EMERGING ISSUES IN COMMUNICATION RESEARCH & POLICY

Monday 18th & Tuesday 19th November 2013
Earlier this year the Faculty of Arts and Design launched two Research Centres designed to capitalise on the Faculty’s existing research strengths, and to create opportunities for new and innovative projects. The News and Media Research Centre (N&MRC) conducts high quality research into the changes taking place across the media, and the social effects of new technologies. The Centre for Creative and Cultural Research fosters research excellence in the cultural sector and creative fields.

Taken together, the work of these Centres will ensure that the University of Canberra produces globally competitive research in the field of Communication, which is one of five designated areas of research focus for the University. Through our Centres we are committed to both the conduct of research and its dissemination through publications, seminars and conferences.

I am very pleased to welcome you all to the first major conference of the N&MRC which examines *Emerging Issues in Communication Research and Policy*. As well as providing a forum for research, the conference aims to bring together academic researchers, media practitioners and government professionals working in the media, internet and telecommunications fields to consider the implications of research findings for government and the community.

The program includes almost fifty papers on aspects of communication policy, media, and telecommunications, including papers on the currently hot topic of the National Broadband Network.

The conference deals with important topics which relate to the quality of our communication infrastructure and its use. In particular, the issue of ‘digital exclusion’ is a pressing one. The negative consequences of digital exclusion are increasing as more and more institutions and service providers integrate the internet into their modes of working.

I congratulate the N&MRC on its initiative in organising this conference and wish you well in your deliberations over the next two days.

**Professor Lyndon Anderson**
Dean, Faculty of Arts and Design
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Celebrating the National Disability Insurance Scheme: Insights from Media Discourse
Kate Holland

Stream B: Government Communication and Community Engagement

How US State and Local Government Organisations are Measuring Mobile Network Performance: Lessons for Australia
Shara Evans

FireWatch: Community Engagement and the Communication of Bushfire Information
Donell Holloway & Lelia Green

Public Connection with Local Government: Desires and Frustrations of Articulating Local Issues
Julie Freeman & Kerry McCallum
EMERGING ISSUES IN COMMUNICATION RESEARCH & POLICY

DAY 1: Monday 18 November 2013, Ann Harding Conference Centre, University of Canberra

9.30am-9.30am
Registration

9.30am-9.30am
Welcome:
Roslyn Brown, Ngunnawal Elder in Residence
Professor Stephen Parker, Vice-Chancellor, University of Canberra
Professor Peter Putnis, N&MRC Director

9.30am-10.30am
Keynote Address: Professor Peter Lunt
Head of Media and Communication, University of Leicester, UK
Media Regulation and the Institutional Mediation of Deliberation

10.30am-11.00am
Morning Tea

11.00am-12.30pm
Session One
Room:
12.00pm
Stream A: Conference Room
Chair: Peter Putnis
Political Discourse & Mediatization
The Mediatization of the Australian Political Public Sphere
Terry Few, Brian McNair, Stephen Harrington & Adam Suck
Queensland University of Technology

11.30am
Australian Communications & Media Authority: Emerging Issues for the Regulator & Implications for Consumers & Citizens
Chair: Chris Chiew
Jennifer McClen* & Lesley Osborne**
Chair: Jock Given
Digital Society Policy & Research, ACMA
Young Australians and Social Networking: Current Developments
Matthew Dobson
Digital Society Policy & Research Section, ACMA

11.30am-12.00pm
Brett Hutchins
Monash University
The Micromediations of Social Networking: The Role of Twitter in Greens Politics

12.30pm
Mobile & Social Media
Chair: Scott Rickard
Mobile & Social Media
Emerging Issues: Mapping Coherent Regulation for Changing Technology, Consumer Behaviour and Industry Practice
Chair: Matthew Ricketson
Tom Smith & Robert Arland*
Chair: Sora Park
University of Canberra
**Australian National University

12.30pm-1.30pm
Lunch

1.30pm-2.30pm
Session Two
Room:
12.00pm
Digital TV
Chair: Jack Given
Innovation Theatre and the Reinvention of Australian Television
Julian Thomas* & Ellie Revias*
University of Technology
& Jake Goldfinch**
Swinburne University of Technology

2.00pm
Policy & Regulatory Challenges
Chair: Matthew Rickerson
The Northern Territory Intervention and the Regulation of Online Content
Kate Holland & David Pearson
University of Canberra
Communicating Food Policy Issues: Developing an Agenda for Research into the Role of News and Popular Media
Karen Macphee
University of Canberra

2.30pm
Youth & Digital Media
Chair: Sara Park
Katie Ellis
Curtin University
Disability and Digital Television: Opportunities and Challenges

1.00pm-3.30pm
Afternoon Tea

1.30pm-5.30pm
Session Three
Room:
4.00pm
Public Wi-Fi in Australia
Chair: Brett Hutchins
Chair: Kate Holland
Julian Thomas & Ellie Revias
Swinburne University of Technology
Public Wi-Fi in Remote Communities
Marion McCormick & Jack Given
Swinburne University of Technology

4.30pm
Economics of Public Wi-Fi: Who Benefits, Who Pays?
Jack Given
Swinburne University of Technology
How the “Little” Magazines Became Big: A Study of the Success of Quarterly Gutsy and Grin
James Robinson
University of Canberra

5.00pm
Public Wi-Fi in Australia: A Brief History
Franco Pappalardo & Peter Putnis
University of Canberra
The State of the News Media 2013 Reports from the N&MRC, University of Canberra

5.30pm
Lunch

3.30pm-4.00pm
Public Wi-Fi in Remote Communities
Marion McCormick & Jack Given
Swinburne University of Technology
Heads and Tails: The Long Tail in Australian Media Markets

4.00pm-4.30pm
Wireless Commons for Mobile Publics
Matthew Robertson
University of Canberra
Black Markets, Franchises and the Televisualization of Cinema

4.30pm-5.00pm
Former deputy to the Head of SBS TV, *University of Canberra, Kerry McCallum* & Lisa Waller**

5.00pm-5.30pm
University of Canberra
Gerard Goggin
University of Technology
Public Wi-Fi in Australia: A Brief History
Franco Pappalardo & Peter Putnis
University of Canberra
The State of the News Media 2013 Reports from the N&MRC, University of Canberra
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**EMERGING ISSUES IN COMMUNICATION RESEARCH & POLICY**

**News & Media Research Centre**

**DAY 2: Tuesday 19 November 2013, Ann Harding Conference Centre, University of Canberra**

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<td>8.30am-9.00am</td>
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| 9.00am-10.00am | **Keynote Address:** Professor Catherine Middleton  
Canada Research Chair in Communication Technologies in the Information Society, Ryerson University  
*Building a Digital Society: Questions for Communication Researchers*  
[Conference Room] |                  |
| 10.00am-10.30am | Morning Two                                                              |                  |
| 10.30am-12.00pm | **Session Four**  
Room: Stream A: Conference Room  
**National Broadband Network: Access & Use**  
Chair: Julie Freeman  
Bjorn Nansen*, Rowan Wilson**, Michael Arnold* & Martin Gibbs*  
University of Melbourne, Swinburne University of Technology  
Framing the NBN: Media Representations and Public Perceptions  
Lorenzo Dalvit & Larry Steventon  
Rhodes University  
10.30am-12.00pm |                  |
| 10.30am-11.00am | Media Consumption & Production Practices  
Chair: Michelle O’Neale Brennan  
Media and Mobile Phones in a South African Rural Area: A Baseline Study  
Lilla Frances  
Swinburne University of Technology  
Co-Creative is a Dirty Word: Remote Indigenous Video in a Digital Age  
Carmen Hope*, Lea Green* & Lisa Mackinley** & Tos Edwards***  
*With Crown University, **State Library of Western Australia, ***Tura New Music  
Harnessing the Arc-Air |                  |
| 11.00am-12.00pm |                             |                  |
| 11.00am-11.30am | **Session Five**  
Room: Stream B: Seminar Room 1  
**A Shared Value Approach to Digital Inclusion**  
Chair: Peter Gerrand  
Robert Morris  
Swinburne University of Technology  
Access from the Margins: Inclusive Service Design in the Age of the National Broadband Network  
Max Havelka  
ANZSOG Institute for Governance, University of Canberra  
Anonymous’ Participatory Form: From Social Movement to Cell Network  
Jeri Varnell  
ANZSOG Institute for Governance, University of Canberra  
Political Community as Political Communication  
Henrik Bang & Michael Jensen  
ANZSOG Institute for Governance, University of Canberra  
Neither Autonomy nor Elite Steering: A Political Communication Analysis of Campaign and General Tweeting in the 2012 US Election  
Kerry McCallum |                  |
| 12.00pm-1.00pm | Lunch                                                                     |                  |
| 1.00pm-2.30pm | **Session Six**  
Room: Afternoon Tea  
**New Research Directions**  
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WAF University, **University of Canberra  
 Democracy: Formulating a Conceptual Framework for an Empirical Study of Political Conversations on Twitter  
Shira Evani  
ANZSOG Institute for Governance, University of Canberra  
How US State and Local Government Organisations are Measuring Mobile Network Performance – Lessons for Australia  
Julie Freeman  
McGill University |                  |
| 3.30pm-4.00pm | **Government Communication & Community Engagement**  
Chair: Caroline Fisher  
Doreen Holloway & Lea Green  
6th Sixtown University  
FireWatch: Community Engagement and the Communication of Bushfire Information  
Kerry McCallum  
University of Canberra  
Public Connection with Local Government: Desires and Frustrations of Articulating Local Issues  
Julie Freeman & Kerry McCallum  
University of Canberra  
Enhancing Participation in the Digital Economy Through Community Based Digital Training Programs  
Lilla Frances  
Swinburne University of Technology  
Co-Creative is a Dirty Word: Remote Indigenous Video in a Digital Age  
Carmen Hope*, Lea Green* & Lisa Mackinley** & Tos Edwards***  
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ANZSOG Institute for Governance, University of Canberra  
Neither Autonomy nor Elite Steering: A Political Communication Analysis of Campaign and General Tweeting in the 2012 US Election  
Kerry McCallum |                  |
| 4.30pm-4.45pm | **Closing Remarks**  
Chair: Michelle O’Neale Brennan  
Unlocking the Power of Social Media  
Julie Freeman  
McGill University  
Public Connection with Local Government: Desires and Frustrations of Articulating Local Issues  
Julie Freeman & Kerry McCallum  
University of Canberra  
Enhancing Participation in the Digital Economy Through Community Based Digital Training Programs  
Lilla Frances  
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Henrik Bang & Michael Jensen  
ANZSOG Institute for Governance, University of Canberra  
Neither Autonomy nor Elite Steering: A Political Communication Analysis of Campaign and General Tweeting in the 2012 US Election  
Kerry McCallum |                  |
Keynote Speakers

Professor Peter Lunt
University of Leicester, United Kingdom

Media Regulation and the Institutional Mediation of Deliberation

In this paper, I examine the tension between deliberative and agonistic theories of legitimate political engagement using the example of the activities of the UK Media Regulator Ofcom (The Office of Communication) in furthering public debates on media policy. A convergent, principled, evidence based regulator, Ofcom represents plural interests and opinions through a variety of mechanisms including consultation, research and the work of a variety of forums and boards within the regulator. Both deliberative and agonistic theories point to practical arrangements for engagement – either in the form of deliberation as a means of achieving consensus (setting aside interests and antagonisms) or by valuing difference in an agonistic process of public engagement. Yet relating these theories to practical arrangements is not straightforward – agonism opposes normative deliberative theories on the grounds that it excludes difference, but unmediated contact across lines of difference risks unresolvable conflicts. These questions will be considered in the light of case studies of Ofcom’s approach to media literacy and public consultation and opinion research on the value of public service broadcasting to see how the balance between institutional control and openness to plural interests and voices is managed in these cases. The paper concludes with discussion of the potential role of “social, legal and political institutions capable of mediation among citizens’ moral and cultural differences and of channelling the conflicts into a constructive discourse” (Ferretti and Rossi, in press).

References


Peter Lunt is the Head of Media and Communication at the University of Leicester. His research examines media audiences, public participation in popular culture, media consumption, the links between media and social theory, the mediation of public engagement and political culture, and changing conceptions of public service media. He has recently been engaged in media policy research focusing on the changing regime of regulation of media and communications, and is the co-author of Media Regulation: Governance in the Interest of Citizens and Consumers (2012, Sage). www2.le.ac.uk/departments/media/people/peter-lunt
Building a Digital Society: Questions for Communication Researchers

Digital communication technologies enable our everyday interactions. We are increasingly reliant upon the internet for access to information and services, news and entertainment. Mobile devices have become central to our communication practices and allow us to work and play in locations of choice. Although communication researchers have been studying the emergence of digital society for decades, there are many issues that merit further attention as we enter the ‘digital by default’ era. This talk proposes research questions to investigate digital engagement, the role of mobile access to services and the development of communication networks as public infrastructures. It calls for cooperation across academia, government and industry to improve data collection and analysis, and encourages academics to engage in public discourses shaping digital society.

Catherine Middleton holds the Canada Research Chair in Communication Technologies in the Information Society at the Ted Rogers School of Management at Ryerson University. Her research focuses on the development and use of mobile and fixed communication infrastructures, with particular interest in the development of strategies and policies to ensure consumers have access to high quality, affordable and innovative communication services. Catherine has a long-standing interest in the telecommunications sector in Australia, and has been following the development of the National Broadband Network since its inception. She leads the Digital Infrastructures project for the GRAND Network of Centres of Excellence, and is a member of the board of directors of CANARIE, Canada’s advanced research and innovation network. www.ryerson.ca/~cmiddlet/
Stream A: Political Discourse and Mediatisation

The Mediatisation of the Australian Political Public Sphere

Terry Flew, Brian McNair, Stephen Harrington & Adam Swift
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This paper reports on an ARC Discovery Project based at QUT, Politics, Media and Democracy in Australia: Public and Producer Perceptions of the Political Public Sphere. It outlines the parameters for analysis of the relationship of media to politics in Australia, and normative evaluation of its contribution to democratic citizenship and good governance, by presenting a map of the Australian political public sphere, across both established and ‘new’ media, and across information and entertainment genres. It will critically evaluate the question of whether a “mediatisation of politics” has occurred in the Australian context, and the wider implications of such developments for Australian public culture. It also considers what it means to refer to a “political public sphere”, and the contribution of both social media and non-traditional news media genres, such as satirical television and infotainment formats, to political discourse and popular perceptions of Australian politics.

Terry Flew is Professor of Media and Communication and a Chief Investigator in the ARC Centre of Excellence for Creative Industries and Innovation at the Queensland University of Technology, Brisbane, Australia. He is the author of The Creative Industries, Culture and Policy (Sage, 2012), Global Creative Industries (Polity, 2013), and New Media: An Introduction (Oxford, 4th Edition, 2014).

Brian McNair is Professor of Journalism, Media & Communication in the Creative Industries Faculty, QUT. He is the author of many books and articles on politics and media, including Journalism and Democracy (Routledge 2000) and An Introduction To Political Communication (5th edition, Routledge, 2013).

Stephen Harrington is a Senior Lecturer in Journalism, Media and Communication at the Queensland University of Technology, Brisbane, Australia. He is the author of Australian TV News: New Forms, Functions, and Futures (Intelect), as well as a number of other journal articles and book chapters which examine the socio-political value of entertainment and the changing nature of contemporary journalism.

Adam Swift is a senior research associate in the ARC Centre of Excellence for Creative Industries and Innovation at Queensland University of Technology, and is currently part of a research team exploring Australian publics engagement with political media. His research has been published in Journalism Practice, Australian Journalism Review, and Journal of Applied Journalism & Media Studies among others.

The Many Modalities of Social Networking: The Role of Twitter in Greens Politics

Brett Hutchins
Monash University
Brett.Hutchins@monash.edu

The popular micro-blogging service, Twitter, contains a variety of potential orientations – interpersonal, publication, advertisement and marketing, broadcast, organisational, public service, political, and so on – in its operation and applications. As an evolving social media platform, specificity and context are essential in understanding the significance of its use-value and operation. This paper investigates the multiple modalities of Twitter in the context of formal politics and, in particular, Greens party politics in Australia. Presenting original evidence drawn from Greens members of parliament and their advisors, it is shown how Twitter is mobilised in response to particular news agendas and stories, unfolding political events and processes, and an ongoing need for the Greens to speak simultaneously to committed environmentalists and the broader electorate. Twitter is shown to be an important addition to the ‘media
ecology mix’ in the conduct of environmental politics, playing a direct role in political communication, strategies and actions.

Brett Hutchins is Associate Professor in Communications and Media Studies and Co-Director of the Research Unit in Media Studies at Monash University in Melbourne, Australia. His recent books and edited collections include *Environmental Conflict and the Media* (‘Global Crises and the Media Series’, Peter Lang 2013, co-edited with Libby Lester), *Digital Media Sport: Technology, Power and Culture in the Network Society* (Routledge 2013, co-edited with David Rowe), and *Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport* (Routledge 2012, co-authored with David Rowe).

**Media Practice and Indigenous Policy: New Directions for Research**

Kerry McCallum* & Lisa Waller**

*University of Canberra; **Deakin University

Kerry.McCallum@canberra.edu.au; Lisa.Waller@deakin.edu.au

Indigenous affairs is frequently characterized as an ‘intractable’ policy field, with news media attributed with a powerful role in framing public understanding of Indigenous issues and people, perpetuating a narrow range of policy discourses and limited the range of voices heard in policy debates. The *Media and Indigenous Policy* project has explained this intractability through an examination of the interplay of news media representation, issue advocacy and mediated policymaking practice in Indigenous affairs between 1988 and 2008. The project team utilized a range of qualitative methodologies including textual analyses of policy documents and news media reports and interviews with media and policy actors. We identified six dimensions of media power in shaping Indigenous policy: political leaders’ political and policy aims; bureaucrats’ mediatized policymaking practices; narrow framing of Indigenous issues and people in mainstream media reporting; Indigenous affairs reporting as a weak journalism specialty and the growth of campaigning journalism; Indigenous people’s engagement with mainstream media to make incursions into policy debates; and the ascent of a small number of Indigenous media stars. These findings paint a picture of a policy field that is heavily dependent on mediated discourse but where mainstream news media practices are constrained in their ability to adequately communicate the complexity of Indigenous people and issues. At the same time, Indigenous Australians have been resourceful and persistent in their desire to contribute to public policy debates. Since 2008 Australia’s news media has undergone unprecedented change, including the emergence of a vibrant social media environment. In the fields of health and education, Indigenous organizations are utilizing these technologies to create communicative networks and influence public debate around issues of importance to their communities. This paper examines some recent incursions into mainstream media debates through the use of social media by Indigenous health and education organisations, and explores how this might impact on future research about the relationships between media and policy. The paper proposes a platform for research that combines Couldry’s ‘media as practice’ methodology and ethnographic interviewing techniques with social media network analysis to examine the range of mediated voices in the communication of this ‘intractable’ policy field.

Kerry McCallum is Associate Professor of Communication and Media Studies at the University of Canberra, Australia.

Lisa Waller is Senior Lecturer in journalism at Deakin University, Victoria.
Session One

Stream B: Australian Communications & Media Authority: Emerging Issues for the Regulator and Implications for Consumers and Citizens

Australians’ Expectations of Contemporary Media Standards

Jennifer McNeill* & Lesley Osborne**
*Content, Consumer & Citizen Division; ** Digital Society Policy and Research, Australian Communications & Media Authority

Viewers and listeners are adapting to an increasingly complex media environment but how does this impact expectations the community has for public interest outcomes reflected in Australia’s media legislation. This is a current question the ACMA. Findings from community research such as Digital Australians 2011, and recently, Betting odds and advertising for betting agencies during sports broadcasts 2013, shed light on the issues.

Jennifer McNeill leads the ACMA’s Content, Consumer and Citizen Division as its General Manager. Jennifer has a legal background and brings a strong regulatory and consumer perspective to the ACMA. From 2002 to 2007, she was a Commissioner at the Australian Competition and Consumer Commission. Between 2008 and 2010 Jennifer was an Authority member with the ACMA where she played a key role in the ACMA’s Reconnecting the Customer Inquiry.

Lesley Osborne leads the Digital Society Policy and Research team at the Australian Communications and Media Authority. The focus of her work is Australians’ response to changes in communications and media consumption and implications for policy development and regulatory review. Recent projects have examined telecommunications customer experience, emerging issues for Australians online such as digital identities and use of personal data, and digital literacy, and community expectations for broadcasting safeguards in the contemporary media environment. Lesley has an extensive background in broadcasting research and regulatory policy, including with the former Australian Broadcasting Authority. She had an earlier career in market and advertising research. Lesley has a BA (Hons in Psychology) and a Masters in Public Policy from the University of Sydney.

Young Australians and Social Networking: Current Developments

Matthew Dobson
Digital Society Policy and Research, Australian Communications & Media Authority

Since 2000 the ACMA has been following what Australian children and young people are doing online and the strategies they use to deal with emerging online risks. The ACMA’s latest research examined changes in the use of social networking services and the impact of internet-enabled mobile devices on the range of issues that children and young people face online. This research underpins the development of the ACMA’s education initiatives which are tailored to address the needs of Australian children.

Dr Matthew Dobson is a senior research analyst in the Digital Society Policy and Research Section of the Australian Communications and Media Authority (ACMA). He has conducted research in the fields of psychology, epidemiology, health economics and health services evaluation. At the ACMA, Matthew’s cybersafety research has examined children and young people’s use of online social networking services and parental preferences for education resources. His research in this area also includes evaluations of the Cybersmart Detectives online education activity and the Tagged multimedia resource. Matthew has a BA (Hons in Psychology) and a PhD (Epidemiology) from the University of Sydney.
Emerging Issues: Mapping Coherent Regulation for Changing Technology, Consumer Behaviour and Industry Practice

Mike Collins  
Regulatory Frameworks, Australian Communications & Media Authority

Mobile applications (‘apps’), near field communications (NFC), cloud computing, and the proliferation of ‘private’ digital data illustrate the multi-dimensional and dynamic nature of contemporary communications and media. The ACMA’s Emerging Issues papers series consider the agency’s role in facilitating innovative services in the Australian market, as well as assisting individuals to manage their communications and media experience.

Mike Collins is a senior advisor in the Regulatory Frameworks Section of the Australian Communications and Media Authority (ACMA). He specialises in regulatory policy issues with a particular focus on the use of personal and behavioural data on traditional and emerging communications platforms. Recently completed work includes the Digital footprints and identities community attitudinal research project. Before joining the ACMA he had a senior investigations role at the Telecommunications Industry Ombudsman. He has a Master of Mediation and Conflict Resolution from the University of Queensland as well as social science qualifications from Swinburne University and Edinburgh College.
Locative News: Mobiles, Information, and Place in Emerging Media

Gerard Goggin, Fiona Martin & Tim Dwyer
University of Sydney
gerard.goggin@sydney.edu.au; fiona.martin@sydney.edu.au; timothy.dwyer@sydney.edu.au

Location, locality and localism have long been important characteristics of news, but their functions have been given a dramatic twist with the advent of locative, mobile media. The capabilities of mobile media devices to determine, sense, incorporate, and conjure with the relative locations of reporting and audiences have emerged as key to alternative, small and large scale networked news-gathering.

Locative technologies, such as GPS data and geotagging, have been critical for example in helping editors verify and integrate Twitter posts and images into live coverage of the London riots, in enabling journalists to track political events in Kenya, or in the role of social media in the hunt for suspects in the April 2013 Boston massacre.

Audiences now expect to be able to search and aggregate news based on locational indicators and also to signal their location in posting news or redistributing it to others. For their part, journalists and media organizations are increasingly keen to harvest and make use of the vast trove of locational information generated by smartphones, tablets, and other user devices.

In this paper, we discuss the state of play of location-based news, as it is unfolding with mobile devices, applications, and platforms, with mobile audiences, and media organizations. We present a range of case studies, including East Asian experiments in mobile Internet and news, hyperlocal news, and mobile news and mapping technologies.

Our argument is that evolving affordances of locative news, and the deployment of such information in new ecologies of news and journalism, is not at all straightforward as earlier visions suggested — certainly not as simple as a structural convergence between news (say The New York Times) and location-based social networking and media (say Foursquare) might suggest. Rather, we suggest that locative news and journalism are being shaped in the interstices of larger developments in online, mobile media – posing significant issues for consumers, citizens, and publics.

Gerard Goggin is Professor and Chair of the Department of Media and Communications, the University of Sydney.
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Beyond Social Contagion: Modeling Issue Trajectories in Social Media

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The Internet has broadened the range of actors who can weigh in on a public problem. But why do some claims become visible, whilst others fail to spread? Much of the research into online diffusion has employed an epidemiological or “social contagion” model whereby information spreads continuously across nodes. This leaves a number of questions unanswered: do campaigns and controversies follow patterns of development? How does the discursive work of people involved in creating issue frames
operate? What attributes of nodes make them trusted sources of information? Chateauraynaud (2011) proposes a “ballistic” approach in which arguments emerge, are refined, criticised, and traverse social spaces, with a rising and descending trajectory. We propose to track and analyse the ballistics of issues having emerged amongst Twitter users who employed the hashtags #ows and #occupywallstreet since October 2011. Issues will be identified using keywords associated with a public problem; we investigate two ways of characterising phases in issue trajectory. Issue popularity phases can be identified by applying change-point detection algorithms to a time series of the volume of tweets mentioning the relevant keyword(s). Content analysis is used to detect changes in issue valence (e.g. a shift from contestation/disagreement to acceptance/understanding). We then investigate whether the attributes of actors tweeting on the issue - e.g., centrality in the follower network, gender, institutional affiliation, expert status, etc - affect its trajectory. We also test whether issue trajectories evolve independently from one another, or whether there exist cross-issue causal or feedback mechanisms.

References

Mathieu O’Neil is an Associate Professor in Communication at the University of Canberra and a member of the News and Media Research Centre. He is also an Adjunct Research Fellow in the Australian Demographic and Social Research Institute at the Australian National University, where he contributed to establishing the Virtual Observatory for the Study of Online Networks. He is the founder and one of the editors of the Journal of Peer Production (peerproduction.net). His book Cyberchiefs: Autonomy and Authority in Online Tribes (Pluto Press) was published in 2009. His research interests include new forms of work and organisation, collective identity, issue diffusion, and quantitative methods to map and analyse online organisational and social movement fields.

Robert Ackland is an Associate Professor in the Australian Demographic and Social Research Institute at the Australian National University. He gained his PhD in economics from the ANU in 2001. Since 2002 Robert has been working in the fields of network science, computational social science and web science. He leads the Virtual Observatory for the Study of Online Networks project (http://voson.anu.edu.au) and teaches on the social science of the Internet and online research methods. He has been chief investigator on four ARC grants and in 2007, he was a UK National Centre for e-Social Science Visiting Fellow and James Martin Visiting Fellow at the Oxford Internet Institute. His book Web Social Science (SAGE Publications) was published in July 2013.

Creepshot Aaesthetics: Setting the Scene with Rancière

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The term ‘creepshot’ refers to a photograph of an unsuspecting target that is shared across social media networks. It has so far been discussed in the context of privacy through specific examples, such as the ‘doxxing’ of Reddit user Violentcruz (Jurgenson & Rey 2013). Instead of questions of privacy, I would like to use the ‘creepshot’ as a way to investigate the relation between aesthetics and what I am calling assemblages of valorisation of social media networks. To do so I shall engage with the ‘creepshot’ as a tool for explicating what Rancière (2013) calls a ‘scene’.

Rancière is concerned with explicating the relation between regimes of aesthetics and associated political community. He does this by presenting a genealogy of ‘aesthetic regimes’ as organised around propositional artistic singularities; he calls these aesthetic regimes ‘scenes’ and each chapter of his book constitutes such an explication. A scene for Rancière is “a little optical machine that shows us thought busy weaving together perceptions, affects, names and ideas, constituting the sensible community that these links create, and the intellectual community that makes such weaving sensible”.

The creepshot represents the contraction of two elements familiar to print-based magazine aesthetics and the emergence of a new role for audience or ‘crowd sourced’ valorisation. The two familiar elements
are, firstly, of the “photographer’s eye” which is to perceive the world through the frame of the photographer and, secondly, the remapping of the visual field of action in terms of an intensive opportunity-based topology of interest (often described as “getting the shot” where “the shot” only has value in a relational sense, being for an audience). The shift in the aesthetic regime of the creepshot is in the way crowdsourced valorisation through social media is used to frame the opportunities of the shot. A far more dynamic feedforward relation exists between socio-technologically-embodied micro-genres (often delineated by hashtags) and felt-relationality of anticipation articulated through social media networks as assemblages of valorisation. The creepshot thus is exemplary of a cultural shift that subsumes practices of critical judgement (Kant) to the satisfactions of a discerning appetite (Spinoza).

**Dr Glen Fuller** is Assistant Professor of Communication and Journalism at the University of Canberra. His research focuses on the relation between media and enthusiasm, histories of specialist magazines, contemporary developments in media technologies and media philosophies. He has written widely on enthusiasm, media philosophies, moral panics, complexity and social relations, and car culture. He is also interested in genealogical accounts of the relation between popular specialist or niche media and the enthusiast markets and scenes that they service.
Stream A: Digital TV

Innovation Theories and the Reinvention of Australian Television

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Commercial television, as we have known it in Australia, is likely to undergo significant changes during the next five years. New distribution platforms and delivery models connected to the proposed high capacity National Broadband Network (NBN), along with new content providers and changing viewer preferences, are likely to drive major changes to existing arrangements. This presentation seeks to relate established concepts of innovation, disintermediation and disruption to this rapidly changing television landscape, both free-to-air (FTA) and subscription (STV). It utilises the seminal works of Schumpeter, Tapscott and Christensen to analyse the remarkable innovation competition now taking place, in Australia and overseas, in television-like content production and distribution. It seeks to explore the extent to which television-like services over the NBN, both managed IPTV and over the top (OTT) services, as well as changing consumer preferences and practices brought about by existing experiences of using the Internet, might be challenging incumbent television broadcasters and how they might be responding with their own innovations. The presentation looks at how the incumbents are currently faring and how they may yet be positioned amongst the plethora of future choices open to consumers of multimedia content. It concludes that while there may be many new distribution channels and content deals arising, the real battleground may be taking shape on how we find out what to watch and what there is to watch. (This presentation updates and reapplies recent research into television and broadband services appearing in the International Journal of Digital Television, 4(3), September 2013.)

Robert Morsillo is a Research Fellow at the Swinburne Institute for Social Research, Melbourne, Australia and a member of the Broadband Services 2015 project at the Australian Research Council’s Centre of Excellence for Creative Industries and Innovation. Robert is particularly interested in the role of technology in promoting a sense of connectedness and encouraging social innovation within the telecommunications industry and the not for profit sector. Robert also works for Telstra Corporation Limited as a consumer affairs practitioner and is a non-executive director of Infoxchange Australia Limited. He can be contacted by email: rmorsillo@swin.edu.au

Trevor Barr is Professor of Media and Communications at Swinburne University. He is a Chief Investigator in broadband research for CCI and also for the Smart Services Cooperative Research Centre. Trevor’s four major books have each been standard references in university media and telecommunications courses for many years and have played an influential part in policy formulation. Trevor has been a regular national media commentator for a long period, notably on ABC Radio, and also on Australia’s current affairs television programs. He can be contacted by email: tbarr@swin.edu.au

Predicating Future Audio Visual Content and Service Regulation on Real and Likely Audience Behaviour

Ian McGarrity

How much audio visual content does the average Australian and home consume -and how?

Is consumption of amateur or user generated audio visual content as important as consumption of professionally produced audio visual content when considering regulation?
Is consumption of audio visual content at work (and for work purposes at home) as important as consumption of professionally produced audio visual content for leisure largely at home or in the car when considering regulation?

How many Australian homes now and in the medium term future are likely to have ongoing broadband subscriptions which have appropriate:

- download speeds;
- freedom from contention;
- download caps; and
- meter free aspects

to make online delivery of professionally produced audio visual content a significant substitute for traditional broadcasting delivery platforms?

How might the following demographic groups deal with any move to unregulated online delivery of previously significantly regulated free audio visual services:

- welfare recipients;
- the elderly;
- the hearing impaired; and
- the sight impaired.

To what extent do traditional terrestrially radiated free-to-air radio and TV services still represent the dominant way that Australians consume professionally produced audio visual and audio only content for leisure purposes and is this situation likely to change in the medium term future?

Could we be currently over estimating the decline of the dominance of traditional terrestrially radiated free-to-air radio and TV services for such leisure activities?

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Former Head of SBS TV
Former Deputy to the Head of ABC TV
Former Head of ABC Development
Former Chair of Digital Broadcasting Australia
Independent consultant in Australia and Asia concerning audio visual services

Disability and Digital Television: Opportunities and Challenges

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As a signatory to the 2006 UN Convention on the Rights of Persons with Disabilities, the Australian government recognises that people with disabilities have a right to access communications technology and cultural information (United Nations, 2006). Digital television could potentially offer greater access to this information for people with disabilities, particularly those with vision, hearing and physical impairments (Ellis, 2012; Robare, 2011; Slater, Lindström & Astbrink, 2010). For these benefits to be realised, accessibility features must be available and affordable. For example people with hearing impairments require captions 100% of the time, and clean audio and sign language avatar options (Francisco Utray, Castro, Lourdes Moreno & Ruiz-Mezcua, 2012). People with vision impairments and physical disabilities also require features such as audio description and ergonomic and useable software and hardware (Francisco Utray, et al., 2012).
Between September and November 2013, an online survey of Australians with disabilities was undertaken to understand potential benefits and challenges of the digital television switchover for Australians with disabilities. The paper compares accessibility features highlighted as important in recent government review documents with the responses offered by community groups representing people with vision, hearing and physical disability, and finally to the accessibility features these groups are actually using, or want to use as reported in the survey responses to reflect on the opportunities and challenges this medium represents to Australians with disabilities and the implications this has for communications policy.

References


Dr Katie Ellis is a Senior Research Fellow in the Internet Studies Department at Curtin University. She has worked with people with disabilities in the community, government, and in academia and has published widely in the area of disability, television, and digital and networked media, extending across both issues of representation and active possibilities for social inclusion. She is working on an Australian Research Council (ARC) fellowship at Curtin University researching disability and digital television. The project, ‘Disability on Television: Access, representation and reception’ is funded by a Discovery Early Career Researcher Award. Her books include *Disabling Diversity* (2008), *Disability and New Media* (with Mike Kent, 2011), *Disability, Obesity and Ageing: Popular Media Identifications* (with Debbie Rodan and Pia Lebeck, 2014), *Disability and the Media* (with Gerard Goggin, 2014) and *Disability and Popular Culture: Focusing Passion, Creating Community, Expressing Defiance* (2014).
Stream B: Policy and Regulatory Challenges

The Northern Territory Intervention and the Regulation of Online Content

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How to deploy information communication technologies in a way that accords with particular policies goals is a question at the heart of cyberspace regulation. The Northern Territory Intervention’s restrictions on access to the internet provide a neat example of a specific policy objective faced with significant physical, social and cultural obstacles. In an effort to reduce access to pornography, an objective engendered by the 2007 Little Children are Sacred Report, a complex system of computer filtering and auditing was introduced in the ‘prescribed areas’ of the NT Intervention. This regulatory scheme introduced a prejudicial and institutionalised surveillance program of a marginalised group in Australia.

The authors traveled to relevant communities to observe the regime’s operation and discuss its utility and workability with stakeholders. These investigations exposed a highly idiosyncratic cultural and physical environment which significantly affected the regime’s success. Many factors contributed to the difficulties including political reticence towards the intervention, inadequate funding, geo-physical limitations, operational confusion among stakeholders, and profound redundancy in the modalities of regulation. Those outcomes reflect specifically Australian as well as general difficulties in the regulation of inchoate technologies, especially against the background of increasing access to individually owned mobile devices with access to either satellite or 3G connectivity.

Julian Thomas is Director of the Swinburne Institute for Social Research and Professor of Media and Communications at Swinburne University of Technology. Recent publications include Amateur Media: Social, Cultural and Legal Perspectives, co-edited with Ramon Lobato, Dan Hunter and Megan Richardson (Routledge, 2012), and Fashioning Intellectual Property: Exhibition, Advertising and the Press 1789-1918, co-authored with Megan Richardson (Cambridge University Press, 2012).


Jake Goldenfein is a PhD Candidate, research associate and teaching fellow at the Centre for Media and Communication Law at Melbourne Law School.

Communicating Food Policy Issues: Developing an Agenda for Research into the Role of News and Popular Media

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There is increasing concern that pressures on the global food system present a major threat to human and environmental health, but that awareness of ecological challenges is not being translated into social and political action of the degree and type needed to address them. This suggests a need to understand how citizens conceptualise and respond to food-related risks and threats in the situated contexts of their everyday lives where demands on their attention, time and hip-pockets are significant and immediate. It requires that efforts to change individual consumption behaviours are complemented by an
understanding of the social and discursive environments in which food meanings and practices are taken up. A key premise of this exploratory paper is that messages intended to encourage people to adopt an environmentally sustainable diet must be situated in the context of the wider ‘food information environments’ in which they circulate. The paper reviews the food policy background with respect to existing guidelines for a healthy diet and emerging guidelines for a healthy and a sustainable diet, followed by an overview of some research into media and stakeholder framing of food issues, wherein useful conceptual tools and areas for future research are identified. Finally, building on the ideas discussed in the paper, we propose a methodological framework for research to contribute to a deeper understanding of the links between media and public engagement with issues such as food sustainability.

Kate Holland is a Postdoctoral Research Fellow in the News and Media Research Centre, Faculty of Arts and Design, University of Canberra. Kate’s research focuses primarily on the relationships between media and public understandings and responses to health issues. In 2013 she was awarded a Discovery Early Career Researcher Award for her project titled ‘Mediating mental health: An integrated approach to investigating media and social actors’.

David Pearson is a marketing professional with extensive international experience in research projects, development activities and student learning. He is Foundation Director of Food Matters Research Program, and teaches Advertising and Marketing Communication, at the University of Canberra. He has expertise in economics and marketing in relation to food systems. Recent research has focussed on healthy and environmentally sustainable food choices, which embrace local and organic food systems.

Do External Stakeholder Pressures Influence Customer Service and Complaints Handling Practices in the Australian Internet Service Provider Industry?

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Poor customer service (CS) and complaints handling (CH) performance of the Australian Internet Service Provider (ISP) industry has been the subject of intense scrutiny over the past few years. Internet industry stakeholders such as the ombudsman, consumer association, regulator and government authorities have considered tighter regulation as a response to address the industry’s poor CS track record. This paper explores the role of external stakeholder pressures on the very large ISP (vIISP) industry that resulted in significant revisions to the CS/CH sections of Telecommunication Consumer Protection (TCP) Code. Qualitative research using eleven in-depth interviews with senior vIISP industry executives was conducted. Data analysis found that three key pressures (regulatory, customer, competition) influenced the revisions to the TCP code. Very few studies in the Australian context examine personal viewpoints of vIISP industry stakeholders to understand how and why vIISPs respond to such pressures. This is the first study which examines such viewpoints using institutional theory lens. The study findings: 1) encourage vIISPs to collaborate with relevant stakeholders to manage expectations regarding CS/CH performance 2) provide valuable information for regulatory agencies, consumer association and the complaints authority to develop an understanding of what pressures drive the changes required to enhance service improvements in areas where vIISPs under-perform and 3) assist external stakeholders to understand the type of pressures vIISP managers respond to. The study findings will inform future quantitative studies to examine the influence of such pressures on the actual CS/CH performance of vIISPs.

Karthik Nagarajan is a telecommunications engineer and holds a research degree in ICT from University of Wollongong. He has more than twelve years of collective experience in research, management, coordination and teaching in ICT and Business at four Australian Universities. In 2011/2012 he was involved in a collaborative research project between University of Wollongong and ACCAN titled ‘Accessible Communications: Tapping the potential in
public ICT procurement policy’. His research interests include telecommunications consumer protection policies, institutional theory, technology based service industries and ICT accessibility. He is pursuing his PhD at University of Western Sydney. His doctoral thesis investigates the role of institutional pressures in influencing Customer Service and Complaints Handling Practices of the Australian Internet Industry. His research work has been published in local and international conferences.
Stream C: Youth and Digital Media

Pirates of the Antipodes: Online Behaviour and Attitudes to Film/TV Piracy of Australians Aged 12-17

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IPAF – the Intellectual Property Awareness Foundation – is a non-profit, broad membership of film and television organisations in Australia committed to educating people about the value of screen content. IPAF aims to better inform consumers about the damaging impact of content theft and to highlight the role of copyright and the contribution that their choice and responsible use can make to the future of Australian content.

It does this through the production of consumer awareness campaigns and education resources for Australian schools that draw attention to the issue of film/television piracy and motivate discussion about creativity and copyright.

To better inform the debate, each year, IPAF undertakes research into the attitudes and actions of Australians in relation to the issue of illegal downloading of films and television shows. The research is undertaken by Sycamore Research & Marketing, an independent market research organisation, in conjunction with Newspoll.

In May/June 2013, IPAF embarked on its 5th wave of quantitative research into Australians aged 18-64 as well as groundbreaking quantitative and qualitative research into 12-17 years old, who have candidly revealed how they view and consume film and TV content online.

The qualitative research – using a new online, moderated, interactive methodology – allowed interaction over two weeks with a geographically diverse group of teens and provided a fascinating insight into the online lives of these digital natives.

The results shatter some commonly-held myths and preconceptions, reveal some key behavioural insights, unmask some of the risks of copyright infringing websites and provide a fresh understanding of the issue of movie/TV piracy and associated activities.

Lori Flesker has worked in the Australian film and television industry since 1982. Her production experience encompasses a wide range of genres: documentary specials and series, reality TV and corporate videos, as well as feature films and telemovies.

In 2003, Lori joined the AFC, the federal government funding agency and was promoted to Director of Development, supporting the development and production of feature films, documentaries, short films and digital media projects.

Lori was appointed General Manager of the Motion Picture Distributors Association in 2010, representing the major Australian film distributors. In July 2012 she also took on the Executive Director role for the Intellectual Property Awareness Foundation (IPAF), a not-for-profit organisation committed to educating people about the value of screen content and the impact of piracy.

She is the Co-Chair of the Australian International Documentary Conference and is a recent graduate of the Australian Institute of Company Directors.
Digital Technology and Australian Teenagers: Consumption, Study and Careers

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It is clear that Australian teenagers have welcomed digital technologies into their daily lives with open arms. Whilst considerable research effort has focused on the impact of social media on teenagers, less is known about how teenagers integrate their consumption of Information and Communications Technology into their daily activities; their perceptions about the use of ICT at school for learning and teaching, and as a discipline of study; and their motivations regarding career choices.

In 2012 a study was commissioned by the Australian Computer Society and conducted by the University of Canberra, with the purpose of generating detailed primary evidence on these important questions. Two hundred students aged 12-18 years across a range of government and non-government high schools in the Australian Capital Territory participated in the study.

In the current context of the “digital education revolution”, and the national imperative to increase enrolments in the study of ICT, findings presented in this seminar provide considerable insight into how the students themselves actually think and behave. For example, contrary to a popular (mis)perception that teens spend all their spare time on Facebook, results of this study indicate that teenagers rank ‘going on Facebook’ only tenth in their most frequent activities over a weekly period.

Karen Macpherson is a consultant in education, and an adjunct Professional Associate with the Faculty of Education, Science, Technology and Maths at the University of Canberra. Her PhD thesis investigated issues in end-user computing, information literacy and critical thinking in tertiary students. Through post-doctoral research, she has explored issues in critical thinking in tertiary students; assessed clinical decision making skills in medical students, interns and consultants; and in 2012/13, she evaluated ACT high school students’ attitudes to digital media consumption and ICT careers. Dr Macpherson was a full time academic at the University of Canberra for 17 years, lecturing at all undergraduate and postgraduate levels in critical thinking and management; and in organisational and interpersonal communication. She has been an Expert Assessor for the Australian Research Council Discovery and Technology projects since 2005.

“It Makes Them Streetwise”: What Parents and Children Tell Themselves and Each Other about Young People’s Activities Online

Lelia Green*, Donell Holloway* & Leslie Haddon**
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Parents and children both construct narratives around what young people do online and why, and how they respond to these circumstances. As one mother says “You can’t hide them from things like Facebook, and it makes them street wise. They have friends that are not allowed to use it, but their mums pick them up from school and drop them off and they are not learning any life skills.”

This project investigates parents’ and children’s understandings of young people’s online activities in terms of the costs, benefits, advantages and concerns. The aim of the project is to interrogate domestic negotiations around online activities for high school-aged children, including the negotiations within the household and the impact of peer activity both upon those negotiations and upon the young person’s internet use. Parents have traditionally constructed digital technology as an educational resource and the skills involved in mastering its potential as indicative of career-oriented capabilities. Children have constructed the same technologies as games machines and tools for engineering sociability. But there is
some evidence that each appreciates the perspective of the other and works to accommodate it while trying to encourage the adoption of an and-also model, rather than one which prefers either-or. This paper draws upon early findings from 2013 data and uses the voices of participants to illustrate the nuances of the negotiations around meaning and importance attributed both to the technology and to its uses.

**Professor Lelia Green** is Professor of Communications at Edith Cowan University. She is the author of *Technoculture: From Alphabet to Cybersex*, *The Internet: An Introduction to New Media* and the editor of *Framing Technology: Society, Choice and Change*. Lelia has also published more than fifty refereed papers and serves on the editorial boards of *Media International Australia* and the *Australian Journal of Communication*. Publications details available at [http://www.ecu.edu.au/schools/communications-and-arts/staff/profiles/professors/professor-lelia-green](http://www.ecu.edu.au/schools/communications-and-arts/staff/profiles/professors/professor-lelia-green)

**Dr Donell Holloway** is an experienced ethnographic researcher specialising in research projects in rural and remote Australia. She is currently working on the ARC Linkage Project, *Using community engagement and enhanced visual information to promote FireWatch satellite communication as a support for collaborative decision-making*. Donell is author or co-author to over 30 refereed articles, book chapters and conference papers. Publications details are available at [http://edithcowan.academia.edu/DonellHolloway](http://edithcowan.academia.edu/DonellHolloway)
Stream A: Public Wi-Fi in Australia (Panel)

The provision of public wi-fi by local government authorities in neo-liberal economies has been dogged by regulatory and legislative action designed to promote market competition and restrict intervention by the local state. Australian local authorities showed little interest in public wi-fi during its international development boom in the early 2000s, and Australia was largely bypassed by the policy and scholarly debates of this period. New proposals and experiments with public wi-fi by several Australian local governments and public transport authorities suggest the provision gap between Australia and many other parts of the globe is closing. However, these developments are occurring within a new technological and policy environment characterised by the introduction of next generation networks and new rules around network interoperability, and the emergence of new business models and strategic alliances between commercial and public providers. These developments have the potential to overcome some existing blockages to public wi-fi provision, but raise new questions over rationales for public investment. This panel will examine the policy, economic, technological and social dimensions surrounding the introduction of public wi-fi networks in Australian urban centres and remote locations.

This panel will comprise the following presentations:

Public Wi-Fi in Remote Communities

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**Julian Thomas** is Director of the Swinburne Institute for Social Research and Professor of Media and Communications at Swinburne University of Technology. Recent publications include *Amateur Media: Social, Cultural and Legal Perspectives*, co-edited with Ramon Lobato, Dan Hunter and Megan Richardson (Routledge, 2012), and *Fashioning Intellectual Property: Exhibition, Advertising and the Press 1789-1918*, co-authored with Megan Richardson (Cambridge University Press, 2012).


Economics of Public Wi-Fi: Who Benefits, Who Pays?

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**Jason Potts** is an innovation economist at RMIT University.

Wireless Commons for Mobile Publics

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Public Wi-Fi in Australia: A Brief History

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Ian McShane is a senior research fellow in the Centre for Urban Research, RMIT University. Current research interests are in infrastructure and urban governance, cultural heritage institutions, and education policy.
This paper analyses sales of products within three Australian media markets—cinema box office, DVD retail and book retail—from 2002 to 2011. Several conclusions are drawn. First, significant long tail characteristics emerged in the books and particularly DVD markets, but not cinema, over the period. Second, where the number of titles selling in a market is changing rapidly, the choice of metric is vital for analysing the existence of a long tail. Third, across all three media, the analysis shows the oldest and most open market—books—has, by a narrow margin, the strongest blockbuster characteristics. Fourth, although the tail has grown for books and DVDs, it is very long and very, very thin. Finally, although this analysis has used three media products that involve comparable consumer transactions and analysed them as discrete markets, there are significant relationships between them which we hope to analyse in further research.

Marion McCutcheon has worked as a consulting economist and communications policy analyst, and as an adviser and researcher with the Australian Broadcasting Authority, the Department of Communications, Information Technology and the Arts and the Bureau of Transport and Communications Economics. Her qualifications include a PhD dissertation on media policy, *Is pay TV meeting its promise?*, completed in 2006, and degrees in economics and finance, and mathematics and statistics. She is currently contributing to *Spreading Fictions*, a joint project between the ABC, Screen Australia, Swinburne University’s Institute for Social Research and teaching economics and statistics at the University of Wollongong.

Jock Given is professor of media and communications at Swinburne University’s Institute for Social Research. He researches, writes and teaches about communications policy, law and history. His work has been published in *Telecommunications Policy*, the *Journal of Information Policy*, *Info - The Journal of Policy, Regulation and Strategy for Telecommunications Information and Media*, *Business History*, *Media History*, the *Historical Journal of Film Radio and Television* and the *Historical Records of Australian Science*. His radio documentary *Empire State: Ernest Fisk and the World Wide Wireless* was first broadcast by ABC Radio National’s Hindsight program in 2012. Jock previously worked as Director of the Communications Law Centre, Policy Advisor at the Australian Film Commission and Director, Legislation and Industry Economics in the Department of Transport and Communications.
out to tell stories in the cinema by instalment, the most popular cinema of the early 21st century has been ‘televisionized’.

**Jock Given** is professor of media and communications at Swinburne University’s Institute for Social Research. He researches, writes and teaches about communications policy, law and history. His work has been published in *Telecommunications Policy*, *the Journal of Information Policy*, *Info - The Journal of Policy, Regulation and Strategy for Telecommunications Information and Media*, *Business History*, *Media History*, *the Historical Journal of Film Radio and Television* and *the Historical Records of Australian Science*. His radio documentary *Empire State: Ernest Fisk and the World Wide Wireless* was first broadcast by ABC Radio National’s Hindsight program in 2012. Jock previously worked as Director of the Communications Law Centre, Policy Advisor at the Australian Film Commission and Director, Legislation and Industry Economics in the Department of Transport and Communications.

**How the “Little” Magazines Became Big: A Study of the Success of Quarterly Essay and Griffith Review**

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In 2013 two of Australia’s leading independent alternative journalistic publications, the *Quarterly Essay* and the *Griffith Review*, reached milestones. This year the 50th *Quarterly Essay* was published and the *Griffith Review* marked the tenth anniversary of publication with a special issue entitled “Now we are ten”. The history of independent alternative journalism in Australia shows that many do not survive more than 10 years or if they do it is not a great deal longer than 10 years. Earlier examples include *The Nation*, *Nation Review*, *The Eye* (in two different incarnations) and *Australian Society*. These now defunct publications have been the subject of scholarly attention but little if any academic attention has been paid to the *Quarterly Essay* or *Griffith Review*. How widely read are these publications? What contribution have they made to national debate? How have they influenced the practice of long form journalism in Australia? To what extent has the current visibility and success of the two publications been shaped by changes in the mainstream news media? This paper will draw on sales figures, on reviews of the two publications and on interviews with those most closely associated with them, such as Peter Craven (founding editor of *Quarterly Essay*), Chris Feik, its publisher, and Julianne Schultz, founding editor of *Griffith Review*.

**Matthew Ricketson** is an academic and journalist. He is professor of journalism at the University of Canberra and in his most recent stint in the industry he was Media and Communications editor for The Age. In 2011 he was appointed by the federal government to assist Ray Finkelstein QC in the Independent Media Inquiry which reported in early 2012. He is the author and editor of four books. Allen & Unwin is publishing his next book, “Telling True Stories” in early 2014.

**The State of the News Media: 2013 Reports from the N&MRC, University of Canberra**

**Franco Papandrea & Peter Putnis**  
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This paper will present an overview of two reports on the news media recently completed by members of the News and Media Research Centre at the University of Canberra. They are: *State of the Newspaper*
The Finkelstein Inquiry concluded that, while newspapers were under significant financial pressure, there was not, at the time the Report was written, a case for government support of the industry. At the same time, it was recognized that the situation required careful and continuous monitoring. In his 2013 Report Papandrea up-dates and expands work on the newspaper and advertising industries that he undertook for the Finkelstein Inquiry. He provides an overview of the economic state of the newspaper industry in Australia as seen from the perspective of mid-2013.

In recent years there has been more than usual interest in Italian political developments in Australia, both because of their inherent newsworthiness and because of the direct involvement of Italian-Australians in the 2006 and 2008 elections. Developments towards the globalization of Italian citizenship and political representation prompted this large-scale study of news coverage of Italian issues in the Australian news media. The rivalry between media moguls Rupert Murdoch and Silvio Berlusconi forms a back-drop to the study.

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Framing the NBN: Media Representations and Public Perceptions

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The success of the National Broadband Network (NBN) for growth in the digital economy and for digital inclusion will be shaped by how it is understood, adopted and appropriated, particularly by households and end-users. The NBN has been the subject of vigorous and politicised debate, and though the model of delivery (FTTP v FTTN) will be decided in the short term by the outcome of the 2013 federal election, ongoing uncertainty around the affordances, uses and benefits of a NBN are far from resolved.

Research to date suggests that in many cases low NBN uptake is not simply a matter of people waiting for a physical connection or ISP service, but more significantly for the NBN, also relates to confusing installation logistics and timelines, uncertainty in a complex and still fluid retail and technological environment, and a failure to communicate a clear ‘value proposition’ to end-users. A critical element, then, of NBN adoption is how the NBN is represented or framed; and, in turn, how this framing mediates decision making.

This paper will report on a study of public representations and household perceptions of the NBN that utilised three inter-locking methods: a national online survey (2000+) to identify broad trends in public attitudes towards the NBN; a content analysis of mainstream press coverage and newspaper editorials to understand the public discourse surrounding the NBN; and qualitative interviews (20+) with various household types to gain deeper insights into how the NBN is understood in the contexts of this public discourse.

Dr Bjorn Nansen is a Research Fellow in the Department of Computing and Information Systems at the University of Melbourne. He is a researcher of digital media and culture, with interests in technology adoption, tangible computing and natural user interfaces, children’s media use, material culture studies and critical theory of technology. He holds an Australian Research Council funded Discovery Early Career Researcher Award (DECRA). His most recent publications have featured in New Media & Society, Journal of Children and Media, Environment and Planning D, Media International Australia and M/C.

Dr Rowan Wilken holds an Australian Research Council funded Discovery Early Career Researcher Award (DECRA) in the Swinburne Institute for Social Research, Swinburne University of Technology, Melbourne. His present research interests include domestic media consumption, locative and mobile media, digital technologies and culture, old and new media, and theories and practices of everyday life. He is author of Teletechnologies, Place and Community (Routledge, 2011) and co-editor (with Gerald Goggin) of Mobile Technology and Place (Routledge, 2012) and Locative Media (Routledge, 2014).

Dr Michael Arnold is a Senior Lecturer in the History and Philosophy of Science Programme in the School of Historical and Philosophical Studies, at the University of Melbourne. His on-going teaching and research activities lie at the intersection of contemporary technologies and our society and culture. In recent years Michael’s research projects that include (1) a comparative study of social networking in six locations across the Asia-Pacific, (2) several studies of high speed broadband in the domestic context, (3) a study to develop methods to assess social returns on investments in technologies, (4) a study of ethical and governance issues associated with the electronic health record, (5) a study of digital story-telling by young aboriginals, and (6) a study of online memorials. This research has produced a monograph published by Routledge and more than 50 peer-reviewed papers.

Dr Martin Gibbs is a Senior Lecturer in the Department of Computing and Information Systems at The University of Melbourne. His current teaching and research interests lie at the intersection of Science, Technology Studies (STS), and Human-Computer Interaction and are focused on the sociable use of interactive technologies. He is the co-
editor of the book *From Social Butterfly to Engaged Citizen* a new work on ICTs and civic engagement, recent published by The MIT Press.

**Bringing Some Sanity into the NBN Debate**

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Emotions around any departure from the 93% FTTP target set in Labor’s NBN (Mark 2) plan are running high, with many folk fearing approaches based on other technologies would compromise Australia’s potential in the growing digital economy. Many such fears are ill-founded, fuelled by political spin and mis-information. It is timely to review NBN Co’s first four years’ performance and move to a more informed discussion about the consequences of continuing down the present path versus exploring alternatives that promise to deliver progress (albeit not to the level of FTTP) earlier and at a lower cost. Whilst recognising FTTP is the right long-term goal, this presentation will put FTTP performance into perspective and demolish the view the widely held view (especially amongst less technically-literate Australians) that FTTP will in itself unlock a bright, new era in which all the benefits of high-speed broadband will magically flow. It will argue that a “spare no expense, waste no time” approach to pursuing that goal will in fact set Australia back in its progress towards its digital future, potentially exacerbating the digital divide rather than dissolving it. Whilst much further work is needed to chart the optimum way forward, progress will be facilitated if emotions can be set aside in favour of a careful analysis and rational debate about the issues.

Following 25 years in the IT industry, *Robin Eckermann* led the creation of TransACT in Canberra from 1996 and served as the Company’s Chief Architect during the rollout of what was at the time one of the world’s most advanced broadband networks. Some of the key principles of open access that are now widely embraced as an alternative to vertical integration were pioneered in the course of this initiative. Since 2003 he has consulted widely throughout Australia and abroad on next generation network infrastructures, with involvement in virtually all of Australia’s pioneering FTTP efforts. He has been an Adjunct Professor at the University of Canberra since 2005 and in 2011-12 served on the Regional Telecommunications Review, reporting to Parliament in May 2012.

**Enhancing Participation in the Digital Economy through Community-Based Digital Training Programs**

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The Digital Hub is a government funded program designed to help communities gain the skills needed to maximise the benefits provided by the advanced broadband connectivity, the National Broadband Network (NBN). Beyond connection, there needs to be user engagement in order to fully utilise the benefits of the infrastructure. User engagement is a complex process that involves not only the connectivity but also the perceived benefits, affordability, motivation, skills and social needs.

In this study, we aim to lay out the framework of the training programs that are developed with the goals to train users so that they can fully participate in the digital economy, with the necessary motivation and skills. Primary clients are senior Australians, persons with disabilities, low-income earners, Aboriginal and Torres Strait Islanders and those living in remote areas. An informal learning space is set up where the training topics covering basic digital literacy skills are delivered. Topics include computer basics, internet
Session Four

basics, email, cyber safety, security, social media, NBN and web-based financial transactions. Demonstrating the ‘capability’ of advanced broadband is a core element of the program allowing for a range of extended programs highlighting more advanced digital literacy skills. This research draws from both the trainers’ and clients’ perspective by showcasing a diverse range of programs developed and experimented since February 2013.

Development of the ‘state-of-the-art’ community learning facility within an existing community library to deliver digital literacy training drew on a range of existing theory and practice. Essential to the planning was that community had the ability to engage in open interactions with trainers and volunteers. It is also important for community to have a sense of ownership and be able to construct the subject matter to suit their needs which laid foundations for a range of community engagement activities. In order to examine clients’ experience, multiple observations of individual training sessions and unstructured interviews with two trainers and six clients were conducted. An analysis of difficulties and barriers users encounter in various contexts of internet and broadband utilisation is provided as the outcome of the research. While recognising the impact of socio-economic status that is confounded with digital exclusion is important, we need to move beyond these limited ways of understanding digital exclusion to gain a more comprehensive, consumer-oriented picture. Through this case study, we propose sustainable policies to encourage effective and meaningful uses of broadband.

Kate McAlister is the Digital Library Manager for Libraries ACT. Her interest in the convergence of media - particularly in citizen media, social media, online community engagement and education led her to working in public libraries. Kate now manages community engagement, training and strategy for the ACT Digital Hub.

Dr. Sora Park is Associate Professor in Communication at the University of Canberra, an inaugural member of the News and Media Research Centre. Her research focuses on digital media, media markets and media policy and has written widely on the economics of television, newspaper markets and other information industries.
Session Four

Stream B: Media Consumption & Production Practices

Media and Mobile Phones in a South African Rural Area: A Baseline Study

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In South Africa, access to information remains unequal and often hampered by language barriers, poor infrastructure and endemic poverty, particularly among members of rural and peri-urban communities. The Government recognises the potential of media and Information and Communication Technology (ICT) to promote socio-economic development and social cohesion. In this paper we discuss the findings of a survey on media and ICT (particularly mobile phones) in a rural community. The area is the site of a number of interventions and research projects by a nearby University. Our study provides a baseline to measure their impact and identify future trends. Data from 300 households was collected through a set of open as well as close ended questions. Language emerged as an important factor in media consumption. Broadcast media were more common than print and people showed a preference for news, followed by entertainment. While computers were virtually non-existent, mobile phones were omnipresent and most respondents could be considered experienced users. Though the costs associated with mobile phones were a key concern, most households had access to at least one phone with advanced features such as Internet connectivity. Different activities performed on mobile phones reflected different gender and generational roles. Our work indicates that further research is needed on quality and frequency of media consumption as well as a more detailed study of mobile phone use. Research along the age and gender dimensions promises to yield interesting results. A qualitative approach is best suited for such in-depth investigation.

Professor Lorenzo Dalvit is the MTN Chair of Media and Mobile Communication in the School of Journalism and Media Studies at Rhodes University. His interest is in mobile and new media with a particular focus on the youth in rural and peri-urban communities.

Professor Larry Strelitz is Head of the School of Journalism and Media Studies at Rhodes University. His most recent work has been in the field of qualitative audience research with a focus on how local youth engage with global media.

Co-Creative is a Dirty Word: Remote Indigenous Video in a Digital Age

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In this paper I examine low-cost video content produced in remote Indigenous communities, looking specifically at producers, funding sources and content genres. Such content was once the domain of a limited number of Indigenous broadcasting groups, produced primarily for the purposes of cultural maintenance. The sample analysed here, taken between 2010-2013, demonstrates an expanded field, consisting of video that is produced and circulated by content makers from the arts sphere, as well as projects aimed at overcoming Indigenous disadvantage, such as youth engagement.

My interest in examining such ‘co-creative’ video content is driven by two objectives. The first is to consider the consequences of this changing media landscape for Indigenous media research. Remote Indigenous video continues to attract interest from anthropology and media studies, yet the field has not moved far from utilising Indigenous video as a window into another culture. I argue that although remote
Indigenous content in part demonstrates the resilience of that culture though Indigenous peoples’ willingness to collaborate creatively, it also reflects the ‘caring’ industries that gravitate to remote Australia. At the time when Indigenous media organisations have fewer resources to produce community video content of their own determination, projects intended to produce social outcomes abound. I suggest that this trend reflects changes in the nation’s relationship with remote Australia, from self-determination to human services.

Secondly, I enter this territory in order to examine instances of exclusion of remote content of the screen industries. I approach what Philip Batty has called the “impossible and somewhat perennial question” of what counts as Indigenous film and television, looking at the status of co-creative content in the funding and broadcasting policies that determine how content is produced and distributed.

Harnessing the Arc-Hive

This paper addresses the construction of archival collections through the use of public support and volunteer labour. It examines the requirement of a new archive to engage with consumers and participants to achieve its desired outcomes. The Western Australian New Music Archive (WANMA) is a research project involving music advocacy organisation Tura New Music, the State Library of Western Australia, ABC Classic FM and the National Library of Australia. It seeks to collect and make accessible, in digital form, new music associated with Western Australia from 1970 to the present day. WANMA will also create new performance pieces for inclusion within the archive. The collection is currently in its formative stages but builds upon a seeding project which involved the digitisation of Tura’s archives. This made visible the fact that much public experience of new music is as a comparatively ephemeral and experimental art form, and many traces and recollections of iconic and everyday performances need to be collected soon if they are not to be lost entirely. Alongside the technological and copyright challenges facing such an enterprise, WANMA seeks to engage with musicians and music lovers who might have materials of interest for the archive which can be digitised and then returned to the original owners. Such materials include, but are not limited to, recordings. Indeed, they encompass all conceivable peripheral artefacts of new music in Western Australia, from performance programs through to letters describing a concert, through to individuals’ memories. Such a project needs to engage with, and fire the imaginations of, audiences past and present.

Professor Lelia Green is Professor of Communications at Edith Cowan University. She is the author of Technoculture: From Alphabet to Cybersex, The Internet: An Introduction to New Media and the editor of Framing Technology: Society, Choice and Change. Lelia has also published more than fifty refereed papers and serves on the editorial boards of Media International Australia and the Australian Journal of Communication. Publications details available at http://www.ecu.edu.au/schools/communications-and-arts/staff/profiles/professors/professor-lelia-green
Session Five

Stream A: Digital Inclusion

A Shared Value Approach to Digital Inclusion

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This paper seeks to contribute additional ideas that may foster the more equal participation of all Australians in the growing digital economy, which is the harbinger of far-reaching changes to how citizens will engage with Government, business, and each other. In Australia today, with the advent of the National Broadband Network, digital inclusion is increasingly viewed as a catalyst for achieving greater equality of opportunity for socially excluded people, as well as being key to increased business productivity. The concept of shared value creation is promoted by the influential Harvard Business School as a new and superior way of framing the relationship between business and society, which encourages business to be in the business of creating social value as well as commercial value. The paper analyses a well-established Australian communications inclusion program, Telstra’s Access for Everyone, finding many features of a shared value approach such as reconceived pricing, products and services for non-users, reconceived markets that include those who may be excluded, and reconceived distribution channels in collaboration with the not-for-profit sector. The paper suggests that these elements may be applicable to the new challenge of digital inclusion with a potentially significant role for business. Through a shared value approach to corporate social responsibility, more effective digital inclusion programs could be developed as part of an expanded national framework involving greater collaboration between governments, the not-for-profit sector and business, which could lead to improved outcomes for all stakeholders.

Robert Morsillo is a Research Fellow at the Swinburne Institute for Social Research, Melbourne, Australia and a member of the Broadband Services 2015 project at the Australian Research Council's Centre of Excellence for Creative Industries and Innovation. Robert is particularly interested in the role of technology in promoting a sense of connectedness and encouraging social innovation within the telecommunications industry and the not for profit sector. Robert also works for Telstra Corporation Limited as a consumer affairs practitioner and is a non-executive Director of Infoxchange Australia Limited. He can be contacted by email: rmorsillo@swin.edu.au.

Access from the Margins: Inclusive Service Design in the Age of a National Broadband Network

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The use of technology by minority groups has been studied, but in isolation. That is, it has been examined within particular marginalised communities rather than across them. For example, migrants and the ways that technologies are deployed to sustain connections between family members in different countries have been investigated extensively. Indigenous groups’ appropriation of technologies to overcome distance in rural and remote areas has also been explored in depth. The role of technology in providing independence to people with disabilities has been scrutinised too, separately from that of older people. The findings from these studies of various minority groups generally sit in different disciplines and bodies of literature, with little to no comparative analysis of them. This paper will attempt to synthesise this literature with the aim of understanding commonalities for the purpose of developing NBN services suited to the needs of diverse groups.
My hypothesis is that these groups and communities are ones where being able to use a computer and Internet has little meaning, where other technologies have been privileged and who have been unable or unwilling to seek their information or do their communication online. While some of the reasons might be specific to that particular community, many overlap with other minority groups, such that it can no longer be considered a minor or ‘minority’ issue. Rather, it has significance for the wider community in an increasingly diverse technological landscape, and is a persuasive argument for inclusive design.

Linda Leung is an Associate Professor in the School of Software, Faculty of Engineering & IT at the University of Technology Sydney. She is author of Digital Experience Design: Ideas, Industries & Interaction (2008, Intellect Books). Her research is concerned with the ways in which marginalised groups appropriate technology for their needs, and how such technologies might be designed to be more inclusive. More recently, her work has focused on refugees and their uses of technology in situations of displacement.

Enabling Sustainable Broadband Adoption in Rural Areas: A Case Study of Information Network Villages in South Korea

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Due to the distance and low density, rural areas are often disadvantaged in getting access to telecommunication infrastructures. Hence rural digital divide policies tend to focus on providing access. While narrowing the access gap has been largely effective in developed countries, it is what happens after getting access that is more important than connectivity itself. Connectivity must be followed by effective utilisation of the technologies in order for it to be beneficial to individuals and communities. This study examines South Korea’s Information Network Village (INVIL) project as an exemplary policy of sustainable broadband adoption in rural areas. The program was designed to narrow the digital divide between urban and rural areas, create new sources of revenue and to build sustainable local communities. Due to this multi-layered and long term approach, the villages have been successful in narrowing the digital divide, not only in terms of access but also in effectively utilising broadband to enhance the local economy and building cohesive communities. The outcome of the program was evaluated based on the policy framework. Then a case study of three INVILs was conducted to provide an in-depth assessment of the program’s outcome. The unique feature of the program is that it emphasises investment in human capital rather than on infrastructure and includes a long term vision of each local community. This motivates local residents to be active participants of the program. Beyond the provision of high-speed networks, continuous programs that are tailored to local needs are necessary in order to facilitate sustainable broadband adoption.

Dr. Sora Park is Associate Professor in Communication at the University of Canberra, an inaugural member of the News and Media Research Centre. Her research focuses on digital media, media markets and media policy and has written widely on the economics of television, newspaper markets and other information industries.

Dr. Man Chul Jung is Senior Researcher at the Foundation of Agriculture, Technology, Commercialization & Transfer (FACT) in Korea and is currently a Visiting Fellow at the Faculty of Arts & Design, University of Canberra. His research interests are in the field of agro-economic including agricultural policies, marketing and rural development with a focus on development of organic agriculture and rural communities. He is also interested in ICT strategies and digital economies of agriculture.

Jee Young Lee is a Ph.D student at the Faculty of Arts & Design, University of Canberra. Her research focuses on the policy issues in the digital environments including the digital divide, digital literacy and children’s use of media. Her doctoral thesis explores the various paradigms of digital divide policy and the role of digital literacy in narrowing the digital divide.
Session Five

Stream B: Political Transformations

**Neither Autonomy nor Elite Steering: A Political Communication Analysis of Campaign and General Tweeting in the 2012 US Election**

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This paper is an inquiry into the extent to which elite and lay policy and issue discourses converge in an online environment during an American presidential campaign. It analyzes the construction of frames using Kenneth Burke’s cluster analysis which treats meanings as derivative of terms and the words they are correlated with. The data consist of tweets produced by the Obama and Romney campaigns official Twitter accounts during the last 33 days of the campaign as well as 32 million tweets collected from the streaming API during the same time interval. Frames were identified using a semi-unsupervised machine learning program to identify the clusters in the candidates’ tweets and the tweets from the streaming API were analyzed with respect to the presence of these frames. The results demonstrate that in general there is a fair amount of divergence in issue frames, though this changes during periods of highly mediatized campaign events that captivate public attention. It finds some support for the Zaller and Converse’s theories about information flows under conditions of high public attention but it also shows how arguments can fail to persuade publics. Conclusions are drawn regarding the autonomy of the political community and corresponding limits to the ability for elites to steer public discourse.

*Dr. Michael Jensen* is a Research Fellow at the ANZSOG Institute for Governance (ANZSIG). Prior to his position at ANZSIG, he was Juan de la Cierva Postdoctoral Fellow in the Department of Political Science and a researcher at the Institute for Government and Public Policy at the Autonomous University of Barcelona. His research spans the subdisciplines of political communication, social movements, political participation, and political campaigning and elections. In the last few years, he has worked particularly with the analysis of social media data and other digital artefacts, contributing to the emerging field of computational social science.

**Anonymous’s Participatory Form: From Social Movement to Cell Network**

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As a decentralised virtual community, Anonymous has been characterised by its oppositional tendencies. Helped by a collective persona and horizontal management structure, Anonymous has facilitated a myriad of differentiated agenda. However, we can observe a distinct change in its participatory form over time. So, while Anonymous, more broadly, functions as virtual community, its means of engagement has shifted from a social movement, to a decentralised cell network. This article explores the relationship between these changes, and its evolution as a virtual community. Drawing upon Iriberri and Leroy’s (2009) life-cycle framework, the article maps Anonymous’s development and identifies the structural changes that have led to this transformation in its modes of participation. Ultimately, the article argues the observed shift from “unified” social movement, to a decentralised cell network is a result of a fracturing of the community’s engagement philosophy.

*Max Halupka* is a PhD Candidate at the ANZSOG Institute for Governance, University of Canberra. His primary research interests are in political participation, virtual communities, online activism, and Anonymous. Most recently, he has been working on issues relating to Clicktivism, with a focus on creating a systematic heuristic.
The political community is an action community. According to Easton, it denotes a political division of labour through which the political goals of a system are pursued. These relationships are enacted within and through political communication. This article investigates the communicative constitution of political community. Drawing on the work of Kenneth Burke, this article argues that the identity of a political community is contingent, constituted and ordered through communication. Communication does not negate or transcend differences between persons but enacts a provisional identity which is a necessary condition of collective action. This links the input-driven politics of interest and identity articulation with the output politics of action organizing a field of activity. We draw out two lines of investigation from this account of the political community. The first questions the opposition between conflict and consensus. Cooperation and coordination are born out of communicative processes necessitated by the irreducible division between persons. Consensus, we argue, does not overcome difference but brackets the differences that do not make a difference for a particular task at hand. Second, the shift from a society where broadcast media serve as the prevailing means of communication to a network society further erodes the relevance of the conflict-consensus model of politics. In an era of broadcast communication, political actors required either the resources for mass diffusion of information or the communicative expertise to impose themselves on media systems. Today, online communications and social media in particular enable persons to organize without necessity of access to broadcast media. The article concludes considering some innovative forms of political community emerging from within varied online symbolizations, spatialities, and temporalities.
Stream A: New Research Directions

#Democracy: Formulating a Conceptual Framework for an Empirical Study of Political Conversations on Twitter

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This paper seeks to establish a set of conceptual criteria to help frame an empirical analysis of the relationship between Internet communication technologies and political discourses. It discusses a series of theoretical and methodological issues relating to established frameworks for investigating the role that these technologies play in the political sphere. Specifically, it attempts to problematise notions of the Internet as an extension of the public sphere, which we argue underestimate the role that individual users play in the co-construction of meaning. Additionally, we suggest, there are unresolved conceptual issues relating to the epistemological and ontological relationships between ‘online’ democracy and the ‘offline’ physical and social institutions through which democracy is enacted. We use the micro-blogging service Twitter to illustrate a series of methodological steps that, we argue, can facilitate an empirical investigation of Internet-mediated conversation. We revisit anthropologist Dan Sperber’s concept of an ‘epidemiology of representations’ to suggest ways in which our approach can add insight to contagion and diffusion models of Internet communication, re-establishing the individual user at the centre of the meaning-making process. Specifically, we propose an empirical observation of the temporal and spatial dynamics of these communication technologies.

*Philip Pond* is a post graduate research student at RMIT University. His research explores empirical approaches to studying communication phenomena. His PhD investigates the temporal and spatial mechanics of Twitter conversations during acute media events. He has master degrees in journalism and epidemiology and a BA in Human Science from Oxford University.

Counting the Eyes and Ears: How the Research Method Affects Findings – And Some Solutions

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Until recently, primary population research could use one of a number of methods. Provided that a high response rate was achieved, reliably comparable results could be used to represent the overall population. Changing technology and media now means that no research method natively reflects the overall population. Even more significantly, the research methods align with different media distribution technologies, making media research particularly vulnerable to method-related bias. Response rates are declining rapidly. Inevitably population-based research on media consumption must adopt new methods and accept approximations.

This paper draws on several examples and case studies to show the impact of specific research methods on apparent media consumption habits, how incentives and lead-in topics influence response rates, and how respondents change their answers to questions depending on the survey method. The paper looks particularly closely at the trend to online data collection and the impact of using online panels to measure media audience trends.
The paper argues that new paradigms for media audience research have to be accepted - including
tolerance of lower response rates, mixed method surveys, non-population based samples and in
particular, a flexible, consultative and collaborative relationship with businesses tasked with the data
collection. Case study examples are drawn from the National Listener Survey of Community Radio, the
McNair multi-lingual media program, the McNair Indigenous Media research program, QARs (media
research amongst farmers) and the McNair Pulse Poll.

Matt Balogh has 28 years experience in market research including nearly a decade as Group Marketing Services
Manager at News Ltd. Matt was General Manager of Quadrant Research before establishing Ingenuity Research. His
vast experience in consumer and media research brings him into great demand with many blue chip Australian
organisations. Matt’s specialties include social and media research, as well as health, safety and employee research,
and his Masters thesis was in Political Opinion Polling.

Matt Balogh has long been very involved in the Australian Market and Social Research Society, including 3 years as
Vice President, regularly speaking at conferences (and winning the Tony Wheeler Best Paper Award in 2006) and is
currently on the Research News Editorial Committee.

Celebrating the National Disability Insurance Scheme? Insights from Media Discourse

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The National Disability Insurance Scheme (NDIS) legislation was passed by the Australian Parliament in
March, 2013. The NDIS is expected to become fully operational in 2018-19 and to provide care and
support to 460,000 people with a significant and permanent disability. This paper draws upon data
collected during 2012 from sources including news media and commentary from disability advocates to
identify some of the key factors that shaped public discussion of the NDIS. I discuss the influence of the
Productivity Commission’s report, the role of Federal-State government conflict, and the critical voice of
disability advocates. In accordance with the broad bipartisan and public support for the NDIS as a major
social policy reform with the potential to improve the lives of many disabled Australians, news discourse
has been overwhelmingly celebratory in tone, notwithstanding the political bickering. In addition to
highlighting some of the key dimensions of public discussion about the NDIS, this paper also identifies
some areas of concern pertaining to the reform that have received less attention, yet which are arguably
critical to a more complete public discussion and debate about what the NDIS will mean for people with a
disability and the wider community. These areas of tension and concern include the market-based
ideology in which the NDIS is embedded, how it will utilise existing state-based disability services, and
how it will impact people whose level of disability does not meet its eligibility criteria.

Kate Holland is a Postdoctoral Research Fellow in the News and Media Research Centre, Faculty of Arts and Design,
University of Canberra. Kate’s research focuses primarily on the relationships between media and public
understandings and responses to health issues. In 2013 she was awarded a Discovery Early Career Researcher
Award for her project titled ‘Mediating mental health: An integrated approach to investigating media and social actors’.
Session Six

Stream B: Government Communication and Community Engagement

How US State and Local Government Organisations are Measuring Mobile Network Performance: Lessons for Australia

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In 2008, the US Federal Communications Commission (FCC) approved a broadband mapping plan to examine fixed and mobile broadband availability by speed. The US$293m mapping project was part of a much larger project (US$7 billion) for a National Broadband Plan that had, among other goals, bringing high speed Internet service to rural areas. Commencing in February 2009, under the auspices of the National Telecommunications and Information Administration (NTIA), grants were awarded to the 50 States, 5 Territories, and the District of Columbia.

Under the National Broadband Map (NBM) program, each grantee was able to design its own data collection and verification methodology, and as with most programs that allow this type of flexibility many different methodologies were used.

In this paper, Shara Evans will focus on mobile broadband mapping efforts, describing:

- The National Broadband Map (NBM) program and how it fits into US government broadband initiatives
- Key challenges in mapping mobile broadband
- Examples of mapping methodologies used, with mini case studies from Utah, California, Delaware and Colorado — looking how each State / Territory sought and verified carrier data, conducted independent testing (primarily via drive testing and using mobile apps)
- Different ways that US States / Territories used mobile apps and crowd sourcing initiatives, including a review of key mobile speed testing apps (and the measurement methodologies used by each)
- The Australian context: Could a similar program be successfully conducted in Australia? How might this fit in with the recently announced $100m Mobile Network Expansion Program (MNEP) and the ACMA’s Reconnecting the Customer: Mobile Network Performance Forum outcomes?

Shara Evans is a well-known technologist, futurist and opinion leader in the Australian telecommunications market, as well as the Founder and CEO of Market Clarity <www.marketclarity.com.au>, an award-winning telecommunications analyst firm. Under Shara’s leadership Market Clarity developed extensive databases, forecast models and geospatial tools for tracking and analysing the deployment Australian telecommunications infrastructure and services. In recent research she has compared the prices and plan features of consumer fixed and mobile broadband services in Australia and NZ, analysed consumer broadband download behaviour, analysed NBN wholesale pricing, and compared ISP cost structures. Her most recent research area involves mobile broadband network performance measurement and analytics.
FireWatch: Community Engagement and the Communication of Bushfire Information

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Successive bushfire inquiries in Australia have called for authorities to more effectively harness and disseminate bushfire information. Recommendations from these inquiries suggest a new approach to bushfires involving greater co-ordination in which home dwellers, emergency fire services and government work more closely together and acknowledge that education, safety, planning and emergency management can be effective responses to the threat of bushfire. Policy makers and community members are seeking to revise bushfire protocols and access new sources of authoritative information which may help guide public responses. Nonetheless, the effective communication of information regarding bushfires still seems to be problematic. For example, the terms of reference for the Tasmanian Bushfire Inquiry include reference to the “use and efficacy of community alerts, warnings and information arrangements” (Department of Justice, 2013).

This paper reports on findings from an ARC funded research project titled Using community engagement and enhanced visual information to promote FireWatch satellite communications as a support for collaborative decision-making. FireWatch is a map-based, near real time, internet information product produced by LandGate. The project involves the development of a user-friendly information site that will inform and guide the general public in times of fire stress—especially those living in rural and remote Australia—in order to make more informed decisions for protecting individuals, families, communities and their property in times of bushfires. The paper discusses findings from interviews held in September 2012 and 2013 with community members living in the remote north west town of Kununurra WA in which interviewees discuss their experiences of fire in the area and their bushfire communication needs.

Dr Donell Holloway is an experienced ethnographic researcher specialising in research projects in rural and remote Australia. She is currently working on the ARC Linkage Project, Using community engagement and enhanced visual information to promote FireWatch satellite communication as a support for collaborative decision-making. Donell is author or co-author to over 30 refereed articles, book chapters and conference papers. Publications details are available at http://edithcowan.academia.edu/DonellHolloway

Professor Lelia Green is Professor of Communications at Edith Cowan University. She is the author of Technoculture: From Alphabet to Cybersex, The Internet: An Introduction to New Media and the editor of Framing Technology: Society, Choice and Change. Lelia has also published more than fifty refereed papers and serves on the editorial boards of Media International Australia and the Australian Journal of Communication. She is a Chief Investigator on the research project that informs this paper. Publications details available at http://www.ecu.edu.au/schools/communications-and-arts/staff/profiles/professors/professor-lelia-green

Public Connection with Local Government: Desires and Frustrations of Articulating Local Issues

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This paper provides an empirical account of public participation within an Australian local government context. It seeks to determine the ways civic discourse is articulated and how (if at all) this facilitates civic connection with local government. Through in-depth interviews and focus groups with local citizens from
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the Victorian municipality of the City of Casey, this paper explores citizens’ understandings, experiences and expectations in relation to participation with local government. Citizens conveyed a strong desire for engagement, as well as frustration that the local government is disinterested in civic input and fails to keep the community adequately informed. Participants suggested that this situation is creating both a sense of disconnection from government and civic reluctance to further engage on local political matters. These civic insights reveal a precarious state of local politics, and highlight the complexities and tensions in the relationship between local governments, citizens and democratic participation.

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The News and Media Research Centre (N&MRC) undertakes research into the continuing influence of media content in shaping the way we communicate with each other and understand the world around us, particularly in relation to key issues such as health and the environment. The research of the N&MRC contributes to practical initiatives by governments, consumer groups, and communication and media companies to improve communication systems and standards.

The work of the Centre encompasses: user perspectives on new communication technologies; the role of the news media and public communication in shaping knowledge about social issues; research into the ‘mediatisation’ of politics; and the role of the media in the policy development process.

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