

Doctoral dissertations 2018: Sweden

Arnesson, Johanna (2018). *FASHIONABLE POLITICS The discursive construction of ethical consumerism in corporate communications, news media, and social media*.

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This thesis investigates the discursive construction of ethical consumerism – a notion that encompasses both ‘conscious’ consumption choices and responsible’ corporate activities – in mediated discourses about fashion and clothing consumption in Sweden. Drawing on the discourse-historical approach within critical discourse analysis, the study provides an empirical examination of discursive elements in corporate communications, newspapers, and social media, which construct the market as the best solution to social injustice and climate change. The analysis focuses on how specific identities or practices are established as ethical, authentic, and legitimate, and investigates both the promises and the limits of discursive ethical consumerism in late capitalism. The thesis shows how corporate and journalistic discourses can be depoliticising, as they focus on consensus and collaboration rather than on conflicts of interest, and on individual responsibility and consumption choices rather than on political policy. However, the convergence of consumption and politics also becomes highly political when these issues are discussed by the audience. The approach places the thesis within a tradition of critical studies of branded politics and the neoliberalisation of contemporary societies, while still taking the reflexive awareness of politically motivated consumers into account.

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Castaldo Lundén, Elizabeth (2018). *Oscar Night in Hollywood: Fashioning the Red-Carpet from the Roosevelt Hotel to International Media*. Stockholm: Department of Media Studies, Stockholm University (*Serie: Stockholm Fashion Studies ; 7*)

This study investigates the red-carpet phenomenon from a historical perspective, seeking to understand how the Academy Awards’ red-carpet became the most prominent fashion show in media culture. The connections between Hollywood and the fashion industry predate the inception of the ceremony, and so does the role of Hollywood actresses as trendsetters. However, this pseudo-event epitomizes precisely this liaison. This research focuses on several historical constellations to account for the influence of media shifts, the public relations dynamics of the event, the changes in the fashion and film industries, and the role of key players in the dissemination of fashion discourses in relation to Hollywood. By delving into archival sources, and tracing discourses of fashion, stardom, and celebrity surrounding Hollywood and the Oscars, this dissertation shows how the red-carpet gained such status, functioning today as a marquee for celebrity endorsement of high-end fashion brands.

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Faraon, Montathar (2018). *Co-creating democracy Conceptualizing co-creative media to facilitate democratic engagement in society*. Stockholm: Department of Computer and Systems Sciences, Stockholm University (Serie: Report Series / Department of Computer & Systems Sciences, 1101-8526 ; 18-005)

Internet-based information and communication technology (ICT) have increasingly been used to facilitate and support democratic engagement in society. A growing body of research has demonstrated that the Internet and, in particular, social media have given citizens the opportunity to participate, interact, network, collaborate, and mobilize themselves within communities. While these media have broadened the means of exercising citizenship in many forms of participatory democracy, the technological prerequisites exist to go beyond the standard uses of social media (e.g., social networking, entertainment) and towards proactive and co-creative democratic engagement. Such engagement includes, but is not limited to, participatory activities for democratic purposes. Further, some researchers have argued that representative democracy is in decline and has several limitations related to citizens' trust in politicians and engagement with representative institutions. There is a recognition among scholars to infuse representative democracy with participatory bottom-up processes by employing ICT in an attempt to bridge these limitations. In order to further facilitate and support participatory as well as co-creative processes, this thesis elaborates a concept of co-creative media

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Ferrer Conill, Raul (2018). *Gamifying the news Exploring the introduction of game elements into digital journalism*. Karlstad: Karlstads universitet (Serie: Karlstad University Studies, 1403-8099 ; 2018:36)

For over a century, crosswords, puzzles, and quizzes have been present in newspapers. Digital journalism has only increased the trend of integrating game elements in news media, often blurring the traditional boundaries between news and games. This dissertation aims to explore and understand how and why news organizations and newswriters use gamification in digital news websites and to analyze the objectives behind its implementation in news production. The importance of trying to understand this development stems from the different roles that digital games and news have in contemporary democratic societies. While journalism is often regarded as the main source of information for the public to act as citizens, digital games predominantly remain considered as entertainment media. Drawing from media sociology and new institutionalism, this study engages with the literature on converging processes of popularization and professionalization of journalism, and how different institutional logics of gamification and journalism interact. Methodologically, this qualitative multiple case study analyzes four diverse news organizations (the Guardian, Bleacher Report, the Times of India, and Al Jazeera), interviewing 56 newswriters, and conducting game-system analysis of their respective gamified systems

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Forsgren, Emma (2018). *Enterprise Social Media in Project-based Knowledge Work: A contextualized view through the lens of activity theory*. Borås: Högskolan i Borås (Serie: Skrifter från Valfrid, 1103-6990 ; 65)

Project-based knowledge work is characterised by decentralised and dynamic team-based structures, different from the traditional, bureaucratic organisation. Arguably, this flexible and collaborative work setting could benefit from enterprise social media, which helps facilitate how people connect, collaborate and share information across organisational boundaries. This thesis applies the theoretical lens of activity theory to explore the adoption, use and integration of enterprise social media in project-based knowledge work. Moreover, it develops a rich sociocultural understanding of how these platforms are situated in work activities. In particular, the focus lies on information sharing and the potential to connect different types of work, roles and responsibilities. Through a qualitative research design, this thesis contributes towards understanding the subtle interplay between enterprise social media, employees' information sharing and their situated work activities.

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Haj-Bolouri, Amir (2018). *Designing for Adaptable Learning*. Trollhättan: University West (Serie: PhD Thesis ; 17)

The research in this thesis emphasizes the endeavor of designing for adaptable learning. Designing for adaptable learning is understood as an overall response to designing for integration work. Designing for integration work is thus classified as a special case of designing for adaptable learning. Integration work in this research is understood as a professional practice that aims to improve and support the integration process of newly arrived immigrants (referred to as newcomers) in society. As professional practitioners of integration work, integration workers face daily challenges that are wicked by nature. In order to understand and problematize these challenges, the empirical work of this research was organized and performed within a case of digitalizing the civic orientation program in Sweden. The civic orientation program is a special case of integration work in Sweden, where integration workers organize and provide civic orientation to newcomers in Sweden.

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Hattinger, Monika (2018). *Co-constructing Expertise Competence Development through Work-Integrated e-Learning in joint Industry-University Collaboration*. Trollhättan: University West (PhD Thesis Informatics with Specialisation in Work-Integrated Learning 2018 No. 14)

This thesis is inter-disciplinary and proceed from the ongoing challenges of the increased digitalization, automation and robotization that impact the manufacturing industry's emergent need of high-qualified practitioners. Digitalization also challenges universities to open up to external collaboration and to design blended e-learning targeting industry

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knowledge needs. The studies take up on such challenges and explore inter-organizational collaborations and forms of knowledge construction to strengthen engineering competences integrated inwork in a way that enables manufacturing companies to remain effective and to be prepared for future industrial transformations. The objective is to explore how mutual construction of knowledge emerge through learning activities between multiple actors in a joint industry-university collaborative e-learning practice. The empirical setting is a new type of collaborative course concept developed within the project ProdEx.

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Hedling, Elsa (2018). *Blending Politics and New Media : Mediatized Practices of EU Digital Diplomacy*.

This thesis explores the relationship between politics and new media in the context of digital diplomacy at the European External Action Service (EEAS) 2011-2017. In contrast to dominant approaches to the mediatization of politics that consider political logic to be dominated or even replaced by media logic, it gives greater emphasis to the role of the political context, its actors and their practices. In effect, attention is directed to the ways in which a diplomatic organization internalizes media logic. This entails that the thesis develops a politics-centered approach to the mediatization of politics where mediatization is considered an inter-institutional process. It argues that this process can be studied through attention to everyday practices that signal varying degrees of blending logics. Using the case of the EU's digital diplomacy, it studies how practices of digital diplomacy have developed and are talked about among their practitioners.

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Hicks, Alison (2018). *The theory of mitigating risk: Information literacy and language-learning in transition*. Högskolan i Borås (Series: Skrifter från Valfrid, no. 66)

This qualitative study explores the information literacy practices of students who were learning a language overseas as part of their undergraduate degree. Constructivist grounded theory and situational analysis were used to examine the information activities of 26 English-speakers from Australia, Canada, the United States and the United Kingdom. Students were learning one of eight languages in 14 different American, Asian and European countries for a period of between four and 12 months overseas. Semi-structured interviews and photoelicitation method were used to give each participant the opportunity to present an explanatory narrative of their time overseas and to explicate nuanced and contextual information that is hard to verbalise. The study is informed by a theoretical framework that includes practice theory and transitions theory.

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Holmberg, Christopher (2018). *Food, body weight, and health among adolescents in the digital age: An explorative study from a health promotion perspective*. (Serie: Gothenburg studies in educational sciences / Acta Universitatis Gothoburgensis, 0436-1121)

The overall aim of this thesis was to explore adolescents' relationship with food, body weight, and health communication in online digital media, as well as how adolescents experience participating in a health promotion intervention regarding food and physical activity habits. Health promotion as a research area served three purposes: to inform the research questions, to direct the data collection, and to identify implications from the research findings. The four included studies explored how adolescents portray food in a widely used image-sharing application, why and how adolescents in treatment for obesity engaged with online health-related information, and how these adolescents experienced presenting themselves on social media. The fourth study explored adolescents' experiences of participating in a health promoting intervention, focusing on their experiences of using a social media group within the intervention. Overall, the findings suggest that food is a significant means of adolescents' online self-presentation practices

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Högberg, Karin (2018). *Persistent Digital Service Encounters Challenges of organizational use of social media in a hotel chain*. Trollhättan: University West

The emergence of social media has in many ways changed how individuals interact, communicate and also consume online. Due to the massive, world wide use of social media, organizations are starting to use social media in order to be present where their customers are. Earlier research has studied social media from different, rather fragmented perspectives such as social media use for marketing or for internal communication. However, research on the organizational implications and challenges from a more general organizational social media use is lacking. This thesis explores organizational implications and challenges of social media use over time.

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Islind, Anna Sigrídur (2018). *Platformization Co-Designing Digital Platforms in Practice*. Trollhättan: University West (PhD Thesis Informatics with Specialization in Work-Integrated Learning 2018 No. 25)

Digital platforms are slowly becoming an important part of both research and everyday work. However, much of the research focus has been on platforms that are already established. Little focus has been on platformization (i.e., design, development and use of platforms in the nascent phases) and the socio-technical aspects of designing platforms for specific practices or purposes, i.e., practicebased platforms. While it is truly important to understand technological aspects and market logics of platform efforts, it is also to understand how platforms become platforms, when designing them alongside end-users. This thesis contributes to the platform discussion with research that focuses both on the technological sides of building platforms while also unpacking the social aspects of the

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collaborative design situation (i.e., co-design) and development where endusers meet and later use the platforms.

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Johansson, Lars-Olof (2018). *Engaged in digital service innovation*. Trollhättan: University West (PhD Thesis Informatics with Specialization in Work-Integrated Learning 2018 No. 15)

The research in this thesis has digital services innovation to support Human-Centred Service Systems (HCSSs) from a practice theory perspective as a foundation. Digital service innovation is understood as service system reconfiguration due to digitalization, with the aim to change the service systems in a way that increases the value for the involved actors. There are several challenges in digital service innovation; one of the challenges is to address value for a Human-Centered Service System (HCSS), especially since value is the outcome that is determined by the beneficiary. Another challenge is the complexity of sharing and translation of knowledge among heterogeneous actors. The interaction among the involved actors is crucial to understand because it is through human interaction that knowledge is shared and generated.

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Kiwana, David (2018). *Implementation and use of finance information system: Results of a field study in Ugandan Universities*. Department of Informatics, Lund University

Benefits arising from the use of finance information systems that include among others capability to offer improved timely and reliable accounts reports have been mentioned by many different scholars. The issue of successfully implementing and using the systems is however still a challenging problem especially in developing countries. A lot of critical success factors for implementation have been suggested, by different scholars but various organizations still fail to attain successful usage of their systems. This study therefore aimed at determining the factors that influence implementation of the finance information systems in the context of a developing country and how these factors impact usage of the systems. The study focused on Ugandan universities because at the time of the study, Ugandan government was in the process of embarking on a project of implementing a common finance information systems platform for all public universities in the country. This was after government's realization of a problem of non presentation of budgets to parliament for appropriation by various public universities, insufficient disclosure of internally generated funds, poor book keeping, and lack of standardisation in accounting policies, financial reporting and the classification of accounts

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Kuenen, Stoffel (2018). *Aesthetics of being together*. Umeå: Umeå University

Design deals with matters of aesthetics. Historically, aesthetics in industrial design refers to the designed artifact: aesthetics of objects. When designed artifacts include digital technologies, aesthetics in design refers to what happens between people and artifacts as well: aesthetics of interaction. Now that these artifacts increasingly mediate our social lives, what aesthetics in design quite obviously also refers to, is what happens between people. This dissertation proposes an aesthetic of being together, as a necessary addition to current notions of aesthetics in interaction design practice, when it engages with digital systems that are part of people's social life. It does not answer the question what Aesthetics is in general, instead it examines the work that particular notions of aesthetics do in interaction design practice.

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Padyab, Ali (2018). *Exploring Impacts of Secondary Information Use on Individual Privacy*. Luleå: Luleå University of Technology

This research investigates user awareness and attitudes towards potential secondary uses of information. To pursue this, a multi-method qualitative approach using a descriptive questionnaire with 1000 European citizens and a total of 10 focus groups with 43 participants was employed. A qualitative content analysis using both inductive and deductive approaches was conducted to analyze the results. The conceptual framework employed in this thesis was genres of disclosure.

The research results suggest that user awareness of the potential for indirect personal information disclosure was relatively low. It was consequently found that participant attitudes toward privacy and disclosure shifted from affective to cognitive when they experienced firsthand the potential inferences that could be made from their own data. Generally, the participant users only considered their direct disclosure of information; through observing potential indirect inferences about their own shared contents and information, however, the participants became more aware of potential infringements on their privacy.

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Pennlert, Julia (2018). *Poesi pågår en studie av Poeter.se 2003-2016*. Umeå: Umeå universitet.

This dissertation presents a study of Poeter.se, a Swedish web community for reading and writing poetry. The aim is to examine and analyze how a literary community online works, how the writers present themselves as authors and how conventions connected to poetry migrate into or are negotiated in the digital environment. The vast amount of material published on the website during the time-period 2003-2016 (2 million comments and about 860 000 poems) makes it imperative to raise questions about methodology and the dissertation highlights how a researcher dealing with digital material can combine

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methods. The study is divided into six chapters in which I use different theoretical frameworks, such as the concept of digital paratexts, theories and discussions about the function of the author in a digital media landscape, and media-specific theories about how reading and writing can be approached when they occur online.

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Sköld, Olle (2018). *Documenting Videogame Communities A Study of Community Production of Information in Social-Media Environments and its Implications for Videogame Preservation*. Uppsala: Department of ALM

Drawing on the disciplines of library and information studies and archival studies, this study seeks to explore the production of information in online videogame communities and to elucidate how such insights can offer practical and conceptual support to the knotty issue of how to preserve those sociocultural aspects of videogames that exist 'beyond' the code and audiovisual data resources of the videogame itself. This is accomplished in two principal moves: (i) by delving into the current state of socioculturally-focused videogame preservation and; (ii) by inquiring into the production of information carried out by videogame communities in what arguably is one of their most important interfaces of interaction—discussion forums, wikis, and other social-media services

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Thell, Nataliya (2018). *Public talk on personal troubles : A study on interaction in radio counselling*.

Denna doktorsavhandling undersöker samtal om personliga problem i mötet med en specialist i radio. I synnerhet handlar studien om den dynamiska process då förståelse skapas – när upplevelser av personliga bekymmer förklaras och definieras som problem av särskilda slag. Denna meningsskapande process undersöks i detalj så som den utspelar sig i dialoger i radio och mellan programdeltagare och radiolyssnare. Ett samtal mellan en specialist och en hjälpsökande i radio är en kombination av en professionell konsultation och mediakommunikation. Samtalet syftar till att ge professionell hjälp till en person som aktivt söker den (en inringare till programmet). Samtidigt produceras samtalet för radiolyssnare och ska därför vara informativt, kanske underhållande, eller åtminstone intressant för den bredare publiken. Denna utmanande kombination, där den professionella hjälpen ska vara relevant för många fler än bara den hjälpsökande, formar samtalet och hjälpen på ett visst sätt. Studien undersöker hur psykoterapeutisk hjälp utformas och anpassas till en radiokontext och har karaktären av såväl rådgivning (personlig vägledning) som psykoterapeutiskt samtal (utforskning av tankar och känslor) och allmän upplysning (vägledning för allmänheten).

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Thor, Tindra (2018). *Painting the City Performative Cosmopolitanism and the Politics of Space and Art*. Stockholm: Department of Media Studies, Stockholm University

Understanding everyday urban practices as performative, political, and potentially transformative, this dissertation aims to explore how graffiti- and street art use, subvert, and, via media, extend urban space in Stockholm. Drawing upon a performative ethnographic approach, the study focuses on both the practice of and the various forms of social commentary and critique generated by graffiti and street art in Stockholm. The findings illustrate the diversity of positionalities that abide in this cultural cluster, noting, in particular, the ambiguities, juxtaposition and tensions therein. Furthermore, the dissertation explores the cosmopolitan potentials of graffiti and street art as transnational movements, which create connections through shared imaginaries and senses of belonging. The analysis is based upon in-depth interviews, nine months of fieldwork, and numerous photographs

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Tudor, Matilda (2018). *Desire Lines Towards a Queer Digital Media Phenomenology*. Huddinge: Södertörns högskola

This dissertation explores ways in which “queer digital media use” reorganizes and co-produces senses of space, time, and queer being in contemporary Russia. Since Russia implemented laws against “gay propaganda” during the early 2010s, queer citizens have become symbolic targets for battles fought about Russia’s place with in modernity, resulting in heightened queer exposure and persecution. Considering the particular implications of visibility/invisibility for queer living, as well as the importance of compartmentalizing different often conflicting spheres, the study aims to provide a grounded and contextualized account of queer life lived with and through digital media in a context currently characterized by “anti-gay” sentiments. Queer digital media use in this study includes all engagement with digital media supporting a queer orientation in the world, and covers e.g. mainstream social media networks, queer dating forums, geolocative applications, digital bulletin boards and IRC-channels.

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von Schantz, Miriam (2018). *The Doc, the Mock and the What?: Events of Realing, Mockumentalities and the Becoming-Political of the Viewing Subject*. Örebro: Örebro University.

This study aims at making inquiry into what happens when a viewing subject encounters a film where it proves difficult to recognize if it is factual or fictional. In order to meet this aim the dissertation offers an experimental approach of both theoretical and methodological nature. Drawing on materialist-affective theory and Deleuzian philosophy a method assemblage for mediamateriality is suggested. This offers a set of conceptual keys that makes it possible to trace the unfolding of actual encounters with blurred boundaries between the factual and the fictional. By performing a reception study whereby six data-

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producers engage with *Exit Through the Giftshop*, (Banksy 2010), *I'm Still Here* (Affleck 2010) and *Catfish* (Joost and Schulman 2010), a three-fold data is produced. Making this resonate through the method assemblage, the series of events of spectating is seen to have functioned as an event of destabilization of the relationship between the viewing subject and the discourse of factuality, what is called an event of realing. This functions as a challenge to the existential territory of the viewing subject-aspectator, bringing forth a certain *mockumentality* that can give cause to practices of a becoming-political of the viewing subject, notably by serving as a reconfiguration of the regime of truth. However, as will be guarded against, mockumentality may potentially bring about practices that both flatten as well as hierarchize relations of power.

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