Equality bodies
Mediatization and the challenge of media society

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Books:

Crisis communication in Digital Public Sphere(2011 Infor)
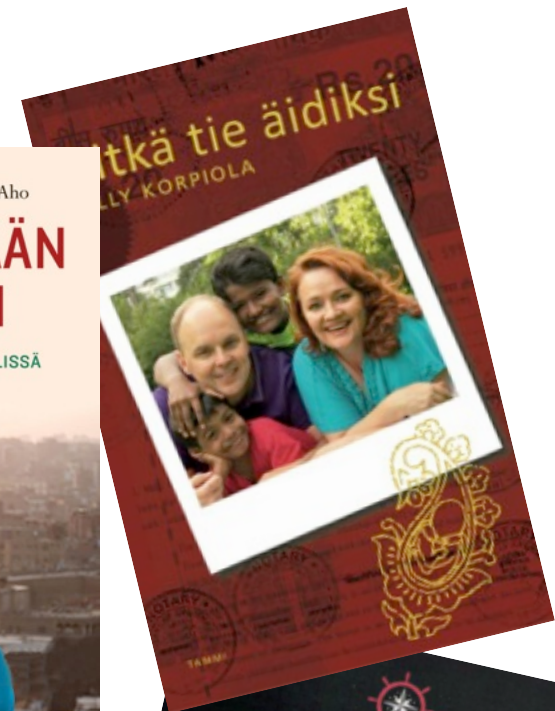
Arabspring (2012 Avain)
with Hanna Nikkasen
Tieto-Finlandia -ehdokas 2012

Long journey to motherhood (2014 Tammi)
2017: After the Arabspring – between everyday life and apocalypsis

2018: Media society, crisis and strategic communications

Latest publications

Sumiala, Johanna & Korpiola, Lilly (2015/16) *Mediatized Martyrdom? Witnessing global compassion and solidarity during the 'Arab Spring'*. New Media and Society (in press)

Sumiala, Johanna & Korpiola, Lilly (2015/16*) Tahrir 2011: Contested Dynamics of a Media Event*, in Media Events: A Critical Contemporary Approach, Bianka Mitu & Stamakis Poulakidakos (eds.) London: Routledge. (in press)

Today's themes...
World divided in two? Social media and polarization.
Hate speech, counter comminity, populism, post truth, moral panics...
Collective sentiments and solidarities
Mechanical solidarity vs. mediatized solidarity
Values: benevolence vs. universalism

"The world is much harder to predict.
It's much harder to navigate your way through the fragmentation of
power and politics and ideas."
John Sawers, ex head of MI6

In today's fast moving and global world, particularly in the moments of political conflicts, media's role is pivotal both as an arena and as an actor.
(see e.g. Wolfsfeld 1997, 2010, Cottle 2006).

Contemporary society is permeated by the media, to an extent that the media may
no longer be conceived of as being separate from cultural and other social institutions. (Hjarvard 2008)

'Media' is not only the traditional institutional media. Social media has provided a back door to wider media attention bypassing the traditional 'gate keepers'!

Why Trump tweets? Why the activist in the Arab Spring tweeted?
Why counter communities are in social media?

Media is a multipurpose arena.
Media is an arena in which members of a society can discuss and decide matters of common interest.
It about 'civilized discussions and debate' or about contest, rivalry, competition, struggle and strife for political control.

When people feel threatened, they start to scream or they hide! Fight-or-flight response.

The media landscape has changed dramatically since the millenium.
There is currently a transition from information society into media society!

Media can integrate the society, create solidarity and certain media events have transformative power in society.
(see e.g. Dayan and Katz, Liebes, Sumiala)

Mediatization as an ongoing process whereby the media change human relations and behavior and thus change society and culture.
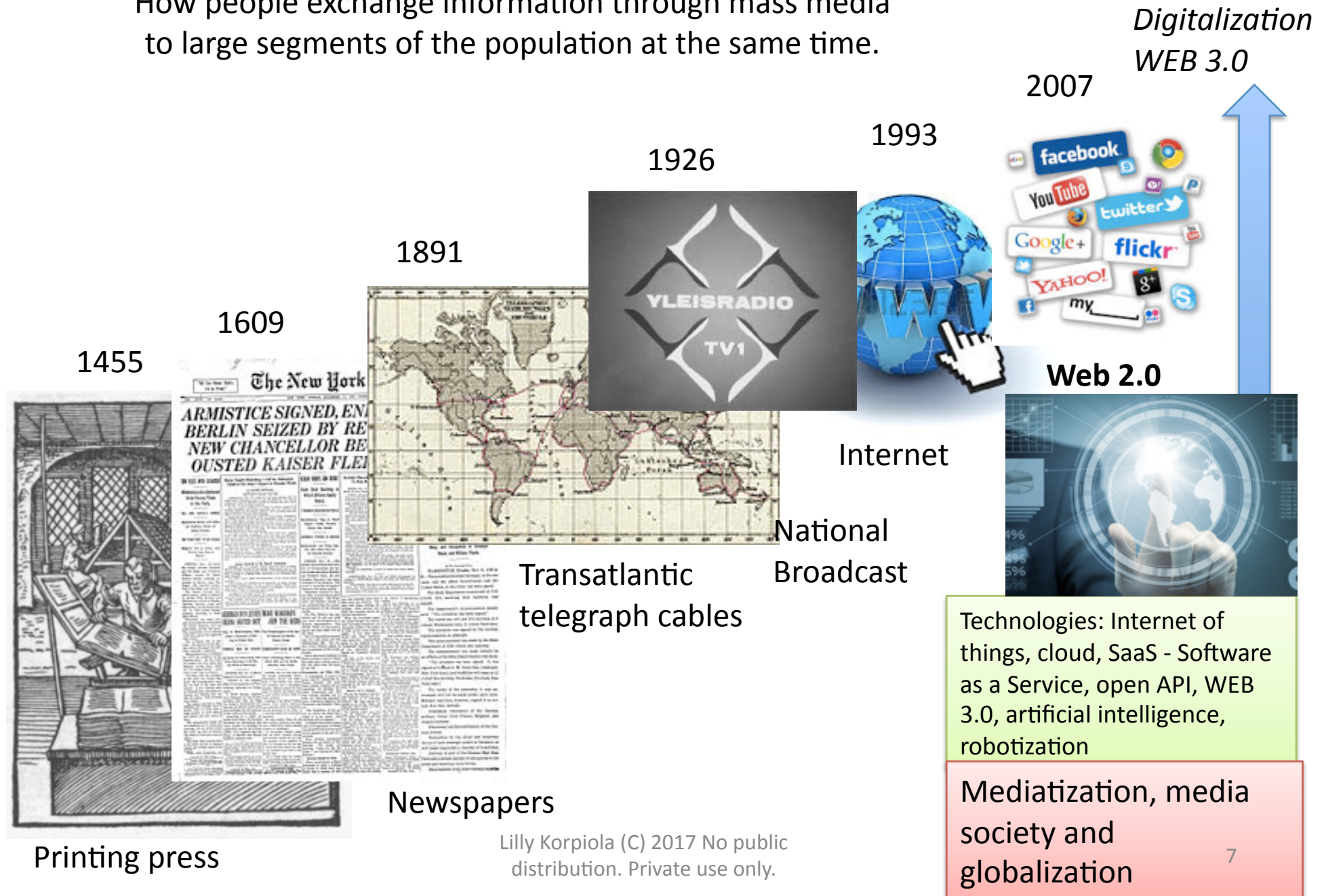
Mediatization is a metaprocess part with individualization and globalization.

(e.g. Krotz 2009)

MEDIATIZATION

History of mass communications

How people exchange information through mass media to large segments of the population at the same time.

Digitalization
WEB 3.0

2007

1993

1926

1891

1609

1455

Internet

National Broadcast

Web 2.0

Transatlantic telegraph cables

Newspapers

Technologies: Internet of things, cloud, SaaS - Software as a Service, open API, WEB 3.0, artificial intelligence, robotization

Mediatization, media society and globalization

Printing press

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20.3.2017

Media life in today's society is mobile!
Society in 24/7 action and omnipresence of media
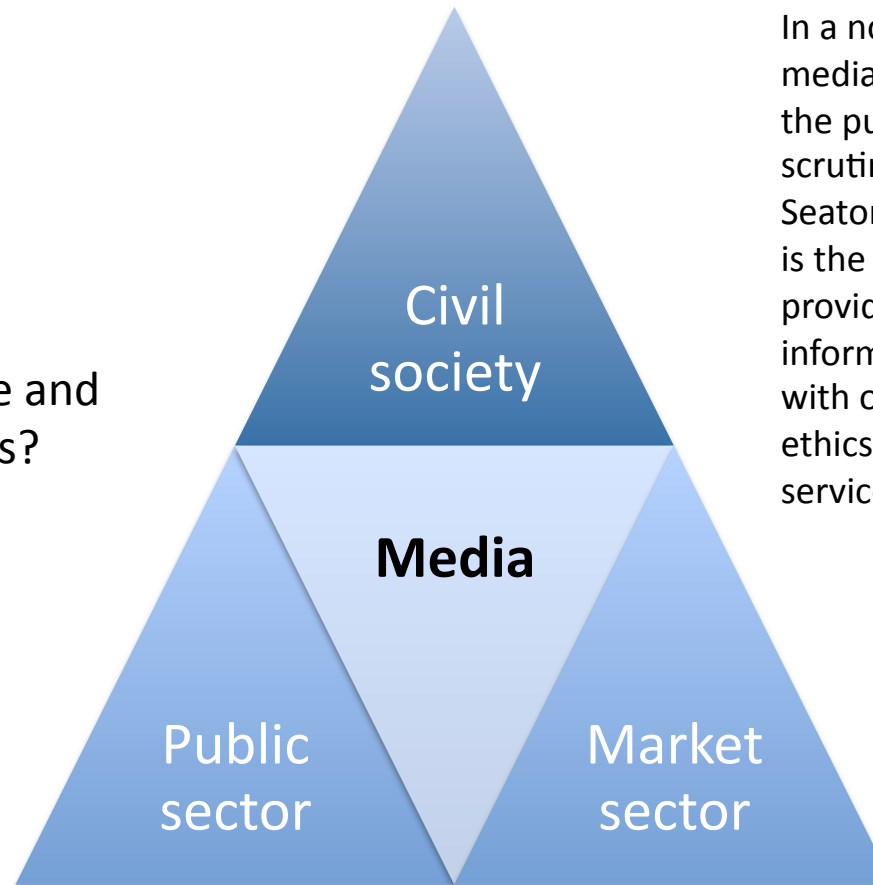Mediatization of culture and society
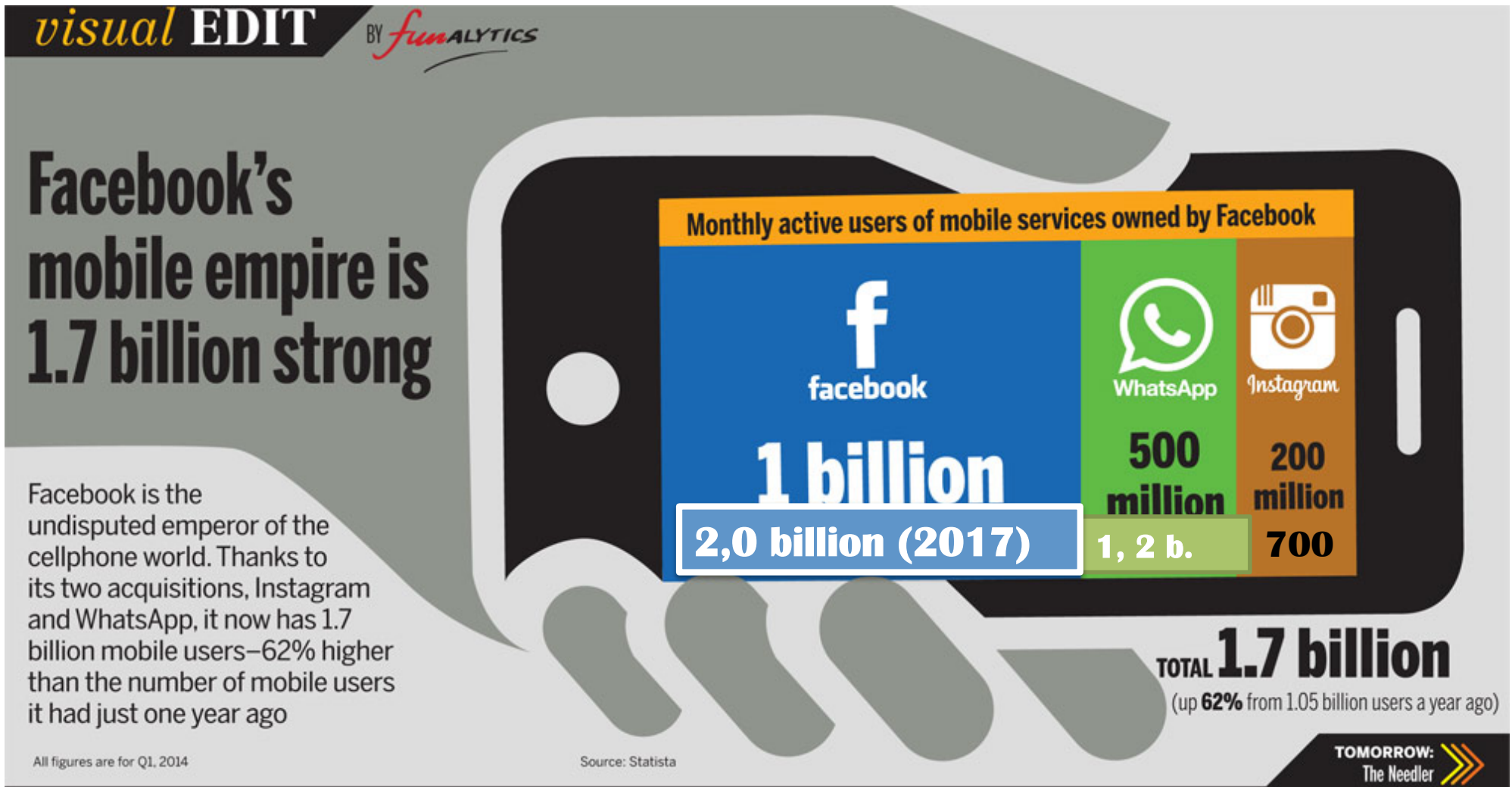
Democracy and media

(politikos), "regarding the citizens"

Where is the dialogue and mediation of relations?

In a normative sense, the role of the media in a democracy is to inform the public, debate policies and scrutinize the government (Curran & Seaton 2003, 346). In this view media is the fourth pillar of democracy providing the free flow on information, interpreting information with objectivity following on agreed ethics and professional conducts in service of the public.

Civil society

Media

Public sector

Market sector

Three fumctions of media and a new media society

Media constitute an interface in the relations within and between institutions, a realm of shared experience that creates a sense of identity and of community and media can help to create a political public sphere, within which institutions can pursue and defend their own interests and establish their legitimacy. (e.g. Hjalvar)
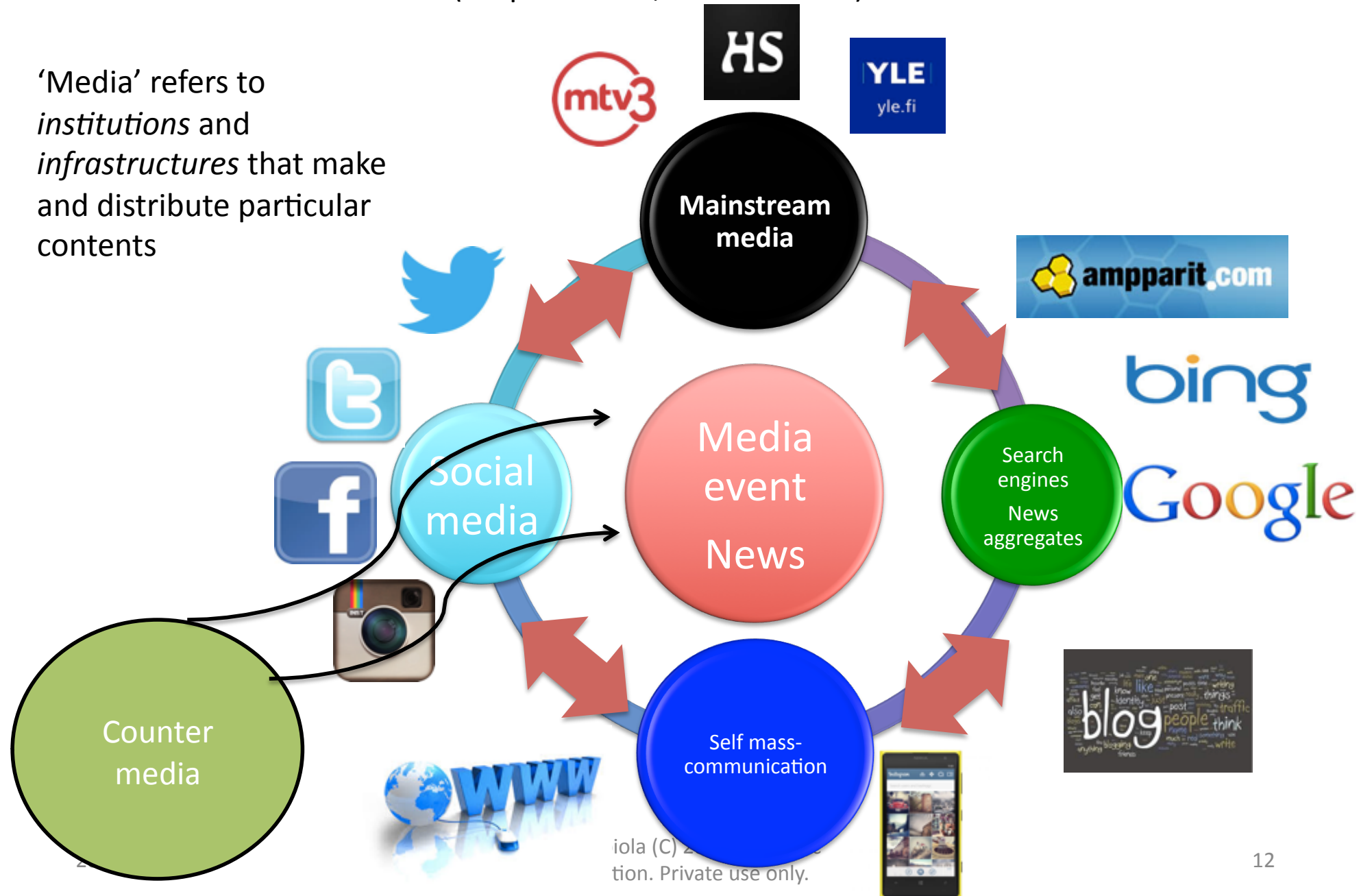

Civil society

Private sector

Market sector

Media society
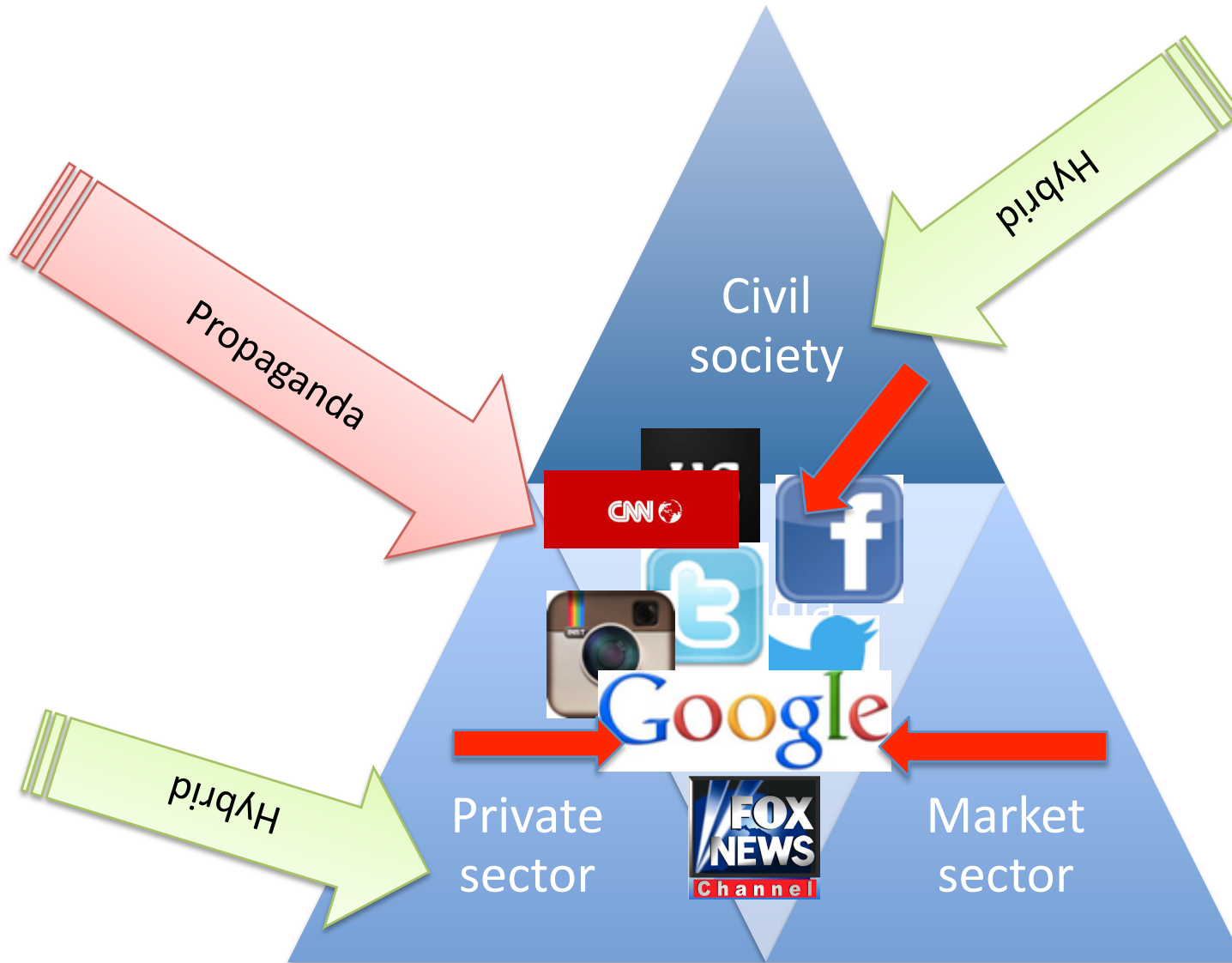
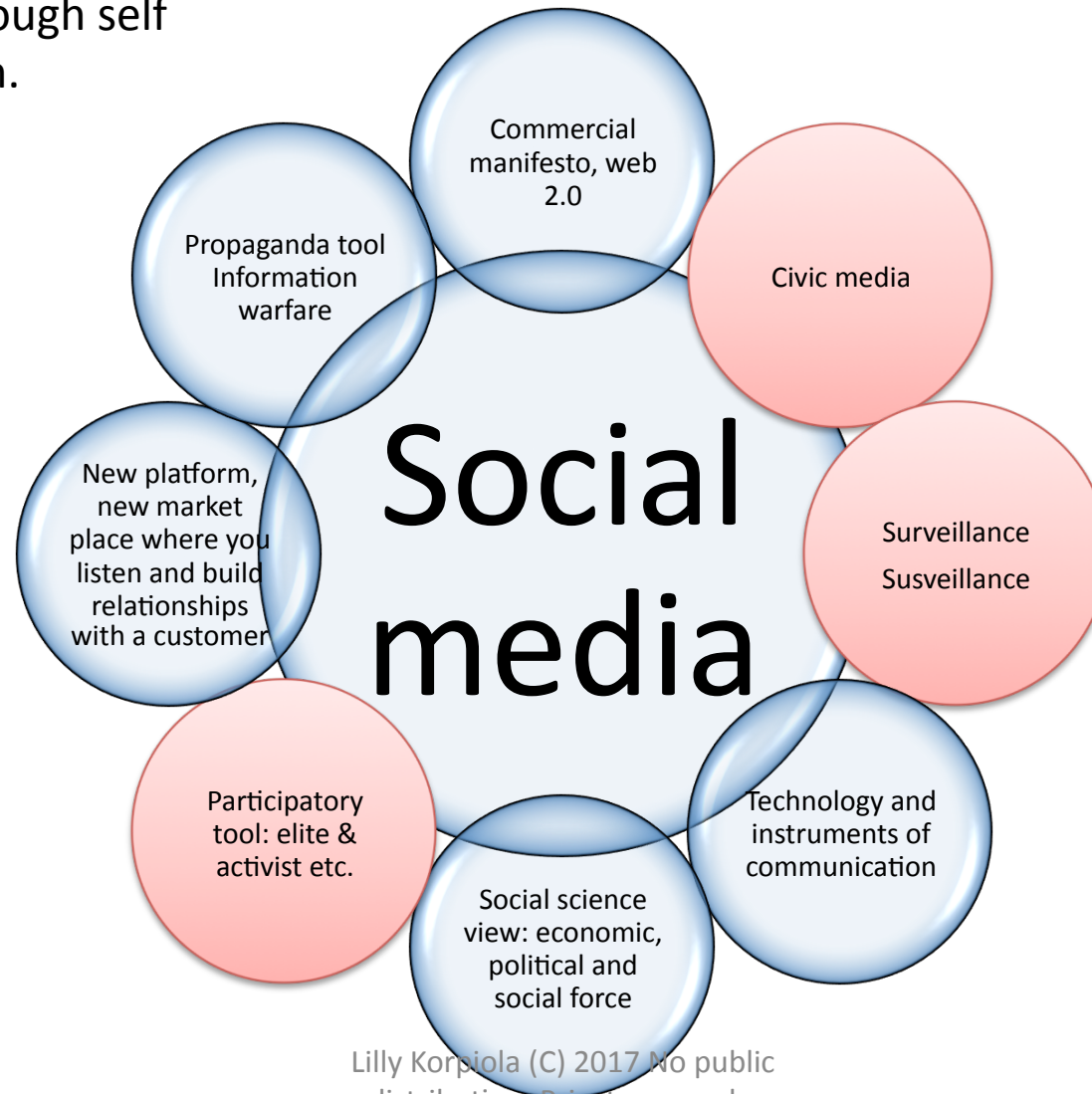# Digital public sphere(s) and the new ecosystem of journalism
(Korpiola 2011, 2012 & 2017)

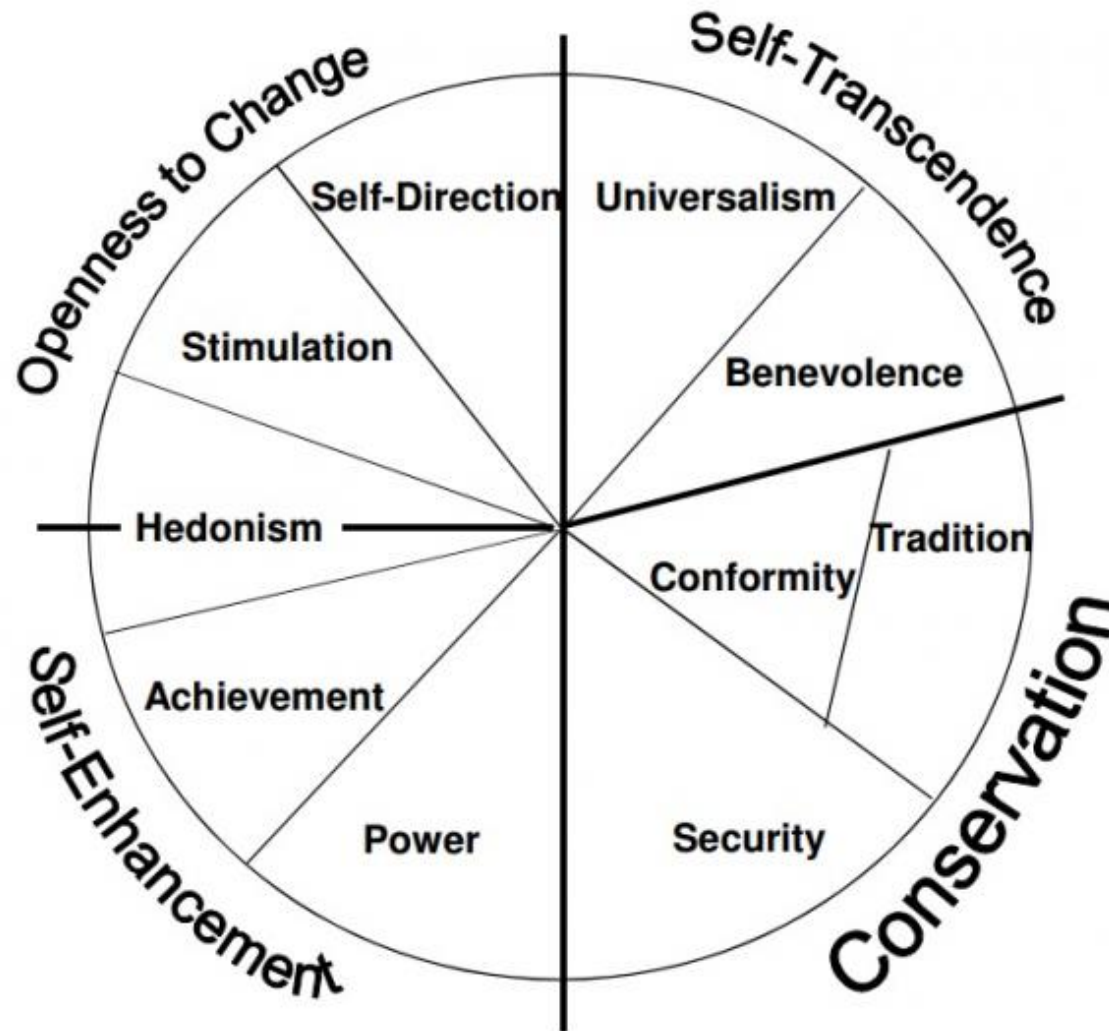'Media' refers to *institutions* and *infrastructures* that make and distribute particular contents

Mainstream media

Media event

News

Social media

Search engines

News aggregates

Counter media

Self mass-communication

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What is social media? (Korpiola 2011, 2017)

Social media provides a back door to a wider media attention through self masscommunication.

Social media

- Commercial manifesto, web 2.0
- Civic media
- Surveillance Susveillance
- Technology and instruments of communication
- Social science view: economic, political and social force
- Participatory tool: elite & activist etc.
- New platform, new market place where you listen and build relationships with a customer
- Propaganda tool Information warfare

VALUES AND EMOTIONS

Core values in Western democracy

- Freedom of Speech, Human rights, Equality, non-discrimination, equal treatment, tolerance etc.
- Values and beliefs are closely linked to our emotions and affects. When values are activated, they become infused with feeling (Schwartz 2012).
- Values motivate people and give goals to us.
- **Self-transcendent** values in conflict:
  - **Benevolence** is about preserving, enhancing and strengthening the welfare of those near to us, such as family and primary groups (in-group). Helpfulness to people near.
  - **Universalism** is about understanding, appreciating and protecting the welfare of larger society and world or nature. Tolerance and solidarity beyond one's primary group.

"People everywhere experience conflict between pursuing openness to change values or conservation values. They also experience conflict between pursuing self-transcendence or self-enhancement values. Conflicts between specific values (e.g. power vs. universalism, tradition vs. hedonism) are also near-universal." (Schwartz 2012)

COLLECTIVE SENTIMENTS AND SOLIDARITIES

Universal affects vs. culturally bound expressions of emotions

Interest/ excitement

Enjoyment/ joy

Surprise/ startle

Shame/ humiliation

Discust (dissmell)

Distress/ anguish

Fear/terror

Anger and rage

Journalism and media

Facebook new Reactions
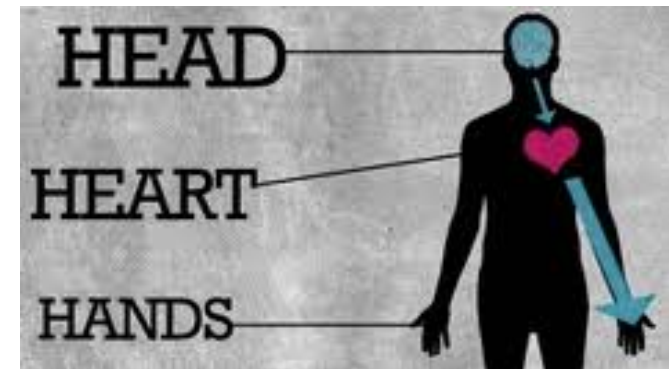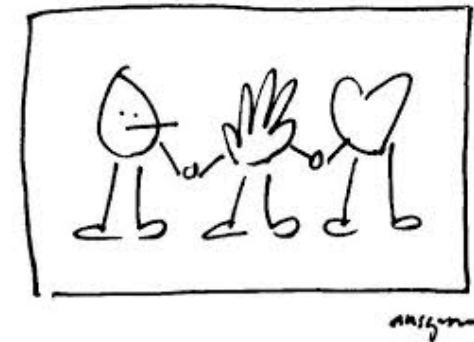
Facebook new Reactions for Finns

Perkele!
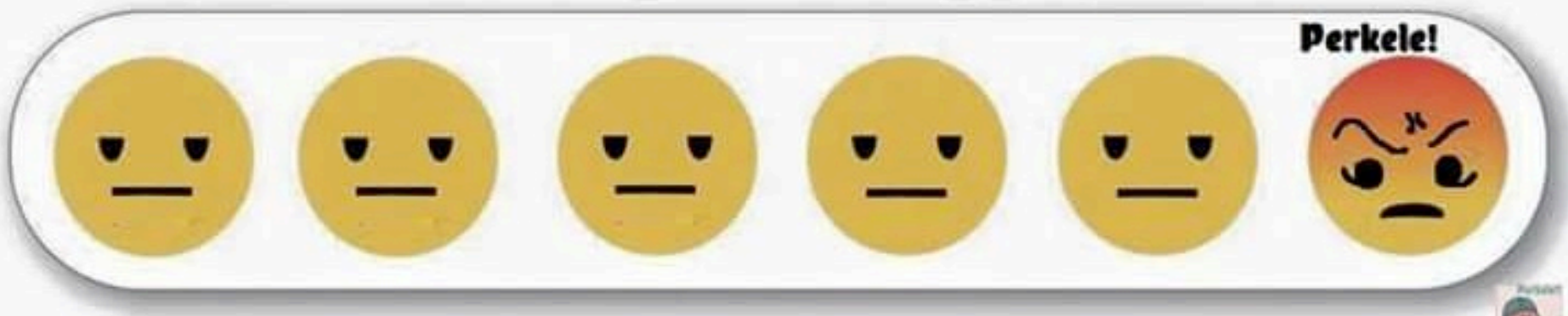
How to communicate?
Tone of voice and rational aguments

HEAD – rational level and argument

HART – emotional level and empathy

HANDS – actions

Hate speech is also about unequal political conflicts - where a group of people is in conflict or in opposition to establishment or 'elite'.

The essence of competition over the meaning of a conflict is in media (mainstream and social media) as one side attempts to define the situation according to its own interpretation.

HOW TO ENCOUNTER HATE SPEECH?

Basic mechanism of hate speech

- Weakening sense of security, need to protect one's own in-group = benevolence towards one's own and hate towards 'the other'
- Enemy = 'the other' as the 'out-group'
- People do not think the consequences of their political choices, reactionary mechanisms when values and feeling of security threatened
- Educated elite is prone to universalism -> Polarization of in-group and out-group identity
- People are afraid and therefore willing to believe on those leaders who portray concern about the situation. Verbalising collective emotions/sentiment (by empathy or empowerment)
- Arab spring = Western winter -> 'karaama' = dignity of middle class and working class people

Hate speech and social media rage

1. Individuals who disagree or are offended, and let the bad feeling out → empathy

2. Organized hate groups and counter communities with their own channels of influence. They lure careless people with poor media reading skills. Actor roles include "well-meaning fools", "always right" → clear argumentation, right information, moderation and dialogue

3. Information warfare. Can also be manipulated by non-human actors such as bots and trolls. Genuine looking profiles with fabricated opinions → strong moderation, quick legal action when criteria for persecution, hate speech and harassment are met.

There is no doubt that mediatization has complicated and blurred the distinctions between
reality and media representations of reality, and between fact and fiction.
(Hjarvard 2008)