mental health concerns and alcohol and other drug use. People with lived and living experience and from priority populations were consulted alongside sector experts and professional communicators in a series of focus groups and surveys in order to achieve consensus on what constitutes best practice. Further work was undertaken to investigate the lack of consensus over specific terminology and definitions used by individuals, communities, and the sector. The project built on existing guidance about language use, such as the Mindframe program and the National Communications Charter, to deliver updated and evidence-informed guidance for use across sectors. It aims to reduce the harm caused by poor communication, including stigma, barriers to help-seeking, and suicidal behaviour. Language that empowers and supports those impacted by mental health concerns or suicide moves us towards a more inclusive, understanding society.

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

Public communication of gambling harm in the post-Covid era: A new approach to gambling harm literacy in the Australian Capital Territory

Kate Holland and Kieran McGuiness

The intersection between journalism and digital technologies and platforms is crucial for public understanding and prevention of child sexual abuse. Media reporting can inform public understanding, increase community awareness, educate and convey the views and experiences of those impacted by child sexual abuse. News stories also have the power to reinforce stereotypes and cause further harm, stigma and trauma (Popović, 2021). The five years since the recommendations of Australia's Royal Commission into Institutional Responses to Child Sexual Abuse (2013-17) has seen significant change in the media industries and technologies, but there has been little research about how the issue of child sexual abuse has been reported in this changed environment. To address this gap, the Media Guides for Reporting Child Sexual Abuse project conducted a quantitative content and qualitative frame analysis of coverage of print, online and broadcast news from April 2020-March 2022. The content analysis confirmed that routine court reporting continues to drive the production of news about child sexual abuse, along with 'incidental' reporting of celebrity abuse crimes. Almost a third of all news items were about online child sexual abuse, compared to the next most prominent location of abuse reported which was a religious institution. This new finding raises issues about the changing nature of child sexual abuse crimes as well as their reporting in public media. Digital platforms and applications have enabled the sharing of Child Sexual Abuse Material (CSAM), their prosecution in courts of law, and subsequent reporting in public media. This raises significant questions about public understanding of child sexual abuse within a complex and risky online environment. The paper examines how journalists' sourcing practices interest with this new digital environment to foreground some types of crime and to amplify some perpetrators at the expense of other nameless and voiceless victims.

Kerry McCallum is Director of the News & Media Research Centre. Her research specialises in the relationships between changing media and Australian social policy. She is the co-author of 'The Dynamics of News and Indigenous Policy in Australia' (Intellect, 2017), and is currently lead investigator on the Media Guides for Reporting Child Sexual Abuse project.

Kate Holland is a Senior Research Fellow with the News & Media Research Centre. Kate's research sits at the intersection of media studies, public health and health communication. She has led and collaborated on research projects examining news reporting and its impacts in relation to topics such as mental health, violence against women, obesity, alcohol and pregnancy and infectious diseases.

Barbara Walsh is Research Associate with the News & Media Research Centre at the University of Canberra. She is an expert in government communication, project management and stakeholder consultation.

Dr Janet Fulton is a researcher in Communication and Media, Adjunct Associate Professor at RMIT University and Associate with the News & Media Research Centre. She holds a PhD from the University of Newcastle. Janet's current research includes projects around diversity, equity and inclusion in the Australian news media.

A post-structuralist approach to signage as a solution to problematised alcohol-related harm.

Oscar Toohey

Alcohol has an embedded role and value in cultural activities, business, and human society. Despite this, alcohol can have harmful effects on public health, culture, business, and politics, which continue to be recognised on an international scale. To address these effects in Queensland, Australia, the State Government annually reviews and updates Responsible Service of Alcohol (RSA) signage to address alcohol-related harm and violence. This research considers RSA signage displayed in South-East Queensland venues as a solution to problematised alcohol-related harms and effects. This problem-solution framing is considered through a Foucauldian lens to identify the signage's deployments of governance through techniques that regulate individuals and coerce them into self-regulating. Techniques include claims to knowledge, surveillance technologies, and normalizations. Using Bacchi and Goodwin's (2016) What is the problem represented to be? (WPR) as a model, this research interrogates the top-down problem construction of alcohol-related harm to identify underlying assumptions and unexamined ways of thinking. With regard for ANZCA's themes of public communication for health and wellbeing, this post-structuralist approach puts past constructions in front of us to observe and interpret as we progress into the future. The display of signage to influence patrons' behaviour is subject to many variables in a licensed venue due to the volatile and dynamic nature of the environment. Already, this research has observed resistances and compliances in the problem-solution framing evidenced by variables such as display methods, placement choices, and unauthorized inscription. This research is currently a work in progress and data are still being collected.

Oscar is a student at the Queensland University of Technology's (QUT) School of Communication. He graduated from a Bachelor of Communication in Professional Communication at QUT in 2021 and is currently completing a Master of Philosophy that analyses and investigates signage in licensed venues. Oscar's research and interest in alcohol-related harm interventions is motivated by his experience working in the alcohol service industry in South-East Queensland, in which he has (to date) worked for more than eight years. Oscar is also a sessional tutor for QUT's School of Communication teaching units including Introduction to Academic Writing and Managing Social Media.

W1-G | PERSPECTIVES ON NEWS AND JOURNALISM

RH204 | <https://vuw.zoom.us/my/anzca7>

The Value of News: Aligning Economic and Social Value from an Institutional Perspective

Terry Flew and Agata Stepnik

Journalism is considered essential to a functioning democracy. However, the continued viability of commercial news production is uncertain. News producers continue to lose advertising revenue to platform businesses dominating digital advertising markets, and alternate consumer direct revenue streams are not yet meeting the financial shortfall. This has led to questions of who should pay for news, the role of governments in maintaining news production viability, and whether digital platforms have social or economic responsibilities to pay news publishers. Underpinning these debates is the question of the value of news. This is hard to know in advance as news is an experience good whose value and quality is only known after consuming it, and a credence good, whose perceived qualities may not be observable even after it is consumed. As such, preparedness to pay for news can be hard to ascertain, accentuated by the large amount of free news available online. This paper seeks to use a value perspective to consider the relationship between individual consumer choices and questions of news's value to society. Applying a new institutional economic perspective, it is observed that the value of news as a consumer product needs to be examined in relation to its value as a social good in democratic societies as both a media product and part of the institutional environment in which other social actors operate. We consider different sources of value news provide, as well as alternate sustainable funding models if the decline in advertising revenues is structural and not cyclical.

Terry Flew is Professor of Digital Communication and Culture at the University of Sydney. His books include *The Creative Industries, Culture and Policy* (SAGE, 2012), *Global Creative Industries* (Polity, 2013), *Media Economics* (Palgrave, 2015), *Understanding Global Media* (Palgrave, 2018), *Regulating Platforms* (Polity, 2021), *Digital Platform Regulation: Global Perspectives on Internet Governance* (Springer, 2022) and *SAGE Handbook of the Digital Media Economy* (SAGE, 2022). He was President of the International Communications Association (ICA) from 2019-20 and is a Fellow of the Australian Academy of the Humanities (FAHA). In 2023 he was awarded a 5-year Australian Research Council (ARC) Laureate Fellowship to study “Mediated Trust: Ideas, Interests, Institutions, Futures.”

Agata Stepnik is a research officer in the Discipline of Media and Communication at the University of Sydney. Her research interests include user agency in recommender systems, and news consumption practices on social media platforms.

Constructive Journalism's Value for Health and Medical Reporting: Evaluation of a short technique-based course

Victoria Fielding and Natasha van Antwerpen

News media has great power to shape reality for audiences and to influence the public's support for political policies. This power has influenced public understanding and political support for policies to address climate change. My model of journalism's influence on democracy is used in this paper as a framework to explore news coverage of two case studies representing catastrophic natural disasters which were exacerbated by climate change: the 2019-2020 Australian bushfires, and the 2022 Australian floods. This journalism model proposes that western media institutions play five roles in democracy, with each having different values and influence on public understanding of the urgent need for climate action. Mainstream news coverage of the bushfires and floods is analysed to explore these different types of journalism. The most common roles are monitorial and facilitative journalism, which fit within the dominant liberal model of media and emphasise objectivity and independence. Additionally, three types of advocacy journalism will be explored, each of which are rarely discussed in scholarship: radical, collaborative, and conservative. Through this analysis, the model of journalism's influence on democracy will be used to evaluate how effectively western news outlets inform audiences of the urgent need for climate action by linking climate change with the increased risk, number, and severity of natural disasters.

Dr Victoria Fielding researches the influence of contested public narratives on media narratives and the influence of journalism on democracy. Her PhD research investigated the framing of industrial dispute narratives in Australian news media. Dr Fielding is a lecturer in Strategic Communication at the University of Adelaide, South Australia.

Voice, Song, Speech: Music, affect and communication in the Voice to Parliament campaigns

Sebastian F. K. Svegaard

This paper explores affective communication in videos used by different actors in the respective campaigns for “Vote Yes” and “Vote No” leading up to the referendum on an Indigenous Voice to Parliament. In the paper, I employ a methodology developed during my previous research into narrative fan made music videos (Author 2022). This method allows for a close analysis of audio-visual content, taking all textual elements into account, particularly incorporating the use of music’s contribution to affect and narrative (eg. Kassabian 2013). When regarding a subject as contentious and emotionally influenced as the Voice, it is particularly important to consider all forms and aspects of communication that influences the voting public. Music – and to a lesser degree video - has often been overlooked in such analyses, despite the growing amount of (political) communication happening through online short-form videos. In this paper, I analyse a selection of campaign videos from different Yes and No campaigns to show how music and affect is being operationalised to influence votes leading up to the referendum, by whom, and to what ends. I show how music, words, and images co-create the message and meaning of a video, and how music is used to further audience understanding of the critical and affective communication in the campaign videos.

Sebastian F. K. Svegaard is a postdoctoral researcher at Queensland University of Technology, working in Prof. Axel Bruns’ laureate team, which researches drivers of polarisation and partisanship online. He holds a PhD in Media Studies from Birmingham City University, and an MA in Musicology from University of Copenhagen. He has previously presented on politicians’ operationalisation of affective polarisation during elections, as well as on affect in narrative music videos. Publications include work on video analysis methodology as well as offence as a driver for activist video creation.

W1-H | COMMUNICATION ACROSS BORDERS

RHG24 | <https://vuw.zoom.us/my/anzca8>

Navigating media and communication education across borders

Valerie Cooper*

How do you teach media studies to students in a foreign country where the media system and communication education are fundamentally different to your own? This is the dilemma facing an increasing number of media and communication scholars with the rise of transnational higher education (TNHE) partnerships around Australasia. TNHE partnerships, in which a university programme from one country is taught in another country, have been growing rapidly since their debut in the early 1990s. They are now expanding into ideologically complex areas like communication and media studies. There is a paucity of research focused on educators' experiences navigating these pedagogical spaces, and no research that considers teaching ideologically and interculturally complex fields such as media and communication. Based on in-depth, phenomenologically-based interviews with 10 media and communication educators teaching into Australasian TNHE partnerships, this research prioritises the voices of practitioners in order to understand how they navigate teaching in these interculturally complex spaces. The findings show that educators struggle to adapt Western-centric media and communication programmes to unknown or unfamiliar contexts; that they are rarely supported or encouraged to understand their host countries' contexts; and that there are concerns about both the neoliberal motivations and apparent neo-colonial characteristics of media and communication TNHE partnerships. Now that borders have re-opened and transnational education has resumed, it's essential that we use this opportunity to see where we've come from in international media and communication teaching, and use the voices of those at the centre to determine where to go from here.

Valerie A. Cooper is a lecturer in media and communications at Victoria University of Wellington | Te Herenga Waka in Aotearoa New Zealand. Her research focuses on global power dynamics in international media and communication, especially in public diplomacy, communication for development and transnational education. She holds a PhD in Communication from Hong Kong Baptist University, and has previously been a lecturer in Mozambique, Hong Kong and China. She is a Fellow of the Higher Education Academy and is on the editorial board for the recently re-launched *Media Peripheries*, a journal centred on media and communication at the margins.

Misunderstandings and missed opportunities: challenges of communicating across culture.

Vicki Bamford

There is an expectation that government organisations will establish effective engagement processes for all their clients. However, in spite of the efforts of organisations to design inclusive processes, some clients continue to report being excluded. This study uses the concepts of norms of practice and norms of culture to analyse the systems a local government organisation created to respond to the access needs of people with disability and people unable to communicate well through English. The case study drew on data from semi-structured interviews with organisational managers and clients from these target groups and analysis of government and industry reports. The organisation's norms of practice, which shaped their framework to offer engagement, were in conflict with the norms of culture held by many members of the groups. Thus, services provided were inaccessible for clients because implicit meanings that would have facilitated that access were not shared. Clients with disability had greater success because they were aware of legislation giving them a right to be offered appropriate services even though gaining access was hard, but clients without English language proficiency were oblivious to the services available to them. Because norms are covert, organisations can assume their communication processes have been successful, when in reality the needs of many clients have not been met and there is no way of identifying the problem. The study shows that the concepts of norms of practice and norms of culture are useful in explaining disconnects between employees and members of these target groups.

Vicki Bamford's doctoral thesis explored the ways in which communication policies and processes in organisations support or hinder the engagement of people from marginalised groups. She has had a lengthy career at the University of Technology Sydney as an academic teaching strategic communication and cross-cultural communication. She was responsible for support for students with access and equity needs in the Faculty of Arts and Social Sciences. She has maintained strong links with industry. Her research interests focus on the nexus between the communication strategies of organisations and inclusion of diverse publics.

(Re)securing the imagined West: Framing Self and Other(s) in British and American newspaper coverage of the 2018 American withdrawal from the Iran nuclear deal.

Uma Muthia

The construction of a homogenous West against Other(s) in news media overlooks how intra-Western Othering can rupture this naturalised civilizational idea. Media and journalism scholarship about ‘the West’ often focuses on how the ‘Other’ is framed in news without examining how these representations are reflective of the Western Self. News framing of Western relations with Iran and within the West during the 2018 American withdrawal from the Iran nuclear accord illuminates how this identity is discursively (re)secured in times of internal conflict. The American withdrawal from the nuclear accord encapsulates the imagining of Self and Other(s) in times of internal turmoil – in particular, the Brexit referendum and then-US President Donald Trump’s presidency – by members who imagine themselves as foundational to the West: the United States and the United Kingdom. Iran is represented in Western news coverage as divergent from these members, particularly through the ongoing perceived threat of Iran’s nuclear program that mutually constitutes the Western Self. This cross-national project exposes the West-Other binary by synthesising interdisciplinary theories in social psychology, international relations, and media and journalism studies. Attempts to resecure an idea of ‘Western’ identity linked to liberal values and global leadership in newspaper articles published by The Times and the New York Times highlights how news language aids in maintaining conceptions of an imagined West through Othering.

Uma Muthia is a PhD student in the School of Media, Film & Journalism at Monash University who takes an interdisciplinary approach to her studies. She was a Visiting PhD Student with the school of Politics and International Studies at the University of Warwick and her primary research areas are in journalism and international relations with a specific interest in news representations and identity.

W1-I | INTERPERSONAL COMMUNICATION AND POWER

RH107 | <https://vuw.zoom.us/my/anzca9>

Power and dialogue in family psychotherapy interactions: A discursive perspective

Ben Ong

The peer and recovery movements in mental health care promote a collaborative and egalitarian relationship between clinicians, consumers, and family members. This has influenced the development of various theoretical models of individual and family psychotherapies towards more collaborative-dialogical approaches that promote the voicing of multiple equal perspectives with less of a focus on the authoritative perspectives of clinicians. Consequently, there is some debate over the role of the therapist, their authority, and position of power in collaborative-dialogic therapies. However, there has been little work on how power/authority is actually produced and responded to in therapeutic conversations. To address this, we reviewed discursive research into collaborative-dialogic approaches to family therapy meetings with a view to understanding how power is presented and negotiated in therapeutic interactions. In this presentation, I will first describe ways that power has been theorised and how they may relate to collaborative practices. I will then present the findings of our review focusing on the deontic/interactional dimension of how therapists direct and manage the structure of a session, and the epistemic/semantic dimension concerning claims of knowledge and truth. I will also consider the organisational and social pressures on therapists to enact power in various forms and the finding that the exercise of power, in appropriate ways, may actually facilitate the development of dialogue and collaboration.

Dr Ben Ong is a research fellow at Monash University in Victoria, Australia. Ben is a psychologist with over 15 years experience in clinical settings including juvenile justice, acute community mental health, and child and youth mental health services. As a practitioner interested in collaborative-dialogical approaches, Ben has used conversation analysis to study family therapy consultations and was awarded a PhD in 2021. Ben's current research continues to explore the Open Dialogue approach to family therapy as well as how conversation analysis can be applied in other areas of mental health practice.

Descriptions of the problem in emergency calls to police

Megwyn Wolmarans

Family harm and intimate partner violence is a global and pervasive social problem, with significant impacts on the health and well-being of those in our communities. Cultural common-sense assumptions and stereotypes about gendered violence have created harmful beliefs about who can experience family harm and interpersonal violence. In turn, this has created gaps for victims of this social problem to fall through. To date, we know much more about the challenges women face in seeking help for this pervasive issue. However, there is limited research on men's help-seeking experiences and none in Aotearoa that addresses these experiences at the institutional level. A number of 111 and 105 emergency calls to the police have been analysed to identify the way men manage descriptions of a problem involving family harm and intimate partner violence. Audio recordings of the emergency calls were transcribed, where conversation analysis was then used to understand how descriptions of the problem involving the caller are formulated in these emergency calls. Knowing the nuances of these turn-by-turn interactions between the caller and call taker will help elucidate patterns of help-seeking for men in our unique Aotearoa context. The results of these studies can also be used to inform emergency call-taker training, preventing potential victim stereotypes for men seeking help. This research will also contribute to the theoretical basis of help-seeking for men in the institutional context of police.

Finishing a forensic psychology master's degree, Megwyn is passionate about academia and has followed various research pursuits across psychology and criminology. Meg has completed research for Oranga Tamariki, looking at how foetal alcohol spectrum disorder presents in our youth justice and care and protection systems. Megwyn has also assisted in research called the 'Talk and Body Project', which aimed to prevent gendered violence, and had a particular interest on the legality of self-defence and how wāhine understand reasonable force. Megwyn is currently assisting in research on early psychosis, aiming to understand how we can better support people to access early psychosis intervention services. Megwyn is experienced in qualitative research, particularly conversation analysis, and hopes to elucidate patterns of male-help seeking through this unique interactional lens.

Communication and basic psychological needs: A latent profile analysis of their interrelationships

Georgeta (Mimi) Hodis, Flaviu Hodis and Nilanjana Bardhan

This research investigated the intertwined nature of communication and motivation processes. To do so, it collected data from 307 university students and explored the communication patterns defined by interrelationships among achieving communication goals, feeling confident about communicating in learning settings, and being satisfied in communicating with instructors. In addition, it assessed the degree to which groups of students who had different patterns with regard to these communication factors significantly differed in terms of the satisfaction and frustration of their basic psychological needs for autonomy, competence, and relatedness. To examine these aspects latent profile analyses were conducted. Findings show that three groups (classes; profiles) parsimoniously represented students' patterns of communication. Notably, profiles that illustrated more adaptive communication patterns were

associated with both stronger basic need satisfaction and weaker need frustration than profiles that reflected less adaptive communication patterns.

Georgeta (Mimi) Hodis is a Senior Lecturer in the School of Communication, Journalism, and Marketing at Massey University, New Zealand. Georgeta's research interests include key processes that influence effective communication and the interaction between communication and motivation.

W1-J | YOUNG PEOPLE AND DIGITAL MEDIA

RHLT3 | <https://vuw.zoom.us/my/anzca10>

Bridging and supporting parents' and children's present and future: How does parents' mobile phone use impact their children?

Catherine Archer* and Deborah Williams

New and more experienced parents often seek advice and support via digital and social media, usually on their mobile devices, as they adjust to an ever evolving and unfamiliar present, sometimes with nostalgia for their past lives, while imagining a (perhaps uncertain) future for themselves and their children. There is no doubt social and digital media via mobile technology have introduced new complexities into parenting. There has been limited research on the topic of parental use of mobile phones and social media and the impact of mobile phone use on parenting of younger children. Parents, as the first communicators in children's lives, are important role models for the children's present and imagined futures. This paper explores research conducted for and with the not-for-profit group, Ngala, during the past two years of the pandemic (2021 and 2022), including an analysis of interviews with practitioners (who work with parents and children) about their experiences and impressions of the impact of parental mobile phone use on the parents' children. Ngala's purpose, according to its website is to support parents, families and communities to enhance the well-being and development of children and young people. Practitioners overwhelmingly felt that a non-judgemental approach and balance should be used when working with and advising parents regarding mobile phone and social media usage, as parents often felt 'judged' for their screentime. However, the practitioners felt that guidelines were required to help educate parents, not just on their children's screen and digital media use but also on their own.

Catherine Archer is a researcher and senior lecturer specialising in social media and strategic communication at Edith Cowan University. Her current research interests include social media, particularly

related to families and health, with a complementary focus on social media influencer relations and ethics. Prior to joining academia, Catherine worked for more than 15 years in communication. She co-edited the book *Young Children's Rights in a Digital World Play, Design and Practice* in 2021 and is an Associate Investigator with the Australian Research Council's Centre of Excellence for the Digital Child.

A former journalist and a senior communications manager for the Federal Department of Health and Ageing, Deborah has been working in the university sector since 2013, teaching units in social media, issues and crisis management, content creation and media law and ethics. As a researcher her interest areas are social justice, activism and the ethics of food, focusing on veganism and animal rights.

Parental Mediation of Pre-Schooler's Digital Media Use

Jiow Hee Jhee (Online) and Adeline Tay

Parental Mediation (PM) studies entail parents' management of their children's digital media (DM) habits, and its parental concerns with such mediation practices. PM typically encompass 4 broad activities which parents undertake to monitor and manage their children's usage of DM devices, namely Gatekeeping, Informative Mediation, Discursive Mediation, and Diversionary Mediation. Through qualitative interviews with 21 parents, this study investigated PM of young children's DM devices, and its affiliated parental concerns with the usage. Consistent with other studies, parents were not only perturbed about the physiological impacts and eyesight issues incessant DM usage yielded, but were also apprehensive about the sedentary lifestyle it may inculcate, derailing children's holistic development consequently. Moreover, parents have expressed the following concerns: displacement of time effect, inappropriate content and predatory online encounters. This study found that PM practices for young children fixated on Gatekeeping and Informative Mediation. Contrary to most PM studies conducted on older children, this study found that Discursive and Diversionary Mediation was not frequently practised and employed, as various Gatekeeping mechanisms were already established. Parents closely supervised their children's usage, which typically involved conspicuous and austere rules for children's content consumption and online contacts. Interestingly, this study found that Gatekeeping and Informative Mediation were substantially impacted by siblings' and grandparents' behaviour. Children, who had older siblings modelling favourable DM behaviour, were more receptive to the Gatekeeping measures. PM became difficult for parents when grandparents' management of children's DM usage were inconsistent with theirs. Such findings are a novel contribution to the PM theory.

Diaspora Youth and Digital Citizenship: beyond a digital risk and safety approach

Amelia Johns

This paper draws on our mixed methods ARC Discovery project examining the ‘everyday’ digital practices of diaspora youth in a connected world. We identify the types of digital media practices Australian young people from culturally and linguistically diverse backgrounds engage in and explore what types of civic engagement and citizenship orientations are fostered through these practices. Against the backdrop of school-focused digital citizenship education, where digital risk and safety approaches frames the way digital citizenship is taught in the classroom, we argue that it is critical to understand the everyday, ‘lived’ dimensions of how diaspora youth from diverse racial, cultural and religious backgrounds negotiate local and transnational digital spaces and connections, and narrate their own citizenship identities through those practices. The paper draws upon survey data collected from 435 school age young people aged 13-17, and interviews and ethnographic data collected with a further 21 diaspora youth. The data analysis provides insight into the way the pandemic and other global events have shaped Australian diaspora youths’ experiences of digital connectedness, both strengthening feelings of local and diasporic identity, care and support while also highlighting practices that address negative feelings and experiences related to mental health, racism and global conflict. We finish the presentation with recommendations which strengthen the relevance, inclusivity and value of digital citizenship programs for a culturally diverse student population.

Amelia Johns is a Senior Lecturer in Digital and Social Media at the University of Technology Sydney. Her work spans digital media and citizenship studies, with a focus on young people’s digital media literacy, political participation, activism and safety across networked and closed social media and messaging platforms and publics. She is the author of *Battle for the Flag* (2015), co-editor of *Negotiating Digital Citizenship: Control, Contest, Culture* (2016) and lead author of a forthcoming book on WhatsApp published with Polity Digital Media and Society series.

LUNCH- RUTHERFORD HOUSE MEZZANINE FLOOR (12:45-1:45PM)

CONCURRENT SESSION 2 (1:45-3:15PM)

W2-A | GENDER, PERFORMANCE, AND MEDIA

RHMZ02 | <https://vuw.zoom.us/my/anzca1>

Reconstructing female empowerment messages and consumer culture in Weibo comments: Chinese netizens' response to Nike's femvertising campaigns

Xinran Wang*

Embedding female empowerment messages in advertising has become a new trend over the past two decades. The term “femvertising” was coined to refer to advertising that attempts to “empower” women and girls. In 2019, sportswear brand Nike released two femvertising campaigns (Further Than Ever and Boundless Girls) on Chinese social media platform Sina Weibo. The two campaigns have received huge engagement from Chinese netizens with a total of 1,336 comments written below the posts. Drawing on Gill’s argument of “postfeminist sensibility”, I conduct textual analysis on these comments, and have identified an entanglement of female empowerment messages and consumer culture reconstructed from the online space. While the two campaigns incorporate postfeminist ideas such as celebrating female subjectivity and independence, a considerable number of Chinese netizens reaffirm these ideas through recreating the meanings of the Nike slogan ‘Just Do It’, combining Nike’s brand values with female empowerment messages. Other comments also embrace a new type of femininity advocated in the Nike campaigns, which encourages women and girls to have a toned body, a positive attitude, and a healthy lifestyle. The online comments suggest an encounter of postfeminist sensibility and consumer culture in contemporary Chinese society. Analysing these comments helps me to conceptualise postfeminism under a Chinese context, which contributes to the de-westernisation of feminist media studies as postfeminism is usually understood from a predominant Western lens. My analysis also expands methodological dimensions to existing scholarships on transnational postfeminism, whereas sheds light on future study of postfeminist sensibility in a non-western context.

Xinran Wang is a PhD student in Media Studies at Victoria University of Wellington. Her research interest includes femvertising, female representation in Chinese media, as well as transnational postfeminism. Her

PhD thesis investigates postfeminist sensibility under a Chinese context through the case study of Nike's femvertising campaigns. Xinran holds a master's degree with distinction in Communication, Media Practice and PR from Swansea University. Before embarking on her PhD research, Xinran worked as a copy editor at a video news agency and an ESL teacher in China.

Performing Asian Australian Identity on TikTok

Tisha Dejmanee

Asian Australian studies seeks to explore the unique cultural identities and experiences of Australians of Asian descent (Lo, 2006; Ang et al, 2000), a growing population whose experiences remain largely absent in mainstream commercial media. Social media platforms offer a valuable way to explore such experiences, affording many Asian Australians the opportunity to perform, circulate and build community around their everyday practices of negotiating racial, ethnic and national identities. In this paper, I explore TikTok content tagged as #AsianAustralian to explore one such way that identity-based counternarratives and counterpublics on social media. I perform a quantitative analysis of 200 videos, coding videos to explore the types of actors/accounts contributing to this conversation and the forms of video content uploaded under this hashtag. I support this with a qualitative analysis of the emergent themes and discourses that arise through these videos and their accompanying comments, maintaining a consideration of the platform-specific forms of internet celebrity (Abidin, 2021), mimesis (Zulli and Zulli, 2020) and circulation (King O’Riain, 2022) cultivated by TikTok. The findings of this analysis suggest that TikTok offers a crucial space for young Asian Australians to create counternarratives that centre the unique experiences of this community – particularly around everyday racism and racial stereotypes – and to affectively repurpose these experiences through humour, shock and absurdity through the creative use of TikTok affordances. These findings offer an understanding of the significance of digital media practices in fashioning creative understandings of cultural identity and counterpublics, particularly in relation to the hybrid identity of Asian Australians.

Tisha Dejmanee is a Senior Lecturer and Head of Discipline of Digital and Social Media at the University of Technology Sydney. She received her PhD in Communication at the University of Southern California.

The Authenticity of Fashion Social Media Influencers: The Follower Perspective

Amy Curran and Jacqueline Burgess

Social media influencers (SMIs) are a key communication tool for businesses because they cultivate highly engaged audiences. Over \$25 billion AUD in advertising is spent on them globally each year (Tlozek, 2023). Micro SMIs, those who have 10,000 to 100,000 followers, have close and intimate relationships with their audiences and followers, are seen as sincere, authentic and are thus favoured by businesses for sponsored partnerships (Campbell & Farrell, 2020; Park et al., 2021; Gomez, 2019). However, prior research into SMI authenticity has taken the perspective of the brand using the influencer, rather than their audiences and followers. Thus, how followers construct and understand the authenticity of micro SMI’s is an emerging area of research. To contribute to this research area, this research investigated how followers understood the authenticity of eight micro SMIs based in Australia. To do so, 6508 followers’ comments were downloaded from the eight selected SMI posts and analysed using a traditional human interpretative thematic-analytical approach (Braun & Clarke, 2006). All of the SMIs focused on fashion because fashion

SIMs are known to share their personality through their content (Chetoui et al., 2020), which provides audiences with resources to assess authenticity. The results found that followers used the SIM's appearance to establish the authenticity of their content and posts. This was consistent on both sponsored posts, posts paid for by businesses and brands, as well as non-sponsored posts created by the SIM. Furthermore, sponsored posts were as likely to be seen as authentic compared to non-sponsored posts.

Amy Curran is an honours research student in the School of Business and Creative Industries at the University of the Sunshine Coast, Queensland, Australia. Her research focuses on social media and understanding how influencers can utilise it to build a following and achieve beneficial marketing outcomes, while remaining authentic. Amy also works in marketing and events, and as a research assistant.

Other contributors

Dr Jacqueline Burgess is a Lecturer in International Business and the Program Coordinator of the Bachelor of Business in the School of Business and Creative Industries at the University of the Sunshine Coast, Queensland, Australia. Her research investigates the marketing and business aspects of the Creative Industries, and she has collaborated with various practitioners. Her work has been published in multiple peer-reviewed journals including the *European Journal of Marketing*, *Game Studies*, the *International Journal on Media Management* and the *Creative Industries Journal*, and also presented at many academic conferences, and been covered by local and international news outlets.

Christian Jones is Professor of Interactive Media and the leader of the Engage Research Lab at the University of the Sunshine Coast, Queensland, Australia. His research focuses on human-computer interaction, interactive media and affective computing. He leads multiple large-scale, collaborative projects and his research has been published in over 100 international, peer-reviewed conference papers and journal articles. His work has also been covered by various journalists in news outlets.

W2-B | COVID, COMMUNICATION, AND TRUST

RHMZ03A | <https://vuw.zoom.us/my/anzca2>

Bridging Expectation and Idealism: A Study of Journalistic Roles in Fact-checking Misinformation in Indonesia

Fransiscus Xaverius Lilik Dwi Mardjianto*

Discussions on journalistic roles in fact-checking misinformation cannot be separated from the theorization of Role as a set of ideals and expected behaviours of individuals. Therefore, addressing audiences' expectations is crucial when discussing journalistic roles. There is little examination of this, especially in an Indonesian context. Scholarly publications about journalistic roles mostly investigate how journalists define their roles, how journalists perform their roles, and how their idealisms materialize in journalistic pieces.

This ongoing doctoral thesis is a mixed-method study that integrates two sequential phases. The initial phase comprises two inter-correlated surveys of Indonesian fact-checking journalists and audiences of fact-checks. This phase will quantitatively measure the expectations of the audiences, and how Indonesian fact-checkers conceive their journalistic roles.

In the second phase, two groups of purposively selected respondents from the prior two surveys will be involved in a series of focus groups. Participants in the audience focus groups will be asked to explain their expected journalistic roles. Meanwhile, the participants in the fact-checker focus groups are asked to explore their conceived roles.

Combined, this study contributes significantly to (1) developing a new concept of journalistic roles specifically related to the journalistic task of digital fact-checking; (2) providing an alternative conceptual framework of journalistic roles in digital fact-checking that is relevant to Indonesia; and (3) providing an audience perspective to the discussion of journalistic roles of digital fact-checkers in Indonesia.

Fransiscus Xaverius Lilik Dwi Mardjianto is a PhD Candidate at the News & Media Research Centre, the University of Canberra, Australia. He is also a lecturer in journalism at the Department of Digital Journalism, Universitas Multimedia Nusantara, Indonesia, where he developed a digital fact-checking module for students. His research interest focuses on digital fact-checking and misinformation studies. He is actively involved in movements supported by the Alliance of Independent Journalists, the Association of Indonesian Cyber Media, and Google News Initiative to combat misinformation in Indonesia. Before becoming a lecturer and researcher, Lilik was a journalist for several Indonesian news outlets.

The long now and liminality: Will we create *communitas* - A macro-social perspective on COVID-19

Jim Macnamara (Online)

Much has been and will be written about the COVID-19 pandemic and its after-shocks. Along with the tragic impacts on human health and healthcare systems, economic implications loom large in public discussion. But framing the effects of COVID-19 in the context of neoliberalism reflects an even more long-lasting and devastating 'mandemic' plaguing developed societies and masking alternative ways of social, political, and economic organizing. Ways in which the pandemic is changing, and can change, society and social behaviours and norms at a fundamental level are the source of some comment and speculation, with references to emergence of a 'new normal'. But what that new normal will be, or can be, remains a blurry constellation of thought. Should it remain so, a major opportunity for fundamental thinking and rethinking will be lost. This paper seeks to not let a 2021 article on the effects of COVID-19 in an international communication journal pass without a response and further explores the wider social implications and the opportunity presented by the existential crisis facing humanity. Specifically, this paper explores whether the COVID-19 pandemic and its impacts on all levels of society present a 'long now' and a moment of liminality – a time of “transition during which the normal limits to thought, self-understanding and behaviour are relaxed, opening the way to novelty and imagination, construction, and destruction” (Thomassen, 2014, p. 1). Society may even be in a period of “macro-liminality” (Thomassen, 2014, p. 94) potentially leading to '*communitas*' (Turner, 1969/1991) in which we can rethink the issues of our time and in which “new social structures, patterns of understanding, and fellowships may begin to take shape” (Van De Wiele & Papacharissi, 2021, p. 1144).

Jim Macnamara, PhD is a Distinguished Professor in the School of Communication at the University of Technology Sydney. He is also a Visiting Professor at the London School of Economics and Political Science. Jim is the author of 16 books and almost 100 book chapters and academic journal articles on communication, media, and society.

Health Communication During Crisis

Sky Marsen

The communication practices of organizations during and after a crisis determine the outcome of the crisis both for the organization and its publics. Health crises expand the role of communication given the extensive consequences of such crises. This paper discusses an approach to health communication informed by discourse studies and mental models theory. Discourse studies hold a special interest in health since it is a focal point in the meaning-making practices that construct identity and value. Such socially constructed elements as “quality of life” issues, autonomy, age, and gender are all related in some ways to health and to what is defined as well-being in different contexts. Mental models research has shown that people respond positively to information framed in ways consistent with their worldview, and tend to distort information framed in unfamiliar ways.

The recent coronavirus pandemic revealed the pivotal role of communication in (mis)managing public response. Early stages of the pandemic were characterised by ambiguous and contradictory statements on virus transmission precautions from trusted agencies like the CDC, which bred public mistrust. Later stages were similarly characterised by inconsistent messaging about vaccine policies, inequalities in

information access, and lack of transparent and coordinated communication, which led to low uptake of the COVID-19 vaccines. The paper will overview some major approaches to health crisis communication research and identify patterns in communication practices that lead to crisis. It aims to outline some ways in which health crises may be managed through improved public understanding.

Sky Marsen specialises in crisis communication and organizational discourse. At present she is Associate Professor in Communication at Flinders University, Australia, where she designed and coordinates the Bachelor of Media and Communication. Previous appointments include the University of Southern California and Victoria University of Wellington. Sky is committed to international and innovative collaborations and has researched diverse topics in the communication field, including security breaches, issues management, and applications of narrative to professional discourses.

Phyllis Ohene-Agyei is a doctoral candidate at the Liggins Institute, University of Auckland, pursuing a PhD in perinatal sciences. Her background is in medicine and public health, with many years of experience in clinical medicine, global health research, and project management. She has worked with healthcare institutions, non-governmental organisations, industries, academic institutions, and communities with an emphasis on health promotion and protection services. Phyllis believes good health is a human right and seeks to collaborate with different actors to ensure healthcare services are equitable, data-driven, and evidence-based.

W2-C | SOCIAL MEDIA AND NEWS
RHMZ03B | <https://vuw.zoom.us/my/anzca3>

The discursive function of the Meta Newsroom

Edward Hurcombe*, Ehsan Dehghan, and Daniel Angus

This paper examines the social technology company Meta’s public communication on problematic content, via their official ‘Meta Newsroom’. Since the early 2010s, the official Meta Newsroom has been an outlet for a variety of Meta’s corporate announcements, from product developments through to charity initiatives. Following the 2016 US Presidential election the Newsroom increasingly became a key outlet for company responses to concerns regarding the spread of ‘fake news’, mis/disinformation, conspiracy theories, and other kinds of problematic content on Facebook and other Meta platforms. We critically examine Newsroom posts from 2016 through early 2021, focussing specifically on a discourse-theory-oriented close reading of posts that address issues relating to problematic content on Meta platforms. Extending this close reading with the assistance of the topic-modelling software Leximancer, we identify key themes and concepts from these posts. We ask: how is Meta framing ‘problems’ on its platforms? How is Meta identifying ‘solutions’ to those problems? And is Meta nudging us in specific conceptual directions? This analysis examines the agenda-setting role of Meta’s Newsroom not only in the context of setting agendas and discursive frames for the general public, but also for those audiences informed and impacted by these frames, particularly policy makers, academics, and journalists. Overall, we find that Meta is framing content moderation issues through four key frames – ‘authenticity’, ‘political advertising’, ‘technological solutions’, and ‘enforcement’ – that benefit Meta, as they shift responsibility while also demonstrating that Meta is an active and capable problem-solver.

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

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

Laura Vodden is a Data Scientist at Queensland University of Technology’s Digital Media Research Centre. She has a background in the sciences and humanities, completing her Honours project in the field of Archaeology in 2015 and a Master of Data Science at James Cook University in 2021. Laura is interested in how we view and address missing data, algorithmic bias in automated systems and the ways that data science might be used to mitigate and prevent discrimination and exclusion online.

Other contributors:

Daniel Angus is Professor of Digital Communication and leader of the QUT D+F199rogram. He is a Chief Investigator in the ARC Centre of Excellence for Automated Decision Making and Society, and Chief Investigator on the ARC projects: Using machine vision to explore Instagram's everyday promotional cultures; Evaluating the Challenge of 'Fake News' and Other Malinformation; and, Young Australians and the Promotion of Alcohol on Social Media. His research examines issues at the intersection of technology and society, with a focus on algorithms, misinformation, and new methods to study the digital society.

Ethical Oversight: A Study of Australian Journalism Practices and the Enduring Impact of Naming Criminal Suspects

Steve Lillebuen (online)

Online/digital publishing has created a situation where news stories are searchable and retrievable for decades after publication. This has had a profound impact on naming suspects of crime and individuals charged with a crime. If the named individual is not charged or acquitted after trial, this is seldom reported in media. This paper examines journalism ethics and identifying criminal suspects in Australian news coverage. This study builds off our previous research (Lillebuen, Lidberg and Chubb, 2016), which established that naming is so commonplace, it is occurring on a daily basis in the state of Victoria, even in cases with little public interest justification. Accountability theory and Ward's Global Media Ethics (2021) framework were used to conceptualise the study and analyse the findings. A nationwide survey of 410 Australian news media professionals, as well as 12 semi-structured interviews, found journalists believe naming is an ethical decision, but it is not high on their agenda with naming treated as their default position. Media lawyers play a key role in newsroom naming practices with the legal strongly influencing what is deemed ethical. These findings are significant because it is the first empirical data from Australia and the findings are in stark contrast with news reporting practices in other countries. This paper argues for stronger ethical guidelines in a digital news media environment where naming is now global and potentially forever.

Steve Lillebuen is an assistant professor in the Department of Communication at MacEwan University in Edmonton, Canada. His research is focussed on journalism ethics, media accountability and the future of journalism. He spent nearly a decade in Australia as a journalist for The Age and Australian Associated Press, and his work has appeared in The Guardian, The Globe and Mail, National Post, Edmonton Journal and CNN.com, among other publications. He is a recipient of the Arthur Ellis Award for The Devil's Cinema, a narrative non-fiction exploration of a filmmaker who turns his horror script into reality. The book was internationally published to critical acclaim and was shortlisted for the Ned Kelly Award.

W2-D | PRACTICES OF (DIS)CONNECTION

RH102 | <https://vuw.zoom.us/my/anzca4>

The Demographics of Disconnection: Frequency, Motives and Barriers to Disconnecting from the Internet in Aotearoa New Zealand

Alex Beattie* and John Kerr

This study explores how often New Zealanders deliberately disconnect from the Internet (“digital disconnection”), and the motivations and challenges associated with doing so. Although digital disconnection research has proliferated in the last decade no disconnection research has been undertaken in Aotearoa New Zealand to our knowledge. We don’t know how often New Zealanders disconnect or who finds it more difficult than others. This latter point is noteworthy given speculation that digital disconnection is becoming a luxury enjoyed by those with economic and social privilege. Drawing on a nationally representative survey with 1,204 participants, we explore disconnection behaviour and its relationship to demographic factors (gender, age, ethnicity, education, income, and employment status). We find that most New Zealanders actively disconnect from the Internet to some extent and are primarily motivated to do so to spend more time with family and friends and reduce Internet-related distractions. Furthermore, the main challenge associated with disconnecting is the need to access services that require a connection to the Internet. We also find that age and gender are linked to several motivations for, and challenges to disconnecting. Connecting our findings to wider communications research, we discuss why men and women may disconnect for different reasons, as well as why young people find it harder to disconnect than older people. This research presents a crucial first step in understanding digital disconnection in Aotearoa and charts a course for future research investigating how we manage our online and offline lives.

Dr Alex Beattie is a communication and science and technology studies researcher at the School for Science in Society, Te Herenga Waka-Victoria University of Wellington. His work explores media resistance, digital wellbeing and the media and technology industries. He has published research in Science, Technology and Human Values and Convergence and is currently researching Internet and news avoidance in Aotearoa New Zealand.

Dr John Kerr is a Senior Research Fellow in the Department of Public Health, University of Otago, Wellington, and Science Lead for the Public Health Communication Centre. His research interests include science communication and the impact of online behaviour on science-related beliefs.

The role of digital media use in older Korean migrants' life: their negotiation of social disconnection

Jaekyung Roh

This study explores how older Korean-Australian migrants use digital media to negotiate various limitations and to secure social connectivity and value. Older non-white migrants tend to gather only around their ethnic community spaces despite the value of their socio-cultural diversity, and the issue is often reduced to their lack of language abilities. While acknowledging their limitations as older Non-English-Speaking Background (NESB) migrants, the study offers a new perspective by investigating how older Korean migrants create and maintain social connectedness within digital culture. This research not only points out the difficulties of feeling a limited sense of belonging at home and not being able to participate in the local community but also discusses the dynamics of social and structural power relations embedded in the host society. It also investigates how older Korean migrants flexibly engage with the nature of one-way digital media in their daily lives. The study raises two research questions: 1) Why do older Korean migrants need digital media? and 2) What do they ultimately want to gain through digital media use? This study samples 18 Koreans in their mid-60s to late 70s living in Australia, and through semi-structured interviews and social media scroll back methods it examines how research participants use digital media and how they stay connected with the ethnic community, peer migrants, and the local community. The data shows older Korean migrants focus on new forms of inspiration for a pleasant and vibrant life despite their experiences of isolation, exclusion, and helplessness, instead of being overly serious or dissatisfied with their lives. It reveals their own ways of embodying, maintaining, and reinterpreting the meaning of enjoyment through digital media use. Yet, it also raises the question that it should be addressed as an important agenda in consideration of their cultural and social minority status in the host society.

Jae is a PhD candidate in the School of Media, Film, and Journalism at Monash University and her specialisation is Communications and Media Studies. She is currently a HDR member in several groups in Monash such as Gender and Media Lab, Digital Cultures Research Group, and the Next Generation Network. Jae has also been working as a teaching associate in Korean Studies and a research assistant in Korean Studies as well as Communications and Media Studies. Jae's PhD project discusses the use of homeland digital media by older Korean migrants in Australia, focusing on ways of negotiating their experiences of social disconnection and disadvantages. Her research interests include older (female) migrants; digital media; multiculturalism; ethnic communities; identity.

Seen and Heard: Understanding the media girls and gender diverse youth consume, create and share in Aotearoa New Zealand

Kyra Clarke

In this paper I consider preliminary findings from “Seen and Heard”, a project which aims to comprehend how girls’ and gender diverse youths’ media practices are shaped by and are shaping the digital environment. The project examines the media that these young people access, create and share and considers the diverse ways they participate and experience belonging in their media worlds. In the media today, young people are presented with stark contrasts. They encounter possibilities of visibility and agency in high profile celebrities, alongside harassment and abuse. Such a conflicted online space raises pressing questions about their participation online and the risks and opportunities this setting provides. How do girls and gender diverse youth in Aotearoa New Zealand navigate such tensions? This paper explores the initial findings from the first part of this study which incorporates interviews and focus groups to understand the structural, economic, affective, and social factors that facilitate as well as limit girls’ and gender diverse youths’ participation and belonging on and offline.

Kyra Clarke is a Senior Lecturer in Media Studies at Massey University, Aotearoa New Zealand. Her research prioritises representations of girls, as well as the media girls and gender diverse youth access, create and share on and offline. She is currently working on the Marsden Fund Fast-Start project ‘Seen and heard: Understanding how girls consume, create and share media in Aotearoa’. Her most recent book is ‘Flirting in the Era of #MeToo: Negotiating Intimacy’ (2019) with Alison Bartlett and Rob Cover.

W2-E | JOURNALISM AND HEALTH
RH103 | <https://vuw.zoom.us/my/anzca5>

Storytellers in a crisis narrative: How the COVID-19 pandemic and other crisis created the ‘post-normal journalist’

Casey Fung*

From the COVID-19 pandemic to floods and fires, recent back-to-back crisis has impacted most Australians. While there is significant research that explores the deluge of pandemic misinformation, for example, there is little work that explores how crisis impact journalists in the news-making process, which makes issues culturally significant (McDonagh, 1998). While some reports have quantified the increased factuality of news reporting during a crisis (Nolan, et al, 2020), there is a gap in how the pressure of reporting a crisis affects professional journalists and how this impacts (and arguably improves) their craft, through self-negotiating (Raemy, Vos, 2021) or exceeding their traditional roles (Fahy, Nisbet, 2011). This research proposes a new role concept of the ‘post-normal journalist’ that recognises the unprecedented conditions under which news is now constructed (Brüggemann, 2020), as told by journalists through semi-structured, intensive interviews, and embedded in a grounded theory approach (Charmaz, 2016). With a set of n=16 narrative interviews (Bryman, 2016), we explored questions around how crisis pressures changed journalistic behaviours and attitudes and how (much) their storytelling is a co-constructive process between ethics and morals, training, experience, and external pressures. The preliminary findings show that while journalists still act as gatekeepers of information during a crisis (van der Meer, et al, 2017), they started to develop new and improved roles and a stronger sense of agency based on self-negotiation, reflection, and commitment to their community/audience during a crisis. This work contributes not only to the field of journalism and communication studies, but also has the potential to develop new journalism role theory that reflects the rapidly changing media sphere in a post-truth world.

Casey is a PhD student at UQ’s School of Communication and Arts, where he also teaches undergraduate journalism and communication. His research focuses on new journalistic roles in the face of unprecedented crisis. Casey worked as a writer and photographer and formerly worked as a broadcast journalist with Channel Ten and the ABC.

Malka Leifer in secular and religious news and community talk: reportage, power and scandal

Mona Chatskin

This paper underscores the transformative impact of victim-survivor voices in reshaping public discourse on child sexual abuse (CSA). The research project took as the backbone for analysis the Malka Leifer case that has spanned for over a decade and is linked to the Australian Royal Commission into Institutional Responses to Child Sexual Abuse's report of Case Study 22, which examined responses in Orthodox Jewish schools to child sexual abuse. Adopting a mixed methods research approach, this study combines qualitative media analysis of 104 news articles and 8 in-depth focus groups to investigate the impact of media outlets in amplifying victim voice and influencing public discourse, and how this impacts the subjects of mediated public crises. Drawing on the theorising of Couldry (2012) and Cottle (2006), the paper considers the capacity and limitations of survivor-advocates to leverage media power in the contemporary media system. By exploring the 'Privileging Victim Voice' frame, this paper sheds light on how victim-survivor advocates utilised mainstream, local religious, and social media to solidify their central place in the narrative and its reportage. The media analysis served as the foundation for a 'peer conversation' (Gamson, 1992) style of focus groups with Jewish community members to investigate local impacts of the case's media reportage. As Melbourne's Jewish community is one of the largest and most diverse Jewish communities in the diaspora world, the focus group methodology sought to represent the community as wholly as possible. Findings reveal the significant power of journalists' framing and sourcing practices, and how Jewish institutional child sexual abuse is framed by media outlets within the Australian media landscape. Further, it showcases the broader implications of public inquiries, such as Australia's Royal Commission, in empowering victim-survivors and centering their narratives in media reportage.

Mona Chatskin is a PhD Candidate at the University of Canberra whose research is linked to the ARC funded Breaking Silences project. Mona is a recipient of the RTP Scholarship Stipend and began her PhD in August 2020. She completed her Journalism Honours at Monash University in 2018 and was awarded Best Journalism Honours Thesis and Best Journalism Honours Student.

‘Puff Pieces’ or ‘Powerful Stories’?: Australian Journalists’ Experiences and Opinions of Medicinal Cannabis News Reporting

Hannah Adler

This paper reports on a thematic analysis of ten interviews with Australian journalists about their perspectives and experiences with reporting on medicinal cannabis (MC). It begins by situating the study within the literature on health journalism, highlighting that no research to date has investigated journalists’ opinions on MC, despite the important role media has played in constructing cannabis as a legitimate medicine. Following this, the rationale for semi-structured interviewing and sampling decisions are explained as is the process for thematic analysis. Five main themes emerged from the interviews, with the first two revealing that journalists viewed reporting of MC in Australia as uncritical, seen as driven by factors such as commercial influences. They also articulated how this reflects wider issues in the profession such as lack of time, and the diminishing of health reporters in news rooms. However, the third theme revealed the steps taken, mainly by health journalists, to ensure coverage they perceived as critical. In the fourth theme, journalists spoke to the power of patient narratives as a key component of MC news, positioning patients and caregivers as key forces in this space, which is theorised through countervailing power. The final theme revealed that in positioning the audience as both patient-consumers and politically-aware citizens, journalists believed such reporting has the capability to alter audience opinions on MC on multiple socio-political levels. These findings contribute to understandings of the news-making process for MC stories, at a time where cannabis is being continuously mainstreamed as a legitimate therapeutic option.

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

W2-F | MEDIATING NATION AND IDENTITY

RH104 | <https://vuw.zoom.us/my/anzca6>

Streaming media, soft power, and Chinese diasporic film cultures in New Zealand

Ian Huffer*

This paper explores the role of streaming and social media in the film cultures of diasporic Chinese in New Zealand and situates this within the context of global soft power dynamics. For participants in this study (survey (n = 150) and focus groups) streaming films for free via ad-supported video on demand (AVOD) platforms such as YouTube and/or semi-legal linking sites such as KanTV was the most regularly used method for viewing Chinese films. The participants' comments suggest this is a result of global imbalances in subscription video on demand (SVOD) platforms and content, specifically the limited range of Chinese content on SVOD platforms such as Netflix, and the limited reach of Chinese SVOD platforms such as iQiyi, accessible only via a Virtual Private Network (VPN) in New Zealand. The participants' primary way of finding out about new films was via Chinese social media such as WeChat, Douban and Weibo, and they also used these platforms to discuss films with friends and family in China. Whilst these participants' viewing of Chinese films via free streaming may result from, and compound, the relative weakness of Chinese SVOD platforms and content in the international marketplace, then, the intrinsic role played by Chinese social media within this film culture arguably strengthens the state's techno-nationalist agenda by reinforcing the value of these social media platforms to the wider Chinese diaspora. This consequently warns us from overstating the failure of China's soft power aspirations based upon a purely quantitative reading of global SVOD platforms.

Ian Huffer is a Senior Lecturer in Media Studies at Massey University, New Zealand. His research is primarily focused upon the social, cultural and economic relations constituted through the circulation and consumption of film. Recent work has examined the circulation of Chinese film in New Zealand, and the relationship between online film distribution, film audiences, and social/cultural distinction.

Global Screens and Australian Teens: A Participatory Audience Study

Phoebe Macrossan and Anna Potter

Like many public service broadcasters (PSBs) the ABC has struggled to attract teen audiences, focussing its limited resources on preschool and school age children. In contrast streaming services including Netflix have distinctive affordances that make teens an attractive audience. These include the ability to aggregate teen viewers globally and unlimited catalogue space (Potter 2023). Remarkably little is known about Australian teenagers as an audience in the on-demand age, including about how, why and to what extent they engage with long form stories in their daily lives. This audience study examined Australian teenagers' experiences with streaming services at a time of increasingly globalised screen content distribution (Lobato 2019). It adopted a participatory and rights-based approach (Beazley 2017) to ensure that teenagers' own views and opinions were the foci of the research. Data collection methods included semi-structured interviews, focus group discussions and a survey. Findings indicate the extent to which streaming services have transformed young Australians' engagement with screen stories. Australian teens barely watch linear television despite the ABC's historic pursuit of a mission to educate young people as part of its charter obligations. Teens most value the ability to watch a whole series on demand but that screen story being set in Australia is of little importance to them. Australian cultural policy makers have long believed that screen stories are an important instrument of national cultural representation and social cohesion (O'Regan 1993). Teenagers' use of streaming services to engage with screen stories beyond national boundaries has profound implications for PSBs, for cultural policy and for screen producers.

Associate Professor Anna Potter is a researcher focusing on children's screen production cultures and distribution networks, media industries, and communication policy. Anna is Chief Investigator (with QUT's Amanda Lotz and Kevin Sanson) on the ARC Discovery project (2021-23) 'Making Australian Television in the 21st Century'.

Dr Phoebe Macrossan is a lecturer in Screen Media at the University of the Sunshine Coast. Her research interests are popular music on screen, including film, television and digital screen media, as well as celebrity culture and film genre studies. Her areas of expertise are screen genres, popular music on screen and celebrity culture.

Assessing Digital Presence and the Role of International Broadcasting in Digital Public Diplomacy"

Lilan He

Global news media is rapidly transformed by the development and innovation of information and communication technologies. Governments around the world are dedicated to enhancing their global reputation and building their soft power capacity via using international broadcasting services. The digital presence of international broadcasters is found to be one of the key contributors to digital public diplomacy activities, which helps governments to build their national brands and grow their influence through using the soft power approach. Sports, especially sports-mega events, are widely acknowledged as a powerful tool deployed by governments to achieve public diplomacy goals. China has achieved a vital role in global economic growth with its rapid economic growth worldwide in the past few decades, and China's international ambition on the world stage captures global concern for this Asia giant power. Hence, this article uses China as the case study to unpack how Chinese international broadcasters construct the brand of China through major sports mega-events. We will first undertake literature review to discuss 1) the role of international broadcasters in facilitating public diplomacy goals, and their digital presence in cyber space; and 2) the ways international broadcasters adopt sports-mega events to achieve political goals on behalf of the governments. We will use content analysis to examine the posts aired by dominant international broadcasters on social network sites (like Twitter) surrounding the 2022 FINA events. Framing theory will be used to establish our analytical framework to analyse the data. With Chinese international broadcasting's influence, this research assists regional states for a better comprehension of the Chinese government's global digital public diplomacy strategy via international broadcasting.

Lilan He is a Ph.D., student in the School of Communication and Media at RMIT University. Her research interests include digital media, digital communication, international communication, and intercultural communication in the Asia Pacific region. (ORCID: <https://orcid.org/0000-0003-1629-8799>).

Dr. Xiufang (Leah) Li, known as Leah Li, is a lecturer in Communication and Public Relations in the School of Media and Communication at RMIT University, Australia. Leah's research, teaching and supervision interests are situated at the intersections of the cognate fields: public relations, digital communication, place branding, journalism and media. (ORCID: <https://orcid.org/0000-0002-6404-5916>).

W2-G | DISABILITY FUTURES AND COMMUNICATION

RH204 | <https://vuw.zoom.us/my/anzca7>

Panel Abstract:

In *The Future is Disabled*, disability-justice activist Leah Lakshmi Piepzna-Samarasinha (2022) writes resoundingly of her belief “in the disabled future... [that] disabled wisdom is the key to our survival and expansion... and bring us home to the just and survivable future we all need (17-18)”. Piepzna-Samarasinha was writing in the context of historical injustices perpetuated on disabled people. Such injustices have been excavated by disability media and communication scholars, spotlighting issues such as media representation, communication technologies as well as in the Covid-19 pandemic, both globally and in Australasia contexts (Ellis and Goggin 2015; Ellis et al. 2019; Goggin and Ellis 2020; Haller 2010; Ellcessor 2016; Ellcessor and Kirkpatrick 2017; Alper 2017). Yet whether the future will be disabled is uncertain, given how disabled people continue to face systemic oppression and marginalization today. And it is this context that we hope to bring together scholarship that both engages these concerns in disability studies, and which also speaks to the ANZCA 2023 theme of “Ka mua, ka muri” – “a Māori perspective on time where the past is in front of us and can be observed and interpreted as we walk back into an uncertain future.” In other words, how can we build disabled futures in and across areas of communications?

Exploring the future of health communication via invisible disability: The importance of embracing kindness and compassion

Stephanie Mantilla

Health communication has often been critiqued for perpetuating compulsory ablebodiedness and pushing a static conception of health that accounts for a normative body (Spieldenner & Anadolis, 2017). This critique can be observed in public health campaigns which, due to their being a product of a population health approach, are often designed in a way that excludes people with disability. Goodley (2016) notes that disability can act as a “space from which to think through a host of political, theoretical and practical issues that are relevant to all” (p. 157). Since invisible disability is a ‘health concern’ that overlaps with ill-health in varied ways (Wendell, 1996), taking a critical focus on invisible disability in the context of health communication forces one to grapple with the dynamic nature of health (Spieldenner & Anadolis, 2017). By taking this approach to read the results of a creative method that examined past health campaigns, this paper poses that the future of health communication should involve embracing kindness and compassion when approaching health. More specifically, the creative method – inspired by photovoice – involved twelve women with invisible disability creating their own health campaign social media post and taking part in an interview about their views on past health campaigns and how they could be improved. The paper discusses a key theme that emerged from the data, namely the importance of embracing kindness and compassion in health and makes a case for how such an approach to health would improve health communication for everyone.

Stephanie Mantilla is a postdoctoral researcher in the Sydney School of Public Health. She has research interests in invisible disability, health communication, and social media, with her PhD having looked at how to make social media health communication more inclusive for people with invisible disability. She was also the recipient of the ANZCA Christopher Newell Award in 2021.

Futures for Disability and Digital Citizenship: Lessons from COVID-19

Gerard Goggin & Katie Ellis

Key to the orienting question of this panel — How can we build disabled futures? — are the socio-technical, political, and cultural dynamics of digital societies. Mindful of the conference theme of *Ka mua, ka muri*, we reflect on the lessons for disability, technology, and social futures offered by the international experiences of the COVID-19 pandemic, from which we are still emerging. Our approach is an analysis from a disability media studies perspective of the treasure trove of research literature and grey literature published in the 2020-2023 period on disability, digital technology, and allied topics such as digital inclusion, digital inequalities, digital justice, and so on. Our theoretical perspective hinges on twin concepts of digital inequalities (Hargittai, 2022) and digital citizenship (Watermeyer & Goggin, 2018) to encompass and indicate the dimensions of digitality, disability, and social relations. In the paper, we discuss key findings and insights on disability and COVID-19 life, especially:

- how people with disabilities used digital technology, including notable innovations;
- implications of the pandemic ‘digital turn’ for disability communities;
- new disabled imaginaries and realities of digital societies;
- implications for digital inequalities, digital citizenship, and policy.

A cross-cutting theme in our paper is the ‘new normal’ of disability and society during the pandemic, especially in relation to digital technology; what opportunities altered arrangements from COVID times offer, and what exclusions and barriers were laid bare; and what kinds of heritage from the pandemic we might wish to call attention to, preserve, continue, deploy, or reconfigure as resources for genuinely inclusive disability futures.

Gerard Goggin is Professor of Media and Communications, University of Sydney. Gerard has published widely on media, culture, and disability, with a particular interest on emerging technology and communication rights. His books include *Routledge Companion to Disability and Media* (2020), *Normality & Disability* (2018), *Disability and the Media* (2005; with Katie Ellis), and with Christopher Newell, the two books *Disability in Australia* (2005) and *Digital Disability* (2003).

Professor Katie Ellis is director of the Centre for Culture and Technology at Curtin University. She is the author or editor of 17 books on the topic. This includes two agenda setting handbooks and one major works series. As the series editor of Routledge Research in disability media studies she is curating a series of books that set the agenda for the next era of disability media studies.

Accessible Vehicles, Technology and Disability Mobilities: Inclusion and the case of the Abilities Expo

Kuansong Victor Zhuang

Visiting the Abilities Expo, an American-based disability exhibition held across various locations throughout the year, a first-time visitor would not help but notice the many gleaming vehicles modified for accessibility, amidst other technological devices. Ranging from Chryslers, Toyotas, Hondas, and even large Winnebago recreational vehicles, these transportation devices – vehicles – have been retrofitted with technology – ramps, lifts, hand controls, and so on. These technologies proclaim to support disabled peoples' mobilities, serving as enabling devices that offer inclusion in the worlds that disabled people live in. Importantly, while the Abilities Expos are a distinctively American branded event, similar versions have been organized globally, including in countries such as Singapore, Dubai, and Australia, where enabling technologies for disabled peoples' inclusion are displayed, exhibited, commodified, and consumed. In this paper, I take on Goggin's (2016, 538) call to critically analyse how disabled peoples' mobilities can be configured "in exclusionary and unfair ways, but also providing options for evening up social futures". Using the case of vehicles that are modified for accessibility, I interrogate how technology comes to mediate disabled peoples' mobilities and how these are embedded within circuits of neoliberal consumption. I analyse advertising brochures and websites that sell these vehicles, combined with ethnographic observations at the Abilities Expo, New York 2023, to consider the following questions. What are the logics underpinning the exhibition and consumption of these forms of technology? What implications do they have for disabled peoples' mobilities? And importantly, what are the consequences for disability inclusion?

Kuansong Victor, Zhuang is Visiting Fellow, University of Sydney, and International Postdoctoral Scholar at the Wee Kim Wee School of Communication and Information, Nanyang Technological University. His research lies at the intersections of communications, media, and cultural studies, and disability studies, especially as it pertains to inclusion and the workings of technology. He hopes to use his research to contribute to current debates about how inclusion happens both in Singapore and around the world.

W2-H | PRACTICES OF LISTENING

RHG24 | <https://vuw.zoom.us/my/anzca8>

Podcast studies – emerging methods for critical listening and practice-led research

Mia Lindgren*

Podcast studies is expanding as a multidisciplinary field drawing on approaches and theoretical lenses from areas within media and communication, and increasingly from disciplines not media related. This plethora of approaches raises questions about how we can study podcasts – which methods are appropriate for a form celebrated for its innovation and unwillingness to following conventions, for example in journalism? Podcasting is an important – and influential – medium to study, especially in Australia where consumption continues to rise steeply. The percentage of Australian population aged 12+ who listened to a podcast in the past month jumped from 25% to 43% from 2020-2022 (Infinite Dial 2022). This paper examines the research designs of two ARC-funded projects adopting critical ‘close analytical listening’ (Spinelli and Dann, 2019) and practice-led research methodologies (Lindgren & Jorgensen, 2023; Jorgensen & Lindgren, 2022) as two complementary methods for analyzing and creating audio-based content. It asks if there are comprehensive audio-specific frameworks that can be effectively applied to understand the diversity of content and genres, from narrative news podcasts to celebrity ‘chumcasts’. The paper contributes new understandings to the intersection between podcast studies and public health, exploring what researchers actually do during ‘close analytical listening’ and how making podcasts as Non-Traditional Research Outputs (NTRO) bring creative methodological opportunities to media and communication scholars in applied research.

Mia Lindgren is Professor of Media and Associate Dean Research Performance in the College of Arts, Law and Education at the University of Tasmania, Australia. Her research examines podcast practice, storytelling, and aesthetics, with attention to the intersection with journalism and health. Mia Lindgren is co-editor of the Routledge Companion to Radio and Podcast Studies (2022), and co-editor of Radio Journal: International Studies in Broadcast and Audio Media (Intellect, UK).

Preaching to the converted? Designing and evaluating a new podcast relating to complex mental health.

Elise Carrotte (Online)

Podcasts are a popular platform for meaningful storytelling. This includes amplifying the voices of people from marginalised communities, including those with lived experience of complex mental health issues. Podcasts may be useful for health communication and messaging around stigma reduction; however, risks include only reaching an audience with positive attitudes in the first place, or even a 'backfire effect' where messaging unintentionally reinforces stigmatising attitudes. 'On the Same Wavelength' is a new podcast released in collaboration with SANE and the University of Melbourne. The podcast was co-designed with its target audience, including people with lived experience, healthcare professionals, media professionals, and workplace mental health champions. In each episode, guests with lived experience explore the impact of stigma and discrimination across their lives. A randomised controlled trial explored the impact of listening to the podcast on stigmatising attitudes and discriminatory intentions. Students from the University of Melbourne (n = 163) completed questionnaires before and after listening to three episodes of the new podcast, compared to a control condition – a general-interest psychology podcast. These questionnaires assessed stigmatising attitudes and discriminatory intentions, as well as participants' empathy immediately after listening. Participants were also invited to provide their feedback on the podcast. This presentation will explore findings from the randomised controlled trial, and listener feedback. I will discuss how we assessed the emotional safety of the podcast's messaging before its release to the public. I will also discuss the implications of these findings for producing and evaluating podcasts focused on lived experience.

Elise Carrotte is a PhD Candidate at the University of Melbourne School of Psychological Sciences. She is a psychologist and researcher, and works for SANE as Clinical, Quality and Evaluation Advisor. Her PhD involves exploring novel interventions using digital media and co-design methods to reduce stigma against people living with complex mental health issues. She describes her core research interests as mental health, empathy, and storytelling.

On-air Talking backwards into the Future: the Situated Knowledges and Serendipity in the Practice of Indigenous College Radio in Taiwan

Chun-Wei Daniel Lin

This study takes a media practice in a college of Indigenous Studies in Taiwan as an example to explore the relocating “situated knowledges (Haraway, 1988)” and the serendipity from the practice where the indigenous undergraduates are “becoming indigenous (Clifford, 2013)” by voicing themselves.

Specifically, this study explores the radio practice of the College of Indigenous Studies in the National Dong Hwa University in Taiwan. Contrast to mainstream media, the radio practice embodies a different epistemology that may be able to foster indigenous cultural preservation and language revitalization, and to promote inter-cultural understanding. Through the campus radio, indigenous undergraduates enable to express their struggles, real experiences, and marginalized voices. Moreover, the collaborative practice not only cultivates communication skills among Indigenous youth, but also fosters inter-generational communication over broader cultural and social issues.

Drawing on data from in-depth interviews, this study examines situated knowledge and serendipity in the indigenous radio practice. This study concludes by asking if the practice of the indigenous radio production is capable of serving as a catalyst for indigenous youth to listen to the past to inform their future.

Chun Wei Daniel Lin is Assistant Professor of Communication Studies in Department of Indigenous Languages and Communication, College of Indigenous Studies, National Dong Hwa University, Taiwan. He was a news correspondent in a nationwide radio network in Taiwan, BCC (Broadcasting Corporation of China). He completed his PhD at the Loughborough University in the UK, with his research focusing on public broadcasting service. His areas of research include journalism, radio study, media-democracy relationships, and political economy of communication.

W2-I | IDENTITY IN THE CHINESE MEDIASCAPE

RH107 | <https://vuw.zoom.us/my/anzca9>

Ethnic Minorities on Xiaohongshu: How Influencers are Monetizing ‘Traditional Dress’ Memes

Sijun Shen* and Crystal Abidin

In China, ethnic minority groups play a vital role in preserving traditional knowledge and cultural heritage. In recent times, digital platforms have provided them with increased opportunities to represent their heritage. One salient example is luòshǒuxiù (hereafter luoshouxiu) – a trendy meme in early-2023 that showcases the variety of traditional dress belonging to ethnic minority groups. This movement was applauded in the mainstream media and broadsheets for their celebratory representation of minority cultures, traditions, and heritage – a move that implied tacit endorsement by the Communist Party, which has dominant control over such media. As the meme progressed and evolved across different iterations and platforms, it was eventually intertwined with commercial intentions and agenda. On Xiaohongshu (小红书), a global digital platform that hosts user-generated content to promote commercial products, luoshouxiu was adopted and adapted by Influencers and their savvy command of the platform’s monetisation features, such as hashtags, check-in, and shops. In participating in the meme, ethnic Influencers on Xiaohongshu contributed to the representational politics of their traditional cultures. However, they also leveraged these popular trends to advertise private photography and fashion businesses and promote tourist attractions to their followers. To study how an ‘ethnic meme’ like luoshouxiu evolved over time and became commodified by commercial social media actors, this paper examines how ethnic Influencers on Xiaohongshu responded to luoshouxiu; how broader Xiaohongshu Influencers and e-commerce stores adapted it for commercial innovations; and consider the socio-cultural impacts of such objectification and fetishisation of what had initially intended to be a display of ethnic solidarity and inter-cultural learning. We rely on a purposive sampling of key search terms that span the ecology of luoshouxiu on Xiaohongshu, including ‘hands-up clothes change’ (抬手变装), ‘luoshouxiu’ (落手秀), and ‘ethnic luoshouxiu’ (民族落手秀) to assemble our corpus of data. We draw on textual analysis of the luoshouxiu audio-visual memes and survey the discourse around their occurrence on Xiaohongshu via the associated comments threads on the posts. Our findings offer insights into understanding the challenges of ethnic representation in a climate of contemporary meme cultures and the ever-competitive Influencer industry.

Professor Crystal Abidin is an anthropologist and ethnographer of internet cultures, focusing especially on influencer cultures, internet celebrity, online visibility, and social media pop cultures, especially in the Asia Pacific region. Crystal has published extensively in academic and popular media outlets, with over 80 articles and chapters on various aspects of vernacular internet cultures, and her sixth book is TikTok and

Youth Cultures (forthcoming 2023, Emerald Publishing). Crystal is Professor and ARC DECRA Fellow in Internet Studies at Curtin University, and Director of the Influencer Ethnography Research Lab (IERLab).

Dr. Sijun Shen received her Ph.D. in Media & Communication Studies from Monash University. She currently works as a Research Fellow at the Influencer Ethnography Research Lab at Curtin University. Her projects study online popular cultures and digital platforms to understand the contemporary society in terms of social media's political, socio-economic, and psycho-sexual implications. She specialises in digital ethnography research, (psychoanalytic) feminism and takes a special interest in China's governmentality of its internet industry and hyper-consumerism.

Why are Chinese Gen Z following virtual influencers? Understanding their motivations and the role of attachment

Junling Wang, Xingjian Wang, and Guolin Cao

The literature and industry are beginning to acknowledge the effectiveness of virtual influencers in promoting brands as they gain popularity in the human network as a novel marketing technique. While there has been research showing that these nonhuman agents have a significant impact on, and even drive, consumers' purchasing decisions, there is a dearth of research on why young adults follow virtual influencers and how this affects their purchasing choices. This study, drawing on the literature from the Use and Gratification theory and the Attachment theory, conducted semi-structured interviews and surveys to explore why young adults follow virtual influencers and how this affects their consumption habits through the attachment mechanism. The findings point to six primary motivations: curiosity, boredom, surveillance, need for security, social connection, and the desire to share knowledge. In addition, we found that the users' emotional investment in the virtual influencers served as a mediating factor between the users' incentives and their intents to make a purchase. This research added to the growing body of literature on virtual influencer marketing by looking inward at the reasons why Generation Z watches and buys content from virtual influencers. Theoretically, this study adds to the literature by illuminating the relevance of the Use and Gratification theory and the Attachment theory to the contemporary context of digital media. Implications for future study and practice use are discussed.

Guoling Cao is a professor at the school of Journalism and Communication at Lanzhou University China.

Xingjian Wang is a master student at the school of Journalism and Communication at Lanzhou University China.

The digital bridge: WeChat ecology and Chinese students in Melbourne"

Gavin Xun Zhou

In recent years, research on the Chinese ‘super-app’ WeChat has gradually moved from single functional studies to a focus on its infrastructure, or ecology research. WeChat’s ‘ecology’ is thought to be the result of its multifunctional merging capabilities; its social media ecosystem can be effectively defined as an integrated platform. This research will focus on the WeChat ecology in relation to Chinese students living in Australia. It seeks to understand whether the WeChat ecosystem continues to play a significant role in the lives of these young user groups. More precisely, I will examine why Chinese students in Melbourne continue to use WeChat, as suggested by my preliminary inquiries, despite its strict censorship regime and all the other social media platforms available. As its primary contribution, this research project seeks to highlight that WeChat’s functionality and user perspective form an interconnected ‘two-way bridge’.

Gavin’s main research interests focus on political communication. He is interested in Chinese social media like WeChat or Douyin/TikTok, questions of social media ecosystem, overseas usage, and the role of users. Gavin has a background in different types of projects by collecting both qualitative and quantitative data, he also proficient in the operation of different programming languages and software (E.g R+, Python, Gephi, TAGS, Tableau, Excel).

W2-J | COMMUNICATION AND ONLINE ACTIVISM

RHLT3 | <https://vuw.zoom.us/my/anzca10>

Blackouts, John Oliver, and collective trolling: How Reddit communities pushed back against API policies

Dominique Carlon*

Revelations about the widescale training of Large Language Models (LLMs) on data rich forum communities triggered the Reddit platform to restrict and compensate data and API access. Although the initial announcement was framed around generating compensation from large companies using Reddit data to train generative AI, it became apparent that existing third-party apps (that play an integral role for accessibility and usability of the platform) would also be impacted. In response, Reddit users and moderators engaged in unique forms of protest, beginning with over 8000 subreddits participating in a 48 hour ‘blackout’, and continuing with some of the largest subreddits permitting only content about John Oliver (who had supported the protest). Other subreddit moderators decided to allow the posting of not safe for work (NSFW) content, thus interfering with Reddit’s base line advertising potential. Forming part of a digital ethnographic study of the Reddit platform, this paper traces the trajectory of this protest movement, including how its unique formation and evolution is reflective of Reddit’s culture and norms, and a product of Reddit’s architecture and affordances. By examining the integral role of volunteer moderators to the platform, and Reddit’s history of collective action, this paper draws a comparison to

other platforms including Twitter and Stack Exchange in demonstrating the integral role of platform cultures in shaping how online communities coordinate and respond to changes in policies and governance.

Dominique Carlon is a PhD candidate at Queensland University of Technology's (QUT) Digital Media Research Centre (DMRC) and the Australian Research Council (ARC) Centre of Excellence for Automated Decision Making and Society (ADM+S). Dominique researches platform cultures and histories and the contributions of bots to platform environments. Dominique's PhD focuses on the diverse ways Reddit users create and engage with bots as a form of automated play, and the dynamics of online communities is setting norms and standard to navigate the active and diverse roles of bots in society.

Exploring Everyday Perspectives in Data Activism for Spatial Justice

Trang Le

This paper explores the implications of data activism within the context of social movements for spatial justice, focusing on the case study of She's A Crowd, a Melbourne-based counter data initiative addressing gendered violence. While much existing ethnographic research on data activism centre the voice of the 'active' activists who initiate, promote, or organise counter data activism efforts, my research aims to explore the perspectives and experiences of everyday individuals who contribute their stories as data to data activism initiatives, without necessarily taking a leading or highly involved role in these efforts. Through 12 interviews with individuals who shared their stories of gendered violence on She's A Crowd, I seek to understand how everyday people rationalise the necessity of data and what this might mean for social movements fighting gendered violence.

The interviews reveal two key themes. Firstly, the participants express a perception of data's superiority over personal anecdotes, while also emphasising that certain experiences or aspects of their experiences cannot be datafied. Secondly, the participants perceive significant value in adding their stories to the She's A Crowd database, as it offers them a sense of credibility and believability without the burden of constantly proving what they experienced. In this sense, in contrast to hashtag activism, data activism can potentially challenge the contemporary 'mediated economy of believability', which has been significantly shaped by algorithmic and commercial logics of social media platforms that prioritise personal identities of the accusers and/or attention-grabbing details of the accusations (Banet-Weiser and Higgins, 2023). However, the findings also demonstrate how data-driven logics of data activism efforts like She's A Crowd continue to exert pressure on its transformative potential, as it still centres on the need for more and better 'evidence' at the core of victim-survivors' struggle.

Trang Le is a PhD candidate at School of Media, Film and Journalism. Her research interest includes feminism, datafication, and gendered violence. Her PhD project examines various case studies that use crowdsourced data on gendered violence, aiming to extract insights from this data in order to contribute to the prevention of such violence. For her, the integration of data-driven methodologies in feminist activism raises questions about how these approaches shape and influence the pursuit of spatial justice.

Examining Public Perceptions of Environmental Corporate Social Responsibility (CSR) Initiatives in the Face of Activist Accusations

Hao Xu

While companies increasingly engage in environmental CSR, many of them often face accusations from activist groups of contributing to the climate crisis instead. For instance, Amazon's pledge of \$10 billion to combat global warming in 2020 was accused of hypocrisy due to the corporation's substantial carbon emissions. Understanding how the public perceives companies' CSR promises on environmental issues and reacts to such accusations is crucial, particularly in an age of politicisation around the climate issue and the role of business in society. To examine public reactions to companies criticised by activist groups for their hypocritical environmental CSR, a between-subject online experiment was conducted with 206 participants. The results showed that companies accused of contributing to environmental issues experienced significantly decreased corporate reputation and decreased public intention to support the CSR initiatives, compared to non-accused companies. Individuals' perceived hypocrisy of the CSR initiatives mediated this effect. Furthermore, the study found that individuals who identified as stronger environmentalists or held less socially traditional ideologies exhibited stronger reactions to the accused companies. This reveals that as environmental issues become politically charged, companies face increased challenges from strong ideologues when communicating their CSR efforts to the public. The study underlines the adverse impacts of activists' accusations on public perceptions of companies engaged in CSR, highlighting the importance for companies to refrain from making hypocritical promises. For companies, aligning actions with CSR commitments in a genuine manner is vital to navigate the complexities of the climate issue and respond to the challenges by activist groups.

Dr. Hao Xu (Ph.D., University of Minnesota) is a Lecturer in Media and Communications at the University of Melbourne. His research spans multiple areas in corporate communications, including corporate social responsibility and crisis communication. Recognising the important role of businesses in the contemporary socio-political environment, his current research pays close attention to the impacts of emerging corporate social advocacy initiatives. Dr. Xu's recent studies have been published in the *Journal of Public Relations Research*, *International Journal of Advertising*, and *Journal of Communication Management*, among others.

Decentring data sharing: A case study of Australia's COVID-19 response

Cosmo Howard* and Bernadette Hyland-Wood

Access to accurate, timely data is indispensable to communicating scientific research and navigating crisis responses. During the COVID-19 pandemic, epidemiologists, modellers, journalists, and policy advisors sought access to accurate, timely data. While quantitative data is often used to communicate on matters of significance, it is influenced by numerous variables, which introduce the potential for gaps in coverage and disagreements over measures. This affects how data is communicated and how the public understands a given crisis. The complexity and variability of data and how it is collected, represented, integrated, and shared to support public relations, business communications and, ultimately, national responses have been on display during the COVID-19 pandemic. Ecosystem metaphors are increasingly used to describe complex business and civil society relationships. This talk is based on a peer-reviewed article to appear (late 2023) and presents field research conducted during the COVID-19 pandemic. We conceptualise the rise of ecosystem thinking in data supply as a 'third movement' in the progressive decentring of policy processes and communication in the era of post-truth politics. It suggests that the rise of ecosystem thinking represents a new, radically decentred model of data governance and sharing. We focus on who collects, shares, and disseminates quantitative information during crises. This study presents a conceptual framework that suggests data ecosystems undertake organic adaptation, display institutional leadership, and respond instrumentally to data-sharing needs. In-depth interviews with experts involved in infectious disease modelling revealed trade-offs within and between organic, institutional, and instrumental dimensions. The paper concludes that data ecosystems operate differently during crises, represent decentred forms of data sharing, and that tensions must be managed to maximise the far-reaching contributions of data ecosystems.

Dr Bernadette Hyland-Wood is a Chief Investigator at the Queensland University of Technology Centre for Data Science and Affiliated Investigator at the QUT Digital Media Research Centre. Dr Hyland-Wood's research examines responsible data science, generative AI and Indigenous data governance. She has authored highly cited research on crisis communications and COVID-19 and has been featured in media outlets, including ABC and Radio New Zealand. She has provided expert technical guidance on the U.S. Digital Accountability and Transparency Act (2014) (DATA Act) and Australia's Data Availability and Transparency Act (2022). She co-designed foundational data standards and best practices to make data findable, accessible, interoperable, and reusable (FAIR data).

AFTERNOON TEA – RUTHERFORD HOUSE MEZZANINE FLOOR (3:15-3:45PM)

CONCURRENT SESSION 3 (3:45 – 5:15pm)

W3-A | GENDER AND IDENTITY ON SOCIAL MEDIA

RHMZ02 | <https://vuw.zoom.us/my/anzca1>

The reimagining of girls' bedrooms: Exploring the significance of TikTok culture during Covid-19 lockdown

Melissa Gould*

This presentation investigates the evolving role and significance of girls' bedrooms within media and cultural studies, with a particular focus on the impact of TikTok culture during the Covid-19 lockdowns. The notion of the bedroom has been recognised as an important space in girl-centric media and cultural studies since the ground-breaking essay "Girls and Subcultures" by McRobbie and Garber in 1976, which emphasized the "active cultural participation" (Kearney, 2007, p. 127) occurring within girls' bedroom culture. While scholarly examinations of gendered experiences often revolve around domestic spaces, the Covid-19 lockdowns mark a turning point in the understanding of girls' bedrooms. During the lockdowns, there was a significant surge in TikTok users and content creation, particularly in the form of girls producing TikTok dance videos within their bedrooms. On the one hand, TikTok can be perceived as a "celebration of girlhood" and an " 'antidote' to the Coronavirus crisis" (Kennedy, 2020, p. 1069). On the other hand, it contributed to the reimagining of the bedroom, transforming it from a space characterized as "private and safe from judgment" to one of "public visibility, surveillance, and evaluation" (ibid). This presentation sheds light on the shifting dynamics of girls' bedrooms in the context of TikTok culture. It highlights the complex interplay between technology, cultural practices, and notions of private and public spaces, showcasing how TikTok has reshaped the meaning and functions of the bedroom. This study contributes to the broader understanding of contemporary digital cultures, gendered experiences, and the transformative power of social media platforms during times of societal upheaval.

Melissa is a critical media studies lecturer and researcher in the School of Communication Studies at Auckland University of Technology, Aotearoa New Zealand. Her research focuses on media literacy and promotional culture, with an interest in critical youth studies and representations of gender and religion. Melissa is a critical media studies lecturer and researcher in the School of Communication Studies at

Auckland University of Technology, Aotearoa New Zealand. Her research focuses on media literacy and promotional culture, with an interest in critical youth studies and representations of gender and religion.

Health, wellbeing and the quest for Asian-Australian femininity in a ‘post-pandemic’ world

Alana Mann & Clare Davies

This presentation explores how engagements with wellness culture impact Asian-Australian women’s feelings about and understanding of their bodies. Digital media amplify health and wellbeing practices promoting a feminine ideal that women can achieve through self-care practices, including beauty, dieting, fitness and supplements. Empirically, I base my analysis on qualitative research with Asian-Australian women aged 18-35 years between 2021 to 2023. We draw on perspectives from feminist new materialism to understand the material-discursive practices that form norms and ideals of the female body. Findings reveal how everyday encounters with digital media and social and cultural ideals situate dominant female body ideals as the standard for women to work towards in their daily lives. While women shared various experiences with wellness practices, their reasons to adopt new practices or seek refuge in digital media spaces followed an internal conflict with the standards that positioned them as ‘being Asian’ instead of ‘Asian-Australian’. We argue that digital media and wellness culture prompt individual understanding and practices to adhere to transnational ideals of the feminine body rather than dismantling social and cultural norms that limit individual choice. This issue has thus far received limited scholarly attention for Asian-Australians. This presentation builds on previous studies that position wellness culture within an established white female neoliberal rhetoric.

Clare Davies is a PhD candidate at The University of Sydney. Her research interests include public health, wellness, food culture, and digital technology. Alongside her PhD, Clare is a sessional academic and works in health communication.

Problematization of Sexual Harassment Experiences in Social Media: Communication challenges from a Sustainability Communication perspective

Hamideh Khaleghi Mohammadi

The #MeToo movement has shed light on the widespread occurrence of sexual harassment as a universal phenomenon. This study aims to explore the problematization of sexual harassment experiences in social media within the framework of issue life cycles and storytelling approaches. It also examines potential gender differences in perceptions of communicating about sexual harassment encounters and investigates the impact of sharing such experiences on raising public awareness in a cultural context with a controlled and restricted media environment, specifically Iran. A survey was conducted involving 134 men and 157 Iranian women who actively communicate on Instagram. Analysis of the collected data revealed significant gender-related differences in the problematization of sexual harassment, highlighting variations in the acknowledgement and communication of this issue. However, there was a shared recognition of the positive role played by social media in raising public awareness. This study contributes to the understanding of how sexual harassment is problematized in social media platforms and sheds light on the potential of these platforms for fostering public awareness in contexts characterized by limited media freedom. By examining the intersection of sustainability communication and sexual harassment experiences, this research underscores the importance of addressing and transforming societal norms through effective communication strategies.

I am Hamideh Khaleghi Mohammadi, a dedicated scholar currently pursuing my second Ph.D. at the University of Sydney. With a strong background in Media and Communication studies, I have conducted extensive research on various topics, including the role of media in changing societal attitudes towards the disabled and the problematization of sexual harassment experiences in social media. My work has been published in esteemed journals and I have collaborated with renowned scholars in the field. In addition to my academic pursuits, I have gained practical experience as an academic tutor and an ELICOS teacher, where I have had the opportunity to share my knowledge and mentor students. I am passionate about using my expertise to contribute to the fields of communication, journalism, and public awareness.

W3-B | REFLECTING ON THE VOICE REFERENDUM

RHMZ03A | <https://vuw.zoom.us/my/anzca2>

Voices on the Voice Referendum: A Computational Analysis of News and Audience Polarisation within the Australian Media Landscape

Katharina Esau, Axel Bruns, Tariq Choucair, Samantha Vilkins, and Laura Vodden

This study examines news and audience polarisation in the context of the Australian referendum for the establishment of an Indigenous Voice to Parliament. The political leaning of news content is a critical influence on societal polarisation, shaping our understanding of social reality and impacting public discourse. We employ a large-scale dataset and computational content analysis to explore the speakers and their rhetoric featured in news content, in order to investigate differences in coverage choices between news outlets during the referendum campaign. Our study conceptualises and measures coverage polarisation in news content across a selection of the major Australian news outlets, thereby assessing the ability of contemporary news to inform, represent, and serve its intended publics. Through an analysis of news coverage throughout the referendum campaign, this enables a longitudinal diagnosis of news polarisation levels. Furthermore, we investigate links between news content polarisation and polarisation in public discourse on Twitter and Facebook that engages with such content. The insights gained from this research have implications both for scholarship in media and political studies and for the practice of journalism. We provide insights into the referendum coverage decisions of leading Australian news outlets and identify potential feedback loops of polarisation between news content, journalists, and their social media audiences.

Katharina Esau is a Postdoctoral Research Associate at the Digital Media Research Centre, Queensland University of Technology. She heads the News Polarisation research stream in Professor Axel Bruns's Australian Laureate Fellowship project. Her research focuses on political communication, networked publics, and democratic innovations for public good.

Axel Bruns is an Australian Laureate Fellow and Professor in the Digital Media Research Centre at Queensland University of Technology in Brisbane, Australia, and a Chief Investigator in the ARC Centre of Excellence for Automated Decision-Making and Society. His books include *Are Filter Bubbles Real?* (2019) and *Gatewatching and News Curation: Journalism, Social Media, and the Public Sphere* (2018), and the edited collections *Routledge Companion to Social Media and Politics* (2016), and *Twitter and Society* (2014). His current research focusses on the study of public communication in digital and social media environments, with particular attention to the dynamics of polarisation, partisanship, and problematic information, and their implications for our

understanding of the contemporary public sphere. He served as President of the Association of Internet Researchers in 2017-19.

Tariq Choucair is a Postdoctoral Research Associate at the Digital Media Research Centre (DMRC). He holds a PhD in Communication from the Federal University of Minas Gerais (Belo Horizonte, Brazil). His research focuses on online political talk and deep disagreements, especially about political minority rights, with an emphasis on the Global South; and methods for analyzing these discussions, with an emphasis on computational methods for text analysis.

Samantha Vilkins is a Postdoctoral Research Associate at QUT's Digital Media Research Centre, working on Professor Axel Bruns's ARC Laureate project "Determining the Drivers and Dynamics of Partisanship and Polarisation in Online Public Debate". Samantha researches how evidence and expertise are distributed and discussed online, with a focus on their role in the dynamics of political polarisation. Her Masters and PhD research at the Australian National University was on responsibility for interpretation in producing and communicating scientific and statistical evidence for decision-making, and the increasing influence of quantification on politics and public debate.

'Laura Vodden is a Data Scientist at Queensland University of Technology's Digital Media Research Centre. She has a background in the sciences and humanities, completing her Honours project in the field of Archaeology in 2015 and a Master of Data Science at James Cook University in 2021. Laura is interested in how we view and address missing data, algorithmic bias, polarisation in online discourse, and the ways that automated systems might be used to foster inclusivity in online and offline spaces.'

Ghosts Who Vote: Polling and perceptions of polarisation in the Indigenous Voice to Parliament debate

Samantha Vilkins*

Coverage of the Indigenous Voice to Parliament debate has reinvigorated our national fixation with political polling. This paper places this fixation into historical context within the sociology of statistics and the Australian media landscape, combining conceptual analysis with quantitative analysis of news content during the campaign to contrast the coverage between policy debate and opinion polls. Before the trigger Bill had even passed the Senate, the Guardian launched their referendum data blog, live-tracking multiple opinion polls. The ABC's Casey Briggs, a familiar face nationwide from daily statistical updates during the pandemic, provided regular updates of streamlined graphics depicting the declining 'Yes' vote. Experts penned early warnings on misleading headlines, and the inability of polls to reliably capture change in voter intent. This may seem like business as usual for contemporary journalism, but only four years ago

Australia's relationship with political polls briefly looked quite different. In 2019, after similarly jarring prediction failures overseas, Australia seemed ready to change: Nine newspapers announced they would cease publishing polls, and pollsters formed a quality-control Australian Polling Council in direct response, signalling a nascent sense of professional responsibility. In this paper, we return to these critiques and regulatory responses, bringing them into context with the poll-driven coverage of the Voice debate. We detail the specific electoral and social characteristics of the referendum which exacerbated our national polling fixation, and analyse the reactive interplay between statistical epistemology, horse-race journalism and perceptions of political polarisation as they create feedback loops that monopolise our public debate.

Samantha Vilkins is a Postdoctoral Research Associate at QUT's Digital Media Research Centre, working on Professor Axel Bruns's ARC Laureate project "Determining the Drivers and Dynamics of Partisanship and Polarisation in Online Public Debate". Samantha researches how evidence and expertise are distributed and discussed online, with a focus on their role in the dynamics of political polarisation. Her Masters and PhD research at the Australian National University was on responsibility for interpretation in producing and communicating scientific and statistical evidence for decision-making, and the increasing influence of quantification on politics and public debate.

Framing The Voice: How The Australian and Guardian Australia reported on the constitutional referendum

Julie Browning and Marilyn Mitchell*

This paper examines media coverage by The Australian and Guardian Australia in the lead up to the 2023 Australian Indigenous Voice referendum, which asked voters to approve an alteration to the Constitution to install an advisory body to make representations to the Parliament and executive government on matters relating to Indigenous Australians. By using framing analysis (Entman 2007, 2010; Matthes and Kohring, 2008) and by focussing on key milestones throughout the campaign, we explore how Guardian Australia and The Australian promoted specific interpretations of key aspects and issues related to The Voice. Despite the popularity of social media, established news media are still the most trusted sources of information in Australia (Flew et al., 2020) and therefore play a pivotal role in disseminating (or restricting) a diversity of views and framing important issues for a broad audience. We chose these two national outlets to evaluate how the traditionally centre-right Australian and the centre-left Guardian Australia applied the principle of objectivity in their reporting. While our initial results indicate that both outlets' early reporting on the Voice took a rather balanced approach, our ongoing analysis will reveal whether editorial positions narrowed over the course of the campaign, whose positions were covered the most, and how potential shifts in the coverage and framing of The Voice relate to key political milestones in the lead up to the referendum.

Dr Marilyn Mitchell is an Assistant Professor of Communication and the Discipline Leader for Communication, Media, Public Relations, and Journalism at Bond University. Her research is primarily on

visual communication, especially information graphics, and various types of representation within blogs, news reports, and film. She lectures in Mass and Popular Media, and Organizational Communication and Leadership.

Dr Julie Browning is an Associate Professor of Journalism at Bond University. Her research interests include social media and editorial boundaries. She lectures in Foreign Affairs Reporting, Podcasting, TV and Video Journalism, and Creative Writing. She is an award winning documentary maker and multimedia producer and a former ABC executive.

W3-C | REFLECTIONS ON THE PLATFORM-PUBLISHER RELATIONSHIP

RHMZ03B | <https://vuw.zoom.us/my/anzca3>

Panel abstract:

The relationship between the news media sector and technology companies has emerged as a prominent and contentious issue, and has undergone a series of changes in a comparatively short period of time. This panel showcases recent scholarship in the area and provides a comprehensive overview of recent developments, with a particular focus on Australasia. The selected papers explore these interactions through a variety of perspectives. Meese introduces the concept of platform dependence and considers whether the news media is reliant on digital platforms for survival, drawing on work from his book *Digital Platforms and the Press*. Bossio explores how the platform-publisher relationship has changed journalism practice, presenting research from her forthcoming co-authored book *The Paradox of Connection: How digital media is transforming journalistic labor*. Carson draws on new empirical research to evaluate Google and Facebook's response to the News Media Bargaining Code. Flew considers a critical underlying question that the code has not directly answered: What is news actually worth? Myllylahti outlines eight different roles that platforms can play in the media ecosystem, and goes on to discuss the various risks that these roles carry for news organisations. These findings are based on years of research and form part of her forthcoming book. In addition to their specific contributions, the panel will also reflect more broadly on the growing international debate around mandatory platform payments as well the increasing technological capacity of news media organisations, and discuss future research trajectories for the field.

Digital Platforms and the Press

James Meese

In this paper, Meese outlines the central arguments from his book *Digital Platforms and the Press*. He argues that the news media are becoming increasingly dependent on digital platforms. The case is made through a careful study of the relationship between platform companies and news media organizations, placing particular focus on the legal and economic ties between these sectors. He provides a rich account of platform dependence across the news media sector, accounting for distribution, advertising, payments and patronage. The specific paper draws on two brief case studies of social media traffic to news websites, and an analysis of Google's dominant position in the online advertising market. These examples highlight one of the more onerous issues associated with this intensification of platform dependence in the news sector: the market-shaping role that platforms play. The paper concludes by noting the emergence of a two-speed news media economy, which sees large media organisations more able to adapt to the platformization of news, leaving smaller news companies subject to the whims of platforms. As part of this trend, the paper notes the growing adoption of platform-like features by major news media companies, as they attempt to establish their own digital empires.

James Meese is a Senior Lecturer at RMIT University and an Associate Investigator with the ARC Centre of Excellence for Automated Decision Making and Society. He publishes on media and telecommunications policy and journalism in leading communication journals, and his most recent book is *Digital Platforms and the Press* (Intellect, 2023).

Balancing digital wellbeing and living online: Social media strategies for connection and disconnection in journalism

Diana Bossio

Much recent public discourse about constant social media connection advocates disconnection strategies like digital detox and digital wellness to ensure authentic connection. However these strategies have often been championed within social contexts of individual responsibility for the consequences of social media use, to be mediated via self-regulation and consumer-led self-optimisation. But how do these forms of digital well-being relate to media-centered professions, where constant online connection is not an individual choice, but a requirement of their role? Research in journalism studies disciplines have shown journalists face continual organizational pressure to "live online" to fulfill their professional obligations and advance their careers (Perreault and Perreault, 2021). However there is a dearth of organizational support of policy for journalists dealing with the negative consequences of 'living online', including trolling and

gender-based harassment (Holton et al., 2022). In the absence of institutionalized, collective knowledge about how to integrate social media into their working lives, journalists often mediate increasingly complex forms of online connection and disconnection, with a number of personal and professional impacts. Using evidence from our forthcoming book: “The Paradox of Connection: How digital media is transforming journalistic labor” (Bossio, et al., 2024), we explore the motivations and impacts of disconnection practices for journalists. We argue that journalists negotiate uses of social media according to their unique professional needs, such as news production and distribution, as well as the traditional boundaries of their professional identity and ideology, and the necessity to live and work productively within the perceived boundaries of digital labor.

Diana Bossio is Associate Professor Media and Communication at Swinburne University, Australia. She leads the Digital Inclusion research program at Swinburne Social Innovation Research Institute. Dr Bossio's research focuses on journalism, social media, and practices for digital participation and inclusion. Her books include: *The Paradox of Connection: How Digital Media Are Transforming Journalistic Labor* (Illinois University Press, 2023), *Journalism and Social Media: Practitioners, Organisations, Institutions* (Palgrave Macmillan, 2017) and co-editor of *Social Media and the Politics of Reportage: The Arab Spring* (Palgrave Macmillan, 2014).

Do Google and Meta use the same playbook? Examining strategic responses to Australia's News Media Bargaining Code

Andrea Carson

In March 2021 Australia enacted the News Media Bargaining Code (NMBC), world-first legislation that aims to compel Google and Meta to pay for third-party news content on their platforms. The Code has triggered international interest with the Canadian parliament poised to introduce a similar law in 2023, and similar legislation being discussed by governments globally. To date, Australian newsrooms have made deals with both platforms totalling approximately AUD\$200 million (US\$126.4 million). However, the one year review of the Code has prompted a number of questions about not just the legislation, but the lack of public detail about the deals made between news organisations and the platforms. This paper seeks to critically analyse the strategic positions both Google and Facebook took in regard to supporting public interest journalism before and after the introduction of the Code. To do this we used a mixed methodological approach, including analysis of both platform's financial contributions to the Australian news sector before and after the Code's introduction, as well as interviews with Australian new media executives involved in negotiations with the platforms, and analysis of public submissions to the one year review of the Code. We find that both platforms differed in their strategic engagement with Australian media organisations before and after the introduction of the NMBC, and that the Code as it stands, risks increasing platform influence in the Australian news market.

Andrea Carson is a Professor of Political Communication in the Department of Politics, Media and Philosophy at La Trobe University, Melbourne, Australia. Her scholarship focuses on, journalism business models, political communication, investigative journalism, fake news and media regulation. Her 2020 book examines the future of evidence-based reporting: Investigative journalism, democracy and the digital age with Routledge (New York). She has extensively researched mis and disinformation and government regulation of it and works with Facebook and Google to address this global problem. Her latest book is about journalism ethics, Undercover Reporting, Deception, and Betrayal in Journalism with Routledge (London).

What is News Worth? Conceptual Underpinnings of the Platform-Publisher Relationship

Terry Flew

The debate around whether news publishers benefit from, or are exploited through, their relationships with digital platforms has reached a new stage in the 2020s, as binding agreements for major digital platforms to contribute to the production of news have emerged in Australia, Canada, France, the US state of California, and elsewhere. Lying behind these somewhat acrimonious debates is the question of what is news actually worth? Whether we agree or disagree with the proposition that Google, Meta and others should make payments for the production of news content that is distributed across their platforms, or whether other entities, such as government, should pay, we know little about what would be an appropriate level of payment for news content. Discussions range from vague conceptions or a “just price”, to full reimbursement for the costs of production, to zero (i.e. platforms provide “advertising” for news publishers and their content). When commercial news content was largely sustained through advertising revenue, and the audience and advertiser markets operated relatively discreetly, the question of what is the news content “bundle” did not arise in the same way. But as advertising revenue is leaking away from news publishers – going to, among others, the major digital platforms – alternative funding options bring forward questions not only of what consumers can and should pay for news, and the social consequences of increasingly subscriber-funded news, but also public policy questions around how governments can support news production and what constitutes “value for money” with such subsidy schemes.

Terry Flew is Professor of Digital Communication and Culture at the University of Sydney. His books include *The Creative Industries, Culture and Policy* (SAGE, 2012), *Global Creative Industries* (Polity, 2013), *Media Economics* (Palgrave, 2015), *Understanding Global Media* (Palgrave, 2018), *Regulating Platforms* (Polity, 2021), and *Digital Platform Regulation: Global Perspectives on Internet Governance* (Springer, 2022). He was President of the International Communications Association (ICA) from 2019 to 2020, and is an ICA Fellow, elected in 2019. He is a Fellow of the Australian Academy of the Humanities (FAHA). He currently leads an ARC Discovery Project (DP220100589) *Valuing News: Reconciling Individual, Institutional and Societal Perspectives*, and heads an ARC LIEF project developing *The International Digital Policy Observatory*, with University of Sydney, UNSW, UTA and the Australian Information Industries Association (AIIA).

The simultaneous roles of platforms, and the risk for news organisations

Merja Myllylahti

This paper critically investigates the risks platforms create in the current media ecosystem. Academic researchers largely agree that because platforms have become major news distribution channels, publishers have become dependent on them (Meese & Hurcombe, 2021; Author, 2020, 2021; Steensen & Westlund, 2021; Nielsen & Ganter, 2022; Poell, Nieborg & Duffy, 2022; Chua & Westlund, 2022). Newman et al. (2023) go further suggesting that “our dependence on these intermediaries continues to grow.” However, this paper based on mix-method, proposes that platforms are not just intermediaries, but they play multiple simultaneous roles in the media ecosystem, creating several points of risk for news publishers. As risk theory asserts, platforms pose a competitive threat to news organisations, creating “market-level uncertainties [and] firm-level risks”, and outcomes of these can be either positive or negative depending on how news organisations act on them (Sjøvaag and Owren, 2021, p.778). This paper suggests that the risks platforms pose to news organisations relate to their roles as intermediaries (postmen); partners and patrons of journalism; payers of the news; and promoters of dis/misinformation (Author, forthcoming). The paper argues that when platforms are merely seen as intermediaries, they are not liable for the content they publish, creating risks and negative outcomes for the news publishers. Second, platforms can withdraw from partnerships and patronage at any point, creating firm-level vulnerabilities. Third, platform payments are in place for a period of time, and they have to be renegotiated. Fourth, social media platforms are largely failing in tackling mis- and disinformation, making it harder for factual news to reach audiences.

Merja Myllylahti is a researcher and senior lecturer in the screen, audio and journalism department at the Auckland University of Technology (AUT), New Zealand. She is also co-director at the AUT research centre for Journalism, Media and Democracy (JMAD). Since 2020, she has been leading the trust in news in New Zealand project. Before moving to academia in 2011, she worked as a correspondent and financial journalist in London for 15 years. Her academic articles have been published in *Digital Journalism*, *Journal of Media Business Studies*, *Journalism Studies*, and *Kōtuitui: New Zealand Journal of Social Sciences* and her book chapters have been published by Routledge, Oxford University Press and Wiley.

W3-D | MEDIA SYSTEMS IN CONTEXT
RH102 | <https://vuw.zoom.us/my/anzca4>

Cross-Border Dynamic in Comparative Studies of Media Systems. Towards a New Model

Peter Berglez*, Lea Hellmueller, Lars Nord, and Mart Ots.

In globalized and digitalized economies, how could we compare the role of media in politics in different countries? The growth of transnational social media platforms; the new borderless patterns of media distribution and consumption, and the consequential need for transnational and harmonized digital media policies have caused challenges for scholars in the field of comparative studies (Siebert, Peterson & Schramm 1956; Hallin & Mancini 2004). A problem is that traditional conceptualizations of media systems still dominate (cf. Humprecht et al. 2022; Marques & Vos 2023). Therefore, the purpose is to theorize emerging media systems constituted by combinations of domestic/cross-border institutionalized/de-institutionalized relations. Through a literature review and results from the EU-funded project Mediadelcom, we argue as follows:

- (1) The power of de-institutionalizing digital communication (Mancini 2020), and its challenging of legacy media organizations, requires that the polarized pluralist/corporatist/liberal classifications of Hallin & Mancini (2004) become more changeable and dynamically combined dimensions within and across nation-states, and updated with theory about global politics and communication (Hellmueller & Berglez 2022). For example, this enables understandings of the, often transnationally interconnected, expansion of polarized politics across countries' digital public spheres.
- (2) Nation-states should be grouped along categories of domestic-cross-border conditions and relations (prel. the multipolar media system, global pluralist media system, and de-globalizing media system). Here, different types and levels of institutionalized/de-institutionalized movement across borders thus becomes an important unit of comparison.
- (3) Thereby we propose a framework for comparative studies of cross-border dynamic (CBD) media systems; their role within political systems, and vice versa.

Peter Berglez is professor of media and communications at Örebro University, Sweden. He is the Director of Research at the Media and Communication Department at Örebro University. His primary research areas are journalism studies, global media and communication, environmental communication, and cooperative/collaborative communication.

Lea Hellmueller (PhD) is Director of Research at the Journalism Department at City, University of London. She is also an Affiliated Researcher with the Violence & Society Centre at City, University of London. Fluent in multiple languages, Dr Hellmueller researches the role of media and journalism in a globalizing world, focusing on the future of global journalism labor, social justice and violence & media.

Lars Nord is professor and chair of political communication at Mid Sweden University in Sundsvall. He obtained his PhD in journalism (University of Stockholm, 2001). He is also affiliated to Åbo Akademi University in Finland as associated professor in political science and political communication and was the Director of Centre for Study of Democracy and Communication (DEMICOM) at Mid Sweden University 2006–2019. Lars Nord has published more than 250 scientific articles, books, book chapters, conference papers and reports. His main research interests are political communication, media policy and journalism.

Mart Ots is associate professor at the Jönköping International Business School. His primary interests are in decision-making and organization marketing communications, in media brands and marketing of media firms, and in Swedish and international media policy.

Strategic Communication and Positioning of NASA in New and Old Media: A Case Study

Melanie James and Deborah Wise

This study presents a qualitative case study of NASA's 2022 global 'Image Reveal,' a significant strategic communication episode featuring five new images of deep space. These captivating images were generated using data from the troubled Webb Telescope project, which had faced numerous challenges and budget overruns. Against the backdrop of global uncertainty and domestic socio-political pressures, the high-quality images surpassed NASA's expectations, offering an opportunity to disseminate a success story and positively position NASA in the increasingly competitive space domain. The study critically examines a sample of Reveal-related texts to investigate NASA's strategic communication actions and discourse processes. Findings indicate that NASA's communication efforts effectively portrayed the agency, its partners, and other elements of the episode in a favourable light. Through skilful media management, NASA garnered positive, uncritical, and, at times, hyperbolic global coverage and engagement. The study reveals that NASA's intended meanings were largely accepted without scrutiny across various communication channels. This research contributes to the field of strategic communication and media scholarship, offering insights into the effective application of "traditional" unidirectional techniques and processes in both "new" and "old" media contexts. Furthermore, the implications for communication and media strategy practice are significant, as the study highlights the potential of such approaches to shape public perceptions and bolster positive positioning in complex and contested domains. Scholars and practitioners interested in strategic communication and media strategy will find this study valuable for understanding the dynamics of successful communication campaigns in challenging contexts.

Dr. Deborah Wise (PhD) is an accomplished teacher, researcher, and consultant specialising in strategic communication and public relations. Her research revolves around how organisations and entities employ language and other modes of communication to shape people's emotions, thoughts, and actions, with power dynamics a central concern. Deborah's research has explored topics such as health communication, political campaigns related to climate change, PR practice and ethics, sustainability, and public diplomacy. Prior to embarking on an academic career, Deborah worked as a senior public relations practitioner gaining invaluable national and international campaign experience. Her practical industry knowledge enriches her research.

Melanie James (PhD) is a highly esteemed professional in communication programs and academia, recognized with international and national awards. With extensive senior management experience in government, health, and finance, she held academic positions at the University of Newcastle, Australia from 2006-2018. Renowned for her expertise in strategic communication positioning, her book "Positioning Theory and Strategic Communications" is highly regarded. Her latest work will be featured in the forthcoming International Handbook of Positioning Theory. She is known for developing the "strategic communication positioning framework," increasingly applied in diverse fields for evaluating and shaping communication efforts.

‘From all the lands on Earth’: Australian news producers’ perspectives on audience and newsroom cultural or ethnic diversity and their journalistic practice

Kieran McGuiness

Australia's news media landscape is becoming increasingly fragmented. At the same time, audiences of traditional media platforms are aging, and migration is accounting a larger proportion of growth in urban centres. Research suggests that professional journalism in Australia continues to struggle with a lack of diversity, as highly educated, Anglo-Celtic journalists are overrepresented in many newsrooms. But with one in four residents born overseas, and almost half having a parent born overseas, bridging the intercultural divide between Australian journalism and its audience is now both a normative and economic imperative for the industry.

In this context, journalists discuss the tension between their desire to reflect and appeal to multicultural audiences and the difficulty of reporting on issues and communities with limited time, training, or experience of those cultures. Taking an approach informed by communication infrastructure theory (Kim & Ball-Rokeach, 2006), this paper considers the role that reporters play as information and communication resources for multicultural communities. The findings draw on a survey of 196 journalists and in-depth interviews with 27 journalists conducted in 2022. Our findings suggest journalists are generally aware of the difficulties of reporting for multicultural audiences and see numerous barriers that discourage diverse journalists from entering the industry or burn out those that do. While many see signs of improvement, there

is an acknowledgment that cultural, structural and leadership changes are needed for journalism to appeal to communities who do not see themselves represented in the news media that is reporting on them.

Kieran McGuinness is a postdoctoral research fellow at the News & Media Research Centre at the University of Canberra. His recent research focuses on mixed method approaches to news consumption, misinformation, journalistic role performance, and the mediatisation of civic and political engagement. He is lead author of the Valuing Diversity in News and Newsrooms project.

W3-E | CONTEMPORARY DISCOURSES OF RACE

RH103 | <https://vuw.zoom.us/my/anzca5>

Race and racism in emergency calls.

Paige Winthrop*

Compared to Pākehā, Māori, Asian and Pasifika people experience greater disparities, unequal treatment, and poorer well-being — a factor of explicit and tacit racism. While research has established that tacit racism is prevalent in Aotearoa, further questions pertain to how it presents and manifests itself through everyday interactions. In particular, how society and institutions integrate tacit racism and racial categories in the context of emergency services. Racial descriptions in emergency calls have been found to influence the level of emergency care provided. Therefore, this qualitative study sets out to address where and how race becomes relevant in emergency calls pertaining to family harm and violence in Aotearoa. Conducting a conversation analysis, this research analysed 200, 105 and 111 emergency audio recordings of callers' and call-takers.' This research set out to address whether instances of the implicit relevance of racial categories and tacit racism arise during help-seeking. Findings will contribute to Evidence-Based Policing Centres' understanding of how racial descriptions can prompt tacit racism and racial categories in calls. Applications of these findings could inform emergency call takers' training, thus reducing the opportunity for tacit racism and categorisation to arise during help-seeking. Furthermore, this research will contribute to a more comprehensive understanding of the relevance of racial categories in police-related help-seeking.

Finishing a forensic psychology master's degree, Megwyn is passionate about academia and has followed various research pursuits across psychology and criminology. Meg has completed research for Oranga Tamariki, looking at how foetal alcohol spectrum disorder presents in our youth justice and care and protection systems. Megwyn has also assisted in research called the 'Talk and Body Project', which aimed to prevent gendered violence, and had a particular interest on the legality of self-defence and how wāhine understand reasonable force. Megwyn is currently assisting in research on early psychosis, aiming to understand how we can better support people to access early psychosis intervention services. Megwyn is experienced in qualitative research, particularly conversation analysis, and hopes to elucidate patterns of male-help seeking through this unique interactional lens.

Yellow Algorithms: How East Asian Influencers experience and circumvent automated racial profiling and prejudice on social media

Jin Lee and Crystal Abidin

Recent media studies have discussed algorithmic discrimination in social media pop cultures, including the white normativity embedded in our technocultural experiences (Brock, 2020). In this vein, this paper focuses on the impacts of automated racial profiling and prejudice as experienced by prolific users of social media – Influencers and internet celebrities. Specifically, we focus on East Asian cases, to produce an original empirical study of their fraught experiences and agentic circumventions of algorithms, and algorithmic imaginaries on platforms including TikTok, Tumblr, YouTube. Based on a longitudinal digital ethnography, we offer the notion of ‘yellow algorithms’ – algorithmic imaginaries that social media figures with Asian backgrounds feel about in relation to their race, and algorithmic folklore about how to develop media strategies and overcome their experiences of being ‘Asianized’ on social media. In this paper, we introduce a framework for understanding ‘yellow algorithms’. Firstly, in relation to US hegemony in Silicon Valley platforms, it promotes the content where Asian presentation meets what US racism imagines to be Asianness, whereas otherwise Asian presentations remain invisible: e.g. highly visible content of exotic Asian women. Secondly, in a ‘glocalized’ setting of social media cultures, the yellow algorithm adjusts itself into local contexts by facilitating the creation of ‘new Asian ethnicities’ as social media trends, that can both meet the global and local racial systems: TikTok viral trend of Asian women’s transformation. Lastly, it involves Asian influencers’ extra digital labor to challenge and negotiate racial capitalism to sustain their business and media visibility.

Dr Jin Lee studies meanings and practices of intimacies in social media pop cultures with a particular focus on the Asia Pacific region. She is Research Fellow of the Influencer Ethnography Research Lab and the Centre of Excellence for the Digital Child at Curtin University. She tweets @jinlee_media

Professor Crystal Abidin is an anthropologist and ethnographer of internet cultures, focusing especially on influencer cultures and social media pop cultures, mostly in the Asia Pacific region. She is Professor and ARC DECRA Fellow in Internet Studies at Curtin University; Director of the Influencer Ethnography Research Lab (IERLab); Associate Investigator at the Centre of Excellence for the Digital Child. Reach her at wishcrys.com or @wishcrys.

Online abuse and public figures: Unpacking platform’s justification for different thresholds of protection

Rob Cover (Online)

This presentation is derived from a recent Cat-2 project with the Commonwealth Department of Infrastructure, Transport, Regional Development, Communications and the Arts (DITRDCA) investigating the extent to which digital platforms apply a different threshold to ‘public figures’ for protection from online abuse.

Key findings from the study included that (i) public figures internationally are targets of serious online abuse and harm for a range of reasons including cultural normalisation of abuse, polarised politics and the express targeting of women and racial minorities; (ii) regulation, legislation and platform policy poorly defines public figure in ways that leave emerging public figures, those without institutional support and those who have

unwittingly become public through news coverage subject to higher rates of abuse and hate speech; and (iii), employers such as news organisations, entertainment industries and universities who require their employees to engage the public as part of their work are leaving employees to self-manage instances of serious abuse.

One insight of the study found that digital platforms are justifying the differential protection of public figures on the basis of “public interest” and “newsworthiness”. This paper unpacks the underlying frameworks of this justification, arguing that digital platforms, moderators and internal policy personnel lack the historical institutional setting and news routine practice—such as editorial meetings—in which newsworthiness about a public figure is ‘weighed up’ against privacy invasions, public interest, political outcomes, legal risks and institutional reputation by drawing on a wider set of media ethics than found in platform practice.

Rob is Professor of Digital Communication at RMIT University, Melbourne, Australia. He is lead investigator on several Australian Research Council Projects including the “Digital Hostility Australia” study. Recent books include: *Digital Identities: Creating and Communicating the Online Self* (Elsevier 2016), *Emergent Identities: New Sexualities, Gender and Relationships in a Digital Era* (Routledge 2019), *Fake News in Digital Cultures* (with J Thompson & A Haw, 2022), *Identity in Digital Communication: Concepts, Theories, Practices* (Routledge 2023), among others.

Rethinking Far-Right Populism and the Media: Situating Race, Colonialism, and White Supremacy

Kurt Sengul (Online), Tanja Dreher, Jay Daniel Thomson, Lisa Waller

The purpose of our conceptual paper is to critically reimagine the relationship between the media and the resurgence of far-right populism at the current conjuncture. The role of the media in amplifying, platforming, and re(producing) racist far-right actors and discourses has come under increasing academic scrutiny in recent years. The burgeoning criticism from scholars and media practitioners of editorial decisions to platform far-right actors suggests we are witnessing a cultural reckoning on this issue. The far-right and the media are said to exist in a mutually beneficial relationship, with the commercial logics of contemporary media aligning with the antagonistic communication style of media savvy populist figures such as Donald Trump. Scholarly explanations for the so-called affinity between the media and the contemporary far-right have centred around the commercial motivations of media organisations and the mediatization of politics. Adopting a critical race and whiteness framework, we argue that these existing political economy explanations are valuable but insufficient in capturing the role of media in amplifying racist far-right politics, particularly in settler colonial contexts. We aim to centre race, whiteness and settler colonialism at the heart of the symbiotic relationship between the media and the far-right. Drawing on concepts of racial capitalism and whiteness, we argue that editorial decisions to platform reactionary political actors emerge from the interplay of capitalist and racial logics. We conclude by arguing that an analysis that does not centre race, whiteness and colonialism cannot sufficiently comprehend the mutually informing relationship between the media and the resurgent far-right.

Kurt Sengul is a sessional lecturer and tutor in the Department of Media and Communications at the

University of Sydney. His research focuses on the nexus between media and communication and contemporary far-right populism.

Tanja Dreher is Associate Professor in Media at UNSW and Chair/Co-Convenor of the Philosophy, Theory and Critique Division at ICA, the Media Futures Hub at UNSW and the UNSW Allens Hub Data Justice Research Network. Tanja researches media and social justice with a focus on the politics of listening in settler colonial contexts and an emerging interest on shifting media scholarship and practice beyond 'benign' diversity debates and initiatives.

Jay Daniel Thompson is Lecturer and Program Manager in the Professional Communication program, School of Media and Communication at RMIT University. His research asks what ethical online communication might look like and how this could mitigate digital hostility and networked disinformation.

Lisa Waller is Associate Dean, Communication, in the School of Media and Communication, RMIT University, Australia. She has taught and researched different aspects of Australian news media and journalism since 2006. Her practice led approach to understanding news is grounded in 20 years' experience as a journalist at some of Australia's leading newspapers.

W3-F | INTERROGATING #METOO FIVE YEARS ON

RH104 | <https://vuw.zoom.us/my/anzca6>

Panel abstract:

This panel considers how the mo(ve)ment #MeToo has bridged communication pasts and futures, focusing on case studies drawn from popular media forms: episodic television in the U.S. and Australia, Japanese manga and Hollywood cinema. Despite the initial burst of energy from those who accepted Alyssa Milano's challenge, five years on the effects of her infamous tweet appear more like a crisis; as Stuart Hall and Doreen Massey put it: 'crises are moments ... of potential change but the nature of their resolution is not given' (59). The papers in this panel debate what changes and resolutions have and will come for representations of sexual violence after #MeToo. In the five years since #MeToo moved from tweets to courtrooms, to classrooms, to writers rooms, to policies the hashtag has been proclaimed over and exhausted. Quickly globalised, and sloganised on tote bags, tees and stickers, #MeToo wanes - replaced with 'Gentlewoman'. In the wake of the proclamation of movements which stop, and moments that pass this panel argues that we can index a broader concern with how gendered violence is visibilised in the current, intensely mediated, conjuncture. Opening the panel Sabrina Moro argues that 'Meta #MeToo' dramas from 2019 'Bombshell' 'The Assistant' and 'The Morning Show' allow us to reflect on popular feminism, as well as popular misogyny. For Catherine Fowler, episodic drama, in the form of Australian mini-series 'The Hunting' (2019), is able to reveal institutional violence, while for Yuki Watanabe the manga series 'World's End Harem' (2016-23) establishes a temporary rapport with popular feminism whilst aligning with Japanese values of reserve and harmony. Finally, Rosemary Overell brings us up-to-date, arguing that the controversial 2022 film 'Don't Worry Darling' serves as a site for feminist and patriarchal anxieties 'after' #MeToo. In sum, the case studies in this panel index a crisis in how we represent sexual violence, but also offer new opportunities for radical intervention and praxis, shifting to what and to who #MeToo might refer.

Meta #MeToo dramas: spectacular depictions of workplace sexual harassment in contemporary film and TV series

Sabrina Moro

This paper analyses three media texts that depict sexual harassment in the media industry and foreground the experiences of the female characters. *Bombshell* (2019) presents a fictionalised account of how Gretchen Carlson and Megyn Kelly set out to expose Fox News CEO Roger Ailes for sexual harassment. *The Assistant* (2019) is a fictional storyline reminiscent of the testimonies shared in the New York Times exposé of Harvey Weinstein. *The Morning Show* (2019) is loosely inspired by sexual misconduct allegations against TV host Matt Lauer and his firing from *The Today Show*. The series explores the aftermath of this public dismissal and its impact on the women working in the newsroom.

These three texts are examples of #MeToo drama, an emerging popular fictional genre centered around representations of sexual violence and produced in the context of the global movement #MeToo (Kornfield and Jones 2021; Banet-Weiser and Higgins 2021). But what distinguishes them from other #MeToo drama is how their storylines thematize the role played by women in the media industries in the mediatisation of #MeToo. These texts constitute a metanarrative reflection on the production of feminist popular culture. They are also representative of what Sarah Banet-Weiser (2018) calls 'popular feminism', which refers to spectacular manifestations of feminism circulated through mainstream media. Reading *Bombshell*, *The Assistant*, and *The Morning Show* as a *mise en abyme* of popular feminism, this article asks: To what extent do these #MeToo metanarratives enable, but also, constrain a feminist analysis of sexual violence?

Sabrina Moro is a Lecturer in Media, Film, and Communication at the University of Otago (New Zealand). Her research explores the fraught visibility of sexual violence and feminism in contemporary popular culture. She is currently completing a monograph, *Spectacular Rape: The Celebritisation of Sexual Violence*. Recent publications include an analysis of the online reception of the Depp v. Heard trial. For the time being, she tweets at @SabrinaMoroPhD

#Shittyboys: visibilising institutional violence in *The Hunting* (SBS, 2019)

Catherine Fowler

The Australian four-part series *The Hunting*, set in a high school in Adelaide, interrogates how the sexualisation of teenage culture is contributing to deepening divisions along gender lines. The girls encounter an all-too familiar set of problems: un-asked-for dickpics, upskirting, harassment, slut shaming, gas lighting and the sharing and recording of their images without their permission. In short, their right to privacy, intimacy, desire and sexuality are under seige - or hunted - by the boys. Yet the series goes further; as an episodic drama, with more time to explore different perspectives, *The Hunting* is able to develop a 'vertical mapping [of] ... hierarchical connections' (Kornfield and Jones, 5) constituting a network of harm that implicates parents and teachers alongside the students. What reverberates across this network is what Sara Ahmed calls a 'feminist snap' (2017; 2022, 8). For Simone, the mother of Andy, accused (and guilty) of posting an intimate image of Zoe online, the snap is the sound of delusions about her son breaking; while for Zoe, responding to the unwanted post with the hashtag 'Shittyboys' the snap makes a connection with Dipali, whose private nude was also shared. Breaking and connection; such effects encapsulate the contradictions that #MeToo has produced, as Alyssa Milano's tweet created new connections in the present, yet also acted as a circuit-break with past feminist acts and actions. Framed within such a cultural context, we find that what *The Hunting's* vertical mapping of a network of harm visibilises is not just individual, but institutional violence, from the family and education to the law and the state.

Catherine Fowler is Professor in Film and Media at Otago University. She researches on women filmmakers, video essays and artists' moving image. Her recent publications include the BFI Classic on Jeanne Dielman, 23, quai du commerce 1080 Bruxelles (BFI/Bloomsbury, 2021) and Epistolary Entanglements in film media and the visual arts (Amsterdam University Press, 2022) co-edited with Teri Higgins. Her video essay on the relational nature of sexual harassment and abuse 'The Responsive Eye, or, The Morning Show May Destroy You' will be published in the video essay journal [in] Transition in 2023

Exploring Gender Dynamics and Popular Media in Contemporary Japan: Interrogating Post-#MeToo Mediatization in the Harem Genre

Yuki Watanabe

In Japan, the #MeToo movement manifested as #Furawādemo (flower movement), which was less confrontational compared to its Western counterparts, reflecting Japan's social value of reserve and conflict avoidance (Mizoroki et al., 2023). This could correspond to the reconfigured masculinity of contemporary Japan characterised by herbivore men (*sōshokukei-danshi*) contrasted with carnivore women (*nikushokukei-joshi*), reflecting the decline of male earning power and authority, with herbivore men being frequently blamed for the country's shrinking population in the media. Examining the conjuncture of political and economic uncertainties in post-bubble Japan, the paper focuses on the *hārem mono*, a *shōnen* (boys') comic genre featuring protagonists who embody the traits of herbivore men, rejecting an aggressive heterosexual behaviour, but, despite these disadvantages, become the romantic interest of multiple other (usually female) characters. The analysis particularly highlights the manga series, *World's End Harem* (2016-2023), created by LINK and illustrated by Kotaro Shono. The series follows the protagonist, Reito, who wakes up from a cold sleep to a world where 99.9% of men have been wiped out by a virus. The narrative of *World's End Harem* assumes heteronormativity, while destabilising male sexual desire by constantly linking it to reproduction and the survival of humanity. The series potentially attempts to establish a temporary rapport with popular feminism without explicitly igniting the reactionary nature of popular misogyny, aligning with Japanese values of reserve and harmony. This indicates the complexities of post-#MeToo manifestations, gender discourse, and the harem genre in contemporary Japan, demonstrating the interplay between popular feminism, popular misogyny, and cultural expressions in the media.

Yuki Watanabe is a Lecturer in Media, Film and Communication at the University of Otago in New Zealand. Her research focuses on the construction and performance of gender in digital media, popular culture in contemporary Japan and the use of communication technology in education. She has published notable research in these areas, including a recent publication that analyses caption literacy in transnational media platforms like Netflix.

‘Don’t Worry Darling’ (2022): what do women want after #MeToo?

Rosemary Overell

What happens when the moment pauses? When the movement seems to cease? What happens when you’re urged to #GetOut? What #MeToo indexed, in its marking, in its saying, in its ‘hashing out’ is that the ‘me’ of feminist subjectivity and the ‘too’ of a collective form of that subjectivity always bears a remainder. There is something which the Symbolic (as language) will always miss; so too do fantasies of a united feminism, under the signifier ‘#MeToo’. Five years after the #MeToo moment the movement which it appeared to promise wanes. Revanchist patriarchy surges forth with eruption of #TradWives on TikTok, and the exhaustion of ‘#MeToo’ in the wake of clap-backs and call-outs of ‘cancel culture’. I have written elsewhere that it is no accident that #MeToo moved outwards from Hollywood. It required a particular force to push it along – the cinematic – which is why we have a plethora of ‘based on a true story’ films in the movement’s wake (i.e. Bombshell also discussed in this panel, and more recently She Said). This paper returns to Hollywood with a consideration of *Don’t Worry Darling* (Wilde 2022). Branded a “feminist psychological thriller in the wake of #MeToo” by Olivia Wilde, the director, DWD presents a trad wife dreamworld governed by a Jordan Peterson like guru. Drawing on Lacanian feminist approaches to media and communication, I argue that DWD, in its spectacular box office failure, surrounding sexual scandal, and in the narrative itself, works as a site for the consolidation of feminist, but also patriarchal, anxieties after #MeToo.

Rosemary Overell is a Senior Lecturer in Media, Film and Communication at the University of Otago. Her work addresses affect, mediation and gender. Her work has appeared in and in *Theory & Event*; *Continental Thought & Theory* and *Continuum*. She has published a monograph, *Affective intensities in extreme music scenes: Cases from Australia and Japan* (Palgrave Macmillan, 2014) and the edited collections: *Orienting feminism: Media, activism and cultural representation* (with Catherine Dale, Palgrave Macmillan, 2018) and with Brett Nicholls *Post-truth and the mediation of reality: New conjectures* (Springer, 2019) Rosemary tweets at @muzaken.

W3-G | DISCOURSE, POLITICS, IDENTITY
RH204 | <https://vuw.zoom.us/my/anzca7>

“This is not us”?: Jacinda Ardern and the mobilisation of national identity in news coverage of the 2019 Christchurch terrorist attacks

Rachael Anderson*

During Friday prayer on 15 March 2019, a single gunman opened fire in two mosques in Christchurch, New Zealand, killing 51 worshippers and injuring more than 50 others. In Prime Minister Jacinda Ardern’s second press conference on the evening of the attacks, she declared that New Zealand was not targeted because it condones racism or hate, but “for the very fact that we are none of those things”. This paper provides a case study of how three New Zealand news organisations mobilised Ardern’s characterisation of nationhood in coverage during the aftermath of the Christchurch attacks. It provides a framework to highlight the active ways political statements are reinforced and negotiated in news media discourse. The paper draws on a news framing analysis and interviews with journalists and editors who reported on the attacks to argue that Ardern’s statements were used in three ways. First, news organisations reproduced aspects of her framing through direct quotations and paraphrasing in ways that suggested this framing was undisputed, reifying her claims about the nation. Second, they recast Ardern’s framing to exaggerate certain claims, amplifying dominant understandings of national identity. Third, the media challenged aspects of her framing by including diverse voices from Māori, migrants and Muslims in opinion pieces. These three approaches were not mutually exclusive but overlapped in ways that illuminate how the news media both use and contribute to discourses of national identity. The paper argues that while some media outlets challenged aspects of Ardern’s framing, her media profile and influence, along with the New Zealand media’s nation-keeping role, reinforced an understanding of national identity that obscured New Zealand’s history of racial violence. It contributes to broader discussions surrounding the role of the national media in fostering unity and maintaining relations of power in times of crisis.

Rachael is a PhD student at Monash University. Her research analyses how the news media both mobilised and contributed to discourses of terrorism, national identity, and security following the 2019 Christchurch terrorist attacks.

The making of Taliban Khan - A discursive analysis of Imran Khan's political discourse on the Taliban

Saira Ali

Imran Khan, the former Prime Minister of Pakistan, has often presented himself as a liberal leader while also appealing to Islamic values and anti-West sentiment. For years Khan criticised the US invasion of Afghanistan, using anti-American messaging that resonated with hardline Islamists, resulting in a significant rise in Islamist militancy in Pakistan during his time in office. In 2013, as chair of his political party, Pakistan Tehreek-e-Insaf (PTI), Khan threatened to block NATO supply routes after US drone strikes in Pakistan. His pro-Taliban stance earned him the moniker 'Taliban Khan'. His recent calls to engage with and “incentivise” the Taliban since they took power have further reinforced the label. As such, this study will combine content and critical discourse analyses to examine the political rhetoric in Khan's political speeches that earned him this moniker – from 2013 when he first took office as part of the opposition to 2022 when he lost office as PM. The analysis will use content and critical discourse analyses, focusing on the structures of communicative events and how they connect with the text to produce meaning. By employing elements of CDA to examine the dominant frames identified through content analysis, the study will investigate how Khan constructs the image of the Taliban through his linguistic choices and how these choices relate to power and ideology. Findings from this research will also contribute to a larger project investigating the evolving media and political narratives about the Taliban in the USA, UK, and Pakistan from 9/11 to 2021.

Saira Ali is a Lecturer in Media at the University of Adelaide, where she teaches at all undergraduate and postgraduate levels. Her research focuses on mediatization of risk, journalistic practice, political communication, and security studies. In 2022, her monograph *Mediatized Terrorism: East-West Narratives of Risk* was published in the Routledge Critical Terrorism Studies book series. She also co-authored *Public Relations & Strategic Communication* for Oxford University Press, Australia, in 2019. Saira has also published in several high-ranking journals, including *International Communication Gazette*; *Global Media and Communication*; and *Media International Australia*.

Finding covert racialising talk in news comments

Donald Matheson

Our project studies aspects of how racism against Aotearoa New Zealand's Muslim communities is articulated by individuals in public. We use a distinctive methodology based in corpus-assisted discourse analysis, because of the difficulty in identifying suppressed or covert racialising. It is difficult because, firstly, after the terrorist attacks in Ōtautahi Christchurch in 2019, overt public statements of prejudice against people of Muslim backgrounds became socially unacceptable and actively suppressed. And, secondly, because acts of racialising people and topics are often expressed in a range of moves: racist talk may be, for example, coded, syncretic, opportunistic, inconsistent, sublimated, denied or implicit. Our

approach, drawing on Wodak's discourse-historical conceptualisation of racist talk, analyses thousands of comments in a number of corpora of news comments from the Stuff news site in the past four years for the main tropes used in talk related to the Muslim community. We search for the forms of talk that surround key words such as immigration, security, multiculturalism and related terms. The analysis is beginning, but emergent findings are: that the categories related to the Muslim community have lost some of their stability and increasingly overlap with other categories that feel threatening within white identity politics (Jardina 2019), including gender diversity and constraints on free speech; that racialising is publicly challenged, replied to or anticipated, sometimes through overt practices of what Husband calls 'civility'; and that justifying or legitimising statements are focused significantly on issues of resources such as jobs, homes and the economy.

Dr Donald Matheson is Professor of Media and Communication at the University of Canterbury, Aotearoa New Zealand. He writes on news practice, public communication online and communication ethics. A past president of ANZCA, he is joint editor of *Ethical Space: International Journal of Communication Ethics*.

W3-H | MISINFORMATION IN COVID TIMES

RHG24 | <https://vuw.zoom.us/my/anzca8>

A “Significant” Problem: A Study of Media Discourse on Anti-Vaccine in New Zealand from 1995 to 2021

Bingjuan Xiong* and Honor Sandall

With the amplification of anti-vaccine sentiment related to Covid-19, anti-vax discourse (especially on social media) has undergone extensive scrutinization. In the New Zealand context, the Disinformation Project launched by Te Pūnaha Matatini provided compelling analyses of anti-vax content produced in Aotearoa, focusing particularly on mis- and disinformation communicated among anti-vaxxers and people who are vaccine-hesitant and on how linguistic and visual devices (such as emotive testimonials and memes) are deployed to legitimate anti-vax positions and construct anti-vaxxer identities. Given the pivotal role social media played in enabling and facilitating the spread of anti-vax movements globally, it is common to see majority of the analysis of anti-vax discourse focus on social/new media while the examination of how the problem of anti-vaccine is represented in journalistic discourse is scarce. The anti-vaccine sentiment is certainly not new and the earliest discussion of anti-vaccine in New Zealand media can be traced back to 1995. To fully understand the impacts of media discourse of anti-vaccine in Aotearoa, this study examines the historical development and possible shifts in the representations of anti-vaccine (and “anti-vaxxers”) in New Zealand mainstream media through a comparative analysis of anti-vaccine discourse from 1995 to 2021. Through a content analysis of 1796 news articles extracted from Newztext Plus, we identified key characterisations of anti-vaccine as a problem (despite varying definitions of what the problem is), the anti-vax actions as questionable (or justifiable), and the overwhelming negative identity attributes to anti-vaxxers (e.g., being disillusioned and stupid, and mob-like). Our preliminary findings suggest that media representations of anti-vaccine in New Zealand have shifted from an “issue-oriented” argumentation to a more affective discourse influenced by identity politics.

Dr. Bingjuan Xiong is a lecturer in Communication at the University of Auckland. Her research explores the intersection of communication, culture, and technology in Chinese society, with a particular focus on issues around identity, social relationships, and political actions. Her work has been published in the *Journal of Communication*, the *Journal of International and Intercultural Communication*, *Journal of Multicultural Discourses*, among others.

I am an early-stage PhD student in Communication at the University of Auckland. My research interests include feminist media studies, gender studies, and social media. My PhD research explores the intersection of nostalgia, gender, and identity on social media, focusing on sub-communities of women engaging with discourses of gender on video-sharing platforms. Using digital ethnography and multimodal

critical discourse analysis, this research seeks to understand the perspectives of these creators on their online representations, the role of nostalgia in these representations, and how they shape broader societal understandings of gender, race, and class.

Screen grabs and “chemtrail” skies: Multimodal discourse at the intersection of climate contrarian/sceptic/denialist and conspiracist communities on Instagram

Caroline Gardam

Climate change sceptics, deniers, and contrarians commonly post Instagram content using hashtags (e.g. #climatechangehoax) that reference topical communities, or “spherules” (Bruns, 2023). These overlap with other hashtag communities, including conspiracy theorists. While Instagram’s vernacular is largely visual, its affordances convey a rich multimodal “semiotic landscape” (Kress & Van Leeuwen, 2021), making analysis of climate change mis/disinformation posts important, albeit also challenging to study at scale. In this paper, I combine computational methods and close reading to investigate visual rhetorics of conspiracy theorist and climate denial/sceptic/contrarian communities within a unique Instagram “climate hoax” dataset of 15,000 posts. As an alternative to customary methods of network analysis, this multimodal research begins with an analysis of visual similarities to identify and isolate visual signatures across communities. The novel research entry point uses unsupervised machine learning to visually cluster Instagram post images for analysis (Burgess et al., 2021). Preliminary findings suggest a conflation of climate “hoax” discourse with conspiratorial communities. Distinctive visual practices also strongly correlate with distinctive hashtagging spherules, e.g., almost all posts depicting clouds/condensation trails in blue skies contain the hashtags #chemtrails, #geoengineering, and #haarp. While researchers agree that conspiracy theories impact climate beliefs and behaviour, this study’s approach holds potential to uncover nuanced climate contrarian positions, described by Kaiser and Puschmann (2017) as lying within a polarised “alliance of antagonism” with conspiracy theorists, men’s rights groups, and right-wing sites. Further findings, and the implications of this multimodal approach towards understanding relatively large Instagram communities, will be discussed in the presentation.

Caroline Gardam is a PhD candidate in the Digital Media Research Centre at Queensland University of Technology. Her research interests include climate change communication, mis- and disinformation, conspiracy theories, multimodal communication, and social media. She holds a Graduate Diploma in Arts (Writing, Editing, and Publishing) and Bachelors degrees in Arts (Psychology) and Commerce from the University of Queensland. An internationally published writer, Caroline’s non-academic published output includes works of creative environmental nonfiction (Meanjin) and profiles of art and artists (Overland), arts photography and videography, and, as editor, an anthology of Queensland writing.

Theoretical psychological accounts for misinformation sharing behaviour - what can we learn from the COVID-19 experience?

Matthew Nurse

A recent academic debate has erupted about the theoretical accounts that may explain the forming beliefs in line with misinformation. One account suggests that people believe misinformation largely because some people tend not to engage in reflective or analytic thinking and therefore become distracted. Another account suggests that people believe misinformation largely because that misinformation aligns with some people's personal preferences, such as political views or a general tendency to embrace conspiracy theories. Less attention, however, has been paid to the individual predictors for sharing misinformation with other people. This paper addresses this gap by exploring the individual predictors for sharing misinformation about the science of COVID-19 in Australia in a dataset collected at the start of the pandemic. While researchers tend to test these accounts in the context of sharing misinformation within social media platforms, this paper takes a broader view of sharing that is agnostic of communication channel or medium. While previous research has found support for the analytic thinking for the sharing of COVID-19 misinformation, this paper finds greater support for conspiratorial ideation as a potential motivator. This paper makes recommendations about how governments, social media companies and science communicators might learn from this experience to reduce the spread of misinformation during the next epidemic.

Matthew Nurse is a sessional lecturer at the Australian National Centre for the Public Awareness of Science based at the Australian National University. He has recently submitted his PhD dissertation entitled Who shares misinformation about COVID-19 – a science communication approach. Prior to this he was a communication director in the Commonwealth and Victorian Governments and has more than 20 years' experience as a communication practitioner. He has masters degrees in communication and science communication. His interests include science communication, misinformation about science and communication strategy.

W3-I | ENVIRONMENTAL COMMUNICATION

RH107 | <https://vuw.zoom.us/my/anzca9>

The backlash in Green Lawfare: The strategic use of law to silence and control public participation in environmental conflict

Claire Konkes*

Visibility and voice are central to environmental communication research: who gets to be seen and whose voices are heard are key research questions. During environmental conflict, power is enacted by those with the capacity to control communication in order to hide problems, silence dissent and maintain control of the debate (Hutchins and Lester 2015). Drawing from a wider project on green lawfare — a term which describes the strategic use of law during environmental conflict — this presentation focuses on three examples of “backlash” where law is used to control the flow of communication during recent Australian environment conflict: 1) the longstanding use of strategic litigation/lawsuits against public participation, (or SLAPPs); 2) the recent rise in anti-protest laws which appear to be targeting climate activists; and, 3) the mechanisms in the international treaty system to settle investor-state disputes. The increasing turn to the courts by NGOs and young litigants suggests Australia’s legal system is an important sphere of action climate protest, but any optimism is tempered when the powerful networks shared by media organisations, formal politics and industry seek to control, “chill” and stigmatise public engagement in politics and democratic decision-making processes promoting a carbon-free future. With a focus on environmental conflict in Australia, the “backlash” in green lawfare describes the ways in law is used to chill democratic decision making in environmental matters.

Claire Konkes’s research links media and communication to developments in environmental policy and law. Her research analyses the communication flows between various groups and networks, including news and other media, science, industry, politics, civil society and activism, to better understand not only how we talk about environmental issues, but the networks that are influencing local and global decision-making related to environmental. Her quantitative and qualitative research into how media facilitates deliberation about Australian environmental policy and law has been published internationally.

Towards Digital Degrowth? Envisioning Sustainable Communicative Futures

Sy Taffel

We are in the midst of multiple ecological crises, with six of the earth system's nine quantified planetary boundaries having been overshoot. This largely result from a capitalist mode of production that requires year-on-year compound increases in the volume of economic exchange – commonly referred to as economic growth – which has longstanding correlations with the usage of energy and materials. Digital technologies are widely purported to enable the resolution of ecological crises, facilitating perpetual and infinite economic growth on a materially finite planet through dematerialised processes of informationalisation and datafication. However, these technologies and processes are themselves materially and energetically intensive, while they additionally facilitate deeply unsustainable increases to the pace of production and consumption.

This paper explores potential applications of emerging degrowth and postgrowth perspectives to digital information and communications technologies. These approaches challenge extractivist and neocolonial assumptions that infinite compound growth is possible or desirable, while advocating for a just and equitable redistribution of wealth, energy, and resources. In sketching what digital degrowth entails, I outline conviviality, decommodification, limits, and radical digital abundance as useful guiding principles for rethinking digital assemblages that consist of data, devices, platforms and infrastructures. Degrowth has significant potential to remedy many of the issues surrounding the deeply unsustainable and unjust contemporary orientation of digital ecosystems. Whereas the current orientation of digital capitalism predominantly centres corporate profits and growth, while promoting inequality, precarity and competitive individualism, degrowth potentially enables digital technologies to be reimagined and redeployed to address inequalities, connect communities, and revitalise ecosystems.

Sy Taffel is a Senior Lecturer in Media Studies and co-director of the Political Ecology Research Centre at Massey University, Aotearoa-New Zealand. He is the author of *Digital Media Ecologies* (Bloomsbury, 2019) and a co-editor of *Plastic Legacies* (U of Athabasca Press, 2021) and *Ecological Entanglements in the Anthropocene* (Lexington, 2016). His writing has been published in journals including *New Media and Society*, *Media, Culture and Society*, *Convergence*, and *Environment and Planning E: Nature and Space*. His current research project explores potential intersections between digital technology and degrowth.

Industry Approaches to Communication and Communication Channels: A Pilot Study

David Paterno

Engaging and guiding the public to accept new, green fuels carries manifold challenges for communication. This paper examines key elements of the landscape of public communication indexed in the contemporary Australian effort to gain public acceptance of low-carbon fuels. It presents a snapshot of the scope of the communications campaign work required and illustrates the way communications professionals report utilising, evaluating, and planning both strategic channel use and message construction. Interview data gathered from more than two dozen communications professionals indicates a prevailing practice constrained by a variety of factors. For one, professionals interviewed in this study tend to draw heavily upon past practices and this pattern appears to hamper the exploration and adoption of state-of-the-art alternatives. In this way, participants appear to have limited their conceptualisation of communication and obstructed engaging an otherwise holistic communicative ecology. As a potential remedy to this situation, the paper advances a practical portrait of just what a more comprehensive approach to strategic communication might look like with communication – in its entirety – foregrounded. The case study marks a novel means to update conventional media practice – and holds promise to encourage adoption of a more dynamic and holistic approach to public communications. Challenges and implications in this regard conclude the discussion initiated in the paper.

David Paterno (PhD Otago Uni, 2015) is Communications Adviser, Te Manatū Waka | Ministry of Transport and Visiting Research Fellow, RMIT University. His work is primarily directed to the development of general approaches to human communication both within academe and industry.

OPENING DRINKS AT THE HUNTER LOUNGE (KELBURN CAMPUS) (6-8:30PM)

THURSDAY 23/11/23

**REGISTRATION – RUTHERFORD HOUSE MEZZANINE
FLOOR (8:30am-9am)**

KEYNOTE 2 – RHLT1 (9:00-10:15)

Keynote: Axel Bruns (Queensland University of Technology)

What Is Lost When Twitter Is Lost? Reflections on the Impending Death of a Platform

Twitter, at least in the shape of the platform that we have come to know over the past 15 years or more, is gone – permanently, or so it seems: even the name Twitter itself is being eroded, if slowly and with difficulty, in favour of a new brand name, ‘X’. This is not the first time a once popular social media platform has declined and disappeared, of course, nor will it be the last: Internet history is littered with the remains of platforms from GeoCities through Friendster to MySpace.

But what stands out about Twitter’s death, if and when it comes, is its rapidity, its avoidability, and its roots in the platform’s past and current owners’ recklessness – in short, Twitter’s death will be not from natural causes but as the result of external forces. Importantly, this also means that those individuals and organisations who had relied on Twitter as a platform for their day-to-day personal, social, and professional activities were caught less prepared for the eventuality than they otherwise might have been.

This keynote explores why this matters, and what consequences it produces. Drawing from the conference theme of Ka Mua, Ka Muri, or ‘walking backwards into the future’, it looks back to what functions Twitter, in its heyday, performed in global public communication processes, and forward to whether and how these functions can and will be performed by other existing or emerging components of an increasingly fragmented global social media landscape.

Axel Bruns is an Australian Laureate Fellow and Professor in the Digital Media Research Centre at Queensland University of Technology in Brisbane, Australia, and a Chief Investigator in the ARC Centre of Excellence for Automated Decision-Making and Society. His books include *Are Filter Bubbles Real?* (2019) and *Gatewatching and News Curation: Journalism, Social Media, and the Public Sphere* (2018), and the edited collections *Routledge Companion to Social Media and Politics* (2016), and *Twitter and Society* (2014). His current research focusses on the study of public communication in digital and social media environments, with particular attention to the dynamics of polarisation, partisanship, and problematic information, and their implications for our understanding of the contemporary public sphere. He served as President of the Association of Internet Researchers in 2017-19.

MORNING TEA – RUTHERFORD HOUSE MEZZANINE FLOOR (10:45am – 10:45)

CONCURRENT SESSION 4 (10:45am – 12:15pm)

T4-A | DECOLONIAL COMMUNICATION

RHMZ02 | <https://vuw.zoom.us/my/anzca1>

Enacting decolonial digital futures in Samoa: Using digital technologies to strengthen Samoan ways of knowing and being

Agapetos Fa'aleava and Aimee Hourigan

This presentation describes emergent insights as to how Samoans use digital technologies to reaffirm, continue, and protect the extant ways of knowing that (re)produce Samoan ways of being. The findings emerge from a larger mixed method, decolonial, co-design project conducted in partnership with a group of eight Samoan knowledge partners, which broadly sought to explore the influence Samoan sociocultural values, customs, and practices have in shaping meaningful and inclusive uses of digital technologies by Samoan people. By engaging in a process of talanoa (rich, open, relational discussion) (Tecun et al., 2018) and a number of design activities (such as mind mapping), the group reflected on how sociocultural values such as relationality, resilience, and collective agency inform and guide Samoans meaningful digital practices. Whilst key challenges remain, like the ongoing construction of digital technologies through colonial logics, this research highlights the potential for digital technology use to support Samoans to bridge homelands and lifeways, embrace cultural and political customs, and communicate and construct multilayered Moana identities.

Aimee Hourigan (presenting) is a PhD Candidate and research assistant within the Digital Media Research Centre at the Queensland University of Technology. Her research emerges at the intersection of digital inclusion, decolonial design, and cultural studies. As a priority, her work explores how greater ownership of digital inclusion agendas can be garnered amongst diverse sociocultural communities to critically question the effects of ongoing Western/colonial hegemonies and to further understand how differing sociocultural knowledges and lived experiences inform everyday digital cultures and imagined digital futures.

Agapetos Fa'aleava (presenting) is an independent Pasefika filmmaker and PhD candidate in the Faculty of Creative Industries, Education, and Social Justice at the Queensland University of Technology. Her extensive work as a documentary filmmaker has sought to champion Pasefika/Moana narratives both in

front of and behind the camera. Her current research uses the malu (traditional Samoan tattoo for women) as a point of discussion to examine evolving social and cultural gaps between non-Indigenous Samoan women, fa'afafine, and the wider Samoan community.

The Digital Inclusion in Samoa Project Team is a lived experience reference group comprised of eight individuals who came together to explore, learn, and produce knowledge about how digital technologies can support or strengthen the transnational Samoan community.

"That Biculturalism stuff is a bit of a minefield, isn't it?": Communicating indigenous knowledge and responding to resistance in tertiary settings

Gloria Fraser

Tertiary teaching staff are increasingly exploring how to create Te Tiriti-led classroom environments, and how to support students to develop their bicultural competency and knowledge of mātauranga Māori. However, there is a lack of clear guidance about how we might respond to the complex emotions (and, sometimes, resistance) that students and colleagues bring to these topics. In this presentation, I consider what it means to uphold Te Tiriti in a tertiary environment. I offer ideas about empowering students to engage with te ao Māori and share some stories about when it's all gone wrong. With this presentation, I hope to facilitate kōrero about cultural appropriation and cultural engagement, our responsibilities as tangata whenua and tangata tiriti, and where reflexivity about our own identities and experiences can help students consider their own cultural backgrounds and positionality.

Gloria Fraser (Kāi Tahu, she/her), works as a Lecturer in Health Psychology in the School of Health at Victoria University of Wellington, and as a clinical psychologist in the community. Gloria's work focusses on eating disorders and body image, youth wellbeing, identity, and cultural competency (particularly for Māori and rainbow communities).

Cloud Computing in New Zealand Schools: The Datafication of Rangatahi Māori

Brittany Pooley and Lewis Rarm

This paper explores the datafication of rangatahi Māori in secondary school education in Aotearoa, New Zealand. Drawing from scholarship on Māori data sovereignty, it considers the ways in which Big Tech extends the legacy of colonisation in education. It deploys a whakapapa lens to examine how the interlocking power of education, government and capital extend their surveillant gaze through cloud computing. Datafication in the context of ubiquitous cloud computing excludes whakapapa approaches to data governance and, instead, continues the surveillant, extractive logic of colonisation. Firstly, whakapapa is examined as a theory to discuss contemporary challenges for Māori. Secondly, the stakes of cloud computing in hybrid learning environments are outlined and located within the context of COVID-19. Thirdly, the implications for rangatahi Māori are explored, addressing assimilation, surveillance, breaches of tikanga Māori and the construction of indigenous realities. Finally, the paper concludes by

discussing Māori Data Sovereignty as an indigenous approach to the exploitation of Māori data by way of cultural negligence in schools.

Brittany Pooley (Kāi Tahu) is a former teacher completing a Master of Indigenous Studies (MIndS) with Te Kawa a Māui at Te Herenga Waka, Victoria University of Wellington. Her research interests include education, Māori maternities and perinatal well-being. Brittany is currently a research assistant with Pūrangakura for their project Generation Kāinga. In addition to this, she is an intern with Te Tātai Hauora o Hine, National Centre for Women's Health Research Aotearoa.

Lewis Rarm is a Lecturer in Media and Communication at Te Herenga Waka | Victoria University of Wellington where he researches and teaches on media, technology, violence, and biopolitics. His book *Islamic State, Biopolitics, and Media Governmentality* will be published by Routledge in 2024.

T4-B | PERFORMANCE AND PROCESS

RHMZ03 A | <https://vuw.zoom.us/my/anzca2>

Communicative processes in establishing an intergenerational rainbow and takatāpui artmaking group

Ruth Jackson

Communities of people identifying as rainbow and takatāpui have experienced seismic shifts in visibility and acceptance in Aotearoa New Zealand over the past fifty years. However, they continue to face obstacles in the quest to safely express their identities - sometimes encountering discrimination from within rainbow communities themselves. Loneliness and isolation in the rainbow community could be overcome through increased social interaction. However, this is threatened by the persistence of tensions between generational, cultural, and gender and sexual identity groupings. As members of the rainbow community, we are insider researchers with the benefits and complexities that are embodied in that role. Through interviews with 12 community leaders in the rainbow and artmaking communities, this research uses thematic analysis to identify the aspirations, concerns, perceived obstacles and communicative practices associated with establishing a rainbow artmaking group in Manawatū, Aotearoa New Zealand. Speaking from diverse perspectives within the rainbow and takatāpui communities, interviewees note that visibility is critical to wellbeing and highlight the importance of feeling safe. As community leaders, they describe the conditions necessary to create safe spaces for the exploration of identity and mutual support. Whilst finding common threads of experience is an anticipated benefit of an artmaking group, interviewees caution against 'the white clouds rolling in' where opportunities are dominated by cultural majorities. Facilitating safe and mana-enhancing communication between generations and identities opens us to the possibilities of a brighter and more connected future for rainbow and takatāpui communities in Manawatū, and provides lessons for application in wider contexts.

Ruth Jackson identifies as a queer woman based in Manawatū, Aotearoa New Zealand. She is conducting this research in fulfilment of a Master of Communication research project at Massey University. Her research interests include intercultural communication, social marketing and queer studies. She currently works at Massey University in Palmerston North as Student Enterprise and Engagement Project Manager and Kaitautoko Māori for Te Kura Whai Pakihi Massey Business School.

Ka mua, ka muri: Understanding time through fashion

Tyla Stevenson

The concept of fashion is inescapable from time. Fashion can be considered fast or slow, aligned to a strict cycle dedicated to arbitrary seasons and associates what is in fashion with the 'now' and what is out of fashion with the 'past'. Virtual fashion is a 3D rendered garment or accessory designed for digital, online environments. As presented throughout online fashion media, virtual fashion is a forward facing phenomenon that prioritises the future and the idea of inevitable progress. Fashion scholars, including myself, turn to Walter Benjamin and his work on the Arcades project to understand and critique fashion and its relationship to time. Benjamin explored the speed in which styles change to appeal to the spirits of the modern times, the way fashions would reference history and recycle styles and trends. But not only that but fashion for Benjamin, was a phenomenon and model for rethinking temporal articulation in general. Fashion's reiteration of previous styles for Benjamin could be politically revolutionary as it implements the dialectical image as a tool to awaken the collective from a dream state.

Tyla Stevenson is a PhD candidate pursuing Fashion Studies at The College of Creative Art, Massey University. Although a recent graduate of Victoria University of Wellington, completing her Master of Arts Degree in Media Studies in 2022. Her research interests are in the intersections of fashion and new media, focusing on the developments of virtual fashion in online environments. She also has a love/hate relationship with grumpy critical theorists.

Mediated graff-scapes

Elizabeth Burns Coleman

This paper explores the interrelationships between mediatisation and graffiti subculture. Research into graffiti has been extensively explored as subculture that is responsive to environments with a focus on the practice of writing, and the relationship between graffiti writing and street art. In certain cities, such as Melbourne, visiting graffiti is promoted as a tourism practice. While this is generally thought of as an exploitation of graffiti subculture, this paper argues that the practice of graffiti writing should not be understood as separate from "media-pilgrimage". The idea of a "media pilgrimage" refers to the act of journeying to significant locations within media narratives (Couldry 2003). These journeys often involve visits to film studios or places where movies or TV series were filmed, bridging the gap between the "media world" and the "ordinary world." Couldry argues that the symbolic influence of media results in the naturalization of media narratives into people's daily routines and the reproduction and circulation of place-images. In this "work in progress" I argue that this process is like the process that produces internationally renowned graff-scapes and graffiti-destinations such as Fitzroy in Australia or Brighton in England. Graffiti writers and artists are not necessarily 'local' but travel to these destinations to contribute to the landscape. I argue that mass media does not determine graffiti destinations but collaborates in a process driven by the writers and artists themselves. I explore graffiti mediatisation from television and film to practices of blogging and social media.

Elizabeth Burns Coleman has a PhD in philosophy from the ANU and lectures in communications and media studies at Monash University. She has published on Indigenous visual arts, music and storytelling, cultural appropriation, cross cultural aesthetics, popular culture and religion, and blasphemy and the arts. Her current research explores social aesthetics and cultural landscapes.

T4-C | COMMUNICATIVE DISCOURSES OF WATER

RHMZ03 B | <https://vuw.zoom.us/my/anzca3>

Is how we talk about drinking water problems in Aotearoa getting in the way of solving them?

Marnie Prickett

In 2016, Havelock North suffered an outbreak of campylobacter found to be caused by sheep faeces entering a poorly maintained bore after heavy rain. An estimated six to eight-thousand people were made sick, 42 were hospitalised, three developed ongoing serious health conditions, and four people died. Still today, more than 34,000 New Zealanders are estimated to get sick from drinking water annually. Providing safe, good quality drinking water requires the public and decision makers to know, understand, and engage with the broad social, political, and physical landscape that determines communities' access to this foundation of public health. However, through our research, we identified stark limitations to the way drinking water is talked about in Aotearoa. These limitations appear to obscure solutions to communities' drinking water problems. Meet the “many-headed beast”. See the “machine that takes over everything”. Touch the “cactus ... without getting pricked”. This presentation will cover what we found, how we believe current discourse contributes to poor decision making on drinking water, and what we might do about it. These findings are likely to have broader application than drinking water alone.

Marnie is Research Fellow in the Otago University Public Health Department, Wellington. Her research focuses on analysis of freshwater policy and the communication of water issues, with a particular focus on drinking water source protection. She has a background in freshwater ecology, agricultural science, science communication and advocacy. She has been an advisor to government on freshwater policy and to state-owned farming company Pāmu (Landcorp) on improving protection for the environment. She is interested in improving landscape-scale decision making to protect and improve the health of communities and the natural environment.

In Deep Water: A narrative analysis of Watercare's proposed water treatment plant development in the Waitakere Ranges

Jennie Watts

The research takes an interpretive methodological approach based on Fisher's Narrative Paradigm (1984; 1987) in which the narrative rationality, and therefore persuasiveness, of stories is closely bound to the beliefs and experiences of the individual – or in this case, the organisation and communities. The texts analysed are in the public domain, sourced from Watercare's website and posted on the websites or public facebook groups of the mobilised communities during the first four years of the negotiations.

Through analysis, the master-narrative generated by Watercare and the two counter-narratives are identified. The research finds that the Watercare narrative centres on future-proofing and resource

management, which is at odds with both the counter-narratives constructed by the affected communities of Oratia and Waima whose arguments are framed around preservation of local character and environmental impact, respectively.

Jennie Watts is a senior lecturer and early career researcher in the Critical Media Studies department of the School of Communication at Auckland University of Technology. Jennie's research interests centre around the communicative elements of social change and include media policy, learning design, public relations, and communication in the fields of environment, food, and architecture. She is a member of the Communication for Social Change research centre, and literacy advocacy group Lifting Literacy Aotearoa.

"Stand up to the water crisis": Leveraging e-commerce stores as strategic sites of climate change communication

Elaine Xu

In the last century, the world's population has quadrupled, and water demand has risen nearly six times. Water scarcity now affects every continent, and the global water crisis "raises the dangers of economic disruption, social tension, and even conflict over water resources" (UN Educational, 2019, p. 21). The United Nations (UN), companies, and charitable organisations have responded to the global water crisis by mobilising individuals to confront climate change, but in different ways. As part of advancing the Sustainable Development Goals, the UN promotes changes in lifestyle practices to urge "even the most indifferent, laziest person" to consider themselves "part of the solution" (United Nations, n.d.). Some companies and charitable organisations have also capitalised on the market opportunity presented through promoting climate-friendly consumption habits and encouraging product-switching behaviours. Their strategic catalysation of e-commerce stores to communicate climate change is the focus of this paper's analysis. Text (product descriptions, product reviews), hyperlinks, visuals (images, banners), and call-to-action buttons were found to communicatively constitute the global water crisis in four ways: individualising, amplifying, obscuring, and re-narrativizing the effects of human (consumption) activities on climate change. Together, these elements in e-commerce stores provided individuals with "ideational or interpretive anchoring" (Snow & Benford, 1988, p. 212) to justify purchase decisions by outcome (consequentialist ethics) and motivation (deontological ethics). This paper argues that casting individuals as responsive distant actors and conscious consumers delimits their agency and diverts attention away from the roles of civic and political participation in combating climate change and the water crisis.

Elaine Xu, MPRIA, has a PhD in Global Media and Communications and is a lecturer in strategic communications at the University of Newcastle, Australia. She is the lead Chief Investigator on a nationally competitive grant from the Australian Organ and Tissue Authority (OTA) to study young Australians' understanding and responses to organ and tissue donation campaigns. She is passionate about social and development issues and seeks to understand how organisations, governments, and individuals influence the framing and meanings of responsibility and helping behaviours.

T4-D | JOURNALISM AND WAR
RH102 | <https://vuw.zoom.us/my/anzca4>

In|visible Wars, Digital Dis|regard, and Micro|scopic Interventions

Nicolette Barsdorf-Liebchen

The discussion situates contemporary “war” image-making and viewing practices within the broader contexts of neoliberal capitalist democracy, global corporatization, digital information/ communication technologies, and modern, AI-driven warfare. This nexus, in an era of all-pervasive digitization, has produced radically evolving contexts and agencies of war witnessing and its mediatization, engendering visualization practices which mark a significant departure from socially realistic representations focused on humans and devastation, to more abstract and conceptual visualizations which focus on the non/inhuman “faces” of warfare.

I am currently Lecturer in Legal Practice at Bournemouth University. I have a multidisciplinary background which traverses the Arts, Humanities and Sciences, and have published several anthology chapters on my research into the art-documentary visualization of war and conflict, and its often socially abstract or in/visible conditions of possibility. I am currently working on a monograph for Routledge based on my PhD thesis on the topic “Strategies of Visualization: state-corporate-military violence and post-photographic interventions”. I am also working on a Bournemouth University-funded film - “Dark Matter|s” - I am directing with particle physicists working in science laboratories deep underground.

Devising an ethical ‘death knock’ model: The role of preparations and precursors in mitigating moral injury for journalists

Alysson Watson

This paper proposes a model for an ethical ‘death knock’, the newsroom term for the practice by which a journalist approaches a bereaved family to write a story following a newsworthy death. Paradoxically, the ‘death knock’ is as routine as it is controversial and has been shown to harm journalists. Such harm can be conceptualised as moral injury, which results from an ethical breach. Through a review of literature on the ‘death knock’ and a survey and interviews with 100 Australian print and digital journalists, a model of an ethical death knock has emerged that may be used to mitigate moral injury. Elements of the model developed through journalists’ expression of how they could be better prepared for the death knock (training, knowledge, advice and support), and what they perceived as the necessary precursors for an

ethical ‘death knock’ (the capacity to act honestly, with respect and empathy, and to make a personal approach in circumstances that are justified). The model underscores that the combination of preparations and precursors creates conditions for an ethical ‘death knock’ through alignment with the journalist’s sense of professional identity, and this, in turn, bolsters resilience to moral injury. The model is underpinned by Bourdieusian field theory, which accounts for how a journalist’s professional standing and experience shapes their behaviour and, ultimately, influences their newsroom. Shifts in the social and digital media landscape are pertinent to the model, as journalists increasingly using social media for death knocks face novel ethical issues about its public-private nature and consent.

Alysson Watson is an associate lecturer in communication in the School of Humanities, Creative Industries and Social Sciences at the University of Newcastle and a PhD Candidate (media and communication) at RMIT. She worked for 35 years as a journalist and media advisor and teaches journalism and public affairs. Her doctoral research is a mixed methods case study of Australian print and digital journalists’ ‘death knock’ practice, the newsroom term by which a journalist seeks an interview with a bereaved family following a newsworthy death. Her broader research interests include journalism practice, journalism education, journalism ethics, regional journalism and constructive journalism.

T4-E | DIGITAL FEMINIST MOVEMENTS
RH104 | <https://vuw.zoom.us/my/anzca6>

Contemplating Digital Feminist Movements Against Sexual Violence in Muslim Contexts

FIGHT THE POWER: Symbols of Protest and Mourning in the Islamic Republic and Beyond (Resistance is not futile)

Otessa Ghadar

Social media movements, online activism, digital dissent, and #MeToo — in their genesis, all were heralded as the potential democratization of media and accountability, in the face of patriarchal power structures and gender-based violence. These movements have since changed, created change, faced violence, and been co-opted over time. In my research, I explore the promises of #MeToo and digital activism; the challenges therein; and who, where, and what paid the price from risking dissent. I explore modes of safeguarding dissent and its oft-lost contributions, and outline the cultural and personal weight of such loss and absence. Within the particular framework of Iran, I explore the digital dissemination and mobilization of feminist protest movements online and off-line within the folksonomies of #MahsaAmini, #ForTheSakeOF, #MeToo, and viral online hair-cutting. With protest comes backlash, and following the murder of Mahsa, there was systemic media suppression and widespread internet blackouts. Nevertheless, and even spurred on by this suppression, feminist activism grew and gained international attention and fervor. In my research, I contextualize the Iranian feminist protest landscape, vis-a-vis #MeToo's origins, and I explore what elements exist whereby online activism experiences silencing, cooptation, physical and algorithmic violence, and what elements and qualities exist whereby protest may weather the backlash and persist beyond. While the situation in Iran is currently reaching a fever pitch, with no clear resolution in sight, I seek to examine what changes and impacts have been had locally and globally. And perhaps most crucially, has the promise of #MeToo been realised or demonized?

Otessa Marie Ghadar is currently pursuing a PhD at the University of Wollongong. Their thesis *Streaming Wars: The Revolution that Brought Us More of the Same* explores the commodification and cooptation of dissent within digital media and social movements. As a web series pioneer and feminist/LGBTQ activist, her 2008 series "Orange Juice in Bishops Garden" went viral in over 150 countries, being awarded by the Webby's, Telly Awards, and others. In 2011 Otessa founded the DC Web Fest and in 2013, Otessa released the first textbook on web series, "The Wild West of Film". Otessa is an Adjunct Professor at American University, in Washington DC, and one of Google's Next Gen Policy Leaders, seeking to guide the next generation of digital storytellers and working to increase tech access and innovation among minority and marginalized communities. Otessa has spoken and presented work at SXSW, The National Museum of Women in the Arts, The Kennedy Center, etc. and has been featured in HuffPost, the Advocate, Washington Post, and others. Otessa completed an MFA in Film Studies at Columbia University in NYC.

Bridging the gap between online and offline feminism: #MeToo, Aurat March and Digital Activism in Pakistan

Amna Nasir

In April 2018, Meesha Shafi, a popular singer and actor from Pakistan brought home the global #MeToo movement when she accused her colleague, fellow actor and singer, Ali Zafar of harassing her at their workplace. Her revelation came a month later than the first ever Aurat March – an indigenous, feminist march and movement in Pakistan. These two events mark a significant milestone in the history of feminist uprising in Pakistan, and in digital activism in the country. In my research, I use the case study of Meesha Shafi to outline the beginnings of the #MeToo movement in Pakistan, how it complimented existing feminist movements like the Aurat March and whether Shafi's act of speaking out has resulted in any lasting impact on policy. I aim to interrogate how online and offline feminist activism is mediated by feminist actors and whether it is a way forward to bridge the digital gender divide. This case study will be further contextualised against the treatment of women in Pakistani social policy and politics, and the lack of serious action despite accusations of sexual misconduct and harassment. This case study is significant as the #MeToo movement and digital feminist activism are increasingly transnational socio-political phenomena requiring examination from a decolonial lens. Ultimately, the case study of Meesha Shafi, her role in amplifying feminist activism in Pakistan and the online discourse around feminism demonstrates the role of celebrity activism in exposing the treatment of women in Pakistan, and the powerful intersection between feminist media, and mediated activism across the Global South.

Amna Nasir is a journalist and feminist media scholar from Pakistan, currently pursuing her doctorate at the University of Wollongong where she is researching on the #MeToo movement, celebrity culture, digital activism, and socio-political movements in South Asia, particularly Pakistan. Amna also works as a digital communications consultant for feminist organisations and networks like Women Living Under Muslim Laws and Noor. Amna is the recipient of various prestigious scholarships including the Australia Awards, University of Edinburgh's College Research Awards, Techne AHRC Doctoral Training Scholarship, and several others. Her work has been featured in Women's Media Center, Thomson Reuters Foundation, Al-Jazeera and more.

Beyond #MeToo: The sociocultural specificity of Indonesian social media movements against sexual violence

Alia

Azmi

When the #MeToo hashtag used by millions of social media users outside of its origin place Hollywood in the late 2017, there was concern from feminists that it didn't gain traction in Indonesia; social media users didn't jump in to talk about their experience of sexual harassment nor topple down public figures by sexual harassment allegations. However, several cases of sexual violence made it to public and mainstream media attention, sparking discussions on the importance of speaking-up and amplifying messages against victim blaming and rape culture in the patriarchal society. The deliberation of the Elimination of Sexual Violence bill in the legislative body attracts not only social media controversies but also debates between politicians and religious preachers, again providing key media moments to discussions about sexual violence. This presentation proposes a different context of the #MeToo movement and the fight against sexual violence in a Muslim majority country like Indonesia. I propose that despite the lack of online individual stories of sexual harassment due the prominent victim blaming and shaming habit, social media play a role in providing an online public sphere to challenge the dominant patriarchal perspective justified by problematic religious interpretation. In a country where piety is widely expressed in public to support patriarchal culture, fighters against sexual violence use social media to amplify feminist perspective to encourage public discussion about sexual violence and the unprecedented legal policies to regulate sexual violence prevention and victim's treatment.

Alia Azmi is a PhD candidate at the Queensland University of Technology School of Communication. Her PhD research, Mapping Online Conversations about Sexual Violence in Indonesia, is part of the Global Journalism Innovation Lab project, which focuses on approaches to digital journalism in 21st century. Alia's field of interest is the online public sphere including social media use in movement on global issues, political/ideological debates on social media, and the intersection between political Islam and Western perspective. She has written articles about Indonesian politicians' social media use, media construction of reality, and student online movement against sexual violence.

T4-G | CRITIQUE GONE WILD?

RH204 | <https://vuw.zoom.us/my/anzca7>

Critique as wrestling? An extended metaphor

Nicholas Holm and Sean Phelan

How might the metaphor of critique as wrestling offer a suggestive lens for thinking about this panel's focus on how the rhetoric of critique is articulated in different social universes? On the one hand, the comparison might seem like an absurd travesty of the normativity of critique, given wrestling's alignment with a culture of media spectacle and simulacra that can be seen as exemplary of the kind of "bad objects" typically diagnosed and interrogated by critical theorists. On the other hand, the comparison invites us to think about the performativity and mediality of critique, including in theatrical forms that would unsettle the impression of purely intellectual disagreements between the critic and their target. This paper explores this second line of thought, using the metaphor of critique as wrestling as a frame for examining the communicative dispositions of critique, where questions of affect, style and rhetoric are never easily separated from questions of reason, cognition and knowledge. We develop the argument with reference to the current political moment, highlighting the homologies in how the genre of the "takedown" is staged in different social contexts. We also discuss the place of wrestling and martial arts metaphors in how critique was conceptualised by different authors, including Stuart Hall and Pierre Bourdieu.

Sean Phelan is an Associate Professor at the School of Communication, Journalism and Marketing, Massey University, New Zealand and currently working on a book about critique, media and reactionary politics. His publications include the 2014 monograph *Neoliberalism, Media and the Political*.

Nicholas Holm is a Senior Lecturer in Media Studies at Massey University, New Zealand. He writes on political aesthetics and popular culture. His most recent publications include articles on bureaucratic boredom in *New Formations* (2020), the politics of fun in *Cultural Studies* (2021) and the ambiguity of online humour in *New Media and Society* (2021). His most recent monograph is *Humour as Politics* (Palgrave, 2017).

Decolonizing Critique as Legitimizing Repression: Interrogating the Asian Turn, Hindutva, and Other Fascisms

Mobhrhan J. Dutta

In this presentation, I will explore the communicative processes through which critique is mobilized in postcolonial contexts to erase dissent and uphold authoritarian repression. Specifically, I will examine the mobilization of the decolonization trope in Asian authoritarianisms, packaged as the Asian turn. Through empirical registers built from my own activist participation and collaborations in labour rights, migrant rights, transgender rights, religious rights, and anti-racist movements, housed under the umbrella of the Center for Culture-centered Approach to Research and Evaluation (CARE) across six Asian nodes (Singapore, India, Bangladesh, Malaysia, Indonesia, and the Philippines), I will delineate the uses of critique by postcolonial elites as tools for erasing critique. A key nodal register for the turn is reflected in the “Singapore Model,” generating mobile pedagogies for fascist and authoritarian governmentalities across Asia. Salient here are the strategies of communicative inversion, equivocation, and performance of identitarian vulnerability to both occupy spaces and legitimize postcolonial hierarchies. The analysis will demonstrate the ways in which conceptual formations such as Asian Cultural Studies, Asian Cultural Critique, and Asian Futures offer the mobilizing registers that shape practices of repression across Asia. The presentation will wrap up with the exploration of the synergistic relationship between whiteness and decolonizing critique as the Asian Turn, with the hegemonic arrangements of whiteness serving to prop up and magnify Asian repressions that catalyse the Asian flows of global capital.

Mohan J Dutta is Dean's Chair Professor of Communication at the School of Marketing, Communication and Journalism at Massey University and Director of the Center for Culture-Centered Approach to Research and Evaluation (CARE). His research examines the role of advocacy and activism in challenging marginalizing structures, the relationship between poverty and health, the political economy of global health policies, the mobilization of cultural tropes for the justification of neo-colonial health development projects, and the ways in which participatory culture-centered processes and strategies of radical democracy serve as axes of global social change.

Critique, PR and digital culture

Kate Fitch

Given public relations' function of persuasive and promotional communication, critiques of corporate public relations' practices on digital platforms can illuminate public understanding of how public relations operates, serving the powerful and concealing the ways it shapes understanding and contributes to both misinformation and distrust of institutions. Building on a case study of Rio Tinto's destruction of the culturally significant Juukan Gorge rock shelters in May 2020 in the Pilbara region in Western Australia, this paper will focus specifically on the role of public relations in attempting (and failing) to manage reputational risk, in curtailing criticism and scrutiny (for example, commissioning an internal review not intended for public release and effectively gagging First Nations stakeholders) and – previously – in promoting particular narratives around Rio Tinto's leadership in engaging First Nations peoples. The Puutu Kunti Kurrama and Pinikura peoples (the Traditional Owners of the rock shelters) were gagged through legal agreements with Rio Tinto, and other First Nations groups amplified concern over the destruction of the historic rock shelters through social media, which led to mainstream media coverage and a global outcry. The unprecedented backlash resulted in the departure of three executives and later Rio Tinto's chair. The case illustrates how critique – in popular and messy forms that harness the affordances of digital culture – can create everyday opportunities for challenging power and articulating resistance to destructive corporate practices. Critique enables renewed focus on the societal impacts of public relations and demands a reconceptualisation of public relations beyond functional and organisational perspectives and a consideration of how public relations can contribute to a fairer society.

Dr Kate Fitch is a Senior Lecturer in the School of Media, Film and Journalism at Monash University, Australia. Her research foregrounds critical and sociocultural understandings of public relations, drawing on historical, feminist and social justice perspectives. Her first monograph, *Professionalizing Public Relations: History, Gender and Education* (Fitch, 2016) remains the only book-length, historical investigation of the industry in Australia. Her second book, *Popular Culture and Social Change: The Hidden Work of Public Relations* (Fitch & Motion, 2021) offers a critical account of the broader societal impact of public relations. Dr Fitch is the co-editor of *Public Relations Inquiry*.

T4-H | YOUNG PEOPLE AND DIGITAL LITERACY

RHG24 | <https://vuw.zoom.us/my/anzca8>

We're digital storytellers – Towards building Pesantren students' digital literacy

Kania Mayastika

In recent years, digital literacy learning has become an integral part of mainstream education. in Indonesia. Indonesia has observed an increasing emphasis on enhancing digital skills for learning and teaching. However, strengthening the digital literacy has been a key challenge for non-mainstream schools such as Pesantren or Islamic boarding schools where students have limited access resources due to restriction focused on school policies in digital technology use within the school. While the school allows students to use digital devices in the classroom for learning purpose, digital devices use is largely banned within the school including at students' residential areas. This study aims to explore digital literacy learning experience through digital storytelling for Pesantren students who face restricted access to digital resources due to school policies A mixed-methods approach was employed, utilising a pre and post-survey to assess students' engagement with digital devices and resources, and conducting focus group interviews to gain insight into the students' experiences and perceptions of digital literacy learning through the digital storytelling project. Students were keen to join digital storytelling training since they found it was a fun, advantageous, beneficial, and compelling activity to build their digital literacy, albeit all limitations and restrictions. The training gave students a higher level of understanding in creating digital stories, increasing their knowledge, and enriching their experiences. The key findings of this study have important implications for digital literacy education in non-mainstream schools like Pesantren, shedding light on the effectiveness of digital storytelling as a strategy to foster digital skills. These implications can inform educational policies and practices to promote digital literacy across diverse educational settings.

Kania Mayastika is an English lecturer at UIN Syarif Hidayatullah Jakarta and an English language tutor at International Program, Daar El Qolam 3 Islamic Boarding School since 2018. Teaching actively at Daar El Qolam 3 Islamic Boarding School Kania has also published an article entitled "Digital Literacy for Teaching and Learning in Islamic Boarding Schools, an Overview" in Dza Izza Magazine Volume XXIII, 2022. Currently active in writing Community for International Journals, awardee of Program 5000 Doktor Luar Negeri Ministry of Religious Affair (MoRA) Scholarship 2019, Kania Mayastika is a Ph.D research student at the Faculty of Arts and Design, News and Media Research, University of Canberra, Australia.

Governing young people's social media use in school policies: Opportunities, risks, moral panics and imagined futures

Brady Robards

Young people's social media use has long been scrutinised, contested, and the subject of sustained moral panics. Schools play an important role in socialising young people into specific forms of social media use, both in the classroom and outside it. In this paper we examine 39 school policies that seek to govern how social media is used by students in order to understand the themes and issues covered, and the broader discursive construction of social media within these documents. Our analysis reveals both opportunities and risks identified within these documents: from opportunities like social connection, self-expression, citizenship, and 'digital skills' through to an extensive focus on risks including sexting and child pornography, the consumption of alcohol and other drugs, mental health concerns, political activism, teacher-student relationships, and broad concerns about privacy and the persistence of digital disclosures. While overall quite conservative and centred on risk and reputational management (for schools and individual students), clear narratives about young people's imagined futures also emerge in these policy documents, pointing to a hidden curriculum of surveillance.

Brady Robards is an Associate Professor of Sociology at Monash University. He is a sociologist of youth and digital cultures, studying social media use particularly among young people and LGBTQ+ people. Brady's research focuses on identity, belonging, memory, and marginalisation. Brady's latest book is *Growing up on Facebook*, and his work also appears in journals such as *New Media & Society*, *Social Media + Society*, *Sexualities*, *Media Culture & Society*, the *Journal of Youth Studies*, and *Qualitative Research*. Brady is an Associate Editor of the *Journal of Sociology* and Co-Convenor of the Monash Digital Cultures Research Group.

Pre-service English Teachers' Barriers and Enablers of Using ICT in the Teacher Professional Education Program in Indonesia

Nadrah Nadrah

Information and communication technology can be beneficial to the teaching and learning processes, especially after normalizing the Covid-19 pandemic. However, for some, it can still be a challenge to use it for relevant purposes. This study examines the opportunities and barriers to ICT use in the classroom among pre-service English teachers in the Teacher Professional Education Program (TPEP) in Indonesia. The TPEP program for pre-service and in-service teachers is designed to train teachers and includes how to effectively use ICT in the classroom. The objectives of this study are to investigate the barriers to ICT use for pre-service English teachers in TPEP in Indonesia and to find out the enablers of ICT use among pre-service English teachers in TPEP in Indonesia. This study adopts an online survey method to examine the barriers and the enablers of using ICT by pre-service English teachers in TPEP in Indonesia. The participants were recruited from a pool of pre-service English teachers in the TPEP in 2022. The result showed that pre-service English teachers have challenges using ICT in teaching practice in TPEP in the moderate category. Meanwhile, pre-service English teachers are in the high category of enablers of using ICT in teaching practice in TPEP in Indonesia. The results of the barriers and the enablers of using ICT can be used as a reference for English teachers and educational policymakers.

Nadrah is a Ph.D. candidate at the University of Canberra. She graduated from the Postgraduate of the English Department at Padang State University in 2004. She is a lecturer at Fatmawati Sukarno Islamic State University Bengkulu, Indonesia. She has joined national and international seminars both as a presenter and participant. She presented a research paper at international conferences in Melaka Malaysia in 2018 and at the University Malaysia Sarawak in 2017. She also participated as a participant in international seminars such as Australian International Education Conference in 2022 and the international conference on the Austronesian and Papuan Worlds in Bengkulu Indonesia in 2022.

T4-I | HEALTH COMMUNICATION AND IDENTITY

RH107 | <https://vuw.zoom.us/my/anzca9>

"Who am I now?" The lived experiences and identity construction of individuals following bariatric surgery

Sarah Wolff and Elena Maydell

Mediatized standards of beauty in contemporary western societies contribute to stigma and discrimination of individuals labelled 'obese' by medical professionals. Those people who qualify to undergo weight-reduction treatments, including bariatric surgery, choose to do so due to serious health conditions, often being unable to lose weight any other way. However, they are commonly constructed as 'cheaters' and blamed for lack of will to prevent weight gain in the first place. Cultural beliefs demonising fat and fat people produce the perceptions of an inferior identity, often leading to internalised fatphobia among such individuals. Bariatric surgery that leads to significant weight loss allows them to shift from the marginalised minority into the majority, with socially acceptable and normative body sizes. However, the current study reveals significant challenges individuals face following bariatric surgery and change in weight and body size. This research investigated the lived experiences of the participants following bariatric surgery, with an emphasis on the effects bariatric surgery has on identity construction. Semi-structured interviews conducted with 11 participants were analysed using narrative analysis. The findings demonstrate the impact bariatric surgery can have on identity, through a persistent 'obese view of self' and body perception difficulties, indicating long-lasting harmful effects of symbolic violence these individuals experience due to stigmatisation and medicalisation of fat. While the participants clearly state that bariatric surgery is an advantageous procedure, resulting in many social and health benefits, their difficulties adapting from an 'obese' identity highlight hegemonic discourses that inscribe normative views on the human body.

Sarah Wolff completed her Master's thesis titled "Who am I now?" The lived experiences and identity construction of individuals following bariatric surgery at School of Psychology, Massey University of New Zealand, in 2021, and currently works at UCOL, which is part of New Zealand Institute of Skills and Technology (Te Pūkenga).

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

Potential risks and benefits of using Generative Artificial Intelligence (GAI) in clinical communication

Angela Ballantyne

Generative Artificial Intelligence (GAI), including large language models (LLMs) and tools like ChatGPT, Bard and Bing, have potential application to interprofessional and provider-patient communication in clinical settings. To date, WHO, the NZ Privacy Commissioner and MBIE have taken a conservative approach to the use of GAI, and no guidance has yet been issued by Te Whatu Ora. This paper uses ethical and legal analysis to assess potential specific risks and benefits of using GAI in the context of healthcare communication in Aotearoa NZ. We consider appropriate uses of GAI in the light of requirements on health providers under the Code of Health and Disability Consumers' Rights, the Health Information Privacy Code and ethical guidance from WHO. Beneficial clinical uses might include: producing tailored health information/promotion resources for patients; drafting patient notes, referrals or discharge summaries; or auditing free text patient notes for continuous quality improvement purposes. Ethical/legal risks include the risk of hallucinations, errors and falsification of data; breaches of patient privacy; amplified misinformation; biased output increasing health inequity; and threats to data sovereignty. GAI tools have not been validated as safe and effective for use in healthcare communication; nor have the risks and benefits been adequately evaluated. Providers have ethical, legal and professional obligations to provide services of an appropriate standard, and health providers remain accountable for harm arising from the use of GAI. A precautionary approach is warranted until there is clearer guidance on use of GAI in the Aotearoa New Zealand health context.

Dr Angela Ballantyne is an Associate Professor in Bioethics at the University of Otago, Wellington. She was president of the International Association of Bioethics (2016-2017) and has served as the ethics member of the Central Health and Disability Ethics Committee NZ. Angela's research interests include exploitation, research ethics, vulnerability, ethics of pregnancy and reproductive technologies, and secondary use research with clinical data.

Institutional listening in the context of Australian disability policy and services: Exploring conditions for radical listening

Molly Saunders and Laura Davy

This presentation explores the politics of listening in the context of current reforms in Australian disability policy. Reports from the Disability Royal Commission and the review of the National Disability Insurance Scheme (NDIS) reveal persistent gaps in responsiveness despite the emphasis on increased voice and control within the new person-centred service market. We start by examining how systems and structures such as high-level policies and rules, the regulation and governance of the disability services market, and organisational cultures and norms, mediate and constrain opportunities for people with disability to be heard. Positioning radical listening as a potential instrument for change within disability policy and service organisations, we discuss reforms that could enable more meaningful listening practices to flourish within the NDIS. We conclude by discussing our new research, co-designed with young people with disability and young carers, that explores how young people understand listening and how they want to be heard by the organisations and institutions that impact their lives.

Molly Saunders is a Research Associate in the Department of Policy and Governance at the Crawford School of Public Policy, working on projects in the disability policy area. She is also a PhD Candidate at the University of New South Wales (UNSW), where her thesis examines gender inequity and the National Disability Insurance Scheme (NDIS), using a capability-based understanding of human rights. Previously, Molly worked at the UNSW Centre for Social Impact, in international development organisations, as an individual and systemic disability advocate, and as a graduate administrative lawyer.

Laura Davy is a Lecturer in the Department of Policy and Governance at the Crawford School of Public Policy. She holds a PhD in Sociology & Social Policy from the University of Sydney and a Masters in Political Theory from the London School of Economics and Political Science. Her research focuses on disability and care policy, and she is also interested more broadly in minority group experiences of public policy, policy communication and engagement, human rights, and feminist ethics.

LUNCH (12:15am – 1:15pm)

CONCURRENT SESSION 5 (1:15pm – 2:45pm)

T5-A | MEDIA, IDENTITY, POLITICS

RHMZ02 | ZOOM LINK

‘White and uptight’: Change, continuity and harm after the ‘racial reckoning’

David Nolan

In an era marked by increased demands for racial justice, moves by Australian media institutions to employ First Nations journalists to demonstrate their commitment to equity and diversity often places them at risk of psychological harm. This, we argue, is not only because of their exposure to harm online, but a failure to acknowledge how race and racism continue to structure white newsrooms (Al-Kaisy, 2023). We build this argument through an analysis of interviews with First Nations journalists working at mainstream news organisations in Australia. These interviews, and the analysis that emerges from them, are produced through deploying Indigenous methodologies that involve participant consultation and empowerment (Kovach, 2021), and a decolonising emphasis on research produced with Indigenous input that produces mutual benefit, impact and utility for Indigenous communities (Smith, 2021). Most crucially, we document various ‘double binds’ confronting First Nations journalists who, while ostensibly hired to contribute to cultural change, are subsequently sidelined for their failure to conform to dominant newsroom values and embodied norms of presentation. This paper argues that commitments to reform ring hollow if they do not acknowledge that real change demands that attention be paid not only to the increased inclusion of First Nations staff but, critically, to addressing various dimensions of racial exclusion within newsrooms.

Dr David Nolan is Associate Professor in the News and Media Research Centre at the University of Canberra. He is Lead Researcher in the Australian Research Council (ARC) funded project Amplifying Indigenous News, an Industry Linkage action research program in partnership with First Nations Media Australia (the peak body for the First Nations community-controlled media sector) and IndigenousX and The Guardian.

Mediaplex: Why social media companies are not news aggregators, what that means and why it matters

Cameron McTernan

How does one account for media diversity in an age of digital platforms? Social media companies like Facebook, YouTube and Twitter are considered ‘distributed access’ platforms for news which, distinct from ‘primary access’, bring together news stories in different ways and re-platforms them. For media industries scholars, these systems have significant implications for those trying to understand the political economy of media diversity in the platform era. Frameworks for studying source, content and reception diversity become more complicated when content is redistributed from one platform to another while still institutionally tethered to its primary access source. The aggregator model is insufficient to describe social media platforms as it does not account for platforms' transformative and homogenising effect. If these systems are not a form of aggregation, then questions arise about their structure and effect. In this paper, I outline the ‘mediaplex’ model as a conceptual framework for understanding media power in the platform era. This new framework draws upon the multiplexing model (or MUXing) used within the Information and Communication Technology field and is adapted to include parameters of media diversity – source, content and reception. This model recognises the transformative and redistributive effect of social media platforms on content and reception and is introduced to account for the effect multiplexing may have on concentration in the media. As such, it calls for new approaches to understanding and measuring media diversity. This paper also considers future directions for the ‘mediaplex’ and approaches to studying media diversity within the context of distributed access of news.

Cameron McTernan is a PhD candidate at the University of Sydney and teaching academic at the University of South Australia, specialising in Communication and Social Media. His PhD project Media Power in the Age of Tech Giants examines pluralism in Australia’s media industry using both existing revenue-based models and a proposed model for measuring the attention economy online. He is currently a member of the Executive Committee for the Australian and New Zealand Communication Association and a researcher for The Global Media and Internet Concentration Project (Australian and New Zealand teams).

Articulating the difficulty visible: A communication studies contribution to “Talking Country”

Cathy Greenfield (Online)

This paper does two things. First, it shares knowledge about the project “Talking Country” and the universe of people and things involved. “Talking Country: Sharing Indigenous Stories of Place through Mobile Media” aims to develop new digital storytelling tools and strategies for engaging with places important to both Indigenous and non-Indigenous people in Australia. This ongoing multidisciplinary project (2020-2024) is important as a model of how relationships between non-Indigenous and Indigenous people and Indigenous sovereignty can be made, and might be better made. In a variety of ways, the project is about transformative communication and its conditions. Second, the paper describes what kind of Communication Studies is needed in a project like “Talking Country”, with the remaking of relationships at its centre. What do the people and places of the project ask of a communication studies scholar? The concept of 'communicative relationality' (Kuhn, Ashcroft & Cooren 2017) is an indicative touchstone. “Talking Country”’s work-in-progress around theories of relationality provides a small occasion for considering Communication Studies and its ways of knowing.

Cathy Greenfield is Associate Professor of Communication, School of Media & Communication, RMIT University. Her research deals with the role of media in the government of populations, with journal articles across a range of topics such as populism, financialization, ecological sustainability, and political economic literacy. She is currently working with a colleague on a project ‘Pedagogy Now’ which includes pedagogical questions for a ‘Communication Studies for the 21st century’. Major publications include *Media & the Government of Populations: Communication, Technology and Power* (2018) and *How We Are Governed: Investigations of Communication, Media and Democracy* (2014). She teaches an interdisciplinary Minor, Contemporary Politics & Communication.

T5-B | COMMUNICATION, CREATIVITY, AND PRACTICE

RHMZ03 A | <https://vuw.zoom.us/my/anzca2>

How art communicates: Six aesthetic mechanisms of artistic activism

Nicholas Holm

Scholars have been debating the relationships between art and political action since the Ancient Greeks, and probably much earlier, given the Chinese were staging Xiqu theatre with political stock characters from at least the Shang Dynasty (1600BCE). Such debates endure, because they speak to a key concern of communication: how can expressive, aesthetic, creative works influence the social and political contexts from which they emerge? However, despite literally millennia of consideration, we still find ourselves struggling to articulate how art works in and upon us. Does art transform the world? If so, by what means? We are, concomitantly, largely unable to clarify art's importance to helping us address urgent social and environmental crises. In part, this is because when attempting to account for how art might impact political and social processes in the world (through works variously termed socially engaged art, 'activism', protest art, artistic activism or, most recently, creative activism), there is a tendency to begin the theorising process afresh, thereby forgetting much of the rich scholarship on political aesthetics. In this paper we redress this recurrent scholarly amnesia by reassembling and synthesising influential scholarship of political aesthetics to sculpt a broad typology of six interconnected mechanisms by which art intervenes in the world. We call these: Documentation, Disruption, Recognition, Participation, Imagination, and Beauty. We explicate each mechanism and situate its origins, to reconnect recent scholarship of creative activism with political aesthetics' genealogy in media and communication studies.

Nicholas Holm is Senior Lecturer in Media Studies at Te Kunenga ki Pūrehuroa (Massey University). His research spans the political aesthetics of comedy, the limits of satire, and critique as a form of privilege. He is the author of *Humour as Politics* (Palgrave, 2017), and *Advertising and Consumer Society: A Critical Introduction* (2nd Ed, Routledge, 2023). Recent articles include *The Limits of Satire, or the Reification of Cultural Politics* (Thesis Eleven), and *No More Jokes: Comic Complexity, Adult Swim and a Political Aesthetic Model of Humour* (European Journal of Cultural Studies). He is currently writing a book about fun.

Ka Mua, Ka Muri ki Ambush Road: Keyhole to a Vista of Aotearoa/NZ History

Paul Janman

As part of a practice-led PhD project, I am producing an extended film sequence, which asks how a personal voice and alterities of time might contribute to a cinematic understanding of local New Zealand Wars history. Alongside short examples of creative work in progress, I would like to present some of the theoretical and methodological sources of an emergent personal voice such as the non-linearity and decompression of mind inherent in both Henri Bergson's concept of *durée* and the Māori / pan-Oceanic concept of *ka mua, ka muri*. Complexities of indigenous Pacific *Tā-Vā-Wā* (time-space-time/space) have been revealed in recent interviewing for the Marsden-funded project *Vā Moana: Space And Relationality In Pacific Thought and Identity* but also exciting potentials for cinematic time. An iterative filmmaking process has adapted and deployed these potentials alongside an 'aesthetics of the eerie' (Fisher, 2016) that explores an unsettled Pākehā migrant identity in the process of redefinition, under the influence of indigenous and counter-hegemonic ways of being and communicating in time and space. Materially, the film also interrogates the collective amnesia that has accompanied indigenous dispossession on Auckland's notorious Great South Road as it simultaneously evokes the virtual, spatio-temporal sense of what 19th century Māori general Wiremu Tamihana called 'The Great War for New Zealand'. As a re-mediation of local history using archive, celluloid, digital recordings and new AI imaging and voicing technologies, this process of thinking-making-thinking breaches Pākehā paralysis with a revitalised knowledge of colonial history.

With the film *Tongan Ark*, Paul (Pākehā, English, Welsh) celebrated the life of Tongan philosopher Futa Helu and the independent 'Atenisi (Athens) University he founded in Nuku'alofa, the Kingdom of Tonga. Paul has taught screen production at Auckland's University of Technology since 2016 while producing art films, activations, hui, videographies, archives and installations. Alongside his PhD project he is currently producing a series of interviews with key knowledge holders about Oceanic time-space for AUT's *Vā Moana* research cluster (publicfims.works).

Poetic Marketing: The Use of Poetry in Tourism Screen Advertisements

Alfio Leotta

This paper examines the use of poetry and spoken word in tourism screen advertisements. Recently, a number of commentators (Hickman 2009; Darby 2021) have noted the increasing use of poetry and poetic language in advertising. This trend appears particularly marked in screen advertisements conceived to promote tourism destinations. While a number of studies have explored the broad relationship between advertising, art and creativity (Gibbons 2005), apart from some notable exceptions (Haikawa 1946), the intersection between poetry and screen advertising has been underexplored. This paper will analyse the different ways in which tourism screen advertisements deploy poetry and spoken word at both the stylistic and thematic level. The paper will deploy the textual analysis of selected case studies to examine poetry's contribution to the aesthetic strategies of these texts. The paper will also interrogate the social, cultural and technological factors that recently accelerated the convergence between poetry and advertising. It will be argued that at the technological level, media convergence provides consumers with new ways to experience and engage with advertising not just as persuasive rhetoric but as aesthetically and symbolically meaningful content (de Burgh-Woodman 2018). In relation to tourism promotion, more specifically, the deployment of poetry in screen advertisements also aligns with shifts in contemporary tourism practices that value more individual transformation, unconventional, customised experiences and immersion in local cultures.

Dr Alfio Leotta is an Associate Professor in Film at Victoria University of Wellington. His primary research interests focus on the relation between film and tourism; national cinema; the globalisation of film production; and film authorship. His first book *Touring the Screen: Tourism and New Zealand Film Geographies* (Intellect, 2011) examines film-induced tourism in New Zealand. Dr Leotta is also the author of *The Bloomsbury Companion to Peter Jackson* (Bloomsbury, 2016) and *The Cinema of John Milius* (Rowman & Littlefield/Lexington, 2018). More recently he co-edited *Audiovisual Tourism Promotion* (Palgrave 2022) with Diego Bonelli.

T5-C | COMMUNICATION, PLACE, AND MEMORY

RHMZ03 B | <https://vuw.zoom.us/my/anzca3>

Ukelele in the Time of Lockdown

Kay Hearn

The ukulele is a fun, affordable and accessible instrument and in recent years there has been a boom internationally in the number of groups dedicated to this small instrument. There are an estimated 40 plus groups in Western Australia of varying size and can be formal and informal, with meet ups in community and church halls, cafes, sports clubs and the pub. The ukulele, along with sourdough bread, became one of the new things to do and learn during lockdown and online gatherings of ukulele groups was a big part of this. There are millions YouTube videos dedicated to learning to play and performance. The themes of together apart and an emphasis on inclusion, connection to place and the home emerged in many of the performance videos during the pandemic and the early lockdowns. The following looks at how home and community are imagined and constructed in the videos of the Great Ukulele Orchestra of Great Britain and Love in Lockdown and The Lockdown Ukulele Rockdown.

Kay Hearn is an academic at Edith Cowan University and is an avid ukulele player. She picked up the uke after being forced to take some of her accumulated leave in 2019 and never looked back. As music is not something to be done alone naturally, she had to join a ukulele group. She is now one of the leaders of that group and is a member of another two groups and a band.

Wine, Coffee and Craft Beer in Wellington: The Other Social Media and the Remaking of Contemporary Wellington

Geoff Stahl

This paper explores how wine, coffee and craft beer shaped, and continue to shape, Wellington's urban identity and cultural life, considering them examples of what is referred to here as "the other social media." This paper is part of a larger project premised on three related research questions: How do these particular intoxicants and stimulants shape an urban habitus specific to Wellington? How has each informed the other over the past four decades? And how have they in turn shaped the city's civic space? This paper briefly explores the tensions between ritual and regulation that have developed in relation to wine and craft beer over the past four decades in the city. My focus here is two-fold: first, looking at representations of each and how they frame and are used to communicate Wellington's emergent and fraught cosmopolitanization; and second, examining changes in policy and regulation, noting how, on the one hand, they allow the city's urban character to flourish through and in relation these media, and, on the other, circumscribe it due to shifting imperatives in licensing and by-laws (regarding concerns about public safety, decorum, health, etc.). In Wellington, wine, followed by coffee, and, more recently, by craft beer have each helped define and then extend markets, develop and sustain local industries and institutions, cultivate,

refine and expand palates, and channel and consolidate distinctive forms of sociality in the city. Wellington offers an ideal opportunity to explore how a distinctive urban sensibility is attributed to these particular social media, vehicles through which an entrepreneurial and creative DIY zeal finds expression, a restaurant, café and bar culture thrives, and how these are then mobilised to brand the city as a site of refined consumption, mediating a city open-for-business for a range of constituencies and markets.

Dr Geoff Stahl received his PhD in Communications from the Department of Art History and Communications Studies at McGill University, Montreal. He was a post-Doctoral Fellow at both Humboldt University in Berlin and the Advanced Cultural Studies Institute of Sweden (ACSIS), Linköping University. His research is focused on the complex nature of cultural production in the city, and in particular on the social relations and systems of representation associated with urban creative labour and music making. He is interested in urban semiotics, popular music, cultural geography, advertising, and has published articles on scenes and subcultures. He continues his research on the creative life of cities in the context of Montreal, Berlin and Wellington. He has also recently published in the area of food and media studies.

Purple benches to memorialise and aid victims of domestic and family violence

Marilyn Mitchell

In Australia from July 2019 to 30 June 2020, 36 women and 10 men were killed by an intimate partner, and 86 people altogether were victims of domestic homicide (Australian Institute of Health and Welfare, 2023). To memorialise such victims, help those who are suffering from this violence, educate the public, and enact change, women's groups in countries around the world including Australia have installed purple benches in public spaces that include plaques with contact information for getting help. Some groups hold memorials for victims at these benches. In 2015 in Nova Scotia, Canada, the first purple bench was installed by the daughter of Barbara Baillie whose husband had murdered her 25 years earlier. Across Australia, more than 100 benches are installed. The aim of this research is to understand how the benches work to achieve the goals of memorialising the dead, assisting the living, educating the public, and enacting change. The research builds upon Goodnow's (2021) proposed theory of collective mourning, which relies on Aristotle's epideictic and deliberative rhetoric. Research consists of a content analysis of Australian news reports about the benches and interviews with women's groups and government members involved with installing the benches and attending memorials.

Dr Marilyn Mitchell is an Assistant Professor of Communication and the Discipline Leader for Communication, Media, Public Relations, and Journalism at Bond University. Her research is primarily on visual communication, especially information graphics, and various types of representation within blogs, news reports, and film. She lectures in Mass and Popular Media, and Organizational Communication and Leadership.

T5-D | REMIXING METHODS

RH102 | <https://vuw.zoom.us/my/anzca4>

Panel Abstract:

The use of algorithms, AI, and machine learning not only aid in the indexation, recommendation, and distribution of content to audiences and users of social media and streaming platforms, advances in image and text-based generative AI also means that ordinary users and content creators have access to and can take advantage of these technologies when producing content for these platforms. In addition, the speed of technological advancement within digital media historically tends to outpace the development of regulatory responses – leaving users, content creators, and policy makers to react to these changes as they encounter them. Centring research projects on the experiences of the people that use these technologies and interpret their impact present challenges to scholars around the reliability, relevance, and ethical nuances of the research methods selected.

Researching digital media requires a reflexive and balanced approach: drawing from well-established, reliable data collection methods on the one hand, yet looking for new ways that these methods can be implemented to address the practical and ethical challenges that these technologies can present on the other. This panel presents “remixed” methodological approaches to human research design for both qualitative and quantitative analysis within four contexts: news consumption and curation practices on social media platforms; women's health discourses on digital platforms; co-designing AI moderation tools; and the ongoing debates around regulatory frameworks for streaming services in Australia. Each panellist explores the opportunities and risks that their approaches raise, discussing the benefits and weaknesses that these methods can bring to research outcomes.

An ethical data collection approach to public, quasi-public, and private social media content

Agata Stepnik

Social media platforms offer everyday users opportunities for social connection and interaction alongside entertainment, informative content, and advertising. Algorithmic recommender systems both suggest and hide content from users, basing these visibility decisions on the user's preference, followed accounts, previous interactions with content, and the actions of other users on the platform. One approach to exploring how users understand and respond to these algorithmic systems is through self-reporting methods such as survey and interview. However convenient these methods are, self-reporting can be unreliable. An alternative involves direct observation of social media use in the contexts that they occur within, however, this exposes the investigator to a range of content on social media shared by 3rd-party users within the research participant's network connections and which may have been intended for a private or quasi-public audience. This contributes to changing ethical positions into what is considered 'public' content on these platforms, as well as whether informed consent is required or even possible when accessing social media content that has been published to a general public, quasi-public, or private

audience, such as on Twitter, Instagram, or TikTok. This paper presents a case study example of a research project that adopted an ethical approach to observational data collection methods within a digital ethnography. It highlights interventions that were applied to the small-scale study to address the contextual integrity of 3rd-party user data, where informed consent was unfeasible to obtain from these networked connections.

Agata Stepnik is a research officer in the Discipline of Media and Communication at the University of Sydney. Her research interests include user agency in recommender systems, and news consumption practices on social media platforms.

Instagram as a tool for health communication research and practice: Benefits, limitations and experience

Clare Davies

Social media platforms have proven to be an effective tool for recruiting study participants, data collection and implementing health communications strategies. While marketing and media practitioners are already using social media to understand and influence audiences, there is little research on how health communicators can adopt social media in research and practice. This paper provides preliminary

findings and proposes a practical research methodology, including social media promotion on Instagram to recruit participants, surveys and in-depth interviews, to understand how people engage and respond to health-related content. The paper focuses on four key aspects that supported the research process: (1) a recruitment strategy through a paid promotion that targeted potential participants and posting on online communities; (2) supporting the role of qualitative interviews in an area that continues to focus on quantitative methods; (3) researcher reflexivity to ensure that knowledge was independent and uncontaminated by my own personal experience; and (4) the application of vignettes as a suitable method for presenting complex, situational accounts of participants. Though each method has strengths and weaknesses, this presentation builds on previous studies that call for health communicators to embrace social media technologies and different research methods to understand and effectively engage audiences on health-related matters.

Clare Davies is a PhD candidate at The University of Sydney. Her research interests include public health, wellness, food culture, and digital technology. Alongside her PhD, Clare is a sessional academic and works in health communication.

Unravelling the Quandary: Examining the Forthcoming Content Quota on Netflix in Australia: A Policy Analysis

Wenjia Tang

Long considered unregulated entities, streaming media providers in Australia find themselves embroiled in a contentious debate over their classification: Are they to be recognised as telecommunication services or television services? This ongoing controversy significantly influences pertinent decision-makers in the formulation of an updated regulatory framework, namely, a content quota. As the mainstay of policy lobbying, the digital media industry and practitioners are eager for economically favourable obligations to promote over-the-top TVs play a (relatively) fair game with broadcasters, while government agencies and research institutions insist on the importance of culture visibility and increasing representative stories about indigenous and marginal communities. Since 2016, the Australian government has grappled with the challenge of defining this quota for streamers that can appease all parties involved, leading to protracted dialogues and ambiguous charters. This paper proposes a practical research method of in-depth interviews with multiple policy influencers as participants, in a survey of a policy negotiation process that is not yet published. It illustrates a number of key actors involved in the process and serves as an alternative glimpse into present policy conflicts. The paper aims to provide a possible system demonstrating different stakeholders' positions according to the forthcoming Australian regulations on streaming services, exemplified by platforms like Netflix. The method displays the reasons, themes, and central interfering factors of contradiction, and helps predictions about future policy directions based on the debate history.

Wenjia Tang is a PhD candidate at Discipline of Media and Communications, University of Sydney. Her research is now on the platform industry and digital glocalisation, with a particular interest in media policies & regulations, pop culture in cyberspace, and global media consumption.

Co-Designing the Future of AI Moderation Tools

Mahli-Ann Butt and Lucy Sparrow

The recent emergence of generative AI tools like ChatGPT presents an opportunity to develop innovative and impactful AI-software with the potential to reach millions of users. In games, for example, some of these tools can monitor players' text chat, voice chat and in-game actions, which can potentially help manage in-game harassment and abuse in unprecedented ways. But how far is too far when it comes to the reach of AI in monitoring our actions? The design and processes of AI moderation tools also remain largely opaque – so how can we be sure they are making accurate and fair decisions that reflect the needs and values of the communities they serve? This paper presents preliminary findings and critical reflections on the co-design methods our interdisciplinary team use for two ongoing research projects: one project examining the ethics – and co-creating the future – of AI moderation tools in online multiplayer games, and one project co-creating an anti-harassment AI tool called “AI Ally.” In both projects, we have sought co-design methods as a way to empower our target cohorts: ‘players, human moderators, and AI developers of multiplayer games’, and ‘girls and young women’ as the demographic who disproportionately face online harassment.

Mahli-Ann Butt is a feminist ethnographer of gaming culture, and Lecturer in Cultural Studies at the University of Melbourne. She is the President of the Digital Games Research Association (DiGRA) of Australia (DiGRAA) and DiGRA Chapter Officer.

Lucy Sparrow is an Associate Lecturer in the School of Computing and Information Systems. Her research is primarily interdisciplinary, lying at the intersection of human-computer interaction, game studies, social sciences, and philosophy.

T5-E | CARE AND COMMUNICATION IN COVID TIMES

RH103 | <https://vuw.zoom.us/my/anzca5>

'I would be recommending a COVID vaccine': Conversational practices for discussing vaccination in health professional-patient interactions

Maria Stubbe

A concerted campaign to vaccinate the majority of the adult population was a key plank in Aotearoa-NZ's health response to the COVID-19 pandemic, and overall this campaign achieved remarkable success. Public health messaging via a variety of channels played an important part in informing people about the new vaccines, and many were readily persuaded to accept them voluntarily in order to protect themselves and other people from the worst effects of the virus. However, many others were initially more hesitant. This was unsurprising given the uncertainties and rapidly evolving understandings surrounding COVID-19, and the novelty of the vaccines being developed. As the pandemic unfolded, there was also a noticeable uptick in 'anti-vaccination' or vaccine-sceptical beliefs and discourses, with hardening of these attitudes becoming increasingly apparent in the face of vaccine mandates and the escalating circulation of misinformation. At the same time, vaccination rates for other serious communicable diseases such as measles have now dropped to historically low levels in Aotearoa-NZ, especially amongst Māori and Pasifika. In this context, constructive conversations about vaccination between individual health workers and their patients are more important than ever. Whilst some information on how to engage in vaccine discussions was circulated during the pandemic, this tended to be high-level advice, based on general psychological principles and invented conversational 'scripts'. We argue that going forward, health professionals need evidence-based guidelines on specific communicative strategies and practices for discussing vaccination that take due account of the complex, dynamic and situated nature of interactions in real-life healthcare encounters.

Maria Stubbe is an Associate Professor in the Department of Primary Health Care and General Practice at the University of Otago, Wellington, and directs the Applied Research on Communication in Health Group. Maria's background is in sociolinguistics, and her research interests include interactional analysis of health interactions, experiences of health and illness, and the application of health communication research to health promotion and health service delivery.

Calling the police about family harm during COVID lockdown

Emma Tennent

New Zealand has one of the worst rates of domestic violence in the OECD; the majority of which is not reported to police. Although identified barriers to help-seeking are well documented, very little is known about how violence is actually communicated to the police. The COVID-19 pandemic not only increased the prevalence of violence, but made it harder to seek help by confining victims and abusers in close proximity during lockdowns. With a unique dataset of 200 calls made to police before and during New Zealand's first lockdown, this project explores how pandemic conditions impacted help-seeking. I use conversation analysis to examine how the action of seeking help is accomplished in these naturally occurring social interactions. Analysing the turn-by-turn interactions between callers and call-takers reveals how risks like being overheard shape the trajectory of a call for help. Understanding the unique challenges of help-seeking during lockdown demonstrates how a context of crisis shapes locally produced actions in consequential ways. Although the pandemic may officially be over, the challenges associated with help-seeking continue. This research provides important investigation of help-seeking in action which can positively inform call-taker training.

Emma Tennent is a senior lecturer in Communication at Te Herenga Waka Victoria University of Wellington. Her work on helpline communication uses conversation analysis and discursive psychology to illustrate how help-seeking happens in real-life social interactions. She also researches in gender and language with a focus on violence, disclosures, and institutional responses.

Uniting by Othering: Weibo Used in Cooperation during COVID Pandemic in 2020

Qiyuan Hu

This study rethinks how Chinese social media, Weibo, was adopted by Chinese netizens to cooperate and support each other to survive during the Covid pandemic and the impact of these virtual interactions. 2020 was a difficult year for Chinese citizens when Covid attacked, and the lockdown was put in place as a compulsory measure to contain the spread of the virus. Physical distancing furthered the sense of virtual connection on Weibo for individuals. As the pandemic progressed, the central government promoted 'staying cohesive' as a call for the public to contribute at the personal level. Interestingly, according to my early research on Weibo, this call for collectivity resulted in only limited and mainly positive voices dominating the social media site. Integrating Habermas' framework for understanding the public sphere with frameworks for understanding Networked Public and Affective Publics, this study frames ordinary social media users as 'We Media'. 'We Media' builds influential power, with algorithms and 'trust', within social networks to impact others' perspectives and behaviours. This phenomenon is intertwined with a Confucian culture that persists in China which can be related to Foucault's sense of 'normalisation' - a theory that can be deployed to understand 'following' on social media today. This study analyses public interactions on Weibo during the pandemic and argues that by 'othering' the voices of marginal groups, the public in China redefined the meaning of 'us' or 'we' in the same way that algorithms do and did so by defining a collective 'us' in opposition to 'them': marginalised groups who were seen as excluded from the collective.

Qiyuan Hu is a current PhD student at the University of Sydney from China. His research interests include social media, online communication, participatory culture and popular culture. Qiyuan also works as a Research Assistant at the University of Sydney Business School, conducting research projects in Education and Pedagogy in the higher education setting. Qiyuan currently engages in a research project about the transmedia engagement of English-speaking fans of Chinese boys' love (BL) stories with Chinese scholars. Qiyuan is a Group Fitness Instructor teaching Les Mills programs at Macquarie University in casual time.

T5-F | PARTICIPATORY RESEARCH WITH CHILDREN AND YOUNG PEOPLE TO INFORM POLICY

RH104 | <https://vuw.zoom.us/my/anzca6>

Panel abstract:

This panel addresses the conference theme of “ka mua, ka muri” in the context of children and young people’s communication about their digital lives, how this communication takes place in the power dynamics of policy making, and considers current approaches and future ways forward in which children and young people are positioned as stakeholders and change-makers in communications about their digital futures. The panel draws together a group of media and communications researchers committed to empowering children and young people as influential partners in participatory research about practices and policy that impact their lives. The notion of participatory engagement with the people impacted by policy is entrenched in health settings, where consumer and community advocates are the norm on research teams. In media and communications research, it is less common. However, there is a new wave of research about children and young people’s digital experiences that attends to children’s right to participate in decision-making and policies that impact their lives. See, for example, Third and Moody (2021) and the Digital Futures Commission’s (2023) work on child rights by design led by Sonia Livingstone. Such research addresses a global agenda for children’s rights (Livingstone and Bulger, 2013) and pays respect to the autonomy and self-expertise of children and young people. This panel draws on four projects and perspectives, in particular: Firstly, the Digital Safety and Citizenship Roundtables project in which researchers engaged children in India, Korea and Australia to express their experiences of digital safety and citizenship, and then conveyed the children’s perspectives to policy makers and industry. Secondly, Catherine Page Jeffery discusses a project that engaged young people and their parents directly to identify and discuss sources of digital conflict within families with a view to facilitating inter-generational understanding about digital media use. Thirdly, Kate Mannell draws on an extensive structured literature review to argue why participatory research is important for challenging unhelpful screen time guidelines about young families’ digital media use. Fourth, Justine Humphry and Jonathon Hutchinson draw on findings from the Emerging Online Safety Issues project, to explain how participatory research and co-design were used to develop social media educational resources that advocate for platform change to address young people’s safety and privacy concerns. This panel will conclude with a discussion about what the future of participatory research with children and young people might look like. Abstracts for individual panellist presentations are detailed below.

Talking back: Taking young people’s views to social media policy makers through participatory research and co-design

Justine Humphry and Jonathan Hutchinson

This paper explores the potential for involving young people in policy making for online governance through participatory research and co-design of social media educational content. The paper draws on research conducted over 2022 and 2023 for the eSafety Commissioner-funded research project, Emerging online safety issues. For this project, we used a multi-phase, mixed methods research methodology involving a

series of focus groups (n=7), co-design workshops (n=3) and a large-scale national survey (n=~1200) with young people aged 12-17 and parents and carers of the same age group. The project aimed to understand young people's understandings and patterns of use in relation to emerging online safety issues in Australia, and the surrounding regulatory frameworks in which they operate. In this paper, we explain the use of participatory and co-design methods in the three phases of the project – qualitative, quantitative and creative – culminating in co-creative media production carried out with young participants in the research in which the Youth Online Safety social media campaign was conceptualised, and a series of pilot videos were scripted and filmed. Alongside safety messages for young people, these videos present young people's ideas about what platforms could be doing better for them. The paper explores the potential for participatory research and co-creative media making to be used as a tool for advocacy and for broadening inclusion in online governance.

Justine Humphry is a Senior Lecturer in Digital Cultures at the University of Sydney. She is the lead Chief Investigator of the research project, Emerging online safety issues: co-creating social media education with young people. Justine uses qualitative and participatory research methods to study digitisation and datafication in the everyday lives of marginalised media users, and to involve groups in design and policy change. Her recent book, *Homelessness and Mobile Communication – Precariously Connected* is published by Palgrave Macmillan (Springer).

Jonathan Hutchison is the Chair of Discipline of Media and Communications at the University of Sydney. He is Chief Investigator on the Australian Research Council LIEF project The International Digital Policy Observatory, and is also Chief Investigator on the eSafety Commissioner Research project, Emerging online safety issues: co-creating social media education with young people. He is the current President of ANZCA (2023-2024), and the Editor-in-Chief of the Policy & Internet journal. His most recent book, *Digital Intermediation: Unseen infrastructure for cultural production*, is available through Routledge.

Facilitating children's contributions to digital citizenship policy in the Asia Pacific

Kylie J. Stevenson

This paper draws on a recent research partnership between the LEGO Group, Edith Cowan University and the ARC Centre of Excellence for the Digital Child, Digital safety and citizenship roundtables, which employed creative ways of communicating children's perspectives of safety and digital citizenship to policy stakeholders. The focus of the paper is the project's adoption of participatory play-based and visual methods, whereby researchers sought views about digital safety and citizenship from children aged 3 to 13 in three Asia-Pacific countries—India, Korea and Australia. The children's perspectives were then conveyed to adult stakeholders who contribute to children's digital citizenship policy in these countries. The researchers argue that such a participatory, play-centred approach respects children's' rights to express themselves in authentic and creative ways. It is also in keeping with the turn to children's participatory frameworks that facilitate children's contributions to policy discussions that impact their everyday digital lives. Taking its lead from the report, *The 4Cs: Classifying Online Risk to Children*, in which Livingstone and Stoilova argue for a "a balanced consideration of both risks and opportunities, recognising the full range of children's rights in a digital world" (2021, p. 3), this research was an opportunity to support adult stakeholders to take a balanced approach to children's use of technology, whilst, at the same time, empowering young children to express their experiences and competencies in the digital realm.

Kylie J. Stevenson is associate investigator with the ARC Centre of Excellence for the Digital Child, and academic chair of Graduate Research Education at Murdoch University. In 2022/23, she led a research project partnering with the LEGO Group (Asia Pacific) in India, Korea and Australia. Kylie applies participatory methods in her projects, and her research expertise includes children and technology, communications, and creative research. Kylie is Associate Editor of *Media International Australia*, and co-editor of the *Routledge Companion to Digital Media and Children* (2021) and *Digitising Early Childhood* (2018).

Using innovative participatory methods to explore the family life in the digital age

Catherine Page Jeffery

This paper discusses a recently completed project, called Safe Online Together, which adopted a participatory action research approach to bring together parents and their children to discuss family conflict around digital media use, and endeavoured to promote parent/child understanding to reduce digital conflict. The project's innovative methodologies provided several opportunities for knowledge sharing, not only with the researchers, but also, perhaps more importantly, between parent and child participants. This provided unique insights into parent-child interactions and discussions about media, and the key 'pressure points' within contemporary families. Such an approach represents a departure from much of the research about the practices and perspectives of digital media users, which often engages with parents and children separately, and provides limited insights into the ways in which digital media shape family dynamics. Findings from the project demonstrate the importance of embracing more innovative research methods in engaging with media users beyond the surveys and focus groups commonly used and drawn on by policy makers. Utilising more varied methods is necessary to gain more nuanced insights into the varied ways that digital media shapes family relations and disrupts family cohesion. The critical question remains, of course, how to translate these messy and varied findings into policy and resources that are beneficial to all families.

Catherine Page Jeffery is a lecturer and researcher in the Discipline of Media and Communication at the University of Sydney. Catherine's current research addresses digital media and families, with a particular focus on parenting in the digital age. Building on more than a decade of professional experience within the public and research sector, including in internet regulation and online safety, Catherine undertook a PhD at the University of C23Canberra examining parental anxieties about digital media. Since completing her doctorate in 2019, her work on digital media and families has been published in leading international journals.

Moving beyond screen time orthodoxies: Young families' digital media use and the need for participatory research

Kate Mannell and Scheherazade Bloul

This paper discusses how a lack of child and parent participation in research on family digital media use has hampered policy development around children and technology. Drawing on a large scoping review (n=296 articles) of research on young families' digital media use, it describes the concerns and approaches across this field, noting the dominance of reductive conceptualisations of media use and limited meaningful voice given to parents and children. For example, while parents are often participants, this typically involves providing survey responses about the time their children spend with media — an ineffectual research design for capturing people's digital media use but convenient for researchers and perceived as meaningful in the context of policy and public discourse that is dominated by 'screen time'. At the same time, this screen time concept stems from dosage-model health guidelines that outline recommended durations of screen use for children according to age. These screen-time-laden guidelines have become ubiquitous, yet research continually shows that they are unrealistic for families (Brown & Smolenaers, 2018) and lack sufficient evidence (Blum-Ross & Livingstone, 2018; Elson et al., 2019). While a few guidelines have begun moving away from time-based advice, progress is slow and not yet challenging the screen time orthodoxy. Overall, this paper argues that the lack of participatory research about young families' digital media use reflects and reinforces the dominance of policies that do not fit their reality, and that greater use of participatory approaches is needed to support and accelerate transitions toward more nuanced advice.

Kate Mannell is a Research Fellow with the ARC Centre of Excellence of the Digital Child, based at Deakin University. She is a media studies researcher whose work analyses the design, governance and use of digital platforms, with particular focus on understanding the role of technologies in family life and the practices people use to regulate or resist their use.

Scheherazade Bloul is a PhD candidate at the UNESCO Chair for Cultural Diversity and Social Justice at Deakin University. Taking a social justice perspective, her research aims to understand the imperial dimensions of digital media and their intersections with political activism among young people in post-2011 Morocco. Coming from a media background, her interdisciplinary research interests include analysing forms of imperialism and coloniality, digital media, and political action.

T5-G | GENDERED NEGOTIATIONS AT THE CINEMA

RH204 | <https://vuw.zoom.us/my/anzca7>

Deromanticizing the Sexual Revolution of the 60s: Adapting Social Change in Sunday Bloody Sunday film

Heba Aly

Exploring the agonies of both female and male subjects amidst the social change of the 60s, British writer Penelope Gilliatt presents the screenplay "Sunday Bloody Sunday" as a counterimage to a romanticized social change guided by mainstream market language. Associating the social change of the 60s and 70s with romanticized words and images as pop culture in feature films, documentaries, and ads, made the process of social change seem dreamy and flawless. Therefore, revisiting Sunday Bloody Sunday as a counter mainstream image, is a revisit of the social change that has built the western world as we know it now. Through analyzing both the context in which "Sunday Bloody Sunday" was written and directed, and its cinematic language, the study uncovers some of the agonies stemming from the notion of free/open relationships, which is one of the products of the sexual revolution. Love in "Sunday Bloody Sunday" is presented as problematic and bearing negative connotations rather than liberating and comforting.

Heba El-Sagheer Aly is a PhD student at the school of Media, Film and Journalism at Monash University. Her PhD project is a comparative study between portrayal of women in digital news media in the Middle East and the west. Although the project can be situated in the field of media and feminist studies, she has a broad research interest ranging from journalism studies to film aesthetics. In 2021, she won the Arab Fund for Arts and Culture (AFAC) grant to start a book project on "Modern Taste in Egyptian Film Furniture and set design 1950-1979", which was published in June 2022. The book serves as a documentation for the life of renowned set designer Maher Abdelnour and some of his works. It also compares modern styles used by the second generation of Egyptian set designers and the third generation of set designers.

Gender and Melancholia in Sunless

Tim Groves

Sunless (Chris Marker, 1982) is a key example of the essay film which depicts the travels of a fictional filmmaker, Sandor Krasna, to countries such as Japan, Iceland, France, Cape Verde, and Guinea-Bissau combined with found footage from various documentaries and Japanese television. Krasna's epistolary reflections on the melancholic qualities of history, memory, time, and cinema are read by an unseen female narrator. Although the film has been analysed from postmodern, Marxist, deconstructive, and postcolonial perspectives, its representation of women has received less critical attention. While the film

celebrates a sense of loss, particularly those associated with women's experiences and rituals, it also appropriates and essentializes the feminine. Drawing on writers such Juliana Schiesari, Kaja Silverman, and Julia Kristeva, I will argue that Sunless creates a gendered melancholia that produces and empowers the masculine creative subject of Krasna/Marker.

Tim Groves is a senior lecturer in the Film Programme at Te Herenga Waka—Victoria University of Wellington. His research interests include the horror and serial killer genres, postclassical American cinema, film authorship, critical psychology, and psychoanalysis.

Permana. An Attempt to Change the Stigma of the Sundanese Men: Rethinking the Figure of Kabayan Through Films

Rangga Saptia Mohamad

In oral traditions from 18th-century West Java Islamic boarding schools, Kabayan, a Sundanese man, was created. Since then, Kabayan stories—especially comedies—have spread. Despite being foolish, lazy, nosy, and naive, Kabayan is smart and law-abiding. His creative solutions to social issues are frequently unthinkable to others. However, the public thinks Kabayan is solely bad and made for entertainment. This created bad preconceptions that Sundanese men and people are like Kabayan. Behind it all, Kabayan has admirable traits. Sundanese filmmakers then made films to improve the bad perception of Kabayan and Sundanese males. This research seeks to understand how Kabayan filmmakers aim to modify the negative perception of the genre to erase negative stereotypes about Sundanese men. The author adopts a qualitative descriptive research method with in-depth interviews and text analysis. The results show that Kabayan films, both feature and television, have attempted to highlight Kabayan's positive traits explicitly by constructing the figure of Kabayan as smart, likes to help people, often provides solutions, obeys the rules, and has good persuasion skills. The comedy retains Kabayan's humor and entertaining. Films that portray Kabayan as a positive figure are also hoped to change society's negative perception of him and eliminate Indonesian society's negative stereotypes of Sundanese men, who are often associated with him.

Rangga Saptia Mohamad Permana (born September 25th, 1989) is a lecturer and researcher in the Faculty of Communication Sciences at Universitas Padjadjaran, Indonesia. His research interest involves film and television studies, as well as intercultural and political communication studies. Now he is a PhD candidate at Film, Media, Communications and Journalism HDR Program, Monash University, Australia, and is in his second year of doctoral education. His undergoing doctoral thesis entitled "Film as a Medium for Critique: A Study of Kabayan Films in Two Contrasting Political Periods in Indonesia".

T5-H | JOURNALISM, NEWS, AND AUTOMATION

RHG24 | <https://vuw.zoom.us/my/anzca8>

Relationship-building via AI-assisted chatbots: Perspectives from public relations

Leah Li and Edward Hurcombe

AI-assisted chatbots are gaining popularity within organisations because of their capability to provide customers with real-time service through live chat interfaces. AI advocates in the public relations (PR) industry have promoted the use of AI-aided tools to improve public engagement more broadly, as well as to assist with specific PR functions, such as crisis communication. Advocates also argue that interaction with a chatbot can deliver psychological, relational, emotional, and social benefits to users; and this process can enhance organization-public relationships due to perceived transparency among the users. However, compared with an extensive body of literature in marketing, health, hospitality, and tourism investigating the effectiveness of using AI-assisted chatbots in improving customer service, there has been little research into the outcome of deploying AI-assisted chatbots amongst PR professionals. As a discipline primarily concerned with the process of building and managing relationships amongst diverse publics and organisations, researching chatbots presents a significant opportunity to better understand new digital modes of public engagement. Hence, this paper investigates the perceptions and usages of AI-assisted tools amongst Australian professionals in the communication industry, with a focus on looking at the ways PR professionals can capitalize on the potential of chatbots for facilitating engagement with target stakeholders. The resulting research advances the understanding of how AI-aided tools such as chatbots can be utilised to maximise the afore-mentioned benefits from a PR perspective.

Xiufang (Leah) Li (PhD) undertakes research, supervises PhD candidates, and coordinates and teaches courses in the School of Media and Communication at RMIT University in Australia. Dr Li holds a doctoral degree in International Communication and Media awarded at Macquarie University. Her primary research areas are public relations and digital communication. She serves as an invited reviewer for a multiplicity of world leading Q1 journals. Her recent work ca+F193

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

Distributed ethics: AI and journalism decision making

Tai Neilson

Journalism is now constituted and interpenetrated by algorithmic actors that collect, process, and make decisions based on data. On the one hand, this suggests a radical transformation. The technologies that shape journalism no longer just place material limits and provide the technical affordances for journalism practice. Rather, algorithmic systems are designed to make decisions – including ethical decisions - and to achieve a relative level of autonomy. On the other hand, ethical decision making in journalism has always been distributed between human, technical, and institutional agencies. As such anthropocentric philosophies of ethics, with their emphasis on the autonomous individual, need to be rethought. In this paper I will outline the ways that AI challenges dominant approaches to journalism ethics by drawing on concepts from STS and critical posthumanism. Then, I will present “distributed ethics” as an alternative approach to theorising journalism decision-making. By challenging the anthropocentrism of the dominant paradigms of journalism ethics, I intend to open the field of ethical inquiry to include new actors: in particular, machine learning algorithms and digital architectures that process data, make decisions, and act in ways that influence, facilitate, and sometimes limit the scope of ethical decisions.

Tai Neilson is a Senior Lecturer in Media at Macquarie University. He is the author of *Journalism and Digital Labor: Experiences of Online News Production* and co-edited *Research Methods for the Digital Humanities*. Dr Neilson’s areas of expertise include journalism, the political economy of digital media, and critical cultural theory. His research investigates journalists’ work practices, professional ideologies, and the power relations that impact their work.

Will Human News Presenters Become Intangible Cultural Relics? The Identity Construction of the AI News Presenter in China

Yiming Chen and Liming Liu

Since its broad implementation in 2018, China's artificial intelligence (AI) synthetic news presenter has been regarded as an innovative, cutting-edge technological practice that is playing a revolutionary role in the digital transformation of Chinese journalism. Influenced by the popularity of ChatGPT, China's state-owned news outlet, People's Daily, has launched an evolved version of the AI presenter, named "Ren Xiaorong," with a chat function to enhance news engagement and interactivity. Will the human presenters' craft become a cultural relic as they might be replaced by AI? This study investigated how the identity of the AI news presenter was discursively constructed through media special reports in China in the period from the launch of the country's first AI news presenter in 2018 through 2023. It provides a public understanding of AI-generated technology in the automatic news practical context and conceptualizes an identity framework of the AI presenter, enabling human professionals to reposition their practical spaces in digital content production. Drawing upon a poststructuralist perspective on discourse theory, this study argues that the AI news presenter's identity is articulated through three discursive nodal points: 1) embodying a humanoid storyteller, 2) performing routine professional journalistic work, and 3) providing interactive content production. This AI-driven identity framework fundamentally challenges human practitioners' journalistic work patterns. The study indicates that the AI presenter's practice will serve as a major model for digital news production and consumption, highlighting the importance of creative human agency that reconstructs a new identity for human practitioners in human-machine journalistic production.

Yiming Chen is an assistant professor at the Academy of Creative Technology, Xi'an Jiaotong-Liverpool University. He holds double PhD degrees awarded from Uppsala University and Vrije Universiteit Brussel, with research interests focused on the practice of digital humans in media and cultural production, as well as its social and industrial impacts.

Automating Terror: Ecologies of workshop and nonhuman governance

Lewis Rarm

In the years following the caliphate's declaration, tenure, and dissolution, scholarship on the Islamic State's (IS) use of social media exploded. Researchers from academia, government, private institutions, think tanks, and NGOs scrambled to understand how the group harnessed digital technologies for organising and propagating. These studies ranged from macro-analyses of the IS twitter ecology (Berger and Morgan 2015; Fisher 2015), to micro-analyses of individual media texts (Tinnes 2015), gendered forms of conduct on social media (Perešin 2015), IS as media spectacle (Friis 2018), the conceptually excessive notion of radicalisation (Picart 2015), and so on. Until recently, however, studies of IS's social media activities failed to consider the figure of the nonhuman as it relates to IS's social media activities (See Alrhoun, Winter and Kertesz 2023). This paper discusses the governmental power of nonhuman technologies used by IS on Twitter. Drawing on N. Katherine Hayles' term 'cognizers' (2017), it discusses the supplications app du3a used by IS and assesses the power of its communicative potential. It has three analytic focal points: firstly, it argues that the use of social bots on Twitter is an effect and echo of IS's governmental regime; secondly, it considers how the affordances of social bots seek to promote intersubjective relations; and finally, it attempts to think how the polyvalence of Islamic discourse might be leveraged in the wider Muslim ecology of worship online. To conclude, this paper reflects on how the figure of the nonhuman is operative in contemporary governance efforts of terrorist actors.

Lewis Rarm is a Lecturer in Media and Communication at Te Herenga Waka | Victoria University of Wellington where he researches and teaches on media, technology, violence, and biopolitics. His book *Islamic State, Biopolitics, and Media Governmentality* will be published by Routledge in 2024.

An antagonistic history of the Australian League of Rights

Brett Nicholls

The Australian League of Rights is a far-right Christian nationalist, perhaps ecofascist, political organisation in Australia that has been in operation since the 1940s. The organisation is a repository of post-war far-right thought. We see in it the developments, shifts, and continuities of this thought across time. Drawing on post-structuralist discourse theory (Laclau and Mouffe, Glynos and Howarth), I show how the League constructs an antagonistic frontier between what is imagined as a cohesive and unified national identity and its outside threat. Focusing specifically upon “communism” as an empty signifier, I trace how this constructed antagonistic frontier shifts across time and show what aspects of this shifting construction, in particular the conspiratorial imagination and associated anti-semitism, resonate with and inform the current political terrain.

Brett is Head of Media, Film, and Communication at the University of Otago, New Zealand. He publishes work on media culture, critical and social theory. Most recently he published a co-edited volume with Springer titled *Post-Truth and the Mediation of Reality* (2019). He is also an editor of *Borderland journal: Culture, Politics, Law and Earth* and *Baudrillard Now*.

Enclosing civic space: Controlling the narrative and governing flows of ‘dangerous’ information in conflict situations [online]

Kelly Lewis

Social media platforms play a critical civic role during times of conflict, war, and crises. They also become battlegrounds for people who struggle against content moderation tools and governance structures to give voice and visibility to content that is often graphic, violent, or contentious but which are legitimate forms of expression. Content moderation processes and governance policies are well recognised in scholarly literature as opaque and controversial operations of platform power, yet little research has explored how the interior politics of territorially bounded platform corporates correlates with the exterior politics of nation states and territorial governmental coercion in the moderation of ‘dangerous’ content. In this presentation, I engage with these political forces to argue the gradually increasing intertwinement of corporate-government power, and the asymmetrical application of power to govern our lives in platform spaces, constitutes the necropolitical governance of digital populations. I introduce my conceptual framework of platform necropolitics and describe the registers through which it manifests: acts of commission, omission, and exceptionalism. The analytical significance is demonstrated through three qualitative case studies: 2021 Israeli–Palestinian conflict, ‘rest of the world’ countries, and 2022-ongoing Russian–Ukrainian War. The presentation’s interdisciplinary theorising provides nuanced conceptualisation into the narrative and curatorial power of corporate-government assemblages of control for digital subjects—especially those most at-risk: people living under oppressive regimes, at the margins, and within excessive domains of struggle. While its empirical insights emphasise the major issues that are at stake for society, democracy, and geopolitics, and the tremendous implications it raises for digital futures.

Dr Kelly Lewis is a Postdoctoral Research Fellow in the ARC Centre of Excellence for Automated Decision-Making and Society (ADM+S), and the Emerging Technologies Lab at Monash University. Her research focuses on the social, political, cultural, and economic implications of digital media technologies, platforms, and data cultures, as well as new and innovative digital methods and critical approaches for studying them. Kelly's interdisciplinary work has a particular focus on investigating paradigms of power asymmetries, discrimination, violence, and political (in)visibility that manifest through opaque relations, logics, and data flows.

ANZCA AGM – RHLT1 AND VIA ZOOM:

<https://vuw.zoom.us/j/92657938145> (3:15pm – 4:15pm)

ANZCA PLENARY (4:15pm – 5:15pm)

The State of Journal Publication: Perspectives from our Region and Beyond

As a small regional communication association – relative to larger bodies like ICA or IAMCR – ANZCA punches well above its weight in supporting two major international journals in Media International Australia (Sage) and Communication Research and Practice (Taylor and Francis). The ANZCA executive has always been cognisant of the importance of publishing journals: it is bread-and-butter for all scholars, and the peer-review process proffers an excellent illustration of collegiality.

This plenary session brings together a panel of experienced journal editors from our ANZCA membership base to share their experiences about the state of journal publication. The session aims to highlight some of the key shifts in the publishing landscape, and seeks to offer advice on how best to navigate the apparent complexities of journal publishing, especially as an author, but also as a reviewer.

Areas that the session would delve into include: international journal rankings and metrics, editorial team and advisory boards, open source publishing and ‘Read and Publish’ agreements negotiated by bodies such as the CAUL (Council of Australian University Librarians) Consortium, increased submissions and management of review process, journal governance models (or lack of) between associations, publishers, hosting institutions, etc.

It is intended that the perspectives shared at this session would inspire ANZCA members to be confident in submitting their works to journals and be actively involved in the editorial space.

Speakers:

Crystal Abidin is an anthropologist and ethnographer of internet cultures, focusing on influencer cultures, internet celebrity, online visibility, and social media pop cultures, mostly in the Asia Pacific region. She is a Professor and ARC DECRA Fellow at Curtin University; Director of the Influencer Ethnography Research Lab (IERLab); Deputy Director of the Korea Research Centre (KRC); Associate Investigator at the Centre of Excellence for the Digital Child; Programme Lead of Social Media Pop Cultures at the Centre for Culture and Technology (CCAT). She is also Founder of the TikTok Cultures Research Network (TCRN), and Editor-in-Chief of Media International Australia (MIA), an ANZCA journal.

Mia Lindgren is Associate Dean Research Performance and Professor of Media in the College of Arts, Law and Education at the University of Tasmania, Australia. She is an international expert in podcast, radio and journalism studies with positions on several editorial boards and scientific committees. Mia Lindgren is co-editor of Radio Journal: International Studies in Broadcast and Audio Media (Intellect, UK), and also co-editor of the inaugural Routledge Companion to Radio and Podcast Studies (2022).

Kylie J. Stevenson is Associate Editor of Media International Australia. She is associate investigator with the national ARC Centre of Excellence for the Digital Child, and academic chair of Graduate Research Education and Training at Murdoch University. In 2022, she was chief investigator leading an industry

partner research project with the LEGO Group (Asia Pacific), Digital safety and citizenship roundtables: using consultation and creativity to engage stakeholders. Her research expertise spans various fields, including children and technology, communications, innovative qualitative methodology, and creative research. Kylie is co-editor of the Routledge Companion to Digital Media and Children (2021).

Gerard Goggin is Professor of Media and Communications at the University of Sydney. He is a passionate supporter of scholarly journals, publishing, and editing. He has served as editor of Media International Australia, founding co-editor of Internet Histories journal, and associate editor of Journal of Communication – and edited 26 special issues (including of 13 other leading journals). A past President of ANZCA, Gerard serves on a range of editorial boards of journals across the fields of communication, cultural, media, and disability studies.

Jonathon Hutchinson is the Chair of Discipline of Media and Communications at the University of Sydney. He is Chief Investigator on the Australian Research Council LIEF project The International Digital Policy Observatory, and is also Chief Investigator on the eSafety Commission Research project, Emerging online safety issues: co-creating social media education with young people. He is the current President of ANZCA (2023-2024), and the Editor-in-Chief of the Policy & Internet journal. His most recent book, Digital Intermediation: Unseen infrastructure for cultural production, is available through Routledge.

Terence Lee is Professor of Politics and Communication and Dean of Humanities and Social Sciences at Sheridan Institute of Higher Education, Perth, Australia. He is the author/editor of several scholarly books, with the most recent Creativity and Innovation: Everyday Dynamics and Practice (with Lauren O'Mahony and Pia Lebeck) through Palgrave. A past president of ANZCA, he is Editor-in-Chief of Communication Research and Practice, an ANZCA journal; and Commentary Editor of the Asian Journal of Communication.

Donald Matheson is Professor of Media and Communication at the University of Canterbury, Aotearoa New Zealand. He writes on news practice, public communication online and communication ethics. A past president of ANZCA, he is joint editor of Ethical Space: International Journal of Communication Ethics.

CONFERENCE DINNER (6:30pm – 9:30pm)

GRAND HALL, PARLIAMENT HOUSE

FRIDAY 24/11/23
REGISTRATION (8:30AM – 9AM)

CONCURRENT SESSION 6 (9:00am – 10:30am)

F6-A | QUEER IDENTITIES AND COMMUNICATION
RHMZ02 | <https://vuw.zoom.us/my/anzca1>

Influential Peers, Digital Labour, and LGBTQ+ Mental Health Support

Paul Byron and Tisha Dejmanee*

Evidence shows that Australian primary health care provides limited and often unsatisfactory mental health care to LGBTQ+ young people, ranging from homo/transphobia to lack of professional knowledge/education on the needs of LGBTQ+ people. For these reasons, LGBTQ+ community members have played an important role in creating and circulating digital health information and resources tailored to the needs and experiences of LGBTQ+ communities. This paper explores the affective and visibility labours of ‘influential peers’ on social media (including YouTube, Instagram and TikTok), who create and disseminate mental health information and resources for LGBTQ+ young people in Australia. Drawing on interviews with 10 Australian content creators named in the LGBTQ+ Young People, Mental Health, and Digital Peer Support project, we perform a qualitative analysis to explore their motivations, their navigation of platform affordances and vernacular, and their strategies for managing the ‘emotional activist labour’ of their queer and trans visibility. These findings will map the specific burdens and opportunities borne by LGBTQ+ advocacy figures, including responding to personal requests for help, dealing with negative and threatening online behaviour, and setting boundaries in sharing personal information. We argue that while LGBTQ+ influential peers generate valuable mental health resources for their communities, the management of their public profiles at times involves undue pressure on creators. We use these insights to explore the gaps between formal and informal mental health care, and to explore opportunities for supporting the work and wellbeing of LGBTQ+ influential peers.

Paul Byron and Tisha Dejmanee are Senior Lecturers in Digital and Social Media at the University of Technology Sydney.

Communication Challenges Faced by Trans and Non-binary People in Aotearoa New Zealand Healthcare

Elena Maydell

Evidence shows that Australian primary health care provides limited and often unsatisfactory mental health care to LGBTQ+ young people, ranging from homo/transphobia to lack of professional knowledge/education on the needs of LGBTQ+ people. For these reasons, LGBTQ+ community members have played an important role in creating and circulating digital health information and resources tailored to the needs and experiences of LGBTQ+ communities. This paper explores the affective and visibility labours of ‘influential peers’ on social media (including YouTube, Instagram and TikTok), who create and disseminate mental health information and resources for LGBTQ+ young people in Australia. Drawing on interviews with 10 Australian content creators named in the LGBTQ+ Young People, Mental Health, and Digital Peer Support project, we perform a qualitative analysis to explore their motivations, their navigation of platform affordances and vernacular, and their strategies for managing the ‘emotional activist labour’ of their queer and trans visibility. These findings will map the specific burdens and opportunities borne by LGBTQ+ advocacy figures, including responding to personal requests for help, dealing with negative and threatening online behaviour, and setting boundaries in sharing personal information. We argue that while LGBTQ+ influential peers generate valuable mental health resources for their communities, the management of their public profiles at times involves undue pressure on creators. We use these insights to explore the gaps between formal and informal mental health care, and to explore opportunities for supporting the work and wellbeing of LGBTQ+ influential peers.

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

Transgender Digital Histories as Resistant Practices

Niamh White

Recent years have seen an explosion of social media content related to queer and transgender histories intended to trace past formations of community and combat the epistemic erasure of queer and trans lives from the historical record. Concurrently, there has been a sharp escalation of transphobic rhetoric and regulation across major western nations, as witnessed by the increasing force of anti-trans legislation in the US and intensifying “gender critical” social climate of the UK. Drawing on social media data collected through digital ethnographic practices and interviews with young trans and gender diverse people aged 16-24 in Australia, this paper traces connections between the proliferation of digital histories and young people’s mediated understandings of contemporary transphobia as it manifests both globally and closer to home. By making connections between historical violence and current events, the young people in my study establish a dialogical relationship between past and present that sheds light on the uneven but persistent nature of trans oppression over time. Using affective-discursive analysis that attends to the embodied and emotive experiences of engaging with digital practices, this paper examines the production and reception of these social media histories as resistant pedagogical texts aimed at challenging hegemonic narratives of transphobia and celebrating the rich textures of trans lives. Exploring the asymmetrical geopolitical resonances of these histories within the Australian context, I reflect on the potential for social media to both produce affective transnational solidarity and further solidify western anglophone definitions of queer and trans existence.

Niamh White is a PhD candidate in the School of Media, Film, and Journalism at Monash University. Her thesis examines how young queer women are learning about and engaging with queer and trans history on social media and the affective resonances of these engagements. Broadly, her research interests include gender, sexuality, and youth; affect and embodiment within digital cultures, and queer and trans history and world-making.

F6-B | CRITICAL RESPONSES TO ‘FREEDOM’ MOVEMENTS

RH204 | <https://vuw.zoom.us/my/anzca2>

2022 Convoy to Canberra: Affective communications on social media platforms, global populist movements and their relationship with Australian political publics

Ciaran Ryan*

Between 31 January 2022–13 February 2022, thousands of Australian nationalists formed the Convoy to Canberra to protest government controls enacted to mitigate the spread of COVID-19. Communications on social media platforms were often defined by affect, with emotive, hostile sentiments towards the political and media classes of Australia shared on YouTube, Facebook and Twitter. Given the Convoy to Canberra’s proximity to the Canadian Freedom Convoy, there is a unique opportunity to evaluate the relationship between global populist communications and Australian political discourse. This paper explores the methods involved in building a dataset to capture and understand political affect present during the Convoy to Canberra, including the challenges of data collection as social media platforms restrict access to their APIs. It presents initial findings from analyses of key actors and affective content to evaluate the role platforms play in stimulating affect among Australian, populist publics. The approach reconsiders previous scholarship that championed the net benefits of digital activism, arguing that global populist communications supplant agonism with antagonism. Examining discursive techniques is vital to understanding the role expression plays within user interactions online, given political commentary among oppositional publics grows increasingly confrontational. Protest and political expression, free from unjust persecution and censor, are core principles of liberal democracy. How to promote these values in a manner that engenders civility is immensely important in an increasingly digitised and hybrid world. By understanding how tensions manifest and develop among affective publics, this paper aims to contribute to related conversations around platform governance.

Ciaran Ryan is a PhD candidate at Swinburne University of Technology, Melbourne. He is also a member of the ARC Centre of Excellence for Automated Decision-Making and Society. His research focuses on affective publics, global populism and the role of social media platforms in relation to political expression, information sharing and digital activism. His thesis analyses the 2022 Convoy to Canberra as a case study to explain these phenomena and their relationship with Australian political discourse.

The body as a ‘battleground’ during COVID-19: A comparative discourse analysis of the #FreedomConvoy movements in Aotearoa New Zealand and Australia

Claire Fitzpatrick and Ashleigh Haw

Social media is a powerful connective tool and source of community, especially during times of crisis and heightened precarity. During Covid-19, widespread institutional distrust led many to engage in various forms of digital confrontation and protest. These practices of digital resistance are symptomatic of a highly polarised, fractured and unstable public sphere. As a case study, this paper employs Critical Discourse Analysis to examine the language within the #FreedomConvoy movements in Australia and Aotearoa New Zealand. This cross-cultural comparison highlights the recurrent use of war metaphors and appropriation of social justice rhetoric within these narratives. Specific examples include: 1) co-opting constructions of the body in reproductive rights movements by using the #MyBodyMyChoice hashtag in service of anti-vaccination arguments; 2) the appropriation of racial justice language via the #HoldTheLine hashtag, alongside descriptions of vaccination mandates as ‘medical apartheid’ and ‘segregation’; and 3) invoking war imagery through terms such as ‘battleground’ and ‘freedom fighters’. Ultimately, we argue that the pandemic has served as a stark reminder of the precarious nature of our embodied selves, alongside our collective vulnerability to information disorders; during and beyond Covid-19. Our analysis informs national and global strategies for ensuring more reflexive approaches to communication across difference.

Claire Fitzpatrick is currently a teaching fellow at Te Herenga Waka Victoria University of Wellington, Aotearoa New Zealand. Her professional experience as a digital diplomacy officer at a foreign embassy led her to interdisciplinary research bridging feminist studies, Media Studies, and Political Communications. Claire completed her PhD dissertation entitled *Humanity’s Gone Viral* in December 2021. Her emerging research contributes to burgeoning feminist conversations on the embodied and affectual workings of vulnerability, ignorance, and precariousness in digital atmospheres.

Ashleigh Haw is a Postdoctoral Research Fellow in Sociology at Deakin University. Her research explores the form and consequences of mediated discourse surrounding race, migration, and ethnicity in Australia, with a particular interest in social and health equity impacts for marginalised populations. She is currently researching digital communication surrounding multicultural communities during COVID-19, focusing on implications for public health, digital literacy, social cohesion, and belonging.

Paper Terrorism or Activism? The Sovereign Citizens Movement's Framing of Legal Arguments

Petra Theunissen (Primary Contact) & Katharina Wolf (Co-Presenter)

The sovereign citizen movement is an ideology-driven, loose grouping of litigants, tax protesters, conspiracy theorists and (other) activists who claim not to be answerable to government statutes or regulations. While the movement has been around for more than half a century (Matheson, 2017), it appeared to gain global momentum during the COVID-19 pandemic, linked to the belief that lockdowns and other restrictions have eroded fundamental freedoms (Hardy, 2023). Governments view sovereign citizens as more than merely a social movement. Rather, they are framed as extremists with the aim to undermine social order through violent and non-violent acts, ranging from assault to paper terrorism (Hodge, 2019; Wilson, 2023). Using a socio-legal approach (Feenan, 2013), which draws on doctrinal law (specifically case law), combined with secondary sources (commentaries, journal articles), this

research critically explores one of the movement's key strategies in Australia and New Zealand: paper terrorism. Paper terrorism refers to the disruption of legal systems through the lodgement of vexatious lawsuits and extensive paperwork, which clog up court systems and prevent the processing of other (legitimate) cases (e.g., Kesteven & Carrick, 2023). Using the New Westlaw (New Zealand) and Westlaw Australia (Australia) databases, a total of 49 cases that referenced "sovereign citizens" (633 pages in total) were identified. These cases were thematically analysed, providing insight into key frames used by sovereign citizens and the Judiciary. The analysis found that sovereign citizens' arguments were based in pseudolaw (Netolitzky, 2021) and often displayed deep suspicion of the government and the legal system.

Petra Theunissen is Associate Professor of Communication (Public Relations) in the School of Communication Studies at Auckland University of Technology, New Zealand, where she teaches public relations theory and practice. She holds a DPhil in Communication Management, and has published books, articles, book chapters and conference papers on communication and public relations. She serves on several editorial boards and committees, is an Accredited Mediator NMAS registered with the Resolution Institute and an Accredited Member (APR) of the Public Relations Institute of New Zealand. She is currently studying towards a postgraduate law qualification.

Katharina Wolf is Associate Professor in the School of Management and Marketing at Curtin University, Perth, Western Australia, and coordinator of the Faculty of Business and Law's public relations program. Katharina draws on more than twenty years of communication and media experience, as an educator and industry professional. Her industry experience encompasses communication and research roles in Germany, Spain, the United Kingdom and Australia. She has published in *Public Relations Review*, *Public Relations Inquiry*, *Journal of Communication Management*, *Higher Education Research & Development*, and *Asia Pacific Public Relations Journal*, among others.

F6-C | COMMUNICATING COVID-19: MEDIA, TRUST, AND PUBLIC ENGAGEMENT

RH107 | <https://vuw.zoom.us/my/anzca3>

Panel Abstract:

Pandemic life has become intensely familiar to many of us, with all its disruptions and uncertainties, combined with resultant anxieties, trauma, illness, and a devastating number of deaths, which exceed 6.9 million. Much intellectual debate has occurred across the lifespan of COVID-19, including in the communication space, as we have tried to comprehend and make meaning of COVID's catastrophic social, political, cultural, and economic impacts, which The Atlantic's Ed Yong (2021) so aptly described as an 'omnicrisis' that not only attacked our bodies, but also 'besieged' our societies and their social and economic structures. A critical question has been the role that different communication forms play in influencing how we adapt, or resist adapting, to life in a pandemic-afflicted world (Lewis, Govender & Holland, 2021). Despite assumptions commonly expressed across 2022 and 2023 that the COVID-19 pandemic is 'over', reinforcing a 'living with COVID' narrative, the deaths continue, as do cases (with waves caused by new variants), and concerns about long COVID and other long-term effects that are still yet to be comprehensively documented and defined. Many of the recurring and more recent failures we have witnessed during COVID-19 have in many ways been communication failures. The years that followed 2020 brought with them many new health communication challenges, such as vaccines and vaccination programs, vehement and sometimes violent protests directed at public health measures and mandates, disinformation, rumours, social inequities, and the ongoing concern of public trust. This session will address the concerns of media, trust, and public engagement during COVID, offering perspectives from journalism, disability media studies, and government communication, featuring a panel of authors from the newly released second volume of 'Communicating COVID-19' (edited by Lewis, Govender & Holland).

'We're losing our bread and butter like never before': Journalism in Bangladesh in the face of the COVID-19 Pandemic

Shaharior Rahman Razu

The COVID-19 pandemic created an increased challenge for journalists and media professionals worldwide. However, there is a lack of information on the adversities journalists face in many developing countries, including Bangladesh. Our study aims to explore these challenges and risks associated with journalism including those who cover the health beat of news agencies in Bangladesh during the pandemic. The study follows a qualitative research approach in which we interviewed national and local level journalists of leading newspapers, television channels, news agencies, and online news portals of Bangladesh. Twenty-eight in-depth interviews (IDI) were conducted following a purposive sampling technique and a semi-structured interview schedule was used for data collection. The collected data were audio-tapped, transcribed and later on analysed thematically. Five themes emerged from our findings as the participants reported of the challenges in adopting to the new communication technologies and methods, job insecurity and financial crises, loss freedom of expression, access problem to credible information, health and safety issues. We conclude that specific protocols on job/salary protection, training on new information and communication technologies (ICTs), precise laws and policies on circulation and access to information, and a support for sound physical and mental health of the journalists needs to be prioritised for reporting on public health crises.

Shaharior Rahman Razu is a PhD fellow at the School of Health at the University of New England, Australia, and is an Associate Professor (on study leave) of Sociology Discipline, at Khulna University, Bangladesh. Mr. Razu works primarily in the field of public health and gender issues from sociological perspectives.

COVID and Journalism: News, metajournalism and journalistic role performance

David Nolan

This presentation reflects on how, as a mediated public event, the mediation of Covid-19 may be understood as a product of, accelerant of and contributor to change in journalism. To this end, I draw on three collaborative studies that have focused on media coverage of and debates surrounding Covid-19 in 2020. The first, a topic-based analysis of news reporting of Covid-19 reporting through 2020, suggested that Australian news providers responded to a strong audience demand for information in an uncertain environment, but was also affected by Australia's particular experience of and response to the pandemic. A second study focused on 'metajournalistic discourse' through an analysis of critical debate that surrounded the performance of journalism during 2020. The third focuses on data drawn from a quantitative study of journalistic role performance in news focused on Covid-19 during 2020, which again included consideration of factors that may have influenced such performance. Drawing on these findings, this paper reflects on the potential insights they offer for both understanding how journalism contributed to Australia's collective, mediated experience of the Covid-19 crisis and, reciprocally, how the crisis may have contributed to changes affecting the field, and its implications for social and political life, going forward.

David Nolan is Associate Professor in the News and Media Research Centre at the University of Canberra, and is currently Lead Investigator of the ARC Linkage Project Amplifying Indigenous News and Australian lead in the international, 37-country study Journalistic Role Performance. His work theoretically and empirically engages with the role played by journalism in sociopolitical relations, and has focused in particular on its imbrication in the politics of race and belonging and humanitarian relations.

Communication and disability in the COVID-19 pandemic

Gerard Goggin

People with disabilities are an important yet still largely neglected group in reporting, representation, and communication of health-related matters. The COVID-19 pandemic offers important lessons for our understanding of how communication was conceived and undertaken for and by disability communities. Drawing on disability media studies approaches, we explore the ways that powerful ideas of disability shaped societal understanding and responses to COVID-19 and communication — and what kinds of communicative responses played out internationally. We argue that disability is not only important in its own right, but a necessary resource for rethinking and redesigning health communication in public health situations — and indeed for the ongoing conversation about the nature and horizons of health communication generally.

Gerard Goggin is a Professor of Media and Communications, University of Sydney. He has published widely on disability, media, communication, and technology, with key books including *Digital Disability: The Social Construction of Disability in New Media* (with Christopher Newell, 2002), *Cell Phone Culture: Mobile Technology in Everyday Life* (2006), *Disability and the Media* (with Katie Ellis, Macmillan, 2015), *The*

Routledge Companion to Disability and Media (with Larissa Hjorth, 2020), and Apps: From Mobile Phones to Digital Lives (2021).

‘Living with COVID’ government narratives: Perspectives from Australia, South Africa, and Norway

Monique Lewis (presenter – Griffith University), Eliza Govender (University KwaZulu-Natal), and Eli Skogerbø (University of Oslo)

Government pandemic narratives can be powerful rhetorical tools that influence our health beliefs and behaviours and our trust in health and government authorities. They can also work to legitimise and delegitimise information that may not form part of the remit of official government communications. Pandemic narratives communicated by government leaders are highly political phenomena which audiences may receive alongside a plethora of competing narratives that proliferate on social media platforms. During COVID-19, government messaging around the world occurred through press conferences as intensively mediated and performative ritualised events that were broadcast on television, radio, news sites, and social media platforms. These staged events offer audiences key messages about how governments are responding to the public health crisis, along with narratives that present a range of actors and protagonists who articulate problems, their causes, and prescribed solutions. The narratives constructed in these press conferences (and co-constructed in subsequent mediated representations) may also carry significant and problematic silences from under-represented and marginalised groups whose safety is ‘traded off’ for more appealing narratives about returning to freedom and ‘normal life’ in which COVID lingers as a minimised risk. This analysis pays particular attention to the ‘living with COVID’ narratives that occurred in government press conferences in 2021-2022, offering comparative insights from Australia, South Africa, and Norway. Of particular interest is the observable turn in the government narratives from these countries, which pivoted from ideals of elimination or suppression to a ‘living with COVID’ narrative. This chapter will consider some of the key moments that signalled this narrative turn, the main actors involved, the processes that led to the embracing (and resistance) of the new ‘living with COVID’ narrative, and the consequences of the ‘living with COVID’ narrative.

Monique Lewis is a communication scholar, sociologist, and lecturer at Griffith University. Her research spans media, health and medicine, and risk sociologies, with a particular interest in the framing of health in news representations and practice. She is the lead editor of *Communicating COVID-19: Interdisciplinary perspectives* and *Communicating COVID-19: Media, Trust, and Public Engagement* (Lewis, Govender & Holland, 2021, 2023).

F6-D | CLIMATE COMMUNICATION RH102 | <https://vuw.zoom.us/my/anzca4>

Climate misinformation, climate conspiracies, and denialism comeback: the climate change propaganda war

Angi Buettner*

During the 2022 UN's climate summit, there was a spike of climate disinformation (<https://caad.info/report/the-impacts-of-climate-disinformation-on-public-perception-2/>). The Internet and media landscape generally is awash with such efforts to undermine climate action, mostly in the form of misinformation, climate conspiracies, and a renewed denialism of climate science. There are concerns in the climate movement as well as in policy and government sectors that this is muddying public debate and exacerbating political divides at a time in the climate emergency where we need fast and unified policy and action. Research in the US indicates that all of this is now part of a dominant conspiratorial cultural frame and a reflection of a wholesale erosion of trust in public institutions (<https://www.pewresearch.org/science/2022/02/15/americans-trust-in-scientists-other-groups-declines/>). There are fears that it might hamper, for example, progress of the UN's COP 28 in November this year. This paper is a work-in-progress report that lays out the theoretical and cultural politics framework for a planned empirical study on how the quality of climate information will play out during the COP28 in the Aotearoa New Zealand context. Proposed partners for such a study are The Disinformation Project and the Office of the Auditor General NZ. This paper will discuss the key issues around this:

- The rise of a cultural conspiratorial frame
- The quality of the public debate and conversation
- The erosion of trust in public institutions (such as the government or the news media)
- Climate dis- and misinformation
- The imbalance between climate community and fossil fuel lobby or climate denial messaging campaigns.

Angi Buettner researches, writes, and teaches in the areas of environmental and strategic communication, the climate movement, the public sphere, and news and journalism. Her work focuses on value-led strategic communication and the processes of power and democracy in a digital society. She is currently completing *Climate Change and Popular Culture* for Routledge, a book-length study of how popular culture practices constitute climate communication and climate action. One special focus is on the schools strikes for climate movement ("Imagine What We Could Do" - the School Strikes for Climate and Reclaiming Citizen Empowerment).

The Newsworthiness of Climate Emergency: Tracking and Explaining the Republication of The Conversation's Flood and Fire Preparedness Coverage

Arjun Srinivas, Katharina Esau, Alice Fleerackers, Kim Osman and Michelle Riedlinger

The Conversation (TC), an international explanatory journalism media outlet, pairs scientists with professional editors to create evidence-based stories on topics with societal relevance, including climate change. This innovative publishing model could potentially help TC to fill existing gaps in mainstream media coverage, which has not always put climate emergency preparedness into perspective. This study examines this potential of TC through a mixed methods analysis of TC stories about climate-related emergency preparedness that were prolifically republished by media outlets. For our analysis, we are using internal data provided from TC. We downloaded all metadata and republication data for TC stories published between Jan 1, 2019 – May 31, 2022 that focus specifically on fires and floods, reported on research, and included a call for action. We evaluate these TC stories through the lens of news-value theory. While prior research has identified several sets of news factors guiding journalists' decisions (Caple and Bednarek, 2013), we draw upon Eilders' (2006) taxonomy of 7 news factors to evaluate the newsworthiness of climate-emergency related TC stories. In exploring the content of the stories, the nature of the republishing news outlets, and their associated amplification patterns, we aim to build a better understanding of how explanatory journalism may bring academic knowledge to climate media coverage while still fulfilling traditional journalistic conceptions of newsworthiness. Through this, we also wish to shed light on the role of legacy media outlets in distributing TC stories to a broader readership.

Arjun Srinivas is a second year PhD student at the Queensland University of Technology, affiliated with the Digital Media Research Center. His research interests are around journalism models, news consumption and news distribution across platforms. His research on distribution, engagement and impact of explanatory journalism platforms like The Conversation is supported by the Global Journalism Innovation Lab.

Is how we talk about drinking water problems in Aotearoa getting in the way of solving them?

Marnie Prickett

In 2016, Havelock North suffered an outbreak of campylobacter found to be caused by sheep faeces entering a poorly maintained bore after heavy rain. An estimated six to eight-thousand people were made sick, 42 were hospitalised, three developed ongoing serious health conditions, and four people died. Still today, more than 34,000 New Zealanders are estimated to get sick from drinking water annually. Providing safe, good quality drinking water requires the public and decision makers to know, understand, and engage with the broad social, political, and physical landscape that determines communities' access to this foundation of public health. However, through our research, we identified stark limitations to the way drinking water is talked about in Aotearoa. These limitations appear to obscure solutions to communities' drinking water problems. Meet the “many-headed beast”. See the “machine that takes over everything”. Touch the “cactus ... without getting pricked”. This presentation will cover what we found, how we believe current discourse contributes to poor decision making on drinking water, and what we might do about it. These findings are likely to have broader application than drinking water alone.

Marnie is Research Fellow in the Otago University Public Health Department, Wellington. Her research focuses on analysis of freshwater policy and the communication of water issues, with a particular focus on drinking water source protection. She has a background in freshwater ecology, agricultural science, science communication and advocacy. She has been an advisor to government on freshwater policy and to state-owned farming company Pāmu (Landcorp) on improving protection for the environment. She is interested in improving landscape-scale decision making to protect and improve the health of communities and the natural environment.

F6-E | LONG COVID AND THE MEDIA

RHG103 | <https://vuw.zoom.us/my/anzca6>

Panel Abstract:

At the end of 2021 journalist and novelist John Lanchester wrote in the London Review of Books that ‘Covid is an almost impossible subject to sum up, because we don’t know where we are in the story’. Two years on, similar conclusions could be reached. The vaccine, mask and lockdowns debates may have abated, but the emergence and increasing prevalence of long COVID as a complex and challenging condition to diagnose and treat continues to have an impact on millions of lives and has been described by some medical experts and advocates describing it as ‘a mass-disabling event’. While the term ‘long COVID’ is a patient-made term that gained currency through social media, communication scholarship on media coverage of the condition, and research on how those with long COVID use and create media, has so far been relatively limited. In this panel, we aim to address this gap by presenting research examining various dimensions of long COVID and media. The panel includes papers on media coverage and representation of long COVID; digital technology (namely, self-tracking technologies) and their relationship to, and shaping of, long COVID, health and illness, and their power relations; communicating long COVID — and COVID — via the mediation of disability. The panel will discuss the complex interdisciplinary research agenda for long COVID across media, communication, sociology, science and technology, health and disability studies — welcoming contributions from other researchers, as well as practitioners and policymakers interested in the area.

Explaining uncertainty: long COVID coverage in The Conversation

Lawrie Zion (La Trobe) and Andrea Carson (La Trobe)

A recent Australian parliamentary inquiry found that ‘Long COVID and repeated COVID infections are challenges that will confront Australia for the foreseeable future’ but that the lack of a consistent definition of long COVID at both the international level and nationally is an overarching issue challenging medical research and the Australian healthcare system’s capacity to recognise and support people with long COVID’. The same report also acknowledged that the impact of long COVID extends outside of medical settings, with consequences for the workforce and the economy. The challenges and definitional uncertainties presented by long COVID have also become a feature of media coverage of COVID-19. This paper investigates a subset of that coverage by examining the thematic treatment of long COVID by academic experts in *The Conversation*, which has published around 100 articles with the ‘long COVID’ tag across its global network of editions. With previous research arguing that coverage of COVID-19 by *The Conversation* Canada signals the growing impact of academic expertise in journalism (Hermida and others, 2022), we examine where the authors are from, both geographically, and by academic discipline; and what kinds of consensus and disagreements have emerged across the coverage, especially regarding the persistent uncertainties about the symptoms, medical trajectory, and social and economic impacts of long COVID. We also examine the significance of this coverage within the broader media ecology of reporting on long COVID through the sharing and republishing of these *Conversation* articles on social media and in mainstream and specialist publications.

Lawrie Zion is professor of journalism at La Trobe University and Associate Dean of Research and Industry Engagement for the School of Humanities and Social Sciences (HUSS). His research examines some of the consequences of digital disruption, including its impact on coverage of weather and climate, and on the careers of journalists whose jobs disappeared in the 2010s. He is the author of *The Weather Obsession* (MUP, 2017), and co-editor of *Journalists and Job Loss* (Routledge, 2022). He is also a member of La Trobe's steering committee for research into long COVID.

Andrea Carson is professor of political communication at La Trobe University. Her research examines quality of information in the public sphere, especially during election campaigns. She is the author of four books including investigative journalism, democracy and the digital age. This research combines her scholarship in communication with her past career in healthcare as a registered nurse.

Validating Long COVID With Data: Self-Tracking Experiences and Practices

Sazana Jayadeva and Deborah Lupton

Since the advent of the COVID-19 crisis, the post-viral illness known as long COVID has affected an estimated tens of millions of people globally. This paper presents some preliminary findings from a study exploring how people living with long COVID use self-tracking technologies to gain insight into or manage their symptoms. The project is guided by three interrelated research questions: (1) In what ways and for what purposes do people living with long Covid use self-tracking technologies in relation to their illness?; (2) What impact does the use of self-tracking technologies have on people's understandings of their illness and themselves?; (3) What, if any, possibilities for counterpower do self-tracking technologies present, and how? A total of 30 participants in the UK, USA, Germany, Denmark, Canada and Australia were interviewed online about their experiences. Analysis of the interviews identified several prominent themes. Self-tracking offered validation to participants, providing 'objective' data from apps and wearable devices that could be shared with others, including healthcare providers as evidence of their illness. Collecting information also facilitated self-knowledge and self-understanding. In some cases, these insights helped participants to engage in medical advocacy, using these data to self-diagnose and then seek medical help. Self-tracking data, together with embodied feelings, also helped people manage their energy levels and limitations. However, while self-tracking offered feelings of hope and a sense of control, it could also induce anxiety. Further, frustration was reported by some participants concerning the time-consuming nature of self-monitoring and the poor design of these technologies for those wanting to track a chronic illness.

Sazana Jayadeva is an Assistant Professor in the Department of Sociology at the University of Cambridge. She is also an Associate Researcher at the GIGA Institute for Asian Studies in Germany. Sazana's research focuses on education, migration, language, and social and digital media. Sazana is on the Editorial Boards of the journals *Global Networks* and *Sociological Research Online*.

Deborah Lupton is SHARP Professor in the Centre for Social Research in Health and the Social Policy Research Centre. She is leader of the Vitalities Lab and the UNSW Node of the Australian Research Council Centre of Excellence for Automated Decision-Making and Society, UNSW Sydney. Her research spans sociology and media and cultural studies.

Long COVID is Real': The Crucial Role of Disability in Communicating COVID

Gerard Goggin, Jennifer Smith-Merry, Stephanie Mantilla, and Kuansong Victor Zhuang

In various guises, media have been at the centre of the COVID-19 pandemic. Media have also been key to the emergence of long COVID as a central facet of the COVID-19 virus and pandemic. In this paper, we explore a facet of long COVID, and its mediation, that is critical — yet under-examined: disability. Scholarship has pointed to the importance of the social dynamics and shaping of long COVID, especially the role played by patients and health consumers. A range of stakeholders have raised the implications of long COVID for impairment and disability. Disability communities internationally drew attention to the consequential ways that long COVID can and should be regarded as a disability. In this paper we use this theorization of invisible disability to offer a preliminary exploration of how long COVID has emerged, made visible (Bovo, 2021), and publicized. This leads us to discuss two interlinked propositions, namely that:

- 1) Media, especially participatory digital platforms, played an important role in how COVID-19 became visible and recognized as a disability;
- 2) Communicating long COVID as a disease, medical issue, and public health concern is framed by ideas of disability.

We focus upon the case study of Australia, with its increasing vibrant disability public sphere, media, and polity — with reference to global, comparative contexts.

Gerard Goggin is Professor of Media and Communications in the University of Sydney's School of Art Communication and English (SACE). One strand of Gerard's research focusses on digital equalities, especially in relation to emerging mobile media and communication. Another strand focusses on disability, media, emerging technology, and politics. Gerard's books include *Mobile Media Methods* (2024, with Larissa Hjorth), *Apps* (2021), and the co-edited reference works *Routledge Companion to Mobile Media* (2024; 2nd ed.), *Global Communication Governance at the Crossroad* (2023), and *Routledge Companion to Disability and Media* (2020).

Jennifer Smith-Merry is Professor of Health and Social Policy and Australian Research Council Industry Laureate Fellow (2023-2028) in the University of Sydney School of Health Sciences. Jen is Director of the Centre for Disability Research and Policy, a multi-disciplinary centre whose mission is to make life better for people with disability by translating research to policy and practice. Her research focuses on disability and mental health policy, particularly in relation to the National Disability Insurance Scheme. She works closely with people with lived experience of disability and has a strong interest in critical theoretical approaches to policy analysis.

Stephanie Mantilla is a postdoctoral researcher in the Sydney School of Public Health. She has research interests in invisible disability, health communication, and social media, with her PhD having looked at how to make social media health communication more inclusive for people with invisible disability. She was also the recipient of the ANZCA Christopher Newell Award in 2021

Kuansong Victor, Zhuang is Fung Global Fellow at the Princeton Institute of International and Regional Studies, Princeton University, and International Postdoctoral Scholar at the Wee Kim Wee School of

Communication and Information, Nanyang Technological University. His research lies at the intersections of communications, media, and cultural studies, and disability studies, especially as it pertains to inclusion and the workings of technology. He hopes to use his research to contribute to current debates about how inclusion happens both in Singapore and around the world.

Is there a Connection Between Digital Communication, Echo Chambers and Polarization? A Reappraisal of the Evidence and Debate

Aeron Davis*

For some years, academics and public figures have suggested that digital communication and social media have facilitated the creation of online echo chambers, hence driving growing public political polarization. However, a wealth of recent empirical studies has found little data to support this, leading to a recent general refutation of the hypothesis. This paper challenges this emerging new consensus but not by contesting the empirical findings underpinning the anti-echo chamber position. Instead, its three key arguments are conceptual and linked to a broader set of studies. First, recent dismissals base their arguments on an impossibly rigid definition of echo chambers. This discounts too much of the counter evidence and prevents more nuanced analyses from being explored. Second, much research records that the echo chamber phenomenon does exist for groups of political elites (partisans, politicians, journalists, scientists) but rejects the significance of this contingent based on their small numbers. As argued here, this is a key omission as such elites have a much larger influence on public debate as well as the party and news organisations they lead. Third, the hybrid media system has not only enabled more extreme, partisan parties and news sites to appear, it has also contributed to the shifting of mainstream, centre-ground parties and journalism towards more partisan positions. As such, digital communications and social media have encouraged public polarization but not directly; rather, instead by polarizing the elite figures and organisations that then guide citizens.

'Aeron Davis is Professor of Political Communication and Programme Director of the Batchelor and Masters Programmes at Victoria University of Wellington. He was a visiting fellow in the School in 2009-10 and joined as a permanent member of staff at the start of 2021. He was previously at the Department of Media, Communication and Cultural Studies at Goldsmiths, University of London (2006-20) where he had been Professor of Political Communication, Co-Head of Department and Co-Director of Goldsmiths Political Economy Research Centre (PERC).

He is the author or editor of ten books and over 60 other publications in journals, edited collections and news media. His newest book, *Bankruptcy, Bubbles and Bailouts* (MUP, 2022) is a four decade insider history of the UK Treasury and its influence over economic policy. The second edition of his *Political Communication: An Introduction for Crisis Times* (Polity, 2023) has just been published.

Political leaders, ‘populism’ and communication in times of crisis: Victims, heroes, villains, and self-made opportunities

Kate O’Connor-Farfan

I analysed political leaders’ communication styles during the first year of Covid-19 pandemic in countries with ‘weak’ democratic projects, revealing the interplay of classic populist patterns and additional discursive configurations implemented in the pursuit of a common goal: reinforce their own political status and improve their chances of achieving future political aims. Moreover, I identified how their use of non-verbal elements and proxemics contributed to these efforts. Through a qualitative approach and comparative semiotic analysis of samples of video messages conveyed through television and social media by three Latin American presidents: Bolsonaro (Brazil), Lopez Obrador (Mexico) and Vizcarra (Peru) throughout 2020, four stages of discourse-making: unconcern, disregard, resistance and capitalization were identified, as well as four styles of communication: father-like, boss-like, friend-like and alien-like. Although these results might be partially linked to ideological orientations, political organization systems or the history of the countries studied, I argue that they could also be extrapolated to describe what happened or might happen in other regions and different contexts of crisis. In fact, the leadership profiles and political communicational styles outlined here entail a collection of strategies to deal with the expectations of the population, shaping citizens’ emotions and actions, potentially contributing to affective polarisation, and allowing political leaders to capitalize on crises. Therefore, my findings are not limited to explain what happened in Latin America. Contrarily, they suggest how politics are handled nowadays, particularly when populism traits are detected, to react to complex situations.

I am a PhD Candidate at the School of Communication (Digital Media Research Centre) at Queensland University of Technology, MSc in Political Sociology (London School of Economics). My current research project is focused on polarisation beyond political partisanship and the roles played by identities, context, and history. To do so, online communication structures and citizens’ strategies of interaction in different countries are compared. Moreover, this project is linked to the Laureate project: Dynamics of Partisanship and Polarisation in Online Public Debate. Additional research interests are digital citizenships, trust, conflict, and the interplay of identities and affect in political communication.

The generation of Democratic Consolidation and its handling of polarisation: A playful public in Taiwanese society

Ssu-Han Yu (Online)

Many liberal democracies around the globe have been struggling with the issue of polarisation. Taiwan is no exception. The division between the Kuomintang (KMT) and the Democratic Progressive Party (DPP), also known as the blue versus the green, is well documented in research on Taiwanese politics. However, little is known about how ordinary citizens make sense of such division, how they deal with it, and why. Complementing Karl Mannheim's generation theory with narrative theory and Roger Silverstone's mediation theory, this study identifies two generations: in political terms, the Soft Authoritarianism generation constitutes older citizens who experienced authoritarian rule first-hand as they lived through either the Chiang Kai-shek or Chiang Ching-kuo regimes, whereas the Democratic Consolidation generation was born in the 1980s and came of age around the first party change in the ruling government in 2000. In media terms, while the former socialised into politics in a mass media age, the latter grew up with the Internet and social media. Based on 30 focus groups of young people and 21 parent interviews, this study shows that both generations first and foremost associate Taiwan democracy with polarisation, blaming legacy media for driving partisan polarisation. Nonetheless, unlike the Soft Authoritarianism generation continuing to rely on legacy media for political information, the Democratic Consolidation generation is more likely to support independent news institutions and self-employed journalists, utilising search engines for fact-checking, and turning to YouTube for political news and opinion – moreover, certain YouTubers are regarded as a new type of celebrity politicians, and playfulness is a distinguishing characteristic of young people's way of engaging in politics on YouTube.

Dr Ssu-Han Yu is a Senior Research Fellow in Taiwan Studies Programme at the Oxford School of Global and Area Studies (OSGA). Before joining OSGA, she was a PhD researcher at Department of Media and Communications, London School of Economics and Political Science (LSE). Her thesis examined Taiwan's transition to democracy by focusing on the role of the media and their relation to generations. It compared the Democratic Consolidation generation with the Soft Authoritarianism generation, showing how the two generations identify similar political problems and deal with them in separate mediated spaces, and revealing the material, symbolic, and social roles of the media in these meaning-making processes. Ssu-Han's research interest has been in the intersection of media and politics.

F6-G | MISINFORMATION, MEDIA, AND POLITICS

RHG24 | <https://vuw.zoom.us/my/anzca7>

Misinformation, In Fact: Truth, Trust, Claims and Lies in News Discourses about the 2022 Australian Federal Election

Phoebe Matich

In recent years, ‘fake news’ and ‘misinformation’ have become loaded terms used by political and journalistic actors to attack information producers or express distrust. This usage reveals misinformation as not just a harmful online communication practice reminiscent of pre-digital propaganda, but a political idea with symbolic value that reflects longer struggles over appropriate information practices and information hierarchies, like those which reinforce journalistic or scientific authority. The paper therefore extends on previous research into discourses about misinformation by offering a symbolic understanding of misinformation as a judgement about information (il)legitimacy. It explores this empirically by analysing how journalistic texts represent discourses about information and misinformation, through the lens of metajournalistic discourses (Carlson, 2016). Using this framework, the paper explores findings from a qualitative computational analysis of discourses about misinformation in textual news. This analysis is being conducted as part of a larger study of journalists’ engagement with political actors’ discourses about misinformation during the 2022 Australian Federal Election. The computational analysis considers how, and in which contexts, different terms are engaged, such as lying, versus ‘fake news’, versus misinformation, and presents findings relating to the different symbolic and temporal ‘moments’ (Carvalho, 2008) in which these claims are made. In particular, the paper observes how journalists’ epistemic claims to truth and reality contribute to the same semantic landscape as claims of misinformation, and considers how this symbolic landscape impacts on representations of political accountability and of misinformation as a social issue. Ultimately, the research evaluates how journalists actively mediate information hierarchies in their practice, and how representations of misinformation can gloss over mainstream political actors’ harmful communication practices.

Phoebe Matich is a PhD candidate in the Digital Media Research Centre at Queensland University of Technology, working within an Australian Research Council-funded Discovery project (DP200101317) examining mis- and disinformation. Her research interests span journalism studies, sociology, and political science, particularly concerning the relationship between news media’s representation of ‘the real’, and lived socio-political processes such as misinformation, polarisation, and radicalisation. Her PhD research uses qualitative analysis to examine the ways that journalists engage, in their practice, with discourses of mis- and disinformation by political actors. It interrogates information legitimacy as a symbolic and political component of the misinformation issue.

“Baptism of fire”: Stress and burnout within the community media sector

Heather Anderson*, Bridget Backhaus & Charlotte Bedford

Community media, with its participatory ethos, gives everyday people the opportunity to “take responsibility for distributing their own ideologies and representations” (Bailey et al., 2007, p. 14). It is a rich space where groups are able to speak for themselves, in their own language and idiom, about the issues that matter to them (Howley, 2002), while developing new skills, through a combination of formal and informal training to suit a range of learning styles (Anderson et al. 2022). While community media clearly provides a range of personal and professional benefits, there is a corresponding need to balance these with pastoral care around overwork, stress management, and burnout. This paper draws on findings from the Community Media Destinations: Spotlight on Training research project, which investigated training and career pathways within the Australian community radio sector through a multi-faceted mixed method that combined an online survey with semi-structured interviews. It found that, while community radio offers a multitude of opportunities for training, development, and building networks, the sector is at risk of neglecting participant health and wellbeing. Our research found the social environment of community radio is a key contributing factor to an underlying culture of overwork and burnout; in an environment where everyone is highly motivated and engaged, there are expectations attached to participation. The research considers past experiences of community radio practitioners to underscore the importance of mental health and wellbeing training for the community broadcasting sector.

Dr Heather Anderson is a senior lecturer in journalism and communications in the School of Humanities, Languages and Social Science at Griffith University, Australia, and a member of the Griffith Centre for Social and Cultural Research. She is a media studies and journalism scholar who investigates the ways media can be used to promote social justice, specializing in prisoner radio and community media action research. Her book, *Raising the Civil Dead: Prisoners and Community Radio*, was published in 2012 through Peter Lang. She has been a community radio practitioner since the early 1990s and currently volunteers at Meanjin (Brisbane) radio station, 4ZZZ.

Dr Bridget Backhaus is a senior lecturer in journalism and communications in the School of Humanities, Languages and Social Science at Griffith University, Australia. She is a member of the Griffith Centre for Social and Cultural Research and holds a PhD from Loughborough University London. A former community radio journalist and producer, Bridget’s research explores the role of community media in social and environmental change with particular focus on issues of voice, listening, identity, and participation.

Dr Charlotte Bedford is an alternative media specialist with over 30 years’ experience of developing media projects alongside marginalised communities. A Visiting Research Fellow with the University of Adelaide, her first book was published in 2018, on the history of UK prison radio. She is active in alternative media practice as a community radio producer, as project manager for the Community Media Training Organisation, and President of the South Australian Community Broadcasting Association.

Are we solving the right issue? A policy analysis of problem representations of mis- and disinformation in Australia since 2016

Nadia Jude

As the Australian Government seeks feedback on its draft Communications Legislation Amendment (Combatting Misinformation and Disinformation) Bill 2023, global scholars are hotly debating representations of the mis- and disinformation ‘problem’ (Wardle 2023). Three primary critiques include that the problem is often (1) overly tied to technology platforms; (2) framed as a new problem of epistemology and (3) cast as an issue of deviant or deficient individuals, rather than a problem of social and political structure. Such representations have implications for solutions proposed.

By mobilising Foucault’s concept of ‘problematisation’ (1983) and Bacchi’s ‘what’s the problem represented to be’ framework (2009), this paper critically examines representations of the mis- and disinformation problem in Australian policy-making discourse since 2016. Specifically, it explores solutions encouraged and closed off under dominant problem representations, alongside voices and identities privileged and ignored.

Through an examination of 15 policy documents published since 2016, I reveal the historical and discursive production of mis- and disinformation as a ‘problem’ in the Australian context. This is important because dominant problem representations have resulted in a landscape of fact-based, technologically driven solutions, justified by harmful ‘deficit discourses’ (Ong, 2021; Fforde, 2013). These solutions cement white, deliberative accounts of people and democracy (Fraser, 1990) and risk exacerbating existing societal challenges (Marres, 2018). Increasingly, literature suggests that the most effective approaches do not lie in fact-checking or literacy campaigns (Vinhas & Bastos, 2022), but instead arise from community-led initiatives that embed culturally appropriate messaging, agency and choice (Fredericks et al., 2022).

Nadia Jude is a PhD researcher within the Digital Media Research Centre at the Queensland University of Technology. Her research centres on questions around platform governance, with a focus on problem representations of mis- and disinformation in Australian policy-making discourse. Specifically, Nadia’s work explores policy solutions encouraged and closed off under dominant problem representations, alongside voices and identities privileged and ignored in policy-making processes.

Nadia holds a BA in International Politics and an MPP in Public Policy from the University of Melbourne. She is also a student member of the ARC Centre of Excellence for Automated Decision-Making and Society.

Tracing the impacts of digital inclusion interventions over time

Estelle Boyle and Jenny Kennedy*

Digital inclusion is now more than ever a crucial axis of participation, opportunity, and well-being. As scholarly conversations have progressed from emphasising digital divides to questions around barriers to digital inclusion, the focus has typically rested upon more immediate impacts of interventions designed to overcome those barriers. While this is of course valid and important, there are fewer studies tracing the medium- to longer-term impacts of such interventions. This paper draws on findings from a longitudinal study of low-income families with school-aged children in a rural town in Victoria participating in the Connected Students program. The program ran from April 2020 for 2.5 years – coinciding with COVID-19, which enhanced the need for connectivity and suitable devices within the home. The program provided participating households with a modem-router, unlimited internet, and a laptop. Households were interviewed on their experiences of the program throughout the project duration. The immediate benefits of the program for enhanced digital inclusion were evident in early interview data. By the end of the study, flow-on effects of this intervention also became apparent: some families reported this intervention was instrumental in their child completing high school and going on to university study, and for others the device assisted in the parent's own development. This points to the importance of research that can trace and document these flow-on effects, often not captured within a shorter timeframe of data collection. This paper also adds insight to the contexts in which people engage with media and digital technologies more broadly.

Estelle Boyle is a research associate in the School of Media and Communication at RMIT University. Her research focuses on the intersections of digital media, belonging, migration, and digital and social inclusion.

Supporting the digital inclusion of low-income families

Jenny Kennedy, Michael Dezuanni, Marcus Foth, Aimee Hourigan, Amber Marshall, Anthony Mccosker, Peta Mitchell, Tanya Notley, Kim Osman, and Julie Tucker

Families living on low incomes are among the least digitally included and are at greater risk of broader social exclusion than other Australians. Digital ability and digital inclusion have been linked to a range of social and economic benefits. Australians who have adequate, affordable access to digital technologies and the knowledge and skills to use them, have better outcomes across life spheres including education, work, finance, health, and wellbeing. This paper presents the findings of a three-year qualitative research project to explore factors that influence digital inclusion and participation among low-income families. The project team collaborated closely with local community organisations and services, families, and national charity partners across six sites in Victoria, Tasmania, New South Wales and Queensland. Our findings reveal complex and diverse degrees of technology access and utilisation. For our families, affordability was a key issue, but also present are other tensions: consequences of educational experiences of children and parents; capacities to engage or enter the workforce; and challenges of parenting in the digital era. All experienced with an increasing sense of precarity. Across the six sites it was also apparent that availability of supporting services and resources is further challenged by families' variable awareness of service and

even the literacies to access them. From these findings we outline opportunities for addressing identified gaps in supporting low-income families access to and use of technology.

Jenny Kennedy holds an ARC DECRA fellowship, and is a senior research fellow in Media and Communication at RMIT University, Melbourne and Associate Investigator in the ARC Centre of Excellence for Automated Decision-Making and Society. Jenny's research focuses on digital inclusion of low-income households, and the impacts of automated decision-making on domestic life.

Digital Inclusion or Exclusion of Older Adults in a Post-COVID era: Comparison of Singapore and Dubai

Tania Lim, Florence Mwangi, Joseph John Nalloor, Saima Tariq Khan

While face-to-face interpersonal communication decreased significantly during COVID-19, recent studies indicated that there is a digital divide between older adults and the general population when adopting ICT and digital media as alternative modes of interpersonal communication (eg. Whatsapp, social networking sites, e-services, and mobile apps). Also, safe distancing measures and rapid rollout of digital services during COVID posed some risks to older adults such as increased loneliness and weakened social ties. As countries face an aging society, any ICT and digital forms of interpersonal communication should address older adults' need for social inclusion. Previous research suggested older adults who actively use ICT for communication, information seeking, and leisure activities experienced improved well-being. Few studies examined why some older adults choose to disconnect digitally which could affect their modes of interpersonal communication and well-being in today's digitalised societies. While past research focuses on North America and Europe, our research adds to studies on Southeast Asia and Middle East on the digital divide and knowledge gap that exists in these two regions. This paper addresses two questions: firstly, to what extent older adults in Dubai and Singapore are digitally included; and secondly, what impact does their ICT use have on their sense of well-being. Using a mixed methods approach, our study of older adults aged 60 years old and above (n=200) seeks to identify any significant similarities and differences in how older adults in Dubai and Singapore use digital technologies to communicate with family, friends, and providers of healthcare and other services.

Dr Tania Lim is the Singapore discipline lead (media and communications) at Murdoch University's Singapore campus. She focuses on media and cultural policy, governance, industry development of Asian media industries, social communication, and media literacy. She is currently working on an interdisciplinary research project on Digital Wellness for Older Adults research project with colleagues in Murdoch Dubai and Singapore.

F6-i | MOBILISING THE PAST IN TODAY’S IDENTITY CONFLICTS: COMPARITIVE PERSPECTIVES

RHLT2 | <https://vuw.zoom.us/my/anzca9>

Panel abstract:

The proverb, “Ka mua, ka muri”, offers reassurance that one can count on knowledge of the past to inform one’s progress into an uncertain future. How to apply this wisdom to people’s collective life is more problematic. In diverse societies, there is no guarantee that people will see the same things when they look back. Most states have reconciled these differences by constructing official histories that are both recognisable and palatable to dominant groups and other enfranchised peoples, while erasing marginalised communities’ own histories by design or neglect. With mixed success, democracies striving for greater equality have tried to resuscitate and accommodate faded renderings of the past. The opposite is also happening. Proponents of ethnic and other exclusive forms of nationalism walk backwards to invent narratives that can justify their present-day chauvinism. In contexts of political polarisation and identity politics, looking back at history — researching, writing, narrating, and monumentalising it — has become an extremely contested exercise.

This panel will engage in a comparative analysis of contemporary struggles over national histories, and explore the role of communication as constitutive of and constituted by these struggles. In addition to drawing on case studies from different regions — Aotearoa New Zealand, India, and the United States — the presenters will approach the topic from diverse perspectives: as an Indigenous rights and anti-fascist activist; as a communication scholar who works on participatory strategies of radical democracy and social change; and as a media researcher who studies polarisation and hate propaganda.

The three presenters will explain what is at stake in these disputes, and the discursive and material strategies employed by different actors. Although the contexts covered are very different, the presentations all demonstrate how history is marshalled and weaponised in present-day political contention. Some of the overarching questions that the presenters will address are: In an age of urgent material challenges, why do political actors invest so much time in disputes over history? Since myths and legends occupy an important place in most collective identities, what does it mean to get national history “right”? What purposes do communicative mobilizations of specific histories serve? What are the promising strategies for more inclusive exercises in “walking backwards to the future”?

Māori Resistance to White Supremacist Mobilisations of History

Sina Brown-Davis

From Hobson’s Pledge to Tross Publishing, an entire infrastructure of white supremacy and anti-Māori hate in Aotearoa New Zealand is built around the denial of Māori history. Against this backdrop, Māori

organising offers registers for resistance through an array of communicative acts. These communicative acts witness the violence of settler colonialism, building registers for dialogues that foreground Māori agency. The articulation of Māori as participants in the making of (his)stories dismantles the racist constructions of Māori as primitive, devoid of knowledge, and devoid of the capacity to participate in processes of history making. Māori resistance foregrounds the process of white supremacist history making as suppression for the self interest of capital and white supremacy, where everything and every body are resources to be extracted, exploited, and abused for profit. Māori intellectual and political organising fuel understanding to dismantle the systems of oppression is the legacy of the black freedom movement. The intersections between anti-colonial movements and anti racist movements render visible the practices of Whiteness that reinforce the violence of the erasure of Indigenous knowledge, seeking to stop the enlightenment of oppressed people's and the promise that the black freedom movement gives humanity. The presentation will argue that non-white, anti-colonial black anti capitalist intellectual indigenous freedom movements have always brilliantly been able to absolutely describe the conditions that we are oppressed by and living under, offering an understanding that is the key to overcoming and overturning the violence of historical erasure.

Sina Brown Davis is of Te Roroa, Te Uri-o-Hau, Fale Ula and Vava'u descent, Sina is a long-time activist and commentator on Indigenous rights in local, regional and international forums.

Recrafting Pasts as Politics of Hate

Mohan Dutta

How is the past mobilised by the far-right in its nationalist politics that draws on othering? This presentation attends to the communicative processes through which the almost-fascist Hindutva movement re-organises the past to materialise the politics of violence directed at India's Muslim minorities. The organising of Hindutva seeks to undo Indian history to redo it as a monolithic narrative both in India and in the diaspora, crafting out the historical narrative in the image of the Hindu rashtra (Hindu nation) on the basis of a Hindu jati (race) and Hindu sanskriti (culture). The communicative construction of a pure cultural essence draws on the portrayals of traditional Hindu culture based on hierarchy, narrating India as Bharat, as the originary source of all civilization. To prop up this propaganda, Hindutva systematically attacks history curricula, both in India and in the Indian diaspora, inverting the story of migrations and flows, laying claims to the racial supremacy of Hindus. It simultaneously produces the Muslim as the invader, as the destroyer of Hindu civilisation. Hindutva's targeted campaign attacking history curricula in the Indian diaspora and in India co-opts the narrative of decolonisation and projects the attacks as necessary decolonising revisions. Salient in the neo/settler/colonial diaspora spaces of the diaspora are the strategic mobilisations of diversity, equity and inclusion (DEI) narratives, manufacturing the spectre of Hinduphobia to launch the attacks on history curricula. The presentation wraps up by suggesting strategies for challenging the mobilisation of decolonisation toward hate through the undoing of history.

Mohan J. Dutta is Dean's Chair Professor of Communication and Director of the Center for Culture-centered Approach to Research and Evaluation (CARE) at Massey University. He develops culturally-centred, community-based projects of social change, advocacy, and activism that articulate health as a human right. Dutta's research examines the role of advocacy and activism in challenging marginalising structures, the relationship between poverty and health, political economy of global health policies, the mobilisation of cultural tropes for the justification of neo-colonial health development projects, and the ways in which participatory culture-centred processes and strategies of radical democracy serve as axes of global social change.

Performative Censorship Disputes over Historical Monuments

Cherian George

Memorials to historical figures who are icons of racism and colonialism have become lightning rods in culture wars in several countries. This presentation examines anti-racists' on-going campaigns against statues of Confederate leaders and soldiers that had been erected to glorify those who had battled on the side of preserving the institution of slavery. Their efforts have been met with resistance from the Right. On the surface, such disputes seem absolute and binary: total removal versus preservation. A closer look at these contentious episodes reveal a more complex picture. Communities sometimes favour other options for dealing with such monuments such as transformation in situ, for example, which has educational advantages over erasing history by total removal. Therefore, strident calls for or against removal should be taken seriously but not always literally. These disputes are best described as performative. The case study of historical symbols helps introduce the concept of performative censorship disputes, defined as contentious episodes in which demands for or against some form of speech regulation are at least partly expressed for the broader objective of gaining recognition for a group's way of life, dignity, or status.

Cherian George is Professor in the School of Communication, Hong Kong Baptist University. He researches media and democracy, media freedom and censorship, and polarisation and hate propaganda. His books include *Hate Spin: The Manufacture of Religious Offense and its Threat to Democracy* (MIT Press, 2016); and *Red Lines: Political Cartoons and the Struggle against Censorship* (MIT Press, 2021). His current book project studies counter-polarisation initiatives around the world.

MORNING TEA (10:30AM – 11AM)

Friday 24/11/23

CONCURRENT SESSION 7 (11:00am – 12:30pm)

F7-A | TIKTOK COMMUNITIES
RHMZ02 | <https://vuw.zoom.us/my/anzca1>

#BimboTok: A Critical Discourse Analysis of the Bimbo Community on TikTok

Honor Sandall

In recent years, sub-communities on social media built around shared interests or identity categories have proliferated, often acting as sites where users engage on an individual and collective level with broader societal issues (Hiebert & Kortess-Miller, 2021). One such example is the resurgence of the bimbo trope on TikTok by a community composed predominantly of Generation Z individuals based in the United States that calls itself 'BimboTok'. These users post videos in which they perform a caricature of hyper-femininity to critique the patriarchy and capitalism. Prior research identifies complexities in how these representations engage with feminism and argues that categorising them as either liberating or oppressive is a reductive approach (Pierce, 2022). Building upon Pierce's (2022) work, this study adopts a multimodal critical discourse analysis to unpack the ideologies embedded in the performance of hyper-feminine bimbo identities on TikTok. Guided by a social semiotic approach to language, this study analyses a corpus of 16 short-form videos published by self-proclaimed bimbos on TikTok, focusing on the lexical and iconographical choices of these texts and how they are used contextually to signal broader discourses (Machin & Mayr, 2012). This analysis reveals that users frequently incorporate bodily signifiers of patriarchal and Eurocentric ideals of femininity, and link signifiers of overconsumption and hyper-femininity. However, simultaneously, they discursively represent the bimbo as a persona or performance in order to highlight the constructed nature of the bimbo trope itself and reappropriate the term, thus corroborating existing findings that the subversive potential of these representations is ambivalent (Pierce, 2022).

I am an early-stage PhD student in Communication at the University of Auckland. My research interests include feminist media studies, gender studies, and social media. My PhD research explores the intersection of nostalgia, gender, and identity on social media, focusing on sub-communities of women engaging with discourses of gender on video-sharing platforms. Using digital ethnography and multimodal critical discourse analysis, this research seeks to understand the perspectives of these creators on their online representations, the role of nostalgia in these representations, and how they shape broader societal understandings of gender, race, and class.

TikToking towards the ballot box: A study on the use of TikTok by Queensland's political leaders

Susan Grantham

TikTok has rapidly emerged as a platform for information dissemination and public engagement (Lewis & Grantham, 2022). Its unique content and distribution model has proved highly influential on public opinion. Despite a decline in its political use in 2023 due to identified risks (Hooton, 2023), some Queensland political figures have continued or resumed its use, underscoring its relevance in political campaigning (Moir, 2023; Cervi et al., 2023; López Fernández, 2022). This study explores the use of TikTok by Queensland's political leaders to cultivate performed political authenticity (Luebke, 2020). As the 2024 Queensland election approaches, the first phase of this study analyses six months of data (January to June 2023) from the Opposition Leader (n=141 videos) and the Premier (n=35 videos). These videos were collected and analysed for TikTok's specific features (Abidin, 2020) and in relation to the four dimensions of political authenticity: consistency, intimacy, ordinariness, and immediacy (Luebke, 2020). Initial findings show that both accounts are employing TikTok as a political tool to engage with a targeted demographic as there is a discernible effort across both accounts to address issues pertinent to Generation Z and Millennials. Neither account is using the main performance features of TikTok such as sound or effects. However, both are creating interactive content, the Premier's chosen method is through 'Q&A' sessions, while the opposition leader can be seen using the reply feature and replying directly to comments. Both accounts exhibit elements of political authenticity. However, the Opposition Leader's account seems to place a greater emphasis on intimacy and ordinariness, while the Premier's account places a greater emphasis on consistency and immediacy. TikTok has developed into a medium for collective political expression (Literat & Kligler-Vilenchik, 2021), with its concise video format still capable of containing impactful content (Wang, 2020). TikTok provides Queensland politicians a unique platform to directly engage with the younger demographic, fostering political awareness and participation. Its interactive features allow politicians to present a more authentic and relatable image.

Susan Grantham is a Lecturer in Communication at Griffith University. She is an early career researcher with a focus on the use of trending social media such as TikTok, reputation management and crisis communication, with a more recent focus on evolving technological advancements such as AI. She has more than 15 years' professional experience working for and with government in strategic communications, crisis management and social media engagement.

F7-B | AUTHORSHIP, LABOUR, AND LITERATURE

RH204 | <https://vuw.zoom.us/my/anzca2>

Science Fiction as Thought Experiment

Doug Van Belle*

One critical element in the contentious history of Science Fiction, has been the inability to establish a workable definition of the genre. Efforts from the academic side have ranged from the derogatory dismissal of the entire genre as “disaster porn” to convoluted reworkings and revisions of the concept of a novum, or new idea. Regardless of the detail, the academic efforts inevitably seem to privilege obscure works while marginalizing or even excluding iconic texts and creators that are revered by the science fiction community. The creative side fares little better. When asked, both authors and audience often work backwards from who and/or what they revere or dislike to build a description of the genre from details they consider critical. However, reviewing a set of interviews with elite science fiction authors, which were conducted in 2015, reveals that there is a surprisingly simple and straightforward definition of the genre as thought experiment entertainment that is common across the variety of ways that they commented on the nature of the genre. This is explored as conceptual foundation that might be used in the study of science fiction’s influence on politics and society.

Douglas A. Van Belle is a senior lecturer in Media and Communication at Victoria University of Wellington and a science fiction novelist. His most recent novel *A World Adrift* (Wordfire Press) explores the politics and economics that evolve out of the colonization of Venus. Recent work related to the role of science fiction in society includes *Between Science and Society*, *Charting the Space of Science Fiction* (Lexington) and *A Novel Approach to Politics* 6th edition (Sage).

Understanding the Marketing Knowledge and Labour of Australian Novelists Jacqueline Burgess

While the processes and ecosystems of publishers has been examined (Driscoll et al., 2018; Matulionyte et al., 2017), little research has been conducted into aspects of novelists’ work and labour (Larson, 2020). Given that the multitude of books published each year continues to increase, it is essential that authors market their work to differentiate their novels and attract more readers (Ohlsson et al., 2014). This research aimed to explore the marketing knowledge and activities of novelists and aspiring novelists to provide an insight into their labour practices. Seventeen semi-structured interviews were conducted with novelists who had used various publication methods, and nine with aspiring novelists. Recruitment ceased when theoretical saturation occurred (Patton, 2002). Thematic analysis was used to analyse the data (Braun & Clarke, 2006) using a traditional human interpretative approach in combination with NVivo 12 plus to allow for greater accuracy of meaning expressed by the participants (Arvidsson & Caliandro, 2016; Kozinets et al., 2018). Novelists interviewed had very mixed marketing knowledge and skills ranging from sophisticated to limited. Most of the novelists wanted to improve their marketing knowledge and acknowledged the importance of marketing, but they lacked the time and resources to undertake this improvement. The aspiring novelists reported very limited marketing knowledge, with some unable to

describe what it entailed; however most expressed the view that marketing was important for novelists. The findings suggest that marketing is a knowledge gap that some novelists are never able to fill, which is likely undermining their economic sustainability.

Dr Jacqueline Burgess is a Lecturer in International Business and the Program Coordinator of the Bachelor of Business in the School of Business and Creative Industries at the University of the Sunshine Coast, Queensland, Australia. Her research investigates the marketing and business aspects of the Creative Industries, and she has collaborated with various practitioners. Her work has been published in multiple peer-reviewed journals including the *European Journal of Marketing*, *Game Studies*, the *International Journal on Media Management* and the *Creative Industries Journal*, and also presented at various academic conferences and been covered by local and international news outlets.

Other contributors

Dr Paul Williams is the Discipline Lead of Creative Industries and a Senior Lecturer, Creative Writing, in the School of Business and Creative Industries at the University of the Sunshine Coast, Queensland, Australia. Paul has published on genre writing, creative writing pedagogy, and practice research, and is an award-winning international author of crime fiction, memoir, literary fiction, short stories, and young adult fantasy and mystery. His academic work has been published in various journals and his latest books are *Novel Ideas: Writing Innovative Fiction* (Macmillan, 2020) and the crime novels *Twelve Days* (2019), and *Don't Tell* (2020).

Amy Curran is an Honours research student in the School of Business and Creative Industries at the University of the Sunshine Coast, Queensland, Australia. Her research focuses on social media and her current project involves understanding how influencers can utilise it to build a following and achieve beneficial marketing outcomes. Amy also works in marketing and events and as a research assistant.

Remaking the Past in *The Dressmakers Secret* (2020): Goodreads Reviews and the Negotiation of Narrative “Truth”

Lauren O'Mahony and Kyra Clarke

In 2020, Rosalie Ham published *The Dressmaker's Secret*, sequel to the bestselling novel *The Dressmaker* (2000) and the feature film of the same name (directed by Jocelyn Moorhouse 2015). *The Dressmaker's Secret* begins three years after the conclusion of the first novel with heroine Myrtle “Tilly” Dunnage working as a couturier in Melbourne at the time of the Queen’s coronation. Although far from her shabby childhood home of Dungatar, Tilly’s past experiences there profoundly impact her present life in Melbourne. For readers familiar with *The Dressmaker* novel and the film adaptation, reading the sequel is assisted by recollections of characters, places and plot points as the past, present and possible futures of the heroine coexist within and between the texts. In this paper, we discuss 180 reviews of *The Dressmaker's Secret* on Goodreads.com to demonstrate the differences in reader interpretation of these texts. In particular, we analyse how readers understand the narrative “truth” that emerges across these texts. Our analysis of the Goodreads reviews shows that meanings and interpretations are fluid, inviting conversation between readers/reviewers and in some cases, disagreement. While some readers appear comfortable with the ambiguity in these texts, others express their desire for narrative and textual certainty. This study is as much about meaning and interpretation as it is about the way readers approach texts, including their expectations, reading competencies and the types of narrative fulfilment they seek. Like other media texts that have prequels, sequels and/or adaptations, *The Dressmaker* texts afford a certain flexibility in their meaning and interpretation with the story a contested space.

Kyra Clarke is a Senior Lecturer in Media Studies at Massey University, Aotearoa New Zealand. Her research prioritises representations of girls, as well as the media girls and gender diverse youth access, create and share on and offline. She is currently working on the Marsden Fund Fast-Start project ‘Seen and heard: Understanding how girls consume, create and share media in Aotearoa’. Her most recent book is *Flirting in the Era of #MeToo: Negotiating Intimacy* (2019) with Alison Bartlett and Rob Cover.

Lauren O'Mahony (PhD, SFHEA,) is a Senior Lecturer in Communications at Murdoch University, Western Australia. Her research focusses on Australian women’s literature as well as media analysis, media audiences, and creativity. Her research has been published in a range of high-quality journals and edited books. In 2023, *Creativity and Innovation: Everyday Dynamics and Practice* co-authored with Terence Lee and Pia Lebeck was published by Palgrave.

F7-C | NAVIGATING THE COVID CRISIS
RH107 | <https://vuw.zoom.us/my/anzca3>

"Centring embodied knowledge to foster accessible crisis communication in multicultural Australia: Lessons from Covid-19"

Ashleigh Haw

This paper discusses the findings and implications of a qualitative, reflexive investigation into how Australia's multicultural communities evaluate news media and government communication surrounding global crisis events. Informed through an Intersectional lens – and utilising a Culture Centred Approach – I present an interpretive thematic analysis of semi-structured interviews with 10 service providers and community leaders who have supported migrant and refugee communities during Covid-19 in Melbourne, Victoria. Participants discussed significant challenges concerning the accessibility of Covid-related communication for multicultural communities, including important information about virus mitigation policies and available support services. They also noted numerous health equity implications of inaccessible communication during the pandemic, which many described as heightened for people with chronic health conditions and/or disabilities. These findings lend further credence to calls for more intersectional approaches to researching and practicing crisis communication; during and beyond Covid-19. Furthermore, interviewees advocated collaborative and culture-centred approaches that are informed by the embodied expertise of people with lived experience of racialised exclusion and health inequity. I discuss these recommendations with careful consideration of documented challenges in global research and practice efforts that seek to inform future crisis responses, and enable these to more adequately address the multifaceted needs of multicultural societies.

Dr Ashleigh Haw is a Postdoctoral Research Fellow in Sociology at Deakin University. Her research explores the form and consequences of mediated discourse surrounding race, migration, ethnicity, and disability in Australia. She is currently researching the impacts of political, news and social media communication surrounding the COVID-19 pandemic, focusing on the social and health equity implications for multicultural communities.

Crisis communication during COVID: Analysis of Scott Morrison and Jacinda Ardern communication strategies

Muhammad Asim Isran (Online)

This paper presents a comparative and discursive analysis of crisis communication in Australia and New Zealand during the first two years of the COVID-19 pandemic. The study analyses official communications, including speeches, press conferences and media releases, between January 2020 and April 2022 from the respective leaders at the time: Scott Morrison (SM), then-Prime Minister of Australia, and Jacinda

Ardern (JA), then-Prime Minister of New Zealand. Australia and New Zealand are both located in the southern hemisphere, and, as parliamentary democracies with constitutional monarchies, colonised by Britain, share elements of history, culture, and political systems. Both also have established populations of indigenous people and multicultural, multilingual, and multi-ethnic communities that include immigrants, refugees, ethnic minorities, and international students. The study examined official communications from the leaders, such as speeches, press conferences, and press releases, across different stages of the crisis from January 2020 to April 2022. Despite the shared global problem and cultural and geographical closeness of the two countries, this study highlights stark differences in their pandemic-focused communication styles. These differences include how and to what extent they expressed compassion, inclusivity, empathy, community building, shared reality, frequency, optimism, and consistency in communication. This paper argues that the variations in crisis communication can be attributed to differences in leadership style, political ideology, and personal traits, including gender.

Dr Muhammad Asim Imran: Asim Imran holds a PhD in Media from the University of Adelaide. His research interests focus on critical discourse analysis, media discourses, and portrayal of ageing in media. He is particularly interested in researching the role of journalists, journalistic practices, ownership and social practices in constructing identities for different components of society. His latest articles are published in Media International Australia, Australian Journalism Review, and Communication Research and Practice.

Examining post-pandemic vaccination hesitancy among Chinese elderly: A case study of the Dongxiang ethnic minority group

Shuoxun Zhang and Zhipeng Ma

China's efforts to combat the coronavirus pandemic reached a new level on December 27, 2022, with the issuance of the "General Plan for the Implementation of Class B Control of Covid-19" by the Chinese State Council. While the Chinese government has relaxed its stance on Covid-19, the campaign continues to push for a higher immunization rate and a second round of booster doses for the elderly. Many senior Chinese, however, are hesitant to get immunized. Vaccine hesitancy is a behavior with particular contextual and temporal characteristics that fluctuate over time, thus even though it has been studied extensively in the past, new insights are always obtained. Therefore, it is timely and important to examine the reasons why certain seniors are resistant to immunizations in the post-pandemic phase in China. This study used semi-structured interviews with 14 seniors to explore how their attitudes toward the coronavirus vaccine have changed and what factors contribute to vaccine hesitancy among senior adults, guided by the grounded theory. The study was conducted at Dongxiang County, a center for the Dongxiang Ethnic Minority in Gansu Province. The majority of Dongxiang County's senior citizens, who had previously supported vaccination during the outbreak time, now view it as a voluntary and unneeded move, according to the study's findings. Factors such as personal vaccine beliefs, routine vaccination habits, familiarity with the epidemic, and knowledge about the vaccine all played a role in the vaccination behavior of the elderly, as did societal factors such as risk perception, social support, social restrictions, and rumors, as well as vaccine factors such as vaccine side effects, vaccine manufacturers, ease of vaccination, economics of vaccination, and vaccine contraindications, and government factors such as the mandatory vaccination.

Shuoxun Zhang is a professor in the school of Journalism and Communication at Lanzhou University China. Zhipeng MA is a master student at the school of Journalism and Communication at Lanzhou University China.

F7-D | MEDIA AND CLIMATE EMERGENCIES

RH102 | <https://vuw.zoom.us/my/anzca4>

Frame-setters: mainstream media in online communication spaces – a case study of the politicised protection of the Great Barrier Reef

Carly Lubicz-Zaorski

Contemporary communication spaces are key sites where knowledge and opinions about environmental, scientific, and political issues are formed and contested. While it is often argued that the power of mainstream media has diminished following the information decentralisation offered by social media platforms, the dynamic has not been extensively researched in relation to Australian environmental policy and politics. This mixed-methods study of Twitter and Facebook uses social network analysis, qualitative close reading, and framing analysis to explore how the debate about UNESCO's 2021 'in danger' recommendation for the Great Barrier Reef unfolded in these hybrid media spaces over six weeks. Studying the most central actors, most visible posts, and most salient frames shows that mainstream media continue to play a central role as agenda-setters in these online communication networks. Ideologically-aligned others, including alternative media and political actors, then further these information threads. In this particular environmental conflict, left-leaning The Guardian and right-leaning News Corp Australia outlets were dominant media actors, though – crucially – the way their information and associated frames were furthered differed significantly. This research provides an insight into communicative dynamics during a key environmental conflict event, which is particularly relevant given the global interest in the Great Barrier Reef, and its embedding within broader climate change discourse and politics. These findings are also significant given Australia's highly concentrated media ownership and ongoing concerns about News Corp's influence in Australia and internationally.

Carly Lubicz-Zaorski is a PhD researcher at Queensland University of Technology (QUT). Her interests are in media, politics and environmental policy. She is part of an ARC Laureate Fellowship project led by Prof Axel Bruns, Determining the Drivers and Dynamics of Partisanship and Polarisation in Online Public Debate, with her research focused on climate change policy and discourse in Australia. Carly completed her MPhil at James Cook University in 2022 and was awarded a 2023 Dean's Award for Research Excellence for this work. Carly has worked in the Australian media, science communications, and in environment-focused areas of government.

Evaluating Reporting Roles in Climate Disasters

Victoria Fielding

News media has great power to shape reality for audiences and to influence the public's support for political policies. This power has influenced public understanding and political support for policies to address climate change. My model of journalism's influence on democracy is used in this paper as a framework to explore news coverage of two case studies representing catastrophic natural disasters which were exacerbated by climate change: the 2019-2020 Australian bushfires, and the 2022 Australian floods. This journalism model proposes that western media institutions play five roles in democracy, with each having different value and influence on public understanding of the urgent need for climate action. Mainstream news coverage of the bushfires and floods is analysed to explore these different types of journalism. The most common roles are monitorial and facilitative journalism, which fit within the dominant liberal model of media and emphasise objectivity and independence. Additionally, three types of advocacy journalism will be explored, each of which are rarely discussed in scholarship: radical, collaborative, and conservative. Through this analysis, the model of journalism's influence on democracy will be used to evaluate how effectively western news outlets inform audiences of the urgent need for climate action by linking climate change with the increased risk, number, and severity of natural disasters.

Dr Victoria Fielding researches the influence of contested public narratives on media narratives and the influence of journalism on democracy. Her PhD research investigated the framing of industrial dispute narratives in Australian news media. Dr Fielding is a lecturer in Strategic Communication at the University of Adelaide, South Australia.

Discussing a man-made problem: How the nature of the communicator influences the uptake of the message

Kirsty O'Callaghan

There is substantial evidence that many key insights from climate science are not reaching the public or, if they are, are not incorporated into useful social knowledge that enhances engagement, conversations, and behaviour change at scale. Understanding what messages resonate and what communication styles and tones work best undoubtedly requires greater collaboration between climate scientists and those charged with communicating about climate change. But additionally, it also requires understanding audiences better: in every country, there are diverse levels of knowledge and dispositions for action reflecting socio-economic status, education, age, and gender, among several other segmenting factors. Recent studies suggest that in many communities, women and young people play a particularly crucial role in driving climate change responsiveness. This paper explores whether the gender of communicators plays a role in the reach and resonance of the communication of climate change information to Australian and New Zealand audiences. Using mixed methods, including in-depth interviews with leading climate science communicators as well as gathering survey-based data, early findings suggest a complex interplay between who is doing the communicating and to whom the messaging is directed, and the audience's reception of key messages. The study offers initial insights into what role gender might play in the communication of climate change messaging and whether the relatively sparse scholarship on this aspect of climate communication might explain some of the disconnect between expert knowledge and popular understanding of climate change science.

Kirsty O'Callaghan commenced her PhD candidature at the University of the Sunshine Coast in 2022 after completing a Bachelor of Communication (Honours 1) in 2021. Her research focuses on the role of gender in effective climate change communication. Over the past four years, Kirsty has supported the 'Real Rural Women's Leadership' research projects as a Research Assistant and is currently the HDR student experience mentor for the School of Law and Society. Before embarking on her PhD research, Kirsty spent two decades as a consultant and continues to be active in her consulting business and several voluntary and pro bono roles.

F7-E | COMMUNICATION INFRASTRUCTURE: ENCLOSURE AND ESCAPE

RH103 | <https://vuw.zoom.us/my/anzca5>

Consumer Experience of 5G in Australia

Rowan Wilken*, James Meese, Catherine Middleton, and Estelle Boyle

In Australia, as elsewhere around the world, the fifth (and latest) generation of mobile standards (5G) are currently being rolled out. As is common with most generational upgrades, 5G is said to significantly improve network speed and capacity delivering higher multi-Gbps peak data speeds. In addition, these fifth generation of standards promise much more than the expected upgrade to infrastructure and mobile networks we have seen with previous generations, ushering in a constellation of new technologies, which may represent a step-change in mobile telecommunications. Investigating the early stages of the 5G rollout is critical if we are to understand the emerging, evolving and shifting economic and cultural possibilities of 5G services and applications. As part of this effort, we explore how these new standards are informing consumer use of mobile devices. How has 5G been taken up? How different is 5G from consumer experiences of existing or prior generations (3G, 4G)? Does 5G mean 'business as usual', or is there emerging evidence of shifts in media and communication practice? In this paper, we report on findings from an Australian baseline focus group study of 5G consumer use in Melbourne and regional Victoria. The research reveals that the mobile handset emerges as a genuine third screen for consumption of media content and that 5G is driving substitutability (a shift away from NBN and Wi-Fi). However, coverage and poor connectivity remain live issues for many consumers, especially those in regional areas.

Rowan Wilken is Associate Professor in Media & Communication, and an Associate Investigator in the Australian Research Council Centre of Excellence for Automated Decision-Making and Society (ADM+S), RMIT University, Melbourne, Australia.

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

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

Estelle Boyle is a research associate in the School of Media & Communication at RMIT University. Her research focuses on the intersections of digital media, belonging, migration, and digital and social inclusion.

Revisiting Open Government Data in the Era of Assistive AI and Large Language Models

Bernadette Hyland-Wood

Reflecting on the Māori proverb *ka mua, ka muri* which considers before and after, this study assesses how recent challenges could inform our future capacities to share timely, accurate data that has become a driving force in our societies and economies. Today, whether in Auckland or Zaporizhzhya (Ukraine), millions of citizens benefit from access to open government data. Open data have supported societies and economies in vital ways, including for transportation planning and navigation, air and water quality monitoring, and monitoring and evaluating government programs. However, the open data-sharing landscape is shifting in an era of post-truth politics and pervasive public shaming on social media platforms. Some public data programs are floundering, marginalised, or have been defunded. The reasons are complex and varied, yet the reality is that key suppliers of scientific and public health data have reduced their commitments to transparency and openness. Communicating existential risks due to climate change and public health emergencies in an era of post-truth politics will be more difficult when governments reduce funding and other forms of support for accurate, timely data. Open data pioneers, including the United States Government, are not putting a sustained focus on national data policies, including open data policies, despite vast global economic and societal interdependencies on the data they share, most recently during the COVID-19 pandemic. In the era of shifting geopolitical tensions and pervasive assistive digital technologies using large language model-powered AI, the promise and pitfalls of data availability and use have become more urgent. This study presents two original case studies of Australia and Aotearoa New Zealand, between 2011 and 2021, and the organisational characteristics that underpin their respective institutional data-sharing programs. Although the field research revealed some stark differences in approach between Australia and Aotearoa New Zealand, it also had interesting parallels. Regardless of country, public data policy and governance required a combination of top-down (functional) leadership and whole-of-government facilitation of a long-term vision for public data sharing and reuse. This study revealed that releasing public data openly can be ‘confronting’ and risks pushback within the public service, however, resilient data sharing programs were found to (i) encourage two-way ‘data conversations,’ (ii) improve how people supply, manage, and use public data, and (iii) foster data stewardship principles to support transparency, trust, and integrity. As we look to the future and the promise of assistive AI and Large Language Models at a scale and pace not previously contemplated, we must learn from the lessons of past data-sharing programs that support evidence-informed responses in a post-truth landscape.

Dr Bernadette Hyland-Wood is a Chief Investigator at the Queensland University of Technology Centre for Data Science and an Affiliated Investigator at the QUT Digital Media Research Centre. Dr Hyland-Wood's research examines responsible data science, generative AI and Indigenous data governance. She has authored highly cited research on crisis communications and COVID-19 and has been featured in media outlets, including ABC and Radio New Zealand. She has provided expert technical guidance on the U.S. Digital Accountability and Transparency Act (2014) (DATA Act) and Australia's Data Availability and Transparency Act (2022). She co-designed foundational data standards and best practices to make data findable, accessible, interoperable, and reusable (FAIR data).

Ka mua, ka muri: automation, asynchronicity and our troubled present

Sonia J. Shaikh and Phillip Pond

In this paper, we use the Ka mua, ka muri prompt to establish a realist-time framework, which we apply to an analysis of automation and its temporal effects on communication and sense-making. A common interpretation of Ka mua, ka muri is that we must look back into history to inform our anticipation of the future. We identify closely aligned concepts in western time theory, and argue that Ka mua, ka muri can be understood as a growing-block thesis with A-series relations. From this starting point, we build a temporal model that situates all acts of interpretation in a social present, distributed between different perspectives. We describe the conditions of this present for both individual and collective sense-making and discuss the epistemic implications of such an event-orientated reality. Once we have established the key parameters of this temporal model, we use it to analyse the logical influence of automation on social-communication systems. We argue that automation is logically accelerative, which is different from it being always or uniformly accelerative. On its own, acceleration is not inherently problematic, but we demonstrate that it becomes problematic when some perspectives within a social present accelerate relative to others. Such accelerations can create conditions of asynchronicity – a term we use to describe a system under interpretative stress because of asynchronous acceleration. We show that, under certain asynchronous conditions, the interpretative act of looking back to make sense of the present becomes logically impossible.

Sonia J. Shaikh is an Assistant Professor at the University of Melbourne.

Dr Philip Pond is a DECRA Fellow and Senior Lecturer Digital Media Research Methods at the University of Melbourne. He specialises in the study of software systems and their influence on the production of time and meaning. He has written two books. *Complexity, Digital Media and Post Truth Politics* (2020) proposes a framework for studying interaction between the digital and political systems and argues that polarisation and misinformation are the logical products of that interaction. *Digital Media and the Making of Network Temporality* (2021) looks at the relationship between mathematical 'scientific' time and intuitive social time, and argues for a reconciliation of the two to better understand the temporal effects of the digital media environment.

F7-F | NEWS MEDIA: POLICY AND PRAXIS

RHG24 | <https://vuw.zoom.us/my/anzca6>

Taking stock of journalism studies: a discourse theoretical assessment and critique

Sean Phelan and Peter Berglez*

The twentieth anniversary of the launch of two of journalism studies' defining journals, *Journalism Studies* and *Journalism: Theory, Practice and Criticism*, recently gave different authors cause to reflect on how the field has developed over time, as a sub-field of the wider universe of communication and media studies. This paper takes a review of a selection of these state-of-the field commentaries as the starting point for our own argument, which is theoretically and methodologically informed by post-Marxist discourse theory. It offers a critique of the disciplinary imaginary of journalism studies from an agonistic perspective that acknowledges the richness of how the field has developed over time, but questions what we see as the emergence of a more professionalized (and more disciplined) scholarly identity. Our argument focuses on three limitations of a field that is sufficiently heterogenous to defy easy categorization. First, an enduring failure to adequately conceptualize the political (or to be more precise ontopolitical) condition of journalism, even in a political context where claims about the politics of journalism are commonplace. Second, the lack of conceptual autonomy in the field, where researchers too often seem to simply adopt and naturalize buzzworthy concepts from media discourse or actors outside academia. And, third, the field's tendency towards the normalization of mezzo-level analytical perspectives which decenter the question of journalism's place in the wider social totality.

Sean Phelan is an Associate Professor at the School of Communication, Journalism and Marketing, Massey University. His research interests include journalism studies and critical political theory.

Peter Berglez is professor of media and communications at Örebro University, Sweden. His primary research areas are journalism studies, environmental communication, and cooperative/collaborative communication.

Another One Bites the Dust: The Political Economy of the Aotearoa New Zealand Public Media Bill

Peter Thompson

In February 2022, the government announced its decision to establish a new multi-platform public media entity, Aotearoa New Zealand Public Media (ANZPM), comprising both TVNZ and RNZ. The budget committed an unprecedented NZ\$327m in public funding (2023-26) topped up with the existing RNZ funding plus a \$42.2m reallocated from the contestable NZ On Air fund. Following the first reading of the ANZPM Bill in June 2022, the Parliamentary Select Committee received over a thousand written submissions, identifying a litany of shortcomings. Many reflected predictable vested interests, but many submissions supportive of the bill's goals were nevertheless critical of the proposed legislation. The most prominent themes among these were;

- i. The institutional structure and concerns about political interference.
- ii. The new entity's balance of public service versus commercial priorities.
- iii. The operational allocation of public funding (including whether commercial genres could receive public subsidy).
- iv. The governance of the new entity and ensuring delivery of public service charter outcomes.
- v. The adequacy of future funding beyond the 3-year budget allocation.
- vi. The potential for new entity to exert undue market power.

Although revisions to the Bill were proposed, following changes in Cabinet, the ANZPM Bill was ignominiously withdrawn in February 2023, before its second reading. It marked the latest in a series of unsuccessful efforts by Labour to revitalize public media in Aotearoa. Adopting a critical institutionalist perspective, this paper aims to analyse the normative and operational contradictions of the proposed new public media entity. Using documentary analysis of policy papers and public submissions, coupled with the author's engagement with key policy actors, the analysis will map out the different stakeholder interests which have progressed- or undermined- the ANZPM Bill.

Peter Thompson is an associate professor in the Media and Communication programme at Te Herenga Waka (Victoria University of Wellington). He has a long-standing research interest in media policy in Aotearoa, particularly public service media provisions. Peter is a co-founder and the current chair of the Better Public Media trust which advocates for public service media. His is also founding co-editor of the Political Economy of Communication journal.

Localism in Aotearoa's regional news: A case study of The Press | Te Matatika

Tara Ross

Local news plays an essential role in a well-functioning democracy, yet the provision of public interest local news in Aotearoa (and globally) is declining as regional and local newsrooms consolidate and retrench, particularly post-pandemic. While attention has been focused on news infrastructure (e.g., journalist numbers, newsroom closures and the creation of news deserts), less is known about the availability – and extent – of public interest local news in local news content. This study analyses the ‘localness’ of news in one of Aotearoa’s largest regional newspapers, The Press | Te Matatika, to establish a baseline for further comparative research that can measure the localness of news output over time and across geographic areas. The pilot study, comprising a content analysis of a randomised constructed week of The Press articles published late 2018 (n=480 articles), measured articles by three broad measures of relevance based on US and Australian research: originality, local connection and relevance to local democracy. Initial findings indicate that only a small subset of news articles (21%) and opinion articles (8%) were about local topics. And, although a higher proportion of The Press articles were written locally (26%), and almost a third of quoted sources were local, only 6% of articles were about local democracy institutions (e.g., local government, health boards), and less than 1% were about local iwi, Ngāi Tahu. This snapshot provides valuable data for helping to quantify the decline in local public interest reporting, and a foundation for a longer-term, region-by-region assessment of local news in Aotearoa.

Dr Tara Ross is an ECR in journalism and Pacific Studies, and an award-winning former journalist of Pākehā and Tuvaluan descent. She specialises in research into Pacific media and audiences, community media, and the relationships between journalism and communities. She has published most recently on Pacific media in Aotearoa, Pacific identity discourses and engagement on Twitter, and the social protection of Pacific peoples. She is a research fellow with the University of Canterbury’s Macmillan Brown Centre of Pacific Studies, and is currently on the executive of the Journalism Education Association of New Zealand.

F7-G | IDENTITY IN DIGITAL MEDIA CULTURE(S)

RHG24 | <https://vuw.zoom.us/my/anzca7>

The Populist's Thoughts: An analysis of Mann ki Baat as a site of agenda setting in Indian politics

Anand Badola*

The last decade has witnessed a rise of populist leaders coming into power. Narendra Modi, the prime minister of India, led this wave as he came to power in 2014. While significant attention has been given to political communication around Brexit, Trump, and other Western populist movements, there is a corresponding lack of attention towards Modi's populist communicative strategies. Modi is infamous for

never holding a press conference within India, earning him the moniker of the 'hi-tech populist' (Jaffrelot, 2015). One communicative strategy Modi employs is his monthly address, Mann ki Baat (Modi's thoughts), on a radio show broadcast across traditional and digital platforms. In April 2023, the hundredth episode aired to much fanfare within Indian mainstream media. Considering Modi does not hold any press conferences, we offer an examination of the Mann ki Baat episodes as a key site of agenda setting and populist framing in the context of Indian politics. The corpus comprises all the English transcripts from the hundred episodes as they are officially available on a government website, where each episode consists of around 3500-4000 words. We deploy discourse analysis, supported through the use of the discourse-centric computational topic modelling approach, Discursis, to map out recurring themes in the corpus, and provide a nuanced understanding of the discursive practices at play through this show. Our paper makes an important contribution to political communication studies as it brings much needed attention to non-western contexts to contribute a fuller understanding of dynamics of populist leadership across the world.

Anand Badola is a PhD candidate at the Digital Media Research Centre at QUT and a research student at the ARC Centre of Excellence for Automated Decision-Making & Society (ADM+S). His project looks at the flow of discourse across social media platforms in the Indian context. The research focuses on aspects of disinformation, polarisation and populism across platforms like Facebook, Twitter, and YouTube.

Prof. Daniel Angus is a Chief Investigator at the Queensland University of Technology node of the ARC Centre of Excellence for Automated Decision-Making & Society (ADM+S). He is a Professor of Digital Communication in the School of Communication at QUT. His research focuses on the development of computational analysis methods for communication data, with a specific focus on interaction data.

Mythology, Identity and Nation in popular Indian visual culture

Nikite Nirmala

Central to this paper is an encounter between nationalistic ideology, mythology and visual practice in contemporary India. Drawing on Rancièrian theories of political aesthetics, I will use film posters from the last decade to illustrate how ancient Hindu myths and tropes are used in contemporary visual media to shape the present political discourse of a homogenised India and aspirations for the nation's future. The widespread acceptance of *hindutva*, or Hindu nationalism is overwhelmingly reflected in the visual aesthetic and tropes of the texts in question. Despite the diversity of regional visual cultures in India, the organisation of visual cues presuppose hegemonic distributions of power. Steeped in legends of heroes and gods from epic yore these images often assume a singular expression of Indian culture. The paradigms of Indianness thus conceived convey a sense of togetherness that is far removed from any authentic shared culture. In an Althusserian spirit, one could argue that a process of interpellation informs the identification with these scopic regimes, as these images 'hail' a national subject into existence. These images are typically generic and reflect a wider cultural visual theme that is emblematic of the greater, superimposed myth of nationalism. One of the significant objectives of this research is to examine the ideological import of the different ideas of national and cultural identity expressed by these visual regimes. In so doing, the present study attempts to shed light on the fundamental role played by myths in constructing and consolidating ideas of Indianness.

I am currently pursuing a PhD in the Department of Humanities, Media and Creative Communication English and Media Studies at Massey. I have over 8 years of experience working in visual design and advertising, and four years in tertiary education. During this time, I have worked as an art director, visual designer, and lecturer (Design and media studies). Additionally, I hold an MA in Fine Arts and a BA in Visual Communication.

A comparative study on the impact of real-world celebrities, online personalities and virtual influencers on consumers' purchase intention: A moderated mediation model of product-endorser fit and consumers' brand attachment

Cheng Feng, Yaxi Han, and Wei Hou

Traditional celebrity endorsing has given way to digital marketing's use of social media influencers and virtual influencers to promote products. In China, Generation Z, digital natives born between the mid-1990s and the late 2000s, are the consumer powerhouse, and the use of virtual influencers to endorse products as a novel marketing approach has drawn their attention. Endorsers can create strong trusting relationships with their followers through frequent conversations, and so influence their purchasing intentions, thanks to the exceptional interactive qualities of social media. The goal of this research is to examine how different types of endorsers (celebrities, weblebrities, and virtual influencers) affect consumers' propensity to buy items in three different product categories (the beauty, technology, and travel products). A quasiexperiment is used in this study to conduct an online survey with 350 female Xiaohongshu (Chinese counterpart of Instagram) users. The results confirmed the moderating role of congruence between brand endorsers and product type, and the mediating effect of consumers' attachment to specific brands on their purchase intentions. This suggested that greater brand attachment and increased congruence for the endorser/product combination resulted in higher purchase intentions among young consumers. The implications of these and other discoveries for online advertising are discussed.

Cheng Feng is a professor at the school of Journalism and Communication at Lanzhou University China.

Yaxi Han is a master student at the school of Journalism and Communication at Lanzhou University China.

Wei Hou is a PhD student at the school of Journalism and Communication at Lanzhou University China.

F7-H | NAVIGATING DIGITAL PLATFORMS

RHLT3 | <https://vuw.zoom.us/my/anzca8>

Improving the observability of platform-based advertising and other critical platform functions

Daniel Angus*

Targeted advertising based on the detailed profiling of consumers is central to the business models of commercial digital and social media platforms. Despite their immense cultural and economic significance, the operations of these advertising systems are difficult to observe, preventing the independent, systematic study of both advertising content and how it is delivered to audiences (Sandvig et al., 2014). While the study of advertising remains an important site for understanding everyday cultures, concerns regarding the potential for racial, gender, class-based, and other forms of discrimination make it doubly important (Angwin et al., 2017). In this paper we detail a novel suite of research infrastructures aimed at improving the observability (Rieder & Hofmann, 2020) of platform-based advertising, designed by and for communication and media scholars (Andrejevic et al., 2022; Burgess et al., 2022). This multi-faceted infrastructure includes data harvesters to gather and enrich existing platform ad transparency dashboards, custom plugins developed for major web browsers to capture web-based Facebook advertising content as a form of data donation from end-users, and a new privacy-aware mobile data scraping app. The paper describes the advantages and limitations of each of these technical components, including ethical and privacy concerns, and considerations for researchers wishing to adopt these techniques in their own research. Discussion will include preliminary findings from case studies conducted using these tools, which include focussed examinations of political, gambling, and alcohol advertising. Results from these cases studies have already informed national debates on advertising regulation, and we will demonstrate how the observability approach adopted here can inform other important regulatory debates.

Daniel Angus FQA is Professor of Digital Communication, leader of the QUT Digital Media Research Centre's Computational Communication and Culture Program, and Chief Investigator and Chair of Infrastructure within the ARC Centre of Excellence for Automated Decision Making and Society. His research examines issues at the intersection of technology and society, with a focus on algorithms, misinformation, and new methods to study the digital society.

Abdul Obeid is a researcher and data engineer stationed at the Queensland University of Technology node of the ARC Centre of Excellence for Automated Decision Making and Society. Among various computational topics relating to computer science and information theory, Abdul specialises in the acquisition, transformation, storage, and analysis of data. In recent works, this has been for the purpose of examining popular social networking sites and search engines.

Jean Burgess is Professor of Digital Media in the School of Communication and Digital Media Research Centre (which she founded and directed from 2015-2020) at Queensland University of Technology, and Associate Director of the Australian Research Council (ARC) Centre of Excellence for Automated Decision-Making and Society (ADM+S). Her research focuses on the social implications of digital media

technologies, platforms, and cultures, as well as new and innovative digital methods for studying them. She is the author or editor of more than 120 scholarly publications on these topics. Her latest co-authored book is *Everyday Data Cultures* (Polity Press, 2022).

Christine Parker is Professor of Law and Associate Dean for Research at Melbourne Law School, the University of Melbourne, and a Chief Investigator in the ARC Centre of Excellence for Automated Decision Making and Society. Prof Parker's uses socio legal methods to examine topical regulatory governance issues, such as food health and safety, ecological sustainability, and competition and consumer protection law, with a focus on corporate regulation and accountability.

Nicholas Carah is Associate Professor in the School of Communication and Arts and Director of Digital Cultures & Societies in the Faculty of Humanities, Arts and Social Sciences at The University of Queensland. They are an Associate Investigator in the ARC Centre of Excellence for Automated Decision-Making and Society. Their research focusses on the advertising, algorithmic culture and digital platforms.

Mark Andrejevic is Professor of Communications & Media Studies in the School of Media, Film, and Journalism, Monash University. He contributes expertise in the social and cultural implications of data mining, and online monitoring and writes about this from a socio-cultural perspective. He is a Chief Investigator in the ARC Centre of Excellence for Automated Decision Making and Society and the author of four monographs and more than 90 academic articles and book chapters.

Xue Ying (Jane) Tan is a Software Engineer in the Digital Media Research Centre at Queensland University of Technology. Her work focuses on developing and supporting the use of computational methods in social science and humanities research, with a focus on methods for studying social media platforms. With a background in computer science, she provides professional support in software development, data acquisition and management, workflow optimisation and automation. Her areas of scholarly interest include machine learning, statistics and data analytics. You can find her software contributions here: <https://github.com/xueyingtan>

Automated nudges as transparent platform governance: A comparative analysis of TikTok and Instagram

Jean Burgess and Dominique Carlon

Content moderation and behavioural governance on digital media platforms takes a range of forms, from the retroactive policing of prohibited content or behaviour via takedowns and account suspensions, to algorithmic reach suppression or 'shadow bans' – and across this spectrum, transparency and fairness remain controversial issues. Most major platforms have also experimented with proactive automated techniques for promoting pro-social environments that we refer to as 'nudges' (Thaler & Sunstein, 2009; Coeckelbergh, 2022).

We define nudges as automated interventions (labels, pop-ups, warnings, and interruptions) that are noticeable by users, and that explicitly aim to proactively alter people's behaviour and shift their attention (Pennycook & Rand, 2022) rather than policing their behaviour after the fact. An important characteristic of these interventions is that they are visible to users. They also often incorporate explanations linked to platform policies, and therefore offer a degree of transparency regarding platform content moderation practices and governance that we argue is, in many cases, ethically superior to shadow-banning and censorship, even as it introduces friction and sometimes didactic communication into the user-platform relationship.

The way platforms employ these interventions and provide transparency around their use differs significantly, for instance TikTok outlines use-cases for its extensive adoption of labels and pop-ups, whereas Instagram is more elusive about interventions beyond warnings. Based on a comprehensive survey and taxonomy of automated interventions across platforms, this paper presents a comparative analysis of nudges deployed by TikTok and Instagram, and how the platforms frame and discuss these interventions in their policies and community guidelines.

Jean Burgess is Professor of Digital Media in the School of Communication and Digital Media Research Centre (which she founded and directed from 2015-2020) at Queensland University of Technology, and Associate Director of the Australian Research Council (ARC) Centre of Excellence for Automated Decision-Making and Society (ADM+S). Her research focuses on the social implications of digital media technologies, platforms, and cultures, as well as new and innovative digital methods for studying them. She is the author or editor of more than 120 scholarly publications on these topics. Her latest co-authored book is *Everyday Data Cultures* (Polity Press, 2022).

Dominique Carlon is a PhD candidate at Queensland University of Technology's (QUT) Digital Media Research Centre (DMRC) and the Australian Research Council (ARC) Centre of Excellence for Automated Decision Making and Society (ADM+S). Dominique researches platform cultures and histories and the contributions of bots to platform environments. Dominique's PhD focuses on the diverse ways Reddit users create and engage with bots as a form of automated play, and the dynamics of online communities is setting norms and standard to navigate the active and diverse roles of bots in society.

Actually existing platformization: theorizing the impacts of care apps in Aotearoa

Lisa Vonk (Online) and Leon Salter

Literature on platform work has noted the transformative impact of platform technology on the labour process (Gandini, 2019; Zódi & Török, 2021). Platformization as a concept has come to capture technologically-driven shifts in the workplace, including heightened surveillance, ‘casualisation, management by algorithm rather than human and a lack of a worker voice’ (Spencer & Huws, 2021, p. 6). Other scholars have cautioned against technological determinism, noting how platform work is the culmination and intensification of a long process of neoliberalization, with its emphasis on individualized and flexible forms of employment, and placing risks and responsibilities onto workers, who are encouraged to be entrepreneurial independent contractors (Fleming, 2017; Piletić, 2023). Advancing these debates, this paper draws on a case study of home-based care work in Aotearoa, where workers are now increasingly required to use ‘care apps’ as part of their daily work. Through interviews with care workers we found that rather than a clean, linear process of platformization, their reality is messy and heterogeneous. Workers across the sector use a wide variety of platforms with differing functionalities, tailored (to varying degrees) to the specificities of Aotearoa’s health sector. The apps were constrained by Aotearoa’s diverse geography and patchy cell phone coverage. Missing or broken functionality was common. These platforms are contested and fluid spaces where meaning can still be challenged by the workers. Borrowing from geographical studies of neoliberalism (Brenner & Theodore, 2002; Peck, 2010), we therefore urge for more studies of actually existing platformization, which account the ‘unique set of conjunctural conditions’ (Peck, 2010, p. xvii) and flows which shape local platformizations in the plural.

Lisa Vonk is a PhD student and tutor in the School of English and Media at Massey University. Her research broadly considers the social and environmental impact of networked information and communication technologies. Lisa Vonk is a PhD student and tutor in the School of English and Media at Massey University. Her research broadly considers the social and environmental impact of networked information and communication technologies.

Leon's research focuses on the impact of the gig economy on worker health and wellbeing, the union movement and collective organising. Recently awarded the prestigious MBIE Science Whitinga Research Fellowship, he uses qualitative methods and democratic theory to interrogate the underlying logics and frameworks which underpin digital phenomena, as well as how they impact the lives of the most vulnerable.

LUNCH (12:30Pm – 1:30pm)

Friday 24/11/23

CONCURRENT SESSION 8 (1:30PM – 3:30PM)

F8-A | MEDIATING IDENTITY IN THE DIGITAL MEDIA

RHMZ02 | <https://vuw.zoom.us/my/anzca1>

Hermitcraft as collaborative emergent transmedia storytelling: Crafting narrative through player interaction and identity

Kim Barbour

Hermitcraft is a series of survival multiplayer Minecraft servers inhabited by the Hermits, a tightknit group of ‘professional Minecrafters’ who collaboratively build a transmedia stories and narratives across and between their individual YouTube channels, Twitch streams, and Discord servers. Each new iteration of the server is a ‘season’ which varies in length from months to years. While maintaining an identifiable and distinct appearance, players vary the roles and characters they play within and between episodes and seasons, with costume (‘skin’) changes, exposition, and direct address to the viewer working to keep the audience up to speed with what is happening in their series. Hermitcraft thrives due to the interactions between the players on the server. While many of these interactions are planned, whether off-camera or on, impromptu interactions add a degree of the unexpected to each player’s storyline. As a way into conceptualising this type of storytelling, I take as a case study ‘The Incident’ on Hermitcraft Season 9, where two players known for playing pranks and causing light-hearted disruption accidentally destroyed a complicated in-game contraption belonging to another, less light-hearted Hermit. While evidently unplanned, The Incident served to raise the narrative tension, drove a flurry of paratextual engagement through other sites such as Twitter, and provided an avenue for new subplots of revenge and restitution. Hermitcraft and The Incident offers an opportunity to conceptualise ‘collaborative emergent transmedia storytelling’ as a distinct genre of media.

Kim Barbour researches in digital media and persona studies at The University of Adelaide, where she is a Senior Lecturer in the Department of Media. She teaches across the undergraduate Bachelor of Media program, is Honours Coordinator, and teaches the Masters research methods course, as well as supervising post-graduate students. Kim has published in Continuum, Convergence, TDR, and First Monday, and her most recent book is Women and Persona Performance (Palgrave, 2023).

#runningupthathill #strangerthings: Stranger Things, Kate Bush's "Running Up That Hill" and the Sparking of Creative Responses on Tiktok

Melissa Merchant, Lauren O'Mahony & Simon Order

In 2022, after nearly 40 years since its original release, music artist Kate Bush's song "Running Up That Hill" suddenly raced up the music charts in numerous countries. Spotify streaming of the song increased by 9900% in the US alone. It was Kate Bush's first number one in the UK singles chart since 1978. The sudden popularity of the song was no accident. "Running up that Hill" was featured in Season Four of Netflix' popular television show *Stranger Things*. Unlike other soundtrack hits, this particular song acted as a refrain; it was threaded through the narrative from the season's first episode to the climax and final cliff-hanger episode. Interestingly, the song's renewed popularity was reflected in traditional music measures while many social media users creatively engaged with the song in a variety of ways across numerous platforms. This paper explores the evolution of this song from its original release in 1978 to the contemporary use in *Stranger Things* Season Four, through to its adaptation and apparent remixing and modding by social media users. We examine how the song was integrated within the narrative structure of Season Four of *Stranger Things*, particularly its use in key scenes and the season's emphasis on the power of music in the fight between good and evil. We then draw on Henry Jenkins et al's (2013) concept of "spreadable media" to explore how the song was recontextualized by TikTok users and shared forward in reaction videos. Our analysis of TikTok videos that featured the hashtag #runningupthathill shows that producers engage(d) with the song in a variety of creative ways including adaptations, covers, recontextualizing the song over other media texts or self-generated footage and recreating key scenes from the show. As we argue, the TikTok videos demonstrate a high degree of creative sparking whereby users create new videos based on their own response to other user content. Our analysis reinforces the importance of networks and communities in the expression of some forms of creativity.

Lauren O'Mahony (PhD, SFHEA,) is a Senior Lecturer in Communications at Murdoch University, Western Australia. Her research focusses on Australian women's literature as well as media analysis, media audiences, and creativity. Her research has been published in a range of high-quality journals and edited books. In 2023, *Creativity and Innovation: Everyday Dynamics and Practice* co-authored with Terence Lee and Pia Lebeck was published by Palgrave.

Melissa Merchant, (PhD, SFHEA) is Associate Dean Learning & Teaching and Academic Chair of English & Creative Arts in the School of Humanities, Arts & Social Sciences at Murdoch University. Her most recent research is divided between contemporary performativity and adaptation studies. She has contributed to *Journal of Intercultural Studies*, *Journal of Postcolonial Writing*, *The Seventeenth Century*, *Outskirts*, and *M/C Journal*, and published a chapter in *The Routledge Companion to Disability and the Media* (2020). Dr Merchant is also a co-editor of the forthcoming book *Performing Identity in the Era of COVID-19*.

Simon's research specialises in two main areas. First, Simon specialises in media studies, which includes radio production, community media, Australian community radio, radio public policy and TV studies. Second, Simon's research focusses on music technology studies, which includes user-interface usability, student creativity in sound production studies and music technology in teaching and learning. His professional background includes audio production roles in the U.K. television and music industry, radio station manager and professional photographer. Simon continues his professional practice as a composer and producer of electronic music under the moniker Liminal Drifter. Simon is adjunct senior lecturer at Murdoch University and a media and communications consultant.

Watching Web Series: Audience Engagement in the Web Series Ecology

Meredith Burkholder

This research project investigates audience engagement with web series from the perspective of the ‘total value’ this engagement may have for the series’ producers. The concept of ‘total value’ applied here is derived from Turnbull and McCutcheon’s (2017) analysis of the economic, industrial, cultural/aesthetic, and social value of scripted content in the screen industries. While audience engagement with online media has been researched from the perspectives of fan interaction (Jenkins 2006), mainstream media (Jenkins 2006), transmedia content (Evans 2020), and within Web 2.0 contexts (Christian 2018; Cunningham and Craig 2019), there is little research that delves into the specific aspects of scripted short form series and how audiences engage with them. This is despite the fact that the short form serial format has seemingly enormous potential for diversifying the voices and stories which are heard and connected with globally. Short form series often bypass traditional screen industry gatekeepers and independently cater to niche audiences. In doing so, they obtain a comparatively low number of views, however fewer consumers do not necessarily equate to less value. These innovative productions often inspire passionate communities, experiment with engagement and release strategies that benefit the greater industry, and create career opportunities for their creators. This project utilizes interviews with Australian series’ producers and in-depth analysis of scraped comments and viewership metrics across platforms. The quantitative and qualitative case study approach considering ‘total value’ illuminates the significance of engagement with web series which may be invisible when analyzing engagement metrics alone.

Meredith Burkholder is a short form series expert who began her career in production for print, commercial, and television in New York City. In 2015 she founded Webfest Berlin, Germany’s first international short form series festival, which she directed for 6 years. In 2019, she and co-author Joël Bassaget released, *Short, Narrative and Serialized: A Complete Guide to the Web Series Phenomenon*. In 2020 she commenced her PhD research at UOW within the ARC funded “Valuing Web Series” linkage project. Meredith regularly serves as a speaker, moderator, and juror at television festivals, conferences, and universities around the world.

F8-B | DISCOURSES OF IDENTITY AND NATION

RH102 | <https://vuw.zoom.us/my/anzca2>

Film Practitioners' Voices in New Zealand-China Co-production in the post-pandemic era: under the Background of the Belt and Road Initiative

Xinmu Wang and Arezou Zalipour

After the pandemic, the Prime Minister of New Zealand undertook an official visit to China on 25-30 June 2023 and released a Joint Statement between the People's Republic of China and New Zealand on the Comprehensive Strategic Partnership. In the joint statement, both sides agreed to “maintain communication on Belt and Road Initiative cooperation” and “re-establishing people to people exchanges” in various areas (Xinhua News Agency, 2023). The 21st Maritime Silk Road (MSR) was an initiative proposed by China in 2013, which aimed to promote economic development and cultural exchanges with participating countries along the Belt and Road Initiative (BRI). New Zealand was the first Oceanic country to sign the Memorandum of Agreement with China on the Maritime Silk Road in early 2017. Since then, it has brought opportunities and challenges for New Zealand film industry practitioners. Since 2019 six official co-production projects with China have been approved (New Zealand Film Commission, 2023). For New Zealand film industry practitioners who are keen to collaborate with their Chinese counterparts in the post-pandemic era, BRI presents an opportunity to seize the advantages of the current times. However, the development of the Chinese film industry is heavily influenced by government policies. Therefore, it is crucial for filmmakers in both countries to have a thorough understanding of the impact of these policies on the Chinese film industry and Sino-foreign co-productions. By being well-informed, film industry practitioners can make informed choices and select collaboration methods that align with the needs of their projects, thus avoiding unnecessary complications or challenges. This research presents what these policies may mean for film practitioners working on Sino-NZ co-production projects.

Xinmu Wang Xinmu Wang holds a BA in Digital Film and television from the Limkokwing University of Creative Technology in Malaysia (2012- 2015). She came to New Zealand in 2016 and completed her MA in Screen and Media Studies at the University of Waikato in 2018. As a film enthusiast from a Chinese background, her ambition to study China's film co-production is to be able to play a future role as a liaison for China's film co-production in the Australasian region.

Arezou Zalipour (PhD, UKM; PhD, Waikato) is an Associate Professor in Screen Production and Cultural Studies at Auckland University of Technology (AUT), New Zealand. Arezou is the Director of AUT Centre for Screen Practice Research (SPR@AUT), and on the ‘Diversity and Inclusion Industry Leadership Group’ of the New Zealand Film Commission (NZFC) to advise on the development and implementation of New Zealand’s first ‘Diversity and Inclusion Strategy’ (2022). In 2022 she completed directing and producing an award-winning short documentary Shama, and co-writing a feature-length drama screenplay for a New Zealand-German co-production project. Arezou’s academic profile: <https://academics.aut.ac.nz/arezou.zalipour> Contact Detail:arezou.zalipour@aut.ac.nz

Discursive construction of “the belt and road”: A critical discourse analysis of mainstream media coverages in the Asia-Pacific region

Runping Zhu and Wangrong Li

China is a prominent player in the Asia-Pacific area, aspiring to both the “Chinese dream” and the “Asia-Pacific dream.” It is strategically significant to investigate how major media outlets in Asia and the Pacific region portray China’s Belt and Road Initiative (BRI), which has provided the world’s most extensive chances for cooperation. Surprisingly, few studies have conducted to compare how mainstream media in different countries in the Asia-Pacific region have covered BRI; instead, most have focused on the United States and the United Kingdom, or on countries in Central Asia. Using Fairclough’s critical discourse analytical lens, this study analyses 1,025 news articles published between 2018 and 2023, via Factiva database, about BRI from ITAR TASS, The Times of India, The Straits Times, and The Australian to compare the various discursive constructions of BRI by these outlets. These are the mainstream media of four important countries in the Asia Pacific region and reflect the elite attitudes towards China’s BRI in Russia, India, Singapore and Australia. The research reveals that Russian coverage of the BRI tends to be cooperative and friendly, actively portraying a good image of China while still maintaining a wary attitude towards China’s rise; Indian coverage of the BRI demonstrates a roller-coaster shift from “initiative initiator” to “strong and brutal bully” to “good and cooperative partner”; Singaporean coverage of the BRI demonstrates an ambivalent attitude of combined active participation with deep suspicion, and positions itself as a moderate party; the media coverage of BRI in Australia is complicated: some reports praise its benefits while others worry about the impact China’s development and soft power on international stability. By analysing how major media outlets in Asia and Pacific regions have reported on the Belt and Road Initiative (BRI), this study has potential implications in bolstering the international discourse power in managing international relations and adds to the discourse literature.

Dr. Serene Runping Zhu received her Bachelor of Law from Sichuan University (China), Master of Communication Studies from Nanyang Technological University (Singapore), and Doctor of Philosophy from the University of Western Australia (Australia, 2020). Currently Dr. Zhu is an Associate Professor at School of Journalism and Communication, Lanzhou University, China. Dr. Zhu’s research interests include foreign students’ and immigrants’ media usage and cultural adaptation, women’s working conditions from domestic workers to the glass ceiling, representation & framing research, social media & society, AI and journalism education, interactions between humans and virtual influencers and avatars, and the media systems in Australia and China. Miss Wanrong LI is a master students at school of Journalism and Communication at Lanzhou University China.

Stan Grant, Crikey and The Australian: Three reactive moments in the metajournalistic discourse on Australian journalism

Lucy Morieson

When Stan Grant announced he was stepping away from his various media roles in May this year, the public response was immediate and intense. Thousands shared the clip of his announcement on social media platforms, staff at The ABC rallied behind Grant, and other media actors used the moment to reflect on the practice of journalism in the current Australian media environment. It is the latter discussion that fuels this paper, which will seek to make sense of Grant's statement, and the ensuing journalistic coverage, as one reactive moment in the production of metajournalistic discourse around the practice of journalism in Australia. Other key moments for consideration include the defamation proceedings taken by News Corp against Australian independent online news outlet Crikey, and The Australian's ongoing campaign against both The ABC and Crikey, as a perceived arbiter of Australian journalistic professional standards. By drawing together diverse examples and materials across these three productive moments of journalistic metadiscourse, this paper will map the current state of Australian journalism, identifying key discourses about journalistic practice and shifting notions of professional status.

Lucy Morieson is a Lecturer in Contemporary Politics and Communication at RMIT University. She has a background in journalism practice and her research considers the ways journalism is changing as it moves away from legacy forms and is increasingly produced for online consumption. She is particularly interested in the ways journalists and publications navigate the associated shifts in professional practices and identities. She is actively working with RMIT ABC Fact Check and FactLab on a range of research projects around the intersection of fact checking and verification and journalism practice.

F8-C | PODCASTING IN THE COVID CONTEXT

RH103 | <https://vuw.zoom.us/my/anzca3>

How Coronacast went viral – podcasting a public health message in Australia’s pandemic

Dominic Knight

During the peak of the COVID-19 pandemic, reliable, timely information about the public health crisis was difficult to obtain. Misinformation and conspiracy theories were rife, and the public health conferences given by political leaders and public health officials were often lengthy and information-poor. This paper will provide a case study of how Australia’s national broadcaster, the ABC, attempted to provide a reliable, timely source of COVID-19 information via a daily podcast, 'Coronacast', presented by prominent physician and broadcaster Dr Norman Swan and health reporter, Teagan Taylor. Despite podcasting being a niche medium, 'Coronacast' built a large audience very rapidly, achieving 2.6 million monthly downloads in 2021. A blend of news coverage, analysis, expert interviews, and clear, concise public health messaging, 'Coronacast' illustrates the advantages of podcasting as a medium for quickly producing and distributing reliable, highly topical content during a rapidly changing news event. The project achieved much of its success due to Swan’s ability to serve as expert, commentator, interviewer and co-host, but these overlapping responsibilities exposed him to criticism and controversy during a period when public health policy became deeply politicised. His positions on subjects like mask-wearing and vaccination policy illustrated the difficulty public broadcasters can face when required to provide authoritative opinions under corporate remit of impartiality and extreme scrutiny. 'Coronacast' was one of Australians’ most trusted sources at a time of profound uncertainty, receiving multiple awards. This paper will use interviews, textual analysis of media reporting and policy analysis to illustrate why the project should be considered a groundbreaking experiment in public health education, and also a key record of Australia during COVID-19.

Dominic Knight is a Media and Communications PhD student at the University of Sydney who is researching media organisations’ transition to podcasting as they seek to retain their audiences and influence online at a time of rapid change. He has worked as a broadcaster at ABC Radio Sydney for much of the past decade, and is one of the founders of the Chaser comedy team which produced a number of popular satirical TV programmes for the ABC. He has written several novels and satirical reference books, and currently co-hosts the daily Chaser Report podcast.

Audio Entreprenariats: The Rise of Independent Gaming Podcast Creators

Ryan Stanton

The ever-shifting nature of the digital media landscape presents problems for "creators", who face uncertain futures as a result of the rapid emergence and decline of various platforms, business methods, and unexpected trends. This has been particularly notable for many websites which rely on advertising revenue or search engine optimization to survive, with sites like this enduring frequent layoffs and cuts. Many in this field now choose to strike out on their own as independent creators – a decision which comes with its own set of issues.

This paper examines the perspectives of these creators, utilizing the field of gaming-related podcasts as a representative case study. Game journalism is not immune to these issues and many creators have turned to podcasting as a potentially viable independent alternative. Three main aspects will be discussed. The first is the motivations that these creators have for this decision – utilizing their reflection to highlight the ongoing issues in gaming media. The second is the business models which they utilize to survive, where comparisons will be drawn between this and other forms of independent media. Finally, I will focus on how these creators serve as an example of Silvio Larusso's concept of the *entreprenariat* – whose work conditions are becoming more precarious and immaterial even as these shifts are spun as a positive which allows more independence and control over their labor. In doing so, this paper will highlight key tensions and challenges that face creators in this industry – which can also highlight their presence elsewhere.

Ryan Stanton is a PhD candidate at the University of Sydney. His thesis aims to be the first focused analysis of the field of gaming podcasts. He is particularly interested in analysing how the unique position of these shows at the intersection of multiple new media industries affects their production and consumption, as well as the ways in which ongoing changes in the media landscape and increasing growth of platform powers forces creators to adapt to survive in the field.

‘We’re learning together’: Extending the democratic role of podcasting through constructive journalism

Dylan Bird (Online)

Podcasting presents as a compelling medium for extending the democratic role of journalism in the digital age. It is amenable to multi-tasking, with listeners accessing content on their own terms and in their own time (Perks & Turner, 2019). Studies indicate that podcast listeners are highly engaged, listening regularly and often for extended time periods, with news podcasts drawing large audiences (Edison Research, 2023; Newman, Fletcher, Eddy, Robertson, & Nielsen, 2023). Constructive journalism has been highlighted as one framework useful for leveraging the medium's capacity to foster connections between listeners and hosts to encourage pro-social behaviours on issues like public health (Lindgren & Jorgensen, 2023). However, there has been limited research examining how the medium could be harnessed to more directly confront the relationship between journalism and democracy. This is worthwhile given concerns about the rise of political polarisation in many parts of the world, spurred by declining trust in government and media (Edelman, 2023; Hermans & Drok, 2018). This paper draws from the author's practice-based PhD project to outline a model of constructive podcast journalism that aims to extend the medium's democratic

function. It leverages audience participation in the production process, while also following constructive journalism principles in the storytelling focus and aesthetics to encourage productive civic engagement. Critical reflections on practice are combined with audience insights to highlight how podcasting can offer fruitful avenues for engaging the public in pressing issues facing journalism and democracy. The paper also offers new possibilities for progressing practice-based methodologies in podcasting.

Dylan Bird is a PhD candidate at University of Tasmania researching podcast journalism and democracy. He is also a broadcaster at Triple R in Melbourne and host of the Seeing Green podcast, for an ARC-funded Discovery project on Australian screen media and the environment. Bird has presented at Australian and international conferences. His published research spans news podcasts and political participation, podcast journalism approaches, podcasting and Covid-19, and journalism teaching pedagogies. He is currently Editorial Assistant with *Radio Journal: International Studies in Broadcast & Audio Media*.

F8-D | COMMUNICATION, LABOUR AND AUTHORSHIP

RH104 | <https://vuw.zoom.us/my/anzca4>

Towards the platformisation of employment in post-pandemic Aotearoa New Zealand? Evidence from the Future Worlds of Work survey

Leon Salter

It has been widely recognised that the negative impacts of the pandemic on work have been experienced unevenly, most severely affecting women, minorities, and those on insecure contracts. At the same time, COVID-19 has accelerated technologically driven developments such as platform work and online side hustles. To provide evidence for these shifts, I surveyed 570 Aotearoa New Zealand based workers, finding uneven experiences of pandemic related disruption, particularly for those in insecure forms of work, and Māori. Further, there was evidence for the emergence of a culture of “digital hustling” among younger people, who are seeking supplementary forms of income from the online world, while 43% of participants with an employment agreement were required to use a smartphone as part of their job. I use these findings to develop the concept of platformisation, capturing broad impacts of digital technology on workplaces, together with trends towards precarity and individual responsibility. The results have implications for public policy analyses of a “tight labour market” which can negate the unevenly felt effects of an economic slowdown.

Leon's research focuses on the impact of the gig economy on worker health and wellbeing, the union movement and collective organising. He uses qualitative methods and democratic theory to interrogate the underlying logics and frameworks which underpin digital phenomena, as well as how they impact the lives of the most vulnerable.

Demystifying the entanglement of relationality and collective identity: A case study in a temporary organisation

Juan Liang

This study explores how the past, present, and future relationships with employees' home organisations have influenced their ongoing sensemaking of collective identity in a temporary organisation to which those employees are seconded. Collective identity is critical in temporary organisations, especially those formed in a post-disaster environment. However, how collective identity is constructed across the lifespan of such organisations keeps largely unclear. On this account, this study examined a unique case of the Stronger Christchurch Infrastructure Rebuild Team (SCIRT), a temporary organisation set up between three government agencies and five business companies in the aftermath of the 2011 Canterbury earthquake in Christchurch, New Zealand. SCIRT was given the mandate to repair the horizontal infrastructure in Christchurch within five and a half years. Multiple data sources were utilised, including 42 semi-structured interviews, non-participant observations, and a general questionnaire. Using an inductive approach, the analysis revealed that collective identity in SCIRT was created and sustained through social interactions across its entire lifetime, which was entangled with employees' past, present, and future social relations with their home organisation and their ongoing interactions within SCIRT via diverse communicative activities. A conceptual model is proposed to capture the dynamic and complex interplay between social relations and collective identity in temporary organisations like SCIRT. The findings of this study contribute to our understanding of inextricable temporality, relationality and collective identity in temporary organisations and organising.

Having obtained a PhD degree in Management at University of Canterbury in 2020, Dr Juan Liang is currently a senior academic in the Department of Applied Business at Te Pūkenga/NMIT in Nelson, New Zealand. Her research primarily focuses on the interdependence between organisational communication, identity, and identification, especially during disruption and/or organisational changes. Another focus of her research is science communication that addresses how communication strategies are designed and employed to raise the awareness of science-led social movements/problems (such as climate change, sustainability, and biodiversity conservation) and promote actions of stakeholders that contribute to problem-solving of such issues.

Communicating precarity: long-form literary journalism as a communication method for millennials' experiences of housing, work, climate and other crises

Nat Kassel (Online)

The millennial generation—born between 1981 and 1996—are now entering their 30s and 40s, coming of age during a time of increased precarity, which encompasses the casualisation and gigification of work; unaffordable and insecure housing; the pandemic; rapid technological development; and the looming threat of climate disasters. While these generational crises are regularly covered in news reportage and public debate, the overarching polycrisis of precarity is rarely acknowledged outside academic circles. This presentation argues the strengths of collaborative literary journalism as an open communication method for understanding how millennials perceive and internalise the major crises of their generation. The research material is composed of ongoing long form qualitative interviews with six millennials about the various forms of precarity they experience and how they navigate these forms of precarity into an uncertain future. After each of their stories were written into a standalone long form literary journalism profile piece, the interviewees were shown the result and asked to provide feedback and suggestions on their stories, adding a collaborative element to the research. Of the millennials who participated in this research project, many weren't necessarily concerned by the precarity lurking beneath the surface of their lives until the sudden intrusion of an injury, an eviction or a debt, making precarity feel proximate, personal and immediate. While millennial precarity is magnified by large-scale neoliberal policies and economic shifts over which ordinary working people have very little control, the condition of constant precarity has become a significant mode of millennial self-perception. Long form literary journalism, with its longer format, wide readership and focus on providing a platform to underrepresented voices and communities, provides a strong medium of communication to interrogate the scale and interconnectedness of the epoch-shaping crises that make up millennial precarity.

Nat Kassel is a PhD candidate at Griffith University's Gold Coast campus. His research is on the topic of millennial precarity, with a specific focus on how millennials are adapting to the housing affordability crisis, insecure work and climate change. Nat is a freelance journalist and his PhD is composed of a long form work of literary journalism and an accompanying exegesis. He has been published by The Conversation, ABC, News.com.au, VICE, Monster Children, Huck, Slam and others. He also works as a sessional tutor and is supervised by Dr Bridget Backhaus and Dr Kasun Ubayasiri.

F8-E | COMMUNICATIVE PROCESSES

RH204 | <https://vuw.zoom.us/my/anzca5>

What is an author?: How communication research journals and academic publishers are responding to the AI authorship dilemma

Peta Mitchell and Michelle Riedlinger

With the growing adoption of large language models (LLMs) academia and academic publishing are rapidly responding. LLMs, such as ChatGPT, offer the potential to streamline repetitive manuscript submission and peer-review processes (Lund et al., 2023). However, there are significant problems associated with LLMs and academic authorship, including a lack of transparency and explainability, systematic biases associated with a lack of diversity, data privacy and protection, maintaining the quality of scholarly work, and accountability and liability issues (STM, 2021; Wen and Wang, 2023). Major academic journal publishers including Elsevier, Sage, Taylor and Francis, and Springer Nature have created policies in recent months that prohibit listing ChatGPT as an author. Researchers and commentators predict that some of these policies may be hastily constructed and overturned as new developments emerge (Hufton, 2023). Some also call on publishers to lead and engage in rigorous debates around the publication of articles produced by AI tools (Liebrenz, et al. 2023). To better understand how leading Communication journals are responding to the AI authorship dilemma, this study used SCImago Journal & Country Rank (SJR) to examine the top 50 Q1 journals in the Communication subject category to determine if they (or their overarching publisher) have a published author policy or guidelines that address AI authorship. We then examine the prescriptions and proscriptions embedded in these policies and the ways in which authorship is framed. The findings from this project, which we will present at ANZCA, are intended to inform and generate rigorous debate within our field.

Michelle Riedlinger is a Chief Investigator at the Digital Media Research Centre at the Queensland University of Technology, Brisbane, Australia. Her research focusses on engagement with research in digital and social media, and emerging opportunities for individuals and organisations to share research in these spaces.

Peta Mitchell is a Professor of Digital Media in the School of Communication and Digital Media Researcher Centre at Queensland University of Technology, Brisbane, Australia. Her research explores the connections among space, place, society, and the digital, focusing on digital and media geographies, everyday digital and data cultures, digital and data literacy, and digital inclusion.

The Rise of Deepfake-Facilitated Image-Based Sexual Abuse in the Age of Artificial Intelligence

Caiti Galwey

Deepfake-facilitated image-based sexual abuse (D-IBSA) has rapidly evolved as an alarming issue in the digital world, fuelled by advancements in artificial intelligence (AI) technologies (Wagner & Blewer, 2019). Instances of D-IBSA are becoming more prevalent and sophisticated. For example, the non-consensual superimposition of someone's face, typically a woman's, onto pornographic content has become a pervasive form of abuse (Martin, 2021). In recent years, multiple jurisdictions worldwide, including Australia, have enacted legislation addressing the growing threat of image-based sexual abuse (IBSA) and D-IBSA (Yar & Drew, 2019). However, the gendered dimensions of the associated harm are frequently neglected, leading to insufficient redress mechanisms (Viola & Voto, 2023). Through a detailed review of the harms of D-IBSA and its gendered dimensions, this paper presents a comparative analysis of the legal frameworks both internationally and in Australia, focussing in particular on the inadequacy of existing redress. A key argument this paper presents is the instrumental role that technology giants play in shaping and governing online spaces. If left unchecked, these spaces can serve as idyllic platforms for propagating harmful materials, including D-IBSA content. Building on calls for proactive engagement by tech companies (De Angeli et al., 2023), this paper argues that these inter-jurisdictional actors must do more to enforce regulations and innovate detection and takedown methods. Finally, this paper underlines the importance of extra-legal measures beyond mere legislative action, such as strengthening support services for victims of D-IBSA. In doing so, this paper advocates for a holistic approach in tackling this modern digital issue.

Caiti Galwey is a final year Juris Doctor candidate and a dedicated researcher at the University of Melbourne. As a Research Assistant to Dr Lucy Sparrow, she has supported funded interdisciplinary projects on AI moderation and biometrics. Caiti's exceptional academic and research accomplishments have been recognised with the Yarranabbe Foundation Scholarship from The Pinnacle Foundation in 2022 and the Frank Pinkerton Scholarship for Intellectual Property & Popular Culture from Melbourne Law School in 2021. Her current research focus is on the intersection of technology and law, with specific interests in esports, intellectual property, cybersecurity, privacy, artificial intelligence, and the exploding field of legal technology.

NewsTalk: A new computational technique for the collection and analysis of online news content and comments

Mat Bettinson (Online)

A key approach in the study of digital publics is the collection and analysis of news comments and social media posts. Technically, these approaches have been supported through the provision of software libraries and interfaces that make use of Application Programming Interfaces (APIs) or data scraping techniques. Recent years have witnessed significant instability in the provision and support of official APIs, while unauthorised (but not necessarily illegitimate) forms of data scraping have also been thwarted by platforms (Bruns, 2019). Against this backdrop of ongoing instability, our paper focuses on new technologies to support the gathering and analysis of online news, and news-related comments in the Post-API age (Freelon, 2018). Specifically, we explore the Australian online news landscape (news comment sections of major news sites) and address the challenge of collecting content and comments across these disparate sites and aggregating this data at scale. Our approach, NewsTalk, is a research platform designed for non-technical audiences interested in the collection and analysis of news content and corresponding commentary. We will showcase its potential research application through a short research case study based on a current nationally important topic of the Australian, UK and USA partnership - AUKUS.

Mat Bettinson is a Senior Data Scientist and Developer at QUT's Australian Digital Observatory. Mat has prior research experience on the intersection of technology and minority communities and languages. He is also a full-stack software engineer and has developed a diverse portfolio of research software ranging from mobile apps to big-data web app services including NewsTalk.

Other contributors:

Robert Fleet is a Data Scientist and Developer at QUT's Australian Digital Observatory. Robert's unique research interest lies in studying MMO game data, specifically to investigate the structure of organized criminal groups. Prior to his current role, he contributed his expertise as a Data Scientist, E-Research Analyst, and as a Technical Lead on a cutting-edge drone surveillance project. He is currently working on the intersection between Large Language Models and the HASS space.

Marissa Takahashi is the Manager of the QUT Digital Observatory and the Project Manager of the Australian Digital Observatory. Marissa Takahashi holds a PhD in Business Information Systems, an MBA from The University of Queensland Business School and MSc in Information Engineering from Kyushu Institute of Technology in Japan. She has worked in the private industry and other research organisations. Her interest lies at the intersection of business, technology, and innovation.

Daniel Angus FQA is a Professor of Digital Communication, leader of the QUT Digital Media Research Centre's Computational Communication and Culture Program, and Chief Investigator and Chair of

Infrastructure within the ARC Centre of Excellence for Automated Decision Making and Society. His research examines issues at the intersection of technology and society, with a focus on algorithms, misinformation, and new methods to study the digital society.

F8-F | TRUST IN CRISIS
RHG24 | <https://vuw.zoom.us/my/anzca5>

Alienated and/or Affronted? An exploratory study into news avoidance and news audiences in Aotearoa New Zealand

Rebecca Priestley

This study explores who is avoiding the news in Aotearoa New Zealand and the reasons why. While we know that news avoidance is prevalent in Aotearoa New Zealand (Myllylahti & Treadwell, 2023), we know little about the reasons why, and if these reasons differ depending on the type of news consumer. Drawing from a nationally representative survey of 1,204 participants, this study explores the relationship between news avoidance, news topics (climate change, COVID-19, politics etc.) and demographic factors (gender, age, ethnicity, education, political beliefs and religious beliefs). We find that the most frequent news avoiders are women, young people, and people with far-left or far-right political beliefs. We also find that age and political beliefs are linked to several motivations for news avoidance. While left-wing and young people avoid the news because it negatively affects their moods, older and/or right-wing people are more likely to avoid the news because of a belief that the news is biased, sensationalistic and reports on climate change too much, or in an unbalanced way. Moreover, older men are more likely to believe that they have seen false or misleading information in climate change news. We discuss how coverage of a news topic like climate change can alienate younger audiences whilst affronting older audiences, and call for more constructive journalism to combat news avoidance.

Professor Rebecca Priestley, from the School of Science in Society at Te Herenga Waka – Victoria University of Wellington, is an academic, science historian and writer with degrees in earth sciences, the history and philosophy of science, and creative writing. Her recent academic and creative work has a focus on climate change, sea level rise, Antarctica and COVID-19 communications. Rebecca was recipient of the Prime Minister’s Science Communication Prize 2016, and a member of the Melting Ice, Rising Seas team who won the Prime Minister’s Science Prize 2019. Her upcoming book – End Times – will be published by Te Herenga Waka University Press in October 2023.

Professor Richard Arnold is a Professor of Statistics and Data Science at Victoria University of Wellington. He started his research career in astronomy and has transited into work in a variety of problems in Applied Statistics, often approaching analysis from a Bayesian Statistical viewpoint. Richard’s research interests are in directional statistics, reliability theory and clustering, and a variety of applications of these techniques in areas such as geophysics, linguistics and fisheries. He has been the election night forecaster for Television New Zealand, and has an interest in improving the public understanding of statistics.

Dr Alex Beattie is a communication and science and technology studies researcher at the School for Science in Society, Te Herenga Waka-Victoria University of Wellington. His work explores media resistance, digital wellbeing and the media and technology industries. He has published research in Science, Technology and Human Values and Convergence and is currently researching Internet and news avoidance in Aotearoa New Zealand.

Exploring the Link between Trust in News Media and Social Cohesion: A Comprehensive Review

Shengnan Yao

In the context of the mass communication era, the decline in trust in news has raised concerns regarding its potential negative impact on social cohesion. While trust has been acknowledged as a fundamental element in enhancing community well-being and social cohesion in modern societies, previous studies have largely neglected the explicit exploration of social cohesion in relation to news media. Therefore, we aim to bridge this knowledge gap by investigating whether trust in news media can facilitate an environment conducive to cooperation and constructive exchange, thereby supporting social cohesion. This research provides a comprehensive review of the relationship between trust in news media and social cohesion, emphasizing the critical role of trust as a mechanism for promoting social cohesion. By drawing upon existing scholarly work on trust, news media, and social cohesion, this review paper thoroughly examines the literature to assess the connection between trust in news media and social cohesion. Special emphasis is placed on the exploration of how trustful interactions encouraged by news media influence the formation of individuals' attitudes, perceptions, and beliefs. By unveiling the psychological mechanisms of citizen engagement with new media and their perceptions of social cohesion, this paper sheds light on the potential of trust in news media to foster a cohesive society. Building upon existing scholarship, this research provides valuable insights into the crucial role of news media as an essential ingredient in cultivating social cohesion.

Shengnan (Pinker) Yao is a PhD student and research assistant at the News & Media Research Centre, Faculty of Arts & Design, University of Canberra. She is also the scholarship recipient for the rise of mistrust: Digital platforms and trust in news media ARC project. Shengnan's professional background is enriched by her prior experience as a Broadcast Journalist at China Beijing TV. Her current research focused on mixed method approaches to news consumption, social media, trust in news, multicultural communities, civic engagement, sense of belonging and other social and cultural impacts of trust in news.

Shedding light on “Rough Justice”: The ABC digital story innovation team

Caryn Coatney (Online)

Digital data journalists have increasingly needed to reinterpret their roles to report on fresh social challenges. Pioneering data news communities were widely celebrated as the saviours of journalism in the early days of digital reporting. Data journalists quickly became central in large news organisations that were pivoting towards digital audiences. Investigative news teams turned their attention to data-rich exposés of powerful, high-profile groups. The journalism teams were hailed for their large-scale investigations that delved beneath the surface of statistics to reveal hidden truths for the public benefit. Yet newsroom data reporting increasingly focused on day-to-day coverage that was at times criticised as celebrity-oriented, traffic-boosting clickbait. Even so, quantitatively adept data journalism continued to show the potential to deliver meaningful news about an upsurge of popular social justice movements.

This paper will focus on a case study of the ABC digital story innovation team during the growth of the Me-Too movement that protested sexual assault in Australia in 2020. At the time, daily data reporting often included global news coverage of celebrity experiences. The paper will examine the question: how have journalists portrayed forgotten survivors of sexual assault in data news articles online? This study is informed by Bennett and Segerberg’s concept about the logic of connective action. It conducts a content analysis of the ABC team’s “Rough Justice” data journalism series and more than 900 users’ tweets. The study finds that journalists progressively shared ideas and actions in a campaign for justice that shed light on overlooked survivor stories.

Dr Caryn Coatney is a Journalism Lecturer at the University of Southern Queensland. She has received global awards for her journalism research. Dr Coatney is the book editor of *Investigative Journalism in Changing Times: Australian and Anglo-American Reporting* (Routledge, 2023). She is the author of *John Curtin: How He Won Over The Media* (Australian Scholarly Publishing, 2016). Her research has also been published in book chapters and journals. She has a PhD (Journalism), Master of Arts (Research - Journalism), and Bachelor of Arts (Honours in both English Literature and History). Other roles include being a Queensland representative in the ANZCA Executive Committee.

F8-G | FRAMEWORKS FOR COMMUNITY ENGAGEMENT

RH107 | <https://vuw.zoom.us/my/anzca7>

A Qualitative Study of Journalists’ Attitudes Towards Reporting Suicide and Evidence-Informed Guidelines for Reporting Suicide

Elizabeth Paton (Online)

The appropriate reporting of suicides in the media has been identified as a feasible and potentially successful population-level intervention to prevent suicide. Media professionals in Australia are aware of and use Mindframe guidelines and generally respond positively to briefings. However, more research is needed to understand media professionals' attitudes towards suicide reporting in order to inform further development and implementation of the Mindframe guidelines in Australia. The study sought to seek some insights into the attitudes of media professionals and professional communicators towards reporting on

suicide, as well as the use of evidence-informed guidelines for reporting suicide. Through an open-ended question from a cross-sectional survey, 167 participants (83 media professionals and 84 professional communicators) provided information about their attitudes towards suicide reporting. An inductive thematic approach was used to analyse the data. The findings revealed a link between lived experience of suicide, such as suicide bereavement, and media professionals' attitudes towards reporting on suicide. The media professionals and professional communicators' accounts showed that their personal experience with suicide, as well as their exposure to those bereaved by suicide, shaped their views on whether suicide should be reported and how it should be reported. The study suggests that there is a tension between wanting to use the guidelines to support safe reporting and concerns that the guidelines may restrict media coverage of an important community issue.

Elizabeth holds a PhD in Communication, a Bachelor of Arts (Communication Studies) (Hons) and a Graduate Diploma in Education Studies (Secondary). She is Project Lead on the Mindframe program, which supports safe media reporting, portrayal and communication about suicide, mental ill-health and alcohol and other drugs. She also leads the Words and Images project, including development of guidelines and web-based resources to support image and language use that is safe, inclusive, hopeful and non-stigmatising. Elizabeth has taught and published across areas such as suicide prevention, responsible research and innovation, media, communication and the creative industries. She has also worked as a broadcast journalist and freelance writer.

Changing journalism and digital technologies and the reporting of Child Sexual Abuse

Kate Holland, Kerry McCallum, Barbara Walsh, and Janet Fulton

The intersection between journalism and digital technologies and platforms is crucial for public understanding and prevention of child sexual abuse. Media reporting can inform public understanding, increase community awareness, educate and convey the views and experiences of those impacted by child sexual abuse. News stories also have the power to reinforce stereotypes and cause further harm, stigma and trauma (Popović, 2021). The five years since the recommendations of Australia's Royal Commission into Institutional Responses to Child Sexual Abuse (2013-17) has seen significant change in the media industries and technologies, but there has been little research about how the issue of child sexual abuse has been reported in this changed environment. To address this gap, the Media Guides for Reporting Child Sexual Abuse project conducted a quantitative content and qualitative frame analysis of coverage of print, online and broadcast news from April 2020-March 2022. The content analysis confirmed that routine court reporting continues to drive the production of news about child sexual abuse, along with 'incidental' reporting of celebrity abuse crimes. Almost a third of all news items were about online child sexual abuse, compared to the next most prominent location of abuse reported which was a religious institution. This new finding raises issues about the changing nature of child sexual abuse crimes as well as their reporting in public media. Digital platforms and applications have enabled the sharing of Child Sexual Abuse Material (CSAM), their prosecution in courts of law, and subsequent reporting in public media. This raises significant questions about public understanding of child sexual abuse within a complex and risky online environment. The paper examines how journalists' sourcing practices interact with this new digital environment to foreground some types of crime and to amplify some perpetrators at the expense of other nameless and voiceless victims. Kerry McCallum is Director of the News & Media Research Centre. Her research specialises in the relationships between changing media and Australian social policy. She is the co-author of 'The Dynamics of News and Indigenous Policy in Australia' (Intellect, 2017), and is currently lead investigator on the Media Guides for Reporting Child Sexual Abuse project.

Kate Holland is a Senior Research Fellow with the News & Media Research Centre. Kate's research sits at the intersection of media studies, public health and health communication. She has led and collaborated on research projects examining news reporting and its impacts in relation to topics such as mental health, violence against women, obesity, alcohol and pregnancy and infectious diseases.

Barbara Walsh is Research Associate with the News & Media Research Centre at the University of Canberra. She is an expert in government communication, project management and stakeholder consultation.

Dr Janet Fulton is a researcher in Communication and Media, Adjunct Associate Professor at RMIT University and Associate with the News & Media Research Centre. She holds a PhD from the University of Newcastle. Janet's current research includes projects around diversity, equity and inclusion in the Australian news media.

Creating Community through Communication: A Systems-based Framework to Foster Community Engagement

Chloe Killen

Academics at the University of Newcastle and Griffith University, Senior Threatened Species Officers from the NSW Government's Saving our Species (SoS) and the CEO of Mindaribba Local Aboriginal Land Council were recently awarded an NSW Environmental Trust Environmental Education grant. This grant addresses a communication problem. The SoS program is one of the biggest conservation commitments undertaken in NSW. With a goal of preserving threatened species in the wild for the next hundred years, they have been facing considerable challenges when it comes to effectively engaging communities to enact 'on ground' change. How can we communicate the significance of preserving threatened species to co-located communities to encourage long term behavioural change? Leveraging a newly developed systems-based approach to communication we are pursuing a whole of community engagement process to help drive systemic change in the Wonnarua Woodlands within the Cessnock LGA in NSW. This area, as part of the largest patch of intact forest remaining on the floor of the Hunter Valley, is of high biodiversity value and culturally significant to the Wonnarua People. Since the forests were cleared on an industrial scale in the 1900s for mining, new types of disturbances have arisen from human population pressures including arson, rubbish dumping, illegal timber collection and 4WD driving. The first year of the project has involved data gathering: identifying community communication networks, socio-cultural systems and agents of change operating around the Wonnarua Woodlands. This presentation will report on the project design and some initial outcomes of the first 12 months.

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

F8-H | DIGITAL FLOWS

RHLT3 | <https://vuw.zoom.us/my/anzca8>

China in the Australian Media: A Post-Foreign Correspondent Perspective (Online)

Yuefei Tian

Since the last two Australian foreign correspondents were removed from China on 8 September 2020, the foundational tenets of being a foreign correspondent - eyewitness and having your boots on the ground - have been challenged (Murrell, 2019, p. 2). This paper argues that since this moment, Australian media in its reporting on China is transitioning to a post-foreign correspondent era. The term post-foreign correspondent reveals the reduction or long-term termination of the distinctiveness of foreign correspondence, such as geographical mobility, cultural distance, and field experience. Building upon the post-foreign correspondent perspective, the project presents a discussion in relation to the changing features of foreign correspondents; and the impact of these changes on news narratives and public discourse on China. It will also examine the changing nature of transnational correspondence during the geopolitical conflict. Taking coverage of China stories associated with Hong Kong in four Australian media publications, this paper will explore how the news narratives of China in Australian news media have changed during a special period, before and after the removal of foreign correspondents, and the extent to which such changes are attributed to the shifting character of foreign correspondents working on the inside and outside, respectively.

Yuefei Tian is a PhD candidate in the School of Media and Communication at RMIT University. His research interests revolve around journalistic practice and transnational communication.

Intercultural Communication: The Process of Producing Reliable and Useful Translations

Emily Rokobauer (online) and Philip McIntyre

International communication and intercultural communication are both absolutely dependent on the processes of translation to allow countries and cultures to reliably communicate with each other. But the question is, since so much is riding on translation as a communicative practice, certainly in terms of global power dynamics, public diplomacy and cross-cultural understanding, all occurring within an age of increased connectivity and global diversity, what are the processes that bring a reliable and useable translation into being? How is it created? This paper concentrates on three main factors that influence the process of translation: the agent, the field, and the domain. These three elements comprise the systems model of creativity (Csikszentmihalyi 1988, 1997, 2012). In accordance with the research literature, creativity is seen as the bringing into being of novel products, processes, practices, or ideas that are valued in at least one social setting (Hennessey & Amabile 2010) and for this research, across two cultural settings. Using this operational definition and framing it within the systems model of creativity the project set out to investigate how individual agents, choice making entities, interact with the field and the domain of literary translation, to produce creative work. Semi-structured interviews, artefact analysis, and participant observation were utilised to gather data. The research has revealed that the processes required to create a reliable and useable translation is for translators, agents within the system, to have a deep immersion into the cultural domain and a strong knowledge of and interactions with the social field so they achieve a form of communication that allows two cultures to reliably communicate with each other.

Emily Rokobauer is a final year PhD candidate at the University of Newcastle (UoN), Australia. Emily presented her honours research 'The Creative Translator: An Ethnographic Study of Creativity in the Practice of Translation' at the University of Cambridge in October 2019 and has also taught at UoN since 2019. Emily commenced her PhD candidature in March 2020 and was awarded the prestigious Vice Chancellor's Academic Career Preparation Scholarship in July 2020.

Professor Phillip McIntyre is an Australian Communication and Media scholar who researches creativity and the creative industries using a systems-based approach. His books include *Creativity and Cultural Production* (2012), *The Creative System in Action* (2016), *Educating for Creativity in Higher Education* (2018) and *Entrepreneurship in the Creative Industries* (2023). He has a number of ARC grants to his credit and also worked successfully in the music industry over a number of years.

The rise of ‘disruptive voices’- mis and disinformation in the 2022 local New Zealand elections

Sarah Baker (Online)

This research builds on earlier project research from the Media Observatory’s previous research on the reporting of local and general New Zealand elections (Ruper et al., 2014; Baker et al., 2017; Hammill et al, 2021). The previous research, beginning in 2014, provided a substantial analysis of how New Zealand’s print news media cover elections focusing on issues of diversity, inclusivity, and representation. News media is essential to a functioning democratic society, therefore looking at news media coverage of elections is an important area of analysis and critique. The local government elections of 2022 presented an opportunity to explore how the politics of New Zealand’s diverse and cosmopolitan population were represented in the news media. This study used content analysis to examine the news coverage of local body elections, using the Newstext database. The articles were coded and then analysed by the Media Observatory team. This research shows that in this local election that there were some strong diversions from previous years coverage and a spillover of national issues with the Covid-19, Anti-vaccination Voices for Freedom group campaigns a significant feature in the data. With many of those running in these groups attempting to disrupt democracy. This is another example of the extension of the post-truth world that exists with mis and disinformation disrupting media and democracy. The research therefore draws attention to how local government issues are reported in the election and further demonstrates the impacts of dis and misinformation, which were heavily featured in this local election media coverage.

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

**AFTERNOON TEA – RUTHERFORD HOUSE
MEZZANINE FLOOR (3-3:30)**

**PRIZEGIVING – RUTHERFORD HOUSE
RHLT1 (3:30-4:30)**

CLOSING REMARKS – RHLT1 (4:30-5)

**POSTCONFERENCE EVENT – TV DISKO AT BEDLAM
AND SQUALOR, LEVEL 1/18 GARRETT STREET (8pm
ONWARDS)**