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**DEPARTMENT OF INFORMATICS AND MEDIA, UPPSALA UNIVERSITY:
MEDIA@UU LECTURE SERIES**

PROGRAMME, SPRING 2011

(LECTURES IN ENGLISH – EVERYONE IS WELCOME)

The **Media@UU lecture series** is organized by the Department of Informatics and Media's Research Group in Media and Communication Studies. In addition to lectures by representatives of our own department, researchers from other disciplines, as well as well-known international scholars, present current research. The series is dedicated to highlighting research on media, or media-related issues, from across the broad intellectual spectrum at Uppsala University, and beyond. It focuses on contemporary hot issues relating to the role of the media in society, such as for example: media, conflict & war, online politics, online economy, Internet/social media/web 2.0, media & globalization, or media power.

LOCATION Ekonomikum, Kyrkogårdsgatan 10, Uppsala, Sweden.

- Monday, April 4, 2011, 15:15-17:00: Peter Jakobsson & Fredrik Stiernstedt (Södertörns University, SE): Media Regulation as Recurring States of Exception, room F332
- Monday, April 11, 2011, 15:15-17:00: Hallvard Moe (University of Bergen, NO): Twitter as an Area for Public Debate: The Case of Norway, room F416
- Monday April 18, 2011, 15:15-17:00: Patrick Burkart (Texas A&M University, USA): Hacking, Jamming, Boycotting, and Out-Foxing the Commercial Music Market-Makers, room F332
- Monday May 2, 2011, 15:15-17:00: Charles Ess (Aarhus University, DK): Digital Media Ethics, room B139
- Tuesday May 3, 2011, 16:30-18:00: Charles Ess (Aarhus University, DK) * : Digital Media Ethics: All that is Solid Melts into Air?, room: Hörsal (HS) 2
- Monday May 16, 2011, 15:15-17:00: Gunilla Bradley (KTH, SE): Social Informatics – What is Quality of Life in the ICT Society?, room F332
- Monday May 30, 2011, 15:15-17:00: Gail Ramsay (Uppsala University, SE): Lebanese Blogs as Forms and Contents of Counter-Public Spheres, room F332

(* Lecture as part of the conference of the Swedish Association of Media and Communication Research (FSMK), see also:

http://www.im.uu.se/digitalAssets/46/46917_InvitationFSMK_MKV2011.pdf)

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Monday, April 4, 2011, 15:15-17:00, Ekonomikum, room F332 (Kyrkogårdsgatan 10, level 3=1st floor)

Media Regulation as Recurring States of Exception

Speakers: Peter Jakobsson & Fredrik Stiernstedt, Södertörns University, Sweden

Abstract

All media technologies have once been new. The introduction of a new medium – as pointed out by many media scholars – initiates a period of uncertainty during which the new medium finds its form, both aesthetically and socially. The uncertainty with which a new medium is approached during its transitional phase also applies to legislators and policy makers, whom have to work out the law's position towards the new medium.

In our presentation we aim to discuss “social media” as a new media form, and the legislative process surrounding it within the European Union. However, the presentation also sketches a larger research project concerned with the history of regulating new media forms. Are there similarities over time or recurring patterns in the juridical treatment of new media? How could we describe them? Is it relevant to think of the legislative process as an administrated state of exception during which established interests are allowed to take the initiative in the creation of new media policy?

The presentation takes its starting point in the two presenters' article “Pirates of Silicon Valley: State of exception and dispossession in Web 2.0”:

<http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/2799/2577>

Peter Jakobsson is a PhD candidate at Södertörn University, Sweden. His thesis work concerns the development of copyright in relation to so called user generated content. He has published articles in, for example, the European Journal of Cultural Studies, Platformand Interactions.

Fredrik Stiernstedt is a PhD candidate and Junior Lecturer at Södertörn University. His dissertation research concerns the production cultures of commercial music radio. He has published in, for example, the Radio Journal; The Historical Journal of Film, Radio and Television and Westminster Papers in Communication and Culture.

Together they have worked and published articles on the material aspects of informational culture: the buildings that house new media companies, data centres, and the role of digital archives in the information economy.

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Monday, April 11, 2011, 15:15-17:00, Ekonomikum, room F416 (Kyrkogårdsgatan 10)

Twitter as an Arena for Public Debate: The Case of Norway

Speaker: Hallvard Moe, University of Bergen, Norway

Abstract

The starting point for this presentation is an interest in the relations between new forms of online communication and the public sphere. Hallvard Moe presents an analysis of an ongoing study of public debate about a pressing political issue on a novel web arena in a small linguistic community: the debate on Twitter about the implementation of EU's Data Retention Directive in Norway. Who participates in this communication, and how can we characterize and explain different forms of use? The empirical data is based on computer-assisted gathering of over 12000 messages about the Directive from a 16-week period. As such, Hallvard Moe also offers some thoughts on the potential and pitfalls of large-scale quantitative analyses of public online communication.

Hallvard Moe, Ph.D., is Associate Professor of Media Studies at the Department of Information Science and Media Studies, University of Bergen. He wrote his PhD-thesis on public service broadcasters facing the internet, and is currently working on a project funded by the Norwegian Research Council about how online media participation transforms the public sphere. Recent book: *The Public Sphere: Vol. I-IV* (SAGE, 2011), co-edited with Jostein Gripsrud, Anders Molander and Graham Murdock.

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Monday, April 18, 2011, 15:15-17:00, Ekonomikum, room F332 (Kyrkogårdsgatan 10, level 3=1st floor)

Hacking, Jamming, Boycotting, and Out-Foxing the Commercial Music Market-Makers

Speaker: Professor Patrick Burkart, Texas A&M University, USA

Abstract

The presentation analyzes the revolts of music fans and their allies in the music production and performance business who actively oppose the imposition of new regulations for digital distribution of commercial music.

Patrick Burkart (USA), Ph.D., is an Associate Professor of Communication at Texas A&M University. He is the author of "Music and Cyberliberties" (Wesleyan U. Press, 2010) and "Digital Music Wars: Ownership and Control of the Celestial Jukebox" (Rowman & Littlefield, 2006, with Tom McCourt). He researches and teaches on the international political economy of the information society, with special interest in the global music industry, telecommunications policy, and copyright.

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Monday, May 2, 2011, 15:15-17:00, Ekonomikum, room B139 (Kyrkogårdsgatan 10)

Digital Media Ethics

Speaker: Professor Charles Ess, Aarhus University, Denmark

Abstract

Digital media ethics covers a broad range of particular ethical issues, including, at a first level, matters of trust, privacy, copyright, cross-cultural communication and access to racist or excessively violent material; at a second level, it includes attention to matters such as internet research ethics and challenges created for us by digital devices and networked communications, especially as these link us cross-culturally in ways that raise not only ethical issues but also social, economic, and political concerns.

In this seminar, Professor Ess will give an introduction followed by discussion of ethical issues that have arisen in doctoral students' own research.

Charles Ess (USA) is Professor of Philosophy and Religion, Drury University, Springfield, Missouri, USA. He is currently Professor MSO [med særlige opgaver – with special duties], Department of Information and Media Studies, Aarhus University, Aarhus, Denmark (2009-2012). He has held guest professor positions in the Department of Digital Aesthetics and Communication (DiAC), IT-University, Copenhagen (2003), the Programme for Applied Ethics, Norwegian University of Science and Technology, Trondheim, Norway (2005-2008), and the Centre Universitaire Vauban, Nîmes, France (2007). In Fall, 2004, he served as a Fulbright Senior Scholar at the University of Trier, where, with colleagues in Chinese studies and media studies, he continued a cross-cultural comparison between Western and Eastern online communication styles, and attitudes towards privacy and data privacy policies.

Dr. Ess has received awards for excellence in teaching and scholarship, and national recognition for his work in hypermedia. Recent publications include: (with Soraj Hongladarom, co-editor), *Information Technology Ethics: Cultural Perspectives* (IGI Global, 2007); (with Mia Consalvo, co-editor), *The Blackwell Handbook of Internet Studies* (2010), and (with May Thorseth [NTNU], Johnny Søraker [University of Twente, Netherlands], co-editors), special issue of *Etikk i Praksis* (Nordic Journal of Applied Ethics) on ethical and social aspects of mobile/ubiquitous computing (Nr. 2, 2010). His book, *Digital Media Ethics* (Polity Press, 2009), has been widely adopted in the U.S. and abroad as a textbook in communication and media studies, as well as in philosophy courses. His next volume (with May Thorseth, co-editor), *Trust and Virtual Worlds:*

Contemporary Perspectives (Peter Lang) will appear in 2011.

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Tuesday, May 3, 2011, 16:30-18:00, Ekonomikum, Lecture Hall 2 (Kyrkogårdsgatan 10)

Digital Media Ethics: All that is Solid Melts into Air?

Speaker: Professor Charles Ess, Aarhus University, Denmark

Abstract

The past two decades have witnessed the rapid and global diffusion of digitally-based devices, technologies, and services, ranging from the multiple variants of computer-mediated communication (CMC), now known primarily in the form of the Web and the Internet, to smartphones, cameras, and other devices designed to work more or less seamlessly with contemporary communication technologies. As a result, our ethical landscapes have likewise dramatically changed, where such landscapes include as a first level the sorts of ethical issues and challenges we face: this is to say, while many issues are familiar from earlier times and communication technologies, the new landscapes include often distinctively novel challenges in the domains of privacy, copyright, violence in games, easy access to pornography, etc. But these landscapes incorporate still more fundamentally the ethical frameworks that may be enlisted to resolving specific ethical challenges (e.g., whether consequentialism, deontology, virtue ethics, and/or other frameworks – level 2). These landscapes further include the still more foundational – but thereby more subtle and more complex – assumptions at work regarding our sense of identity or selfhood, and what sorts of relationships, including relationships entailing ethical norms and obligations, such identity and selfhood may hold with Others (level 3). Finally, to state the obvious: especially these latter levels, at least on first glance, manifest great, if not irresolvable, differences and diversity as digital media put us in touch with more or less the entire range of global cultures.

The uncomfortable result is that digital media ethics confronts us with often distinctively novel challenges – not only on the first level of specific ethical issues (e.g., privacy, copyright, etc.), but at the more foundational levels of ethical frameworks and the most difficult questions of human identity. Especially in the global context facilitated by new communication technologies – in all three levels, we are confronted with events and challenges that throw much, if not all, of our earlier assumptions and approaches up in the air.

As I will argue in my presentation, the good news is that we can point to emerging agreements cross-culturally regarding central ethical challenges posed by digital media, beginning with contemporary debates concerning privacy (level 1). This is in part because of a growing turn to virtue ethics – an ethics that is distinctive for both its global

scope (i.e., it is more or less universally shared across cultures) and its pluralistic structure – i.e., one that holds shared norms together with diverse interpretations or applications of those norms that thereby preserve local cultural values and practices (level 2).

These considerations, however, lead us into the more foundational matter of how our ethical responses depend upon two distinct sets of assumptions regarding selfhood and identity (level 3). The first of these, an atomistic or individual self, is both characteristic of modern ethics (consequentialism and deontology) and modern politics (specifically, the liberal-democratic state), and appears to be closely correlated with the communication technologies of literacy and print (so Foucault's "technologies of the self"). The second, a relational or "smeared-out" self, correlates more closely with what Walter Ong identified as orality and the secondary orality of electric media. Especially given the correlation between oral cultures and hierarchical/authoritarian regimes, I will argue by way of conclusion that our most important ethical – indeed, political – choice with regard to digital media is how far we will use these media in ways that preserve individual selfhood as requisite for liberal-democratic regimes, and how far we may "amuse ourselves to [political] death" (so Neil Postman, 1984) by allowing new media usages to eclipse literacy, print, and the sense of self they foster.

This lecture is organized as part of the **conference of the Swedish Association of Media and Communication Research (FSMK)** that takes place at Uppsala University from May 3-4, 2011. Participation is free, for more information see: http://www.im.uu.se/digitalAssets/46/46917_InvitationFSMK_MKV2011.pdf.

Charles Ess (USA) is Professor of Philosophy and Religion, Drury University, Springfield, Missouri, USA. He is currently Professor MSO [med særlige opgaver – with special duties], Department of Information and Media Studies, Aarhus University, Aarhus, Denmark (2009-2012). He has held guest professor positions in the Department of Digital Aesthetics and Communication (DiAC), IT-University, Copenhagen (2003), the Programme for Applied Ethics, Norwegian University of Science and Technology, Trondheim, Norway (2005-2008), and the Centre Universitaire Vauban, Nîmes, France (2007). In Fall, 2004, he served as a Fulbright Senior Scholar at the University of Trier, where, with colleagues in Chinese studies and media studies, he continued a cross-cultural comparison between Western and Eastern online communication styles, and attitudes towards privacy and data privacy policies.

Dr. Ess has received awards for excellence in teaching and scholarship, and national recognition for his work in hypermedia. Recent publications include: (with Soraj Hongladarom, co-editor), *Information Technology Ethics: Cultural Perspectives* (IGI Global, 2007); (with Mia Consalvo, co-editor), *The Blackwell Handbook of Internet Studies* (2010), and (with May Thorseth [NTNU], Johnny Søraker [University of Twente, Netherlands], co-editors), special issue of *Etikk i Praksis* (Nordic Journal of Applied Ethics) on ethical and social aspects of mobile/ubiquitous computing (Nr. 2, 2010). His book, *Digital Media Ethics* (Polity Press, 2009), has been widely adopted in the U.S. and abroad as a textbook in communication and media studies, as well as in philosophy courses. His next volume (with May Thorseth, co-editor), *Trust and Virtual Worlds: Contemporary Perspectives* (Peter Lang) will appear in 2011.

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Monday, May 16, 2011, 15:15-17:00, Ekonomikum, room F332 (Kyrkogårdsgatan 10, level 3=1st floor)

Social Informatics – What is Quality of Life in the ICT Society?

Speaker: Gunilla Bradley Professor Emerita Informatics, Royal Institute of Technology, Stockholm, Sweden

Abstract

Professor Gunilla Bradley's research deals with the interplay between ICT, Society, and Human Beings. Some issues that will be addressed:

- How are human beings involved in the labour market?
- How does the workforce in the so-called flexible companies function?
- Quality of Life in the ICT society – how can it be achieved?
- How can we balance various roles in our lives?
- What are new ways to influence our work life conditions as well as societal change?
- What impact on values, human behaviour and life styles do networks and network organizations have?
- Some trends in psychosocial communication and ICT;
- Collaboration in distributed organizational structures;
- The home as a communication sphere in the network era - new opportunities and risks;
- Young IT people in cities and rural areas and their virtual and real communities.

Professor Bradley will summarize her "Convergence Model on ICT and Society". The convergence reflects main processes in technology, societal structure, organizational design, and human roles in the society.

The presentation is mainly based on Gunilla Bradley's latest book "Social and Community Informatics - Humans on the Net" (Bradley 2006, Routledge) and a newly published Festschrift "Information and Communication Technologies, Society and Human Beings – Theory and Framework" (Haftor & Mirijamdotter 2011, IGI Global).

See also a recently published paper of Professor Bradley:

Bradley, Gunilla. 2010. The Convergence Theory on ICT, Society and Human Beings – Towards the Good ICT Society. *tripleC (cognition, communication, co-operation): Journal for a Global Sustainable Information Society* 8 (2): 183-192.

<http://www.triple-c.at/index.php/tripleC/article/view/170/186>

Gunilla Bradley (GB) is Professor Emerita in Informatics at Royal Institute of Technology (KTH) – School of ICT in Stockholm. She is originally a psychologist and has a broad background in the social and behavioural sciences. Her research concerns the interplay between Information and Communication Technology (ICT), Human Beings, and Society – Social Informatics. Her cross-disciplinary research group was hosted by Stockholm University for twenty years. She has been a visiting professor at Stanford University two years and professor of Technology and Social Change at the Royal Institute of Technology. During 1997 – 2001 she was professor in Informatics in Umeå University and Mid Sweden University. In 1997 Gunilla Bradley received the prestigious Namur Award from IFIP for her pioneering research to increase the social awareness of the impact of ICT. She has authored twelve books. Her latest book “Social and Community Informatics – Humans on the Net” (Routledge/ Taylor & Francis Group 2006) is intended for educational purpose and has increased her international role. Currently she has advisory tasks at Swedish and international universities. In 2008, Gunilla Bradley was invited guest professor at the University of Salzburg, Austria. She initiated and chairs the annual IADIS (International Association for Developing the Information Society) conference on “ICT, Society and Humans”, that in 2011 will take place in Rome.

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Monday, May 30, 2011, 15:15-17:00, Ekonomikum, room F332 (Kyrkogårdsgatan 10, level 3=1st floor)

Lebanese Blogs as Forms and Contents of Counter-Public Spheres

Speaker: Professor Gail Ramsay, Uppsala University, Sweden

Abstract

Do Lebanese blogs make up counter-public spheres where subjects omitted by mainstream media are discussed using unconventional linguistic forms? Subjects that traditionally are avoided by the mainstream media such as critique of aspects of religion, discussions on sexuality and women's rights and support for underground movements are routinely displayed in Lebanese blogs. Web-based and computer-mediated communication has also given rise to new varieties in Arabic written expression. Lebanese bloggers make a point of either using English or Modern Standard Arabic (MSA), the written Arabic language of today. In comment sections of the posts, spoken Arabic varieties in Latin as well as Arabic script are used. These findings and interviews conducted with the bloggers strengthen our view of Lebanese Arabic language blogs as broadening the limits for freedom of expression on political, social, religious and cultural issues. While providing an alternative to the high-brow linguistic style of MSA, we also ask what the implications for traditional Arab nationalism Arabic blogging may have.

Gail Ramsay is Professor of Arabic at the Department of Linguistics and Philology at Uppsala University. She received her Ph.D. in Arabic from Stockholm University in 1996. She conducted research on Al-Jazeera at the Swedish Defence Research Agency (FOI) in 2003-2004. During 2009, she was responsible for the Middle East Program at the Swedish Institute of Foreign Affairs (UI) and represented this institute at the EU-Mediterranean roundtable talks. Presently, she is researching the Arabic blogosphere in a joint research project with Stockholm University titled *The Nature and Impact of the Arabic Blogosphere: What Kind of Publics?*

Gail Ramsay's primary field of research is modern Arabic literature and society. She contributed to the interdisciplinary series *Literary History: Towards a Global Perspective* (2006) with her study "Globalisation and Cross-Cultural Writing in the United Arab Emirates and the Sultanate of Oman" and has published extensively on the modern literature of the Gulf region. In several of her articles she has paid special attention to women's literary creativity in the Persian Gulf and some of her articles are in Arabic. With her articles "Speaking up with Yahoo: An Arabic e-mail novel" (2007) and "Med

bloggen som vapen” (2009) she began researching aspects of computer-mediated texts in Arabic.

Gail Ramsay has been travelling regularly to the Arab world for more than 20 years, interviewed many Arab authors, has given papers in Arabic and has translated Arabic fiction into Swedish.

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