Protest Participation in Variable Communication Ecologies

Meaning, Modalities and Implications

Programme

International Conference
Alghero (Sardinia, Italy) 24-26 June 2015
Ex-ospedale di Santa Chiara (Piazza Santa Croce)
PROTEST PARTICIPATION IN VARIABLE COMMUNICATION ECLOGIES. MEANINGS, MODALITIES AND IMPLICATIONS

International Conference – Alghero (Sardinia, Italy) 24-26 June 2015

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A Word of Welcome from the Conference Team

At a time when public discourse is replete with talk of inequality, division and dissent and policy is torn between stark choices, we have been very fortunate to assemble some of the most insightful analyses of this political climate. We are delighted to play host to what we are confident will be an animated forum tackling pressing questions about the causes, ramifications, manifestations and constraints facing collective hopes and grievances which have gained momentum, crystalized or faltered in the public domain of intersecting media. Our probing of the intricate contemporary communication ecology has been made possible by the commitment of our participants, our home institutions – the University of Sassari and City University London – and our patrons, the Autonomous Region of Sardinia, the United States Embassy to Italy, Fondazione META, Fondazione Banco di Sardegna and the Municipality of Alghero. We further owe a debt of gratitude to our colleagues Alessandro Lovari, Luca Massida, Lorenza Parisi and Diana Pudda for their help with the conference logistics. Last but not least, we are grateful to the international journal Information, Communication and Society under whose esteemed aegis we have organised these proceedings and who will publish the most enlightening of the papers presented over the course of the conference.

Wishing you a most pleasant and illuminating experience, it is an enormous pleasure for us to welcome all delegates to the wonderfully unique town of Alghero!

Laura Iannelli
Brian Loader
Dan Mercea
TIMETABLE

Wednesday 24 June
14.00-15.45 Registration (Registration Area)
16.00-17.00 Welcome Note/Institutional Opening (Room 1)
17.00-17.30 iCS Wine Reception (Room 6, Conference Cafeteria)
17.30-19.00 Roundtable: Protest Communication in Variable Communication Ecologies (Room 1)

Thursday 25 June
9.30-10.30 Keynote Presentation (Room 1)
10.30-11.00 Tea and Coffee Break (Room 6, Conference Cafeteria)
11.00-12.30 Panel Session 1 (Room 1, 2, 3, 4, 5)
12.30-14.00 Lunch (Room 6, Conference Cafeteria)
14.00-15.00 Keynote Presentation (Room 1)
15.00-15.30 Tea and Coffee Break (Room 6, Conference Cafeteria)
15.30-17.00 Panel Session 2 (Room 2, 3, 4, 5)
17.00-18.30 Panel Session 3 (Room 2, 3, 4, 5)

Friday 26 June
9.30-10.30 Keynote Presentation (Room 1)
10.30-11.00 Tea and Coffee Break (Room 6, Conference Cafeteria)
11.00-12.30 Panel Session 4 (Room 2, 3, 4, 5)
12.30-14.00 Lunch (Room 6, Conference Cafeteria)
14.00-15.00 Keynote Presentation (Room 1)
15.00-15.30 Tea and Coffee Break (Room 6, Conference Cafeteria)
15.30-17.00 Panel Session 5 (Room 2, 3, 4, 5)
17.00-18.30 Panel Session 6 (Room 1, 2, 3, 4, 5)
18.30 Thank you and Closing Note
PROGRAMME

WEDNESDAY, 24 JUNE 14:00-15:45hrs
Registration Area

Registration

WEDNESDAY, 24 JUNE 16:00-17:00hrs
Room 1

Welcome Note by Laura Iannelli, Brian Loader and Dan Mercea

Institutional Opening
Mario Bruno, Mayor of Alghero
Massimo Carpinelli, Rector, University of Sassari
Antonietta Mazzette, Head of Pol.Com.Ing. Department, University of Sassari
Gianfranco Ganau, President of the Regional Congress of Sardinia

Remarks by his Excellency John R. Phillips, the U.S. Ambassador to Italy

WEDNESDAY, 24 JUNE 17:00-17:30hrs
Room 6 Conference Cafeteria

iCS Wine Reception

WEDNESDAY, 24 JUNE 17:30-19:00hrs
Room 1

Opening Roundtable:
Protest Participation in Variable Communication Ecologies
Speakers: Lance Bennett, Natalie Fenton, Zizi Papacharissi and Bev Skeggs
Chair: Brian Loader
THURSDAY, 25 JUNE 09:30-10:30hrs

Room 1  Keynote Presentation

Left Out? New Media, Radical Politics and Social Change
Natalie Fenton, Goldsmiths College, University of London

PANEL SESSION 1, THURSDAY, 25 JUNE 11:00-12:30hrs

Room 1  Participation Renewals - Chair: Paul Nixon

Brian Loader (University of York), Ariadne Vromen (University of Sydney) and Michael Xenos (University of Wisconsin)
Protest as a Norm of Youth Citizenship? When Contentious Politics Becomes Everyday Civic Engagement
Romana Andò and Alberto Marinelli (Sapienza University of Rome)
Occupy Cinemas: Participation in Urban Protest to Defend Collective Imagination as a Common Good. The Case of “Cinema America Occupato” in Rome
Rosa Borge and Eduardo Santamarina (Open University of Catalonia)
From Protest to Political Parties: Online and Offline Participation and Deliberation in the New Parties Arising in Spain
Çiğdem Erdal (University of Utrecht)
#Wedontgiveuponourshow: Television Audience in Turkey Breaks Bad

Room 2  Activism Emplaced - Chair: Stefania Vicari

Emanuele Toscano (University G. Marconi, Rome; CADIS-EHESS, Paris)
Social Media, Subjectivity and The Activism of the Purple Movement in Italy
Pamela Pietrucci (Northeastern University)
Theorizing a “Rhetorical-Ethnographic” Approach for the Study of Social Movements and Digital Activism’s Materiality in Contemporary Communication Ecologies
Manolo Farci and Mario Orefice (University of Urbino Carlo Bo)
When Connective Action Becomes Local: The case of “Roma fa schifo”
Magda Pischetola (Pontificia Universidade Católica of Rio de Janeiro)
Protest Participation in Brazil and the Importance of Attending an Event
Room 3

**The Unending Contest Over Representation** - Chair: Lorenza Parisi

Alexa Robertson (University of Stockholm)

*Taking to the Screens*

Anastasia Veneti (Bournemouth University), Achilleas Karadimitriou and Stamatis Poulakidakos (University of Athens)

*Media Ecology and the Politics of Dissent: Representations of Hong Kong Protests in the Guardian and China Daily*

Maria Kyriakidou (University of East Anglia)

*The Indignados in the Press: Overthrowing the Protest Paradigm?*

Barış Çoban (Doğuş University)

*Occupy Movements and Alternative New Media: The Occupy Gezi Movement and Activist Citizen Journalism*

Room 4

**Shifting Grammars of Participation and Commitment** - Chair: Alice Mattoni

Ali Honari, Jacquelyn van Stekelenburg and Bert Klandermans (Free University of Amsterdam)

*Hope and Fear: The Dynamics of Off- and Online Movement Participation in the Iranian Green Movement, 2009-2013*

Lorenzo Mosca (Roma Tre University) and Mario Quaranta (Luiss “Guido Carli”)

*The Internet and Unconventional Participation in Three Communication Ecologies: Comparing Germany, Italy and the UK*

Cristina Gómez and José-Manuel Sabucedo (University of Santiago de Compostela)

*The Occupy Movement and the Importance of Political Context. Differences Between Occasionals and Regulars in Spain and England*

Dan Mercea (City University London), Duygu Karatas (University of Westminster), Marco T. Bastos (UC Davis) and Eylem Yanardagoglu (Kadir Has University)

*Protest Persistence: The Endurance of Twitter Communication in the Face of the Crackdown on Occupy Gezi*

Room 5

**Discursive Contention Over Space** - Chair: Alessandro Lovari

Francesca D’Errico (Uninettuno University, Rome), Maria Poggi (Roma Tre University) and Rocco Corriero (Altran Consulting)

*“Resisting Means Creating”. Argumentative and Empowering Strategies of Italian Researchers as E-minority*
Maxine Newlands (James Cook University)
*Social Media and Space: Solutions to Negative Media Framing of Protest*

Francesca Arras, Arnaldo Cecchini, Elisa Ghisu, Paola Idini and Valentina Talu (TaMaLaCà, University of Sassari)
*Storytelling as a Community Engagement Tool in Urban Projects and Policies*

Valentina Bazzarini (University of Bologna) and Ramon Ribera Fumaz (Universitat Oberta de Catalunya)
*The “Podemos” Desire in Bologna. Technopolitics and Urban Conflict in the Smart City*

**THURSDAY, 25 JUNE 14:00-15:00hrs**

**Room 1**

Keynote Presentation
*Affective Publics: News Storytelling, Sentiment and Twitter*
Zizi Papacharissi, University of Illinois-Chicago

**PANEL SESSION 2, THURSDAY, 25 JUNE 15:30 -17:00hrs**

**Room 2**

**The Best Fit? Methods and Ecological Data** - Chair: Fabio Giglietto

Photini Vrikki (King’s College London)
*Why Big Data is a Big Deal for the Occupy Wall Street Movement: Using a Quali-Quantitative Methodology to Analyse Protest Participation Narratives*

Óscar Coromina Rodríguez and Emili Prado (Universitat Autònoma de Barcelona)
*Mapping the Catalan Case on Twitter: Mobilization Dynamics on Participation Processes*

Paul Reilly (University of Leicester) and Filippo Trevisan (University of Glasgow)
*Online Research Ethics in High-Risk Places: Facebook and the Flag Protests in Northern Ireland*

Johan Dam Farkas, Jannick Schou and Lisbeth Klastrup (IT University of Copenhagen)
*Riding the Algorithms: Exploring the Socio-material Practises and Tactics of Mundane Danish Activists on Facebook*

**Room 3**

**Global Protest Landscapes** - Chair: Massimo Ragnedda

Aide Esu (University of Cagliari)
*Global Online Movements, the Case of Adbuster and Avaaz*

Jorge Saavedra Utman (Goldsmiths College, University of London)
*The Collective and the Connective in Private and Public Virtuality: Chile 2011*
Pantelis Vatikiotis and Zafer Yörük (Izmir University of Economics)
*The Gezi Park Protest Movement: Part of a Global, Networked Cycle of Contention?*

Nello Barile (IULM University of Milan, Franklin University Switzerland)
*Surrounding conflicts. The Sphere as a Controversial Metaphor of a New Mediatic Global Environment*

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**Room 4**

**The Disputed Terrain of Protest Imagery** - Chair: Lina Dencik

T. Randahl Morris (University of West Georgia)
*A Longitudinal Study of the Impact of Media Technologies on the Circulation of Protest Images and Protest Participation*

Nathalie Paton (University of Aix-Marseille)
*Expressive Violence 2.0: Identity-Based Political Demands via Media Participation*

Anandi Ramamurthy (Sheffield Hallam University)
*Visualising Gaza*

Carlos Jiménez-Martínez (University of Sassari)

**Room 5**

**Contesting Urban Spaces** - Chair: Carolina Marelli

Giota Alevizou (The Open University)
*The Modalities of Culture-led Place-making: Urban Spaces as Sites of Mediated Protest*

Gabriella Christmann (Leibniz Institute for Regional Development and Structural Planning)
*Urban Pioneers in Disadvantaged Neighbourhoods. Towards Creative Citizens and the Communicative Reconstruction of Places*

Barbara Dovarch (University of Sassari)
*Community Map-Making: Designing and Empowering while Pursuing Change*

Antonello Monsù Scolaro and Sabina Selli (University of Sassari)
*The Landscapes of Neglect: Contested Objects, Ignored Wishes. Communicating and Planning between Communities and Local Administrators*

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**PANEL SESSION 3, THURSDAY, 25 JUNE 17:00 -18:30hrs**

**Room 2**

**The Art of Protest** - Chair: Maria Bakardjieva

Denitsa Petrova (University of Edinburgh)
*Public Art and Protest Participation Through Networked Technologies*
Francesca Guerisoli (IULM University, Milan)
*Public Art and Social Network: the Case of “Zapatos Rojos” in Italy*

Zoran Đukanović, Nađa Beretić and Jelena Živković (University of Belgrade)
*The Right to Public Art*

Laura Iannelli (University of Sassari) and Carolina Marelli (Université Paris Ouest Naterre La Défense)
*Cultures in Action: Public Art, Civic Cultures and Political Participation in Variable Communication Ecologies*

**Room 3**

**The Dis-location of Contention** - Chair: Lorenzo Mosca

Sarah Jackson and Brooke Foucault Welles (Northeastern University)
*#Ferguson is Everywhere: Counterpublic Networks, Communities in Crisis, and Social Media Dissent*

Michael Dahlberg-Grundberg and Simon Lindgren (Umeå University)
*Translocal Frame Extensions in a Networked Protest: Situating the #IdleNoMore hashtag*

Ufuoma Akpojivi (University of the Witwatersrand)
*#BringBackOurGirls: Space for Engagement or Disengagement?*

Eduardo Romanos (Universidad Complutense de Madrid)
*Immigrants as Brokers: Mediated Diffusion from Spanish Indignados to Occupy Wall Street*

**Room 4**

**Infrastructures of Dissent** - Chair: Joanna Redden

Panayiota Tsatsou and Yupei Zhao (University of Leicester)
*A ‘Two-level Social Capital Analysis’ for the Study of Online Communication and Civic Activism: the Sunflower Movement Case*

Andrea Miconi (IULM University, Milan)
*The Network and The Society: Structure and Agency in The Theory of the Network Society*

Marco Binotto and Federica Ferraris (Sapienza University of Rome)
*Networks without the Network?*

Petros Iosifidis (City University London) and Mark Wheeler (London Metropolitan University)
*The Public Sphere and Network Democracy: Social Movements and Political Change*
Contesting the Environment - Chair: Ariadne Vromen

Burak Doğu (İzmir University of Economics)

Actors and Issues in Environmental movements: Mapping Online Connections of the İztuzu Protest

Lucia D’Ambrosi (University of Macerata)

Environmentalists Citizens On the Move: Using Civic Media to Promote New Behaviours

Maria Grazia Cugusi (University of Cagliari)

Environmental Conflict in Sardinia: the Case of Spontaneous Committees and Renewable Energy

Maria Laura Ruiu (University of Sassari) and Massimo Ragnedda (Northumbria University)

Empowering Local Communities Through Collective Grassroots Actions: the Case of “No al Progetto Eleonora” in the Arborea District (OR, Sardinia)

FRIDAY, 26 JUNE, 9:30-10:30hrs

Room 1  Keynote Presentation
The Political Economy of Ideas: Power, Institutions, and Disruption in Discourse Ecologies
Lance Bennett, University of Washington

PANEL SESSION 4, FRIDAY, 26 JUNE 11:00 - 12:30hrs

Room 2  Protest Ages and Temporalities - Chair: Francesca Comunello
Anne Kaun (Södertörn University)

Protest Movements and Their Media Practices: Desynchronization of Political Time and “Machine Time”
Federico Montanari (University of Bologna)
Remembering as Protest? And the Great World War Remix
Christina Neumayer and Luca Rossi (IT University of Copenhagen)

Polyanna Ruiz (University of Sussex)

Protest, Technology and the Dynamics of Intergenerational Memory
Room 3

**Staring Ideology in the Face** - Chair: Pierluigi Musarò

Raffaella Sau (University of Sassari)

*Systemic and Anti-systemic Protests in the Age of Neoliberalism: Organization, Communication, Strategies and Objectives*

Donatella Della Ratta (University of Copenhagen)

*Escape From Digital Activism. Rethinking Politics in the Neoliberal Moment*

Joanna Redden (University of Calgary)

*Protest, Surveillance, Information Management, and Neoliberal Governance*

Mahmood Shahabi (Allameh Tabataba’i University)

*Making Sense of a Public Mourning: de-politicisation or carnivalesque politics?*

Room 4

**The Public Realm of Accountability** - Chair: Paul Nixon

Roberta Bartoletti (University of Urbino Carlo Bo) and Franca Faccioli (Sapienza University of Rome)

*Top-down Civic Driven Participation: “Public Engagement”, Local Policies and Citizens’ Empowerment*

Stefania Vicari (University of Leicester)

*Health Activism and the Logic of Connective Action*

Elisabetta Cioni and Alessandro Lovari (University of Sassari)

*When Citizens Turn into Civic Hackers. Investigating Emerging Patterns of Digital Activism between Protest and Civic Engagement*

Kathrin Voss (University of Hamburg) and Mundo Yang (University of Siegen)

*Grassroots Campaigning on the Net and the Changing Field of Protest Politics in Germany*

Room 5

**Ontologies of Contention and Conflict** - Chair: Filippo Trevisan

Ivan Blečič and Arnaldo Cecchini (University of Sassari)

*Conflicts and Games*

Ioanna Ferra (University of Leicester)

*Digital Media in Greece, Cyberconflict and the Linkage to the Offline World*

Fabio Giglietto (University of Urbino Carlo Bo) and Yenn Lee (SOAS University of London)

*To Be or Not To Be Charlie: Twitter Hashtags as a Discourse and Counterdiscourse in the Aftermath of the 2015 Charlie Hebdo Shooting*
Luca Massidda (University of Sassari) and Stefania Parisi (Sapienza University of Rome)
Too Big, Will Fail. Megaevents and Protest Participation

FRIDAY, 26 JUNE, 14:00 - 15:00hrs
Room 1

Keynote Presentation

Monetary and Moral Value: What Are the Consequences of Capital Experimentation with Person Formation on Facebook?
Bev Skeggs, Goldsmiths College, University of London

PANEL SESSION 5, FRIDAY, 26 JUNE 15:30 -17:00hrs
Room 2

Conceptual Challenges - Chair: Dan Mercea

Emiliano Treré (Autonomous University of Querétaro) and Alice Mattoni
(European University Institute)

Media Ecologies: A Review, an Assessment and a Typology for the Study of Protest Movements

Davide Beraldo (University of Amsterdam)
The media(tiza)tion of Contentious politics: the Question of Branding

Andreu Casero-Ripollés and Ramón A. Feenstra (Universitat Jaume I de Castelló)

Media Protest-Covering in the Digital Landscape: Towards a Subversion of the Mediatization of Politics

Arnau Monterde Mateo and Antonio Calleja López (Open University of Catalonia)

From 15M/Indignados to Podemos in Spain: A Comparative Analysis of Their Multi-Layer Media Systems and Practices

Room 3

News Media Ecosystems - Chair: Maria Kyriakidou

Anna Roosvall (University of Stockholm)

Journalism and Justice. Theorizing Justice for Media Studies of Protests in a Globalizing World

Adrienne Russell (University of Denver)

Hack Work: Journalism, Media Activism and the Rise of the Hacktivist Sensibility

Ariadne Vromen and Francesco Bailo (University of Sydney)

Hybrid Social and News Media in Australian Protest Events: from #MarchinMarch to #BusttheBudget
Lina Dencik (University of Cardiff)
*Social Media and the ‘New Authenticity’ of Protest*

**Room 4**

**Gender in Contention** - Chair: Anne Kaun

Elisabeth Mercier (Université du Québec à Montréal and York University)
*Women in/on the Street: From SlutWalks to #StreetHarassment*

Ricarda Drueke (University of Salzburg)
*Digital Publics as Contested Discursive Space: Feminist Interventions and Antidemocratic Backlash*

Xiao Han (University of Westminster)
*Communication for Empowerment of Women in China: Group Actors, the Internet’s Communicative Affordances and Collective Civic Action*

**Room 5**

**Languages of Protest** - Chair: Simon Lindgren

Pierluigi Musarò (University of Bologna)
*A World WithoutBorders? The Political Role of Humanitarian Narratives in the Management of Migration*

Kevin Marinelli (Young Harris College)
*Rethinking Articulation: Irony in Civil Rights Protest*

Isidoro Paolo Casteltrione (Queen Margaret University)
*Facebook and Political Participation: Information-Led Mobilisation*

Luis Pérez-González (University of Manchester)
*Subtitling Dissent: A Biopolitical Perspective*

**PANEL SESSION 6, FRIDAY, 26 JUNE 17:00 - 18:30hrs**

**Room 1**

**Performing Places** - Chair: Paul Reilly

Simone Maddanu (Ecole des Hautes Etudes en Sciences Sociales) and Antimo Luigi Farro (Sapienza University of Rome)
*The City and the Internet: The Spaces of Collective Movements*

Maria Rovisco (University of Leicester)
*Pop-up Democracy: The New Protest Politics, the Indignados and the Significance of Place*
Paolo Borghi and Niccolò Bertuzzi (University of Milano-Bicocca)
The No-Expo Movement: Multiple Subjectivities, Imaginaries and the Right to the City

Doug Specht (University of Westminster)
Tools of Resistance: Using Maps and Social Media to Create Spaces of Protest around the Extractive Sector in Colombia

Room 2

The Many Faces of Activism - Chair: Polyanna Ruiz

Maria Bakardjieva (University of Calgary) and Delia Dumitrica (University of St Louis)
Open-Source Activism: Investigating Emerging Practices of Democratic Participation in Canada

Giovanni Boccia Artieri (University of Urbino Carlo Bo)
Selfie Protest: Networked Participation and Ephemeral Public Spheres

Azi Lev-On (Ariel University)
Different Strokes for Different Folks: The Role of the Internet in Facilitating and Orchestrating Collective Actions

Roger Hallam (King’s College London)
How the Internet Can Overcome the Collective Action Problem: Conditional Commitment Designs on Pledgebank, Kickstarter, and The Point/Groupon Websites

Room 3

A Continuum: Protest Mobilisation and Participation - Chair: Emiliano Treré

Lorenzo Coretti (The American University of Rome)
Social Movement Lifecycle: A Novel Framework

Emma Cradock (University of Nottingham)
‘Slacktivism’ vs. Direct Action: Exploring the Relationship between Social Media and Offline Spaces in the Case of Anti-Austerity Activism in the UK

Francesca Comunello (Lumsa University Rome), Simone Mulargia (Sapienza University of Rome) and Lorenza Parisi (John Cabot University)
Take (Connected) Action: Exploring the Role of Different Social Media as Participatory Environments for Protest Events

Alexander Hensby (University of Kent)
Open Networks and Secret Facebook Groups: Social Media as a Mobilising Tool for High-Cost/Risk Activism in UK Student Campaigns Against Fees and Cuts

Francesco Bailo (University of Sidney)
A Quantitative History of Beppe Grillo’s Internet Enterprise
Room 4

**Design Unpacked** - Chair: Adrienne Russell

Andrea Fereira de Andrade Poshar (Politecnico di Milano)
*A New Aesthetic of Activism: How Design Shapes Social Movements*

Chenoa Pettrup (Asia Pacific Design Library and Griffith University)
*When it’s not the Scream and Shout: the Dialogic of Design and Protest Redirected*

Tobias Zimmerman (University of Münster)
*The Communication of Protest on Variable Social Media Platforms*

Christina Neumayer and Vasilis Galis (IT University of Copenhagen)
*The Reclaiming of Social Media by Activists*

Giovanni Campus (University of Sassari)
*Performing the Human Mic/ The Human Microphone as a Performance*

Room 5

**Communication Regimes** - Chair: Emanuele Toscano

Carola Richter (Free University of Berlin)
*Protest and the Political Economy of Authoritarian Regimes: The case of Egypt*

Bilur Aslan (Royal Holloway, University of London)
*From the Eyes of the Organisers: How Actors Used ICTs in the Organisation and Mobilisation phases of the Egyptian and Syrian Uprisings in 2011*

Dilruba Çatalbaş Ürper and Vehbi Görgülü (Galatasaray University)
*Social Media Versus Television: How Turkey’s Mainstream Television Channels Framed Gezi Park Protests and Protestors*

Marina Nazarova (City University London)
*The Role of ICTs in Social Movements in Russia: the Dissident Movement of 1960s-1970s, and the Protests of 2011*

Elira Turdubaeva (American University of Central Asia)
*Social Network Site Usage and Political Participation in Kyrgyzstan*
Wine Partner
Vigne Surrau
s.p. Arzachena - Porto Cervo, km.1
07021 Arzachena (OT)
Sardinia - ITALY
t +39.(0)789.82933
info@surrau.it
www.vignesurrau.it
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