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What digital future?
Institute of Communication Science
University of Vienna

Abstracts

Gender and Labor Citizenship in the Information Society

Lisa McLaughlin, Ph.D.
Professor of Media Studies and Women's, Gender and Sexuality Studies
Miami University-Ohio
USA

This paper focuses on women's work and labor citizenship, the latter of which is advocated by Mosco and McKercher (2008) in an appeal for knowledge workers of the world to unite. Broadly speaking, the idea of labor citizenship extends political struggles to economic arenas where relevant issues include the right to a job and membership in an organization that represents workers' interests, the right to a standard of living that meets basic needs, the right to social citizenship, and the right to community and public space. Following from this, the paper interrogates the exclusions and inclusions that women face as targets of gender and development initiatives meant to train them to use ICT in new technology and other fields. The paper proceeds to do so by describing results of fieldwork conducted in Malaysia and India, where national economic development plans typify the trend to mainstream women into the information economy (as was evident during the World Summit on the Information Society and the OECD Ministerial on The Future of the Internet Economy). The details of this research will be put into context by addressing the ties that bind the "new global governance," based in multi-stakeholder arrangements, to the "new global information economy." Primarily, however, the paper draws from the India and Malaysia research to address issues including many women's experiences with ICT development initiatives, differentiated mobilities (e.g.: how social status relates to migration and place-based labor), the shaping of labor and citizenship by gender, ethnicity, and race in the information society, tensions and alliances between trade unions and so-called "interest groups" advocating for environmental justice, women's rights, indigenous persons' rights, etc., and limited opportunities for collective resistance faced by workers in informal labor sectors.



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Innovation in the Digital Economy – Beyond Industrial Paradigms

Gillian Youngs

Professor of Digital Economy in the Faculty of Arts
University of Brighton, UK

This paper investigates the area of innovation which has become central to major policy and funding drives linked to the digital economy including at EU levels. The hypothesis of this paper is that new approaches to innovation are needed, which fully reflect the nature of the digital economy rather than being hampered by the constraints of industrial economy perspectives. The paper argues that we are at a pivotal moment in shifting understandings from the past of industrial economy into the future of digital economy to ensure that policy and investment of public funds captures the full meaning of and opportunities for innovation in digital times.

The digital era is about boundary breaking and this is as much the case with regard to innovation, where and how it happens and who does it, as much as any other aspect of the economy and society. Drivers of innovation in an information age include, but also greatly expand and impact on, drivers of innovation in the industrial age. Innovation in digital times is outside of the industrial box which has been substantially based on large-scale high investment pure and applied research as well as product development in the commercial environment. While these kinds of innovation will continue to be important, an ideas, services and experience driven digital economy, focuses increasingly on multiple scales of innovation from the most micro upwards.

Innovation is something that is not just associated with laboratories and corporate settings but can happen anywhere and it is not just restricted to the commercial environment but includes social and community based forms of innovation. In discussing these forms of innovation, and their relevance to building an inclusive and creative digital innovation culture, the paper will include reference to two projects in South Wales with which the author has been engaged – a micro broadcasting project www.3vttv.co.uk and the world's first Wiki town, MonmouthpediA.



Digital Privacy and Common Sense: The Normalization of Interveillance as a Socio-Material Regime

André Jansson

Professor, Media and Communication Studies
Karlstad University, Sweden

The spread of digital (trans)media technologies has spurred the expansion of various forms of “horizontal” peer-to-peer monitoring, closely interwoven with practices of social community and self making. Different, intersecting terms, such as “lateral surveillance”, “social surveillance”, “participatory surveillance” and “collaborative surveillance”, have been used for grasping the nature of these phenomena. In order to theoretically distinguish such mutual and (relatively) non-hierarchical monitoring processes from the more systemic/systematic forces of surveillance in society, and thus also being able identify the mechanisms that link these levels together, this presentation introduces the concept of *interveillance*. Based on qualitative interview data gathered within the Swedish research project “Secure Spaces: Media, Consumption and Social Surveillance”, the presentation advances interveillance as a normalized regime of mutual expressivity, sharing and trust, and thus also monitoring, expanding along material (consumerist and technological imperatives) as well as social dimensions. The empirical cases (gathered from Swedish middle-class settings) highlight how this normalization process also legitimizes and extends systemic forms of mediated surveillance, especially in the commercial realm. Among the informants, the implementation and appropriation of increasingly sophisticated forms of monitoring were most often discussed in a non-politicizing way, largely referring to the individual’s responsibility for managing his/her digital privacy (especially within the realm of interveillance) as a matter of *common sense*.



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Internet-based activism, privacy and surveillance

Jakob Svensson

Assistant Professor, Media and Communication Studies
Karlstad University, Sweden

The presentation will be based on three studies of contemporary European activism. The focus will be on questions of privacy and surveillance in relation to the increasing use of online social media platforms for organization and mobilisation purposes. Internet-based activism is understood here as a form of citizen participation that is contributing to shape the digital future. Privacy and surveillance will be discussed from the intersection of disciplined practices of activist identity negotiation and police interventions against assumed practices of civil disobedience. While social networking and organization are becoming easier and more frequent, such practices might leave unintended digital traces that can be used by police forces and other state agencies as evidence in court. For this reason, a new kind of awareness is needed for activists using online social media platforms. This presentation will pose questions about whether future digital policies should aim at raising the awareness of internet-based activists as a means to protect them from surveillance.

The trends in digital switchover of Russia and other CIS countries

Andrei Rikhter

Director, Office of the Representative on Freedom of the Media, Organization for
Security and Co-operation in Europe (OSCE)

The presentation examines the most recent developments in the regulation of licensing and of the line-up of digital television, as well as related policies in post-Soviet countries. It contains an assessment of some worrying trends emerging across both Russia and the other Commonwealth of Independent States countries. It points to a possible new broadcasting landscape designed by the authorities in the process of switchover. The parameters of the study are licensing and line-up of the multiplexes; role of the free 'social packages'; availability of policies to assist poorer parts of the population in obtaining necessary equipment and access to DTT; the role of state telecommunication companies; public awareness of the essence of the switchover; availability of decisions on the use of digital dividend; protection and promotion of local and national production; and protection of the needs of minorities.



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Copyright and Fair Use: Transnational Troubles

Leonhard Dobusch
Freie Universität Berlin

In the course of recent regulatory conversations in the field of transnational copyright, both legality and legitimacy of online usage practices are at the heart of discursive struggles. These struggles are complicated by the fact that not only legitimacy but also legality and illegality are not clear-cut and well-defined in the transnational realm. For example, contributors to and providers of platforms for user-generated content have to face and disentangle a thicket of regulatory uncertainty caused by competing forms of regulation such as international treaties, (supra-) national law and private regulation via standards. In this context, the European exceptions and limitations to copyright as well as the US Fair Use doctrine are of particular importance since they provide a legal reservation for experimentation and innovation in times of both rapid technological change and expansion of copyright protection. Looking at the cases of YouTube and Wikipedia, I will contrast the regulatory approaches in the US and the EU and investigate the pros and cons of standardized open content licensing for user-generated content. The differences between the US and the European versions of these seemingly ‘global’ platforms point to the continued importance of national policy in the digital age as well as power and limitations of private regulatory workarounds such as Creative Commons licenses.

Website Blocking Injunctions under EU and U.S. Copyright Law—Slow Death of the Global Internet or Emergence of the Rule of National Copyright Law?

Lukas Feiler
Stanford-Vienna Transatlantic Technology Law Forum (TTLF)

Against online copyright infringements, right holders, especially in the EU, are increasingly using a new remedy: website blocking injunctions. By obtaining such injunctions, right holders have forced many Internet access providers in the EU to block access to specific infringing websites. In the U.S. only a single case has been reported in which right holders have sought a website blocking injunction. However, a closer examination of the U.S. Copyright Act reveals that, even in the absence of passage of the much-discussed legislative proposals SOPA and PIPA, U.S. federal law, as it stands today, already provides a very strong statutory basis for website blocking injunctions. The availability of such measures, many argue, threatens the fundamental freedom to receive and impart information on the Internet. Right holders, on the other hand, claim that blocking injunctions are simply a means of enforcing existing copyright law. These two lines of argument have, so far, resulted in a rather fruitless debate. I am going to contend that a fruitful discussion should be focused on substantive copyright law itself rather than its enforcement.



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"Connectivity" and "Communication": Persistent Counterfactualities from Publics to Lifeworlds

Ed McLuskie

Boise State University, Department of Communication, Boise, Idaho, USA

Guest Professor, 2012 (University of Ljubljana, Slovenia)

Optimism through technology has come to define "communication" through "connectivity," often as a mediatization of the public sphere. The field's tendency to consider democratic participation through vehicles of connection continues transportation metaphors that raise basic questions about the nature of "democracy," "participation," and, for our field, "communication" in and between societies. Often problematized in light of frameworks of "the public" and related notions of "civil society," theory confronts both "new media" trends and not-so-new ideologies. The presentation thus argues for continued attention to counterfactualities of communication and connectivity in the convergence of media and lifeworlds, especially when they are considered to be mutually democratizing incubators. The presentation concludes that "connectivity" carries the price of an engineered conception of "communication." Implications include a related price in lifeworld socialization that blurs networking with sociality, risking confusing solidarity and identity with anonymous processes felt as associated, even authentic, action.



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**Communications by Design?:
Intersections of creative citizenship, community media and community-led design**

Dr Giota Alevizo
Open University, UK

Urban theory has undergone a veritable normative turn, registered in debates - and in prescriptive practices in architectural planning, collectively known as community-led design. Such debates, and practices, are centred on issues around democratisation and the right of citizens to participate in, and collaborate over, the design of their built or physical environment and public services and to creatively contribute to social capital, economic sustainability and cultural well-being of neighbourhoods and local business. Such debates are also recently enriched by the 'architecture of participation' (Harrison and Barthel, 2009: 155) enabled by novel web tools and social media which, it has been argued, may have significant implications for citizens' opportunities to involve themselves *in* media, and *through* media, and to shape new connections with communities and their environment. Responding to such turns, the centrality of media, and social media tools, is evident in localism policies across Europe, with the case of New Localism Bill in the UK proposing a new planning policy framework, promising to bring about reforms that will decentralise local governance, put forward grass-roots participation, and fuel the potential of digital creativity and economy. The research insights presented at the ESRC seminar, are informed by research conducted within the project, 'Media Community and the Creative Citizen'. The project is funded by the UK's Arts and Humanities Research Council (AHRC) and the Engineering and Physical Sciences Research Council under the Connected Communities and Digital Economies Programmes.

The paper will present preliminary findings from a research project aiming to explore the value of community-led design, as it is understood and represented by communities themselves *through the use of media and via mediated creativity*, collaborative activism and long-standing tensions. Drawing on focus groups with a variety of participants from London-based community projects, interviews with architecture professionals and content analysis of selective public media outputs a number of insights will be presented: a) Social media and the internet present new tendencies towards communication, visibility and communal self-representation. Yet face-to-face interaction, private communication and 'small-home-made media' (e.g. posters, leaflets, pamphlets, etc) are vital for raising awareness or advocacy, and mobilising volunteer support and further engagement, promoting and sustaining thus the value of an analogue and digital mix in community media; b) Community-run social media surface a renewed impulse for sharing information. Maintained by community leaders they are used to fuel activism or peer support, enhance cultural value and shared memory and to feed back into relationships and actions that occur in physical and local contexts and deeply dependent on specific socio-economic issues. Nonetheless, numerous tensions prevail, pertaining the governance and sustainability of communities and projects, civic engagement and social action and media as well as participatory literacies.



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Cultural Diversity and the Global Regulation of New Media Technologies

by Anthony Löwstedt, Webster University Vienna

As Roger Parry has shown in 'The Ascent of Media: From Gilgamesh to Google via Gutenberg' (2011), every major new media technology has revolutionized states and societies, as well as warfare, commerce, culture, ideology, and more. This goes for phonographic writing, books, newspapers, the telegraph, radio, TV, satellite communications, and the internet, the newest great technological media revolution.

In many ways, it is the greatest yet. Already, a third of the world's population is using it. Advertising revenue is growing faster within it than within any previous medium. All earlier media technologies are converging into it through digitization. It is now a truly global revolution, although it was invented by the US military and has been dominated by US firms ever since: IBM, Microsoft, Apple, Google, Facebook, etc.

Due partly to the relatively liberal character of US media legislation, in particular the pivotal role of the First Amendment of the US Constitution, the internet has been enabled to grow so quickly. Now it is challenging its creator, the most powerful nation-state in history, not only through Wikileaks, but mainly through its essentially transnational character. A quickly increasing number of legal aspects of the media no longer serve justice or even make sense on a national level, including especially censorship, intellectual property rights (IPR) enforcement and antitrust legislation, but also defamation and privacy laws, among others.

Not only the USA is being challenged by the internet and globalization. Every single nation-state is, and so are the world's cultures. We are now experiencing the fastest loss of linguistic diversity in history, with between 50 and 95 percent of the world's languages expected to die before the end of this century.

This paper argues that cultural diversity should be prioritized along with human rights in a future global regulatory system which minimizes legislation, maximizes self-regulation, and balances the IPR regime that is already in place through WIPO and the WTO with a 'global competition authority' for the media, as already proposed by Anthony Giddens and Will Hutton in 'On the Edge: Living with Global Capitalism' (2000).



What is the future of free to air? Digitalisation in Slovenia and Macedonia

Sally Broughton Micova
Department of Media and Communications
London School of Economics and Political Science

The analogue television switch-off has happened in much of Europe already, and East and South of Vienna the switch to digital terrestrial television (DTT) is underway. In 2011 Petros Iosifidis made the argument that the free-to-air, PSB lead model for DTT roll out was best for ensuring universal service and protecting the public interest. However, this model has not been followed everywhere and in some places it has proven difficult. In the case of the Republic of Slovenia the PSB-lead free to air model was chosen, with an additional multiplex (MUX) given to a commercial operator to carry commercial free to air channels. The position of the PSB and limited number of channels interested in paying for transmission made the venture unviable for the commercial operator. It has since closed leaving the country with only one MUX in operation operated by the PSB, and some commercial channels without DTT transmission. In the Republic of Macedonia three MUXs were granted to a commercial operator for a subscription based service. There is only a must carry obligation for PSB and the relationship between the MUX and commercial broadcasters is mired in conflict. The PSB was also granted a MUX and government funds to build it, but this is still underway and in the meantime subscription penetration is extremely high. This presentation will cover the decisions made and the market conditions in these two cases which raise questions about the future of free to air, the role of PSBs and the preservation of universal service.

The Digital Agenda for Europe and its implementation in Austria

Andreas Ulrich
Federal Chancellery-Constitutional Service
Head of sub-department Information Society

The Digital Agenda for Europe - one of the flagship initiatives of the Europe 2020 strategy of the European Commission - is Europe's Information Society Strategy. The overall goal of the Agenda is to get a more dynamic development in the communications and IT economy. Therefore a lot of (legislative) proposals by the European Commission as well as measures directly addressed to Member States have to be implemented in the coming years. Besides an overview on the Digital Agenda and its measures the presentation will focus on important elements of the digital Agenda of the Austrian government (i.e. digital inclusion, skills and competences).