

SGKM Conference

20-21 April 2012

Participatory Media, Journalism and Communication

Changing Values, Roles and Business Models

Conference organizers

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Call for Papers

Introduction

Participation and participatory culture are terms that denote and characterize main changes of our society in the last decades. Enabled by online collaborative platforms such as social media, users can initiate activities and enforce participation in any sphere of known activities. While the early Internet resulted in democratization of knowledge, the participatory Internet resulted in democratization of action, i.e. civic engagement of any kind.

In the period from 1994 to 2004, Internet applications resulted in an evolution towards an information and knowledge society. New forms of almost every activity emerged such as online media, eBusiness, e Learning and similar. Media expanded into online media of different genres and online journalism emerged as result of this developments.

The second evolution phase of the Internet, broadly called the participatory and social web, initiated an additional transformation of societies, values, roles of different players and media. In addition to accessing information and knowledge globally, technical developments allowed users to interact, get involved, participate, and to create content.

Today, with the help of social media platforms, people all over the world can share ideas and comments, can create together knowledge, can improve, discuss and rate existing ideas and concepts in real time, and can collaboratively initiate and coordinate common activities. With the help of such platforms the barriers to artistic expression and civic engagement are lowered considerably. Users can unite around chosen topics that matter to them and attract a critical mass of followers. A new participatory culture is spreading on the Internet, in which users and the global audience play the main role.

The above described developments initiated changes in:

- Values and give new meaning to terms as democracy, innovation, journalism and media
- Roles of different players in society and in various industries such as media
- Business models in almost all industries, in particular media and communication.

The conference is dedicated to the exploration of these changes in particular from the perspective of the following disciplines: media management, journalism and communication.

Submissions for research abstracts and short papers will be welcome on the following and similar topics:

(a) Participatory Media, Media Values and Media Management

- Media firms credibility, reputation, and corporate social responsibility in the era of participation
- The impact of social media on leadership style and behavior
- Social media, Information transparency and business performance
- New media business models, added value and ethical values
- Freemium or Premium, is this the question?
- Social media, ethical values and media brand management
- Human resource management to enhance added value in media firms
- Social Media: Exploration of new organizational structures and effective journalistic workflow routines

(b) Journalism and Participatory Media

- Social media information and participatory journalism in news reporting
- Networked journalism, participatory journalism
- Professional-amateur/Citizen journalism
- Ethics and values in social media and participatory journalism
- Quality criteria for social media reporting
- New roles of journalists in the emerging new media ecosystem such as gatewatching instead of gatekeeping
- Best practices in social media journalism

(c) Participatory Communication

- Values and effectiveness in internal and external communication in a participatory culture
- Communication as a value in a participatory society
- Corporate communication via social media
- Impact of (corporate?) communication in Social Media
- Impact of Social Media communication
- Dialog oriented social media communication and ROI (return on investment)
- Implementation and use of Social Media communication, quantitative and qualitative analysis
- Organizational structure of social media communication

Submission Guidelines

Submission of Abstracts:

Submissions are invited in the form of an abstract (1000-word maximum, Word file) formatted according to the following guidelines: (a) First page of submission should include the manuscript title, author names(s), institutional affiliation(s), and contact information for each author; (b) Beginning on the second page, please include: Title of paper and Keywords, followed by the Abstract. To facilitate blind peer review, abstracts must outline: a summary, its relevance to conference theme, theoretical grounding, methodology employed, links to existing knowledge, contribution to new knowledge, key findings. All submissions will be double blind reviewed by the Review Committee.

Abstracts will be accepted for a 20-minute presentation to be held in one of the national languages (German, French, Italian) or in English. In addition, authors must prepare accompanying materials, such as a handout, summary or PowerPoint presentation in a language other than that of their

presentation. A discussion of approximately 10 minutes is scheduled at the end of each presentation. Please note that SACM membership is not required for giving a presentation.

Submission of Short Papers and Best Paper Award:

For the first time the conference enhances the submission of short papers (10-15 pages). Short papers will be considered for the best paper award of CHF 1,000.

Online submissions will be accepted starting from **December 15**. You will find all the information on the conference website.

Panels of specialists:

Both abstracts and papers can be submitted to one of the SACM specialists' groups.

Publication: In connection with the conference, *Studies in Communication Sciences (ScomS)*, a media journal, is planning a special edition. Conference participants thus have the possibility of getting their articles published. The editors of ScomS will post further details on the call for papers at a later time.

Important dates

Deadline for submitting abstracts:	01.02.2012
Notification of acceptance:	20.02.2012
Deadline for submitting short papers:	01.04.2012
Registration and payment:	Any time now until ...

Website: www.sgkm2012.ch