

Name	Email	Institution	Title	Abstract
AITAMURTO, Tanja & LEWIS, Seth	tanja.aita murto@gmail.com; sclewis@umn.edu	(Visiting) Stanford Center for Design Research, USA & U of Minnesota, USA	Open Innovation in the News Industry: A Study of open APIs, the Knight News Challenge, and Spot.Us	The decline of traditional funding models has created a growing need for innovation in the news industry. At the same time, the rapid pace of technological change demands that news organizations develop faster and more efficient R&D efforts. Yet, newsrooms face diminishing resources: So, where is this innovation to come from, and how can news industry respond to these new challenges? In this paper, we examine one potential solution: the model of open innovation, articulated by Henry Chesbrough (2003, 2006) and popularized in the management literature. This concept suggests that the profession as a whole and newsrooms in particular could maximize their R&D by incorporating an outside-in, inside-out approach that involves both welcoming external ideas (via crowdsourcing) and more quickly deploying innovations in the market. To explore the potential for this approach, we draw on qualitative, empirical research examining several key cases of open innovation in journalism: the Knight News Challenge; the news startup Spot.Us; and the implementation of open application programming interfaces (APIs) at the Guardian, the New York Times, USA Today, and National Public Radio. We ask: How are the principles of open innovation manifest in each of these cases? What kinds of patterns emerge by analyzing these cases together? How do these findings contribute to the theoretical development of the open innovation concept as well as to helping resolve the practical challenges of innovation at the professional, industry, and organizational levels in journalism? These and other questions will be discussed in the paper.
ARCHETTI, Cristina	c.archetti@salford.ac.uk	U of Salford, UK	Which Future for Foreign Correspondence? London foreign correspondents in the age of global media	The paper questions the widespread idea that, in an age of instantaneous and ubiquitously accessible information, foreign correspondents are doomed to disappear. The last study of foreign correspondents in London hub was conducted by Morrison and Tumber 30 years ago (1981). On the basis of a range of interviews with foreign correspondents in the British capital and an analysis of their reports, the paper reveals the story behind their stories and the changes that have occurred since then. It particularly focuses on the impact that advances in communication technologies have had over time on the correspondents newsgathering routines and, as a consequence, on their news outputs. The findings do not only contribute to a more nuanced and empirical understanding of the impact of media globalization on the practice of journalism. They also underline the political implications of foreign correspondence. In fact, the reporting by hundreds of foreign correspondents stationed in London contributes to shaping the image of the UK abroad. Through their stories, foreign correspondents affect the way foreign audiences think about the country. While this has to a large extent always been the case, today's foreign journalists occupy an increasingly important role as sense makers within the huge tide of information available. Rather than redundant they appear more needed than ever. They are also developing novel ways of reporting. The paper, in this respect, is an innovative attempt to integrate Journalism Studies with Political Communication and International Relations analyses.
BAKKER, Piet	piet.bakker@uva.nl	U of Amsterdam, The Netherlands	New journalism 3.0 aggregation, content farms and Huffinization The rise of low-pay and no-pay journalism.	Digital journalists are expected to work for different platforms, gather online information, become multi-media professionals, and learn how to deal with amateur contributions. Producing content is not enough; moderation and curation are the new buzz-words. This has led to higher demands in terms of output because news organizations have seen revenues from traditional media decline while income from digital operations is still marginal. There is a growing pressure on news organizations to produce more content for digital platforms. This has led to at least three new models of low-cost or even free content production. The first is the aggregator, websites that do little more than find news and publish it. Earlier this model was referred to as 'shovel-ware' but technology has replaced the shovelling journalist by robots, algorithms and search engines that produce ready-made websites. The second is the content farm; freelancers produce articles on subjects that are expected to end up high in website searches. Maximum pay is usually \$15 for a 500-word item. A third model has bloggers write for no compensation at all. The Huffington Post employs around 5000 bloggers who actually work for free. Other websites use similar models, sometimes offering writers a fixed price depending on the number of clicks a page gets. We analyse the consequences for journalists and journalism and the broader implications for online news organizations. We investigate a dozen aggregation services and the same number of content farms and no-pay or low-pay news websites that mainly use bloggers for input.

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BAKKER, Piet	piet.bakker@uva.nl	U of Amsterdam, The Netherlands	Not Dead Yet the Changing Significance of Newspapers Worldwide	Newspapers, particularly in the Western world, have seen paid circulation decline in the last decade although newspapers still play an important role. Online news is abundantly available, but newspapers in print and online - often serve as sources for other media. Their position is definitely weaker than before, but it would be an exaggeration to write the obituary right now. In this research we track the significance of newspapers in 160 countries worldwide by calculating how many people use papers and how this changed over the last decade. We compare countries and continents, and distinguish between paid and free newspapers. Results show that newspapers are particularly significant with more than 50% of the population reading a newspaper on a daily basis - in 16 countries in Europe and 10 countries in Asia (Japan, Hong Kong, Taiwan, South Korea, Singapore, Macau and some Gulf states). Most African, Asian and South American countries show a very low penetration of newspapers. Free dailies, however, have increased the presence of newspapers in Europe and some Asian and American countries. When shifts over the years are analyzed, the declining presence of newspapers mainly shows in Europe, Northern America, Australia and New Zealand although newspapers are still very well read in those areas. In Asia newspaper penetration has increased over the last decade. In Africa there are only two copies of newspapers distributed per 100 inhabitants, a figure that has not changed over the last decade.
BARDOEL, Johannes	j.bardoel@maw.ru.nl	Radboud U, The Netherlands	A Plea for Journalistic Distinction	Journalism professionalism has made strong progress over the last fifty years in many countries with a tradition of a party press. Compared to classical professions the journalistic profession has remained relatively weak on its cognitive core competences and strong on its normative framework. Moreover journalistic professionalism is better safeguarded on the institutional level, of established newspapers or broadcasters, than on the individual level of the professional. Until now most journalists find journalistic distinction and protection a non-issue, since they see themselves as part of an open profession, but in practice they have always been protected by the Berlin walls of established media institutions. In a future context however in which internet journalism becomes more important and ever more journalists work individually, as freelancer and not as part of an established media institution, journalistic distinction will become more crucial and journalists will have to strengthen their professional profile. In this new context in which most information is free and/or sponsored, PR people outnumber journalists and also more freelance journalists combine journalistic and PR assignments, journalistic work must become more distinctive and better branded. A quality mark, organized by the profession itself, should be considered in order to enable the public to distinguish professional journalistic production from PR and sponsored content on the one hand and from citizen journalism and bloggers on the other. This plea for more journalistic distinction and possibly even a quality mark in Bardoel's inaugural address has evoked fierce debate inside and outside the profession in the Netherlands.
BARNHURST, Kevin	kbgcomm@uic.edu	U of Illinois At Chicago, USA	The form of online news in the mainstream U.S. press, 2001-2010	Extending a long-term study of three print newspapers from 1894 to 1994, the third in a series of studies shows electronic editions adapting to the online environment. The newspapers did not reinvent themselves online in 2001, instead reproducing the forms of print as a way to continue established relationships with readers. But readers were changing, and by 2005 the web editions had shifted the form from mapping content to managing the reading experience. Users encountered stories with more jumps that could display advertisements and found links that kept traffic inside the site. By 2010 the sites were less meager compared to the typography and images of print editions. The form had moved toward the index as a metaphor for public life, in the style of web portals. The sites preferred content interactivity to interpersonal interactivity, continuing a long history of resisting innovation and new techniques for public engagement.

Name	Email	Institution	Title	Abstract
BERNARDI, Floriana	florianabernardi@libero.it	U of Bari, Italy	Roberto Saviano: Journalism, civic engagement, ethics, democracy	<p>Adopting a socio-semiotic perspective, the paper analyzes a significant sample of articles written by Roberto Saviano, the Italian writer-journalist who became a media phenomenon after the publication of his novel 'Gomorra' (2006), reaching worldwide audiences carrying out a devastating insight of the mechanisms of the Naples mafia. The sample includes a selection of articles mostly published by 'La Repubblica' and 'l'Espresso'.</p> <p>First, the paper reads Saviano's work in the context of the Italian news system, particularly focusing on the relationship between journalism and mafias. Then, the paper focuses on the topics covered by Saviano, the sources he uses, the kind of language adopted and the way topics are covered, which allow to produce a particular audience. The link between Saviano's journalism, civic engagement, ethics and democracy lies in the special role of his audience: many initiatives arose, especially out of the cyberspace. Thanks to the social networks — primarily MySpace and Facebook — a critical and active citizenship has been developing and it may strongly contribute to support the great cause of rescuing Italy from mafias' tangled power and stop the silence on it. Thanks to the main social networks, Saviano's audience has built an opposition force to the Camorra's complex mechanisms of power, it has helped to bring to public evidence its world connections and infiltrations, it has failed to silence the journalist-writer's voice. The audience's initiatives have contributed to spread knowledge about all the mafias, thus creating a new sense of citizenship against their resigned unavoidability.</p>
BODKER, Henrik	imvhb@hum.au.dk	Aarhus U, Denmark	The Changing Significance of Columnists	<p><i>The New York Times'</i> TimesSelect scheme (started in 2005) attempted to generate revenue from its popular columns; as such, it was a sign that regular news — at least on their own — no longer represented a significant market value. Against the background of protests from both readers and columnists an open letter on NYTimes.com stated in 2007: "we are ending TimesSelect. All of our online readers will now be able to read Times columnists ... free"; this move, it said, served "the interest of our readers, our brand and the long-term vitality of our journalism". What this also meant was that the traffic generated by the columnists was worth more than the revenue that could be generated by the paywall. Columnists have, says McNair, long been "a key ingredient of a newspaper's marketing pitch"; and they are seemingly becoming even more important yet, as the increased availability of news changes relations between news and commentary — not only in terms on traffic and economy but also with regard to readers' understanding. A trusted columnist anchors and brings perspective on what is to be perceived as news(-worthy) in an increasingly complex news landscape. Thus, while many established news institutions, like <i>The New York Times</i>, attach signature/celebrity columnists, commentary is also proliferating on the web in variety of settings with different relations to the sphere of mainstream news. By establishing a conceptual framework for such positions and processes this paper aims at an enhanced understanding of the changing journalistic significance of (newspaper) columnists.</p>
BREVINI, Benadetta	benedetta.brevini@brunel.ac.uk	Brunel U, UK	Does Online News Personalization Threaten Democracy? The reinvention of PSB online in Britain and Denmark and its democratic challenge	<p>Claims that the internet created a new era of democracy, an increased empowerment for people and a cathartic liberation from traditional news gate-keepers have been very popular among futurists since the 90s. However, recent studies show the limits of this view marred by technological determinism. Indeed, the news offer on the web is still dominated by traditional news organizations (Curran, 2009; McChesney, 2008) while news homogenization is increasing online. Today the commercial offer of news online has become more personalized, since many online content aggregators are already offering customized news boxes (widgets) that can be personalized by the users. Pioneers of this new offer are content aggregators like Netvibes and iGoogle. More recently, the new wave of personalization has influenced also Public Service Broadcasters (PSBs) in Europe. Where for a decade the online news offer of PSBs replicated the linear narrative and hierarchy of values enshrined in traditional PSB news, the launch of new customized PSB web platforms challenges this convention and poses new questions for the democratic values of PSBs. Hence this essay analyzes two recent projects adopted by the main PSBs in UK and Denmark: the new personalized BBC homepage and the similar project MitDR developed by DR in Denmark. Taking inspiration from the widgetization adopted by Facebook, iGoogle and netvibes, these two projects could suggest the emergence of a new archetype of news. However, they could also mine the role of PSBs as facilitators of a public forum and lead the citizens towards an inexorable fragmentation and isolation.</p>

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BROERSMA, Marcel & GRAHAM, Todd	m.j.broersma@rug.nl; t.s.graham@rug.nl	U of Groningen, The Netherlands	Social Media as Beat: Tweets as a news source during the 2010 British and Dutch elections	While the newspaper industry is in crisis and less time and resources are available for news gathering, social media turn out to be a convenient and cheap beat for (political) journalism. During the 2010 elections, 24 percent of British and 48 percent of Dutch candidates shared their thoughts, visions and experiences on Twitter. Subsequently these tweets were increasingly quoted in newspaper coverage. They were either considered newsworthy as such, were a reason for further reporting or were used to illustrate a broader news story. This paper investigates the use of Twitter as a source for newspaper coverage of the 2010 British and Dutch elections. It compares candidates' tweets during the two weeks before polling day with newspaper coverage from (both popular and quality) national dailies until one day after the elections. Specifically, we analyze how many tweets made it into the columns, how they were used and how this influenced the coverage. Consequently, we will present a typology of the functions tweets have in news reports. Additionally, we will show which politicians were most successful in producing quotable tweets and why this was the case. While this paper, which is part of a broader project on how journalists use Twitter, focuses upon the coverage of election campaigns, our results indicate a broader trend in journalism. In future years, the reporter who attends events, gathers information face-to-face and asks critical questions might instead aggregate information online and reproduce it in journalism discourse thereby altering the balance of power between journalists and sources.
BRÜGGEMANN, Michael, HUMPRECHT, Edda & ESSER, Frank	m.brueggemann@ipmz.uzh.ch; e.humprecht@ipmz.uzh.ch; f.esser@ipmz.uzh.ch	IPMZ, U of Zurich, Switzerland	The Stability of the German Media Market and its Future Crisis	While scholars in many other Western countries worry about the future of journalism, the economic foundations of the German media market are still largely intact. In fact, Germany could be considered a deviant case in the study of the current media crisis. This presentation will proceed in three steps. It will first identify reasons why the business model of many publishers in Germany has not fallen apart in the face of the recent economic crisis. There are, however, two threats latently present in Germany that are widely discussed in other countries too: the changing patterns of media use of the younger generation and the shrinking advertising revenues of off-line media companies (particularly print). Second, the study explores the reactions towards the crisis as perceived by the major publishing houses in Germany. It turns out that they are very successful in lobbying for a stricter regulation of public broadcasting and copyright law but lack innovative responses aimed at re-gaining young audiences and developing new revenue models. Finally, the presentation will provide an evaluation of the major strategies employed by the publishers to provide high-level and high-quality accountability journalism. If they do not manage to make their products relevant to the younger audiences, the real crisis of journalism in Germany might be yet to come.
BRUNS, Axel & BURGESS, Jean	a.bruns@qut.edu.au; je.burgess@qut.edu.au	QUT, Australia	New Methodologies for Researching News Discussion on Twitter	Twitter has become a major instrument for the rapid dissemination and subsequent debate of news stories. It has been instrumental for drawing attention to events as they unfolded (such as the emergency landing of a plane in New York's Hudson River in 2009) and facilitating a sustained discussion of major stories over weeks and months (including the continuing saga around Wikileaks and Julian Assange), sometimes still keeping stories alive even if mainstream media attention has moved on. More comprehensive methodologies for research into news discussion on Twitter - beyond anecdotal or case study approaches - are only now beginning to emerge. This paper presents a large-scale quantitative approach to studying public communication in the Australian Twittersphere, developed as part of a three-year ARC Discovery project that also examines blogs and other social media spaces. The paper will outline the innovative research tools developed for this work, and present outcomes from an application of these methodologies to recent and present news themes, including the 2010 Australian federal election and the current Wikileaks controversy. Our methodology enables us to identify major themes in Twitter's discussion of these events, trace their development and decline over time, and map the dynamics of the discussion networks formed ad hoc around specific themes (in part with the help of Twitter #hashtags: brief identifiers which mark a tweet as taking part in an established discussion). It is also able to identify links to major news stories and other online resources, and to track their dissemination across the wider Twittersphere.

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CANTER, Lily R.	lilycanter@yahoo.co.uk	U of Sheffield, UK	The Journalist, the Community Reporter and the Public: A model for collaboration in UK local newspapers	Local newspapers in the UK are on the cusp of a make or break scenario. Through investment in online technology they are reaching larger and wider audiences than ever before yet simultaneously the industry faces huge financial constraint. Existing at the centre of communities, local newspapers and their digital offerings have huge potential to connect/reconnect with audiences and provide hyperlocal news content. But they cannot do this alone and so are increasingly turning to the public to provide content in the form of text, photography, video and audio. Northcliffe Media's flagship newspaper the Leicester Mercury is currently piloting a project with community reporter network Citizen s Eye to incorporate reader content into the newspaper and its website. This paper seeks to explore the development of this collaborative model of journalism and its effect on quality, coverage and morale. The key to the success of the project is the creation of distinctive boundaries between low level reporting carried out by community reporters and investigative journalism carried out by employed, trained staff. The empirical research was conducted via interviews with members of Citizen s Eye and editorial staff at the Leicester Mercury.
CARVAJAL, Miguel, GARCIA-AVILES, Jose & GONZALEZ, Jose	mcarvajal@umh.es; jose.garciaa@umh.es; jose.gonzalez@umh.es	U Miguel Hernández, Spain	Crowdfunding and Non Profit Media: Business models for journalism in the public interest	The media environment has changed dramatically over the last years. Audience fragmentation and online advertising atomization transform the existing business models and question the old practices of media management. Policy makers and editors are concerned for the future of newspapers more than ever. In this changing scenario, there are new models of media which attempt to promote and preserve journalism in the public interest. Among them, non profit institutions and community funded platforms are the most innovative and relevant ones. They involve the audience in a new way, using what is called crowdfunding or they are sustained by millionaire funds. Profit margins or incomes are concepts not welcomed in these new models. Despite the fact they could be regarded as non-business models, they are actually changing the paradigm of public interest journalism and they are also providing some new fresh ideas for old school media. The aim of this paper is to explain the nature of these new models, mapping the context in which they are developing and considering the implications for media companies.. It uses a methodology based on several cases of study from Europe and the United States with interviews to the professionals and it analyses data from those media markets. The results highlight that transparency and audience engagement are key factors in the development of online business models.
CASERO, Andreu & IZQUIERDO, Jessica	casero@com.uji.es; jizquier@com.uji.es	U Jaume I de Castelló, Spain	Journalism Business Models in the Digital Age: Evidence of the Spanish case	Journalism business models in the digital age: a pending question. Evidence of the Spanish case Abstract: Journalism is undergoing profound changes. Technological innovations, with the Internet and digitisation at the forefront, along with twinned structural and current crisis effects on industry, are the basis of this complex situation that has led to sharp drops in revenue. In this scenario, it is necessary to redefine journalism from the perspective of both management and products and services. With this in mind, this paper examines one basic element in the redefinition process in the journalism sector: the appearance of new business models in the digital convergence scenario. Thus, financing sources are especially considered (product sales and advertising), as is their relation with the current transformation of news contents. The methodology focuses on case studies and analyses the strategies developed by key Spanish media and publishing companies: Prisa, Unedisa, Vocento, Prensa Ibérica and Zeta. Thus their position in the face of present challenges and the way they confront the changes taking place in the digital age are analysed.

Name	Email	Institution	Title	Abstract
CHIROVAMAV I, Munorwei	chirovama vi@yahoo.com	U of Zimbabwe	Verbal Warfare: An Analysis of Opinion Columns in Three Zimbabwean Newspapers in the Context of the National Healing and Integration Agenda	The ideal of an objective press in the context of the national healing agenda that should characterize the transitional government is difficult to attain in Zimbabwe. Opinion columns are a newspaper genre where people are afforded special space to inform the public but the experience is that they are often taken as open spaces to advance political agendas. In a context that has been characterized by a polarized media since 1999, it is becoming increasingly difficult to write any column in Zimbabwe without taking a political slant. This paper examines selected columnists after the signing of the Global Political Agreement that was meant to unify three major political parties. In tracing the political interests of the different stakeholders as typified by the selected columnists, the paper will explore the extent to which the theme on national healing has been afforded coverage. It is hoped that it would be possible to evaluate whether the political interests are in the letter and spirit of the Global Political Agreement, a transitional political arrangement meant to resuscitate the economy and prepare the ground for mutual partnership in the Government of National Unity (GNU). A textual analysis of the sampled articles will be done and results will be presented showing the relative merits and limitations of opinion columns and their possible implications on the future of journalistic columns in a developing country-Zimbabwe.
DE COCK, Roszane & BLAAGAARD, Bolette	Rozane.DeCock@oc.kuleuven.be; Bolette.Blaagaard.1@city.ac.uk	KU Leuven & HU Brussels, Belgium; City U, UK	The Quest for a Job: Obstacles and opportunities for young professionals in a changing journalistic world	Today the journalistic practice of news production is required to upgrade. Up against the speed of new technology and the significant increase in availability of wireless communication platforms that make everybody a potential journalist, professional practitioners are no longer the privileged witnesses of social changes within society or untouchable representatives of the fourth estate. The changing context forces journalists to reconsider their job description and the skills they need to possess. In light of on the one hand prolific development of new media news outlets (microblogs, SNS, file sharing communities etc.) and technological possibilities to produce and spread news quickly (mobile phones, iPads, etc.) and on the other hand the fewer paid job offers from news corporations, especially recent graduates in journalism may face difficulties in finding a job. This notwithstanding precisely these young people are trained in and used to operate in a multimedia environment rather than focusing on only one media platform. This complex new situation is analysed by means of a web survey that questions recent graduates from promotion years 2008 and 2009 in Great-Britain and Belgium about their quest for a job. The survey sheds light on how long their search for a job went on, the skills that proved to be decisive in their hiring and the importance of multimedia production and new media proficiency in this particular quest. Using these data, we moreover focus on the debate over unpaid internships offered to graduates and investigate the extent of the phenomenon.
DE KEYSER, Jeroen & RAEYMAECKERS, Karin	Jeroen.DeKeyser@UGent.be; Karin.Raeymaeckers@UGent.be	Center for Journalism Studies, Ghent U, Belgium	The Printed Rise of the Common Man: How Web 2.0 has changed the representation of ordinary people in newspapers	Journalists have traditionally focused on a small range of source types, mainly those of elite actors. Far less attention went to common people, resulting in little visibility in the news output. Bottom-up Web 2.0 technologies have given common people new communication tools, though, allowing them to disperse news or other kinds of information to a virtually unlimited audience without the need for traditional media as intermediaries. Even though citizen journalism remains a fringe phenomenon, it has made traditional news media aware of a public desire for bottom-up participation in the news production process. Accordingly, some news media have started to offer their own participation features. Bearing this context in mind, we address the question whether the plethora of upload tools, discussion forums, opinion polls, etc. has had an influence on the news output. More precisely, we wonder if Web 2.0 has indirectly increased the importance of the common people who are making an appearance in the newspapers. By means of a comparative content analysis of a wide array of Flemish newspapers during a recently constructed week and the same week one decade ago, we look at the representation of those ordinary citizens before and after Web 2.0. Different key elements are being looked at, such as the citizens roles, and the importance of their appearance. Our analysis shows that citizens are indeed more often and more prominently present in the news nowadays, in popular and quality newspapers alike.

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DE MAEYER, Juliette	juliette.de.maeyer@ulb.ac.be	Free U of Brussels, Belgium	Journalism and Hyperlinks: Where do they connect?	<p>Hypertextuality has always been a fundamental characteristic of the web since its inception. It also impacts journalism: the ability to link pages, sites and documents stands out as what essentially differentiates online news from other media. This paper investigates how hypertextuality has been integrated in the prescriptive discourses about what online journalism should be. Focusing on hyperlinks as a concrete embodiment of the vague notion of hypertextuality, this project discusses how hyperlinks have been incorporated within the body of journalistic shared knowledge and practices. We draw on a qualitative content analysis of online journalism textbooks, as well as interviews with journalism educators in French-speaking Belgium. Analysing them within the framework of discourse theory, we discuss how different traditional journalistic values are invoked and articulated when it comes to give guidelines about the ideal use of hyperlinks in the context of online news.</p> <p>Results highlight inherent contradictions between the values that are summoned, but we argue that such inconsistencies are constructive and that they are crucial for journalistic collective identities. We also emphasize that what is at stake in textbooks and educators' advice about hyperlinks exceeds purely technical concerns. Value-loaded, ideological stances also impregnate the corpus we examine. This interplay between a technical façade and more ideological background is part of what strengthens dominant journalistic identities.</p>
DICK, Murray H.	murray.dick@brunel.ac.uk	Brunel U, UK	The Re-birth of the 'Beat': A hyperlocal news-gathering model	<p>Scholars have long lamented the death of the 'beat' in news journalism. Today's journalists generate more copy than they used to, a deluge of PR releases often keeping them in the office, and away from their communities. Consolidation in industry has dislodged some journalists from their local sources. Yet hyperlocal online activity is thriving if journalists have the time and inclination to cultivate it. This paper proposes a normative schema which will help local journalists systematically map and monitor their own hyperlocal online communities and contacts, with the aim of re-establishing local news beats online. This model will be technologically-independent. It will encompass proactive and reactive news-gathering and forward planning approaches. It is hoped this research will empower journalists in their reporting, and will address the need for better information literacy within and outwith the profession. This paper will draw upon best practice in industry. Leaders in local online journalism will be interviewed on their news-gathering routines. These experiences will be distilled into an iterative, replicable schema for local journalism. This expert user-tested, extensible model will then be used to map out two real-world 'beats' for local news-gathering. Journalists who work within these local beats will be invited to trial the models created. All participants will be interviewed at the trial's conclusion, with a view to improving the model further.</p>
DICKINSON, Roger	dik@le.ac.uk	U of Leicester, UK	The Use of Social Media in the Work of Local Newspaper Journalists	<p>As the news industry embraces the various forms of social media to help them remain competitive in their news gathering and maintain market position several authors have claimed that these media are beginning to have a large impact on the way journalists work. Several national British news organizations have recently made efforts to promote the use of social media among the workforce, encouraging journalists to take them more seriously and implying that skills in this area are no longer optional. Advocates of the use of social media in news work see them as important tools for building audiences and building relationships with sources. Some see social media as especially suited to local journalism which depends upon its connectedness with its local community and its links with local newsmakers. Social media are viewed as an aid to digital participation, helping newspapers reflect and serve the interests of their readers. Despite suggestions of the apparently high level of social media use among news workers, up to now we have learnt very little about the extent to which journalists are incorporating these tools into their routine work or, when they do, how they affect their reporting practices. This paper explores the evolving working practices of local journalists. It reports on a series of interviews with journalists working on newspapers located in the East Midlands region of England which examined the extent and nature of social media use in local news work.</p>

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DIEKERHOF, Els & BAKKER, Piet	els.diekerhof@hu.nl ; piet.bakker@hu.nl	Technical U, Utrecht, The Netherlands	To Check or Not to Check: Fact-checking strategies of Dutch journalists	Checking information is a core activity for journalists, as they want to provide the public with reliable news. Because of an increased workload this activity suffered heavily, resulting in many unchecked news items ending up in print and broadcast media. In this research we concentrate on articles that allegedly are thoroughly checked like feature news stories, documentaries, background stories, interviews and other in-depth reporting based on original ideas. We ask whether these stories are indeed checked and double-checked if needed, expecting a high rate of checking as time constraints are of less importance and the basis is an original story-idea instead of a press release or PR-information. Based on earlier research we expect less checking when high-ranked sources are involved and also non-checking by presenting information as quotes. Twenty journalists were asked to submit three original and heavily researched stories. Stories were coded for sources used while the journalists were interviewed afterwards. Results show that official sources were often not checked and that the use of quotes was a often used way to avoid checking. Furthermore we found checking was neglected because of journalistic gut feelings , that information from other media was seldom checked, that opinions did not need checking, that facts that collaborated the story angle were not checked and that oral sources in general often escaped checking. Time constraints were seldom mentioned as a reason for not checking. Contrary to what we expected, many stories found their way to the media largely unchecked.
EDSTROM, Maria & LADENDORF, Martina	maria.edstrom@jmg.gu.se; mln@du.se	U of Gothenburg ; Delarna U; Sweden	Freelance Journalists as Flexible Workforce in the Media Industries	Economic cutbacks in the media sector diminish the chances of employment for journalists, and consequently the numbers of atypical workers in the media industry, such as freelancers, are growing worldwide. Nonwithstanding, few studies on freelancers have been done in journalism research, even though there is some interesting work done in the sociology of work and occupations. The growth in a-typical workers in journalism, such as freelancers, short-term contracts, and even temp agencies is one component in journalism change that is often discussed, but more seldom studied through empirically grounded research. The paper presents ongoing and future studies of Swedish freelancers, which are grounded in both quantitative and qualitative data. The quantitative data is taken from ongoing surveys conducted by researchers at the U of Gothenburg, based on representative samples of practicing journalists made in 1989, 1994 and 2005. Around 2000 journalists were included in each survey. The qualitative material consists of 13 biographical interviews with freelancers in northernmost Sweden, which will be supplemented with interviews with freelancers in urban and rural areas. The results will be compared to international studies. Together, the data will present a broad picture of, for example, motives for going freelance, risks and advantages with the freelance lifestyle, relationships with media organizations, and ethical dilemmas; such as the thinning line between journalism and PR/information. The choice to work as a freelance journalist is connected to lifestyle, and life as project , as well as entrepreneurial, in ways that are connected to societal processes of individualization.
EDSTROM Maria & SVENSSON Eva-Maria	maria.edstrom@jmg.gu.se; eva-maria.svensson@law.gu.se	U of Gothenburg , Sweden	To Commercialise Freedom of Speech: Swedish media between democracy and market	The focus of this paper is to study challenges from the market on freedom of speech in the media. Politicians, lawyers and journalists are on the barricade for protecting a widespread freedom of speech when challenged by demands for restrictions. When it comes to market-driven demands on freedom of speech the response from the same groups are more ambivalent. Commercial speech is about enlarging and strengthening the legal base for commercial interests in the media market. In Sweden commercial speech has a weaker protection in the constitutions. During the last five years we have seen a growing discussion about giving commercials the same protection as other expressions. The questions are, from a media perspective, will this jeopardize the credibility for journalism, and from a citizen s perspective, will a strengthening of commercial speech benefit informed citizenship? Research methods: Textual analysis of mediated debate on commercial speech, legal and official documents. Interviews with media key players. Key findings: Our study shows that the debate is not only about the commercial right in itself but also about the right to increase the amount of advertisement (proportion and frequency of television advertisement) and to allow larger variety of advertisement content. This can be explained by many factors. One is the harmonisation to the Audiovisual Media Services Directive. The other is the financial crisis within the media sector that might blur the editorial positions towards commercial speech.

Name	Email	Institution	Title	Abstract
EIDE, Martin	martin.eid e@infome dia.uib.no	U of Bergen, Norway	The Structuring of Accountabilit y Journalism	An essential challenge for journalism studies, in a time when the phenomenon and concept of journalism is more contested than ever before, is the understanding of journalistic agency. In order to understand the making and maintenance of accountability journalism we can find inspiration in scholarly work on the problematic of structuring (Philip Abrams 1982), and thus overcome the contradiction between people making history and history making people (Zygmunt Bauman 1989). There is also something to be learned from Anthony Giddens and his persistent work to formulate a structuration theory (1979). Furthermore, we can draw upon some important works by the economic historian Christopher Lloyd and his formulation of methodological structurism (1986, 1993). In structuration theory structure is conceived of as rules and resources, recursively implicated in the reproduction of social systems (incl. institutions). What rules and resources can journalists nowadays draw upon to structure viable versions of accountability journalism? This paper demonstrates the relevance of the above mentioned theoretical contributions in the understanding of journalistic efforts to conduct and maintain accountability. It has been argued that journalism, in a time when we re all journalists , should simply be regarded as an activity, rather as an institution (Scott Gant 2007). The present paper, however, defends an institutional perspective and stress the need to conceive journalism as an institution with a history, and a possible future
GABER, Ivor	ivorgaber @gmail.co m	City U & U of Bedfordshir e, UK	The Transformati on of Campaign Reporting: The 2010 UK General Election, evolution or revolution?	This paper argues that the 2010 election represented a transformative moment in the reporting of British General Election campaigns. Some of the changes were incremental but some were dramatic and specific to the 2010 campaign. The single most important reason why 2010 was a totally different campaign to report was because of the advent of the leaders' televised debates. The debates not only had a dramatic impact themselves but also played an important part in making 2010 a virtually policy-free campaign. However, there were other major developments – more incremental – that also had an important impact on the daily business of election campaign reporting in 2010. In summary these were first, changes in the way that the parties organise their media campaigns, including their use of press conferences, news releases, regional tours and big events. Second, there was a heightened effort by the parties to increase their unmediated contact with the electorate. And third, the intensification of the news process continued unabated. This intensification relates not just to the amount of information available to journalists, but also to the speed with which they are able to disseminate it and the range of outlets at their disposal. All these factors contributed to making the 2010 campaign - election reporting, but not as we know it.
GADE, Peter, BOETTCHER, Mike, KRUG, Christopher, SCHMELTZER , John, JONES, Julie, STEYN, Elanie, WIEDEMANN, Buddy & FOOTE, Joe	pgade@o u.edu; mikej.boet tcher@gm ail.com; krug@ou. edu	U of Oaklahoma, USA	Afghan101: A case study of innovative journalism	This proposal is a case study of an innovative journalism project. Afghan101 -- http://afghan101.ou.edu/ -- is a collaborative, highly-specialized online journalism initiative. Mike Boettcher, former CNN correspondent and visiting U of Oklahoma professor, and son Carlos are embedded with the 101st Airborne Division in Afghanistan. They are sending via satellite raw, unedited multimedia to OU journalism students, who are producing content for the site. Meanwhile, students are reporting about 101st soldiers families the life of military families while loved ones are away at war. The site also features a Facebook link allowing users to share content among their networks. The site went online in November 2010. Innovative elements are many. Ownership is hybrid and collaborative, including public (U of Oklahoma), private (ABC News) and non-profit (Sarkeys Foundation) sponsors. The focus of reporting is not common in mainstream media. Content creation is collaborative between professionals and students. News processes are non-routine and evolving. War reporting has broad democratic implications, but site content is specialized and niche. The site encourages interactivity, user-generated content and content sharing. The case study will include: --project overview, the collaborative agreement and work processes; --content analysis of the site (February-May 2011); --analysis of site traffic and web analytics during the same time period. This study could provide a framework for understanding emerging forms of media collaboration both in funding and news work. It also provides data about the types of content and patterns of web traffic these specialized, in-depth, hybrid news projects can generate.

Name	Email	Institution	Title	Abstract
GEORGE, Eric, CARBASSE, Renaud & GOYETTE-CÔTÉ, Marc-Olivier	george.eric@uqam.ca; renaud.carbasse@gmail.com; goyette.marco@gmail.com	UQAM and GRICIS, Montreal, Quebec, Canada	Converging Journalism: Producing and publishing news for multi-platform conglomerates in Canada	<p>The democratization of Web access in the mid-1990s, and the subsequent boom of news content available online, fuelled the hopes of many for greater pluralism of information available to the public. More notably since 2001, the Internet has taken a more central role in strategies for diffusing news in Canada, and eventually became one of the prime diffusion channels for some major news outlets. However, it appears that whilst some argued that the Internet would broaden the spectrum of news producers, we have witnessed, in Canada at least, an acceleration of the concentration of media ownership. Three main actors share the audience in the English-speaking market, and only two major ones operate in the French one. The presence of these actors is almost as important in the new media sector as in newspapers, radio and television, where the only major change has been the introduction of "pure players", called infomediaries (e.g. Google, Yahoo, MSN and Sympatico), which however don't produce information, even if they play a crucial role at the level of news distribution. In this communication, we intend to examine firstly how structural factors -- but also more related to the current context -- have forged the Canadian mediascape by contributing to accentuate a tendency towards the convergence, both technical and economical, of news actors. Secondly, we will examine consequences for journalism practices in the perspective of apparent obstacle to information pluralism. Our research is funded by SSHRC (Canada) and FQRSC (Québec).</p>
GODLER, Yigal & REICH, Zvi	igeozy@hotmail.com; zreich@bgu.ac.il	Ben-Gurion U of the Negev, Israel	Explaining Journalistic Epistemologies: Preliminary findings and a theoretical framework	<p>Recent years have seen a decline in traditional journalism, stemming from a series of economic and technological developments, but could this crisis have also reached journalists' core ability to represent reality ? Based on interviews with 1800 journalists from 18 different countries, this study, which is part of "Worlds of Journalism" research project, points to journalists' relatively limited belief in their ability to depict reality "as it is" and in the self-explanatory character of facts, especially so in western cultures. These data position the current study in the midst of an ongoing debate among journalism scholars, many of them adherents of the social construction of reality perspective, with a minority of dissidents arguing that objectivity is possible, if hard to attain. Theoretically, this study draws on the largely fragmentary scholarship on the topic in an attempt to build an integrative theoretical framework, combining insights from journalism research with those from Philosophy and the Sociology of Science. Empirically, the purpose of this study is to identify the predictors of journalists' distinct attitudes towards facts and towards their ability to represent reality, mapping personal-level, organizational-level and national-level characteristics of the journalists which may affect the formation of specific epistemological beliefs. The authors discover numerous significant correlations such as those between the importance of religious beliefs, news organizations' ownership patterns, and the tendency to regard facts as self-explanatory. Findings also indicate that the idea that "facts speak for themselves" is more easily found in developing and non-democratic countries than among western democracies.</p>
GUTSCHE, Robert Jr & MALEWITZ, James	robert-gutsche@uiowa.edu; james-malewitz@uiowa.edu	U of Iowa, USA	Facing the Future of Online, Nonprofit News: The challenges and prospects for emerging non-profit journalism in the U.S.	<p>The changing news media landscape and struggling traditional business model of news in the U.S. has been well established. An emerging trend of national and regional non-profit centers have moved in to fill an information gap through in-depth collaborative journalism. In the past year, journalists have mapped an ecosystem of 60 non-profit journalism centers throughout the U.S., most of which have published their first stories within the past decade. Much of the journalism world has heralded this non-profit boom as a vital compliment to the ailing for-profit news industry, or as a model that might drive the news industry in the future. Yet, emerging non-profit centers face a myriad of challenges that have not been identified in scholarly and collected means, including: constructing sustainable revenue models; seeking collaborations with news organizations historically driven by fierce competition; touting the merits of journalistic collaboration while competing with other non-profits for finite resources. This paper's conclusions and recommendations are based upon analysis of journalistic reporting about emerging online non-profit news organizations. Insights into the challenges facing the new nonprofit newsworld in the U.S. include discussions about the practical and philosophical dilemmas that beset new non-profits while shedding light on possible solutions for the future of journalism and its economic viability. The authors of this paper are two journalists who have been involved in the formation of two non-profit centers in the past two years.</p>

Name	Email	Institution	Title	Abstract
HARRINGTON, Stephen M.	s.harrington@qut.edu.au	Queensland U of Technology, Australia	If It's Sick, How Can We Tell? Four criteria for evaluating the health of journalism	This paper seeks to address the highly pervasive discourse that journalism is in crisis by outlining four criteria by which we might evaluate the health of the practice (measures of both quantity and quality). It argues that, when judged according to these four criteria, journalism might actually be in reasonable health, and challenges the business-centric posture which often dominates discussions (in the media as well as academia) about the profession's supposedly dire future. I therefore conclude that more attention should be placed on whether journalism itself is performing the function we expect it to, rather than the way it is funded.
HEINRICH, Ansgard	a.heinrich@rug.nl	U of Groningen, The Netherlands	Foreign Reporting in the Sphere of Network Journalism	Foreign correspondence reports are an everyday feature of traditional news media and for decades have often been the only access points to news from afar. However, in today's global sphere of information exchange, countless new providers offer information from around the world, including bloggers, citizen journalists or pressure groups. In many cases, they draw attention to regions and stories often not covered in mainstream news and at times include different viewpoints or story angles. Accordingly, traditional notions of foreign reporting are being challenged. Till date, foreign reporting concepts are strongly tied to the nineteenth century nation-state idea when media were assigned a crucial role in the nation-building process, assisting to create what Benedict Anderson coined 'imagined communities'. Today's sphere of information exchange carries a different face. Within a complex, global communication space, layers of information along with interpretation frameworks for news stories are multifaceted and manifold. As traditional news outlets now are joined by alternative information providers, we need to redefine correspondence in this sphere that I call the sphere of network journalism. What this network journalism sphere holds for foreign reporting will be discussed throughout this paper by drawing upon cases taken from current journalistic practice using Egypt as an example. How can we theoretically conceptualize reporting from afar in the age of network journalism? What kinds of foreign reporting does today's news sphere offer? And: how is the foreign covered, as the nation-state as framework for interpretation seems to lose grounds in times of globalization?
HERMIDA, Alfred	alfred.hermida@ubc.ca	U of British Columbia	Tweets and Truth: Journalism as a discipline of collaborative verification	This paper examines the impact of social media on the core journalistic value of verification. It draws from literature from both inside and outside journalism studies to consider social media technologies such as Twitter as systems for collaborative verification. Through the discipline of verification, the journalist establishes jurisdiction over the ability to objectively parse reality to claim a special kind of authority and status. However participatory media platforms subvert journalism's claim to a monopoly on the provision of everyday public knowledge. Social media questions the individualistic, top-down ideology of traditional journalism, and has affected the definition of authority in academic knowledge collection, medicine, and patent law. The paper considers journalism practices as a set of literacies that are socially recognised ways of generating, communicating and negotiating meaningful content through the medium of encoded texts. It draws on the theoretical framework of new literacies research to examine the shift from a focus on individual intelligence, where expertise and authority are located in individuals and institutions, to a focus on collective intelligence where expertise and authority are distributed and networked. This paper suggests that services such as Twitter offer media systems for collaborative verification. Journalists' concerns about the validity and accuracy of Twitter can be understood as an expression of an occupational culture that seeks to maintain jurisdiction over certain discursively, culturally, and epistemologically constructed forms of expertise. This paper offers an exploratory discussion of the impact of collaborative verification on journalism, reframing the role of the journalist in a networked society.

Name	Email	Institution	Title	Abstract
HERMIDA, Alfred FLETCHER Fred, KORRELL Darryl & LOGAN Donna	alfred.hermida@ubc.ca; fred_fletcher@sympatico.ca; dkorell@interchange.ubc.ca	U of British Columbia; York U; U of British Columbia, Canada	Your Friend as Editor: The shift to the personalised social news stream	This study examines the impact of social media spaces on news consumption, based on an online survey of 1,600 Canadians. News organisations are rushing into social media, viewing services like Facebook and Twitter as opportunities to market and distribute content. But there has been little research outside of the US into the effect of social media on news consumption. Our study found that social networks are becoming a significant news destination for Canadians online, above all for young users. A third overall cited social networks as important sources for news, rising to almost two-thirds for students. Two-fifths of social networking users said they get news from people they follow on services like Facebook, while a fifth get news from news organizations and individual journalists they follow. Users said they valued social media because it helped them keep up with events and exposed them to more news and information. Our findings build on US research pointing to the importance of news as a social experience online. A significant segment of the audience now relies on their online social network to alert them to news of interest, with indications that this trend is accelerating, particularly on emerging communication spaces like Twitter. The dissemination of news through social interaction has always affected how the media distribute news. Social recommendation may extend reach and drive traffic to news content, but it also disaggregates content and undermines mass media business models based on delivering large, aggregate audiences to advertisers.
HOBBS, Andrew	ahobbs2@uclan.ac.uk	UCLan, UK	Lessons from History: Why readers preferred the local paper in the second half of the nineteenth century	The [provincial] newspaper is essentially a thing of the past, Mortimer Collins wrote in 1863. This widely accepted threat came from the railways, whisking London papers to the provinces, then from roving reporters and the telegraph, gathering provincial news and sending it back to metropolitan publications. Yet the predictions did not come true. Quite the reverse: the aggregate of local and regional newspapers outsold metropolitan titles from the early 1860s until the 1930s. Today, the past popularity of the provincial press can again be seen as contingent and problematic, rather than taken for granted. This paper, based on a recently completed PhD, examines why local newspapers were the most widely read type of newspaper in the second half of the nineteenth century. Using historical traces of reading the local paper in diaries, autobiography, oral history interviews, library records and newspapers themselves, it demonstrates that readers responded to the localism of the press, and used it to confirm communal and individual local identities. This paper argues that modern-day publishers and commentators have emphasised the commercial and formal political aspects of the local and regional newspaper, at the expense of its cultural and democratic roles. A narrow, glamorised version of the Fourth Estate myth has led to neglect of what readers want and need from their local paper. However, a minority of publishers have understood the commercial value of localism, achieving impressive market penetration and profits. If nothing else, history teaches us that it does n't have to be like this.
HUMMEL, Roman, KIRCHHOFF, Susanne & PRANDNER, Dimitri	roman.hummel@sbg.ac.at; susanne.kirchhoff@sbg.ac.at; dimitri.prandner@sbg.ac.at	U of Salzburg, Austria	We Used to be Queens and Now We Are Slaves: Working conditions and professional expectations in the media	Since the 1990s journalism has undergone a number of dramatic changes. The so-called new media and the internet in particular have created various new professions in the field of media production, changed what is considered as journalistic practice and brought about an organizational restructuring of many news enterprises. The project <i>Developments in Media Careers</i> aims to identify these structural changes in Austrian journalism. The mixed method study produced findings regarding the following key issues: entry into the profession, occupational conditions, career strategies, gratifications, self-conception, and role images. The findings show among others that the current constitution of the profession in Austria is heavily depending on personal networks, both within and outside the journalistic field. And despite the increase in U graduations, formal education is not highly valued. As economic and working conditions worsen, the media market is faced with a rising number of freelancers. Still, most journalists identify their profession as a dream job. Therefore symbolic gratifications are assumed to be as important as wages. Indeed, journalists are usually content with what they are doing and identify strongly with their respective medium. Here role images and alternative justification strategies play a vital role, e.g. employees in private broadcasting and the tabloids tend to emphasize team relations, economic success and craftsmanship while journalists from quality newspapers value their medium's good name and prestige.

Name	Email	Institution	Title	Abstract
JOHANSSON, Bengt & WESTERGRÉN MÖRTBERG, Erik	bengt.johansson@jmg.gu.se; guswester@stud.nt.gu.se	JMC, U of Gothenburg, Sweden	Local or Not? The impact of political system factors on media election coverage	This study aims to find out how political system factors affect the media election coverage, by analyzing the local election press coverage in Norway and Sweden. These countries belong, according to Hallin and Mancini's work on media systems, to what is called the Democratic Corporatist Model. But there are of course significant differences between the political systems in the Nordic countries. One important distinction is when elections to local parliaments are held. In Sweden, elections to national, regional and local parliaments take place on the same day every fourth year. In Norway, local elections are held in-between national elections in four-year cycles. The design of the study can therefore be characterized as a most similar system design. Media system and the political system is similar. But when local elections take place in relation to national elections are different. In line with theories of second order elections a number of hypotheses can be proposed, where national politics are supposed to be more influential in local election coverage in Norway compared to Sweden. This because research on second-order elections state that second order elections (such as local elections) tend to be characterized as barometer-elections, as a poll on how the national government is doing their job and how the economy develops. The empirical analyses are based on a content analysis conducted on four local newspapers in Norway and Sweden in the local elections in 2007 (Norway) and 2010 (Sweden) during the last two weeks of the election campaigns.
KARLSSON, Michael & CLERWALL, Christer	michael.karlsson@kau.se; christer.clerwall@kau.se	Karlstad U, Sweden	Negotiating Professional News Judgment and Audience Metrics	Digital media allows for tracking audience behaviour instantly about which articles are read and not and subsequently, newsroom staff no longer has to make guesses about the readers' preferences. In that sense the audience have a more active role in the secondary gate keeping stage creating a scenario of potential negotiation between on the one hand the journalists' traditional authority and professional news values, and on the other hand the audience's newly gained power in terms of ignoring or paying interest to the journalistic outcome. The focus of this paper is if and how this in depth information about what articles are selected by the readers will change news values and impact on newsroom routines. More specifically, it strives to answer questions about how the professional gate keeping process is influenced by evidence based on electronic measurements of audience's preferences, and how the almost unlimited possibilities to trace and track the audience's prioritizations affect journalists' superiority in the news evaluation process. The empirical data is drawn from in-depth interviews with online editorial managers at mainstream news sites in Sweden. Preliminary findings indicate that audience metrics bring a new dimension in the news evaluation process. Journalists strive for a good mix between customization to reach audience satisfaction and a desire for editorial independence in making publishing decisions. As shown in the study, metric data seems to influence the life span of an article; if it gets a prime location online and how much resources are spent in developing the story.
KENNEDY, Julia	julia.kennedy@falmouth.ac.uk	U College, Falmouth, UK	Reading Deepwater Horizon: The YouTube responses	The explosion of BP's Deepwater Horizon oil rig in April, 2010 provoked significant response across mass and alternative media forms. By July 21st, 2010, some 141,000 videos were accessible on YouTube under the search term BP oil spill. The overwhelming response to the incident on YouTube offers a valuable corpus for understanding responses to environmental disaster through user-generated content. This study seeks to isolate the varying modes of address through an initial generic analysis of uploaded material. How much of the content is taken from mainstream media and how much is produced by users themselves for example? What creative vernacular forms of digital storytelling can be isolated? How much of the material represents cultural citizenship in the form of direct calls for activism or culture-jamming, linking into the broader blogosphere? In contrast, how have BP themselves utilized YouTube as a means of corporate PR following the spill? Critical discourse analysis of the narrative framing of selected videos across these generic categories is read against Daley and O'Neill's (1991) work on media coverage of the Exxon Valdez oil spill. The dominant narrative frames isolated in 1991 were those of disaster, crime, and the environment. This paper contrasts the narrative framing of more traditional media against those emerging in contexts of user generated content. In conclusion, the paper considers the findings against Bernard Stiegler's (2009) concept of YouTube as a technocultural isonomy replacing the traditional hegemony of media production/consumption within contexts of environmental representation.

Name	Email	Institution	Title	Abstract
KNIGHT, Megan Anne	maknight@uclan.ac.uk	UCLan, UK	The Use of Social Media and Web 2.0 Technologies as Newsgathering Tools in Contemporary UK Journalism	Newsgathering is an increasingly technological practice, and professional newsgathering is also increasingly under fire from amateur competition in the form of “citizen” or “participatory” journalism. In the public eye the debate is often framed as the “death of traditional journalism” and the rise of the new “digitally empowered” masses. Journalists are increasingly being told that they need to use these new tools to connect with audiences, and news organisations encourage journalists to use tools which are considered to be more efficient, more time-saving and therefore a cost-saving to the news organisation. Within the context of this changing environment, this study will examine the ways in which journalists and reporters use social media and Web 2.0 technologies as newsgathering tools. This is part of a series of studies which examine the impact of social media on journalism practice from a variety of angles and perspectives. It will build on previous work on the use of social media as a source (Knight 2010), and planned analyses of journalists and reporters’ use of social media in real-time reporting situations. Based on a survey of national newspaper journalists, this paper will examine changes in the daily routine of journalists, the training of journalists for this new environment, and the larger impact on newsroom management and structures. Preliminary findings from the project indicate that the use of social media is not as widespread as the way it is presented in public discourse, and that traditional news practices are still firmly entrenched within the mainstream media, although there exceptions to this within the larger environment.
KRUMSVIK, Arne	a.h.krumsvik@media.uio.no ;	U of Oslo, Norway	Why Old Media Will be Funding Journalism in the Future	An analysis of traditional and new news industries (i.e. newspapers, television, online and mobile media) with Porter s Five Forces as a framework, explain why business models for journalism in new media are not likely to become sustainable. While the competitive force of substitutes challenges the funding of journalism in newspapers, the main concern in the television industry is lower barriers of entry due to digital distribution. In new media all the five competitive forces in the model works against profit in the news industry. As users and advertisers migrate online in the age of digitization, convergence and participation, the news media are adapting and expanding their distribution strategies. This paper do argue that while new digital media products will increase their strategic value in order to defend and expand the reach of traditional media players, it is likely that the funding of journalism in the future will be dependent on the revenues from strong traditional media products in the portfolio. The findings from this analysis of the Norwegian news industries will be generalizable to most sophisticated media markets.
LAHAV, Hagar & REICH, Zvi	hagarla@012.net.il ; reich@bgu.ac.il	Sapir College, Israel & Ben Gurion U, Israel	"Living Ugly or Dying Beautifully": A case study of the interpretation and rejection of an innovation in journalism	A journalistic community s interpretation of innovations and perception of departures from routine journalism may indicate its ability to adopt changes, reinvent itself and survive. This study suggests a theoretical typology of routine breaking in journalistic work and its interpretation and tests it by analyzing an experiment in which about 70 international and Israeli authors replaced the reporters of a major Israeli newspaper and produced the news in two special issues. Using a mix of methodologies content analysis, interviews with journalists and authors, a survey among journalists and analysis of readers letters and user comments the study shows that the journalistic community reacted conservatively to this exceptional project. The authors demonstrated their capabilities in performing reporters work, met standards deemed publishable by the editors and produced issues considered more interesting than conventional editions of the paper. Nevertheless, the journalistic community framed the project as a deviation to be rejected as not real journalism. This may suggest that the journalistic communities reflexive protection of their familiar environment is so strong that it may endanger their ability to survive unfolding threats.

Name	Email	Institution	Title	Abstract
LARRONDO, Ainara, LARRAÑAGA, José, KOLDOBIKA, Meso & AGIRREAZKU ENAGA, Irati	ainara.larrondo@ehu.es; jose.larranaga@ehu.es; koldo.meso@ehu.es	U of the Basque Country, Spain	The Convergence Process in Public Audiovisual Groups: The case of Basque public radio television (EITB)	The digitisation and diversification promoted by the development of web divisions has situated media groups at a decisive moment, requiring strategies of adaptation that necessarily involve multimedia convergence. This key term for understanding communication today alludes to a gradual process the convergence continuum (Dailey et al., 2004) which has the integration of newsrooms as its goal and is making itself felt in different interrelated fields technologies, newsrooms, professionals and content (López & Pereira, 2010). In Europe, public audiovisual corporations such as the BBC (Great Britain), SVT (Sweden), NRK (Norway), DR (Denmark) or YLE (Finland) have provided some of the most relevant cases of convergence to date. In Spain, this adaptation is still moderate and it is the regional media that are showing a particular predisposition to change. In this context, the communication analyses the experience of one of the pioneering public groups in the Spanish state, the public radio television of the Basque Autonomous Community, Euskal Irrati Telebista (EITB). In line with other studies of similar characteristics, it employs a mixed methodology incorporating quantitative procedures (surveys) and qualitative ones (ethnography, focus groups and semi-structured interviews). The results make it possible to argue that EITB is slowly advancing in convergence, setting out from strategies typical of the initial phases of this process, such as grouping newsrooms together in the same physical space, cross-media promotion, taking advantage of synergies of multiplatform distribution or basic editorial coordination, which places this group midway between digitisation and convergence.
LEWIS, Seth	sclewis@umn.edu	U of Minnesota, USA	The Open-Source Ethos of Journalism Innovation: Between participation and professional control	This project examines the intersection of journalism and open-source software. It does so through a qualitative case study of the Knight News Challenge, an innovation contest that represents one of the most notable efforts to shape the future of journalism. Through a series of interviews and textual analyses, I explore how technology — both its material affordances and cultural contexts — influences the ethos and values of journalism and its transformation. The open-source software movement, as a philosophy and a pragmatic approach to computing, emphasizes decentralization of control and end-user participation — in contrast to the closed practices associated with professions, including journalism. The Knight News Challenge, by requiring that journalism innovators make their projects “open,” in code and in spirit, thus set forth a challenge to journalism’s notions of professional exclusivity. This, in turn, contributed to a set of winning innovators who generally see journalism as an open-source practice to be shared, rather than a proprietary profession to be protected. This open-source logic suggests that news/journalism should be seen not as a “product” polished by professionals so much as a “process” of incremental improvement, in the style of iterative software development, wherein end-users play a key role in maintaining quality by flagging and correcting errors. This connection between open-source technology and participation in journalism raises questions about the future role of the “professional” in newswork. Moreover, these findings point to the need for understanding how frameworks like the Knight News Challenge can wield an influence in shaping the agenda of journalism innovation.
LOPEZ-RABADAN, Pablo	rabadan@com.uji.es	U Jaume I de Castelló, Spain	New Trends in Political Journalism: The management of specialized sources as criterion in the professional renewal of press	Within the debate on the future of journalism, the need to upgrade the professional model of the press to the digital environment (new goals, functions, methods, etc.) has become a central and pressing challenge. In this approach, the commitment to a specialized journalism focused on the analysis and interpretation of news has established itself as an interesting alternative in a business sense and informative. For the study of this trend, it was decided to analyze the use of specialized sources in political journalism. On the one hand, the management of such sources is considered an objective criterion to detect the consolidation of new professional model, especially in a relevant media as the international reference press. And secondly, nowadays, political news has become a critical element in the construction process of social agenda: to structure the limits, contents and discourses of public debate. Therefore, the production of political information, and especially the study of management of specialized sources results relevant in professional and citizen terms. So, from a scientific literature review in depth, this paper offers an updated and panoramic perspective of this question and initial empirical study. Firstly, It deepens in the emergence of a new type of independent and expert sources, and its professional and discursive consequences respect to its credibility. And finally, it is proposed the comparative study of the use of Wikileaks as specialized source in the British reference press (The Guardian) and Spanish (El Pais) in the coverage of the U.S. Embassy cables case.

Name	Email	Institution	Title	Abstract
MCQUEEN, David, JACKSON, Dan & MOLONEY, Kevin	dmcqueen@bourne.mouth.ac.uk; jacksond@bourne.mouth.ac.uk & kmoloney@bourne.mouth.ac.uk	Bournemouth U, UK	The PRisation of News and Media Literacy: An audience reception study	There has been growing concern in recent years about the increasing influence of public relations on news content. The apparent blurring of the line between PR and journalism, has been described variously as PRisation ; churnalism and fake news and there is increasing alarm over the implications of this development for contemporary news reporting. However, while there is now a considerable body of evidence for the growth of PR-sourced material in the news there has, as yet, been no substantial research into audience reception of and attitudes to PR-driven news stories. This paper presents the results of a study that examines audience readings of news stories with PR input across a range of news sources. It aims to identify to what extent audiences are able, unprompted, to detect PR content in the news (what we call PR literacy). It also sets out to examine how far education, and especially media education, may sensitise audiences to the presence of PR influence in the news. The study involves analysis of interviewees' responses to PR-driven stories in a range of media that were probed by means of a questionnaire, interview and focus group discussion. The results provide the first sustained attempt to gain an understanding of audience perception of PR-driven news and the ability to detect and, if need be, resist covert PR influence in the news. As such the study considers how seriously we should consider the encroachment of PR into our news and its potential effect on the democratic life of communities.
COSTERA MEIJER, Irene	i.costerameijer@let.vu.nl	VU U Amsterdam, The Netherlands	Public Listening: New challenges for journalism	Changing audience requirements for news and the ways in which it is presented and delivered, bring with them new challenges to journalism and journalists. Large groups of media users no longer feel represented in and through mainstream media. Increasingly an empowered audience opts out of news use altogether when journalism neglects or does not do justice to its issues, circumstances or experiences. Participatory journalism (citizen journalism produced in a professional environment) is often presented as a remedy because it widens the possibilities for people to have a voice . My data suggest however that, under certain conditions, getting a voice might be less important compared to being heard. Illustrative is a participatory journalism case study consisting of an audience, content and production study - of two hyper local weekly television programmes of 10 - 20 minutes made by and for inhabitants of two Dutch ethnically diverse problem neighborhoods and broadcast by a regional public newscaster. The data suggest how professional journalistic routines have to change in order to address inhabitants news wishes: from participation to facilitation. In addition the case study took stock of the formats, forms of presentation, tone of voice, and news selection citizens appreciate about hyper local television. The success of the participatory project might be better described in terms of vision and hearing than in terms of voice. Inhabitants felt positive about the project because and as far as it succeeded in public listening ; addressing their need of being heard about crucial, but everyday experiences.
MESSNER, Marcus & BAJKIEWICZ, Tim	mmessner@vcu.edu ; tbajkiewicz@vcu.edu	Virginia Commonwealth U, USA	Facebook, MySpace and Twitter as Journalistic Sources: An analysis of social media uses in traditional news media	Social media like the networking platforms Facebook and MySpace and the microblogging service Twitter have experienced vast adoption rates with newsrooms worldwide. While current research has started to closely examine how news organizations are utilizing social media for news dissemination and community building purposes, very little attention has been paid to the use of social media as news gathering and research tools. While for instance the rise of blogs and their use as reporting tools has been analyzed in a variety of studies, this has been not the case for social media at this point. This study analyzes the mentions and sourcing of social media in traditional news media organizations. The researchers conducted a quantitative content analysis of all news content published in The New York Times and The Washington Post that mentioned Facebook, MySpace and/or Twitter between 2006 and 2009. The analysis of 6700 articles showed that not only the mentions, but also the direct citations of content on Facebook, MySpace and Twitter— and thereby the uses as sources—increased dramatically across a variety of topics during the four years. The findings of this study signal a shift in research and citation practices in journalism. Traditionally, journalists relied on personal interaction with sources and real-life observations. Increasingly, these research methods are supplemented and replaced with personalized content from social media platforms. The findings show that research and citation of social media content have become routines in the news gathering process.

Name	Email	Institution	Title	Abstract
MÜKKE, Lutz	lutzmuekk e@aol.co m	U of Leipzig, Germany	Journalists of Darkness	Given the working conditions of German Africa correspondents, the portrayal of reality can only be a vague objective. This is only partly due to the individual job performance of correspondents, intercultural communication barriers, and restricted freedom of the press or bureaucratic obstacles in Africa. The shortcomings in coverage Sub-Saharan Africa are mainly due to the structural and institutional basic conditions established by the editorial offices and media houses conditions that, on their part, are embedded into cultural dimensions: a far-reaching lack of interest in Africa. Heavy job cuts fit into a distressing overall picture of the production process of Africa coverage. The study establishes that there are clear deficits in the editorial management of Africa correspondents and Africa coverage. For instance selection criteria for Africa correspondents revealed amazing facts: The criteria fit into the overall picture of the construction and production processes of Africa coverage analyzed in the study: They are largely arbitrary.
NEL, Francois	FPNel@u clan.ac.uk	UCLan, UK	Control Shift and Returns: Tactics and tools local newspapers use to maintain relationships with users online and on mobile	Though the Internet s role in compelling a re-examination of the once-discrete roles of news producer and news audience has been widely discussed and the need for a systematic review of this evolving relationship has been noted, relatively little is known about the specific strategies local newspapers employ to cultivate and main these community connections, nor the extent to which these efforts have paid off. This study addresses that gap by examining how local newspapers in the UK have undertaken the challenges of building, trans-forming, and maintaining relationships with their news users online and on mobile. With reference to communi-cation, journalism and relationship theory, two datasets compiled between 2008 and 2010 are considered: an annual audit of the online and mobile activities of the largest newspapers in each of the Britain s 66 cities, as well as the concomitant print circulation and online user figures. Research interviews bring a qualitative dimension to the analysis that identifies variations in approaches to three forms of interactivity - navigational, conversational and personalization and offers a taxonomy of tactics and tools organisations use to foster and maintain increasingly symmetrical relationships with digital news users. The results also indicate that while these initiatives might be increasing the satisfaction levels of empowered digital news users, some news organisations feel frustrated by the extent to which their efforts have been recognised and rewarded.
NEL, Francois & WESTLUND, Oscar	FPNel@u clan.ac.uk ; oscar.wes tlund@jm g.gu.se	UCLan, UK; Gothenburg , Sweden	Making the Mobile News Call: Newspapers in transition	Newspapers are in flux. Having seen their traditional businesses battered by forces that include the structural changes wrought by rapid growth of networked digital technologies and the cyclical shifts in the economy, mainstream news publishers in the UK (and elsewhere) are intensifying efforts to generate new income by expanding their offerings online. However, finding an online business model that would match, if not surpass, the losses in print circulation and advertising incomes has proved more difficult than many had predicted. A bright or at least not quite so dim spot glows from mobile screens. Drawing on data from an annual audit of conducted in 2008, 2009 and 2010, this article examines how metropolitan newspapers in England, Scotland, Wales and Northern Ireland have been making that mobile Web call with specific reference to the theory of niche which, at its most general, explains how media compete and coexist in limited resource environments. The findings illustrate the extent to which the newspapers endeavors to use second (2G), third (3G) and fourth generation (4G) mobile technologies were designed to complement or replace other activities in print and online, while observations about the simultaneous use of media challenge notions about the discrete boundaries of time that underpin the binary logic of niche theory.

Name	Email	Institution	Title	Abstract
NGUYEN, An	an.nguyen@sussex.ac.uk	U of Sussex, UK	Effects of Soft News Consumption on Public Attachment to the News: Is infotainment good for democracy?	As the news continues to become softer across the globe, concerned journalists and journalism scholars have made vociferous voices over its potential destructive impact on public life. However, an increasing number of scholars have risen up to argue otherwise. In line with the industry's position in the debate, they argue that softening the news is the way for the media to continue to well serve democracy because, in an age of media richness and audience fragmentation, soft news helps keep attention-scarce publics with the news. This paper sets out to review and test the tenets of these claims. Using data from a national survey in Australia, it will investigate the relationship between soft news and public attachment to the news, especially among those demographic groups that have been inattentive to the news. The data provide little evidence of any significant effect of the former on news attachment among the general public as well as the six sex-by-age sub-groups that the news industry often target in their market strategies (males 18-34, males 35-49, males 50+, females 18-34, females 35-49, and females 50+). While soft news might be good for business in the short term, it is not for democracy, both in short and long terms.
NIBLOCK, Sarah & LASHMAR, Paul	sarah.niblock@brunel.ac.uk; paul.lashmar@brunel.ac.uk	Brunel U, UK	Who Wants to be a Journalist? Socio-economic imbalance in newsrooms and young people's career aspirations	This paper will explore young people's feelings about pursuing journalism as a career, in light of recent studies confirming it has become one of the most elitist sectors in Britain. Submissions to the previous UK Government's Panel on Fair Access to the Professions (2010) showed that more than two-thirds of those entering journalism now come from households where the main wage earner works in a professional or senior managerial occupation. Fewer than 10 per cent of new entrants come from a working class background, with just three per cent coming from homes headed by semi- or un-skilled workers. Accordingly, this paper presents the findings of questionnaire surveys and interviews with teenage schoolchildren in different parts of the UK who are considering their future career options. Initially, the study examines what aspects might attract or deter them from pursuing a journalism career. Among the factors we explore is whether young people perceive there to be barriers to entry in journalism and, if so, what those perceived or actual obstacles might be. The paper critically reflects on the findings' implications, and considers how the industry, education and policy-makers might address these issues. This is but one part of a much wider study we are undertaking into the impact of a lack of socio-economic diversity amongst the staffs of Britain's newsrooms.
NIELSEN, Rasmus Kleis	rasmus.nielsen@politics.ox.ac.uk	Reuters Institute for the Study of Journalism, Oxford, UK & Roskilde U, Denmark	The Absence of Americanisation Media Systems Development in Six Developed Democracies, 2000-2009	Americanisation is one of the most frequently used and mis-used terms in discussions of international media developments, a supposed trend much feared by Europeans who are (sometimes justifiably) proud of the distinct qualities of their media systems. In this paper, I present a comparative institutional analysis drawing on media and communications studies (Hallin/Mancini 2004), political science (Hall/Soskice 2001) and sociology (Campbell/Pedersen 2001) and based on data on developments in media markets, media use, and media regulation in six developed democracies (the US, the UK, France, Italy, Germany, and Finland) from 2000 to 2009. I argue that, despite frequent predictions of progressive system convergence (Humphreys 1996; Hallin/Mancini 2004; Hardy 2008), the last decade has been characterized by an absence of Americanisation of the news institutions in the five European countries considered. National institutional differences have remained persistent in a time of otherwise profound change. This finding is of considerable importance for understanding journalism and its role in democracy, since a growing body of research suggests that liberal (market-dominated) media systems like the American one increase the information gap between the advantaged and the disadvantaged, have lower electoral turnout, and may lead large parts of the population to tune out of public life. The finding also has theoretical implications, since the supposed drivers of system convergence commercialisation and technological innovation have played a very prominent role during the period studied, suggesting we need to rethink the role of economic and technological factors (and their interplay with other variables) in media system developments.

Name	Email	Institution	Title	Abstract
NYGREN, Gunnar & DEGTEREVA, Elena	gunnar.nygren@sh.se; degelena@nordicmedia.ru	Södertörn U, Sweden & Moscow State U, Russia	Russian and Swedish Journalists: Professional roles, ideals and daily reality	The process of globalization has placed the questions about similarities and differences between media systems in the centre of media studies. Journalism research has reported a homogenization at least concerning ideals, a liberal media model gaining influence. Also research on ideals among journalists and journalism students in Russia, US and Sweden show many similarities in the perception of the role of journalists in society and journalistic values. Still there are big differences between Russia and western countries concerning journalism. This can be a result of remaining differences on the cultural level (ideals/values, traditions) and on the institutional level (relations between media, power and market, the autonomy of journalists in daily work). In a survey to appr. 200 journalists in Russia and Sweden (100 in each country, mostly on national news media in Moscow and Stockholm) have answered questions on ideals, the professional role, press freedom and self-censorship. The survey also contains detailed questions on autonomy in the daily work, about influence from economical and political power and from commercial interests among owners and the media company. The results shows numerous similarities in ideals and values as well as in professional attitudes. But at the same time, it also shows differences in journalistic cultures, in the perceptions of popular concepts (press freedom, future of journalism), and in the daily professional routine. The differences are clear concerning the possibilities to fulfill the ideals of professional journalism in the daily conditions of journalism.
OTTOSEN, Rune	rune.ottosen@jbi.hio.no	Oslo U College	WikiLeaks: Ethical minefield or a democratic revolution in journalism	WikiLeaks as an international non-profit organization offers new insights for journalists through private, secret, and classified information from anonymous sources. This challenge traditional ethical procedures in journalism and raises the dilemmas of editorial practice in a new digital platforms and social media. This paper will use the Norwegian media coverage of Afghanistan as example to discuss the ethical dilemmas in these new publication formats. In July 2010 WikiLeaks released 76,900 documents through the so called Afghan Diary. Through framing analyses the stories published after this leak will be compared to findings from earlier content analyses of the Afghanistan coverage in selected Norwegian media. The hypothesis is that by using leaks from the Afghan Diary the coverage of the Norwegian presence in Afghanistan will be more US-critical than earlier coverage. The Norwegian Afghanistan coverage has been dominated by elite sources, framing the Norwegian soldiers as good-doers. The hypothesis is also that the coverage will reveal new ethical problems since the editors in many cases publish stories, leaving the control of use of sources, to unknown people outside the news room. The paper will also discuss the ethical dilemma that the sources revealed in the Afghan Diary were unaware that the information they provided to informants in the diplomatic or intelligence community eventually would end up in news stories in Western media. The method used will be content analysis of selected news outlets and interviews with journalists in the Norwegian newspapers Verdens Gang, Aftenposten and Dagsavisen.
PETERS, Bettina	director@mediagfm.d.org	Global Forum for Media Development	How Journalists and Self-regulatory Structures Deal with Ethics and Press Freedom in a Changing Technological Environment : Indonesia and Malaysia	The paper looks at how journalists and press councils in two very different media systems in the same region Indonesia and Malaysia have addressed the question of journalism ethics on the internet. The Indonesian Press Council, set up within the move to democracy in Indonesia, which -- although a statutory council --works independently of government has recently been dealing with complaints from the public as well as criticisms from politicians about ethics on the internet. Some internet coverage is being perceived as harmful and journalists and the press council find themselves having to strike a balance between concerns expressed and issues of free expression. In Malaysia, several internet-only based news-sites have been at the forefront of pushing restrictions on press freedom in the country. At the same time, there is concern expressed about excesses on the internet. The paper compares these two on-going developments. It includes interviews with journalists from both countries. It will draw conclusions on what type of self-regulatory structure is best placed to deal with new media ethics in new or emerging democracies in South-East Asia while also addressing problems of transferring structures from one media systems to another.

Name	Email	Institution	Title	Abstract
PETERS, Chris	c.j.peters@rug.nl	U of Groningen, The Netherlands	Journalism To Go: The changing spaces of news consumption	Journalism studies scholars, students and practitioners are in need of new perspectives to tackle the growing crisis of journalism. This paper contends that to understand how we engage with news and political information in the contemporary age, and how technology shifts these rituals, we must conceive of news consumption not just as something we do, but as something we do in a particular place. It asks how news consumption is integrated into, and shapes, the social spaces of everyday life and considers how these spaces are changing. Journalism To Go has a tripartite meaning relating to changing notions of space, speed, and convenience endemic throughout the journalism industry. Specifically: 1) Journalism is now produced to be transportable and its place of consumption is increasingly mobile (Space); 2) Journalism is now produced to adjust for the faster pace of the information age (Speed); and 3) Journalism is now produced to facilitate multiple channels of access and interaction with journalists (Convenience). To understand the current problems of journalism, especially its tenuous and fragile relationship with the public, we need to consider these three transformations in concert. This paper takes a step towards evaluating these spatio-consumptive patterns of news by analysing data generated through Barnhurst's Life History & The Media project, which details participants own stories of media use. What this textual analysis uncovers is that moments of media consumption do not simply take place in space; rather, the spaces of everyday life are produced through these socio-cultural processes.
PHILLIPS, Angela	a.phillips@gold.ac.uk	Goldsmiths, U of London, UK	Speed, Quality and Sociability: The changing practise of live news reporting	Immediacy and ease of access are the most appreciated features for audiences in a growing number of empirical studies (An Nguyen (2010 and 2008) Nozato (2002)). Nevertheless quality is not far behind in terms of audience interest. Ninety per cent of online news users in the Nguyen study had clicked on links in news stories in the hope of discovering more detail. Nozato, using a student sample, found that users were more likely to return to a news organisation that provides depth as well as immediacy. The new addition to this duo is sociability the means of getting others to disseminate information via social networks. Sociability is not interaction by another name it is a recognition that the key role currently being played by web users is not to produce stories or even to add to them rather it is to spread them. Among those who get news online, 75% get news forwarded through email or posts on social networking sites and 52% share links to news with others via those means. (Purcell 2010) This paper will examine the interaction of speed, quality and sociability in the live news environment and the implications of this news triangle for the work of news journalists.
PLEIJTER, Alexander, BOON, Lex & HERMANS, Liesbeth	a.pleijter@gmail.com ; lexboon@gmail.com ; l.hermans@maw.ru.nl	U of Groningen; Leiden U; Radboud U, The Netherlands	Blogging Journalists and Journalistic Values in Transition	Many journalists see bloggers as a threat. One way to resist this threat is to co-opt the blogging challenge by appropriating the blogging form: many media have started to publish blogs written by their own journalists. This raises the question how journalists deal with the conventions of blogging. Weblogs are frequently viewed as a new genre with specific characteristics, like an informal tone, a personal style and responsiveness. These characteristics collide with the traditional journalistic values like factuality, neutrality and objectivity. How do blogging journalists cope with this contradiction? We position this question within two theoretical frameworks. First, the systems theory of professions which says that occupational groups try to keep control over areas of work in the face of external challengers. Second, the constructivist approach to technology which says that new technologies are adopted in a social context in which users negotiate with the proposed definitions of the technology to adapt them to their needs and adapt themselves to the requirements of the technique usage. Our research questions are: (1) What is the added value of blogging for journalists? (2) How are traditional journalistic conventions rearticulated and renegotiated in the blogging context? To answer these questions we interviewed a number of blogging journalists. Our results indicate that blogging journalists experience more journalistic freedom because they are less restrained to the institutional and professional conventions of news reporting. Although they think it is important to stick to the traditional values of journalism, they also articulate new values, like transparency.

Name	Email	Institution	Title	Abstract
ROSAS, Omar	omar.rosa s@fundp. ac.be	U of Namur, Belgium	News You Can Trust: A look into French- speaking Belgian audiences' heuristics for building trust in online news media	Within the ever-growing ecosystem of digital information, today's online news media organizations are not only striving to consolidate their niche as primary informers but also to earn audiences' trust by strengthening their credibility markers, adopting transparent editorial and financial patterns, and looking for reconnecting with the public's demands for participation and unbiased reporting. To carry out this task appropriately, online journalists are drawing on the technological affordances provided by social computing tools (e.g., social networks, microblogging, etc.) in order to capitalize on new information and communication strategies for improving their day-to-day journalism practice. Yet the adoption of such technological affordances has an impact on how audiences come to appraise online journalism and whether or not they decide to trust online news organizations. In this spirit, and based on a qualitative research implementing e-mail questionnaires and face-to-face interviews, this paper analyzes French-speaking Belgian audiences' heuristics for building trust in online news media. It will be shown that audiences invoked three basic heuristics as key to place their trust in online news: (1) online journalists' personal branding (journalists' credibility gained via active participation in social networking sites), (2) transferred reputation (familiarity with a news organization's name is taken as a basis for deciding to trust that organization's online content), and (3) online news users' networks of trust (principally built on peer-based testimonials and recommendation of news content via Facebook, Twitter, Kweeper, etc.). At the end of the paper, some implications for future research on trust in online news are discussed.
RUPAR, Verica	ruparv@c ardiff.ac.u k	Cardiff U, UK	Journalism with a Byline: What does it say about the future?	Unlike film studies and literary criticism, where authorship stands at the centre of inquiry, journalism studies relegates authors to the sub-field of journalism history. Journalism is an institutional practice of representation, it is argued, and the quality of individual works must be situated with their social field. Studies of the representational function of news media therefore analyse media texts seen as a result of the cumulative work of anonymous reporters. This approach allows systematic analysis of social interactions, providing rich data for conceptualizing the place of media in contemporary society. I move away from the research gaze of nameless journalists to look at the work of journalists with recognizable by-lines: newsmakers whose engagement with political, economic and social events has left its mark on the development of modern journalism. The authors discussed in this paper - Ryszard Kapuściński, Anna Politkovskaya, Robert Fisk, Oriana Fallaci, Gunter Wallraff, Seymour Hersh and Phillip Gourevitch - have become reference points in newsrooms across the globe. They have continuously produced recognizable work of the highest prominence. Journalism studies scholarship treats their distinctive signature in terms of an original writing style and exceptional reporting skills. There is good reason for such an approach, but the body of knowledge about journalism might be significantly extended if we use the work of journalists who count as the best professionals to conceptualize journalists' professional identity and their position within the wider field of power.
SALOVAARA-MORING, Inka & JUZEFOVICS, Janis	inka.morin g@helsinki. fi; janis.juzef ovics@gm ail.com	U OF HELSINKI, FINLAND U OF Helsinki, Finland; U of Westminster, UK	Who Pays for Good Journalism? News journalism, ownership and democracy in CEE countries	This paper explores the relationship between ownership, quality news journalism and democracy in Central and Eastern Europe. Although there is agreement that news journalism is salient for vital democratic public spheres, there is a dearth of studies on the relationship between commercial success, content production and media ownership in CEE countries. The comparative approach looks at CEE media systems as media laboratories where the overall tendencies of the media industry (digital convergence, political and market pressures, ownership concentration etc.) can often be seen in their most extreme form. Against the common claim of cultural colonialisation caused by the foreign ownership within the region, the paper argues that in the case of the CEE societies, foreign ownership is often beneficial for accountability journalism by enabling journalists to secure the required distance between news work and local political and economic interests. The article approaches the ownership/democracy equation by comparing the structural tendencies of small markets, using Latvia as its case study. The data consists of media ownership and readership data, and specialist interviews.

Name	Email	Institution	Title	Abstract
SALTZIS, Kostas	ks82@le.ac.uk	U of Leicester, UK	Breaking News Online: A study on the patterns of news story updates in UK websites	This paper examines the impact of around-the-clock news cycles online on the product of news. More specifically it argues that as a consequence of increased competition in the industry and the emphasis on continuous deadlines, the news story is diversified into a fluid, always updated/corrected product challenging existing notions of news as a set piece of work. In this context, time becomes an even more important factor for news production and blurs further pre-existing news formats. The continuously updated news story can change many times during the day and in cases beyond that and challenges the idea of news as the finished product of journalistic work. This research studies four UK news websites (guardian.co.uk, TimesOnline, BBC NewsOnline and SkyNewsOnline) and monitors how specific news stories are broken and updated during the course of a day. It specifically focuses on the frequency of updates, the amount and type of information added as well as their sources in order to investigate patterns of news updating in each organisation. The comparison between the four organisations demonstrates varying degrees of emphasis on updates clearly reflecting factors such as the course of the reported events, the availability of sources, as well as different organisational cultures. Despite these differences, the patterns of news updating that emerge suggest that we need to rethink the news story as a fixed entity which has been associated with the distinct news cycles of traditional media. Although the daily cycles are not completely abolished, the news stories are rarely finalised.
SCHÄFER, Christian	christian.schaefer@uni-mainz.de	U Mainz, Germany	Reasons and ways of inventing new journalistic formats in six German newspapers. Results of qualitative interviews with executive editors	This paper focuses on the question whether newspapers in Germany today have seen changes in journalistic formats (such as reportage, news story, feature etc.). Formats face the change of print journalism for various reasons: the long-term general trend of growing influence of subjectivity and decreasing share of hard-news formats, to name a few. Considering this change, six experts were interviewed by the author to find out how they have updated the formats they use. One-hour qualitative and half-standardized face-to-face interviews with chief and executive editors of German newspapers were conducted. The chosen newspapers spanned from local and regional newspapers to quality newspapers and tabloids. The interviews were carried out between September and November 2010. Experts are in line with journalistic formats taught in textbooks for journalists education. But they can name several new formats or new mixed formats although in different shapes and intensities. Experts emphasize the creation of new formats for explaining, evaluating, analyzing and commenting the news during the past 20 years. However, the experts cannot describe the rules of writing such formats in the majority of cases. This finding contradicts the growing professionalization in journalism. The full paper will verify cross-connections to historical research. The roots of most formats used today are located at the end of the 19th century. A comparison with the recent innovations sketched out above could be instructive.
SJØVAAG, Helle	helle.sjovag@informedia.uib.no	U of Bergen, Norway	Shifting Business Models and Journalism's Professional Ideology	This paper investigates the shift in newspapers business models. The central question is to what extent newspapers display a pack mentality in product development for the digital market, what this entails for the traditional print format, and how this impacts on journalistic ideology. In many respects, the authority of the news profession is challenged by the changing economic and technological landscape. The new strategies of journalistic enterprises are characterized by attempts to adapt to the economic possibilities of digital technology, something that also alters journalistic production goals. As original distribution platforms dissolve, content converges and competition intensifies, the ideals behind the methodology of journalism become strategic assets in the profession's encounter with audiences and their various forms of participation. Here, journalistic ideology and in particular its methodology is used to mobilize a number of intangible and ideal values to retain professional authority in a diversified public sphere and a competitive marketplace. In this paper, I investigate the process of moving away from a business model based on advertising revenue and analyze what happens to journalistic ideology as these enterprises seek new business models. This analysis is grounded in institutional theory, structuration theory and media economy, comparing case studies from the UK and Norwegian news markets to conceptualize the effect of this shift on journalism.

Name	Email	Institution	Title	Abstract
STEENSEN, Steen	steen.steen@jbio.no	Oslo U College, Norway	We're Just Trying to Have a Nice Time': How software like Cover-it-Live potentially transforms the professional ideology of journalism	The professional ideology of journalism is today transforming due to the diffusion of new technology and emerging new media practices. This paper presents a case study of such transformations in journalism by investigating how software like Cover-it-live shapes new practices for online journalists and their audience in two Norwegian online newspapers. The paper is framed by an understanding of journalism as a dynamic practice that is both the outcome and medium of a professional ideology. The role of the journalist is therefore shaped by a constant negotiation between practice and ideology. In recent years, applications like Cover-it-live has provided online newspapers with an easy-to-use tool that integrates the immediacy of live reporting with user-participation. Immediacy and participatory journalism are two of the buzzwords that dominate the discourse on and research of online journalism. It seems that the usability of the application Cover-it-live has boosted the integration of immediacy with user-participation in online journalism. The study presented in this paper investigates how the diffusion of such technology in online newsrooms might transform the practice of journalists in a manner that potentially redefines journalism as professional ideology. A hypothesis is that the integration of such technology into the practice of online journalists potentially merges the rhetoric of discussion forums with the rhetoric of journalistic reporting and therefore challenges the role of journalists as gatekeepers. Such applications might also represent a rhetorical convergence of opinionated journalism and objective reporting, and they might therefore challenge traditional journalistic norms of accuracy and objectivity.
STEPINSKA, Agnieszka & OSSOWSKI, Szymon	agnieszka.stepinska@amu.edu.pl; szymon.ossowski@amu.edu.pl	U of Adam Mickiewicz, Poznan, Poland	Three Generations of Polish Journalists: Professional roles and identities	This paper provides an update data not only on demographic profiles of Polish journalists, but also on their professional features, values and standards. The study is based on 329 telephone interviews that were conducted with a random sample of Polish journalists in October and November 2009. The results revealed that journalists across all the media sectors tended to perceive themselves as news providers rather than entertainment providers, focused more on developing intellectual and cultural interests of the public than providing analysis and interpretation of complex problems, or as acting an adversary role to the public officials by being constantly skeptical of their actions. Furthermore, the survey found differences between three generations of journalists, that is those who entered the profession right after the political transformation in the late 1980s, those who just recently graduated from the universities, and those who have been working for the media organizations for several decades. Finally, it is worth mentioning that the transformation of the Polish media has been strongly influenced by the type of employment most journalists have: while before 1989, most journalists belonged to the salaried, full-time media personnel, two decades later more than 20% of the journalists overall, and almost 60% of the TV professionals, are contract workers. The results showed that a status of employment is another crucial factor affecting a journalists' perception of the professional roles and their identity.
STEYN, Elanie & JENSON WHITE, Kathryn	elanie@ou.edu; kjw@ou.edu	U of Oklahoma, USA	An International Census of Management, Leadership and Entrepreneurship Courses in Journalism and Mass Communication Programs at Institutions of Higher Learning	About 20 percent of editors at the top one hundred newspapers are women, and fewer (are) in top corporate positions (Goodman, 2009:xix). This situation does not look much different elsewhere in the world (Hall Jamieson, 2001). Research attributes this to leadership traditionally being associated with men (Eagly & Carli, 2007; Ridgeway, 2001; Slavin, quoted by Hall Jamieson, 2001:14; Fisher, 2009:32); and to most cultures devaluing women's leadership contributions (Graham McMinn, 2007). Simultaneously, media organizations are at a critical juncture, an unprecedented opportunity to create a communication system that will be a powerful impetus (for) a more egalitarian, humane, sustainable, and creative society (McChesney, 2007). This implies changing requirements for media education and training, especially in regard to media leadership, as the media need leaders who can connect people, think creatively and build effective teams. Women are uniquely positioned for these requirements (Graham McMinn, 2007). However, without adequate leadership education and training, they are unlikely to realize their leadership potential. This paper explores how JMC programs at institutions of higher learning are developing leadership, management and entrepreneurship skills of future media professionals and whether they direct any of their efforts at women in particular. This will be done using results of an international, Web-based census among JMC programs. The goal is to highlight how these programs are preparing students to take advantage of opportunities in the rapidly changing global mediascape and subsequently prepare them to navigate their way through social and organizational obstacles to advance into positions of media leadership.

Name	Email	Institution	Title	Abstract
STROMBACK, Jesper, KARLSSON, Michael & HOPMANN, David Nicolas	jesper.stromback@miun.se; michael.karlsson@kth.se	Mid Sweden U & Karlstad U, Sweden	Dissonant Evaluations of Norms and Practices: Comparing what journalists think should be and are important factors shaping the news	<p>Scrutinizing the factors that shape news content is at the center of journalism studies. The professional news judgment of journalists has been a key issue in this area. Previous scholarly work have mapped which specific factors, such as drama or events including elite persons, serve as routine points of reference when journalists select what news that ultimately will be published. However, previous research has not explored the tension between what normatively should and what really does have an impact on what becomes news. Furthermore, previous research has not looked thoroughly into the relative importance of different factors in deciding what becomes news. Consequently, the purpose of this study is to investigate the normative and the real impact of different news values and production factors for deciding what becomes news. Considering the transformation of news production processes due to digitalization, an additional purpose is to investigate whether there are differences in this respect between journalists working with traditional and online publishing respectively.</p> <p>The study is based on a national survey of Swedish journalists carried out during October-December 2009, with a response rate of 52 percent and a net sample of 621 respondents. Preliminary findings indicate that there are some clear differences between what journalists think is and should be important factors when deciding what becomes news.</p>
THORNTON, Leslie-Jean	leslie-jean.thornton@asu.edu	Arizona State U, USA	News Fueled by News: Twitter's wildfire journalism	<p>Social media tools, particularly Twitter, continually create shared news environments in which routines, deadlines, sources, expertise, roles, and editorial hierarchies and functions are summarily redefined. This is clearly seen during crises and upheavals such as earthquakes and fires: first reports come from non-journalist observers on-scene, helpers, and people seeking information. Reports and queries organize through grassroots hashtags (search terms preceded by #); Twitter posts (tweets) link to photos and videos published on sites as mixed in ownership and purpose as Flickr, nytimes.com, Vimeo, and Facebook. This study uses archived Twitter posts from three spontaneous news events (wildfire outbreaks in Colorado and California in fall 2010). It focuses on patterns found (through coding and analysis) in the use of Twitter for news dissemination: the rise of limited-purpose journalists as editors and reporters; reiterative and participatory roles of news organizations; and conferral of validation and authority through republished tweets (retweets) and shared links. Analysis suggests ways in which news organizations might meaningfully contribute to new practices, and points out the vulnerability of a system that depends on centrality for success.</p>
THORSEN, Einar, SREEDHARAN, Chindu, & ALLAN, Stuart	ethorsen@bournemouth.ac.uk; CSreedharan@bournemouth.ac.uk; sallan@bournemouth.ac.uk	Bournemouth U, UK	Journalism, Transparency and Accountability: WikiLeaks and the War in Iraq	<p>This paper examines the reporting of the whistleblower website WikiLeaks, which has recently emerged as a journalistic force by posting various documents on the internet that were 'classified, confidential, censored or otherwise withheld from the public'. With collaborators and resources spread across nations, WikiLeaks can be seen as a unique, stateless, 'irregular' news organisation powered by anonymous citizen activists. In exploring the contribution of WikiLeaks to war reporting, this paper draws upon the findings of a comparative study of the online news coverage of six major news organisations – Al Jazeera (English), BBC, CNN, Der Spiegel (International), The Guardian and The New York Times – concerned with WikiLeaks materials pertaining to the conduct of the Iraq war. The textual analysis focuses on the coverage of several controversial events, such as the release of the 'Collateral Murder' footage of a US helicopter gunship killing civilians (including a Reuters journalist and his assistant) as well as incidents described in leaked diplomatic cables and war logs. The publication of this material has engendered a running series of global news stories, where the aims and motivations of WikiLeaks itself have come under intense scrutiny. Of particular interest in this study are debates about its status as a form of 'citizen journalism', including whether those contributing to it may claim journalistic privileges and protection in the name of a free, independent media.</p>

Name	Email	Institution	Title	Abstract
THURMAN, Neil, PASCAL, Jean-Christophe & BRADSHAW, Paul	neilt@soi.city.ac.uk; jeanchristophe.pascal@gmail.com; paul.brads-haw@bcu.ac.uk	City U, UK; Independent researcher; City U, UK	Can Big Media Do 'Big Society'?	The UK Government are committed to helping "nurture a new generation of local media companies" and, with the scrapping of proposed subsidies, such companies will have to be profitable to survive. Changes to local media ownership rules allowing companies to follow their customers from platform to platform are supposed to help by encouraging economies of scale. In this context our paper provides a timely case study examining a UK-based commercial local news network owned by Daily Mail & General Trust that leverages economies of scale: Northcliffe Media's network of 145 'Local People' websites. The study evaluates the level of audience engagement with the 'Local People' sites through a survey, and by looking at the numbers of active users, the characteristics of their contributions, and their connections with other users. Interviews with ten of the 'community publishers' who oversee each site on-the-ground provide a complementary, qualitative perspective. Although the study reveals a demand for community content often of a practical nature the results question the extent to which this type of 'big media' local news website can succeed as a local social network, reinvigorate political engagement, or encourage citizen reporting. The Government hopes that communities, especially rural ones, will increasingly use the internet to access local news and information, thereby supporting new, profitable local media companies, who will nurture a sense of local identity and hold locally-elected politicians to account. This case study highlights the difficulties inherent in achieving such outcomes even using the Government's preferred convergent, commercial model.
THURMAN, Neil & SCHIFFERES, Steve	neilt@soi.city.ac.uk; Steve.Schifferees.1@city.ac.uk	City U London. UK	The Future of Personalisation at News Websites: Lessons from a longitudinal study	This paper draws on content surveys conducted in 2007, 2009, and 2010 to trace the changing forms and adoption of personalisation features at twelve leading news websites. Research interviews are used to explore the motivation of editors, and the failures and successes of their personalisation strategies, as they respond to the growth of social media, smartphone applications, and the increasing use of search rather than navigation to locate stories. The research shows: <ol style="list-style-type: none"> 1) an increase in the forms of personalisation and aggregation offered on news websites (up from an average of 9 to 12 per website between 2009-10) 2) an increase in social filtering as a form of news prioritisation 3) dramatic changes in the use of automated services that use algorithms to filter and aggregate news content 4) a decline in opportunities for readers to create their own full 'My' pages of news The paper raises important questions about the gate-keeping role of journalists in the internet age. It also examines the commercial drivers behind the increasing deployment of user-driven and automated content selection and aggregation as an attempt to both increase traffic and save money. The fears of a "Daily Me" where there is no common news platform appear from this research to be overdone. But the challenges faced by news organisations in adapting to the new online environment turn out to be very real indeed.
TOKTAS, Selma	selma.arslantas@gmail.com	Ankara U, Turkey	Journalist in the Turkish Post-1980 Mediascape: Craftman or professional?	As with any industry in the world, the organization of the media has dramatically changed since the 1980s characterized as a proliferation of new information and communication technologies and the disintegration of the welfare state model. In Turkey, the traditional media proprietors who were also journalists themselves replaced big trustees. This followed by journalists giving priority to the interests of the media proprietors. Thus, the media became a hegemonic tool and journalists accepted working under the ideological pressure with the belief that they could not be successful unless they played the game according to the rules. It was with these changes that the journalism which depends on the relation between the adept and the apprentice makes a step towards professional journalism that relies on owners' profit and suffered from a lack of social responsibility. This study reveals the changes in journalism practice after the neo-liberal policy implications during the 1980s and asks the question that who a journalist is. The major result of a field study consisting of in-depth interviews with 35 journalists who occupy posts such as editors, chief editors or managers and a survey of 285 journalists is that with the changing of ownership system and increasing managerial control, opportunities for independent judgment and creativity have reduced, alienation has increased. In addition journalism suffered from a lack of social responsibility and the economic and social status of journalists changed significantly.

Name	Email	Institution	Title	Abstract
VAN DALEN, Arjen	avd@sam.sdu.dk	U of South Denmark	The Algorithms Behind the Headlines: How machine-written news redefines the core skills of human journalists	Over the last decades information technology has made its way into the newsroom, assisting journalists in different phases in the news production process, from the analysis of larges amounts of data to digital distribution. Recently computational journalism entered a new phase with the introduction of machine-written news: new software automatically generates news stories on the basis of statistical databases or news releases. With this latest step in computational journalism each phase of the news production process can now be automated and 'robo-journalists' can produce basic news stories without the interference of human journalists. This paper studies how journalists, media commentators, journalism scholars and bloggers see this development by analyzing their response to the launch of the Statsheet Network, a series of sports websites featuring machine-written news stories. Journalists see this new step as a turning point in the development of computational journalism as it potentially replaces rather than assists human journalists. Journalists see broader applicability for machine-written journalism in other areas where data are widely available like financial journalism. The high speed and low costs with which machine-written news is produced are seen as the main challenges for human journalists. The paper concludes that this development challenges the traditional epistemology of journalism and that journalists redefine their core skills in reaction to this new form of 'robo-journalism'. Responding to automated news content, journalists highlight analytical skills, personality, creativity and the ability to write linguistical complex sentences as important skills defining journalism, rather than factuality, objectivity, simplification and speed.
VAN KERKHOVEN, Marco & BAKKER, Piet	marco.van.kerkhoven@hu.nl; piet.bakker@hu.nl	School of Media, HU Utrecht; U of Amsterdam/HU: The Netherlands	News in a No-paper City	Compared to 20 years ago, regional newspapers in the Netherlands have seen their circulation drop with more than 60% from 2.7 million to 1.6 million. The question raised what happens when traditional print media are not able to cover local community anymore, particularly during local elections, when the electorate depends mostly on local media to form their opinions. Does online journalism take over news coverage? We researched these questions in the Dutch city of Almere during the local elections of March 2010. Almere is one of the two cities in which the populist politician Geert Wilders took part in the elections. Due to his controversial electoral themes, such as immigration quota and a suggested ban on Islam, a heated and newsworthy debate was expected in the online communities. Results suggest that electronic media are largely dependent on the available news of the freesheets and the largest public broadcaster. News is largely copied, linked to or sometimes taken without any reference to the original source. The 50 electronic sources consist for an important part of aggregators and other websites with no staff to do independent newsgathering. The few independent websites and individual Twitter accounts also offered no or very little original news during both periods. We conclude that in the case of Almere digital media have not replaced the local newspaper. News on news websites, aggregators, blogs or Twitter travels fast but shows no direction or authority. Independent sources are scarce while facts and opinion are interchanged easily.
VAN LEUVEN, Sarah & RAEYMAECKERS, Karin	Sarah.Van.Leuven@UGent.be; Karin.Raeymaeckers@UGent.be	Ghent U, Belgium	Impoverishment or Expansion of the Public Sphere? The impact of marketing and digitization on sourcing practices and editorial content	This research project is rooted in our observation of the new duality in the current media landscape. On the one hand, the growing impact of commercialization within the media sector can be demonstrated by the increasing use of institutional, official sources and pre-packaged information. However, new technologies and web applications as Facebook or YouTube also invite for a more diverse use of journalistic sources that might lead to more balanced media access for a wider range of actors. Therefore, actors in the civil society, individual citizens and alternative news sources may develop into more important, although non-institutional, information sources for journalists. Considering these divergent perspectives, our research reveals the underlying mechanisms of the news production process by identifying the prominent sourcing practices and sourcing actors in the newsrooms of six Belgian newspapers. From a longitudinal methodological perspective we match our results with reflexions on the expanding or shrinking mediated public sphere. We focus our research on content analysis of prominent themes, sources and actors in the news output over a period of 30 years (1980-2010). The results will be analyzed in a comparative perspective facing popular and quality newspapers. Finally, we will compare French and Dutch language newspapers, which offers the promising possibility to include journalism culture as an explaining variable in the analysis.

Name	Email	Institution	Title	Abstract
VERGEER Maurice, PLEIJTER Alexander & HERMANS Liesbeth	m.vergeer@maw.ru.nl; a.pleijter@gmail.com; l.hermans@maw.ru.nl	Radboud U; U of Groningen; Radboud U, The Netherlands	Journalists Multi-skilling in the Digital Age: Changes in professional activities	Journalists' activities are composed of multiple tasks, such as writing sections, editing, presenting, filming. Yet some journalists have few specialized tasks whereas other journalists perform on a wide range of activities. These tasks are strongly related to the specific news industry journalists work for, such as newspaper publishing, television news broadcasting or the Internet industry. There are several reasons why it is expected for journalists to be more versatile than in the pre Internet era. The first reason is convergence of media technologies: traditional boundaries between media have begun to disappear due to increased adoption of ICTs in the workplace and the development of multimedia and cross-media business strategies. This results in hybrid media where journalists increasingly produce for multiple platforms simultaneously. As a consequence, modern journalists need to perform multiple activities. The second reason is that news media increasingly have to deal with economic pressure due to economic recess and increased competition. And as a result, with personnel being very expensive and ICTs able to automate news production, many journalists have been laid off in the last decade. The remainder of the workforce is subsequently expected to be able to compensate for this loss by performing additional tasks. Research questions: 1-What type of daily activities do journalists carry out? 2-Do these activities change over time? 3-To what extent are these activities related to media industry and background characteristics? Survey data are from 2006 (N=642) and 2010 (N=969).
VERWEIJ, Peter	peter.verweij@hu.nl	Utrecht, The Netherlands	Twitter-Networks Between Journalists and Members of Parliament	The relationship between journalists and members of the parliament is like a modern marriage: living apart together. Politicians need journalists for broadcasting their political message and journalists need politicians for news and background. Both have to keep their independence. The past years Twitter has become an important communication tool also used by members of the parliament and journalists. Using Twitter for communication creates a network of persons: those who are followed and followers. Research on Twitter has increased. For example: Haewoon Kwak, Changhyun Lee, Hosung Park, and Sue Moon have made an analysis of the topology of Twitter networks in general. (What is Twitter: A Social Network or a News Media? Proceedings of the 19th International World Wide Web (WWW) Conference, April 26-30, 2010, Raleigh NC (USA). This research follows this direction into the topology of Twitter networks, but focuses on roles and positions of journalists and members of parliament in the Netherlands. The first results, based on the network of 200 journalists and politicians, indicate that journalists and politicians have different strategies (information gathering versus publishing) based on their position (degree centrality) in the network. Secondly, results show that certain key persons - journalists and politicians - at important network positions (closeness and betweenness centrality) play an important role in controlling the flow of messages. Third, clustering shows that distinct groups can be identified based on political ideology and relationship to certain journalists. Left wing politicians have a close relationship to journalists of the national broadcaster.
WAHL-JORGENSEN, Karin, CUSHION, Stephen & GARCIA BLANCO Iñaki	Wahl-Jorgensen K@cardiff.ac.uk; cushionsa@Cardiff.ac.uk; garcia-blancoi@Cardiff.ac.uk	Cardiff U, UK	Back to the Future: Scholarly predictions about the future of journalism	When scholars think and talk about the future of journalism, their discussions are often fuelled by excitement about trendy and innovative technologies. This paper compares discussions of the future of journalism 15 years ago to those going on today. We argue that in the excitement over the latest technological trends, the current and continued influence of the 'old' media that form the backbone of our democratic society— including television and local news -- is often pushed to the margins of debates. During the second half of the nineties, scholars foresaw the end of news as we know it, suggesting, among other things, that citizens would resort to primary sources themselves, and news would use hyperlinks extensively to support their claims. These discourses seemed to suggest that traditional media industries were dying a slow but sure death. More recently, an examination of three dedicated journalism journals – Journalism Practice, Journalism Studies and Journalism: Theory, Practice and Criticism – from 2007-2010 found that every journal published more articles about online journalism than television news. In the 2009 Future of Journalism conference at Cardiff University, for every paper concerned with television news, there were five more about new media and online journalism. We suggest that this emphasis on new technologies means that less attention is paid to developments in conventional media that have a much wider audience reach, and that there is ultimately an elitist bias towards media technologies with a relatively narrow appeal; one which mirrors a longer-standing scholarly neglect of popular media.

Name	Email	Institution	Title	Abstract
WEINHOLD, Wendy	wmweinhold@yahoo.com	Southern Illinois U, USA	The Interview Exercise: Teaching journalism as critical thinking	This project encourages the inclusion of critical methodologies, such as ideological and rhetorical analysis, in journalism instruction. Building on the work of critical theorists and community-engaged communication scholars, such as Paulo Freire and Chantal Mouffe, this paper advocates dialogue and critique as pathways for accessing democratic learning experiences. Critical thinking is an essential tool for quality journalism and serves to embed curiosity and tolerance of difference. Critical thought, as opposed to criticism, celebrates difference and dissent as productive sites journalists should explore as they study and work to uphold democratic life. Because contemporary journalism in the United States relies on interviews as dominant sources for data gathering, the teaching of interviewing demands review. Ethnographies of journalism classrooms conducted for this paper suggest that many students and instructors of higher learning in the United States struggle to accept alternatives to teaching approaches centered on AP Style and news voice. Such pedagogical approaches foreground technical proficiency in writing but often neglect or relegate the interrogation of content and the interviewing practices used to acquire that content to abstract ethics or elective courses. News products and communities served by them suffer as a result. In order to cultivate communication between aspiring journalists and the communities they seek to serve, classrooms need to embrace diverse, critical approaches to cultivating news. As such, this paper concludes by introducing a lesson that begins with a journalistic interview and moves through writing and editing processes to highlight how teaching critical thinking can foster quality journalism.
WIJK, Jenny & ANDERSSON, Ulrika	jenny.wijk@jmg.gu.se; ulrika.andersson@jmg.gu.se	JMG, U of Gothenburg, Sweden	Journalism Meets Management: Changing leadership in Swedish news organisations	Last decade's development of news production has accentuated the negotiation between two forces of change; the professional discourse and the managerial discourse: The first characterizes the journalistic identity by normative ideals and serves to legitimize journalists as an autonomous and self-regulating group. The managerial discourse, on the other hand, expresses globalization of values and economy in the labour-market, as well as in the area of communication; streamlining organisational models, suggesting a business thinking common to several industries, in addition to an evolving view of the individual as an entrepreneur. Managerialism has implications to all levels of news work and, above all, emphasizes audience orientation as the will of the audience becomes imperative. It promotes a form of leadership rather new to news organisations, by so strongly bringing the key values of profit and efficiency to the negotiating table. This negotiation is a challenge to journalism as it used to be; but could it also be a fruitful turning point to something new? Our paper takes off from this question together with empirical evidence from a survey study of managing editors in Sweden, conducted in 2010. It describes how they perceive their own role to be changing and why, and attempts to relate the new forms of leadership to current professional development of journalism. The paper is part of a larger study aiming to understand the interplay between the discourses, and the result will be analysed within the framework of professional and managerial theory.
WILLIAMS, Andrew	williamsa28@cf.ac.uk	Cardiff U, UK	Strong PR and Weak Science Journalism? UK newspaper coverage of animal-human hybrid embryos	This paper examines the impact of public relations on news coverage of controversial animal-human hybrid embryos for stem cell research. Drawing on data from 16 interviews with specialist science journalists, PR operatives, and key news sources, and a content analysis of 427 UK newspaper articles, it charts the quiet, often imperceptible, work of media management on both sides of a bitter media debate. My findings reveal that a powerful coalition of scientists, learned societies, and charities won a clear victory, using a range of PR "issues management" strategies, in a source struggle against a less cohesive group of religious figures, ethicists, and campaigners. More than half of quoted news sources in coverage were in favour of allowing admixed embryos to be created for stem cell research, compared with a third who were against. Likewise, almost half of news items were broadly in favour of the science and only one fifth were against. This victory can be explained with reference to a number of factors, including: the huge amounts of coordinated PR resources devoted to managing this issue in the media; the overt cultivation of very close relationships with the UK's specialist science journalists by media managers and strong news sources; the provision of effective "information subsidies" such as regular briefings at the UK's Science Media Centre, stage-managed campaigning media events, and regular press releases; and the continued erosion of the independence of UK specialist science and generalist journalism because of the adverse effects of political economic factors on workloads and journalistic routines.

Name	Email	Institution	Title	Abstract
ZHANG, Shxin Ivy	shixin.zhang@nottingham.edu.cn	U of Nottingham Ningbo, China	Newsroom of the Future: An analysis of newsroom convergence models in China	<p>This research aims to address the implications of digital technology for media companies' journalistic practices and business imperatives by conceptualising and collecting empirical evidence on media convergence models in China. Specifically, this research will analyse how the different newsroom convergence models operate in China and their pros and cons by examining business models, newsroom structure, news-gathering and production, multi-skilled journalists, news delivery medium, and advertising/cross-promotion with a focus on modes of collaboration and interaction. Much research has been carried out on media convergence and different newsroom convergence models have been reported. However, the existing literatures are mainly based on the case studies in the developed countries, including the Scandinavian countries, the United States and Western Europe. Media convergence developments from other regions like China are rarely reported and analysed systematically. Hence this research will contribute to filling this gap. This project will build on ethnographic studies of two news organizations and employ qualitative research techniques including participant observation, in-depth interviews and document analysis. Two online newsrooms have been selected as research objects: the news channels of CNTV (China Network Television) in partnership with CCTV (China Central Television) and People's Daily Online owned by People's Daily. CNTV was launched on December 28, 2009 as a national web-based TV station to provide users with a globalized, multilingual and multi-terminal public webcast service platform. People's Daily Online was launched on January 1, 1997 as a major website to disseminate information from China and guarantee the authority of People's Daily.</p>