



IMMAA
Conference

PORTO
October, 20-22

Scientific
Advisory
Committee

Welcome on
board!

**CALL
FOR
PEACE**

NEWSLETTER #15

President's Preface | By Castulus Kolo



Dear associates of IMMAA, academic colleagues, and industry experts,

We had prepared a positive outlook as first newsletter in 2022 on the Year of the Tiger. We had hoped that at least on a personal level you feel the feline energy that comes with it after tiring years of COVID-19 and that you keep on navigating well through the Omicron wave. And indeed, this year shall at least bring back plenty of physical conferences with an opportunity to meet again at one of the them: ICA in Paris in May, EMMA in Munich in June, and AEJMC in

Detroit in August to name only a selection. But now we find ourselves in even more miserable circumstances on a global scale.

As president of an international association in the field of media I cannot ignore the terrible war in the Ukraine and killings of innocent people, paralleled by an attack of the aggressor on his own civil society. My personal thoughts are with the victims and I hope that those responsible will be held accountable. The United Nations were already very clear about this aggression and its global threat.

With the revival of the physical IMMAA conferences in Porto in October we shall discuss a very relevant topic in this context: "Trust and audience engagement across platforms: The impact of media management on society and vice versa". Other occasions to meet at least virtually is the webinar co-sponsored by the Columbia Institute for Tele-Information (CITI) and IMMAA with a great lineup again this year as well as a conference by CITI.

More on that you will find in this newsletter. We also continue to introduce IMMAA's extended Scientific Advisory Committee therein. Some of them we had the honor and pleasure to welcome to IMMAA's topical forum last November on "Media management in (post?)pandemic times". Last but not least, we want to share in this newsletter an overview on recent publications from our academic colleagues.

Take care and see you soon at the occasion of one or the other conferences – hopefully with peace talks completed acknowledging the values of democracy and international law.

Annual Conference of the International Media Management Academic Association (IMMAA)

October, 20-22

Porto

Management, Trust, and Value for Media and Creative Work

Creative Work and Services - Consumers and the Public Interest - Roles for Media Businesses - Media Policymakers and Cultural Governance

IMMAA's annual conferences promote and showcase high quality research on all aspects of media management. As with past conferences, for its 2021 conference IMMAA welcomes submissions relating to any of the panoply of topics encompassed by the term media management. IMMAA conferences are workshop-like in character and designed to encourage open interaction among junior and senior scholars, academics and industry practitioners.

For the 2022 conference, IMMAA especially encourages submissions related to the conference theme, **Management, Trust, and Value for Media and Creative Work**. The last decade has witnessed digital and social transformations that have accelerated both audience fragmentation and the consumption of audiovisual content in multiple formats via multiple platforms. An important consequence is that members of a significant fraction of the aggregate media audience have changed the way they consume media. The demand for personalized content has grown and the digital component of the audience, in particular, has become increasingly fragmented. Because digital users frequently employ multiple screens to view the same content, while basing their screen choices on their locations and circumstances at any given moment, content providers have found it increasingly difficult to retain viewers' attention and maintain high levels of emotional connection and engagement. New media services and changing media consumption habits have also contributed to audience fragmentation and, many would argue, political polarization that makes society-level agreement on choices among policy options difficult to achieve. There is thus a need for new thinking on the roles of policymakers and media decisionmakers in ensuring that in their efforts to attract and retain audiences media services also contribute to the general well-being of the societies they serve. Do we need to acknowledge tradeoffs in the pursuit of business and societal goals and what role or roles does trust play in the pursuit of these goals?

The 2022 conference aspires to be a venue for sharing best practices that can help media companies evaluate levels of audience interaction and engagement at each stage in the value chain in this new environment. We would like to hear about cases of engagement with the audience in the phases of production, distribution, or commercialization, and how each relates to the value of a media brand. We also welcome research on the creation of content that leaves a "social footprint" in its audience by increasing audience members' commitment to social needs, personal integrity and the common good: a matter of heightened importance during a global pandemic.

Among other topics related to the conference theme, we highlight the following:

How do media companies develop a true “architecture of listening” (MacNamara, 2016) Could it allow them to produce content that is emotionally engaging for viewers reached through all devices and platforms?

To what extent do media companies translate their social responsibilities into directions for production, commercialization, and distribution of content with a “social footprint”?

During times of national or international crisis, as with the current Covid-19 pandemic, what actions are required for media companies’ to live up to their social responsibilities? How critical are brand trust and content engagement to their abilities to do so? Is the spreading of untruths to a receptive audience a situation where brand trust and social responsibilities conflict? Under what conditions does brand trust align with social responsibility?

What are the prerequisites and framework conditions for building or fostering credible and trustworthy brands today?

What can academia and industry learn from each other? And what does this mean for media management education, the translation of scientific knowledge into practice, and the media management research agenda?

How should the media and creative industries respond to the volatility, uncertainty, complexity and ambiguity that characterize today’s world? What are the appropriate roles for internal governance, public media and policy institutions in shaping that response?

Submission Requirements

Submissions will be judged on the basis of extended abstracts of no more than 1000 words, not including references. All submissions will be peer reviewed.

Main conference language: English

Special sessions languages : Portuguese and Spanish

First Submission Stage: until July 31. Acceptance Confirmation by August 5.

Qualifies for Early Bird Registration fee of 260 €.

Second Submission Stage: until August 31. Acceptance Confirmation by September 5.

Qualifies for Intermediate Registration fee of 300 €.

Third and Final Submission Stage: until September 31. Acceptance Confirmation by October 5. Standard (undiscounted)

Registration fee of 350 €.

Guest Ticket: 120 €.

Use this e-mail for any enquiry:

Online participation fee: 80 €.

immaa.porto.22@gmail.com

PhD candidate registration fee: 200 €.



Columbia Webinar Announcement



Whilst a virtual conference cannot really substitute the spirit of a physical IMMAA conference that is very much based on bringing together young academics with senior scholars and industry decision makers, we are happy to announce a webinar series organized by Eli Noam and co-sponsored by his Columbia Institute for Tele- Information and IMMAA. These seminars aim to contribute to the community of media management researchers by providing a discussion platform for general presentations of new work, ideas, issues, and personalities.

April 7, 11am-12pm

Ulrike Rohn, Professor of Media Economics and Management, Tallinn University, Estonia; President of European Media Management Association (EMMA), 2016-2021.

To register, visit: <https://citiimmaarohn.eventbrite.com>

May 5, 11am-12pm

Thomas Hess, Professor of Information Systems & Management; Director, Institute for Digital Management and New Media, Ludwig-Maximilians-Universität München

To register, visit: <https://citiimmaahess.eventbrite.com>

June 2, 11am-12pm

Robert McChesney, Professor of Communication, University of Illinois at Urbana-Champaign

To register, visit: <https://mcchesneyciti.eventbrite.com>

July 7, 11am-12pm

Robert Picard, Senior Research Fellow, Reuters Institute, University of Oxford.

To register, visit: <https://citiimmaapicard.eventbrite.com>

Columbia University Institute for Tele-Information 2-Part Virtual Conference

Global Online Platforms: Free Access & Free Trade vs. Domestic Culture

April 14th, 2022

10:00am-1:00pm EDT

Register at: <https://citidomesticcultureday1.eventbrite.com>

May 19th, 2022

10:00am-1:00pm EDT

Register at: <https://citidomesticcultureday2.eventbrite.com>

The emerging video system brings into conflict two important societal and economic values: the free access by and to media, information, and creativity on the one hand, and the preservation of domestic content and culture on the other hand. With the cost per mile of transmission near zero, distance has ceased to be a barrier against overseas providers. This enables platforms and products of one or a few countries to dominate worldwide. In addition, different countries have different perspectives and traditions on what kind content is acceptable. In such an environment, sharp clashes of business, politics, technology, and culture are inevitable. It has led to national and regional initiatives which, in the aggregate, create a restrictive media environment. A balanced approach that is sensitive to the multiple concerns is needed. But what is it? To analyze and discuss this, the conference seeks to bring together researchers, policymakers, industry leaders, and others.

Tentative Agenda for Day 1

April 14th, 2022

Register at <https://citidomesticcultureday1.eventbrite.com>

- Background and history
- The market structure of online TV around the world
- The emerging conflicts over trade rules, regulations, and subsidies
- Media industry perspective
- The free flow of content and trade laws

Tentative Agenda for Day 2

May 19th, 2022

Register at <https://citidomesticcultureday2.eventbrite.com>

- What is national culture
- Options to support national culture in the new video environment
- Media industry perspective
- Policymakers' perspective
- Conclusions and recommendations

IMMAA Scientific Advisory Committee

New members' list

We would like to introduce the list of new members of the IMMAA Scientific Advisory Committee.

Every following issue of the Newsletter will cover the detailed profiles of three excellent scientists and experts that are creating the unique IMMAA community.

Soontae An
Ulrike Rohn
Claudia Loebbecke
Reinhard Kunz
Artur Lugmayr
**María Elena Gutiérrez-
Renteria**
Cristóbal Benavides Almarza
Toshiya Jitsuzumi
Terry Flew
Sora Park
Hans van Kranenburg
Francisco Pérez- Latre

Sora Park

Professor of Communication at the News & Media Research Centre and Associate Dean of Research at the Faculty of Arts & Design, University of Canberra. She served as the President of the Australian & News Zealand Communication Association (2019-2021) and Chair of the Media Industry Studies Interest Group, International Communication Association (2018-2020).

For her CV and publication list, see <https://researchprofiles.canberra.edu.au/en/persons/sora-park>





Soontae An

Professor of Advertising in the School of Communication and Media and adjunct professor of Big Data Analytics Program at Ewha Womans University, Seoul, Korea. She served as President of the Korea Health Communication Association.

For her CV and publication list, see <https://pure.ewha.ac.kr/en/persons/soontae-an>

Artur Lugmayr

Artur Lugmayr holds/held multiple roles at different universities globally, and is A/Prof. at Umea University, Sweden since 2021; adjunct A/Prof. at the University of Western Australia (UWA) and held positions at Curtin University, Australia 2014-2019; University of Cape Coast, Ghana in 2014; Edith Cowan University (ECU), Australia since 2019; in different leadership, research, and teaching roles. He was at the age of 33 one of the youngest appointed professors at the Tampere University (TUNI), Finland specializing in media technology and information systems in media industry between 2009-2014. Prior, he established the New Ambient Multimedia Lab investigating ubiquitous computing and smart media at the Department of Signal Processing at Tampere University (TUNI), Finland between 2004-2009. Artur holds a Dr.-Techn. degree in information technology and is currently pursuing his second doctorate in Dr.-Arts at the Aalto University in Finland. He started his scientific career at the Johannes Kepler University (JKU), Linz, Austria by completing his Dipl.-Ing. degree in computer science specialized in systems theory, simulation, and computer graphics. He was a visiting scientist in Singapore, Brisbane, Austria, and Ghana, and has raised or been involved in 2+ MEUR funded project, wrote over 200 scientific publications, and held numerous keynotes and guest lectures.



More about Artur on <http://www.artur-lugmayr.com>.

EMMA Conference

Reorganization of Media Industries: Digital Transformation, Entrepreneurship, and Regulation

The 2022 Annual Conference of the European Media Management Association (emma) is organized under the participation of the Media Economics Division of the German Communication Association (DGPUK) and takes place at Macromedia University of Applied Sciences in Munich. The conference will take place physically in Munich and at least partly online. Details about the modality of the conference will be announced in due time. For the **15th of June a pre-conference programme** is planned and a **social post-conference activity on the 18th of June**.



More at: <https://www.media-management.eu/emma-conferences/munich-2022/>

ICA Conference

The 72nd Annual ICA Conference theme **One World, One Network?** invites reimagining communication scholarship on globalization and networks. The use of the interrobang glyph - a superposition of the exclamation and question punctuation marks – seeks to simultaneously celebrate and problematize the “one-ness” in the theme. The conference will take place offline in **Paris, France on 26-30th of May**.



More at: <https://www.icahdq.org/page/ICA2022>

AEJMC Conference

The programming groups within the Council of Divisions of the Association for Education in Journalism and Mass Communication (AEJMC) invite submission of original, non-published, research papers to be considered for presentation at the 2022 AEJMC Conference, **August 3 2022, in Detroit, MI**. The theme is **Focusing on the together** and the AEJMC Board of Directors have decided proceed with the in-person conference.

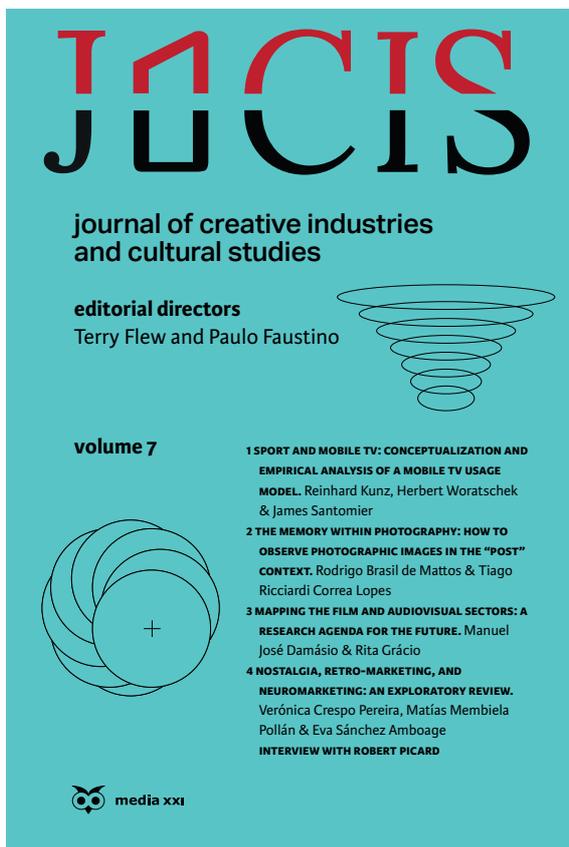
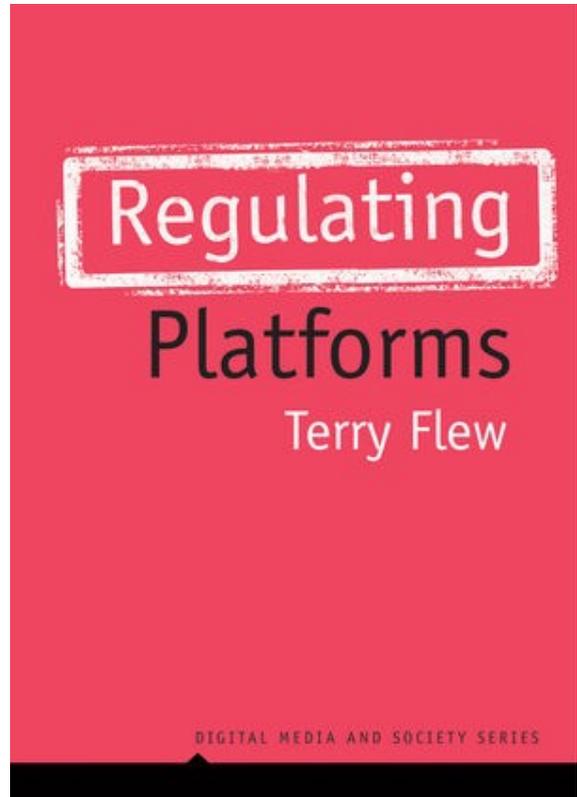


Recent Publications

Selected publications of members of the IMMAA Executive Board and Scientific Advisory Committee.

Regulating Platforms by Terry Flew

We once thought of cyberspace as a borderless world. As the internet has become increasingly platformized, with a small number of technology giants that dominate the global digital economy, concerns about information monopolies, hateful online content, and the impact on media content creators and creative industries have become more marked. Consequently governments, politicians, and civil society are questioning how digital platforms can or should be regulated. In this up-to-the-minute study, Terry Flew engages with important questions surrounding platform regulation. Starting from the premise that governance is an inherent feature of digital platforms, he argues that the challenge is to develop the best frameworks for balancing external regulatory oversight with the internal governance practices of platform companies.



What to read in Journal of Creative Industries and Cultural Studies Vol. VI

Foreword

Technology, Creative Industry and the Great Empire of Imaginariness by Paulo Faustino

Articles

Sport and Mobile TV: Conceptualization and Empirical Analysis of a Mobile TV Usage Model by Reinhard Kunz, Herbert Woratschek & James Santomier

The Memory Within Photography: How to Observe Photographic Images in the "Post" Context by Rodrigo Brasil de Mattos & Tiago Ricciardi Correa Lopes

Mapping the Film and Audiovisual Sectors: A Research Agenda for the Future
by Manuel José Damásio & Rita Grácio

Nostalgia, Retro-Marketing, and Neuromarketing: An Exploratory Review by
Verónica Crespo Pereira, Matías Membiela Pollán & Eva Sánchez Amboage

Interview

With **Robert Picard**

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