

SACM / SGKM CONFERENCE PROGRAM

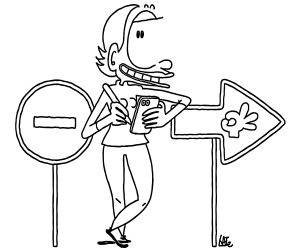
Sustainability and Resilience in Communication and the Media

The entire conference will take place in the main building of the **University of Neuchâtel**,
Avenue du 1^{er} mars 26, 2000 Neuchâtel, 2nd floor.

Wednesday, April 17, 2024

18:00- 20:00: Get Together, Room D59

Thursday, April 18, 2024



08:00	Registration (Hallway, 1 st floor) and Welcome Coffee (2 nd floor)			
09:00	Welcome Speech - Aula D67			
09:20	Keynote “Some Challenges of the New Communicational (dis)order. Resisting Myths and Panics, Reinventing Regulations”, Erik Neveu (Sciences Po Rennes) - Aula D67			
10:05	Coffee Break - Hallway 2 nd floor			
10:30	Panels and Paper sessions			
	<p>Paper Session Room D59</p> <p>Media Coverage of Crises. Looking Back at COVID19</p> <p>Long-Term Analysis of Topic Diversity in Swiss News Media <i>Dario Siegen, Daniel Vogler, Mark Eisenegger, Mike S. Schäfer</i> <i>(University of Zurich)</i></p> <p>Navigating Uncertainty: Journalistic Adaptation and Resilience in a global Pandemic Landscape. A comparative study of French, British, and American journalists during Covid-19 <i>Elyes Chaouch</i> <i>(University Toulouse III)</i></p> <p>Zunehmende mediale Sichtbarkeit von Universitäten? Eine Längsschnittanalyse der Berichterstattung von Schweizer Nachrichtenmedien <i>Silke Fürst, Daniel Vogler, Mike S. Schäfer, Sophia Charlotte Volk, Isabel Sörensen</i> <i>(University of Zurich)</i></p>	<p>Panel Room D62</p> <p>Four Studies on How Journalism Adapts to Digital Change</p> <p>Fostering Resilience in Local Journalism – A Newspaper’s Journey in (Re)shaping Audience Bonds <i>Laura Amigo</i> <i>(Università della Svizzera italiana)</i></p> <p>Let’s discuss: An Analysis of the Use of X Spaces in News Production and Consumption <i>Laura Caroleo, Magna Graecia</i> <i>(University of Catanzaro)</i></p> <p>Bridges of Communication: Communication Structures in the Swiss Police and Cooperation with Journalists <i>Gizem Yilmaz</i> <i>(Fachhochschule Graubünden)</i></p> <p>The AI Debate: A Manual and Automated Content Analysis of Frames and Voices <i>Florin Zai, Regula Hänggli Fricker</i> <i>(University of Fribourg)</i>, <i>Tobias Rohrbach</i> <i>(University of Bern)</i></p>	<p>Paper Session Room D63</p> <p>AI and Algorithms, Representation, Bias and Trust</p> <p>Humanizing Artificial Intelligence: Implications of Agency Perception for CSR Communication <i>Cyril Schaub, Friederike Vinzenz, Diana Ingenhoff</i> <i>(University of Fribourg)</i></p> <p>Enacted Algorithm Skills: User Strategies to Improve Online Experiences <i>Gerta Lokaj, Eszter Hargittai</i> <i>(University of Zurich)</i>, <i>Jessica Han</i> <i>(The London School of Economics & Political Science)</i></p> <p>“I give my information, they give me free entertainment and learning opportunities”: Sense-making, Feelings, and Responses to Dataveillance on YouTube. <i>Sarah Daoust-Braun, Noemi Festic, Michael Latzer</i> <i>(University of Zurich)</i></p> <p>The Silence of the LLMs: Cross-Lingual Analysis of Political Bias in LLM-powered Chatbots <i>Aleksandra Urman</i> <i>(University of Zurich)</i>, <i>Mykola Makhortykh</i> <i>(University of Bern)</i></p>	<p>Paper Session Room D71</p> <p>Regulation of Media Environments</p> <p>Streit um Medienförderung: Wie Kernüberzeugungen medienpolitische Reformen in kleinen europäischen Mediensystemen prägen <i>Sabrina Heiland, Manuel Puppis, Michelle Kulig</i> <i>(University of Fribourg)</i></p> <p>Control in the Name of Regulation: A Case Study of Electronic Media Regulation in Pakistan <i>Azmat Rasul</i> <i>(Zayed University)</i>, <i>Shehrzad Fatima Rasul</i> <i>(Florida State University)</i></p> <p>Sustainability and Ecology in Publicly Funded Local Journalism <i>Daniel Gräber</i> <i>(Free University of Berlin)</i></p>
12:00	Lunch – Hallway 2 nd floor			



Thursday, April 18, 2024 (continued)

13:30	Panel and Paper sessions			
	<p>Panel Room D59</p> <p>Aktuelle Themen der politischen Kommunikation</p> <p>Moderation: <i>Chiara Valli, Sina Blassnig (University of Zurich)</i></p> <p>How Swiss Citizens Use Search Engines to Find Information about Federal-Level Popular Votes. Survey on the Algorithm-Driven Information-Seeking Political Behavior <i>Victoria Vziatyshva, Mykola Makhortykh, Maryna Sydorova, Vihang Jumle (University of Bern)</i></p> <p>Searching for the New Parliament? Auditing Gender Bias in Image Search Results during the 2023 Parliamentary Elections in Switzerland <i>Mykola Makhortykh, Tobias Rorhbach, Maryna Sydorova, Ani Baghumyan (University of Bern)</i></p> <p>Introducing a Context-Sensitive Framework for Studying Fact-Checking Cultures <i>Daniela Mahl, Mike S.Schäfer (University of Zürich), Jing Zeng (Utrecht University), Thaiane Oliveira, Fernando Antonio Egert (Fluminense Federal University)</i></p> <p>Unterstützen Mediennutzer:innen die öffentliche Finanzierung von privaten Medien? Resultate am Beispiel der Volksabstimmung über das «Mediengesetz» 2022 <i>Linards Udris, Jörg Schneider, Daniel Vogler (University of Zurich)</i></p> <p>Frame Ownership - Do People Associate Different Parties with Different Issue Frames? <i>Hannah Dillman Murnane, Amber Boydston (University of California Davis), Alexandra Feddersen (University of Fribourg)</i></p>	<p>Paper Session Room D62</p> <p>Diversity and Inclusion in Digital and Social Media</p> <p>Finding the White Male? The Prevalence and Consequences of Algorithmic Gender Bias in Political Google Searches <i>Tobias Rorhbach, Mykola Makhortykh, Maryna Sydorova (University of Bern)</i></p> <p>Mémoire et contre-mémoire collective : étude des mutations et de la circulation numérique du discours décolonial <i>Nicanor Tatchim (University of Lorraine)</i></p> <p>Young Females and the Networked Politics: Exploring the Relationship between Facebook Use and Political Attitudes of Young Female Adults <i>Azmat Rasul (Zayed University), Shehrzad Fatima Rasul (Florida State University)</i></p> <p>Emotional Signatures in Political Communication on Social Media - A Comparative Study between Members of Parliament in Switzerland and Germany on Twitter/X <i>Till H. W. Baier, Daniel Vogler (University of Zurich)</i></p>	<p>Paper Session Room D63</p> <p>Regulating Digital Platforms and Technology</p> <p>Regulatory Responses to Deepfakes: A Global Overview <i>Alena Birrer, Natascha Just (University of Zurich)</i></p> <p>Beyond the Flag: User Expectations and Perceived Affordances for Moderating Hate Speech on Social Media Platforms and Swiss News Sites <i>Katharina Lobinger, Federico Lucchesi, Seraina Tarnutzer (Università della Svizzera italiana), Rebecca Venema (University of Amsterdam)</i></p> <p>Normes et offenses en ligne : Quand les utilisateurs délimitent les frontières <i>Valentine Crosset (University of Genève)</i></p>	<p>Paper Session Room D71</p> <p>Evolving Practices in Journalism</p> <p>Glaubwürdig? Überzeugend? Repräsentativ? Untersuchung der Wahrnehmung von zitierten Quellen in der journalistischen Berichterstattung <i>Antonia Baumgartner (University of Fribourg)</i></p> <p>Vulnerable Journalists in Fragile Contexts - Who They Are and Where They Work <i>Filip Dingerkus, Louis Schäfer, Vinzenz Wyss (ZHAW)</i></p> <p>Resilience and Sustainability through Diversity and Inclusion <i>Mirco Saner, Vinzenz Wyss (ZHAW)</i></p> <p>Konstruktiver Journalismus als Beitrag zur nachhaltigen Stärkung von Publikumsinteresse und Zahlungsbereitschaft? <i>Silke Fürst, Linards Udris, Mark Eisenegger (University of Zurich)</i></p>
15:00	Coffee Break - Hallway 2 nd floor			
15:30	Panel "Special 50th Anniversary" – Room D67			
17:00	SACM / SGKM General Assembly – Room D67			
19:00	50th Anniversary Celebration - Welcome Aperitif (courtesy of the City of Neuchâtel) at Hôtel du Peyrou, Av. Du Peyrou 1, 2000 Neuchâtel, Suisse			
20:00	"Non-Verbal Stories. From Magic Lantern to Digital" (Académie room, Hôtel du Peyrou) Performed by artist-researchers Philippe Marion and Svetlana Gencheva , with Anne Gourdet (Fondation Seydoux/Pathé)			
21:00	Dinner at Hôtel du Peyrou			



Friday, April 19, 2024

08:00	Registration (Hallway, 1 st floor) and Welcome Coffee (2 nd floor)			
09:00	Keynote “When Media Comes to Matter”, Anna Jobin (University of Fribourg) - Aula D67			
09:45	Coffee Break - Hallway 2 nd floor			
10:00	Science meets Practice and Paper Sessions			
	<p>Science meets Practice Room D59</p> <p>Künstliche Intelligenz in der Produktion und Distribution von Journalismus: Anwendungen, Governance und Forschungsergebnisse</p> <p>Moderation:</p> <p><i>Colin Porlezza (Università della Svizzera italiana), Manuel Puppis, (University of Fribourg)</i></p> <p><i>Thomas Schneider (Botschafter und Vizedirektor Bundesamt für Kommunikation (BAKOM), Vorsitzender des Europaratskomitees zur Künstlichen Intelligenz (CAI))</i></p> <p><i>Anna Jobin (University of Fribourg) Präsidentin Eidgenössische Medienkommission EMEK</i></p>	<p>Science meets Practice Room D62</p> <p>Generative Artificial Intelligence in Organisational Communication</p> <p>Moderation:</p> <p><i>Colette Schneider Stingelin (ZHAW), Jérôme Chariatte (University of Fribourg)</i></p> <p><i>Daniel Fankhauser (Fankhauser Media)</i></p> <p><i>Michael Wiget (Deloitte Schweiz)</i></p> <p><i>Angela Jetter (Angela Works)</i></p> <p><i>Philipp Bachmann (Lucerne University of Applied Sciences and Arts)</i></p>	<p>Paper Session Room D63</p> <p>Engagement of Young Audiences with Information and Communication Media</p> <p>Junge Freiwillige im digitalen Raum erreichen <i>Carmen Koch, Nadine Klopfenstein (ZHAW)</i></p> <p>Exploring the Boundaries between Science and Activism: Perspectives of Young Scientists in Switzerland <i>Sabrina Heike Kessler, Max Rabinovich (University of Zurich), Stefanie Boullia (Lucerne University of Applied Sciences and Arts), Sofie Behluli, Stefan Schlegel (University of Bern), Clara Zemp (University of Neuchâtel)</i></p> <p>L'information climatique au défi de tensions créatives et transnationales, le cas de NowU <i>Muriel Béasse, Carsten Wilhelm (University of Haute-Alsace)</i></p> <p>Automated Image Processing for Visual Sustainability Communication: Methodological and Practical Insights for Researchers on the Example of Instagram <i>Iago Santos Muraro, Shahin Rezvanian, Katarina Stanoevska-Slabeva (University of St. Gallen)</i></p>	<p>Paper Session Room D71</p> <p>Public Interest Communication and Citizen Participation</p> <p>Potenziale digitaler Medien in der Schulkommunikation mit fremdsprachigen Eltern <i>Angelica Hüsler, Carmen Koch, Nicole Rosenberger, Caroline Lehr, Andrea Hunziker Heeb, Daniela Sager (ZHAW)</i></p> <p>Résilience info-communicationnelle des publics marginalisés en contexte de controverse <i>Catherine Quiroga (University Toulouse III)</i></p> <p>Rolle der Kommunikation in der Zusammenarbeit unterschiedlicher Stakeholder in Nachhaltigkeitsprojekten <i>Julia Grundisch, Nadine Klopfenstein Frei (ZHAW)</i></p> <p>Perception des entrepreneurs à impact environnemental sur leur communication d'intérêt général en terrain controversé <i>Stéphanie Martin-Vavasseur (University of Neuchâtel)</i></p>
11:30	Meeting of the SACM / SGKM Sections			
	<p>Journalism Room D59</p>	<p>Political Communication Room D62</p>	<p>Organisational Communication Room D63</p>	
12:30	Lunch - Hallway 2 nd floor			



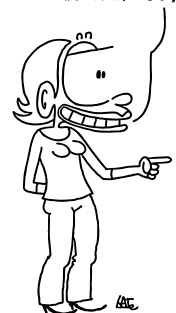
Friday, April 19, 2024 (continued)

13:45	Paper and Science meets Practice Sessions			
<p>Science meets Practice Room D59</p> <p>Media Controversies in which Journalists are the Targets? Rethinking the Contemporary Democratic Public Arena</p> <p>Moderation: <i>Annik Dubied</i> <i>(University of Neuchâtel),</i> <i>Benoit Grevisse</i> <i>(Catholic University of Louvain)</i></p> <p><i>Fabrice Fries</i> <i>(Agence France Presse AFP - pre-recorded video)</i></p> <p><i>Clémence Petit, Lavinia Rotili</i> <i>(Catholic University of Louvain)</i></p> <p><i>Thaïs Barbosa de Almeida</i> <i>(University of Limoges / Federal University of Paraná)</i></p> <p><i>Arnaud Mercier</i> <i>(University of Paris II - Panthéon Assas)</i></p> <p><i>Jean-Paul Marthoz</i> (<i>Ethical Journalism Network, Committee to protect Journalists, Human Rights Watch, journalist Le Soir</i>)</p>	<p>Paper Session Room D62</p> <p>Digital in Journalism and Media</p> <p>L'adoption des chaînes de diffusion Whatsapp dans la presse en ligne gabonaise : représentations, stratégies éditoriales et engagement du public <i>Riva Vianney M'Boumba M'Boumba</i> <i>(University of Grenoble)</i></p> <p>Digital Transformation of Swiss Media Organizations: A qualitative Study on the Use of Tools and Technologies in Editorial Offices <i>Marija-Angelina Morozova, Sophia Charlotte Volk</i> <i>(University of Zurich)</i></p> <p>Les implications de la radionumérisation sur le traitement de l'information scientifique <i>Pénélope Selhausen-Kosinski</i> <i>(University of Lorraine)</i></p>	<p>Paper Session Room D63</p> <p>Media Reception and Information Practices</p> <p>The Role of Viewers' Morality Expectations in the Relationship between Character Morality and Viewers' Parasocial Relationships <i>Michelle Möri, Andreas Fahr</i> <i>(University of Fribourg)</i></p> <p>Information Behavior and Subjective Well-Being in Switzerland. <i>Anastasia Schnitzer, Andreas Fahr</i> <i>(University of Fribourg)</i></p> <p>A Multilingual Swiss Study on Advertising Perceptions: The Role of Perceived Quality and User Engagement. <i>Philipp Bachmann, Sonja Heller</i> <i>(Lucerne University of Applied Science and Arts)</i></p> <p>From News Avoidance to Incidental Consumption: Understanding Generation Z's News Consumption in Switzerland. <i>Friederike Vinzenz, Diana Ingenhoff, Jérôme Chariatte, Nabila Patwari, Alexandra Feddersen</i> <i>(University of Fribourg)</i></p>	<p>Paper Session Room D71</p> <p>Sustainability in Communication</p> <p>Enjeux démocratiques et communicationnels de la politique de transition énergétique de la métropole de Lyon <i>Virginie Chaput</i> <i>(University Lyon III)</i></p> <p>To B or not to B? The Effect of the B Corporation Certification on Corporate Social Responsibility Communication Authenticity and Credibility. <i>Ellis Hurtado, Sarah Marschlich</i> <i>(University of Amsterdam)</i></p> <p>Communicating about Sustainable Transports on Instagram: Why Are French People (Un)prepared for the Transition? <i>Yuliya Samofalova</i> <i>(Catholic University of Louvain)</i></p> <p>Unveiling Sustainable Business Discourses on Social Media: a Comprehensive Instagram-based Investigation of corporate sustainability Communication - Insights from Three Studies. <i>Iago Santos Muraro, Katarina Stanoevska-Slabeva</i> <i>(University of St-Gallen)</i></p>	
15:15	Coffee Break – Hallway 2nd floor Ulrich Saxer Foundation Award Announcement for the “Best Presentation of Young Scientists”			
15:40	Closing Remarks and Farewell - Hallway 2nd floor			

COLLECTIVE INTELLIGENCE

I AGREE WITH YOU!

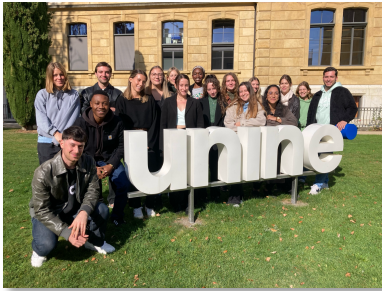
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Contact and Information

The 2024 SACM / SGKM Conference is organised by the Academy of Journalism and Media (AJM) of the University of Neuchâtel. Organising Committee: Annik Dubied, Full Professor, Head of AJM, Nathalie Pignard-Cheynel, Full professor, Stéphanie Martin-Vavasseur, Doctoral assistant, Andrew Robotham, Post-doctoral assistant.

MAIL conference.sgkm2024@unine.ch **WEBSITE** <https://sgkm2024.unine.ch/> **AJM** <https://www.unine.ch/ajm>



The conference will be covered by AJM students!

Don't be surprised if young journalism and communication practitioners request to interview you! This is an educational exercise in their master's program and their work will be published on social media. We are entrusting them with the keys to our Instagram account for the duration of the conference!

https://www.instagram.com/ajm_c_unine
 #SGKM2024 and @SGKM2024: for the latest information on the conference on X and Instagram



Visit the Journalistry Exhibition!

During the conference, take the opportunity to visit the Journalistry exhibition "A la recherche de la vérité" (in French and German) **in room D65, same floor as the conference.**

<https://www.rechercheverite.ch/web/fr>



Let's talk and keep in touch!

During the conference and after, create connections with participants here:

<https://event.fourwaves.com/sgkm2024/participant>

Drawings created by [Catherine Créhange](#) for the conference.

Thank You

BNJ Group, ESH Group, Fondation Liliane, Rosalie et Robert Jordi pour le journalisme, Media Suisse, RTS, Saint-Paul Group, Schweizer Medien, Société des Alumni de l'Unine, Swiss Association of Communication and Media Research (SACM/SGKM), University of Neuchâtel and its Faculty of Economics and Business (FSE/UniNE).

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GROUPE SAINT-PAUL

