

Mediated Democracy

Final conference of the research program on 'Media and democracy in the network society' (MODINET), www.modinet.dk

Danish Architecture Center, Strandgade 27B, DK-1401 Copenhagen
August 24, 2005

Participation is free. Registration is required no later than August 15, aykj@hum.ku.dk

Traditionally, politics has been understood as the ways in which people negotiate and legitimate the allocation of values in society - often focusing on the institutions of parliamentary democracy. In recent decades, however, a somewhat broader understanding has gained ground, associating politics with more diverse social goals and with equally diverse means of attaining them. Politics includes what people practice in a range of social contexts where they conceive of themselves as citizens, consumers, and cocreators of culture. The field of politics does not have one center, but is distributed, partly because of the presence of the media.

Politics is, to a significant degree, conducted in and through the media. And, the media have themselves contributed to new practices of political participation that involve a growing range of actors and interests. From the local newspaper to the internet, the media represent a meeting ground and battleground that is an integrated part of political activities involving both established and emerging social interests and groups.

This development has been addressed by a national research program in Denmark, 'Media and Democracy in the Network Society' (MODINET), during 2002-2006, with contributions by close to 50 researchers from media studies and social sciences. The conference presents findings from and implications of the research program.

Arrival and registration

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| 9.15-9.30 | Welcome and opening remarks
Professor Klaus Bruhn Jensen, Director of the MODINET research program |
| 9.30-10.30 | Keynote address:
"New technologies in not so new democracies"
Professor Michael Schudson, University of California, San Diego |
| 10.30-11.00 | Coffee break |

- 11.00-11.40 “Global interconnectedness: local authorities and transnational networking”
Associate Professors Hans Krause Hansen & Dorte Salskov-Iversen
- 11.40-12.20 “Local political publics: Does the net add something new?”
Associate Professor Lars Torpe
- 12.20-13.30 Lunch
- 13.30-14.10 “The internet: the public space dispersed?”
Associate Professor Niels Ole Finnemann
- 14.10-14.50 “The European Union and state aid to public service broadcasting”
Professor Frands Mortensen
- 14.50-15.15 Coffee break
- 15.15-15.55 “From image archive to interarchive: kulturatlas.dk and the digital archive as information marketplace”
Senior researcher Dag Petersson
- 15.55-16.45 “Virtual capital? - Media use and political participation in Denmark”
Professor Jens Hoff
- 16.45-17.00 Concluding remarks
Professor Klaus Bruhn Jensen

About the speakers

Niels Ole Finnemann. Associate professor, Dr. Phil., Dept. of Information & Media Studies, University of Aarhus. Director of the Center for Internet Research, Aarhus University since 2000. Advisor to the Ministry of Culture on the preservation of Danish internet materials; official Danish representative in the EU-COST a20 action on Internet and Mass Media; and member of The Advisory Board of Scholars for The International Internet Preservation Consortium, <http://www.netpreserve.org/>. Recently Niels Ole Finnemann has been appointed to take the chair as the first professor of Internet Studies in Denmark. Recent publications: 2001: *Internet - A New Communicative Infrastructure*. Aarhus: Center for Internet Research. 2002: "Perspectives on Internet and Modernity – Late Modernity, Postmodernity or Modernity Modernized?" in N. Brügger & H. Bødker: *Internet and Society*, Aarhus: Center for Internet Studies. "The Cultural Grammar of the Internet", In K.B. Jensen, ed. *Interface://Culture* (forthcoming). "Multiplying News." in Wurff, R. van der, Cardoso, G. & O'Sullivan, J. (forthcoming). *A Study of Newspapers and Online Newspapers in 18 European Countries* (Preliminary title). EU-COST a 20. Amsterdam.

Jens Hoff is Professor in the Department of Political Science, University of Copenhagen. His research focuses on questions of power and democracy in relation to the use of information technology in politics and political processes, and on questions of citizen participation and local democracy. He was director of the Centre for Public Organization and Management (COS) from 1996 to 1998, and chairman of COST Action A14 on 'Government and Democracy in the Information Age' from 1998 to 2003. Since 2002 he has been a member of the steering group of MODINET. Among his recent publications are *Democratic Governance and New Technology*, Routledge 2000 (with Ivan Horrocks & Pieter Tops), *Democracy and Citizenship in Scandinavia*, Palgrave 2001 (with Jørgen Goul Andersen), *Danmark som informationsfund. Muligheder og barrierer for politik og demokrati*, Aarhus Universitetsforlag 2004, and *Magtens nye ansigt. Netværkspolitik, kulturstyring og ny elitisme*, DJØF Forlag 2005 (with Henrik Bang & Torben Dyrberg).

Hans Krause Hansen is Associate professor at the Department of Intercultural Communication and Management, Copenhagen Business School, where he is currently Academic Director of the Business, Language and Culture Studies Program. Hans' research areas include Public Management, Governance and Globalization Studies, and Latin American Studies.

Dorte Salskov-Iversen is Associate professor and currently Head of Department of the Department of Intercultural Communication and Management, Copenhagen Business School. Dorte's research areas include Public Management, Organization and Discourse Studies, Governance and Globalization Studies.

Recent joint publications include: 'Remodelling the Transnational Political Realm: Partnerships, Benchmarking Schemes and the Digitalization of Governance'. In: *Alternatives*, Volume 30, Number 2, 2005; 'Globalizing Webs: Translation of Public Sector e-Modernization'. In: Czarniawska, Barbara and Sévon, Guje (eds.) (2005 – forthcoming), *Global Ideas* (Brussels: Liber); 'Managerialised Patterns of Political Authority: Partners, Peddlers and Entrepreneurial People'. In: *Critical Quarterly* Vol. 44, No 3 Autumn 2002; and Hansen, Hans Krause, Langer, Roy, Salskov-Iversen, Dorte: 'Politisk Kommunikationsledelse'. In: Pedersen, Dorthe (ed.) (2004), *Offentlig ledelse i managementstaten* (København: Forlaget Samfundslitteratur).

Klaus Bruhn Jensen. Professor, Dr.Phil. Dept. of Media, Cognition, and Communication, University of Copenhagen. Head of the research program, 'Media and democracy in the network society' (MODINET), 2004-2006. Recent publications include *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies*. London and New York: Routledge (editor and contributor, 2002); *Interface://Culture - The World Wide Web as Political Resource and Aesthetic Form*. Copenhagen: Samfundslitteratur/Nordicom (editor and contributor, 2005). Current research interests: Internet and other computer-mediated communication, sound media, and communication theory.

Frands Mortensen, Professor, Dept. of Information & Media Studies, University of Aarhus.

Dag Petersson is senior researcher at the Royal Library in Denmark and adjunct lecturer at the University of Copenhagen. He is the author of *The Art of Reconciliation: Photography and the Power of Dialectics in Benjamin, Hegel and Derrida* (forthcoming) and coeditor of *Actualities of Aura: Twelve Studies of Walter Benjamin* (2005). He is also the author of numerous articles on photography, digital visuality, archives, history, and time.

Michael Schudson is Professor of Communication and Adjunct Professor of Sociology at the University of California, San Diego. He is the author of six books and editor of two others concerning the history and sociology of the American news media, advertising, popular culture, and cultural memory. He is the recipient of a number of honors, including a Guggenheim Fellowship, a resident fellowship at the Center for Advanced Study in the Behavioral Sciences, Palo Alto, and a MacArthur Foundation "genius" award. Schudson's *The Good Citizen: A History of American Civic Life* (1998) explores how Americans' practices and ideals about what a "good citizen" should do have changed from colonial days to the present. In addition to academic praise for the book, *The Economist* urged all Americans to read it. Schudson's latest book is *The Sociology of News* (2003). His current research examines growing freedom of expression in the United States from 1960 to the present, and its complicated consequences. In fall, 2005 he will be visiting professor at the Journalism School, Columbia University.

Lars Torpe, Associate Professor, Dept. of Economics, Politics and Public Administration, Aalborg University. Recent publications include: "Social Capital in Denmark. A deviant case?" *Scandinavian Political Studies*, nr. 1, 2003. "Digital communication between citizens and local authorities in Denmark." *Local Government Studies* no. 2, 2004 (with Jeppe Nielsen). "Demokrati på nettet. Offentlighed, deltagelse og digital kommunikation". Aalborg Universitetsforlag (with Jeppe Nielsen and Jens Ulrich) (in press). Research areas: Democracy, political participation, including e-participation, voluntary associations and social capital.

Abstracts

Hans Krause Hansen & Dorte Salskov-Iversen:

Global Interconnectedness: Local Authorities and Transnational Networking

This presentation sets out to investigate public sector organizational change and managerial innovation in the so-called network society. It analyzes how knowledges of modernization and innovation assembled and orchestrated by transnational networks, can become the currency that for very different reasons connects very different local authorities. We are particularly concerned with how these authorities, via their networking activities in the field of e-governance, translate ideas of modernization and innovation into organizational arrangements, creating crosscutting spaces of interconnectedness and alignment between them. Indeed, for a brief period of time, these authorities experience a community of destiny, as they all depend on the legitimacy that their common efforts in pursuance of e-modernization generate in their respective local innovation endeavours. It is our contention that the exertion of governmental and managerial authority increasingly depends on the creation of such globalizing webs, as they facilitate the construction, negotiation and legitimacy of political authority. Empirically, the presentation draws on a survey of the global connectedness of Danish local authorities and on a number of more detailed studies of selected local authorities in Denmark and abroad, charting some of the transnational networks that they are locked into, and their reasons for engaging in these activities.

Lars Torpe:

Local political publics: Does the net add something new?

Based on experiences from three Danish municipalities - Hals, Odder and Sollerod - the paper looks into how the use of the internet as a means of political communication influences the structure and role of local political publics. Concerning structure, the paper will briefly sketch how the use of the internet influences the supply of channels of political communication both with regard to political information and political participation. Concerning the role of local political publics, the paper will focus on three main themes: 1) Who are present and not present, as participants and as audience, in net-mediated local political deliberation, 2) What is discussed in these fora, 3) What are the effects of these deliberations on the making and implementation of local policies and on local public opinion-shaping?

Niels Ole Finnemann:

The internet: the public space dispersed?

In 1998 the well-known web expert Jakob Nielsen claimed "the end of" what he called "the legacy media" - including newspapers, magazines, books & TV networks. "Most current media formats will die and be replaced with an integrated Web medium in five to ten years," he said in a widely quoted alert box. The argument was that the spread of broadband connections would enable what he called a true media integration of text and moving images. Why not have the television images, the full news report and access to background materials and in-depth analyses in the same medium? Nielsen's argument was simple, clear and consistent, but after eight years there are no indications that his conclusions will come true in the foreseeable future. Instead of a convergence of media and channels, we have witnessed divergence as manifested for instance in the arrival of free dailies, SMS-news, podcasts, RSS-feeds and a number of custom-made news services on the internet. The question is why? In the Nordic countries the internet reaches around 80% of the population, which is more or less the same as the reach of printed newspapers. But the internet has not outperformed the printed newspapers. Print media and electronic broadcast media have not only survived; they are also

dominant as news providers on the internet. How can we explain this continuing coevolution of old and new media? What is the role of the internet for the public sphere? How does it function as a news medium? and as a medium for building public opinion? Do we need to define public service obligations for this media platform?

Dag Petersson:

From image archive to interarchive: kulturatlas.dk and the digital archive as information marketplace

The presentation will describe and problematize the web-interface developed for the future archive site kulturatlas.dk. This digital interface breaks with existing archive and library order in that it encourages the public to take part in the identification and registration of digitized historical materials – primarily photographs from the twentieth century. Not only does such a democratization of national history place new demands on the organization of the image archive, but it also challenges the traditional distinction between user and institution. By adopting gamelike features in order to guide the user through the archive's interactive history, and especially by encouraging information input from layman to archive, the site turns the traditional archive into a marketplace. What does that transition mean politically and culturally? Naming the result an interarchive, I deliberately quote the title of an extensive art exhibition, held in 1999 at the Kunstraum of the University of Lüneburg. Here a number of contemporary artists showed works that in different ways challenge traditional archive structures. The economy of collective memory and identity are exposed artistically in ways that consistently reveal affinities to market structures. Finding in Fernand Braudel's *The Wheels of Commerce* a suitable description of this economic structure, I define the transition from image archive to interarchive in terms of a structural transition: from a certain composition of interrelated hierarchies and meshworks to another.

Jens Hoff:

Virtual capital? - Media use and political participation in Denmark

Recent discussions about the 'network society' (Castells 1996, 2001) and 'the creative class' (Florida 2002) point towards knowledge as the most important source of productivity and power today. However, knowledge is not a stable commodity, but something which must be continuously maintained and renewed. In this process computers and the internet have come to play an increasing role as an enormous reservoir for finding, combining and exchanging information in new ways, thereby potentially speeding up the knowledge creation process and enabling more creative problem solving. Some have started to speak about the added value of knowledge being generated by the use of computers and the internet as "virtual capital" (Tobiasen 2004). Departing from data of a Danish nationwide survey on media use, internet and political participation, this presentation will argue firstly that it does make sense to talk about virtual capital as a new form of capital distinct from already existing forms of capital such as economic, educational and organizational capital. Secondly, the presentation will explore if and how possession of this new type of capital translates into political influence on an individual level. This will be investigated by looking at the relations between virtual capital and different forms of political participation and political efficacy.

Castells, M. (1996): *The Rise of the Network Society*. Blackwell Publishers Ltd.: Oxford.

Castells, M. (2001): *The Internet Galaxy*. Oxford University Press: Oxford.

Florida, R. (2002): *The Rise of the Creative Class... and how it's transforming work, leisure, community and everyday life*. Basic Books: New York.

Tobiasen, M. (2004): "Digital Divide" i Danmark. Skriftserie Følgeforskningsindsatsen – Det Digitale Nordjylland. Arbejdspapirer 2001-5, nr. 3 (www.socsci.auc.dk/digdem).