



Mevi 2024

**Working groups and
presentations in English**

Activism and/in the media

Chairs

Kaisu Hynnä-Granberg, University of Turku

Anna Niiranen, University of Jyväskylä

Anna Puhakka, University of Jyväskylä

Arja Turunen, University of Jyväskylä

Room: **D14**

Fri 12.4. at 14.45–16.15

Cecilia Hjerppe & Heidi Hirsto: *Social media reactions to the "Made by Women" campaign as consumer activism*

Pia Karasjärvi: *#EriLaisetAivot, #DifferentBrains – How Finnish neurodivergent Young Activists change the world*

Anna Rantasila, Minna Vigren, Thomas Olsson & Elina Sutela: *Designing safer online discussion spaces*

la 13.4. klo 9.00–10.30

Heidi Kurvinen: *Media–movement relationship and 1970s Finnish feminism*

Two presentations in Finnish

Communication, technology, and the future of work

Chairs

Anu Sivunen, University of Jyväskylä

Ward van Zoonen, University of Jyväskylä

Room **A08**

Fri 12.4. at 14.45–16.15

Matti Laukkarinen: *Navigating algorithmic opacity with algorithmic competence – Examining recruiters' autonomy-enhancing strategies on professional social media platforms*

Rasa Jämsen: *Most valuable player? The role of gamified work environment in media workers' intra-organizational coopetition*

Aleksi Koski & Markus Mykkänen: *Low-Threshold Tool for Document Based Journalism*

Kaisa Pekkala: *Organizational Voicing Architectures*

Sat 13.4. at 9.00–10.30

Roundtable on communication, technology and the future of work

Changing forms of disinformation in media society

Chairs

Minttu Tikka, Aalto University / University of Helsinki

Henna Paakki, Aalto University

Salla-Maaria Laaksonen, University of Helsinki

Room **C6**

Fri 12.4. at 14.45–16.15

Matti Pohjonen: *Political Disinformation and Content Moderation "Folklore" in the Global South*

Two presentations in Finnish

Sat 13.4. at 9.00–10.30

Tanja Sihvonen & Kristine Ask: *Fake it till you make it*

Two presentations in Finnish

Changes and continuities in journalism, International Session

Chair

Jari Väliverronen, Tampere University

Room **A2a**

Sat 13.4. at 9.00–10.30

Kirsi Cheas: *From Competition to Cooperation: Lessons from Collaborative Investigative Journalism across the US-Mexico (Global North-South) Border*

Lars Lundsten: *The Missing Watchdog – Icelandic Journalism as Societal Institution*

Mika Perkiömäki & Olga Dovbysh: *Tietolähteiden vaikutus ympäristöuutisointiin venäläisissä uutistoimituksissa*

Pinja Päivänen: *Work Meaningfulness in Journalism – Justifications of Meaningful Work in Finnish News Media*

Visual Forms of Journalism

Chairs

Margareta Salonen, University of Jyväskylä

Turo Uskali, University of Jyväskylä

Room **A05**

Fri 12.4. at 14.45–16.15

Rune Saugmann & Saara Särämä: *The public invisibility of automated recognition technologies in Finnish public*

Two presentations in Finnish

la 13.4. klo 9.00–10.30

Hannele Kauppinen: *Reimagining media narratives: A critical discourse analysis of farmed animal representations in Finnish online news media*

Two presentations in Finnish

Media Economics and Communication Policy

Chairs

Katja Lehtisaari, Tampere University

Marko Ala-Fossi, Tampere University

Room **A4**

Fri 12.4. at 16.30–18.00

John Grönvall and Kari Karppinen: *Framing Nordic Public Service Media*

One presentation in Finnish

Game and Sport Studies

Chairs

Marko Siitonen, University of Jyväskylä

Tanja Välisalo, University of Jyväskylä

Riikka Turtiainen, University of Turku

Veera Ehrlén, University of Jyväskylä

Room **A06**

Fri 12.4. at 14.45–16.15

Usva Friman & Matilda Ståhl: *Multilayered media construction of an esports tournament*

Four presentations in Finnish

Social Media Influencers as Media Actors

Chairs

Aalto, Tuija, Tampere University

Frig, Meri, Hanken School of Economics

Pöyry, Essi, University of Helsinki

Room **A07**

Sat 13.4. at 9.00–10.30

Tuija Aalto & Meri Frig: *Responsibly influential, visible, and making money: Journo-influencers expanding the boundaries of journalism*

Two presentations in Finnish

AI, Algorithms, and Datafication in the Fields of Media and Culture

Chairs

Laura Ahva, Tampere University

Outi Hakola, University of Eastern Finland

Liisa Ovaska, Tampere University

Anne Soronen, Tampere University

Room **C8**

Sat 13.4. at 9.00–10.30

Kaarina Nikunen, Karoliina Talvitie-Lamberg & Sanna Valtonen: *Datafied media environment, vulnerability and algorithmic everyday: contributions of multi-method approach in media research*

Rebekah Rousi, Joni-Roy Piispanen & Tinja Myllyviita: *Death becomes her – afterlife in the algorithms*

Stefanie Sirén-Heikel: *Automating Television News: Audiovisual Perspectives on Negotiating Journalistic Quality*

Health Communication

Chairs

Sinikka Torkkola, Tampere University

Anna Sendra Toset, Tampere University

Room **A06**

Sat 13.4. at 9.00–10.30

D. Eklund, A. Lammi, A. Suorsa, H. Enwald, A.-M. Multas & T. Vasankari: *Lessons learned from communicating on COVID-19 to the general public by public authorities*

Jani Timonen: *Navigating the Emotional Landscape: Linguistic and Thematic Insights into Vaccine Discourse on Twitter Amidst COVID-19*

Two presentations in Finnish