**Sverige / Sweden**

**Doktorsavhandlingar / Doctoral Thesis 2014**


This dissertation explores the role of Internet censorship and circumvention in the Arab world as well as Arabs’ views on the limits to free speech on the Internet. The project involves the creation of an Internet censorship circumvention tool named Alkasir that allows users to report and access certain types of censored websites. The study covers the Arab world at large with special focus on Egypt, Syria, Tunisia, and Yemen. This work is of interdisciplinary nature and draws on the disciplines of media and communication studies and computer science. It uses a pioneering experimental approach by placing Alkasir in the hands of willing users who automatically feed a server with data about usage patterns without storing any of their personal information. In addition to the analysis of Alkasir usage data, Web surveys were used to learn about any technical and nontechnical Internet censorship practices that Arab users and content producers may have been exposed to.


Cyberbullying is a relatively new form of bullying that is conducted through modern information and communication technology. This thesis examines different aspects of cyberbullying, and is comprised of three parts. The first part (including Studies I and II) aims to extend our understanding of an almost unexplored area – the relationship between cyberbullying and appearance. The second part investigated the coping strategies that 697 pupils in the 4th and 6th grades suggested they would use if they were cyberbullied, with a special focus on whether there were differences in these strategies related to age and gender. The third part aimed to offer a representative overview of instruments designed to assess the prevalence of cyberbullying.


The aim of the thesis was to investigate factors influencing Internet and ICT use by older-adults. A selection of psycho-social, socio-demographic and health determinants were investigated with Internet use.
The implications of the findings are that the following factors are indicators of non-use of ICT by older-adults: higher in age, lower educated, living alone or rural, lower cognition and frailty. There are two different profiles of Internet users living rural and urban. For a healthcare provider it will be important to know that in certain cases Internet use is not a given. Technological advancement is moving fast and there will be more of a need for older-adults to use the Internet even if their purposes and amount of usage will differ from a younger adult. But as ICT continues to develop as a means to provide better healthcare, it will be important to take into account the above mentioned indicators, along with an understanding of the use of technology and a good support system; these are a few pillars in ICT adoption by older-adults. Part of healthy aging is social participation; therefore, being connected and included in the digital society is important.


This thesis investigates and presents approaches towards creating more socially competent NPCs by means of natural language dialogues. The aim is to provide hands-on solutions for game developers who want to offer interactions with the NPCs in the game that are socially driven rather than functionally motivated and that encourage the player to build and maintain relationships between the character they control and the other game characters. By means of gameplay design patterns (GDPs), i.e. a semi-formal means of describing, sharing and expanding knowledge about game design, a selection of games have been analysed in order to identify existing and hypothetical GDPs for game dialogues. The analysis resulted in a number of GDPs that support, or could support, social interaction among game characters. A selection of the identified patterns has then been modelled using Harel statecharts and implemented in State Chart XML, a candidate to become a W3C standard.


This dissertation explores how social class matters in young men’s everyday relationship to digital media. The aim is to contribute to the existing knowledge about how young people incorporate digital media in their everyday lives by focusing on the structural premises of this process. It also presents an empirically grounded critique of popular ideas about young people as a “digital generation”, about the internet as a socially transformative force, and about class as an increasingly redundant category. The empirical material consists of qualitative interviews with 34 young men (16-19 years) from different class backgrounds, upper secondary schools and study programmes. Drawing on the conceptual tools of Pierre Bourdieu, three classes are constructed: the “cultural capital rich”, the “upwardly mobile”, and the “cultural capital poor”. The analysis shows that class, through the workings of habitus, structures the young men’s relationship to school and future aspirations.

This study scrutinizes the trajectory of an international development communication intervention aimed at mediating, rendering public and mobilizing processes of reconnection among estranged citizens across the former Federal Republic of Yugoslavia. The intervention took place in the wider context of post-conflict international development assistance and peacebuilding operations in the region between 1996 and 2006. Known as the Videoletters project, it centered on a documentary television series aimed at promoting the reestablishment of individual and family relationships among ordinary people affected by ethno-political divisions throughout the Western Balkans. Adopted by European bilateral funders for large-scale implementation, Videoletters was categorized as a “tool for reconciliation”. The study looks into the contextualized potential and limitations of international development communication intervention to attend to the citizens that it is supposed to benefit.


The aim of this study was to answer questions about the TV producer’s background and career, and about how ideas for TV productions developed into actual TV programs. The study resulted in more than 90 “cases” or descriptions in drama and journalism. The respondents were asked about the role that different levels of management, economic resources, technical equipment, audience ratings played in the production of television programs. They were also asked how they evaluated professionalism and competition and what changes had occurred during the periods of the study, 1992-1999 and 2006-07.

One of the most obvious changes during the period studied from 1992 to 2007 was the change in overall technology from analog techniques to digital. Internet, intranets, e-mail and cell phones had made “the mobile office” a reality and the analog techniques in cameras and editing in TV production became digital during the period.


This thesis investigates visual attention during decision-making in natural environments in four different studies. The first study demonstrated that decisions in the supermarket were suboptimal and this did not seem to relate to the amount of products attended to or the amount of time spent on each product. Consumers also failed to look at a subsection of products that better suited their preferences. The second study investigated the ‘central gaze bias’ found in lab-based eye tracking. The results from a monitor setting were compared to a real supermarket shelf. The distribution of visual attention was significantly closer to the centre of the shelf in the monitor condition compared to the supermarket. In the third study the visual behaviour of consumers buying (or searching for) products in a supermarket was measured and used to analyse the stages of their decision process. Existing models of the stages of the decision-making process were refined and revealed differences between a decision-making task and a search task. In particular the second (evaluation) stage of a decision task contained more re-dwells than the second stage of a comparable search task. The fourth study took a closer look at interacting cognitive processes during decision-making and their impact on visual attention. Participants’ visual attention during decisions was sensitive to evaluations made already during encoding and decisions were strongly characterized by preferential looking to to-be-chosen options.

This research thesis analyzes the characteristics of communication work in a call centre, by examining the communication work at a Swedish call centre which is outsourced to Latvia. The thesis studies the ways in which communication with the customers is organized, carried out and assigned meaning. Theoretically, the thesis draws on both critical and management-oriented perspectives of work. The empirical investigation combines participant observations at the call centre with individual interviews, mainly conducted with operators and management staff. The communication work is analyzed both as labour and as communicative activity. The concept of labour focuses upon the relation between employer and employee. Therefore, the analysis is placed within the framework of a capitalistic production system, through a survey of the economic and the organisational working conditions.


Over time, the state has undertaken various reforms to govern the development of education. The issue of using new media may be seen as such an example. A change in the use of media in education imposes great challenges on both municipalities and teachers. This thesis aims to visualise and discuss governance in the contradictions that arise in practical activities aimed at integrating new media in school teaching, based on three actors’ perspectives, namely the dilemmas of the teacher, the media pedagogue and the media developer. The study is based on systemic thinking about governance and I employ both activity theory and the concept of governmentality to visualise and discuss the governance. The study is conducted in the form of a case study.


This thesis examines the media construction of five Swedish sports heroes, active from the 1920’s to the beginning of the 2000’s. The analyses are based on the assumption that sports heroes are social products that reflect the dominating ideals and values of a society or culture, and that the media plays an important role in this process. Firstly, the media provide the attention necessary for successful athletes to become publically known and, secondly, they create the stories in which some athletes are represented as heroes while others are represented as villains. The use of narrative theory in this thesis builds on the idea that a story is not merely a way of presenting information, but a way of creating meaning. to stabilize as well as legitimize dominating ideas of Swedish national identity.

This study delves into the relationship between fiction and politics, aesthetic and ethical messages conveyed by the fictions of Brand (Fire), the journal of the Young Socialist Association, founded as the Social Democratic Labour Party’s first youth association. The literary and aesthetic arena allowed many different kinds of ideas and thoughts to flourish, making Brand an important cultural paper between the years 1898–1917, as well as a political one. Using a concept of “world”, this thesis centres on the way fiction can convey a whole set of phenomena and narratives, which serves to make the political messages more convincing and speaks to the reader’s heartfelt emotions. Combining the stress on political action and the importance of education with elements such as sentimental melodrama, exciting adventure, or pleasurable fantasies, commonly associated with “pulp literature”, the author propose to offer a partly new perspective on the relation between fiction and politics in the labour movement as well as in historical research.


The focus of this study is on the meaning production of newspapers and the overarching question is how, at different times, newspapers have marketed their products, communicated their identities and legitimated their privileges. The purpose is to investigate the self-images of local newspapers in a historical perspective. It contributes to the study of the media history of the press by investigating how four local newspapers in the county of Gävleborg in Sweden have formulated and communicated their self-images over time. Self-image is defined broadly and contains different meanings of, and aspects on, the concept of newspaper. A common feature of the texts included in the empirical material of this study is that they, in different ways, describe what the newspaper is, what it does, how and/or why. The period studied comprises ninety years, from 1920 and the time of the modernisation of the Swedish press after the First World War, until 2010 and the changing media landscape of today.


Playing violent video games may provoke aggression. Psycho-physiological methods may provide knowledge about the underlying psychological processes. Most previous studies have been performed in laboratory settings at daytime with adults. Thus the aim of this thesis was to investigate psycho-physiological (autonomic and HPA related reactions), sleep-related and emotional responses in teenage boys to playing a violent and a non-violent video game at home before going to sleep. The thesis demonstrated that violent and non-violent games induce different autonomic responses during playing and – more distinctly – during sleep. Frequent gaming seems to influence physiological, sleep-related and emotional reactions, possibly as an expression of desensitization processes.

This dissertation builds on a study of key decision makers in the Swedish magazine publishing industry with a particular focus on how they think and act in their work to innovate their industry. This industry, much like the rest of the media industry, is facing increased unpredictability regarding for example the impact of new technology on the business and future demand. Traditional planning (causal) approaches can be greatly questioned in times of uncertainty, when the task at hand include creating products and services that do not yet exist. In this study I examine an alternative logic forward which takes its starting point in the interests, experiences, knowledge and networks of decision makers – instead of given goals. This logic is known as an effectual logic, and offers an alternative approach to move forward with innovation work. The author argue, that the effectual logic can enable organizations to capitalize better from people’s experiences, networks and “gut-feeling” and create the innovations we now know nothing about.


Post-Soviet nostalgia, generally understood as a sentimental longing for the Soviet past, has penetrated deep into many branches of Russian popular culture in the post-1989 period. The present study investigates how the Soviet past has been mediated in the period between 1991 and 2012 as one element of a prominent structure of feeling in present-day Russian culture. The Soviet past is represented through different mediating arenas – cultural domains and communicative platforms in which meanings are created and circulated. The mediating arenas examined in this study include television, the Internet, fashion, restaurants, museums and theatre. The study of these arenas has identified common ingredients which are elements of a structure of feeling of the period in question. At the same time, the research shows that the representations of the past vary with the nature of the medium and the genre.


A common characteristic of the theoretical developments taking place within the field of social media marketing is that activities to which consumers devote themselves in social media settings shift power and influence from firms to consumers. Extant literature has therefore analysed the practices of consumers within social media and their potential implications for marketing. The current state of social media, however, suggests that these settings are undergoing a process of transformation. Although social media were initially characterised as non-commercial and non-professional in nature, firms have started to market and manage interactions taking place within these digital landscapes. From initially being characterised by its social base, this development implies that social media have become increasingly commercialised as consumer practices meet and rival professional practices. The aim of this dissertation is to expand the literature on social media by describing the process through which they evolve from their initially social character to a commercial utility.
The contemporary media landscape invites us to experience a belonging to various distant places, mourn the victims of faraway disasters, expose ourselves to foreign cultures and engage in political issues in places far from our local context of living. In other words, we are invited to become citizens of the world – cosmopolitans. But are we? And if so, how is such cosmopolitanism expressed in a given society, under what social conditions, and in relation to what media practices? Contemporary social theory depicts a global or cosmopolitan mode of orienting in the world as paradigmatic of social life in global modernity. To date, little is known about the structural realities of such orientations. Against this backdrop, the aim of the present study is to understand the potentially “cosmopolitan” character of peoples’ outlooks and practices, and the societal conditions in which they can be identified. On the one hand, the aim of the study is to contribute to the largely theoretical accounts of the “cosmopolitan” character of social life in present times, and on the other, to understand the specific role of various media practices in the process generally described as “cosmopolitanization”.


This is a collaborative practice-based thesis by publication written across two disciplines: interaction design, and media and communication studies. Based on Threads – a Mobile Sewing Circle, a travelling exhibition in which participants are invited to embroider an SMS by hand and with an embroidery machine connected to a mobile phone, this thesis puts forward the concept of publics-in-the-making. The potentialities of publics-in-the-making is explored through the figuration of patchworking. Patchworking has, for example, been used in the writing of this thesis and in the composition of Threads. As a method, patchworking ways of knowing should be understood as a response to a widespread call across disciplines for new ways of knowing mess and complexities in technological society.


In a society increasingly characterized by cultural heterogeneity and where trust issues are becoming ever more important, new demands and dilemmas arise related to organizations’ strategic communication. This study investigates the struggles of contemporary organizations to achieve credibility and strengthen social legitimacy as actors in Sweden’s multicultural society. The empirical case at the center of the study concerns the rescue services – Räddningstjänsten Syd – in southern Sweden, and the trust-building efforts the organization carries out in multicultural areas. By focusing on the rhetorical and communicative aspects of the trustbuilding efforts, the study targets the special challenges created by the multicultural condition. It also tries to determine those rhetorical/communicative processes which seem to lead to increased trust and improved relations between the organization and multicultural communities.

Contemporary media research highlights the importance of empirically analysing the relationships between media and age, changing user patterns over the life course, and generational experiences within media discourse beyond the widely hyped buzz terms such as the ‘digital natives’, ‘Google generation’, and other digitally and technologically capable generation groups. This doctoral thesis seeks to define the ‘repertoires’ of news media that different generations use to obtain topical information and create their ‘media space’. It contributes to the development of a framework within which to analyse generational features in news audiences by putting the main focus on the cultural view of generations.


The aim of the study is to analyse how storytelling is used and handled by organizations to reach comprehensive organizational goals. Within the all-embracing cultural context of modern Western society, here discussed through the concept of the new economy, strategic storytelling is explored in four areas: organizational discourses of strategic storytelling, narrativity as a resource to create and express values connected to the organization, storytelling as a practice of recontextualization and storytelling as an interactive tool. The data consists mainly of strategic stories but also of interviews, observations and documents collected from four Swedish organizations: two companies, a municipality and a congregation of the Church of Sweden. Applying a narratological, socio-semiotic and dialogical perspective the study investigates how narrativity is used by organizations as a resource to create identification and relations with and among stakeholders.


This thesis aims to understand and explain the importance that prostitution forums have for the exercise of power and influence in the area of prostitution. It also seeks to clarify how these forums developed and were able to occur within a Swedish context. Sweden was the first country to legislate to criminalise only the buying, but not the sale, of sexual services. Social work provisions aims to get people out of prostitution. The thesis is based on an ethnographic study of the three largest Swedish prostitution forums during a two-year period. The empirical material consists of both quantitative participant and content analysis and field notes from observation of the interactions on the forums. The theoretical framework is based mainly on A Theory of Fields by Neil Fligstein and Doug McAdam. It focuses on the collective action on - and between - fields and how institutions are reproduced and changed.

Internet studies is a multidisciplinary field of science. However, diversity with regard to concepts, terminology, assumptions about the users etc., is a characteristic feature. Basic assumptions and perspectives are lacking or not explicitly stated, leading to claims that it is ‘under-theorised’. These conditions contribute to an amorphous picture of Internet studies as field of research. Using a hermeneutic perspective based on the interpretation of written records and with understanding as the aim of knowledge, the author proposes a methodological framework to structure and describe Internet studies with focus on theories and guiding assumptions. The approach builds on Lakatos’ concept of research programmes, characterised by a core of basic assumptions that remain stable over time with supporting theories that may be modified or replaced depending on changes in research focus.


This thesis accounts for a designerly inquiry into the swamp of the opening of production. The “opening of production” refers to the rising of openness, collaboration and sharing in processes through which things are made and service delivered. It is defined as a swamp, because it represents a complex landscape where theory and practice meet and where diverse views and understanding of what openness, collaboration and sharing may entail are intertwined. The interest in exploring such a swamp stems from two concerns. The first is understanding the nature of open, collaborative, sharing production practices and to what extent they can lead to more environmentally and socially sustainable ways of producing things and delivering services. The second concern is how, as a designer, it might be possible to engage in not only envisioning and prototyping, but also in constructing open, collaborative, sharing-production practices. In methodological terms, this thesis uses a programmatic approach, which means the way knowledge is produced is in the interaction between the practice and the program that defines the focus of the inquiry; also, in what is to be explored and how to explore it.


The Swedish system for civil protection and preparedness has undergone fundamental shifts in legislation, organisation, and responsibility since the 1990s. The aim of this dissertation is to gain knowledge about the relationship between people with disability and the municipal administrative function for civil protection and preparedness regarding safety and security. Four empirical investigations from Sweden are included. One of the thesis’ conclusion is that at the local level authenticity, legitimacy, and transparency can reduce the three forms of vulnerability: dependency, unpredictability, and irreversibility respectively. This type of trust fits better with the individual organization interface in which much of the responsibility for safety and security is allocated today.

This study aims at critically assessing contemporary discourses, processes and experiences of citizen identity and participation in the everyday life of members of the Nicaraguan women’s movement. Theoretically the project draws on critical theories from political science, political anthropology, gender, communication and cultural studies. Methodologically the study builds on a critical ethnographic approach and discourse studies, and the material consists of interviews, participant observations, video recordings, organizational documents and various online materials. Empirically, the research focuses on the women’s movement in Nicaragua. The findings indicate that citizen identity and participation are constructed and performed through a variety of rituals that merge local, as well as ‘global’ forms of citizen culture.


Through three different case studies, this thesis analyzes how unaccompanied minors are constructed and governed as a specific group of refugees in Norway and Sweden. The first study investigates the Norwegian and Swedish media debate from 2000-2008 by examining how incidences of so-called “missing unaccompanied children” were highlighted on the media agenda. The second study analyzes how unaccompanied minors were framed in a more broad selection of Norwegian and Swedish official policy between 2000-2010 by looking at how unaccompanied children and youngsters were singled out as subjects of knowledge, and the actions and practices that legitimized these constructions. The third case study analyzes how a selection of caregivers talk about their work with unaccompanied youngsters and children, and describes how 10 youngsters give meaning to their experiences of being categorized as unaccompanied.


Media criticism is studied as a concept, as critical expression and as a force for social change. The concept of media criticism is developed in relation to different forms of critical practice, theory about criticism and critique and as a part of theories about media accountability. Media criticism as a force of social change is approached by exploring concepts for the analysis of social and cultural forms of media criticism. The dissertation shows that media criticism should be given a more independent role in relation to the media accountability frame. Critical cultures and practices should be analysed in their relations to accountability cultures and practices. The concepts of institution, formative and formation were used for analysing the social and cultural forms of media criticism, where institutions are understood as the stable forms of media criticism, formatives as the changeable forms and formations as the combination of the two. Criticism and critical practice potentially have an important role to play for change in the media, journalism and society by addressing issues in an open and reflexive way. The approach to media criticism developed in the dissertation is termed critical institutionalism and aims to bridge the gap between critical social science, the sociology of critique and institutional analysis as applied in media studies.

This dissertation focuses on gendering understood as the perceived imprint of gender on the media portrayal of politics and politicians, as well as the processes by which gendered representations materialize. By applying a perspective of comparative journalism culture studies (Hanitzsch 2007; Hanitzsch and Donsbach 2012), it examines the processes and modes of origin of gendering as they are perceived and experienced by journalists. The study is based on semi-structured interviews with 40 journalists working for the quality press in Russia and Sweden. The results show that the national culture of political journalism, and the context it is located within, are of crucial importance for understanding gendering and its modes of origin.


TV’s conquest of the American household in the period from the 1940s to the 1960s went hand in hand with critical discussions that revolved around the disastrous impact of television consumption on the viewer. To this day, watching television is connected with anxieties about the trivialization and banalization of society. At the same time, however, people appreciate it both as a source of information and entertainment. Television is therefore ‘both…and:’ entertainment and anxiety; distraction and allurement; companionship and intrusion. When the role and position of television in culture is ambiguous, personal relations with, attitudes towards, and experiences of television are equally ambivalent, sometimes even contradictory, but the public and academic discourses on television tend to be partial. They focus on the negative impact of television consumption on the viewer, thereby neglecting whatever positive experiences one might associate with it. By analyzing a selection of novels, this study explores how narrative texts which are published between 1970 and 2010 enact ambiguous TV experiences, and how they, by doing so, enrich the public and academic discourses on television. It argues that the chosen works do both: they encourage and discourage the readers to experience what is here suggested to be called “televisionization of everyday life” without prejudice.


The aim of this thesis is to gain a deeper understanding in relation to the construction of a ‘Net Generation’. With regards to the idea of an information society, technologies and young people are given certain positions, which are not in any sense natural but are socially constructed. This thesis explores these socially given meanings and shows what types of meanings are prioritized and legitimized. The exploration is conducted by examining, both externally and internally, given meanings of a generation identity.

The external (nominal identification) in this study is understood as the construction of an abstract user and is studied by means of academic texts concerning the ‘Net Generation’. The internal (virtual identification)
involves young people’s construction of their generation identity and is studied by means of collage. The collages are used to understand how the young participants position themselves in contemporary society and how they, as concrete users, articulate their relationship with information technologies.

Licentiatavhandlingar / Licentiat thesis


In light of the growing TV industry in Sweden competition is intensified. Production companies have increased in number and public service has gone through major organizational changes in order to adapt to the new market conditions. Stockholm is the major cluster for TV production. As a consequence production firms are located there. The thesis reveals that competition has risen and a certain trend of specialization has taken place. The Swedish public television provider has increased its collaboration with other production companies and also exports its own formats. As quality plays a crucial part in TV production it is relevant to understand the stakeholders and their definition of the concept of quality in relation to production and what role it plays in the interconnection between the decision makers and the creators.


This thesis by publication contains an introductory summary chapter and three papers. The first paper presents a study of how the concept of historical consciousness has been defined, applied, and justified in Swedish history didactical research.

The second paper uses the results presented in the first paper as a point of departure and from thence argues for a broadened understanding of the concept of historical consciousness that incorporates its definition, application, development, and significance.

The third paper proposes a methodological framework of historical consciousness based on the theory of historical consciousnessness presented in the second paper.


This thesis explores television practices in a time when new technology has made it possible to interact with and create your own TV content. The work is focused on how user practices need to be understood in a context of changing technology. The practices studied also show the relevance of ethno-graphic methods, and especially the wide spectrum of these different methods within the field of Human-Computer Interaction.