

# ECREA / DGPUK 'Digital Media Technologies Revisited' Conference

## Place

University of the Arts (Universität der Künste – UdK), Hardenbergstraße 33, 10623 Berlin  
Room 101 (Alte Bibliothek – Old Library)  
([http://www.udk-berlin.de/sites/content/themen/service/standorte/hardenbergstr\\_33\\_berlin\\_charlottenburg/index\\_ger.html](http://www.udk-berlin.de/sites/content/themen/service/standorte/hardenbergstr_33_berlin_charlottenburg/index_ger.html))

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## Programme

### Thursday, 19.11.2009

19:00 Reception for all conference participants  
(in parallel: registration)

### Friday, 20.11.2009

9:00 – Welcome

9:10 Maren Hartmann (University of the Arts Berlin, D)

9:10- Introduction to the conference theme

9:30 Caroline Bassett (Sussex University, GB)

9:30 – **Panel I: Bodies (Chair: Kate O’Riordan)**

10:30

#### **Bidigital Matter and the Modulations of the Body**

Eleni Ikoniadou (University of East London, UK)

#### **Serious games and organisations’ communication**

Ghislaine Chabert & Jacques Ibanez Bueno (University of Savoie, F)

10:30 – Coffee break

11:00

11:00 – **TWO PARALLEL SESSIONS**

13:00

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| <b>Panel II: HCI REVISITED</b><br><b>(Chair: Martin Emmer)</b>  | <b>Panel III: IDENTITIES 4.0 ?- 1</b><br><b>(Chair: Elisenda Ardevol)</b>  |
| <b>WEB 2.0 affordances: theorizing interaction and communication in a CMC setting</b><br><br>Peter Mechant (Ghent University, BE) | <b>Revisiting obsolete media use qualities - Connecting now and then over social network activities</b><br><br>Jörgen Skageby (Linköping University, SE) |
| <b>Online cooperation as commonsbased peer production – Social dilemmas and institutions</b>                                      | <b>The Communicative Construction of Identities in Overlapping Structures of Everyday Life</b>   |

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|--|---|
| Christian Pentzold (Technical University Chemnitz, D)  | Matthias Berg (University of Bremen, D)   |
| <b>Supplanting or Supplementing? Chat Communication and Social Capital</b><br>Werner Wirth & Matthias Hofer (University of Zürich, CH)                               | <b>Hybrid identities 4.0? The role of digital media in the articulation process of young Russians' identity in the German Diaspora: A typology.</b><br>Caroline Düvel (University of Bremen, D) |
| <b>A socio-cultural approach to internet policy and regulation. Findings and implications of an ethnographic study</b><br>Panayiota Tsatsou (Swansea University, UK) | <b>Sexualized youth – promiscuous youth? Does sexually explicit internet-content deteriorate sexual attitudes?</b><br>Mathias Weber, Gregor Daschmann, Oliver Quiring (University of Mainz, D)  |

13:00 – Lunch  
14:00

14:00 – **Panel IV: NETWORKS & COMMUNITIES (Chair: Maren Hartmann)**  
15:30

**Networks and culture: possibilities for contextualised net culture research**  
Andreas Hepp (University of Bremen, D)

**Invisible networks and location-based projects suggesting the return of the “place”**  
Gemma San Cornelio Esquerdo (Universitat Oberta de Catalunya, ES)

**“What constitutes an online community”? Presenting a heuristic model for understanding community-construction on the Internet**  
Katerina Diamantaki (University of Athens, GR)

15:30 – Coffee break  
16:00

16:00 – **COST 298 Panel (Chair: Julian Gebhardt)**  
18:00

**Digital Media Technologies, Bodies and Emotions: Reconfiguring Subjectivities**  
Amparo Lasen (UCM, Spain)

**Body-to-body Interaction in Broadband Society**  
Jane Vincent (Digital World Research Centre, UK)

**A new way to see the future of print newspapers: Newspapers as “good masters” in spite of themselves**  
Leopoldina Fortunati (University of Udine, Italy)

**Getting access to website information: Does age really matter? Using eye-tracking data from a social semiotic perspective**  
Eugène Loos and Enid Mante Meijer (Utrecht University, The Netherlands)

**Social movements and ICTs: a review of applied methodologies and some reflections for further research**

Emiliano Trere (University of Udine, Italy)

19:30 Dinner (at participants' own cost)

**Saturday, 21.11.2009**

09:30 – Parallel meetings of the sections (DGPuK-FG ‚Soziologie der Medienkommunikation‘; 10:30 DGPuK-FG ‚Computer-Vermittelte Kommunikation‘ ; ECREA section ‚Digital Culture and Communication‘)

10:30 – Coffee break  
11:00

11:00 – **TWO PARALLEL SESSIONS**  
13:00

|   |  |
|---|--|
| <b>Panel V: DIGITALISATION &amp; VIRTUALITY RE-THOUGHT</b><br>(Chair: Jeffrey Wimmer)   | <b>Panel VI: IDENTITIES 4.0? – 2</b><br>(Chair: Caroline Bassett)  |
| <b>Digitalization, identity and the net of social, parasocial and pseudosocial relations of the People</b><br>Friedrich Krotz (University of Erfurt, D)                         | <b>Identity dispositive Internet</b><br>Florian Hartling (University of Halle, D)  |
| <b>Theorising social relations, interactions and communication</b><br>Bridgette Wessels (University of Sheffield, UK)   | <b>Identity Development in Scientific Online Communities</b><br>Frauke Zeller (Ilmenau University of Technology, D)  |
| <b>The Viability of the Concept “Virtuality” for Researching Network Media Development</b><br>Catherina Dürrenberg & Carsten Winter (Hannover University of Music and Drama, D) | <b>Hybrid identities 4.0? The role of Virtual research teams – theorising on cultures, scientific domains, and the choice of digital media technologies</b><br>Marco Bräuer, Frauke Zeller (both Ilmenau University of Technology, D) & Ingmar Steinicke (University of Kassel, D) |
| <b>Cyborgs and Learning Bots in Virtual Worlds</b><br>Sisse Siggard Jensen (University of Roskilde, DK)   | <b>Virtually Trash: Revenge Tragedy and the Tube</b><br>Catherine Gomersall (Edith Cowan University, Australia)  |

13:00 – Lunch  
14:00

14:00 – **Panel VI: Mass media, journalism and public Communication (Part 1) (Chair: Jan Schmidt)**  
15:30

**Do you want to play? How making-sense of entertainment innovations relates to engaging with media products**

Carrie Lynn D. Reinhard (Roskilde University, DK)

**Where mass media and social production meet: change and continuity in self-produced audiovisual projects**

Roig Telo (Universitat Oberta de Catalunya, ES)

**The fractures of photography: following the relationship between technology practices, sociality and identity formation in digital culture**

Edgar Gómez Cruz & Elisenda Ardévol (Universitat Oberta de Catalunya, ES)

15:30 – Coffee break  
16:00

16:00 – **Panel VI: Mass media, journalism and public Communication (Part 2) (Chair: Jan Schmidt)**  
17:00

**Total Recall vs the End of Memory: Digital Media and Social Memory Studies Revisited**

Martin Zierold (Justus-Liebig University Gießen, D)

**flow is now viral is agency: re-working the site(s) of new television**

Phil Ellis (University of Plymouth, UK)

17:15 – **Final discussion**

18:30 Introduced through short statements by:

Martin Emmer (Ilmenau University of Technology, D), Kate O’Riordan (Sussex University, UK), Jan Schmidt (Hans-Bredow-Institute Hamburg) & Jeffrey Wimmer (Ilmenau University of Technology, D)

Discussion led by Elisenda Ardévol (Universitat Oberta de Catalunya, ES) & Maren Hartmann (University of the Arts Berlin, D)

19:00 Dinner (at participants’ own cost)

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## Conference Registration

The Registration fee is 40 € (for presenters and participants alike).

Students can register for 20 € (or 10 € for one day).

Please register to the conference by emailing Julian Gebhardt ([julian.gebhardt@uni-erfurt.de](mailto:julian.gebhardt@uni-erfurt.de)) BEFORE THE 8<sup>th</sup> OF NOVEMBER.

You will be able to pay the fee on site.

Please let us know at the same time whether you will be attending the reception on the first evening.

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## Hotels close to the conference site

(There is no special conference rate – this is a small selection of hostels and hotels in the area – there are plenty more around).

The very cheap (it's a hostel, not a hotel!):

- AO Hostel am Zoo: <http://www.aohostels.com/en/berlin/hostel-am-zoo/hostel/info/>

The cheapest hotel:

- Motel One (Kantstraße): <http://www.motel-one.com/>

The closest hotel (but only by a few metres):

- Grand City Excelsior Hotel: <http://www.grandcity-hotel-berlin-excelsior.de/>

Others in a similar price range, probably a bit nicer:

- Hotel Astoria: <http://www.hotelastoria.de/>

- Hotel Carmer 16: <http://www.hotel-carmer16.de/>

For those who can afford more:

- Savoy Berlin: <http://www.hotel-savoy.com/>

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## Information

For any questions, please contact Julian Gebhardt ([julian.gebhardt@uni-erfurt.de](mailto:julian.gebhardt@uni-erfurt.de)).