

Conference Program

Last update: 11 December 2023

(Non-)binarity in Binary Structures – The Digital Communication of Identity and Diversity: Joint Annual Conference of the DGPuK-Divisions Digital Communication and “Media, Public Spheres and Gender”

8th to 10th November 2023 in Vienna

Host:

Department of Communication, University of Vienna

Locations:

Workshops

Room 7.03 | Department of Communication | Währinger Str. 29 | 1090 Vienna

Get-Together

Café Leopold | Museumsplatz 1 | 1070 Vienna

Conference

Aula | Altes AKH | Spitalgasse 2 | 1090 Vienna

“Media, Public Spheres and Gender” Division Meeting

Room 658 | Department of Communication | Kolingasse 14-16 | 1090 Vienna

Conference Dinner

VinziRast-Lokal „mittendrin“ | Währinger Str. 19 | 1090 Vienna

Tuesday, 07 November 2023

Early-Career-Workshop

14:00-18:00

Chairs: Esther Greussing, Linda Siegel-Schulze, Miriam Siemon, Lisa Weidmüller

Wednesday, 08 November 2023

Methods Workshop: Automated detection of gender in images

10:00-14:00

Chair: Tobias Heidenreich (Social Science Research Center Berlin)

Advocacy Workshop: Countering digital inequalities in intersectional participation, representation and advocacy

15:00-17:30

Chair: Jennifer Adams (University of Vienna)

Get-Together

19:00

Thursday, 09 November 2023	
-----------------------------------	--

Registration and coffee	8:30-9:15
-------------------------	-----------

Opening	9:15-9:30
---------	-----------

Keynote	9:30-10:30
----------------	------------

Dr. Fariba Karimi (TU Graz)

Title: Structural marginality in social networks and algorithms

Coffee break	10:30-10:45
--------------	-------------

Thematic Panel 1: (Non)Binaries in Visual and Textual Communication	10:45-12:00
--	-------------

Chair: Stine Eckert

How different types of hate speech affect the credibility of journalistic articles and attitudes toward climate activism: An online experiment focusing on gendered speech

Andreas Schulz-Tomančok and Florian Woschnagg

What Visuals Do Matter? Effects of (Counter) Stereotypical Visual Information on Candidate Evaluations

Jennifer Bast and Corinna Oschatz

Risk or Chance? Effects of (Non-)Binary Gender Fair Language in Digital News

Corinna Lauerer and Andreas A. Riedl

Examining the Construction of Women's Online Literary Spaces through Keywords: Platforms, Power, and Patriarchy

Miqi Liu

Coffee break	12:00-12:15
--------------	-------------

Open Panel 1: Diversity and Visibility	12:15-13:30
---	-------------

Chair: Ricarda Drüeke

‘Vorwärts zu den Wurzeln?’ – Reflexionen zum feministischen Storytelling als Form öffentlicher Artikulation

Margreth Lünenborg, Wolfgang Reißmann and Miriam Siemon

Beyond binary (and) biology: Desiderate für eine vielfältige, diversitätssensible Geschlechterperspektive in der Gesundheitskommunikationsforschung

Anna Wagner and Doreen Reifegerste

(Un-)Sichtbar innovativ – Innovative Frauen in den Medien

Clara Meyer zu Altenschildesche and Kerstin Ettl

Journalistische Neugründungen: Neue Chancen oder alte Barrieren für Diversität und Gleichstellung?

Maike Suhr and Christopher Buschow

Lunch break	13:30-14:30
-------------	-------------

Thematic Panel 2: (Non)Binaries in Social Media	14:30-15:45
--	-------------

Chair: Corinna Peil

#reinweiblich - The Far-Right's Binary and Trans-exclusive Construction of Femininity through Hashtags

Hanna-Sophie Rueß, Christian Schwarzenegger and Susanne Kinnebrock

Dealing with online abuse on TikTok – experiences of German #politiktok creators
Julia Niemann-Lenz and Monika Pater

My Second Self. The Bitmoji as Expression of the Self and Part of the Visual Self-Presentation of Adolescents
Jessica Kühn and Claudia Riesmeyer

Stages of disclosure: The role of social media in the identity development of transgender individuals
Cinar Aydogan

Coffee break **15:45-16:00**

Poster-Session **16:00-17:00**

Buch in der „Bim“ oder BeReal in der Bahn? Pendler*innen im „smarten“ Wien und ihre mobilisierten Medien- und Kommunikationspraktiken
Helena Atteneder and Eva Neugebauer

From gay to queer. Computational analyses of COC Netherlands' communication, 2008-2018
Jesper Verhoef

Be a woman of the Word, not a woman of the World - The influence of gender representation by Religious Online Influencers on transgender adolescents' gender identity discovery
Hella Elise de Haas

Performing Piety: German Women Converts on Tiktok
Anna Mavrikou and Dina Wahba

„Irgendwo zwischen ‚positiver Kommunikation‘, rechten Verschwörungserzählungen und alternativer Medizin“ Ein multidimensionaler Blick auf Frauen und alternative Medien
Katharina Schöppel

Communicating (Policy) Change: Social Media Use of NGOs Fighting Against Online Hate Speech and Harassment of Women and Minorities
Stine Eckert

DGPuK-Division meetings **17:15-18:15**

Digital Communication Division (Aula, Conference Venue)
Chairs: Merja Mahrt and Ulrike Klinger

“Media, Public Spheres and Gender” Division (Room 658, Kolingasse 14-16)
Chairs: Kathrin F. Müller and Corinna Peil

Conference dinner **19:00**

Friday, 10 November 2023

Thematic Panel 3: Best Papers

09:00-10:15

Chair: Annie Waldherr

Algorithmic body imaginaries: health and fitness practices on social media

Maria Schreiber, Marius Liedtke und Andrea Schaffar

Gender differences in communication scientists' Twitter communication

Laura Heintz, Jonas Büttner and Michael Scharkow

Beyond the Binary: Investigating Gendered Network Structures on Twitter with Computational Methods (*Best Student Paper*)

Miriam Siemon

Coffee break

10:15-10:30

Open Panel 2: Digital Communication Revisited

10:30-11:45

Chair: Esther Greussing

Nicht-empfohlen-Werden auf Social-Media-Plattformen

Charlotte Spencer-Smith

The Effect of Interactive Immersive Journalism on Participating in and through the Media

Hannah Greber

Zwischen Vernetzung und Entnetzung: Wie Mediennutzer*innen mit konkurrierenden Erwartungen umgehen – und oftmals an diesem Balanceakt scheitern

Nina Altmeier, Victoria Kratel, Nils Borchers and Guido Zurstiege

DigicomHis:Her. Methodische Impulse für eine Digital Communication History

Robert Scholz and Eva Tamara Asboth

Coffee break

11:45-12:00

Open Panel 4: Media Constructions of Social Identities

12:00-13:00

Chair: Andreas Schulz-Tomančok

Sexuelle Orientierungen in unterhaltenden Fernsehformaten. Eine Untersuchung der zeitlichen Entwicklung am Beispiel der Daily Soap Gute Zeiten, schlechte Zeiten

Melanie Heyne, Matthes Schade and Markus Seifert

#HowToBeThatGirl: Die Konstruktion von Weiblichkeit in TikTok-Videos

Ilaria Wollek, Jakob Hörtnagel and Hannah-Sophie Rueß

Farewell and snack

13:00