

Doing media cultural studies in times of datafication: Rethinking classical frameworks and applying new methods

PhD Student Course (2,5 ECTS Credits)
2/12 2019 - 17/1 2020

Meetings: 2, 3 and 18 December, 2019

Place: Department of Informatics and Media, Uppsala University, Ekonomikum, Kyrkogårdsgatan 10, Uppsala

Course description

Each generation believes in the singularity of its era and the therein-expressed characteristics. Even present times do not constitute an exception of the rule, because many authors diagnose immense and accelerating social, as well as technological processes of change, which they especially connect to “the Internet”. However, due to media and cultural change, new forms and possibilities to participate in the formation of society are appearing constantly for every individual. The current practices of media engagement and participation are characterized by huge ambiguities. Building on this, current preoccupation in communication and media studies with media engagement, practices and cultures is characterized by a more analytically as well as empirically differentiated view (e.g. Jenkins & Carpentier 2013; Kaun et al. 2016, Kubitschko & Kaun 2016). Hence, although media engagement, practices and cultures can be researched as a case sui generis, it sharpens the blurred picture to contextualize political participation in the light of current processes of change (Dahlgren & Alvares 2013), especially considering the last push of mediatization through the process of digitalization and datafication (see in more detail Hepp & Krotz 2014, Couldry & Hepp 2016). In addition to socio-political change, the new possibilities and forms of participation that digital media technologies provide are instigators of changing relationships between politics and citizens, between media institutions and their audience, or even between media content and their users.

This course teaches you the skills to analyse current media engagement, practice and culture. A key element of the course is the application and discussion of current frameworks dealing with the transforming role of digitalisation. You will get to know innovative methods like amongst others mobile experience sampling, media repertoire apps and surveys, augmented and virtual reality, digital mapping. Building on this, you learn how to develop a coherent analytical framework and structure for your own research. We will address these questions by applying a critical and holistic method based in media culture studies. You will write a paper in which you will address advantages as well as pitfalls of a current innovative framework of your own choice. Interactive lectures and roundtable discussions help you prepare for the different steps in the writing process.

Learning goals

- Developing and designing a methodological as well as an empirical framework to critically study everyday media usage, engagement, practice and/or media culture, in line with your research objectives.
- Addressing the transforming role of digitalisation in which media users operate.
- Understanding the complexity of datafication and its role in meaning-making processes.
- Compiling a methodological and empirical framework for your dissertation or thesis that is manageable and relevant.

Prerequisites and application

- Admitted to PhD studies in Media Studies/ Communication Studies/ Journalism/ Cultural Studies/ Sociology/ Political Sciences/ History/ Information/ STS or comparable.
- Short statement of purpose written in English (max 200 words) showing strong motivation and good command of English. (Send to Katarina Grönvall)
- Profound knowledge of empirical analysis is recommended.
- PhD students at the Department of Informatics and Media, Uppsala University and members of the MCS TRAIN Network are given priority.

Schedule

2/12/19, 13.00-16.00 Room H425: Introductory lecture on transforming theory and methodology

3/12/19, 9.15-16.00 Room H317: Workshop on specific methods

18/12/19, 9.15-16.00, Room H425: Presentation of assignments

17/1/20: Submission of written assignment on specific analytical framework

Contact

For further information about the course please contact:

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Humboldt Guest Researcher, Dept. of Informatics and Media, Uppsala University

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To register for the course please contact:

Katarina Grönvall, administrator

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Recommended reading

Below you find some general reading suggestions. You will get a specific reading list a month before the course (2/11/19). Alternatively, please ask Jeffrey for personal reading advice

Couldry, N., & Hepp, A. (2016). *The mediated Construction of Reality*. London: Polity.

Dahlgren, P., & Alvares, C. (2013). Political participation in an age of mediatization. Towards a new research agenda. In *Javnost – The Public*, 20(2)-47.66.

Das, R., & Ytre-Arne, B. (2017). Critical, agentic, transmedia: Frameworks and findings from a foresight analysis exercise on audience research. In *European Journal of Communication*, 32(6), 535-551.

Hasebrink, U. & Hepp, A. (2017). How to research cross-media practices? Investigating media repertoires and media ensembles. In: *Convergence*, 23(4), 362-377.

Hepp, A., Breiter, A. & Hasebrink, U. (eds.) (2017). *Communicative figurations: Transforming communications in times of deep mediatization*. London: Palgrave.

Hepp, A., & Krotz, F. (Eds.) (2014). *Mediatized worlds: Culture and society in a media age*. London: Palgrave.

Jenkins, H., & Carpentier, N. (2013). Theorizing participatory intensities: A conversation about participation and politics. In *Convergence* 19 (3), 265-286.

Kaun, A., Kyriakidou, M., & Uldam, J. (2016). Political agency at the digital crossroads. *Media and Communication*, 4(4), 1-7.

Kubitschko, S. & Kaun, A. (eds.) (2016). *Innovative methods in media and communication research*. Basingstoke: Palgrave Macmillan.

Mayring, P. (2000). Qualitative content analysis [28 Paragraphs]. In: *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research*, 1(2).

Pink, S., Horst, H., Postill, J., Hjorth, L., Lewis, T., & Tacchi, J. (eds.) (2016). *Digital ethnography: Principles and practice*. SAGE: Los Angeles, CA.

Stieglitz, S., Mirbabaie, M., Ross, B. & Neuberger, C. (2018). Social media analytics - Challenges in topic discovery, data collection, and data preparation. In *International Journal of Information Management*, 39, 156-168.

Wimmer, J., Wallner, C., Winter, R. & Oelsner, K. (eds.) (2017). *(Mis)Understanding political participation*. New York: Routledge.