Section | CITAMS

Communication, Information Technologies, and
Media Sociology section of the ASA

Contents

Editors:
Ian Sheinheit, Lehman College, CUNY
Brooke Dinsmore, Virginia University

LETTER FROM THE EDITORS

We are delighted to present the Communication, Information Technologies, and Media Sociology (CITAMS) section summer newsletter. A section's newsletter is a fruitful space in which our community can showcase our work and highlight the important trends of current research.

This newsletter showcases the exemplary work of our members. First, as our chair Deana Rohlinger highlights in her letter, we have a lot to look forward to at ASA in NYC in a couple of days! She also has taken this opportunity to highlight the urgency and complications of sociologically oriented public engagement. She astutely maps a variety of pressing issues related to this pivotal topic.

The following section brings our attention to the CITAMS award winners. Congratulations to all of them! The quality of the work conducted by our section's winners is a testament to the strength of the submission pool.

As we all know, it can be a bit daunting and intimidating at our annual conference. With this in mind, we have compiled a meet your officers and council section. Here, you can find headshots and brief biographical blurbs from our section officers and council members. The goal of this section is twofold: first, it exemplifies the quality and diversity of our section leadership. Second, with this information, including headshots, lay members can hopefully more easily introduce

themselves and spark up conversation with our section leadership.

The next section of this newsletter is an engrossing interview of Terence McDonnell by Brooke Dinsmore. In this interview McDonnell maps out his book's argument while focusing his attention on his methodological and conceptual insights as well as the future direction of his research.

We have also included the table of contents of the *Information, Communication, and Society CITAMS* special issue edited by our chair, Deana Rohlinger. You can follow the links provided to this fantastic set of articles and discussions including the pertinent symposium on social movements and political communication. Below that is the call for next year's special issue, which is another excellent opportunity for our members presenting at this ASA.

Rounding out the newsletter is our featured research section. First, we have a few dissertation spotlights. These great member candidates are on the market. Second, we highlight recent work from our members. We always look forward to receiving these descriptions because of the exciting work with which our community is engaged. We have also included an intriguing call for our work.

As was stated in previous newsletters, we understand that with the proliferation of digital communication technologies, there are copious venues and outlets for you to send, or post, your work. Further, many of our members might think that others will step up and contribute, (i.e. the bystander effect). The quality of our newsletter, however, is predicated on the quality of our section members' work and their willingness to share it with our community through this forum. It is with this message that we want to strongly encourage you to send original ideas, as well as descriptions of research projects in the future.

Examples include, but are not limited to, review essays, methods assessments, book reviews, teaching narratives, and, of course, descriptions of your vital work. Please send any contribution ideas to the editors at ian.sheinheit@lehman.cuny.edu, jbwiest@gmail.com, and bd3tz@virginia.edu. We will be publishing the next issue during the coming Fall semester.

Lastly, we would like to thank everyone that contributed to this newsletter; without you it does not exist. We look forward to seeing you all later this week in NYC at ASA!

Ian Sheinheit
Julie Wiest
Brooke Dinsmore

Co-editors, CITAMS Newsletter

CITAMS SECTION OFFICERS

Chair: Deana Rohlinger,
Florida State University 2019

Chair-Elect: Anabel Quan-Haase,
University of Western Ontario 2019

Past Chair: Wenhong Chen,
University of Texas at Austin 2019

Secretary/Treasurer: Mito Akiyoshi
Senshu University 2019

Nominations Committee:
Jenny L. Davis
The Australian National University 2019
Jeffrey Lane
Rutgers University 2021
Andrew M. Lindner
Skidmore College 2020

LETTERS FROM THE CHAIR

Deana A. Rohlinger
Florida State University

CITAMS AT ASA IN NYC

Greetings CITAMS members!

The ASA Annual Meeting is days away and CITAMS has a lot happening in NYC. Be sure to see the CITAMS guide to relevant panels and events below or on our website (or just click here). Here are a few highlights.

August 9th – Don't miss the Media Sociology Preconference at Lim College. You can find the preliminary schedule for this fantastic event here.

August 11th – CITAMS members asked for a panel on the topic of jobs outside of academia and we were able to get an entire workshop! The workshop titled, "What Can You Do With A Ph.D? Finding Job Opportunities Outside of Traditional Academia and Highlighting Your Skills for Employers," is Sun, August 11, 2:30 to 4:10pm, New York Hilton, Floor: Third Floor, Mercury Ballroom. The updated list of speakers includes:

Joan Donovan (Director of the Technology and Social Change Research Project at Harvard Kennedy's Shorenstein Center)
Jenny Irons (Associate Program Officer, William T. Grant Foundation)
Brittany Rawlinson (Research Analyst, Office of Labor & Policy Standards)
Hena Wadhwa (Project Manager, Department of Surgery, Mount Sinai Hospital)

Don't forget about the **section reception**, which is co-sponsored with the Science, Knowledge and Technology as well as Collective Behavior, Social Movement sections. The reception is 7:30 to 9:00pm in the Sheraton New York, Floor: Third Floor, New York Ballroom West. Be advised: Given the high costs of NYC the food selection will be quite limited. This is true even with three sections sharing the costs. A cash bar will be available.

August 12th – It is CITAMS section day! CITAMS members asked the section to broaden its topical focus and, with feedback, we did. Thanks very much to Nancy Wang Yuen and Stephen Barnard for providing important and interesting panels. Also, a big thank you to Ken Kambara for organizing the section's roundtables.

8:30 – 10:10 a.m. Entertainment/Social Media and Inequality
Sheraton New York, Third Floor, Liberty 4
Session Organizer and Presider: Nancy Wang Yuen, Biola University
Discussant: Christina Ong, University of Pittsburgh

10:30 – 11:30 a.m. CITAMS Refereed Roundtables
Sheraton New York, Third Floor, Riverside Ballroom
Session Organizer: Kenneth M. Kambara, LIM College

11:30 a.m. – 12:10 p.m. CITAMS Business Meeting
Sheraton New York, Third Floor, Riverside Ballroom
Celebrate our award winners and learn more about what the section has been up to this year.

2:30 – 4:10 p.m. What is Journalism For? Inequality, Social Justice, and the Role of Media
Sheraton New York, Third Floor, Liberty 4

Session Organizer and Presider: Stephen R. Barnard, St. Lawrence University
Discussant: J. Siguru Wahutu

I've really appreciated the opportunity to get to know so many CITAMS members. If our paths have not crossed yet, please stop me and say "hi" at ASA.

See you in NYC!

Best,

Deana

WADING INTO THE MURKY WATERS OF PUBLIC ENGAGEMENT

In the April 9, 2019 issue of Science, Lizzie Wade published a piece titled, "Believe in Atlantis? These archaeologists want to win you back to science." The article, in a nutshell, details some of the ups and downs of engaging the public via social media, especially when it comes to the misinformation spread through popular television programs and pseudo news sources online, as well as how these experiences vary according to the gender of the professor doing the challenging. Wade reports that all of the female archaeologists interviewed for the story had been harassed after posting corrections to pseudo archaeological interpretations online. In fact, a host of *Ancient Aliens*, the program featured in the story, urged his fans to send a female archeologist hate mail after she posted corrections regarding the show. She received death threats.

Unlike archeologists, sociologists are not new to the public engagement game. Michael Burawoy's Presidential Address offered a framework for public sociology and outlined some of its challenges in 2004. Burawoy's ideas found legs and, arguably, have profoundly influenced the field. Not only do we have several generations of scholars willing and able to write blogs, host

podcasts, publicly lecture and educate media professionals about sociological frameworks and findings, but we also have support from our professional association on how to best use digital technologies and social media to communicate our ideas to the public (for example, see the JustPublics365 social media toolkit).

Nonetheless, there are at least two important issues with which sociologists interested in engaging the public must contend.

How to assess whether you have support from your department and university to engage the public – and initiate the public sociology conversation if it isn't.

If public engagement is not already part of your department's mission, it may be easiest to initiate this conversation with your colleagues first. It is always wise to play politician and determine how your (potentially senior) colleagues feel about public engagement personally and professionally. There certainly are plenty of academics who do not feel comfortable personally engaging in public sociology, but believe it is important for the department's reputation and the

discipline. If there is enough support, get the conversation going with your chair and try and get in on the agenda at your next department meeting. Be advised that you will need to be willing to help jump start any efforts initiated by the department (e.g., running the Facebook, Twitter, and Instagram pages).

If your department is resistant to public engagement, you may find support in the mission statements and strategic plans of your institutions. Colleges and universities have gotten wise to the value of having their faculty and graduate students featured in newspapers, on legitimate YouTube channels, and on the nightly or cable news. While a large percentage of high school students go to college or university (69.2% according to the Bureau of Labor Statistics were enrolled in an institution of higher learning in 2015), individuals have a huge range of colleges and universities to which they may apply and attend. This, coupled by tight budgets, means that institutions of higher education are looking to faculty to help promote their reputations and brands. Not surprisingly, language regarding public engagement increasingly appears in institutional missions and strategic plans. If your department or College is resistant to public engagement, but your institution is on board, you may be able to get your colleagues to come around by selling the advantages of being a leader on one or more college/university priorities. If this avenue isn't promising and public engagement is important to you personally, try reaching out to your Communications Office. Simply letting someone know that you are willing and able to field requests can help you make public engagement inroads.

How to assess whether your institution will protect you in the event of public backlash and death threats- and what to do if there are not policies in place.

Even if we do not focus on the high profile cases of faculty being fired for their speech/posts, it is clear that free speech protections are a real concern for faculty and students. According to the "Spotlight on Speech Codes 2018: The State of Free Speech on Our Nation's Campuses," which is put out yearly by the Foundation for Individual Rights in Education (FIRE), 32.3% of the U.S.'s 461 largest and most prestigious colleges and

universities surveyed earned the organization's lowest rating (a "red light" rating) for severe speech codes that "clearly and substantially" restrict freedom of speech. The majority of the schools (58.6%) earned a "yellow light" rating, which, according to FIRE, means that the institution restricts "narrower categories of speech than red light policies do, or are vaguely worded in a way that could too easily be used to suppress protected speech, and are unconstitutional at public universities" since they are legally bound to protect free speech. Only 37 institutions received the highest "green light" rating for free speech in 2018. Academics, in short, are wise to cautiously wade into public engagement.

Here, your best bet is to start with your Collective Bargaining Agreement (CBA) and your union leadership, if you have one. Academic Freedom is often included in CBAs and, if you are a union member, your free speech rights should be defended by the union if you or your job comes under attack or is threatened. The reality though is that you will likely find your CBA silent when it comes to how the institution will protect you from the blow back that sometimes is part of the public engagement landscape, particularly for female faculty, faculty of color and LGBTQ+ faculty. This means that you may have to initiate conversations regarding faculty protections with union representatives, in your department, in your College, in Faculty Senate, and other forums that encourage faculty to shape the institution's priorities and agenda. Protecting the free speech of faculty, particularly as research and researchers increasingly come under attack, need to be a priority of our employers – even if they do not like what we say.

The good news is that you will probably find protections from some external threats (e.g., death threats) if you know where to look. Institutional IT departments typically have rules about what kinds of communications are allowed to be sent through and received via their system, and external threats

typically violate one policy or another. This means you can get these users blocked from contacting you. Likewise, campus police and local police are often good resources and can locate the source of the threat and hold the those making threats accountable for their behavior. The bad news is that we will have to push administrators, our colleagues, and our union representatives to better articulate how they intend to protect us from threats within and outside of our institutions.

Looking Ahead

When I decided on the topic for the Chair's Letter, it was my hope that I would be able to provide some clear strategies for addressing these pressing issues related to public engagement. Even as someone who has done a lot to promote public engagement locally, I was surprised at how much work is still needed, especially regarding protections for faculty. However, I remain optimistic. Sociologists are not alone in this endeavor. Archeologists, physicists, climatologists and many other disciplines have joined the effort to infuse public debates with facts. Together, we can move public conversations on social and political issues, and change our institutional cultures regarding issues associated with public engagement.

CITAMS AWARD WINNERS

William F. Ogburn Career Achievement Award
Committee: Wenhong Chen (chair), W Russell Neuman, Sarah Sobieraj

Winner:
Eszter Hargittai
Professor in the Institute of Communication and Media Research
University of Zurich

Best Paper Award
Committee: Mito Akiyoshi (chair), Apryl Williams, Terry McDonnell

Winner:
Matthew Rafalow
Google, UC Berkeley

"Disciplining Play: Digital Youth Culture as Capital at School." 2018.
American Journal of Sociology 123(5):1416–52.

Best Student Paper Award
Committee: Deana Rohlinger (chair), Tim Recuber, Ethel Mickey, Scott Duxbury

Co-winner:
Devika Narayan, University of Minnesota

"Between the Cloud and a Hard Place: How New Computing Infrastructures Fuel an Asset-Light Economy"

Co-winner:
Jeffrey Swindle, University of Michigan

"Exposure to Global Cultural Scripts through Media and Attitudes toward Violence against Women"

Public Sociology Award
Committee: Jenny Davis (chair), Jeffrey Lane, Andrew Lindner

Winner:
Joseph Cohen
City University of New York, Queens College

Best Book Award

Committee: Anabel Quan-Hasse (chair), Christo Sims, Bryce Hannibal

Co-winner:	Co-winner:
Jeffrey Lane	T.L. Taylor
Rutgers University	Massachusetts Institute of Technology

The Digital Street.
2018. Oxford University Press

Watch Me Play: Twitch and the Rise of Game Live Streaming. 2018. Princeton University Press

MEET OUR SECTION OFFICERS AND COUNCIL

SECRETARY/TREASURER:

Mito Akiyoshi served as secretary/treasurer of CITAMS in 2018/2019. She is Professor of Sociology at Senshu University. She has written on technology and inequality, and recently authored "Negotiating Technology Use in Families" in *Power in Contemporary Japan*, edited by Gill Steel (Palgrave Macmillan, 2016). She worked for NTT Data as a systems engineer in the early 1990s before undertaking graduate study at the University of Chicago, where her doctoral dissertation was about the diffusion of the Internet in Japan. She is currently conducting research on public engagement issues regarding the siting of a high-level nuclear waste disposal facility.

NOMINATIONS COMMITTEE:

Jenny Davis is a Lecturer/Assistant Professor at the Australian National University. She is a former council member for CITAMS and is currently finishing her third year on the nominations committee. Her work intersects technology studies and sociological social psychology. Jenny is building a research program in collaboration with Dr. Tony Love to systematically study role-taking processes. The work has been funded by the National Science Foundation and the American Sociological Association. In 2018, the project received an ANU Futures Scheme grant to design new measures and test interventions such as reading, writing, and virtual reality simulation. The laboratory at ANU is the sole site of experimental methods in Australian Sociology (https://www.role-taking.com/). Along with laboratory study, Jenny is interested in the real world implications of emergent technologies. She received an ARC DECRA grant in 2019 to study ethics in the Australian digital startup industry and she is part of the Humanising Machine Intelligence (HMI) project at the ANU. HMI is an interdisciplinary endeavor to integrate human values with AI/ML technologies (https://hmi.anu.edu.au/). Jenny is on Twitter @Jenny_L_Davis.

Jeffrey Lane has served for the past year as a member of the Nominations Committee. He is this year's co-winner of the CITAMS Best Book Award for *The Digital Street* (Oxford University Press) and a previous CITAMS Student Paper Award recipient and committee member. Jeff is an Assistant Professor of Communication at Rutgers University New Brunswick. He is a digital urban ethnographer, who writes about youth, community, and inequality in relation to communication and technology. Jeff's new book, *The Digital Street*, shows how the digital life of a neighborhood shapes the experiences of black teenagers in Harlem. Along with the 2019 CITAMS Best Book Award, *The Digital Street* was awarded the Nancy Baym Book Award from the Association of Internet Researchers (AoIR). Jeff's first book, *Under the Boards* (University of Nebraska Press), examined the role of race in the basketball industry. Lane holds a PhD in Sociology from Princeton University. He is a faculty associate of the NJ Gun Violence Research Center at Rutgers University and a junior fellow of the Urban Ethnography Project at Yale University. His research has been published in peer-reviewed journals

such as *American Behavioral Scientist*, *New Media & Society*, *Journal of Computer-Mediated Communication*, and *Journal of Consumer Culture* and written about in popular news outlets like The Atlantic and Vice.

Andrew M. Lindner is Associate Professor of Sociology at Skidmore College in Saratoga Springs, NY. He teaches courses on mass media, political sociology, sociology of sport, and social statistics. His research focuses on the intersection of mass media and politics with a current focus on surveillance and anonymity-granting technology. Along with Stephen Barnard, Lindner is the author of *All Media Are Social*, an introduction to media sociology, to be published by Routledge in 2020. He was also the Trends Editor of *Contexts* from 2014-2017. For CITAMS in 2019, he served as a member of the Nomination Committee and Membership Chair.

COUNCIL MEMBERS:

Bryce Hannibal: Dr. Hannibal's academic interests include environmental social sciences and policy, resilience, social networks, and organizational behavior. His current areas of research include the coupled human-natural systems, natural resource policy and management, social network analysis, and resilience. His research has been published in Environment and Behavior, Environmental Science and Policy, Social Science Quarterly, Environmental Sociology, and others. Currently Dr. Hannibal is collaborating on an NSF funded research projects dedicated to understanding how cities build resilience. His contribution deals specifically with how collaboration networks facilitate or impede resilience building and hazard mitigation. Dr. Hannibal has taught courses on globalization, classical and contemporary social theory, economic analysis, quantitative research methods as well as workshops on social network analysis in both Liberal Arts and Business School settings. He received his PhD in sociology from Texas A&M University.

Tim Recuber: I'm an Assistant Professor of Sociology at Smith College whose research focuses on mass media, digital culture, and emotions. I'm the author of *Consuming Catastrophe: Mass Culture in America's Decade of Disaster (2016, Temple University Press)*. The book argues that media coverage of the September 11 attacks, Hurricane Katrina, the 2007 Virginia Tech shootings and the 2008 financial crisis encouraged viewers to empathize with the suffering of others, but in individualistic and short-sighted ways. My next book-length project will examine the ways that digital technologies are changing how we engage with death and dying. Before coming to Smith, I taught at in the Communication Department at Hamilton College and the Writing Program at Princeton University. I received my PhD in Sociology in 2011 from the Graduate Center of the City University of New York. At Smith I teach classes such as Introduction to Sociology, the Sociology of Emotions, Media, Technology and Society and Qualitative Methods.

I'm a CITAMS Council Member, which means among things that I get to read the articles submitted for our section awards, which is a really fun way to keep up with what's going on in the field. Feel free to email me at trecuber@smith.edu

Sarah Sobieraj is Associate Professor of Sociology at Tufts University with expertise in media, politics, and culture. She is the author of *The Outrage Industry: Political Opinion Media and the New Incivility* (Oxford University Press 2014) with Jeff Berry, and *Soundbitten: The Perils of Media-Centered Political Activism* (NYU Press 2011). Some of her more recent journal articles can be found in *Information, Communication & Society*, *PS: Political Science & Politics*, *Poetics*, *Political Communication*, *Social Problems*, and *Sociological Theory*. Her work has also been featured in venues such as the New York Times, the Washington Post, the Boston Globe, Politico, CNN, PBS, The American Prospect, NPR, National Review, Pacific Standard, and Salon. Sarah currently directs the Digital Sexism Project, investigating the impact of identity-based attacks against women online on political discourse. She is delighted to be part of the CITAMS council. This year Sarah organized the roundtable session, which highlighted the wide range of fascinating work that falls under the CITAMS umbrella. Professor Sobieraj looks forward to getting to know more members of the section and learning about their work.

Apryl A. Williams (@AprylW) earned her PhD from the Department of Sociology at Texas A&M University. She is a fellow at the Berkman Klein Center for Internet & Society at Harvard University and Assistant Professor in the Department of Sociology & Anthropology at Susquehanna University. She is also an Associate at the Center on Conflict and Development, a member of the USAID Higher Education Solutions Network. Williams first became a member of CITAMS, CITASA at the time, as a graduate student in 2014. She served as the graduate student council member for the section in 2016. Since that time, she has made a variety of contributions to the sociologies of media, technology, race, class and gender. Williams' studies, based on her intersectional approach to race, media, and technology, have been published in the *International Journal of Communication*, *Information, Communication & Society*, and *Social Sciences*. She also conducted ethnographic research on digital inequality and mobile phone use in the Democratic Republic of Congo. She has overseen the production of several edited volumes dealing with international representations of race in media, comparative media landscapes, and critical theorizations of Internet culture. Her additional research interests include postmodernism, critical theory, and studies of the body. Williams is looking forward to serving the CITAMS section as a council member in the upcoming term.

CHAIR ELECT:

Anabel Quan-Haase is Professor of Information and Media Studies and Sociology at Western University and director of the SocioDigital Media Lab. Her work focuses on social change, social media, and social networks. She engages in interdisciplinarity, knowledge transfer, and public outreach. She is the coeditor of *the Handbook of Social Media Research Methods* with Luke Sloan (Sage, 2017), coauthor of Real-Life Sociology with Lorne Tepperman (Oxford University Press, 2018) and the author of *Technology and Society* (3rd ed., Oxford University Press, 2020). Through her policy work she has cooperated with the Benton Foundation, Partnership for Progress on the Digital Divide, Federal Communications Commission (FCC), and Canada's Digital Policy Forum. Dr. Quan-Haase is chair of CITAMS for 2019-2020 and the past president of the Canadian Association for Information Science. Her roles in CITAMS have been varied and include: Secretary, Council Member, Nominating Committee, and Chair-elect in 2018.

RECENTLY ELECTED OFFICIALS
SECRETARY/TREASURER:

Dustin Kidd is the new Secretary/Treasurer for CITAMS. He is Associate Professor of Sociology at Temple University, where he also serves as director of the Intellectual Heritage Program (a global great texts program that is part of Temple's General Education system). In his research, he studies issues of identity and inequality in the storytelling process. He is the author of Legislating Creativity (Routledge 2010), Pop Culture Freaks (Routledge 2014, second edition 2018), and Social Media Freaks (Routledge 2017). He teaches courses on social theory and popular culture, and a graduate seminar on pedagogy in higher education.

NOMINATIONS COMMITTEE:

Shantel Gabrieal Buggs is an Assistant Professor of Sociology and African American Studies at Florida State University. Her research interests center on culture, race, gender, and intimacy, particularly how people build and negotiate intimate relationships via online dating and social media platforms. She also writes about the representation of race, gender, and sexuality in popular culture and the ties between racial identity and space. Shantel's work has been published in peer-reviewed journals such as *Identities*, *Sociology of Race and Ethnicity*, and *Journal of Marriage and Family*, as well as online platforms like *Racism Review* and *Bitch Magazine*. She co-edited the 2017 CITAMS special issue for *Information, Communication & Society* and is thrilled to continue to contribute to the section as a Nominations Committee member. You can find Shantel's ramblings on pop culture and other social/political commentary on Twitter at @sgbuggs.

COUNCIL MEMBERS:

Matt Rafalow joins CITAMS as a new council member. He is a social scientist at Google and a Visiting Scholar at the University of California-Berkeley Center for Science, Technology, Medicine & Society. At Google he leads a research program in live streaming experiences. In his academic work, he primarily studies how youth and young adults adopt digital technologies with mind to social disparities. In his forthcoming book with University of Chicago Press (2020), he examines how different digital technologies are taken up and evaluated in educational contexts. He found that teachers draw on organization-level understands of student race and class to construct students as either risky hackers or Steve Jobs potentials. Contrary to popular belief, digital technologies were not magic bullets to address educational inequities – rather, teachers adopted very similar technologies quite differently depending on the race and class of their student body. Matt's next project expands out from educational settings to the broader digital media landscape. Drawing on his work at YouTube, he focuses on the challenges and opportunities video creators face when trying to navigate "influence" in the contemporary public sphere.

James Witte is a Professor in the Department of Sociology and Anthropology, Director of the Center for Social Science Research (CSSR) and Director of the Institute for Immigration Research at George Mason University. Witte, who earned his Ph.D. from Harvard University, has previously been a professor at Clemson University and Northwestern University, a postdoctoral fellow at the Carolina Population Center, and a lecturer in sociology at the University of North Carolina at Chapel Hill. Witte has written numerous articles that have appeared in journals such as *The European Sociological Review*, *Population and Development Review* and *Sociological Methods and Research*. He has also published three books, *Labor Force Integration and Marital Choice*, the *Internet and Social Inequality* and *The Normal Bar,* which was co-authored with Chrisanna Northrup and Pepper Schwartz and made the *New York Times* bestseller list.

Witte's ongoing research includes the analysis of Twitter data on immigration and the Digital Archive Project in partnership with ASA. The latter is funded by NSF and entails the digitization of twenty years of manuscripts and reviews from the *American Sociological Review* and the organization of document metadata into a research archive for the analysis of the production of sociological knowledge. His current immigration work focuses on immigrant entrepreneurs and immigrants and community colleges. He is also actively engaged with the Pakistani diaspora in the U.S. and has worked extensively on economic development and building social science research capacity in Pakistan. Witte was a previous Chair of CITASA and in 2019 was elected to the CITAMS council.

Brooke Dinsmore: In the book, you introduce the concept of cultural entropy. How do you envision other scholars drawing on this concept going forward? Where do you see this concept being empirically useful?

Terence McDonnell: Cultural entropy is the process through which the intended meanings and uses of cultural objects fracture into alternative meanings, new practices, failed interactions, and blatant disregard. The concept of cultural entropy helps us make sense of situations where people are trying to use culture instrumentally. The designers of AIDS campaigns in Ghana had clear intentions to encourage people to use condoms or abstain from premarital sex. Health organizations sought to communicate these messages in culturally sensitive ways that aligned with the beliefs and practices of local communities. Despite these attempts, however, I often found Ghanaians misinterpreting campaigns in ways that undermined the goals of the organization.

HIV/AIDS media campaigns offer just one particularly visible and dramatic example of trying to use culture instrumentally. Attempts to harness the power of culture to change belief and behavior are happening all the time--and becoming increasingly rational and scientific in their attempt to maximize the effectiveness of their communication. One could study how cultural entropy shapes other health behavior programs (anti-smoking campaigns or Michelle Obama's "Let's Move"), public service announcements to encourage reading or dissuade bullying, advertising, or political speeches. I argue that cultural entropy is happening all the time even when it isn't clearly instrumental—it
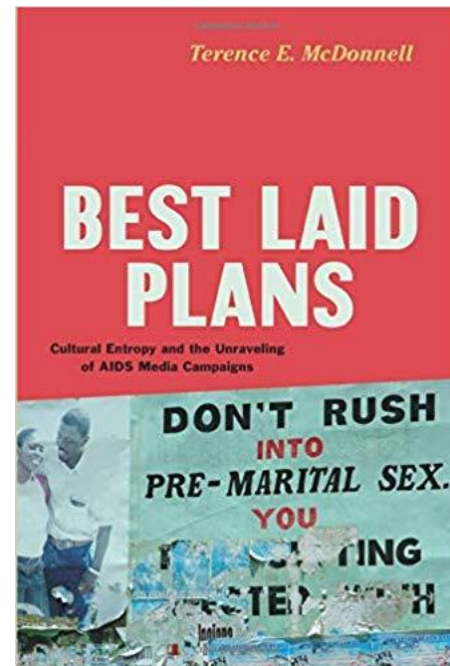
is possible anytime people are trying to communicate through objects from emails and jokes to the clothes we wear. The concept of cultural entropy orients us to understanding the systemic ways in which communication destabilizes, goes awry, or leads to creative new pathways. The concept is particularly useful for studying instrumental uses of culture because entropy is more visible when you have good measures of intended meanings with clear desired outcomes. Situations in which intended meaning is obscure or complexly layered--as in the intentions of artists—makes it difficult to "observe" entropy, even if it is present.

BD: For this book, the diversity of your methods - ranging from ethnography to interviews to focus groups - is key to the overall argument you develop. Could you discuss how

your methodological approach to this project developed over time? What do you see as the strengths of using a range of research methods?

TM: I went to Ghana to develop a cultural explanation for what made AIDS media campaigns effective. I wanted to follow objects from their design and production, to their circulation through urban space, to their ultimate use and interpretation by audiences. To trace this process demanded that I used almost every data collection tool sociology offers. When I first got to Accra, I would take taxis and tro-tros around the city to map the presence of HIV/AIDS campaigns. I began developing hypotheses about "why this campaign here, and not there," and also realized how the experience of seeing billboards was shaped by the kind of vehicle you would travel in—tro-tro windows were too low to see billboards, which meant they were missing Ghanaians who were less well off. This method of documenting campaigns proved really important, as it allowed me to assess changes over time and space in what I call the "cultural topography" of AIDS.

I knew I needed to understand the logics of production—how AIDS campaign designers understood the communication and persuasion process, how they were constrained by their institutional position, how they targeted messages to Ghanaian audiences, and what they intended to communicate through their choice of symbols and slogans. So, I began by spending time working with and interviewing AIDS campaign staff, both to get at what they were consciously aware of intending (in interviews) and to observe some of the biases in the process that they were not consciously aware of though observation of intra and inter-organizational meetings.

> The concept of cultural entropy orients us to understanding the systemic ways in which communication destabilizes, goes awry, or leads to creative new pathways.

Once I had a good idea of what meanings and behavior changes designers intended with particular campaigns, I went back out to the city, and interviewed local Ghanaians who walked and drove by billboards, posters, and clinics. This "in situ" interviewing revealed how context often undermined the intended meaning of campaigns, either materially or socially, as when an HIV/AIDS billboard was misinterpreted as a "slow down when driving past a school" message; or when street hawkers would coopt a bus shelter to sell their wares, covering over the HIV/AIDS poster in the process. This technique of in situ interviewing illuminated things we would not have seen if we just exposed people to campaign images in labs or focus groups. Interviewing at the site showed that we can't treat every campaign object as "the same" because different contexts have unique ecologies of meaning.

Finally, I conducted focus groups in a variety of populations. I had the idea of asking Ghanaians to draw me a poster for a campaign their community needs to hear about HIV/AIDS. Observing the deliberative process of what to include revealed what symbols and slogans were part of their cultural repertoire, but also how they interpreted those symbols in unexpected ways. Because the color red is culturally associated with funerals, and Ghanaians use bows to decorate for funerary rites, they associated red ribbons with death, just at the moment when AIDS organizations sought to distance themselves from fear-mongering campaigns that led to stigmatization. As I've argued elsewhere, this "productive method" of asking focus groups to draw allowed me to measure instances of resonance—an important concept for media sociology.

I admit, I'm a bit of a jack-of-all-trades methodologist. My openness to different methods and creative data collection was incredibly important. Without the diversity of methods, I couldn't tell the story of how cultural entropy systematically shaped the capacity for campaigns to communicate in unexpected (and unpredictable) ways.

BD: One of the central takeaways of the book is that the materiality of cultural objects matters. From your perspective, what are some of the implications of this argument for media scholars?

TM: When we think of communication as the sharing of ideas, it is easy to imagine culture and meaning operating in some virtual realm. When we do this, we sometimes neglect to acknowledge that the sharing of meaning can only happen through material form: books, speech, billboards, film, twitter feeds. For that matter, our bodies are material—whatever meanings we carry go away when our bodies give out, unless somehow recorded in objects. So, objects are essential to communication. But material media imperfectly stabilize meaning. They can't perfectly represent ideas because they necessarily summarize experience. And, objects are open to material decay and destruction—as the fire at Brazil's National Museum shows, or the loss of pigment in the Mona Lisa or ancient Greek and Roman marble sculptures as Dominguez Rubio and Rose-Greenland have shown. So, when red ribbons and text on an HIV/AIDS billboard fade, the meaning of objects can change. Similarly, how our bodies interact with an objects' material qualities shape how we make meaning, as Cerulo's work on embodied cognition demonstrates. So, the position of our bodies in relation to objects matters as the tro-tro example above shows—our bodies are part of those ecologies of meaning. Material qualities of objects dramatically shape their diffusion. Digital media permit rapid

diffusion, but a tweet doesn't stay in place the way a wood carving of a tweet hung over a desk does the work of constant reminding for an n of 1. If we treat all reproductions of the same media object as "the same," we strip away from our analysis important variation in how bodies and material qualities of objects interact to unique outcomes, or how different material contexts change the meaning of the same image. Polyvocality is more than just difference in audience culture—qualities of what I call the "interpretive arrangements" of objects, bodies, and space point to material mechanisms of entropy: decay, diffusion, juxtaposition, etc. This is all to say, we should be attentive to thinking of objects as objects, not just carriers of symbols, because materiality matters.

BD: One of the strengths of the book is the wide range of audiences to whom it speaks. What do you see as the book's most important contributions to media sociology and the study of information technologies in particular?

TM: It challenges assumptions about the power of media. If media campaigns are so powerful, why don't we see large-scale changes in belief and behavior? I think there is an assumption that when you have a social problem, one of the first responses should be a media campaign. But media campaigns are really great at raising awareness—virtually everyone in Ghana are aware of HIV—but not at engendering massive behavior change. In this way, my work aligns with the limited effects tradition that began with Katz and Lazarsfeld. Cultural entropy offers another mechanism for how intended effects become limited—it is a check on the power of media. Even in a situation in which the population *wants to do something,* like

> If media campaigns are so powerful, why don't we see large-scale changes in belief and behavior?

Ghanaians and HIV/AIDS, the dynamism of culture leaves campaigns open to misinterpretation and misuse. This is true even of targeted, pre-tested campaigns that are refined to insure clear communication. The idea here isn't that campaign designers need to do more to be clearer. At some point more pre-testing is a waste resource because entropy is likely and even inevitable! And, when you have success—to quote William and Denise Bielby—"all hits are flukes."

Overall, I argue, there is a tendency toward ever increasing entropy. The increasing diversity of ideas and rising cultural complexity means that it becomes harder to use media to stabilize meaning. Just look at how memes can rapidly disrupt attempts to spread new ideas. My book also orients us to the difficult cultural work necessary to stabilize new ways of understanding and doing, the importance of social support for that work, and the power of integration into routine and habit. But entropy can't be resisted forever, and nor should it—entropy is an important source of creativity and innovation.

BD: How have your findings in this book influenced your overall research trajectory? That is, what do you see as the core questions motivating your research going forward?

TM: My interest has always been in whether and how cultural objects have the power to shape belief and behavior. I didn't expect to write a book about why campaigns fail. I didn't go in looking for cultural entropy, and I wasn't looking to develop theories of materiality and meaning making. In this sense, the insights from this project have pushed me in new and exciting directions.

I've continued to pursue questions of cultural power through research on resonance (McDonnell, Bail, and Tavory 2017), and by extending Schudson's work on cultural power and retrievability to consider how the recognizability of red and pink ribbons shape their trajectories in the public sphere.

My next book project extends my work on materiality, meaning, persuasion, and communication. I'm working on what I call "empathy objects": objects designed to simulate the embodied experience of another person's condition. Engineers have designed a device to make arms quiver and quake to give caregivers the sensation of Parkinson's patients' tremors. The International Rescue Committee developed a VR cardboard virtual reality tour of a Syrian Camp in Lebanon to give potential donors an embodied experience of camp conditions. Schools make students wear "Fatal Vision" and "Drunk Buster" goggles that mimic the effects of being under the influence. Organizations use these objects to persuade. By engendering empathy in people, organizations believe they can improve care for Parkinson's patients, or increase donations for refugees, or to reduce the incidence of drunk driving. This project pushes my thinking in a number of ways. First, it allows me to assess the role of tactility in meaning making, moving us beyond vision-centered theories of culture and media. Second, I'll examine the power of objects to engender empathy and change behavior in a new context. Finally, I can delve deeper into the concept of cultural entropy when such objects backfire through moral licensing.

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CALL FOR PAPERS: INFORMATION, COMMUNICATION & SOCIETY SPECIAL ISSUE 2020

Are you presenting a paper at the American Sociological Association this Summer?

If so, you are invited to submit your paper for consideration in a special issue of the journal Information, Communication & Society (ICS). For the 13th year, ICS will publish a special issue featuring papers presented at the 2018 annual meeting in New York City.

Eligible papers are those presented at the 2019 Annual Meeting of the American Sociological Association or at the Media Pre-Conference in Philadelphia in August 2018.
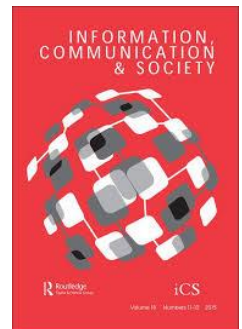
The special issue welcomes papers that focus on any facet of media, technology, communication, information, or related topics.

ICS is a highly ranked, interdisciplinary journal that brings together current research on the social, economic, and cultural impacts of new information and communications technologies. The journal positions itself at the center of contemporary debates about the information age. Submissions must conform to the ICS guidelines, are limited to 8,000 words (all inclusive), and must be submitted via Scholar One. If you do not have an account, you will need to create one. Be sure to check the box for *Special Issue* and indicate *CITAMS* in it, so that it will be routed appropriately.

Timeline: Deadlines and tentative publication schedule

- Complete papers due (submit via Scholar One) on September 3, 2019 before midnight American Samoan time.
- First round of reviews back to authors on October 3, 2019.
- Final decisions made on December 3, 2019.
- Final papers due December 21, 2019.
- Online publication will be early February 2020.
- Special issue publication anticipated May 2020.

If you have questions, please contact one of the special issue editors below:
Anabel Quan-Haase at aquan@uwo.ca
Shelley Boulianne at sjboulianne@gmail.com
Molly G. Harper at mharpe22@uwo.ca

CITAMS IN NYC!

MEDIA SOCIOLOGY PRECONFERENCE

Friday, August 9, 8:30 to 6:30pm, LIM College, (12 East 53rd St) New York, NY

Conference Organizers: *Casey Brienza* (Chair), *Kenneth Kambara*, LIM College, *Laura Robinson*, Santa Clara University, *Ian Sheinheit,* Lehman College, CUNY, *Julie Wiest,* West Chester University of Pennsylvania

9:00am - 10:00am: Keynote
Snarkiness as Protest or Opiate? Lessons from Frustrations in Cultural Journalism
Phillipa Chong, McMaster University

10:00am - 4:40pm: Parallel Panel Sessions

5:00pm - 6:30: Plenary Discussion Panel
Media Representations of Crime: Constructing Culture and Shaping Social Life
Organizer and Moderator: *Julie Wiest*
Valerie J. Callanan, Kent State University
Venessa Garcia, New Jersey City University
Lisa A. Kort-Butler, University of Nebraska--Lincoln
Nickie Phillips, St. Francis College
Alicia Simmons, Colgate University

INTERNET AND SOCIETY SESSIONS

Internet and Society: Connection and Integration
Sunday, August 11, 8:30 to 10:10am, Sheraton New York, Third Floor, Carnegie West

Session Organizer: *Jessica Pearce*, University of Louisiana at Lafayette

Individual Presentations:

- Act like a woman, play like a man: How online manhood acts lead to inequitable outcomes. *Andrey Kasimov*, McMaster University
- Distant mirrors: Reflections of authoritative rule in the Facebook posting habits of Syrian refugees in Europe. *Anisa A. Abeytia*, East Los Angeles College
- Integrating via the internet: Examining the connection between internet use and immigrant earnings. *Karina Shklyan*, University of California, San Diego
- Rethinking intimacy: How the use of online interpersonal technologies has reshaped college students' relationships. *Alecea Ritter Standlee*, Gettysburg College

Discussant: *Marcella Catherine Gemelli*, Arizona State University

Internet and Society: Hate, Inequality, and the Digital Divide
Sunday, August 11, 10:30 to 12:10pm, Sheraton New York, Third Floor, Carnegie West

Session Organizer: *Jessica Pearce*, University of Louisiana at Lafayette

Individual Presentations:

- Inequalities in breadth of internet access and use predict local social capital: Digital divides in Detroit. *Bianca Christin Reisdorf*, University of North Carolina at Charlotte; *Laleah Fernandez*, Michigan State University; *Keith N. Hampton*, Michigan State University; *Inyoung Shin*, Rutgers University; *William H. Dutton*, University of Oxford
- Meeting online is shifting educational inequalities in union formation. *Gina Potarca*
- Mobilizing media: Comparing TV and social media effects on protest mobilization. *Shelley J. Boulianne*, MacEwan University; *Karolina Koc-Michalska*, Audencia Business School (France); *Bruce Bimber*, University of California-Santa Barbara
- Reactions to online hate: The influence of social identities and routines. *Matthew Costello*, Clemson University; *James E. Hawdon*, Virginia Tech University; *Colin Bernatzky*, University of California, Irvine

Discussant: *Sasha Pierre-Louis*, VCU

CITAMS AND MEDIA SOCIOLOGY SESSIONS

Digital and Social Media: Perceptions, Uses and Impact
Monday, August 12, 8:30 to 10:10am, Sheraton New York, Third Floor, Liberty 5

Session Organizer: *Mary Chayko*, Rutgers University

Individual Presentations:

- Habitus online: Perceiving education from Facebook profile pictures. *Michael V. Reiss*, University of Zurich; *Milena Tsvetkova*, London School of Economics & Political Science

- Status and deference: The strengthening of power hierarchy on Chinese social media. *Xiaoli Tian*, University of Hong Kong
- Producing time: How daily, seasonal, and annual rituals mark time and contribute to the community durability. *Samantha Nicole Jaroszewski*, Princeton University
- Tor and the city: MSA-level correlates of interest in anonymous web browsing. *Andrew M. Lindner*, *Gina Pryciak*, and *Jamie Elsner*, Skidmore College
- Tweeting economics: Co-constructing expertise on social media. *Burcu Baykurt*

Discussant: *David Michael Arditi*, University of Texas at Arlington

Entertainment/Social Media and Inequality
Monday, August 12, 8:30am to 10:10pm, Sheraton New York, Third Floor, Liberty 4

Session Organizer: *Nancy Wang Yuen*, Biola University

Individual Presentations:
- Activism in entertainment: Gender and the representation of sociopolitical issues in television. *Katherine Ann Ally Zaslavsky*, Cornell University
- Digital racial organizing: Student development of racial and activist identities in online spaces. *Rob Eschmann*, Boston University
- Only one woman on stage at a time: Tokenormativity and gender inequality in music. *Amanda J. Brockman*, Vanderbilt University
- Sad puppies, SJWs, and science fiction: Struggles for control of a social and cultural field. *Gregory Goalwin*, Aurora University

Discussant: *Christina Ong*, University of Pittsburgh

CITAMS Refereed Roundtables Sessions
Monday, August 12, 10:30 to 11:30am, Sheraton New York, Third Floor, Riverside Ballroom

Session Organizer: *Kenneth M. Kambara*, LIM College

What is Journalism For? Inequality, Social Justice, and the Role of Media
Monday, August 12, 2:30am to 4:10pm, Sheraton New York, Third Floor, Liberty 4

Session Organizer: *Stephen R. Barnard*, St. Lawrence University

Individual Presentation:
- From "illegal" to "undocumented": The implications of a lexical shift in a struggle against dehumanization. *Jacob Richard Thomas*, University of California-Los Angeles
- "We cannot let them die": Undocumented immigrants and U.S. media framing of health deservingness. *Anahi Viladrich*, Queens College, the City University of New York
- Legal justice vs. populist justice: The media-court relation and construction of social justice in China. *Fen Jennifer Lin* and *Chun Yang*, City University of Hong Kong

- Publics, platforms, and the Canadian Broadcasting Corporation. *Graham Cook*
- What is media manipulation? Theory and methods for detecting manipulation campaigns. *Joan Donovan*, Harvard University; *Brian Friedberg*, Data & Society

Discussant: *J. Siguru Wahutu*

Gender and Race in Media Production and Use
Monday, August 12, 4:30 to 6:10pm, Sheraton New York, Third Floor, Liberty 5

Session Organizer: *Mary Chayko*, Rutgers University

Individual Presentations:
- Cyber aggression on social media: A quasi-experimental study of policy on sexist and racist messages. *Diane H. Felmlee*, Pennsylvania State University; *Daniel DellaPosta*, Pennsylvania State University; *Paulina dela Cruz Inara Rodis*; *Stephen A. Matthews*, Pennsylvania State University
- Eating (with) the other: Race in American food television. *Rafi Grosglik*, University of California, Davis; *Alison Hope Alkon*, University of the Pacific
- How can one convey their gender? Let's count the ways: Gender identifiers in Twitter bios. *Lee Essig*, Stony Brook University
- "This treats female drivers as idiots": Mixed-methods exploration of the gender bias in China's social media. *Muyang Li*, SUNY Albany; *Zhifan Luo*, SUNY—University at Albany
- The mediated gaze: From the cinematic male gaze to the digital maternal gaze. *Kara M. Van Cleaf*, Fordham University

Discussant: *Sasha Pierre-Louis*, VCU

WORKSHOP, RECEPTION, AND BUSINESS MEETING

What Can You Do with a Ph.D.? Finding Job Opportunities Outside of Traditional Academia and
Sunday, August 12, 2:30am to 4:10pm, New York Hilton, Third Floor, Mercury Ballroom
Session Organizer: *Deana Rohlinger*, Florida State University

Co-Leaders: *Joan Donovan*, Harvard University; *Yuli Patrick Hsieh*, RTI International; *Deana Rohlinger*, Florida State University; *Rebecca A. Redmond*, Duke University

CITAMS Section Reception
Sunday, August 11, 7:30-9:00pm, Sheraton New York, Third Floor, New York Ballroom West

CITAMS - Business Meeting
Monday, August 12, 11:30am to 12:10pm, Sheraton New York, Third Floor, Riverside Ballroom

Session Organizer: *Deana Rholinger,* Florida State University

FEATURED RESEARCH

MEMBERS ON THE MARKET

Devika Narayan
Department of Sociology
University of Minnesota

I am a doctoral candidate at the University of Minnesota and a Fellow at the Interdisciplinary Center for the Study of Global Change. I am also a Resident at the Charles Babbage Institute (U of M), a center for the history of information technology. My dissertation titled, "*Between the cloud and a hard place: A study of digital technologies and emerging industrial logics*" relates new developments in corporate software consumption to a wave of changes in India's IT industry. A recent wave of layoffs, the decline of traditional IT services, and the creation of new software services, reflect a new era of software consumption by Fortune 500 companies, this industry's main clientele. Interviews with corporate executives, middle managers, coders, trade analysts, and members of new IT worker unions reveal the rise of *a less labor-intensive* and *more elastic* regime of cloud-enabled corporate IT. This study focuses on the managerial, organizational, and labor related reconfigurations associated with this development.

I anchor this project in emerging debates on platform capitalism. My analysis expands the scale of prior research to show how new technologies and managerial paradigms traverse networked global geographies. Broadly, this work engages economic sociology, critical management studies, labor studies, digital sociology, and social theory. This research has been published in Economic and Political Weekly and my paper that is a co-winner of this year's best student paper award (CITAMS section) is currently under review at a leading journal in the field. My work has been featured in media articles and also referenced by MIT Technology Review, The State of Working India report (a prominent research report on employment trends in India), and a technical note published by The United Nations Conference on Trade and Development.

Karina Rider
Department of Sociology
Queen's University

My dissertation investigates civic and political organizations in the San Francisco Bay Area that work to make or regulate digital networked technologies for social change. I conducted interviews and participant observation with over a dozen groups that are attempting to, for example, improve working conditions for tech workers, cut off data flows from tech firms to ICE, build digital tools to make government more efficient, and create a community owned and operated internet. I found that, first, how organizations conceptualize data justice is thoroughly rooted in local conditions, especially problems related to the Bay Area housing crisis. Second, how tech workers participate in volunteer spaces is similar to how they conduct projects in the workplace – which has consequences for how they define problems, go about

solving them, and interact with local bureaucrats. Lastly, organizations are grappling with how to distribute responsibility for social problems between tech firms and local government. In some cases, when trying to hold tech firms accountable for how they have impacted the Bay Area, they inadvertently legitimize these corporations as providers of social goods.

For future projects, I plan to study the protests against Amazon HQ2 in New York to generate comparisons with the San Jose Google project in the Bay Area. I am also planning to research the political economy of tech philanthropy in Silicon Valley, and the volunteering practices of high-wage tech workers. The main question driving all of these projects is about the changing relationships between local government, civic society, and tech firms.

Jason A. Smith, PhD
Department of Sociology
George Mason University

Jason successfully defended his dissertation on April 11 and graduated with his PhD on May 17.

His dissertation is titled "Deliberating Diversity: Race and Gender in the Federal Communications Commission's "Ownership Debates.""

Abstract:
Media representation is a well-worn area of study in the social sciences, while media policy concerns are relegated to niche academic subfields. Media policy work has had little engagement with sociological institutionalism as a theoretical framework to assess policy outcomes. Recent scholarship has noted the deliberative turn of the Federal Communications Commission (FCC) at the start of the twenty-first century, in which media advocacy groups began having a stronger presence in media policy debates. While the FCC has vocalized its support to promote opportunities for minorities and women in relation to media ownership and participation, they have struggled with efforts at engaging policy on these issues. This dissertation looks at the discursive arena of the FCC in relation to the exclusion of minorities and women within the rule-making process of the FCC, paying attention to the processes that shape media policy debates over race and gender inclusion.

Interpretive policy analysis is used to assess two case studies – debates over "Form 323" and "media ownership" – in which the FCC directly asked for comments regarding media diversity. This dissertation focuses on the insights that institutionalism can have toward understanding race and gender as consistent social forces that undermine deliberation within the FCC. In my dissertation I conceptualize deliberative diversity to capture the futility of media diversity efforts by the FCC. Deliberative diversity demonstrates how the rulemaking process excludes minorities and females from the discursive arena while the FCC actively attempts to engage with media exclusion. This is done through three simultaneous, reinforcing acts that expose limits to the FCC's deliberative model, reaffirm the institutional order, and promote race and gender conscious debates that have no policy conclusions. The deliberative model that has been presented has its faults, but is not without merit or worth reconstructing to include the ways that race and gender are part of the discursive arena within the media policy process.

S. Katherine Cooper
University of Tampa

S. Katherine Cooper. 2019. <u>"What's So Funny? Audiences of Women's Stand-Up Comedy and Layered Referential Viewing: Exploring Identity and Power.</u>" *The Communication Review*

This article discusses audience reactions to stand-up clips by Amy Schumer, Wanda Sykes, and Margaret Cho. Women's comedy is arguably at the height of its popularity, but there is a seeming lack of research on audience interpretations of humor produced by women. This research builds on and extends current notions of "referential viewing" in audience research. Utilizing focus group analysis, I elaborate audience decoding practices and the role of identity in layers of referential viewing. Audiences in this research centered their discussions on identification of the comedians, identification of the targets of jokes, and identification of whom they perceive to be the intended audience. Discussed are implications for how audiences understand various power dynamics through humor and distinctions created between comedy that "laughs with" or that "laughs at."

James Everett Hein
California State University, Los Angeles

Hein, James Everett & Vidhi Chaudhri. 2018. <u>Delegitimizing the enemy: framing, tactical innovation, and blunders in the battle for the Arctic</u>, *Social Movement Studies.*

Utilizing scholarship on legitimation, tactical innovation, and blunders, this paper examines the dynamics by which Greenpeace tried to gain legitimacy and delegitimize Shell in the conflict over Arctic drilling. Content analysis of news media mentions found that the vast majority of Greenpeace frames centered on the ethical concerns surrounding Arctic drilling, mainly potential consequences such as oil spills and climate change. In contrast, Shell's efforts to delegitimize Greenpeace were limited and more evenly distributed between scientific claims about the safety of drilling in the Arctic, economic opportunities such as jobs created, and ethical claims about Greenpeace threatening the safety of Shell crews. The tactically innovative use of celebrity endorsements by Greenpeace was particularly influential for mobilizing and gaining news attention when combined with occupations. Viral videos gained little news media attention, yet helped mobilize Greenpeace support when they featured a celebrity. In response, Shell tactics overwhelmingly involved litigation against Greenpeace which had some success in neutralizing the occupation tactic. Blunders by Shell amplified resonance of Greenpeace delegitimation frames, ultimately contributing to Shell ceasing their Arctic drilling operations in 2013.

Rui Hou
Queen's University, Kingston, Ontario

Rui Hou. "Outsourced Authoritarianism: The Commercialization of Internet-Opinion Surveillance in China."

How traditional authoritarian regimes maintain their resilience under the impact of technological innovation has become an important agenda in current social sciences. Indeed, the political outcome of digital technology is not solely determined by state actors or citizens. Corporate bodies also play a key role in the control of information flow. Hitherto, however, the primary focus has been on the digital control conducted by state agencies, with little attention directed to the role of non-state actors in authoritarian control of the Internet. This on-going research explores how for-profit organizations are engaged in Internet-opinion management in contemporary China. While it was recently revealed that purchasing commercialized data-analytics services to control Internet discussion is becoming a regular and requisite expenditure of Chinese governments, we know little about how the collaboration between state and non-state actors proceeds. This article examines how market actors are actively engaged in state control of the Internet by studying the industry of Internet-opinion surveillance in China. Using qualitative methods (visiting

surveillance companies and interviewing key actors), this research presents the ecosystem of this industry, in which citizens' online expression is systematically monitored, analyzed, and guided.

Gary T. Marx
Massachusetts Institute of Technology

Recent Articles:

Keith Guzik and Gary T. Marx "Politics, Policy and Crime Ethnography" *Oxford University Handbook on Ethnographies of Crime and Criminal Justice,* forthcoming

Gary T. Marx, "Bentham on Modern Social Control: Prescient, Clairvoyant and More" *International Criminal Justice Review,* forthcoming

Gary T. Marx, "A less Perfect But Freer Society?" *European Data Protection Law Review*, vol. 4:44:4 https://edpl.lexxion.eu/current_issue/EDPL

Gary T. Marx, "Inside the Tent: Some Reflections on Working for the 1967 Kerner Commission" longer version of a paper written for R. Shellow, D. Boesel, D. Sears and G.T. Marx, *The Harvest of American Racism* (University of Michigan Press, 2018)

Pat Gillham and Marx, Gary T. "Changes in the Policing of Civil Disorders Since the Kerner Report: The Police Response to Ferguson, August 2014, and Some Implications for the Twenty-First **Century** *The Russell Sage Foundation Journal of the Social Sciences*, vol. 4 no. 6, 2018. http://web.mit.edu/gtmarx/www/kerner_changes.html

Gary T. Marx, "Where does the truth lie, or does it?

Varieties of Verite". Introduction for Kam C.

Wong, *Public Order Policing in Hong Kong –The Mongkok Riot*, Palgrave, 2018. http://web.mit.edu/gtmarx/www/mkr_foreword.html

Keith Guzik and Gary T. Marx "Global Security Surveillance" (*forthcoming Oxford Research Encyclopedia of Criminology and Criminal Justice)* http://web.mit.edu/gtmarx/www/global.html

Gary T. Marx and Keith Guzik   "The uncertainty principle Qualification, contingency and fluidity in technology and social control" http://web.mit.edu/gtmarx/www/uncertainty.html

BOOK REVIEW: Jan Goldman and Susan Maret "Intelligence and Information Policy for National Security". Lanham, MD: Rowman and Littlefield,   http://web.mit.edu/gtmarx/www/rev_goldman_maret.html

Gary T. Marx, "What's It All About? Reflections on Meaning in a Career" What's It All About? Reflections on Meaning in a Career In R. Darling and P. Stein, *Sociological Lives*, 2017 *http://web.mit.edu/gtmarx/www/whatsit.html*

Joong-Hwan Oh
Hunter College, CUNY

Joong-Hwan Oh. 2019. *Examining the Use of Online Social Networks by Korean Graduate Students: Navigating Intercultural Academic Experiences*. **Routledge.**

This book examines how former, current, and prospective Korean graduate students navigate American universities, especially with regard to the student-advisor relationship. Based on extensive case study research conducted around Vivid Journal—an online social network for many domestic and international Korean graduate students—this volume highlights issues regarding access to various academic capitals (i.e., scholarship, publishing, participation in academic research), successful completion of graduate degrees, and academic or non-academic employment opportunities upon graduation. Through a rigorous
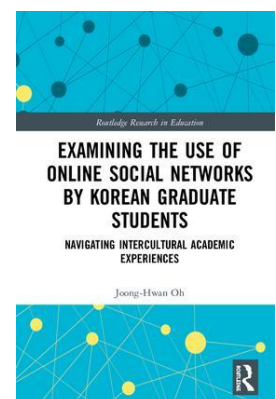
analysis of members' posting behavior, interaction, and role assignments, this book offers a new conceptual framework for online and social support networks, especially around the shaping and mediation of international student-advisor relationships. To that end, some new concepts, such as mediated accounts, communicative agents, and communicative guiders and the subgroups (institutional, academic, cultural, and social guiders), are introduced.

Indeed, *Examining the Use of Online Social Networks* is about the making of mediated accounts among the current, former, and prospective Korean graduate students of American universities through their online communications at the 'back stage' (the Vivid Journal social network) with the aim of helping its initial posters not only meet their academic concerns, but also build better working relationships with their American university academic advisors in the future at the 'front stage'—i.e., the real-world situations.

***Add Book Picture ***

Mathieu O'Neil
Australian National University

Mathieu O'Neil & Robert Ackland. 2019. Risk issue adoption in an online social movement field. *Information, Communication & Society*.

This article extends the field conceptualisation of social change and innovation adoption, which hinges upon the strategic capacities of actors, to the online environment. We focus on a key aspect of social movement organisations (SMOs), competition for members, resources and attention over an environmental risk issue. The incorporation of network theory enables us to map how the structural position of actors in the field is associated with their actions – for example, their response to an exogenous shock such as a new threat to the environment. We analyse how actors in the online environmental movement respond

to the emergence of nanoscience and technology (NST) as a risk issue, and test the field theory hypothesis that dominated actors are more likely to adopt this issue in the early stages of emergence. Our findings challenge field theory orthodoxy and suggest that whilst challengers innovate, dominants co-opt by adopting the issue in a second stage. Finally, we examine why the notion that NST entails significant environmental and health risks was not propelled into wider public consciousness.

Charlotte Ryan
University of Massachusetts, Lowell

Ryan, Charlotte and Karen Jeffreys. 2019. *Beyond Prime Time Activism: Communication Activism and Social Change*. **Routledge.**

Routledge announces the publication of *Beyond Prime Time Activism: Communication Activism and Social Change.* Authors Charlotte Ryan(sociologist) and Karen Jeffreys (community organizer) draw on two decades of collaborative research with Rhode social movement coalitions to describe how integrated political and communication strategizing contributes to sustainable social movements. *Beyond Prime Time Activism (BPTA)* critiques social marketing and media advocacy communication models and introduces a movement-centered model of communication activism that stresses shared values, trust, and equitable relationships. Using activists' stories to illustrate how social movements communicate, the authors describe two longitudinal interventions in which the social movement coalitions achieve their strategic goals overcoming structural barriers by integrating political and communication strategies. https://www.routledge.com/Beyond-Prime-Time-Activism-Communication-Activism-and-Social-Change/Ryan-Jeffreys/p/book/9781138744240
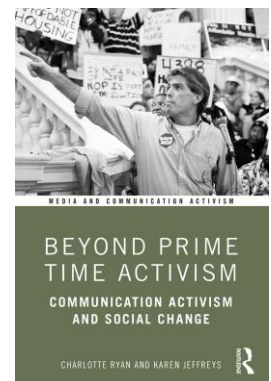
The volume is the first in a new *Routledge Series on Media and Communication Activism: The Empowerment Practices of Social Movements* edited by Claudia Magallanes Blanco, Alice Mattoni, and Charlotte Ryan.

Christine Tomlinson
University of California, Irvine

Building a Gamer: Player Preferences and Habits Across Gender and Genre. 2019.

This paper has been accepted for publication and presentation through the 2019 Digital Games Research Association (DiGRA).

Most aspects of life involve gender gaps in terms of entrance, experience, and outcome. Video games have largely not been an exception to this, but more recent studies are finding that factors other than gender may be more powerful as predictors for similarity or difference among players. This study uses interviews with 54 current adult video game players and analyses of online forum discussions to better understand player experiences, habits, and preferences. Ultimately, players are much more similar than older studies would lead one to believe. The majority of players enter gaming at the same time through similar paths and they identify the same motivating factors consistently in terms of why they play. However, while players note that they are motivated by opportunities to relax, participate in a compelling story, and overcome challenges, female players do diverge from male players – and previous research – in that their idea of relaxation through video games is less likely to be social.

Announcements

CFP: Call for Book Chapters on Gender and Comedy

Editor: S. Katie Cooper
Contact email: scooper@ut.edu

Abstract Proposal Due: October 4, 2019

I am pleased to announce a call for chapter proposals for an edited volume focusing on the intersections of gender and comedy.

Comedy in its myriad forms is an integral component of popular culture, but the relationship between gender and comedy remains underexplored. This edited collection thus aims to investigate the various intersections of gender and comedy within different cultural spaces. Chapters may explore the content, representation, production, and/or audience reception of comedic texts. Topics of interest range from, but are not limited to, comedy and body politics, race, ethnicity, gender, sexuality, and/or disability; political and feminist humor and satire; gender and *Saturday Night Live*; comedians in the #MeToo era; comedy on sex and dating, motherhood, parenting, and family; gender imbalances in comedy writing and performances; and social media, memes, and sharing online humor.

Proposals may address all forms and genres of comedy across a wide range of media formats (television, film, podcasts, online and other streaming platforms, radio, stand-up and live performances, etc.). Chapters that include an intersectional emphasis are especially welcome. All methodological approaches and theoretical orientations are invited. Full chapters will be approximately 7000-10,000 words upon final submission.

Submission Guidelines: Interested contributors should send an abstract proposal (no longer than 500 words) and a short bio or CV to scooper@ut.edu by **October 4, 2019.**

Authors will be notified of the editor's decision by October 20.