Programme

NordMedia25 Sign up for the conference

Day 1

11:00 - 13:00 **Registration at Campustorvet by the main entrance**

13:00 - 13:20 **Opening of the conference in room U45**

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

14:20 - 15:00 **Coffee Break at Campustorvet and Den gamle fredagsbar**

15:00 - 16:30 **Division session 1**

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

Paper presentations: Visual affordances

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

Liv Hausken: Doing Photography in the Age of AI

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

Tindra Thor: ”Most of these glaciers will only remain in images” – A Visual Analysis of Melt in Space-Time Compressed Photography

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

Paper presentations

Kim Strandberg, Klas Backholm; Andreas Fagerholm; Heini Ruohonen: Seldom used but important discussion spaces nonetheless: A survey study of how news audiences engage with, and regard online user-generated news comments.
Discussant: Birgir Guðmundsson

Jón Gunnar Ólafsson and Hafsteinn Einarsson: Political News Consumption Patterns During Election Campaigns. Tracking Daily Changes Leading up to Election Day
Disvussant: Kim Strandberg

Ishwar Chandra Jha: "The Economic Toll of Election Expenditure: Media Coverage and Regulatory Impact on Democracy in Nepal"
Discussant: Jón Gunnar Ólafsson

Birgir Guðmundsson: Multi - level political parallelism in Iceland - ¬ A hindrance to a Nordic style media policy?
Discussant: Ishwar Chandra Jha

Chair: Bente Kalsnes

15:00 - 16:30 **Political Communication room U58**

Paper presentations

Anja Bechmann Miriam K. Brems & Jessica G. Walter: When influencers act politically: a pregistered cross-country experimental study of social media influencers' effects on their followers' political attitudes, values, and behaviors
Discussant: Asta Cepaite Nilsson

Christian Schwieter: 'Trust me, I'm right': Comparing far-right influencer communication strategies on Telegram during the Ukraine war
Discussant: Anja Bechmann

Nuppu Pelevina: "This is being orchestrated in the Kremlin" - security influencers and the closure of Finland's Eastern border
Discussant: Christian Schwieter

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

Chair: Anja Bechmann

15:00 - 16:30 **Television and Film Studies room Comenius**

Paper presentations

Hanne Bruun & Julie Münter Lassen: Content commissioning and risk in Danish online public service television

Kristina Stenström: "This story takes place in a country that no longer exists": (Un)familiar pasts and connective memory work in the Catrine da Costa murder case

Kaisa Hiltunen: The film preferences and expectations of young Finns for future films

15:00 - 16:30 **Sensory and Immersive Media room U59**

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

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

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

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

Josepha Wessels: Walking with 360° Video: Immersive empathetic ethnographic encounters with Syrian refugees

15:00 - 16:30 **Media and Linguistic Minorities room Lysningen 1**

Giordanna Benkenstein Vallejos: The evolving portrait of Sami activism in political documentaries

Inker-Anni Sara, Eli Skogerbø,* Katerina Tsetsura & Roy Krøvel: Framing the Fovse protests in Sámi media

Maarit Jaakkola: Language friendliness as a dimension of national-minority governance: Municipal communication experienced by Sweden-Finnish senior citizens

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

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

Liisa Kääntä: Being, doing, thinking green in digital everyday
Discussant: Erik Björklund

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

Chair: Martina S Mahnke

15:00 - 16:30

Media, Communication and Health room O95

Platformed health on social media

Katrine Sommer Boysen: 'One day, you will sit in the sun and things won't feel so bad': Danish influencers constructing menopause on Instagram
Discussant: Souad El Mghari

Ella Maria Holi: “Your butt goes against our community guidelines”: Negotiating fatness, visibility, and resistance in social media
Discussant: Katrine Sommer Boysen

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

Chair: Anette Grønning

15:00 - 16:30

Game studies room U15

Political Economy and Business

Torill Mortensen, Kristine Jørgensen: Played by the algorithm: the relationship between social media game ads and actual games.
Discussant: Anne Mette Thorhauge, Andreas Gregersen, Jacob Ørmen, Emil Lundedal Hammar

Anne Mette Thorhauge, Andreas Gregersen, Jacob Ørmen, Emil Lundedal Hammar: Online youth culture at the intersec on between gaming and finance
Discussant: Emma Casabonne-Masounave

Emma Casabonne-Masounave: Player's critical resistance: proposal analysis through consumer resistance
Discussant: Torill Mortensen, Kristine Jørgensen

15:00 - 16:30

Organization, Communication and Promotion room Gennemsigten

Paper presentations

Cecilia Hjerppe & Heidi Hirsto: Feminizing Financial Discourse on Instagram

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

15:00 - 16:30

Media Education and Literacies room U62

Paper presentations: Pedagogical models and interventions

Emanuela Marchetti, Elisabetta Vidotto & Andrea Valente
Pokemon cards and Greek mythology – An unlikely transmedia scaffolding for traditional literacy
Discussant: Linus Andersson

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

Chair: Ingrid Forsler

15:00 - 16:30

Media Education and Literacies room U66

Paper presentations: Policies

Ernesto Abalo: Constructing the older digital citizen: Responsibilization and welfare user interfaces in Sweden
Discussant: Leo Van Audenhove

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

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

Chair: Lauri Palsa

15:00 - 16:30

Audience Studies room U11

Social Media: Identity, Community, and Contention

John Magnus Dahl: Coming Out-videos and the rhetoric of recognition

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

Kristina Raud: From urban vision to civic action: How social media audiences become active citizens.

Anne Jerslev, Nete Nørgaard Kristensen: Scandalization by association: Celebrities' risk of being pulled into a scandal.

Rune Søholt, Torgeir Nærland, Brita Ytre-Arne: The poverty-shame nexus in social media: Experiences, consequences, and agency amongst marginalized users

15:00 - 16:30

Audience Studies room U12

Engagement, Literacy, and Trust in a Changing Landscape

Anne Natvig: Youth and local news: a study of the news orientation of youth and local media efforts to reach them.

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

Vilde Schanke Sundet, Trine Syvertsen: Ecomedia literacy among young audiences: Understanding audience awareness and attitudes towards media materiality and sustainable media practices.

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

Stina Bengtsson, Signe Operman: Three logics of trust in digital news and information.

15:00 - 16:30

Environment, science, and risk communication room O99

Paper presentation

Janne Bjørgan: Who sets the agenda? Actors and topics in the climate news

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

Frederik Møller Henriksen: How do Climate Obstruction Narratives flow through Far-right Digital Information Environments? A Computational Mapping of four countries

15:00 - 16:30

Environment, science, and risk communication room Sokrates

Paper presentation

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

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

Trine Kvidal-Røvik: Inclusive science communication across deficit, dialogue and participatory models: Societal impact in contexts of ethnic and indigenous minorities

15:00 - 16:30

Journalism room O100

Digital practices and New Platforms

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

Diana Carolina Guerrero Rojas The Democracy Database: Using AI as a research assistant in local journalism
Discussant: Mads Kæmsgaard Eberholst

Mads Kæmsgaard Eberholst, Mark Blach-Ørsten, Ida Willig, Anker Brink Lund, The Genealogy of News 2.0: Researching news production in the age of digitalization and emerging news deserts
Discussant: Troels Gregers Østergaard

Lene Heiselberg: Adapting News Video Narration to Online Services
Discussant: Diana Carolina Guerrero Rojas

Chair: Carina Tenor

15:00 - 16:30 **Journalism room O97**

Emotions and Care in Journalism

Victoria Colesnic: Feel the fear and do it anyway: Mapping the emotional labor of Romanian investigative journalists
Discussant: Hanna Hietikko

Morten Stinus Kristensen: News, Truth, and Emotions: Reimagining Journalistic Epistemology in Affective Times
Discussant: Victoria Colesnic

Matleena Ylikoski: Defining the limits of pluralism - Finnish journalists' negotiations on news diversity

Chair: Salla Tuomola

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

Paper presentation: Archives and propaganda

Andreas Lenander Ægidius & Ditte Laursen: From tape to stream: A historical journey through national broadcast archives

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

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

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

Chair: Birgitte Kjos Fonn

15:00 - 16:30 **Media Industries room O96**

Paper presentations: Concentration and competition in news markets

Heikki Hellman, Risto Suikkanen, Mikko Grönlund, Katja Lehtisaari & Tuomas Ranti
(Discussant: Kaun & Stiernstedt) More concentration, less diversity? Effects of press consolidation on the news content in Finland

Anne Kaun & Fredrik Stiernstedt
(Discussant: Hellman et al.) Infrastructural Displacement: Changing Valuation of Newspaper Carriers as News Networks

Ville Manninen & Lauri Haapanen
(Discussant: Halvorsen & Bjerke) Owners and ownership change: Effects on journalistic content and news production

Lars Julius Halvorsen & Paul Bjerke
(Discussant: Manninen & Haapanen) Norwegian hyperlocals 2025 – Organization, economics, and challenges

Chair: Mads Tommerup Andersen

15:30 - 16:30 **Theory, Philosophy and Ethics of Communication room U68**

Göran Bolin: On the concept of communication in the face of artificial conversational agents
Discussant: Lars Lundsten

Göran Svensson: Old and new criticalities in media and communication research
Discussant: Henrik Juel

Chair: Stina Bengtsson

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

16:45 - 18:15 **Division session 2**

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

Paper presentations: Visual journalism

Patrick Åker, Jenni Mäenpää & Liudmila Voronova: The time dimension of visual journalism: the rhythm of photographic “truth claims”

Liudmila Voronova & Victoria Colesnic: (In)visible emotions in visual news production: Russian visual professionals in exile on objectivity, truth and emotions

Linda Agurell Swedmark: Still in transit? Exploring the Visual Representation of Syrian Refugees During the 2015 Refugee Crisis and After the Fall of Assad”

Maria Nilsson & Anne Hege Simonsen: Activating the nation. Visualizations of urgency in Norwegian and Swedish editorial commentaries about the war in Ukraine

16:45 - 18:15 **Political Communication room U57**

Paper presentations

Anne Kaun & Anders O Larsson: ‘A just machine to make big decisions’ – Attitudes towards automated decision-making among citizens, civil servants and politicians
Discussant: Jessica Yarin Robinson

Chris Peters, Sine N. Just & Ib T. Gulbrandsen: An artificial democracy? Exploring the uses of generative AI in elections around the world in 2024
Discussant: Anne Kaun

David Wegmann: Comparing Computational Approaches to YouTube Video Analysis at Scale
Discussant: Chris Peters

Jessica Yarin Robinson and Truls Strand Offerdal: The LinkedIn Rebellion: Norwegian tax protests in the 2025 election
Discussant: David Wegmann

Chair: Christ Peters

16:45 - 18:15 **Political Communication room U58**

Paper presentations

Birgitte Haanshuus, Karoline Andrea Ihlebæk: Far-right perspectives on polarization
Discussant: Maria Brock

Esko Nieminen and Pekka Isotalus: “Communism made me do it” - Right-wing counterpublics as a polarizing force in TikTok-comments
Discussant: Birgitte Haanshuus

Jakob Linaa Jensen , Ulrich Have: Increased polarization in a consensual society? - a study of interactional and affective polarization in Danish tweets 2009-22
Discussant: Esko Nieminen

Maria Brock & Tina Askanius: Female-fronted anti-feminism in Sweden, Germany and Russia: articulations and intersections
Discussant: Jakob Linaa Jensen

Chair: Jakob Linaa Jensen

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

Paper presentations

Jakob Isak Nielsen: Seriality and Platform Vernacular

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

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

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

Sergiusz Bober* & Jenny Stenberg-Sirén: Walking a fine line? Minority language newspapers and politics at the local level

Klas Backholm, Jens Berg, Carl-Gustaf Lindén & Jenny Stenberg-Sirén* Who cares about media ownership? How audiences experienced Bonnier News’ acquisition of the two largest Swedish-language media organizations in Finland

Hild Nordal, Johann Roppen* & Anne Natvig: Minority language in newspapers in a changing society: Cases of Nynorsk in Norway

16:45 - 18:15

Digital Technologies, Materiality, and the Environment room U67

Renée Ridgway: Information is not smokeless: raising awareness of invisible search data infrastructures through speculative visualisations
Discussant: Elis Karell

Pille Pruulmann-Vengerfeldt et al.: Monster collage to make sense of the sustainable maintenance work for digital and material museum collections
Discussant: Renée Ridgway

Elis Karell: Big tech imaginaries of AI and the climate crisis
Discussant: Pille Pruulmann-Vengerfeldt

Chair: Meri-Maaria Frig

16:45 - 18:15

Media, Communication and Health room O95

Older adults and health technologies

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

Anette Grønning & Amalie Søgaard Nielsen: Warm experts, co-actors and the digital care convoy in the primary care sector
Discussant: Riitta Hänninen

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

Chair: Maja Klausen

16:45 - 18:15

Game studies room U15

Game Making

Rikke Toft Nørgård, Kim Holflod, Eva Eriksson, Em Achilleus Hansen: Cultural Game Jams: Inclusive, pluriversal, and transversal design approaches in game jams
Discussant: Azul Romo Flores

Azul Romo Flores: eyond play: A case study of an E-sports curriculum's addressal of civic values
Discussant: Sara Mosberg Iversen & Amanda Glob Nielsen

Sara Mosberg Iversen: Sources of – and possible solutions to – resistance toward engagement and participation in role-playing games in the classroom
Discussant: Rikke Toft Nørgård

16:45 - 18:15

Theory, Philosophy and Ethics of Communication room U68

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

Karsten Pedersen: Communication as an inside-out understanding
Discussant: Lauri Haapanen

Lars Lundsten: Assessing public service broadcasting performance – an interpretive approach
Discussant: Risto Kunelius

Risto Kunelius and Anna Roosvall: The Era of (Absolute) End of Irony? Some uneasy questions for communication research.
Discussant: Stina Bengtsson

16:45 - 18:15

Organization, Communication and Promotion room Gennemsigten

Paper presentations

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

Ulrika Sjöberg & Carolina Martínez: Expanding communication practitioners' learning to promote children's right to public sector digital communication

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

16:45 - 18:15

Media Education and Literacies room U62

Paper presentation: Risks, opportunities and vulnerabilities

Gilda Seddighi, Rebecca Lynn Radlick & Benedicte Nessa: Algorithmic vulnerabilities in a relational perspective: interpretations algorithms among migrant young adults outside work and education
Discussant: Sirkku Kotilainen

Martin Karlsson: Imagining livable, digital futures for girls with neuropsychiatric disabilities
Discussant: Gilda Seddighi

Sirkku Kotilainen, Jussi Okkonen, Reijo Kupiainen & Roosa Heikkiniemi: Youth attitudes to the digital future: perspective in risks and possibilities
Discussant: Yvonne Andersson

Chair: Ingrid Forsler

16:45 - 18:15

Media Education and Literacies room U66

Workshop session

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

16:45 - 18:15

Audience Studies room U11

Media and culture across geographical and technological borders

Joanna Doona, Tina Askanius: Negotiating boundaries of humour and limits of laughter: Young civic audiences' understanding of (contentious) political issues through election satire.

Aleksandra Dominika Kas: Beyond and within migration: media practices and the migratory experiences of Polish residents in Norway.

Gabrielle Ferreira: Crossing borders through the screen: Turkish dramas and cosmopolitanism among Spanish audiences.

Lasse Balleby: “If you can play it on the computer, you can play it on the playground”.

Sandra Sprudzane: The impact of mass media on perceived risk of military and informational threat among border area residents in Latvia.

16:45 - 18:15

Environment, science, and risk communication room O99

Paper presentation

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

Mette Marie Roslyng: The aesthetic-discursive construction of sustainable landscapes in televised commercial

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

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

16:45 - 18:15

Environment, science, and risk communication room Sokrates

Paper presentation

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

Esteve Matusewicz: ECO-ANXIETY IN CLIMATE ACTIVISTS: THE ROLE OF INFORMATION EXPOSURE ON SOCIAL MEDIA P

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

16:45 - 18:15

Journalism room O100

Covering Crisis

Vilja Hautamaa Emotions or objectivity – negotiating the challenges of journalistic work while reporting on the Gaza war
Discussant: Rune Ottosen

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

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

Rune Ottosen The media's underreporting of Norwegian co-responsibility for regime change in Syria
Discussant: Vilja Hautamaa

Chair: Katja Lehtisaari

16:45 - 18:15

Journalism room O97

Panel: Journalism as media work in the Nordic countries: Studies on labor, competence

Steffen Moestrup and Aske Kammer Precarious, peripheral, and part-time? The journalistic job market 2008–2024

Jonas Harvard, Elin Helgesson, Christina Grandien & Lena-Maria Öberg Comparing communicative competences: What will be the essence of journalism work in an era of hybrid roles and AI-agents?

Kari Koljonen, Laura Ahva, Esa Reunanen, Milla Järvipetäjä & Samuel Raunio Longitudinal study on media work: Movement, job satisfaction and self-directedness of early career journalists in Finland

Gunhild Ring Olsen Digitalization and meaning in journalistic work (MJoW): Why do reporters keep on reporting?

Chair: Laura Ahva

16:45 - 18:15

Media and Communication History room U32

Panel Media Endings – the displacement of systems, infrastructures and practices

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

Chamee Yang Contesting Airspace as Infrastructure of Disappearance in South Korea

Miriana Cascone Detained media: The halting of everyday media practices

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

Julia Velkova: Dismantling transmission networks: elemental regimes of living at the end of life of telephone and analog internet infrastructure in Sweden

Chairs: Fredrik Stiernstedt & Anne Kaun

16:45 - 18:15

Media Industries room O96

Paper presentations: Comparative, historical, and macro-level approaches

Anders Fagerjord & Marius Øfsti
(Discussant: Andersen et al.) It's still about the internet: How the digitalization of exchange disrupted the culture industries

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

Aske Kammer & Mark Blach-Ørsten
(Discussant: Otto et al.) Subsidized news-media innovation: outputs, outcomes, and impact

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

Chair: Vilde Schanke Sundet

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

Day 2

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

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

Paper presentations: Urbanism and the visual

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

Jenni Kuoppa, Asko Lehmuskallio, Markus Laine & Heta Leino: A touch of magical realism in architectural renderings. The role of visualisations in crafting urban futures

Narmeen Marji & Janseth Shawash: Art Heist in Fortnite: Bridging cultural heritage and gaming for livable futures

09:00 - 10:30 **Political Communication room U57**

Paper presentations

Andreas Widholm, Mattias Ekman, Stockholm University; Anders Olof Larsson, Kristiania University of Applied Sciences: Micro-targeting during the 2022 election in Sweden: Exploring the Paid Affordances of Facebook and Instagram
Chair: Marie Meier

Elisa Kannasto, Lassi Rikkonen and Pekka Isotalus: Depersonalization and Blending Platforms – The Changes in Social Media Election Communication
Discussant: Andreas Widholm

Jakob Linaa Jensen, Anders Olof Larsson, Kristiania University College, Melanie Magin, NTNU Trondheim Anamaria Dutceac Segesten, Lund University Elisa Kannasto, Seinäjoki University of Applied Sciences, David Nicolas Hopmann, University of Southern Denmark: Populist and extremist narratives on political parties' Facebook pages during the 2024 European Election campaign in Denmark, Finland and Sweden
Discussant: Elisa Kannasto

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

Chair: Elisa Kannasto

09:00 - 10:30 **Political Communication room U58**

Paper presentations

Senad Tula: Rhetoric in Crisis: A Comparative Analysis of Kurti and Vučić's interviews about Zvecan
Discussant: Hugo Ekström

Mikkel Bækby Johansen: The Exchange Model of Mainstreaming
Discussant: Senad Tula

Nils Gustafsson: #RIPAlmedalen: the rise and fall of the hashtag of a swedish democracy festival
Discussant: Mikkel Bækby Johansen

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

Chair: Nils Gustafsson

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

Panel session: Feedback and note giving in the Nordic screen industries: Tensions, negotiations and notions of best practice in creative processes

Eva Novrup Redvall: Who gives notes, when and why? Structures of feedback and note giving in the project based screen industries

Noemi Ferrer Schwenk: Finding the time for feedback and thinking forward: Challenges for independent producers and initiatives to further stronger projects and better note giving

Jakob Freudendal: Navigating creative uncertainty: Using notes from audiences to guide film production

Siri Senje: The intricate dance – a screenwriter's perspective on the art and craft of note giving

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

Workshop: Research Ethics as Ethics of Care: Conducting

Research with Trans and Gender Diverse Youth through participatory creative methodologies including digital methods

Organisers: Olu Jenzen & Matty Kennedy

Chair: Helena Sandberg

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

Jenny Stenberg-Sirén: Towards a definition of minority language journalism

Johann Roppen: Journalist education for minority languages: The cases of Norway (1919-2025)

Niko Tynnyrinen: Alice's Adventures in Karelian: Neologisms and the revitalizing potential of translating into an endangered language

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

Julia Velkova:Making liveable futures with wind and data center infrastructures
Discussant: Emma Christensen

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

Emma Christensen: From convience to care: Practicing Hope in Sustainable AI Futures
Discussant: Erin McClellan et al.

Chair: Julia Velkova

09:00 - 10:30 **Audience Studies room U11**

Platforms, Practices, and Algorithms

Amanda Mouritsen and Pia Majbritt Jensen: The Duality of TikTok in Danish user experiences and perceptions.

Marika Lüders: Enjoyment and content variety on social media: the effects of temporal dissociation, agency, social curation and algorithms.

Jessica Walter, Miriam Brems, Anja Bechmann: Data donation at national scale as a method for exploring trends in behavior: A case study of Danish YouTube users.

Erinne Paisley: Contractual Empowerment: Navigating patriarchal romantic contacts through dating apps.

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

09:00 - 10:30 **Audience Studies room U12**

Digital media and AI: perceptions , trust, and interaction

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

David Mathieu, Martina S. Mahnke & Mark Friis Hau: Critical wayfinding: How Users Engage with and Make Sense of GenAI conversations.

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

Mehri Agai, Brita Ytre-Arne: The feeling of AI: a qualitative study of young people's evaluations of authenticity in online media content.

09:00 - 10:30 **Environment, science, and risk communication room O99**

Paper presentation

Patrick Prax Inspiring and Explaining Systemic action through short stories

Eveliina Salmela Livable futures through climate-wise housing: Artificial oppositions and aligned interests in public discourses

Helle Kannik Haastrup Influencing the Future: The identity narratives of greenfluencers on social media

Ingerid Salvesen "Listen to the kids": What makes young people engage (or not) with climate journalism

09:00 - 10:30

Environment, science, and risk communication room Sokrates

Paper presentation

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

Marcus Ojala: Shifting agendas, actors and conflicts: The coverage of forests in Finnish journalism 1990–2024

Elisabeth Wennerström: "Being one alongside many living beings" – The politics of communality

09:00 - 10:30

Journalism room O100

News values in Newswork

Torbjörn Rolandsson The Configuration of Journalistic Work: Studying Newsworkers as Users
Discussant: Annika Egan Sjölander

Raquel Barba Martinez Analyzing Norwegian employers and employees' perceptions and efforts towards multicultural diversity in the newsrooms
Discussant: M Malling

Milda Malling Chasing the beat of the future audience: news and prestige at "Dagens Nyheter"
Discussant: Raquel Barba Martinez

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

Hanna Hietikko, Elisa Kannasto and Heli Katamäki: "When I smell an agenda being driven.." – Journalistic Objectivity as a Feeling
Discussant: Morten Stinus Kristensen

Chair: Raghild Olsen

09:00 - 10:30

Journalism room O97

Beats and specialization

Kirsten Frandsen: Broadcasting the FIFA World Cup 2022 - integrating journalistic perspectives
Discussant: Birgit Røe Mathisen and Lisbeth Morlandstø

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

Aske Kammer: The business models of social media journalism: A Comparative Case Study of Denmark and Belgium
Discussant: Joy Kibarabara

Birgit Røe Mathisen and Lisbeth Morlandstø: Opinion or silence? – commentary journalism in local media
Discussant: Kirsten Frandsen

Jessica Gustafsson: Community journalism: bringing journalism back to the people
Discussant: Aske Kammer

Chair: Carina Tenor

09:00 - 10:30

Media and Communication History room U32

Paper presentation: Networks and misinformation

Lars Lungren Nautical charts and the history of communication networks

Johanna Arnesson Encountering the internet: Preliminary results and methodological challenges in memories of early internet use in Sweden

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

Chair: Birgitte Kjos Fonn

09:00 - 10:30

Media, Globalization and Social Change room U7

Paper presentation

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

Strand/Larsson Chilling effects and LGBT+ activism on Twitter/X in Uganda: Scope, nature, temporality, and the role of digital solidarity

Liimatainen Virtually diaspora: Opportunities and challenges of diasporic community-building in the digital age

09:00 - 10:30

Media Industries room O96

Paper presentations: Audiovisual platforms and industry structures

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

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

Marius Øfsti & Cathrin Bengesser
(Discussant: Hillestad) Who produces (what) for whom? Identifying the European streaming industry

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

Chair: Terje Colbjørnsen

09:00 - 10:30

Media Industries room O94

Paper presentations: Infrastructures, platforms, and technological challenges

Madis Järvekülg, Indrek Ibrus & Ulrike Rohn
(Discussant: Ørmen et al.) Alternative imaginaries of decentralization: Blockchain, public value, and the future of data infrastructures for the creative industries in Europe

Jacob Ørmen, Andreas Gregersen, Anne Mette Thorhauge & Linea Munk Petersen
(Discussant: Kristensen) Perpetual precarity: Cycles of value extraction in the platformised multi-level marketing scheme

Lisa Merete Kristensen
(Discussant: Järvekülg et al.) The technical infrastructure of news media monetization: How technology drives media strategy

Chair: Anne Kaun

09:00 - 10:30

Media Education and Literacies room U62

Paper presentations: Measuring and evaluating literacies

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

Lemonie De Moortel: Measuring the effectiveness of media literacy interventions: a systematic review of employed research methods
Discussant: Laureline Marc

Laurence Dierickx & Carl-Gustav Lindén: Developing prompting strategies for fact-checking
Discussant: Lemonie De Moortel

Chair: Lauri Palsa

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

Paper presentations: Journalism education and news literacy

José Ignacio Gil: Freedom to teach: The role of the sociocultural environment in journalism education
Discussant: Laura Kettunen

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

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

Chair: Maarit Jakkola

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

Paper presentations

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

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

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

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

10:50 - 12:20 **Division session 4**

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

Paper presentations: AI influences on visual journalism

Bojana Romic: Stock photography and visual representations of AI

Maria Kyriakidou and Anne Kaun: AI witnessing and the audience of humanitarian representation

Elin Rantakrans: Challenges to Visual Journalism Ethics Imperiled by AI

Peter Dahlén & Rebecca Bengtsson Lundin: When photo looks fake and AI-generated looks real. How audiences detect and perceive AI generated images in journalistic contexts

10:50 - 12:20 **Political Communication room U58**

Paper presentations

Tine Ustad Figenschou and Kjersti Thorbjørnsrud: Doing-their-own-reserach: Alarmed citizens' use of alternative media in contentious health debates
Discussant: Stefan Geiss

Line Nybro Petersen and Mikkel Bækby Johansen: The violence of online conspiracy theories: the case of the harassment campaign against Uncle Shrimp
Discussant: Tine Ustad Figenschou

Jullietta Stoencheva: The Manosphere travels East: Discursive shifts towards violent misogyny in online discussions of gender
Discussant: Line Nybro Petersen

Stefan Geiss: Crisis in a Flux: An analysis of the fluid Nature of the Term Crisis-Long-term Trajectories in Narratives, Semantics, and Pragmatics
Discussant: Mikkel Bækby Johansen

Chair: Tine Ustad Figenschou

10:50 - 12:20 **Political Communication room U57**

Paper presentations

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

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

Roy Aulie Jacobsen: The Rally-Round-the-Flag Effect in a Digital Age: Social Media and Political Competition During COVID-19
Discussant: Majbritt K. Severin-Nielsen

Christian Christensen & Anders Larsson: Shifting Communities? The rightward drift of the #svpol ("Swedish Politics") hashtag on Twitter/X from 2010-2022
Discussant: Roy Aulie Jacobsen

Chair: Anders Larsson

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

Paper presentations

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

Stine Liv Johansen: "Well, I am a human being – not a talking raccoon!". Representation of Children with Disabilities in Danish Documentaries

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

Panel session

Kiran Kappeler, Ece Elbeyi, Dechun Zhang and Yang Yang: Framing Sustainable Futures—Comparing Policy Documents from Europe, the U.S., and China on IoT for the Green Transition

Discussant: All

Chair: Anne Kaun, Södertörn University

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

Tensions, vulnerabilities and care ethics

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

Henry Mainsah & Lin Prøitz: The future of wellbeing in young people's digital lives
Discussant: Matilde Nisbeth Brøgger

Ingeborg Hedda Paulsen: Rhetorical constructions of the normal: The 'Normalisation' of mental health issues in Norwegian news media
Discussant: Lin Prøitz

Chair: Helena Sandberg

10:50 - 12:20 **Audience Studies room U11**

PANEL: Moods, Brainrot and Curation: exploring the rhythms and concepts of digital entertainment in everyday life

Emily Cousins: "An oasis of calm" or "constantly being bombarded"? Exploring how the rhythms and routines of digital audio entertainment influence user wellbeing.

Eva Myrczik: Curated polyrhythms at the museum of screen culture.

Susana Tosca: That's what it is to be a slave. Fun, exhaustion and the struggle of control.

10:50 - 12:20

Audience Studies room U12

Navigating digital connectivity: disconnection, wellbeing, and responsibility

Victoria A.E. Kratel: Reimagining life with a smartphone: A creative inquiry into women in emerging adulthood in Germany and Norway.

Lisbeth Klastrup: Leaving Facebook in 2025. Motivations, discourses, and practices of disconnection.

Karoliina Talvitie-Lamberg, Anne Soronen, Sanna Valtonen: Tacit agency and power of vulnerability in datafied everyday life.

Kari Spjeldnæs: How – and who – to balance digital connectivity? Responsibility in the age of screens.

Kristin Hegna, Jacovkis, J., Miño, R., Nordtug, M., Born, V. de L.: Surveillance cultures across three generations in Spanish and Norwegian families' everyday lives.

10:50 - 12:20

Environment, science, and risk communication room O99

Paper presentation

Line Weldingh: Reporting Green Conflicts in the Nordic Countries: External and internal pressures

Tove Martens: Framing Gotland's Green Transition: Islander voices in Sweden's National Conversation

Anders Horsbøl: Distributed participation in the green energy transition? A case study of an emerging

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

10:50 - 12:20

Environment, science, and risk communication room Sokrates

Paper presentation

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

Mikkel Eskjær: Public negotiations of carbon capture: Between realism and technological fantasy

Mervi Pantti: Uncertainty, anxiety and hope: Climate scientists' perceptions of their moral responsibility

10:50 - 12:20

Journalism room O100

Trust and Public Media

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

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

Fredrik Stiernstedt: A grounded approach to media trust: different ways of interpreting the 'trust question'
Discussant: Kari Suomalainen

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

Chair: Else Mikkelsen Båge

10:50 - 12:20

Journalism room O97

News Use and Mediascapes

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

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

Pauliina Penttilä: Mail for the editorial office: Journalists interpreting audience feedback and tips
Discussant: Steen Steensen

Cecilia Arregui Olivera: Routinising the expected? Metajournalistic discourse on evergreen journalistic content
Discussant: Jari Väliverronen

Chair: Katja Lehtisaari

10:50 - 12:20

Media and Communication History room U32

Paper presentation: Voting and crisis

Rasmus Helles & Stine Lomborg: Imaginaries of municipal communication in Denmark 1997-2025

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

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

Birgitte Kjos Fonn: Narrating Russia’s economic transition

Chair: Jukka Kortti

10:50 - 12:20

Media, Globalization and Social Change room U7

Paper presentation

Wuropilos/Tønnesen: Everyday Disruptions: Democratic Concerns hidden in women’s mundane complaints

Blaagaard: Danish journalism and its ‘others’: the case of covering abortion in Greenland

Alvarez: “I am in charge of the whole family operation”: Gendered Norms and Negotiations in Digital Parenting in Denmark

10:50 - 12:20

Media Industries room O96

Paper presentations: Strategy in media and journalism organisations

Nando Malmelin, Mikko Villi & Noora Alanne
(Discussant: Skytte) Overcoming barriers to strategic renewal in media companies: Struggling with organisational inertia and strategic drift in digital transformation

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

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

Chair: Terje Colbjørnsen

10:50 - 12:20

Media Industries room O94

Paper presentation: Sound, data, and AI in media

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

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

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

Chair: Torbjörn Rolandsson

10:50 - 12:20

Media Education and Literacies room U62

Paper presentations: Teachers' literacies in digitalized education

Lotte Vermeire, Wendy Van den Broeck, Leo Van Audenhove & Fazlyn Petersen: Rethinking data literacy: Insights from a South African case study
Discussant: Yanti Sastrawan

Lauri Palsa: Beyond hero literacy: Understanding teachers' everyday data literacies
Discussant: Lotte Vermeire

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

Chair: Ingrid Forsler

10:50 - 12:20

Media Education and Literacies room U66

Workshop session

Zara Mommerency: Grasping information – Strengthening low-literate individuals against disinformation

10:50 - 12:20

Organization, Communication and Promotion room Gennemsigten

Paper presentations

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

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

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

10:50 - 12:20

Theory, Philosophy and Ethics of Communication room U68

Stina Bengtsson: Navigare necesse est: The concept of navigation in media studies, and what it tells us about our contemporary media culture
Discussant: Elina Kiiski-Kataja

Tiina Räisä: What is the function of GAI in higher education?
Discussant: Karsten Pedersen

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

10:50 - 12:20

Game studies room U15

Materiality and Making Games

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

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

12:20 - 13:20 **Lunch at Campustorvet and Den gamle fredagsbar**

13:00 - 13:20 **Journalism business meeting room O97**

13:00 - 14:00 **Media and Linguistic Minorities room Lysningen 1**

Business meeting

13:20 - 14:00 **The Democracy and Power Studies in the Nordic countries room O100**

14:00 - 14:15 **Coffee Break at Campustorvet and Den gamle fredagsbar**

14:15 - 15:45 **Division session 5**

14:15 - 15:45 **NordiCom room U59**

Panel: Being relevant and useful and at the same time remaining autonomous: The role of scholars in finding solutions to societal challenges

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

Jonas Langeland Pedersen, PhD, chief consultant Universities Denmark

Frederik Rosén, PhD, Senior project manager DEMOCRACY X

Lotten Wiklund, doctoral student, University of Umeå

Chair

Magnus Fredriksson, professor, editor Nordicom

14:15 - 15:45 **Visual Communication and Culture room U69**

Paper presentations: Memes/SoMe

Heidi Mikkola & Tanja Sihvonen: Visual imaginaries of AI and its agency in memetic communication

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

Heta Mulari & Nadezdha Vasileva: How does TikTok's audio-visuality communicate and make sense? Methodological experiments through multimodal film analysis

14:15 - 15:45 **Visual Communication and Culture room U69A**

Panel session: Climate visuals

Mediated Visuals and Visions of Climate Futures – exploring journalism, artivism and design in conjunction

Anna Roosvall: The material, mental and mediated spaces of visual-based climate artivism: Re-imagining climate space and time – A theoretical rationale, research context, and pilot study

Francesca Morini: Design and data journalism for climate futures: in between powerful images and conflicted audiences

Gøril Borgen, Terje Lindblom and Erika Gubrium: Rosebank oil field court ruling as a disruptive media moment: Transitional symbolism in text and imagery in Norwegian and Scottish news coverage

Annika Egan Sjölander and Mikaela Wikström Ruona: Envisioning a "green" transition of the Swedish North – journalism and the Land of the Future

14:15 - 15:45 **Political Communication room U57**

BUSINESS MEETING

14:15 - 15:45

Television and Film Studies room Comenius

Paper presentations

Turid Borgen: The personal storyteller in public service documentaries

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

Roel Puijk & Audun Engelstad: Curating film streaming interfaces in Norway

14:15 - 15:45

Digital Technologies, Materiality, and the Environment room U67

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

Marije Miedema: Digital death or legacy: our personal digital heritage amidst a climate crisis
Discussant: Patrick Prax

Salla-Maaria Laaksonen et al.: When aspirational talk meets comfort talk: Tensioned organizational discourses on sustainable digital media
Discussant: Marije Miedema

Chair: Emma Christensen

14:15 - 15:45

Media, Communication and Health room O95

Digital Health technologies I + division meeting and bubbles

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

Tuomas Heikkilä: Doctor reacts to ABSURD health posts: Debunking practices of medical youtubers Discussant: Tobias Schmid

Chair: Anette Grønning

14:15 - 15:45

Audience Studies room U11

WORKSHOP: Media researchers in public debates

Workshop organizers: **Stine Liv Johansen and Thomas Enemark Lundtofte**

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

14:15 - 15:45

Environment, science, and risk communication room O99

Business meeting

14:15 - 15:45

Journalism room O100

Challenges to Newswork

Stefanie Sirén-Heikel, Juho Ruotsalainen, Leo Leppänen, Carl-Gustav Lindén, Jaana Hujanen Messy realities of managing newswork: A case study of centralized governance of generative AI in a Nordic setting
Discussant: Carl Chineme Okafor

Erika Walukiewicz and Rebecca Bengtsson Journalistic Practice in Times of Crisis: A scoping review of role shifts and challenges tied to news production under extraordinary conditions
Discussant: Elina Tolonen

Elina Tolonen and Heikki Heikkilä Beyond Representation: Rethinking Diversity and Marginalized Voices in Journalism
Discussant: Laura Ahva

Carl Chineme Okafor and The implications of professional de-skilling for journalistic authority in AI-driven newsrooms of Nordic countries
Discussant: Stefanie Sirén-Heikel

Laura Ahva: Journalists' and event producers' professional knowledge in a democracy festival
Discussant: Erika Walukiewicz

Chair: Jannie Møller Hartley

14:15 - 15:45

Journalism room O97

Panel: Mediating Soft Power: Mega-events and critical sports journalism

Birgitte Kjos Fonn Understanding geopolitics in sports

Anders Graver Knudsen and Harald Hornmoen Sustainability and soft power: The Paris 2024 Olympics in sports journalism

Nathalie Hyde-Clarke Can sports trump politics? Building a media strategy for the FIFA World Cup 2026

Chair: Anders Graver Knudsen

14:15 - 15:45

Media Industries room O96

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

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

Hannu Nieminen: How to mitigate AI's epistemic bias?

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

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

Chair: Arjen Van Dalen)

14:15 - 15:45

Media Industries room O94

Tech Industry Manifestos: A Workshop

Johan Farkas & Olivier Driessens Tech Industry Manifestos: A Workshop

Chairs: Johan Farkas & Olivier Driessens

14:15 - 15:45

Media Education and Literacies room U66

Business meeting

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

Paper presentations

Andreas L. Gregersen & Christoffer Bagger: Digital Dissociation within Platform Capitalism: Silicon Valley Legitimization via Enterprise social media

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

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

14:15 - 15:45 **Game studies room U15**

Imaginaries

Claus Toft-Nielsen & Rikke Toft Nørgård: Hopepunk games: utopia studies meets hauntology Discussant: Chaitanya Solanki

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

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

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

Christina Pontoppidan: Frame-mapping as a journalistic supplement to fact-checking: Displaying arguers' defining lines of disagreements in political deliberation
Discussant: Göran Bolin

Lauri Haapanen:Changing to Keep the Same: The Paradox of Quoting in Journalism
Discussant: Tiina Räisä

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

16:00 - 17:00 **National meeting**

Iceland room O94

Denmark room O95

Finland room O96

Norway room O97

Sweden room O99

19:00 - 23:00 **Conference dinner at Ærtefabrikken**

Day 3

09:00 - 10:30 **Division session 6**

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

Division and NOMEH meeting

Chairs Jukka Kortt & Birgitte Kjos Fonn

09:00 - 10:30 **Audience Studies room U11**

Journalism x Audience studies

Erik Espeland: Social inequalities in News media avoidance, 1986-2023. An Age-Period-Cohort Analysis.

Liisa Ovaska: Explaining datafied journalism. News users' responses to an interventionist audience study.

Árni Már Einarsson, Jannie Møller Hartley: Relevance beyond personalization: Personal, temporal, social, and material dimensions informing audience relevance assessments of the news.

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

Hallvard Moe, Brita Ytre-Arne: Too uncertain: Doubt as a key to understanding news repletion.

09:00 - 10:30 **Environment, science, and risk communication room O99**

Paper presentation

Anna Maria Jönsson: Framing for engagement – Visualizations of climate change

Mark Blach-Ørsten: From the climate news beat to the climate policy field: A new approach to studying power in the journalist-source relationship

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

09:00 - 10:30 **Environment, science, and risk communication room Sokrates**

Panel: Insurgencies in the Emergency – new communicative articulations of collectivities, activisms and territories

Paola Sartoretto (Chair) Saralie Sernhede, Annika Wappelhorst, Maja Rintala

09:00 - 10:30 **Journalism room O100**

The Data Turn in Journalism

Visa Noronen and Lauri Haapanen Implementing data-driven decision-making their own way: Audience analytics in non-market-leading Nordic newsrooms
Discussant: Elisabetta Petrucci

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

Elisabetta Petrucci News writing between datastructures and expected reception: the epistemological capture of journalistic knowledge production
Discussant: Lynge Asbjørn Møller

Carina Tenor The Journalist Union's bargaining power in Sweden's data-informed news organisations
Discussant: Visa Noronen

Chair: Jannie Møller Hartley

09:00 - 10:30 **Journalism room O97**

Genres

Yngve Benestad Hågvar and Harald Hornmoen: Constructing journalistic live narratives
Discussant: Ragnhild Olsen

Rasmus Rønlev: Sincerity in style: Multimodal personas in experimental first-person narrative journalism
Discussant: Johan Farkas

Steffen Tomt and Ragnhild Olsen: The Emperor's New Clothes or New Clothes for the Emperor? Discursive Practices of Constructive Journalism at NRK
Discussant: Rasmus Rønlev

Johan Farkas: A Systematic Review of Discourse Analysis in Journalism Research
Discussant: Yngve Benestad Hågvar

Chair: Ragnhild Olsen

09:00 - 10:30 **Media Industries room O96**

Business Meeting (Chairs: Terje Colbjørnsen & Mads Tommerup Andersen)

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

Paper presentations: Education, technologies and epistemologies

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

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

Ingrid Forsler & Carina Guyard: "What is knowledge, really?" Prospective teachers' reflections on generative AI and epistemic uncertainty
Discussant: Jesper Tække

Chair: Maarit Jakkola

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

Workshop session

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

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

Digital Constructions on health, self and community

Amanda Lagerkvist: Discovery and Deferral: Disability, Technology and (un)knowing the ADHD Self Discussant: Amanda Karlsson

Maja Klausen & Stine Lomborg: Sticking, leaking, flowing: Patient perspectives on data uses in the public-private datafied health infrastructure
Discussant: Martin Vinther Bavngaard

Maja Nordtug: Digitally Platformed Family Health
Discussant: Amanda Lagerkvist

Chair: Ragnhild Mølster

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

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

Malene Charlotte Larsen et al.: “Social media made me buy it”: How can critical algorithm studies improve understandings of sustainability and everyday over-consumption?
Discussant: Charlotte Knorr

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

Chair: Salla-Maaria Laaksonen

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

Panel session: **Sustainability in Film and Series: From Production to Reception**

Inge Sørensen

Heidi Philipsen

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

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

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

Paper presentations: The visual body

Noha Adel: Synthetic Charisma: The Aesthetic and Emotional impact of AI influencers on Instagram

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

Jenni Niemäla-Nyrhinen, Jaana Davidjants & Josie Hamper: What does healthy look like? A methodological exploration with visual generative AI

Louise Yung Nielsen: “I wish this man could clean my life the way he cleans this rug”. Exploring the reception of "Oddly Satisfying" videos through user-generated commentary

10:30 - 10:45 **Coffee Break at Campustorvet and Den gamle fredagsbar**

10:45 - 11:45 **Game studies room U15**

Games as Tools

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

Faltin Karlsen: Digital detox and productivity apps: gamified technology, games or productivity tools?
Discussant: Eric Lofgren

10:45 - 12:15 **Division session 7**

10:45 - 12:15 **Television and Film Studies room Comenius**

Roel Puijk and Audun Engelstad: Curating film streaming interfaces in Norway

10:45 - 12:15 **Audience Studies room U11**

Business meeting

10:45 - 12:15 **Environment, science, and risk communication room O99**

Panel: Imaginaries of life beyond 2050 (4 papers)

Klas Bruhn Jensen (Chair), Henrik Bødker, Mikkel Eskjær, Mette Mortensen

10:45 - 12:15 **Environment, science, and risk communication room Sokrates**

Paper presentation

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

Lotten Wiklund: Understanding science communication through the lens of critical data studies and new materialism

Nelli Jäntti-Tuominen: Climate news experts in the highly concentrated Finnish media landscape

10:45 - 12:15 **Media Industries room O96**

Paper presentation: Systems, data, and state control

Indrek Ibrus
(Discussant: Bjerke & Halvorsen) How to build a public-private media data system as part of the national data economy framework

Paul Bjerke & Lars Julius Halvorsen
(Discussant: Ibrus)
Staying on the narrow path – The Norwegian press support scheme

Chair: Fredrik Stiernstedt

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

Paper presentations: From fanzine to dissertation – analyzing texts

Sanna Kivimäki & Maarit Jaakkola: A monograph or a compilation thesis – and in which language? Nordic doctoral theses in media, journalism and communication studies
Discussant: Jens Jørgen Hansen

Oskar Aspman: The fanzine as an examinable product: From artistic experiment to assessed artefact
Discussant: Sanna Kivimäki

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

Chair: Lauri Palsa

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

Paper presentations: Media literacy in organizations and industry

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

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

10:45 - 12:15 **Organization, Communication and Promotion room Gennemsigten**

Wrap-up of sessions + Division meeting

Johanna Arnesson, Hanna Reinikainen & Nils S. Borchers

10:45 - 12:15

Media, Communication and Health room O95

Digital Health technologies II

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

Martin Engebretsen: How can the media discourse influence the implementation of health technology in public health services? A mixed methods study
Discussant: Maja Klausen

Ragnhild Mølster: “Medical expert warns against «doomsday»” The Rhetoric of Fear and Science in the media coverage of a creeping crisis'
Discussant: Martin Engebretsen

Chair: Carsten Stage

10:45 - 12:15

Digital Technologies, Materiality, and the Environment room U67

Workshop

Martina S Mahnke et al.: TWG 3 - quo vadis? Collaborative brainstorm

10:45 - 12:15

Political Communication room U57

Panel session: Affective mobilisations in mediatized politics: “Woke” as signifier and (dis)identification

Liv Sunnercrantz: Affective mobilisations in mediatized politics: “Woke” as signifier and (dis)identification

Mattias Ekman: The re-definition and weaponization of “Woke” in populist political communication

Liv Sunnercrantz and Amanda Machin: Political Discourses of Anti-Woke: Populism, Passions and Identity in Norwegian Media

Juha Herkman and Mona Heimonen: When the woke-war came to Finland: mediatization of politics in times of hybrid media environments

Allan Dreyer Hansen and Morten Stinus Kristensen: Anti Wokeness: Right Wing and Populist Logics and Affective Investments

10:45 - 12:15

Visual Communication and Culture room U69A

Business meeting

Workshop: Monster Writing & Drawing

In this workshop we will present different approaches to Monster Writing as a procedure to explore and challenge academic writing as an institutional practice at the university. Using a variety of media (comics, drawings, storytelling) participants are invited to create visual and audible shapes for the writing monsters they are familiar with, and share these with workshop participants.

Organizers will provide pen, paper and open-ended monster drawings.

Workshop organizers: Åsa Harvard Maare, Oskar Aspman, Pille Pruulmann Vengerfeldt.

10:45 - 12:30 **Journalism room O100**

Panel: The future of fact-checking, moderation and media literacy amid transforming platform governance

Bente Kalsnes & Lasha Kavtaradze Editing editors: Platforms' changing policy for news media content

"Anton Elias Holt Reported content on Facebook: Which links do users report and how do they differ from fact-checked false links "

"Petter Bae Brandtzæg, Silje Alvestad and Asbjørn Følstad Community Notes vs. Fact-Checking Services: A Comparative Analysis of Benefits and Challenges "

Minna Horowitz and Mervi Pantti Platform accountability and media literacy: The case of TikTok in the Nordics

Mads Fuglsang Hove, Frederik Hjorth, Yevgeniy Golovchenko, Rebecca Adler-Nissen, Anja Bechmann, Arjen van Dalen, Sara B. Hobolt and Claes de Vreese Measuring and predicting abilities to discern visual generative AI

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

Chair: Anja Bechmann, Steen Steensen and Oscar Westlund

11:45 - 12:15 **Game studies room U15**

Business Meeting of the Game Studies Division

12:15 - 13:15 **Lunch at Campustorvet and Den gamle fredagsbar**

13:15 - 14:15 **Keynote: Kim Schrøder in room U45**

14:15 - 14:30 **Conference conclusion**

14:30 - 14:45 **Coffee Break at Den gamle fredagsbar**

14:45 - 15:45 **Conference business meeting room O100**