

Aktuella samarbeten inom Europa

Medierna i fokus för projekt inom European Science Foundation

The flagship activity of European Science Foundations strategic arm, 'Forward Looks' enable Europe's scientific community, in interaction with policy makers, to develop medium to long-term views and analyses of future research developments with the aim of defining research agendas at national and European level. 'Forward Looks' are driven by ESF's Member Organisations and, by extension, the European research community. Quality assurance mechanisms, based on peer review where appropriate, are applied at every stage of the development and delivery of a 'Forward Look' to ensure its quality and impact.

One of the projects within 'Forward Looks' is *Media Studies: new media and literacies*. This project is a joint activity between the Humanities and Social Sciences in ESF.

Media Studies: New Media and New Literacies

The field of media studies, broadly conceived, will become more and more important in the coming years. It is therefore equally important that we – scientists, policy makers and citizens – make sure that we do the things that need to be done. However, this will require choices and these are not trivial. To set these priorities in a responsible manner, it is important to not only take into account the institutional and organizational diversity of the relevant academic disciplines and traditions, but also to acknowledge the diverging needs of a wide variety of stakeholders.

The ESF Forward Look "Media studies: new media and new literacies" aims to meet this need by identifying a common, European research agenda and specifying the institutional frameworks that would help advance the organizational cohesion of European media research.

Objectives

The first objective of this Forward Look is to define a set of key research questions that, given the challenges posed, need to be addressed in the next 5 to 10 years.

Closely linked is the second objective: to propose a new research agenda in discussion with relevant science-policy organisations, practitioners, technological developers and other stakeholders from across Europe. Ingredients for such an agenda include:

- the systematic development of sustained, interdisciplinary approaches (both conceptual and methodological)
- the strengthening of international scholarly interaction and response-mode collaboration between humanities and social science scholars
- forging a theory-driven knowledge transfer and systematic ties between the academy and commercial and policy stakeholders across key sectors in Europe

The Forward Look aims to develop such an agenda in the form of a set of concrete recommendations for actions.

Following from the previous point, the final objective is to raise awareness at the science-policy level of the importance of taking up those new essential questions and policy challenges.

Duration: January 2012 – June 2013

Background

Rationale

Societal trends – Media impinge upon almost all aspects of contemporary life, and they are constitutive of key financial, social and cultural processes. To study media is therefore an important pathway for understanding fundamental processes in society and in understanding the human condition. As is only too evident, media have undergone profound changes in the past two decades which can – as is done in this FL – be characterized in terms of digitization, globalization and commodification. Given the central role of media in our daily lives, the important, general question presents itself as to these “new” media – and the implications of technological changes for “old” media – affect our lives.

Policy trends – Most policies focus on ICT literacy (computer literacy, information literacy) defined as a transparent tool for virtual collaboration, information processing and learning in the work place or in education (e-learning). Media literacy is a broader term than just ICT literacy, embracing the shaping, sharing, (critical) evaluation and use of print as well as audiovisual and digital media. On national as well as European levels, divides remain between definitions of ICT literacy versus media literacy. All policy documents agree that more systematic and trans-border research is needed in order to facilitate effective policy-making but views as to the appropriate aims and outcomes of such research differ amongst public and private stakeholders.

Scientific trends – Media studies have developed at most European universities, but in rather disparate ways – from sub-sections within a mother discipline to independent, interdisciplinary departments both in commercial as well as academic traditions. Even though media studies have developed strong international research societies, examples of European research collaboration are still few.

Thematic Organisation of the Forward Look

In the current Forward Look, four different avenues or themes have been identified as deserving an in-depth “look forward”:

- Political engagement in an age of mediatization: enablers and constraints for democratic developments
- Creative economy or creative culture? Shaping and sharing of media content as a specifically economic or as a wider social resource
- Digital divides and their relation to class, gender, generation, ethnicity and region
- Identity-formation: from Facebook networks to institutional forms of cultural heritage.

Methodological Approach

Each of the four themes listed above will be taken up in a dedicated thematic workshop in which the research questions within the themes will be further reframed and refined. Fol-

Following the thematic workshops, a synthesis workshop will be held in order to take stock and facilitate the preparation of the final report. The outcome of the synthesis workshop will be an advanced draft of the final report. This version will be discussed with a larger representation of academics and stakeholders in a final conference before publication.

Intended Outcomes

The main output of the FL will be the final report proposing a new research agenda for the scientific community and raising awareness at the science policy level. It will include an executive summary of the outcomes of the project. This final report and executive summary will be widely disseminated within the research community at scholarly events as well as within science policy circles.

Activities 2012

Thematic workshop 1 – Political engagement in an age of mediatization: enablers and constraints for democratic developments

Chairs:

Dr. *Claudia Alvares*, Lusofona University, Portugal

Prof. *Peter Dahlgren*, Lund University, Sweden

Date: 16-17 June 2012

Location: Lisbon

Thematic workshop 2 – Creative economy or creative culture? Shaping and sharing of media content as a specifically economic or as a wider social resource

Chairs:

Prof. *Ola Erstad*, University of Oslo, Norway

Prof. *Gustavo Cardoso*, Instituto Superior das Ciências do Trabalho e da Empresa, Portugal

Date: 18-19 June 2012

Location: Lisbon

Thematic workshop 3 – Digital divides and their relation to class, gender, generation, ethnicity and region

Chairs:

Prof. *Hannu Nieminen*, University of Helsinki, Finland

Prof. *Colin Sparks*, Hong Kong Baptist University, Hong Kong

Date: 7-8 June

Location: Helsinki

Thematic workshop – Identity-formation: from Facebook networks to institutional forms of cultural heritage

Chairs:

Prof. *Johan Fornäs*, Södertörn University, Sweden

Dr. *Charis Xinaris*, European University, Cyprus

Date: 17-18 May 2012

Location: Nicosia, Cyprus

Governance Structure

The Scientific Committee, chaired by Professor Peter Golding (Northumbria University) and Professor Slavko Splichal (University of Ljubljana), consists of leading scientists in the field and is responsible for the day-to-day implementation of all Forward Look activities. The Scientific Committee is composed of the following members:

- Prof. *Peter Golding*, Northumbria University, United Kingdom (joint Chair)
- Prof. *Slavko Splichal*, University of Ljubljana, Slovenia (joint Chair)
- *Cláudia Álvares*, Lusofona University, Portugal
- Prof. *Gustavo Cardoso*, Instituto Superior das Ciências do Trabalho e da Empresa, Portuga / COST Domain Committee “Individuals, Societies, Cultures and Health (ISCH)
- Prof. *Ola Erstad*, University of Oslo, Norway
- Dr *Nicholas Jankowski*, eHumanities Group, KNAW, Netherlands
- Prof. *Colin Sparks*, Hong Kong Baptist University, Hong Kong
- Dr *Charis Xinaris*, European University – Cyprus, Cyprus

The quality of the Forward Look is monitored by the *Quality Reference Group*, composed of representatives of the two Standing Committees with a direct stake in the Forward Look – the Standing Committee for the Humanities (SCH) and the Standing Committee for the Social Sciences (SCSS) – and other stakeholders, including the European Commission, European Research Council and professional organizations in the field. The Quality Reference Group is composed of the following members:

- Dr *Nina Kancewicz-Hoffman*, Head of Humanities and Social Sciences Unit, European Science Foundation (Chair)
- Ms *Anne Deltour*, European Commission, DG Information Society and Media – Audio-visual and Media policies
- Ms *Susanne Ding*, European Commission, DG Education and Culture – MEDIA Programme and media literacy
- Prof. *Kirsten Drotner*, Danish Research Centre on Education and Advanced Media Materials (DREAM), University of Southern Denmark, Chair Scientific Committee for the Humanities at Science Europe
- Prof. *Francois Heinderyckx*, Université Libre de Bruxelles, President European Communication Research and Education Association (ECREA), President-Elect-Select International Communication Association (ICA)
- Prof. *Jan Jiráček*, Centre for Media Studies, Charles University Prague, member ESF Standing Committee for the Social Sciences
- Dr *Balázs Kiss*, Institute for Political Sciences, Hungarian Academy of Sciences, member ESF Standing Committee for the Social Sciences
- Dr *Angela Liberatore*, European Commission, DG Research and Innovation
- Prof. *Rūta Marcinkevičienė*, Vytautas Magnus University, Vice-president of the Research Council of Lithuania, member ESF Standing Committee for the Humanities
- Prof. *Alain Peyraube*, CNRS / EHESS, Paris, member Scientific Council European Research Council

- Prof. *Annabelle Sreberny*, School of Oriental and African Studies, University of London, Past President International Association for Media and Communication Research (IAMCR)
- Ms. *Erika Widegren*, Executive Director Permanent Platform Atomium Culture
- Prof. *Peter Golding*, Northumbria University, United Kingdom (joint Chair)
- Prof. *Slavko Splichal*, University of Ljubljana, Slovenia (joint Chair)
- *Cláudia Álvares*, Lusofona University, Portu
- Prof. *Gustavo Cardoso*, Instituto Superior das Ciências do Trabalho e da Empresa, Portugal/COST Doma
- Prof. *Ola Erstad*, University of Oslo, Norway
- Dr *Nicholas Jankowski*, eHumanities Group, KNAW, Netherlands
- Prof. *Colin Sparks*, Hong Kong Baptist University, Hong Kong
- Dr *Charis Xinaris*, European University – Cyprus, Cyprus

Vad är European Science Foundation?

The establishment of the European Science Foundation (ESF) in Strasbourg in 1974 was one of the earliest milestones on the road to achieving real cooperation in European research. The ESF began life with a membership of 42 academies and research councils in 15 countries; in 2012 it counts 72 Member Organisations (MOs), including research funding organisations, research performing organisations, academies and learned societies, in 30 countries.

As an independent, non-governmental organisation dedicated to pan-European scientific networking and collaboration, the ESF has had a key role to play in mediating between a multitude of heterogeneous research cultures and agencies. The ESF hosts an array of instruments to accommodate various types and levels of international collaboration, within Europe and beyond.

The ESF's unique characteristic in this area is its responsiveness to the scientific community, in contrast with the more targeted approaches taken by the European Commission. Many of the instruments operated by the ESF, e.g. Exploratory Workshops, EUROCORES (European Collaborative Research scheme), Research Networking Programmes (RNPs) and ESF Research Conferences, are designed to respond to needs articulated by the research community. Open calls for proposals are published on an annual basis, so that the themes for programmes, networks and workshops are gathered from the research community, in line with the ESF's bottom-up principles. This is particularly welcome in research areas which might not otherwise be prioritised for funding on an international level.

In recent years, the ESF's profile has shifted from being mainly a facilitator of collaborative research and networking to also providing a platform for Member Organisations to develop joint strategic operations and synergy among themselves. By influencing the strategic agendas of MOs in this way, greater leverage over a much larger European budget and agenda is achieved. In other words, the ESF maximises the impact of its support to the research community by combining bottom-up and topdown approaches to scientific cooperation.”

Source: <http://www.esf.org/about-esf/what-is-the-european-science-foundation.html>

Nytt europeiskt nätverk

ISCH -Individuals, Societies, Cultures and Health

ISCH COST Action IS1202 Dynamics of Virtual Work

Duration: July 2012 – October 2016

ICTs have had a major impact on the content and location of work. Digitisation of information has transformed labour processes whilst telecommunications have enabled jobs to be relocated globally. But ICTs have also enabled the creation of entirely new types of ‘digital’ or ‘virtual’ labour, both paid and unpaid, shifting the borderline between ‘play’ and ‘work’ and creating new types of unpaid labour connected with consumption and co-creation of services. This affects private life as well as transforming the nature of work. Because of the gender division of labour, this affects women and men differently.

The changing geography of virtual work and the emergence of new value-generating virtual activities have major implications for economic development, skills and innovation policies. However these are poorly understood because they have been studied in a highly fragmentary way by isolated researchers.

This COST Action will distil knowledge to enable policymakers to separate facts from hype and develop effective strategies to generate new employment and economic development in Europe. It will bring together experts in the fields of communications, innovation, management, digital media, creative industries, technology, employment, economics, sociology, geography, gender studies and cultural studies to consolidate theory, map this emerging field, support early stage researchers and develop new research agendas.

Among the Nordic researchers involved can be found Christian Fuchs, Uppsala University, Department of Informatics and Media Studies and Unified Theory of Information Research Group, Austria. Fuchs is functioning as vice Chair of the Cost action, Dr Bjarku, Valtysson, IT University of Copenhagen, Tobias Olsson, Lund university and Stina Bengtsson, Södertörn University

EU kartlägger jämställdheten i medierna

EU:s jämställdhetsinstitut EIGE, European Institute of Gender Equality, undersöker under 2012/2013 hur EU:s medlemstater sköter sig när det gäller jämställdheten i medierna.

EIGE har i uppdrag att granska hur EU:s medlemsstater lever upp till de åtaganden som finns i den så kallade Pekingplattformen, *Beijing Platform for Action* som antogs på FN:s kvinnokonferens i Beijing 1995. Man enades då om tolv huvudområden som viktiga för att uppnå jämställdhet, ett är ”Kvinnor och medier” som handlar om att ge kvinnor större tillgång till medier samt att motverka stereotypa skildringar. Samtliga EU:s 27 medlemsstater har skrivit under *Beijing Declaration and Platform for Action for Equality, Development and Peace* (BPfA) vilket också innebär att man lovat att vidta åtgärder.

Irland är ordförandeland i EU våren 2013 och har beställt undersökningen om jämställdhetsläget i medierna. Studien genomförs av ett forskarnätverk under ledning av Karen Ross, University of Liverpool, och Claudia Padovani, University of Padova. Studien undersöker bland annat jämställdheten på ledande medieföretag i samtliga EU:s medlemsländer + Kroatien (sammanlagt 99 företag). Resultatet kommer att publiceras som en rapport av EIGE under 2013 och materialet kommer att finnas tillgängligt på www.womenandmedia.eu. (Delmålet i Pekingplattformen om att motverka stereotypa skildringar i medierna berörs inte.)

EU har tagit fram indikatorer för alla områden inom *Beijing Platform for Action* utom medier och mänskliga rättigheter. Därför är ett av syftena med den kommande rapporten att föreslå indikatorer för jämställdhet inom medieområdet. Bland tidigare jämförande studier kan nämnas *Global Media Monitoring Project* som vid upprepade tillfällen granskat nyhetsinnehåll i det globala nyhetsflödet, senast 2010 i 108 länder (www.whomakesthenews.org), några EU-länder har dock alltid saknats. Det samma gäller den globala redaktionsstudien *Global Report on the Status Women in the News Media* (Byerly och IWMF 2011) som undersökt redaktionsläget på drygt 500 redaktioner i 59 länder. 13 europeiska länder ingår i IWMF-studien, bland annat Danmark, Finland, Norge och Sverige.

Nordicom har agerat som expert åt EIGE i processen att ta fram utlysningen. Med EIGE:s rapport om kvinnor och medier kommer det att finnas en möjlighet att se mönster inom EU. Förhoppningsvis kan även data från Norge och Island tillföras databasen så att nordiska jämförelser blir möjliga.

EIGE har hittills gjort kartläggningar av EU:s arbete i förhållande till Pekingplattformen när det gäller med Kvinnor och ekonomi (2011), Kvinnor och miljö (2012) och Våld mot kvinnor (2012).

Läs mer på EIGEs hemsida:

<http://www.eige.europa.eu/content/women-and-men-in-the-eu-facts-and-figures>

Study on area J of the Beijing Platform for Action: Women and Media in the European Union
<http://www.eige.europa.eu/content/eige-2012-oper-07>

Duration: January 2012 – June 2013

