

# ICA 2007 PRECONFERENCE WORKSHOPS

Participation in a workshop requires that the registration fee be paid in advance

## PRECONFERENCE #1

Joint Preconference of the ICA Philosophy of Communication, Intercultural/Development Communication, and the Public Relations Divisions; and the Center for Global Communication Studies, Annenberg School of Communication, U of Pennsylvania.

**Title:** Methodologies of Comparative Media Research in a Global Sphere: Paradigms-Critique-Methods

**Time:** Wednesday, May 23 and Thursday, May 24, 2007, 8:15 a.m. - 5:00 p.m.

**Limit:** 120 persons

**Cost:** Members: \$130.00 USD  
(Includes refreshments)

Media and communication studies are in the process of transformation. Global or international communication delivered through satellite and Internet redefine conventional concepts of media, of the mass audience, of gatekeeping and agenda setting, of power, and of communication itself. It is timely to address methodological issues in this increasingly worldwide research context.

This preconference will provide a broad platform for the discussion of new emerging paradigms, approaches and parameters relevant to today's globalized research terrains.

### **Wednesday, May 23**

8:15 – 9:00 a.m. Registration / Light Breakfast

9:00 - 9:15 a.m. **Welcome**

9:15 - 9:30 a.m. **Opening Remarks**

Media Research in a Globalized Sphere: Parameters and Visions  
Ingrid Volkmer, U of Melbourne, Australia

9:30 – 10:15 a.m. **Keynote**

Can Media Research Cope with Glocalization? Reflections on Global Challenges and Local Applications  
Cees Hamelink, U of Amsterdam, The Netherlands

10:15 – 10:45 a.m. Coffee Break

### **Mapping the Globalized Space**

10:45 – 11:15 a.m. Marwan Kraidy, American U, Washington, DC  
What in the World is Global Media Studies ?

11:15 – 11:45 a.m. Joe Straubhaar, U of Texas, Austin  
Multiple Television Flows for Multilayered Cultural Identities ?

11.45a.m. – 12:15p.m. Patricia Aufderheide / Katja Wittke, American U, Washington, DC  
Mapping Global Publics in Open Media: Claims and Connections Online

12:15 – 1:15 p.m. Lunch

**Comparing Media Flows; Experiences and Practices**

1:15 – 1:45 p.m. Akiba Cohen, Tel Aviv U / Ven-Hwei Lo, National Chengchi U,  
Teipei, Taiwan  
Comparative Research on Television Foreign News

1:45 – 2:15 p.m. Frank Esser, U of Zuerich / Barbara Pfetsch, U of  
Hohenheim/HarvardU  
Conceptual Challenges to the Paradigms of Comparative Political Communication in a Globalized  
World

2:15 – 2:45 p.m. Lothar Mikos / Claudia Toepper, U of Film and Television,  
Potsdam, Germany  
Challenges of Comparative Media Research – Report of Two Empirical Studies

2:45 – 3:00 p.m. Coffee Break

3:00 – 4:30 p.m. **Methodologies of Comparison in Different Contexts**

<b>Panel 1: Journalism and Political Communication</b>	<b>Panel 2: 'Difference' in Comparative Research</b>	<b>Panel 3: Comparative Research and New Media Cultures</b>	<b>Panel 4: Popular Culture and Identity</b>	<b>Panel 5: Methods of Comparison</b>
Richard Stanton, U of Sydney, Australia  Methodologies of Comparative Research in a Global Sphere: Global Media in National and Local Contexts	Christina Slade, Macquarie U, Australia  Researching Citizenship and Global Media	Gajjala Radhika, Bowling State Green U, USA  Researching Global/Local Digitally Mediated Networks: Producing Identity as Interface	Denise D. Bielby, U of California, Santa Barbara, USA  Considering the Culture World of Global Media	Vivan B. Martin, Central Connecticut State U, USA/Astrid Gynnild, U of Bergen, Norway  Bridging Media Industries and the Academy Using Classic Grounded Theory Methodology
Christiane Page, Maxwell School of Citizenship and Public Affairs, Syracuse U, USA  Doing Good or	Justin Martin, U of North Carolina, Chapel Hill, USA  Cross-National	Fernando Bermejo, U Rey Juan Carlos, Madrid, Spain  Desparately Seeking the	Ian Glenn, U of Cape Town, South Africa  Media, Democracy and White Identity in	Steffen Kolb, Hamburg Media School, Germany  Iterative Approach to

Doing Well: What Public Relations and Communication Can Tell Us About the Contribution of Transnational NGO's to Global Governance	Media Research in the Middle East	Online Audience. Quantitative Audience Research in a New Media Environment	the New South Africa	Theory-Driven Comparative Research
Dan Eisenberg / John Pollock, The College of New Jersey, USA  Comparing Cross-National Newspaper Coverage of NGO Efforts to Fight HIV/AIDS	Andrea Hickerson, U of Washington, USA  Life Stories and Mediated Longing: The Role of Authenticity in the Diasporic Audience	Saskia Witteborn, Chinese U of Hong Kong  Cultural Setting in Media Research: Studying Social Groups Online and Offline	Ole J Mjos, U of Westminster, UK  Researching a Global Media Phenomenon: Reflections on Theory and Methods	Eronini R, Megwa, California State U, Bakersfield, USA  Hybridization and Triangulation as Development Strategies: An Integrative Framework for Data Collection in a Dualistic Context
Pauwke Berkers / Susanne Jannssen / Marc Verboord, Erasmus U, the Netherlands  Multiculturalism in Western Newspaper Coverage of Literacy Authors	Dina Matar, School of Oriental and African Studies, U of London, UK  Researching Media Politics and Culture in the Arab World: Problems and Ways Forward		Bingchun Meng, Annenberg School for Communication, U of Pennsylvania, USA  Who Needs Democracy if We Can Pick Our Favourite Girl? 'Supergirl,' Media Politics, and the Chinese Society	Christopher Karadjov, California State U, Long Beach, USA  Sampling Bulgarian Journalists: Methods and Problems

4.30 – 4.45

Coffee Break

4.45 – 6.15

Panels continue

Joseph Chan, The Chinese U, Hong Kong/Changjiang Chair, Fudan U, China  Comparing Journalists: Reflections on Two Issues in the Study of News People Across	Churu Uppal, U of South Pacific, Fiji  Diaspora and Dialectic: Maintaining Identity Beyond the Nation-State	Debashis Aikat, U of North Carolina, Chapel Hill, USA  Communications with Developing Societies: The Role of Internet Communication in India	Mary Mali He, The Chinese U of Hong Kong  A Collaborative Success in Chinese Film Industry: A Case Study of Crazy Stone	Michael J, Palenchar, U of Tennessee, USA  Global Issues Start at Community Levels: Using Ethnography as a Means for Observing and Understanding
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Societies				Socially Constructed Risk Roles and Risk Perceptions
<p>Jimbong Choi, Bemidji State U, USA</p> <p>Newspaper Coverage of Natural Disasters and the Us/Them Distinction</p>	<p>Eda Derhemi, U of Illinois, Urbana-Champaign, USA</p> <p>Identity Construction Through Multilingual Discourse in a Minority Newspaper: the Case of Arbresh</p>	<p>Abdullah H, Mohammed, U of Dar es Salaam, Tanzania / Robin Boyd, West Virginia State U, USA</p> <p>Vimkandalas: A Pentadic Analysis of the "video hut" experience in Tanzania, East Africa</p>	<p>Radhika Parameswaran, Indiana U, Bloomington, USA</p> <p>Visions, Nations, and the Gaze of Global India: Challenges of Studying Media and Public Memory</p>	<p>Katja Schwer, Ludwigs-Maximilian U, Munich, Germany</p> <p>Guiding Principles of Media Governance: Towards a Methodological Tool for the Analysis of Media Policy Paradigms and Regulatory Structures</p>
<p>Ansgard Heinrich, U of Otago, New Zealand</p> <p>Networking and the Process of 'Making the News': The Paradigm Shift in the Global Journalism Space</p>	<p>Xin Xin, U of Westminster, UK</p> <p>From Propaganda Machine to Global News Agency? Xinhua News Agency 1980-2005</p>	<p>Angieszka, Stepinska, Adam Mickiewicz U, Poland</p> <p>Media and Politics: New Phenomena, New Relations</p>	<p>Susanne Janssen, / Alex van Venrooij, Marc Verboord, U of Rotterdam, The Netherlands</p> <p>Cultural Classifications in Comparative Perspective: The Case of Popular Music in France, Germany, The Netherlands, and the United States, 1955-2005</p>	<p>Vanessea De Macedo Higgins, / Amy Schmitz-Weiss, U of Texas, Austin, USA</p> <p>Online Focus Group as a Method for Comparative Communication Research Across Borders</p>
<p>Maha Bashri, Bradley U, USA</p> <p>The Opinion and the Other Opinion: A Case Study of Al Jazeera's Agenda Setting Effect in the Arab/Islam World</p>	<p>Yuan Zhang, U of Gainesville, USA</p> <p>Good for Me or For Us All? A Comparative Content Analysis of Manifest Individualism and Collectivism in Global and Local TV Advertising in</p>			

	China			
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6:30 p.m. Reception  
 Sponsored by the Center for Global Communication Studies, Annenberg School for Communication,  
 U of Pennsylvania

**Thursday, May 24**

9:00 – 10:30 a.m. **Research Funding in a Globalized Context:**  
 invited speakers:  
 Stefaan Verhulst, Chief of Research, Markle Foundation, New York, USA  
 Joe Karaganis, Program Director, Social Science Research Council, New York, USA  
 Becky Lentz, Ford Foundation, New York, USA

**Consequences for Comparative Research**

10:45 – 11:15 a.m. Donnalyn Pompper, Florida State U / Edward Lee,  
 Leeds Business School, UK  
 Researcher-Researched ‘Difference’: In Search for Validity in the Global Sphere

11:15 – 11:45 p.m. Thomas Hanitzsch, / Thorsten Quandt, Ludwigs-  
 Maximilian , U, Munich  
 Comparative Worlds of Journalism: Methodological Case Studies

11:45 a.m. – 12:15 p.m. Andreas. Hepp, U of Bremen, Germany  
 Transcultural Media Research: Perspectives for Comparative Media and Cultural Studies in  
 Times of Globalization

12:15 – 12:45 p.m. Susan Holmberg, Mid-Sweden U, Sundsvall, Sweden  
 Experiences, Lessons from a Pan-European Media Content Study

1:00 – 2:00 p.m. Lunch

2:00 – 3:30 p.m. **Media Industry and Comparative Media Research:**  
 (panel with media industry representatives)

3:30 – 4:30 p.m. **Conclusion:**  
 Oliver Boyd-Barrett, Intercultural Communication  
 Betteke van Ruler, Public Relations  
 Monroe Price, Center for Global Communication Studies, Annenberg School for Communication,  
 U of Pennsylvania, USA  
 Ingrid Volkmer, Philosophy of Communication

**PRECONFERENCE #2**

\*\*\*NOTE: This preconference workshop is **NOT** in the Hilton Hotel \*\*\*

The preconference is a joint effort by the Graduate School of Education, U of California, Berkeley, the international research project 'Mediatized Stories: Mediation Perspectives on Digital Storytelling Among Youth' [www.intermedia.uio.no/mediatized/](http://www.intermedia.uio.no/mediatized/) based at the U of Oslo, the ARC Centre of Excellence for Creative Industries & Innovation, Queensland U of Technology, Australia [www.cci.edu.au](http://www.cci.edu.au), and the Popular Communication and Communication and Technology Divisions

**Title:** Digital Storytelling: Critical Accounts of a Californian Export

**Time:** Thursday, May 24, 2007, 9:00 am - 3:00 pm U of California, Berkeley campus, Tolman Hall

**Limit:** 35 persons

**Cost:** Members: \$30.00 USD (includes refreshments and lunch).

Student members of the Popular Communication division wishing to take part in the preconference could apply by a letter to the division chair, Professor Lynn Schofield Clark (Lynn.Clark@du.edu) by February 15, for need-based travel grants of \$300. Indicate need and any other sources of support for the conference attendance, and attach a CV.

**Transport:** Guided transport to the site at U of California, Berkeley departs from the ICA Hilton conference hotel in San Francisco at 9:00 am on May 24th. Transport will be by the metro (BART). The venue at U of California, Berkeley, Tolman Hall (room 2515), is close to the Berkeley BART station on the line from downtown San Francisco. **The participants pay their own BART tickets (\$6.50 USD roundtrip).**

Digital Storytelling is evolving as a participatory media practice around the globe. Individuals in a variety of institutional settings tell short, self-representational stories with standard digital equipment. These personal narratives are usually made with self-sourced images and told with the own voice.

Although there are many forms of digital storytelling, this pre-conference takes as its point of departure the approach that was developed at the Center for Digital Storytelling in Berkeley from the early 1990s ([www.storycenter.org](http://www.storycenter.org)).

Their ideas of Digital Storytelling have spread throughout the world. Why has this Californian export become so popular? Which further-developing forms of digital storytelling should be observed? What are the broader meanings, the textual characteristics, its democratic and participatory potential, and future developments of digital storytelling? How could digital storytelling be understood as mediation practices and to which extent could it contribute to media literacy? Such questions deserve critical and constructive scholarly interest.

The preconference will trace the roots and the take-up of the Digital Storytelling movement, and raise research questions from three different corners of the world: from the ICA host state of California, from Europe and from Australia.

**Schedule:**

10:10–10:25 a.m. Introduction by Knut Lundby, U of Oslo, and Glynda Hull, U of California, Berkeley.

The Spread of Digital Storytelling:

10:25–11:00 a.m. 'The Story of Digital Storytelling'. Joe Lambert, Center for Digital Storytelling, U of California, Berkeley, US.

11:00–11:10 a.m. Coffee

11:10–11:35 a.m. 'A Critical Account of Digital Storytelling as it Appeared in Britain'. Nancy Thumim, London School of Economics & Political Science, UK.

11:35 a.m.–12:00 p.m. 'Digital Storytelling in Australia and Beyond'. Kelly McWilliam, Queensland U of Technology, Australia.

12:00–1:00 p.m. Lunch

Reflections on Digital Storytelling:

1:00–1:25 p.m. 'Taking, and Mistaking, the Show on the Road: Multimedia Self-Presentation and Social Transaction'. Glynda Hull and Mark Nelson, U of California, Berkeley, US.

1:25–1:50 p.m. 'Mediatized Stories: Autobiography and Authenticity in Digital Storytelling'. Birgit Hertzberg Kaare and Knut Lundby, U of Oslo, Norway.

1:50–2:15 p.m. 'The Problems of Expertise and Scalability in Self-Made Media: Lessons from Digital Storytelling in Australia'. John Hartley, Queensland U of Technology, Australia

2:15–2:25 p.m. Coffee

2:25–3:00 p.m. Future directions – Concluding discussion: Kirsten Drotner, U of Southern Denmark,

Jo Tacchi, Queensland U of Technology, Australia, and Larry Friedlander, Stanford U, US

Chair: Nick Couldry, Goldsmiths College, U of London. UK

### **PRECONFERENCE #3**

**Title:** Making Communication Studies Matter: Field Relevance/Irrelevance to Media, Library, Electronic, Communication System, Designs, Policies, Practices

**Time:** Thursday, May 24, 2007, 8:00 a.m. - 6:00 p.m.

**Limit:** 75 persons

**Cost:** \$75.00 USD (includes snacks)

This working symposium draws on the results of a four-stage dialogic surround of the challenges of interdisciplinarity and interspectivity in user/audience studies and their applications to system and communication design. policy, and practice. In stage 1, a set of in-depth interviews were conducted with 114 international experts in three fields -- communication and media studies, library and information science, and human computer interaction/information technology -- focusing on gaps between fields in their understandings of (and modes of studying) users and audiences. The work at this stage was funded in part by a grant from the Institute of Museum and Library Services. In stage 2, some 15 of the experts (sometimes working with graduate student teams and supplemented with additional colleagues) wrote 45 impressionistic essays resulting from their readings of the interview set. In stage 3, an initial grounded theory thematic analyses of the interviews was completed. In stage 4, a panel discussion at the American Society for Information Science and Technology conference in November 2006 brought together six teams, 2 each from each of the three fields, to focus on "Being user oriented: Convergences, divergences, and the potential for systematic dialogue between disciplines and between researchers, designers, and providers." URL for this panel is at: [http://imlsosuocproject.jcomm.ohio-state.edu/imls\\_paper/asist06panel\\_list.html](http://imlsosuocproject.jcomm.ohio-state.edu/imls_paper/asist06panel_list.html).

This working symposium for ICA will constitute stage 5 of the dialogue with special emphasis on the communication field and its subfields. The presentations in the morning will come from an eclectic set of speakers representing the different fields as well as approaches and perspectives too often considered incommensurate. The speakers will focus on their "readings" of the results from stages 1 through 4 of the dialogue, combined with their understandings based on their own specialties of the challenges of interspectivity and interdisciplinarity, to address these focal questions:

\* Beyond surface stereotypes, what differences stand between fields and perspectives in how they see and study users and audiences, and how they conceptualize and execute the challenges of the design and practice of systems to meet human needs?

\* Beyond impractical idealisms, what procedural and structural interventions might improve our capacities to communicate and make a difference across disciplines and perspectives?

In the afternoon, all enrollees and presenters will break into small groups. Each small group will begin with background presentations by the group facilitators focusing on a variety of theory-research informed attempts to build dialogic bridges in different contexts. The remainder of the small group time will be spent discussing the two focal questions set forth above. Each group will report back to the symposium as a whole at the end of the day.

A potential goal from the working symposium will be to advance the dialogue into a stage 6 -- to organize an international working group to propose and seek funding for an international symposium. The purpose of the workshop is not to arrive at "right" ways to do user/audience research but rather more effective ways of building bridges between the many different efforts being made to understand users/audiences and apply results of the work to communication and system design.

The Challenges of Being Dialogic  
Brenda Dervin, Ohio State U, USA

Overview of the Three-Field Dialogue  
CarrieLynn Reinhard, Ohio State U, USA

Disciplined Dialogue and its Implications for the Evaluative Explorations of Information Quality Issues  
Roberta Brody, CUNY - Queens College, USA

Bringing Contemplative Attention to the Dialogue Between Teacher/Adviser and Student  
Kathleen Clark, U of Akron

Systematically Nnurturing Creativity in Innovative Projects  
Angela Coco, U Of Queensland, Australia

Using Sense-Making Self-Interviews to Facilitate Student Explorations into How They Construct Social Theories  
David Easter, Ohio State U – Lima, USA

Helping Communication Practitioners to Bridge the Dialogic Gap Between Institutions and Their Publics  
Lois Foreman-Wernet, Capital U, USA



Bridging Ourselves: Self-Reflexivity and Digital Storytelling in the Media Classroom  
John Higgins, Menlo College, USA

Using Dialogic Interviewing to Understand Youth Radio Producers' Personal, Social, and Political Transformations  
Robert Huesca, Trinity U, USA

Cyberproject Case Study of Training Effects on Team Communication of Ecologists and Computer Scientists  
Samantha Katz, U of New Mexico, USA

Mediating Diversity and Uniformity: Using Web Pages to Evolve Systematic Content Analysis Methods  
HongChun Lee, Keio U; Youichi Ito, Keio U - Shonan Fujisawa, Japan

Using Sense-Making as Dialogic Approach to Elicit and Transfer "Deep Smarts" for Leadership Transitions  
Albert Linderman, The Sagis Group, Inc., Arden Hills, MN  
email [linde017@tc.umn.edu](mailto:linde017@tc.umn.edu)

Communicating the Importance of Communication Research Through Real-World Practice and Research Projects  
Tingting Lu, Ohio State U, Japan

The Role of Dialogue in Organizational Communication  
Paul Nelissen, Radboud U Nijmegen, The Netherlands

Communication-Peace Bridge  
Christlin Rajendram, Eastern U - Sri Lanka

Experiences with a Sense-Making Interdisciplinary Dialogue Among Researchers and Practitioners Studying Users/Audiences  
CarrieLynn Reinhard, Ohio State U, USA

Using Sense-Making in Online Discussions to Facilitate Southeast Asian Student Readings of Indian Cinema  
David Schaefer, Franciscan U – Steubenville, USA

Building Dialogic Bridges Across Theories/Disciplines: Teaching Core Social Theory to Undergraduates in Seven Departments  
Peter Shields, Eastern Washington U, USA

Identifying Gaps, Building Bridges: Communicating Dance Between Dean and Faculty in a Collective Bargaining Environment  
Vickie Shields, Eastern Washington U, USA

Using Knowledge Workers Sense-Making of Situationality as Tool for Adapting to What Matters  
Patricia Souto, Loughborough University, Loughborough, Leicestershire, UK  
[P.C.Nascimento-Souto@lboro.ac.uk](mailto:P.C.Nascimento-Souto@lboro.ac.uk)

Use of Sense-Making Interviewing for Capturing Software Requirements  
Georg Strom, U of Copenhagen, Denmark

Sandra Braman U of Wisconsin – Milwaukee, USA Participant  
Donald Case U of Kentucky, USA Participant  
Cees Hamelink U of Amsterdam, The Netherlands Participant  
Youichi Ito Keio U - Shonan Fujisawa, Japan Participant  
Robert Jacobson Bluefire Consulting - Santa Monica, CA, USA Participant  
Ed McLuskie Boise State U, USA Participant  
Michel Menou [Somos@Telecentros](mailto:Somos@Telecentros), UK Participant  
John Nerone U of Illinois - Urbana-Champaign, USA Participant  
Hannu Nieminen, U of Helsinki, Finland Participant  
Marshall Poole Texas A&M U, USA Participant  
John Richardson University of California - Los Angeles, USA Participant  
David Snowden Cognitive Edge - Cardiff, Wales Participant  
Angharad Valdivia U of Illinois, USA Participant

## PRECONFERENCE #4

The preconference is a joint effort by the U of Michigan Department of Communication Studies, Temple U, Microsoft Research, and Telenor Research.

**Title:** Mobile Communication: Bringing Us Together or Tearing Us Apart?

**Time:** Wednesday, May 23, 2007, 1:30 p.m. to 6:45 p.m.  
Thursday, May 24, 2007, 8:00 a. m. – 5:00 p.m.

**Limit:** 50 Persons

**Cost:** Members: \$40.00 USD  
Student members: \$20.00 USD  
(Includes refreshments, lunch and reception)

There has been much attention paid to the state of social cohesion during the past decade. Robert Putnam has helped us to focus on social capital and its status. Analysis in Europe and in Asia has looked into the interaction between ICTs (usually the Internet) and the state of socialization, and now McPherson has delivered an analysis on social isolation in the US. While it is possible to comment on the studies, the general message seems to be that we are growing apart rather than closer together.

Or are we?

It is interesting to note that several studies focusing on mobile communication point at a different phenomena. Taking the clue from Licoppe's "connected presence" and Katz & Aakhus' perpetual contact, there is the sense that the threshold for interaction in the group – or the clique or the gang or the family – has never been lower. Among others, recent studies by Ishii and by Miyata in Japan, Lee in Korea, Reid and Reid in the UK, Banjo et al in the US and Ling et al in the broader European scene indicate that the groups who use mobile communication may indeed be more cohesive.

So what is it? Is it more, or less cohesion? Is the general trend towards individualization while the peer group is becoming more tightly intertwined? This is the theme that we wish to examine. While a portion of the program has been arranged in advance, we are also seeking proposals from both qualitative and quantitative research projects that examine this question. Proposal abstracts are due by January 15, 2007 to [mtrau@umich.edu](mailto:mtrau@umich.edu), and the final program will



Mairi Pileggi, Dominican U, USA Reconfiguring Knowledge, Action and Power Relations	
Session 9	To Be Determined from Submissions
15:15 to 15:45	Refreshment Break
15:45 to 17:15	Second parallel afternoon sessions (Sessions 10 and 11)
Session 10	The Developing world and mobile communication
Jonathan Donner, Microsoft Research, USA Micropayments and Mobile Currencies: Complements or Substitutes for Trust and Social Capital?	
Fernando Paragas, Uof the Philippines Mobile Communication in the Philippines	
Session 11	To Be Determined from Submissions

## PRECONFERENCE #5

\*\*\***NOTE:** This preconference workshop is **NOT** in the Hilton Hotel \*\*\*

**Title:** Setting the Agenda for Communication Research: The Next Five Years  
Preconference at Stanford U in Palo Alto.

**Time:** Thursday, May 24, 2007, 8:00 a.m. - 5:00 p.m.

**Limit:** **You must register for a specific track**

Track 1 – 30 persons

Track 2 – 30 persons

Track 3 – 30 persons

**Cost:** Members: \$80.00USD  
(Includes lunch and refreshments)

**Transport:** Transportation will be provided to and from the Hilton Hotel in San Francisco to Stanford U in Palo Alto.

This preconference will be a series of panels in which prominent scholars identify key substantive problems and new ways of thinking about them. Panelists will be drawn both from Stanford U and the discipline at large. There will be six panels, two in political communication (IA and IB), two on the impact of new technology on journalism and mass communications (IIA and IIB) and two on human computer interaction (IIIA and IIIB). The A panels will take place in the morning and the B panels in the afternoon. Lunch will be provided.

Tentative Schedule:

8:00a Bus Departs Hilton Hotel in San Francisco

9:30a Bus Arrives at Stanford U

9:00a – 10:00a Registration - Coffee,

10:00a – 11:45 a Panels 1A, 2A and 3A, Bechtel Conference Center in Encina Hall, room tbd

12:00p – 1:00p Lunch

1:15p – 3:00p Panel 1B, 2B and 3B, Bechtel Conference Center in Encina Hall, room tbd  
3:30p Bus Leaves Stanford U  
5:00p Bus Arrives at Hilton Hotel in San Francisco

#### Track 1A

Assessing the Emperor's Wardrobe: the State of Political Communication Research  
A critical assessment of past, current and future research directions in political communication.  
Kathleen H. Jamieson, Annenberg School of Communication, U of Pennsylvania, USA  
William J. McGuire, Department of Psychology, Yale U, USA  
Markus Prior, Woodrow Wilson School, Princeton U, USA  
John R. Zaller, Department of Political Science, U of California, Los Angeles, USA  
Moderator: Shanto Iyengar, Department of Communication, Stanford U, USA

#### Track 1B

Public Opinion: New Topics and Approaches  
The study of public opinion has been enlivened by debates about information, deliberation, selectivity of sources and discussion partners, the use of technology, and issues of measurement. This panel will attempt an overview of current developments and challenges.

James Fishkin, Dept of Communication, Stanford U, USA  
Jon Krosnick, Dept of Communication, Stanford U, USA  
Arthur R. Lupia, Dept of Political Science, U of Michigan, USA  
Diana Mutz, Annenberg School of Communication, U of Pennsylvania, USA  
Moderator: James Fishkin, Dept of Communication, Stanford U, USA

#### Track 2A New Media, New Vocabularies

A pair of panel discussions on the analytical frameworks needed to understand, explain and develop plans for new forms of media and communication.  
Robert Entman, George Washington U, USA  
Theodore L. Glasser, Stanford U, USA  
Carolyn Marvin, U of Pennsylvania, USA  
John Durham Peters, U of Iowa, USA

#### Track 2B New Media, New Vocabularies – cont.

Todd Gitlin, Columbia U, USA  
Larry Gross, U of Southern California, USA  
Fred Turner, Stanford U, USA  
Leah Lievrouw, University of California - Los Angeles, USA

#### Track 3A

##### “Talking About Talk”

With dramatic advances in fMRI, speech production and recognition technologies, and statistical and methodological technique, there are tremendous opportunities to ask and answer both classical and wholly new questions about how people speak and understand from psychological, sociocultural, and technological frameworks.

Joseph Cappella, Annenberg School of Communication, U of Pennsylvania, USA  
Howard Giles, U of California, Santa Barbara, USA  
Moderator - Cliff Nass - Department of Communication, Stanford U, USA

### Track 3B

#### "The Future of Human Representation in Communication: The Uniqueness of Digital Identity"

The fundamental processes underlying social interaction are evolving as digitally mediated communication becomes more prevalent. This panel will explore the manner in which new social issues arise from the use of digital technology during communication.

Jeremy Bailenson, Department of Communication, Stanford U, USA

Justine Cassell, Department of Communication, Northwestern U, USA

Jaron Lanier, U of California, Berkeley, USA

Joseph Walther, Department of Communication, Michigan State U, USA

## PRECONFERENCE #6

### Sponsored by Language & Social Interaction

**Title:** Directions in Mediated Communication, New Technologies, and Language & Social Interaction Research

**Time:** Thursday, May 24, 2007, 9:00 a.m. - 5:00 p.m.

**Limit:** 50 Persons

**Cost:** Members: \$75.00 USD

Mass media, mediated communication, and new communication technologies are increasingly part of many peoples' social and communicative lives. Yet are they having an influence upon and potentially changing the way we socially interact and use language? If so, how? Are these media and technologies having an effect upon how we interact and use language face-to-face, while communicating via them, or both?

Further, do our current methodological and theoretical apparatuses enable us to ask such questions, conceptualize, investigate, and theorize about them? If not, what new theories and methodologies are necessary to move Language and Social Interaction research toward this new direction?

This preconference will attempt to answer and work through these questions, offering potential answers, directions for research, and hopefully new insights. The preconference will feature a mix of talks on directions for Language & Social Interaction research in this emerging area, old and new methods and theories for such work, as well as data-based examples of research being conducted in this area.

Specifically, talks by keynote and featured speakers will cover:

- Directions for Language and Social Interaction research on mass media, mediated communication, and new communication technologies in general and related to particular strands of Language & Social Interaction research (e.g., conversation and discourse analysis, ethnography of communication).
- Methodologies and theories for conducting research on mass media, mediated communication, and new communication technologies and language and social interaction.

- Data-based examples of research on mass media, mediated communication, and new communication technologies and language and social interaction.

### **Preconference Schedule**

9:00-9:15 AM	Coffee/Tea, Light Pastries  Welcome & Introductory Remarks: Michelle Scollo, Rutgers U, USA
9:15-9:50 AM	Mark Aakhus, Rutgers U, USA Communication Design and the Pragmatic Web
9:50-10:25 AM	Donal Carbaugh, U of Massachusetts, USA Finnish and USAmerican Perspectives on the <i>60 Minutes</i> Feature, <i>Tango Finlandia</i>
10:25-11:00 AM	Miriam Greenfeld, Rutgers U, USA Pathway to Interaction: The Structure of Opening Moves in Online Journal Communities
11:00-11:35 AM	Tamar Katriel, U of Haifa, Israel Ethnographic Approaches to the Study of Technologically Mediated Discourse
11:35-12:10 PM	Kris M. Markman, Northeastern U, USA Textual Conversations: An Argument for Using Conversation Analysis to Study Computer-Mediated Communication
12:10 – 1:10 PM	Lunch (not provided)
1:15-1:50 PM	Saila Poutiainen, U of Helsinki, Finland Talk about the Mobile Phone in Finland
1:50-2:25 PM	Robert E. Sanders, U Albany, USA Adapting the Practices of Non-Mediated Interaction to the Technology in Use
2:25-3:00 PM	Michelle Scollo, Rutgers U, USA Media References in Social Interaction
3:00-3:35 PM	Crispin Thurlow, U of Washington, USA New Technologies, Language Ideologies: Metadiscourse and Mediated Communication.
3:35-3:50 PM	Break, Light Snack
3:50-4:50 PM	Keynote Speaker, James E. Katz, Rutgers U, USA Linking Micro and Macro Social Interaction.
4:50-5:00 PM	Closing Remarks Michelle Scollo, Rutgers U, USA

Questions regarding the preconference can be directed to:

Michelle Scollo

Preconference Organizer  
Assistant Professor-Lecturer  
School of Communication, Information and Library Studies  
Department of Communication  
Rutgers U  
4 Huntington Street  
New Brunswick, NJ 08901-1071 USA  
732/932-7500, Ext. 8116  
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## **PRECONFERENCE #7**

**Title:** Organizational Communication Division Doctoral Preconference: Researching Difference in Organizational Communication Studies

**Time:** Thursday May 24, 2007, 8:30 a.m.-5:00 p.m.

**Limit:** 60 Students

**Cost:** \$35.00 USD

This doctoral consortium is a daylong preconference workshop on professional and research issues for doctoral students in organizational communication. Students who are nearing completion of their coursework, or who have completed coursework and are writing their dissertations, are eligible to participate. This year's consortium theme, "Researching Difference in Organizational Communication Studies," will address the challenges and opportunities of engaging in scholarship that explores intersections of difference—class, race, gender, ethnicity, sexuality, age, disability, religion, regionalism, and so forth—with organizing processes. Students from various conceptual and methodological perspectives—including postpositivist, critical, poststructuralist, feminist, postcolonial, etc.—are encouraged to attend.

The field of communication broadly, and organizational communication specifically, has begun to address in systematic ways how difference is organized, produced, and reproduced in everyday life. However, the study of difference is a complex undertaking that is fraught with difficulties and tensions. The purpose of the doctoral preconference is to help advanced graduate students develop the conceptual and methodological tools that will assist them in exploring difference, as it is manifest in organizational life. As such, the following questions will be addressed:

1. What do we mean by difference? How do we adequately conceptualize it?
2. How could a scholar study more "traditional" research domains such as identity, leadership, conflict, socialization, technology, etc., through the lens of difference?
3. How can the study of difference be incorporated into different organizational forms—nonprofit, high reliability, knowledge-intensive, community-oriented, and so forth?
4. How does one do research that genuinely engages with the various stakeholders in difference studies?
5. How does one secure funding for research on difference?
6. How does one engage in collaborative, interdisciplinary research on difference?
7. What are ways to successfully engage in research that takes seriously the intersection of multiple forms of difference (e.g., race, gender, sexuality)?
8. What are the methodological and empirical challenges of researching difference?
9. What forms of scholarly preparation are important to become a researcher of difference?
10. What are the opportunities and challenges of developing a scholarly profile that thematizes difference?
11. What are the promises and perils of committing one's research, teaching, and service to



difference?

12. What are the possibilities for praxis-related outcomes in such research?

Dennis Mumby	U of North Carolina	Session Organizer
Brenda J. Allen	U of Colorado	Participant
Karen Ashcraft	U of Utah	Participant
Kirsten Broadfoot	Colorado State U	Participant
Patrice Buzzanell	Purdue U	Participant
Stanley Deetz	U of Colorado	Participant
Sarah Dempsey	U of North Carolina	Participant
Gail Fairhurst	U of Cincinnati	Participant
Shiv Ganesh	U of Waikato	Participant
Lynn Harter	Ohio U	Participant
Erika Kirby	Creighton U	Participant
Patricia Parker	U of North Carolina	Participant
Linda Putnam	Texas A&M U	Participant
Angela Trethewey	Arizona State U	Participant
Heather Zoller	U of Cincinnati	Participant

### PRECONFERENCE # 8

\*\*\*NOTE: This preconference workshop is **NOT** in the Hilton Hotel. It will be held at the **University of San Francisco** in San Francisco. It is a short cab ride from the hotel and detailed transportation instructions will be provided.\*\*\*

The preconference is a shared effort of the Dept. of Radio-TV-Film Department at the University of Texas, the Communication Department at Florida State University, and the Communication Law and Policy Division.

**Title:** Issues in Contemporary Communication Law and Policy

- (1) Community Broadband Initiatives: Trends in Law; Community efforts; Research contributions
- (2) Copyright: Creative commons; Analyzing new trends
- (3) Policy Research Networks

**Time:** Wednesday, May 23, 2007, 9:00 am - 4:00 pm

**Limit:** 35 persons

**Cost:** \$35.00 USD (includes refreshments and lunch).

Student members of the Communication Law and Policy Division wishing to take part in the preconference could apply by a letter to the division chair, Professor Sharon Strover ([sstrover@mail.utexas.edu](mailto:sstrover@mail.utexas.edu)) by April 15, for need-based travel grants. Indicate need and any other sources of support for the conference attendance, and attach a CV.

**Transport:** Guided transport to the site will depart from the ICA Hilton conference hotel in San Francisco at 8:30 am on May 23th to a location in San Francisco. **The participants will pay their own public transport**, which should be nominal.

**Description:**

Communication policy is shaped by numerous actors and institutional arrangements in a variety of settings throughout the world. Scholars, activists, communication technology and service providers, trade associations, private research firms, and government agencies all undertake research and analysis, and disseminate findings and arguments that contribute to the policymaking process. How can we understand the overall role of policy research and analysis in communication policy formation? How is it changing in light of globalization? In light of the Internet and digital media more generally? What ideas and information arising from policy research have shaped outcomes, whether in legislation, regulatory decisions, or international agreements? What institutional and logistical barriers limit the impact of policy research? What lessons can be drawn about the strategies that are most useful to enhance the importance and impact of policy research?

To explore these questions, this pre-conference will examine two general domains of communication policy: community broadband and copyright. The session will address these cases and assemble instances of communication policy research programs and projects pertinent to those domains, bringing together individuals involved directly in the either broadband efforts or copyright reform efforts as well as academic analysts and policymakers who have addressed those problems. The preconference will consider alternative models for organizing intellectual property rights and digital rights management, for shaping legislation at the state and federal level, and models for technology implementation and program evaluation, as well as opportunities for foundation support for policy research programs and networks.

**Schedule:**

9:15–9:30 a.m.	Introductions and goals of the day
9:30-10:45	Community broadband initiatives in Canada and the United States <ul style="list-style-type: none"><li>• Leslie Regan Shade, CRACIN Project, Canada</li><li>• WiFi Efforts in large and small cities in the US</li></ul>
10_45-11:00	Short break
11:00-12:30	State, federal and international policies and initiatives regarding community telecommunications efforts <ul style="list-style-type: none"><li>• Video franchising laws and the impact on local cable access</li><li>• Toward broadband access: international policy comparisons</li></ul>
12:30–1:30 p.m.	Lunch
1:30-2:15	Updates on Copyright: The Creative Commons
2:15-3:30	Updates on Copyright: Peer to peer, music and video sharing
3:30-3:45	Break
3:45-4:30	Policy Research Networks: Media Reform Movement; Social Science Research Council; Benton Foundation; Ford Foundation; Kaiser Foundation

**Potential Session Leaders**

- Sharon Strover, University of Texas
- Steve McDowell, Florida State University
- Joe Kariganis, Social Science Research Council (not confirmed)

- Laura Saponara, SPIN Project, Seja Min Associates, San Francisco (not confirmed)
- Leslie Shade, Concordia University, Canada
- Sandra Braman, University of Wisconsin - Milwaukee
- Heather Hudson, University of San Francisco
- Patrick Burkart, TexasA&M University
- Tom McCourt, Fordham University
- Representative, Creative Commons, San Francisco
- Paschal Preston, Dublin City University, Ireland
- Miya Christenson, Karlstad University, Sweden
- Andrew Kenyon, University of Melbourne, Australia