



# Research Talks

Summer  
Semester 2024  
SR 4  
Währinger Straße 29  
1090 Vienna

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Monday, 11 March 2024, 11:30 - 12:30 / SR 4

## The Dark Landscape of Social Media Exposure and Engagement Across National Populations in Times of Crises

Anja Bechmann, DATALAB Center for Digital Social Research, Aarhus University

The pandemic and the Ukrainian war have accelerated the spread of false information and propaganda in the EU and now the mitigation against a non-transparent information landscape is challenged by generative AI as an improved tool for fast, convincing and low-cost deep fake, multi-version content spread. This presentation will present research from DATALAB at Aarhus University in Denmark with a special focus on how to study emotions and verified (by factcheckers) false content on social media across countries using computational analysis. The presentation will both exemplify this research area by drawing on our published, submitted and work-in-progress research to discuss limitations, obstacles and potential research design solutions.

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Monday, 27 May 2024, 11:30 - 12:30 / SR 4

## Digital Affordances for Social Movements: An Actor Group-Centric, Intermediate-Level Approach

Christian Baden, Paul F. Lazarsfeld Professorship, The Hebrew University of Jerusalem

Digital media have profoundly changed how social movements can attempt to access and shape public debates. In this intervention, we draw upon extant work on (general) social media affordances and (highly case-specific) uses and practices to conceptualize how platforms shape social movement uses of digital media in consequential, but differential ways. Discussing how digital platforms present movements with distinctive affordances for articulating public claims, building collective identities, and mobilizing contentious performances, our approach proposes a theoretical framework for making sense of social movements' uses of (typically multiple) digital platforms.

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Monday, 3 June 2024, 11:30 - 12:30 / SR 4

## Governance of Competitiveness in the European Film Industry

Katharine Sarikakis, (with Angeliki Chatziefrimidou, Janina Jüngst, Gentiana Ramadani)  
Media Governance and Industry Research Lab, University of Vienna

The question of competitiveness has accompanied the European film industry since the late 1800s. The challenges presented currently concern not only the long standing dilemma of economies of scale vs cultural protection, but also as to what and who is understood with film making and film makers. REBOOT is a European funded project which aims to explore notions, policies, practices of competitiveness on the one hand, and identify future trends in production and consumption of films on the other, especially through a close look at the 'fringes' and emerging practices.

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Monday, 17 June 2024, 11:30 - 12:30 / SR 4

## Media Polarization, Public Opinion, and the 2024 U.S. Presidential Election

Lars Willnat, S.I. Newhouse School of Public Communications, Syracuse University

The 2024 U.S. presidential election likely will be the most consequential election in modern history. What is at stake is the future of democracy in a divided nation. In my talk, I will first discuss how political polarization in the United States has shaped the way Americans use the news media and understand important issues such as the economy, immigration, and crime. I will then review the role of digital media in the 2024 election based on recent studies and current examples from the Biden and Trump campaigns. Special attention will be paid to the potential effects of TikTok, Artificial Intelligence, and deepfakes on the 2024 vote.