DCC Workshop: Digital Culture: Standards, disruptions and values  
University of Salzburg, 26-27 November 2015  
Digital Culture and Communication Section (ECREA) in cooperation with Department of Communication Studies, Center for ICT&S

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<th>Wednesday, 25 NOVEMBER</th>
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| 11.30                 | **PANEL 1**  
 **JOURNALISM and PROFESSIONAL STANDARDS** |

  - *(In)visibility of journalists’ professional digital identity on Twitter*  
    Florence Van Hove, Bruno Asdourian, Dominique Bourgeois Université de Fribourg

  - *Professional standards for quality assessment in science journalism and science communication and their perspectives for evaluating information in a digital world*  
    Julia Serong, Marcus Anhäuser & Holger Wormer, TU Dortmund

  - *The buzzfeedzation of journalism: 5 things that you need to know about the Zero Hora case*  
    Thais Sardá, Ludmila Lupinacci, Camila Cornutti Barbosa, Gabriela Zago, Vanessa Valiati e Willian Araújo Universidade Federal do Rio Grande do Sul (UFRGS-Brazil)

  - *Standards in user comments and the creation of social value in online newspapers*  
    Sergio Sparviero, Corinna Wenzel, Department of Communication Studies, University of Salzburg

| **PANEL 2**  
 **STANDARDS AND DISRUPTIONS IN NEW MEDIA** |

  - *Legal and Technical Standards in the “Smartphone Wars”*  
    Dan L. Burk, University of California, Irvine (USA)

  - *It’s all about the values... But how and by whom do they come into play in digital games?*  
    Nina Köberer, Patrick Maisenhölder and Matthias Rath, Ludwigsburg University of Education

  - *Music, Technology and Copyright: The Suppression of the Potential for Radical Disruption of the Record Industry*  
    Jim Rogers, Dublin City University

  - *Internet Governance and Market Pressures: The Standardization of Video Streaming Protocols*  
    John L. Sullivan, Muhlenberg College Allentown, PA (USA)
### Panel 3: Social Media Disruptions

- **Smartphonemania and changing social values in New Delhi's urban middle class**
  Gerhard Schönhofer, Institute for Anthropology, LMU Munich
- **Protest kittens: popular memes as a form of resistance against anti-immigration politics**
  Christina Neumayer, Luca Rossi, IT University of Copenhagen
- **Shutting down the News Feed: Personalization systems and disruptive user's actions on the Facebook News Feed**
  Willian Fernandes Araújo, Universidade Federal do Rio Grande do Sul

### Panel 4: Theorising Communicative Objects & Visual Culture

- **Communicative Objects between Standardization and Circulation**
  Christoph Raetzsch, Freie Universität Berlin
- **Imagination and Digital technologies: three provocations.**
  Edgar Gómez, Helen Thornham, University of Leeds
- **The conversion of the content into standard**
  Alberto García, Universidad Complutense de Madrid

### Friday, 27 November

#### Panel 5: Social Media & Identity

- **Understand online impression management and facework through Chinese youths’ online self-presentation**
  Shuhan Chen, University of Leicester
- **Defeat of modesty by pleasure: Facebook practices of ‘good life’ in Turkey**
  Ozlem Savas, Bilkent University
- **Visual standards and disruptive practices in selfies**
  Gemma San Cornelio, Elisenda Ardevol, Antoni Roig, Universitat Oberta de Catalunya
- **Digital intimacy in youth cultures: Sexualities, desires and relationships as digital media practices**
  Sander De Ridder, Ghent University

#### Panel 6: Big Data, Body Sensors and Infrastructures

- **Datified self in the society of algorithm: The ideology of Silicon Valley materialized in IoT infrastructure**
  Andreu Belsunces, Universitat Oberta de Catalunya
- **Biopedagogy and dataified self: Fitness wearables and big data**
  Aristeia Fotopoulou, Brighton University
- **AREA TURNS GREEN. Exploration of the Challenges in Counteracting the Commodification of Risk through the Concept of the Virtual as an Experience of Multiplicity in the Sensory inscribed Body**
  Gabriella Sandstig, University of Gothenburg
- **“Another day, another disruption”: a comparison of professional, academic and public discourses on designing interactivity.**
  Marguerite Barry, Trinity College Dublin
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<tr>
<td>11.00</td>
<td>Coffee Break</td>
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<td><strong>KEYNOTE</strong>: Charles Ess (University of Oslo) <strong>Cultural diversity, globalized media, ethical norms: can cultural imperialism be avoided?</strong></td>
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<td><strong>PANEL 7</strong>&lt;br&gt;<strong>PUBLIC SERVICE MEDIA</strong>&lt;br&gt;&lt;br&gt;Public Network Value – Technical and Professional Standards for Public Service Media in a digital environment.&lt;br&gt;Thomas Steinmaurer/Corinna Wenzel, Salzburg University&lt;br&gt;&lt;br&gt;Standards by, in and for Public Service Media.&lt;br&gt;Josef Trappel, Salzburg University&lt;br&gt;&lt;br&gt;Falling between Platforms - The (d)evolution of British Public Service Media’s professional standards and codes of conduct on social networks.&lt;br&gt;Inge Sorensen, University of Glasgow&lt;br&gt;&lt;br&gt;Challenging prime time television: co-viewing practices in the Brazilian telenovela&lt;br&gt;Fernanda Pires, Antoni Roig Universitat Oberta de Catalunya</td>
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<td>Open Forum discussion &amp; Closing event</td>
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<td>Visit to the Salzburger Christkindlmarkt (Christmas Market) and End of Conference</td>
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