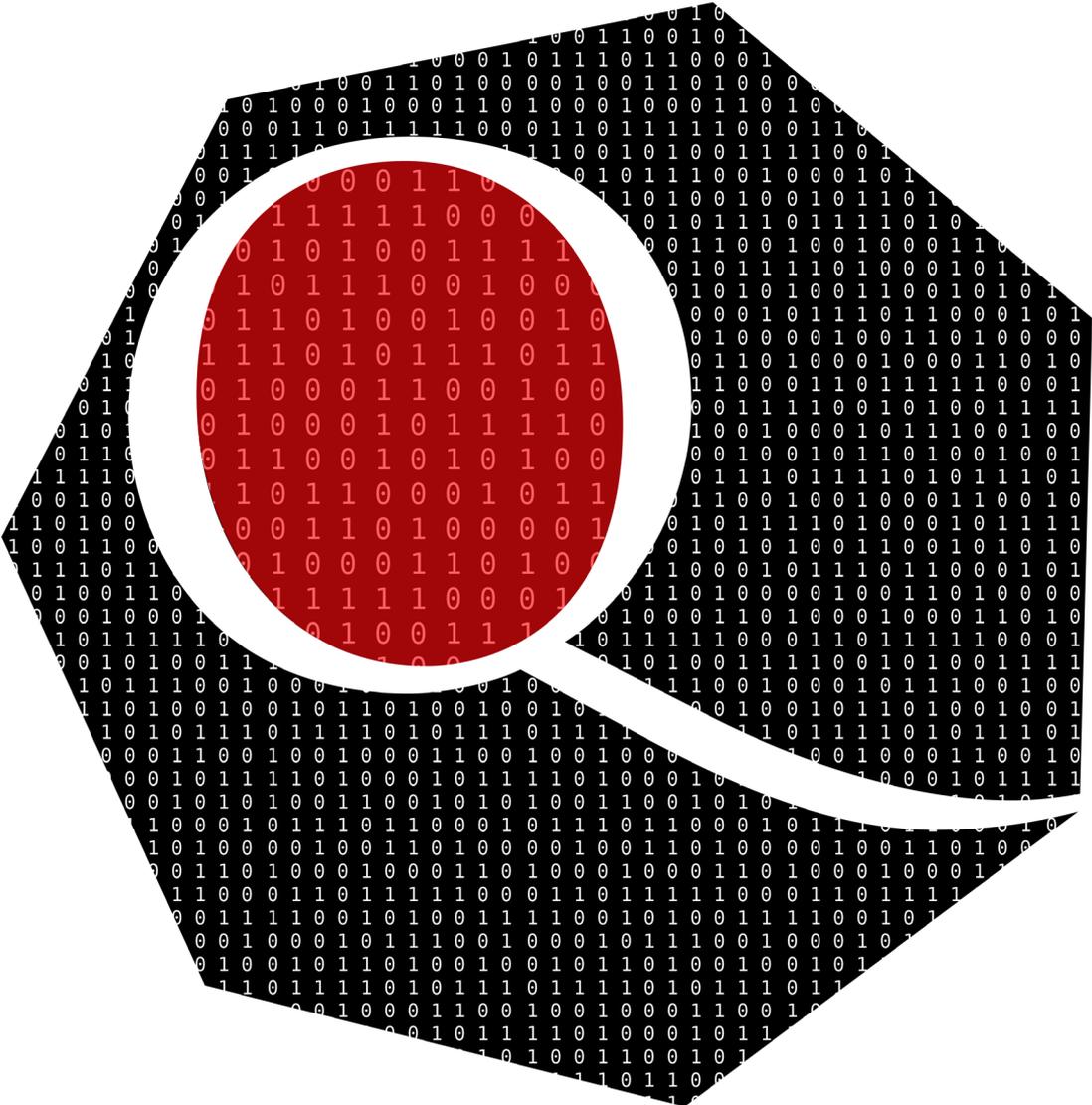


QUALITATIVE RESEARCH IN COMMUNICATION INTERNATIONAL CONFERENCE

BUCHAREST | SEPTEMBER 2019

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ABSTRACT BOOKLET



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Note:

The abstracts in this booklet are ordered alphabetically by the last name of the (first) author of each paper. The titles, keywords, and content are as provided by the authors.

KEYNOTE SPEAKERS

- * Divina FRAU-MEIGS (Université Sorbonne Nouvelle - Paris 3, France)
Debunking Disinformation: MIL Solutions

Divina Frau-Meigs teaches at the Sorbonne Nouvelle. Recently, she co-edited *Public Policies in Media and Information Literacy in Europe. Cross-Country Comparisons* (Routledge). She also works for UNESCO, and she coordinates multiple international research projects.

Read more about Professor Frau-Meigs on her website:
www.divina-frau-meigs.fr.

- * David BOROMISZA-HABASHI (University of Colorado - Boulder, USA)
The challenge of globalization for the ethnographic study of the value of speech

Associate Professor David Boromisza-Habashi is an ethnographer of communication interested in the study of culturally variable communication resources, the local knowledge informing their use in everyday life, and their global dissemination. His first book, *Speaking Hatefully: Culture, Communication, and Political Action in Hungary*, is an ethnography of public debates surrounding “hate speech” in Hungary during the first decade of the twenty-first century. At present, he is leading a collaborative, translocal research project investigating how “public speaking,” a communication resource of Anglo origin, circulates in the global speech economy.

Read more about Professor Boromisza-Habashi on his website:

www.colorado.edu/cmci/people/communication/david-boromisza-habashi.

A

FLORIN ABRAHAM

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The Language of Totalitarian Regimes: Problems in Analyzing Historical Sources. Case study: *Securitatea*

Keywords: Language, Totalitarianism, historical documents, historiography, Securitatea

It has become almost a truism that totalitarian states have created their own language for faking reality, known as the wood language/*langue du bois*. The historical research of sources (written, oral, or visual) produced by totalitarian regimes has overcome this barrier of changing the meanings of the meaning of words / images. What is known as “Newspeak” was not limited to public space, but was also part of institutional language. Even in documents created/used by political police (Securitate), the *langue du bois* was used to describe reality. The purpose of our study is to analyze the methodological difficulties in the qualitative research of the documents produced by the Securitate. Examples are taken of both people’s files and the „Securitatea” magazine (1968-1989).

To shame and not to be ashamed: a repertoire of civil tactics on the subject of sexual abuse on the social network Facebook

Keywords: Shaming; Social network activism; Theory of power; Repertoire of civil tactics; Visual culture

Social networks provide an online sphere for social movements or movements in the making. A one-and-a-half year Nethnography study, which is also comprised of semiotic and textual analysis, conducted around the activities of social activists on their Israeli popular Facebook page "one of one". The page is dedicated to deal with the subject of sexual abuse. The study reveals a new and unique online repertoire of tactics (Tilly, 1978; Van-Laer & Van Aelst, 2010).

The purpose of the page's activities is to change social norms and discourse on sexual abuse through the use of shaming as a means (not as a target), the use of the objectifying gaze towards sexual abuse offenders, the direct moral gaze towards sexual abuse victims and the critical linguistic messages. They exert a variety of emotions: they call for moral responsibility, to be moved and identify, not to be ashamed and to be angry and criticize public institutions. The repertoire express in the challenging use of authentic images, illustrations, and images published in the mass media.

Michel Foucault's theory of power (1980) is used to explain the theoretical move made by activists on their Facebook page: they mobilize supporters and create an online community, they become leaders of opinion and expertise in the field due to the knowledge they curate on the page. They shame sexual abusers in order to call for changing social norms using the panopticon's view. Using their knowledge and expertise, the activists also seek to change public discourse about the sense of shame the victims of sexual assault are feeling.

The repertoire is defined by four non-violent types of power: the power to unite; the power of accumulating knowledge and information; the power of the gaze to shame and to take responsibility; the power to change the social discourse.

MICHAL ALON-TIROSH, DORIT HADAR-SHOVAL & NARMINE MARSHI-SAKRAN

The Max Stern Yezreel Valley College, Tel Adashim, Israel

Identity in conflict: The conflict of identity among Arab adolescent girls in Israel as manifested in their discourse about the news

Keywords: News consumption, Identity, Grounded theory, Minority group, Adolescent Girls

The study examines the conflict surrounding the collective identity of Arab adolescent girls in Israel as expressed in their discourse regarding their perceptions of the news and its role in their lives. The news is usually generated by the majority group and reflects its central narrative. Minority groups are usually represented negatively and stereotypically, thus raising questions regarding news consumption patterns among minority groups.

In the context of the news, Arab teenage girls in Israel experience triple exclusion: as Arabs, females and young people. They are supposed to remain in the private sphere and assumed to be naïve and apolitical. They are considered irrelevant and their voices are not sufficiently heard. This study entailed interviews with Arab teenage girls that were analyzed according to grounded theory, yielding two main themes:

1. Affiliation refers to in-group issues of national versus civil affiliation, such as Palestinian national affiliation versus the desire to know what is happening in Israel.
2. Discourse with the other refers to real and imaginary dialogue with outgroups, e.g., feelings about the racist nature of the news.

The thematic analysis revealed an internal conflict between different components of the girls' identity emerging from representations of their group on the Israeli news, contents typical of the genre, comparisons between news from Israel and from Arab media organizations, and their complex relationship with Hebrew. The research demonstrates how the news uncovers a complex inner conflict among minority group members and stimulates them to deal with it. The findings suggest that news content with more varied representations of minority group members in different contexts, both positive and negative, and relative to different subjects, can generate a stronger sense of affiliation among minority group members at both the national and the civil level.

HASAN ARSLAN

Canakkale Onsekiz Mart University, Turkey

Internationalization in Higher Education

Keywords:

Higher education internationalization seems a process that involves joining various spheres of society's activities at the regional or global levels, physical mobility, academic cooperation and academic knowledge transfer and international education.

The aim of internationalizes higher education is to provide qualified education to students of tomorrow. It enables to generate the skills required in today's world of global knowledge and technology, encourage strategic thinking and innovation, offer advantages in modernizing pedagogy develop new approaches.

Mevlana Exchange Programme is a programme which aims the exchange of students and academic staff between the Turkish higher education institutions and higher education institutions of other countries.

The purpose of this paper is to focus on internationalization in highere education and discuss about Mevlana Exchange Program which is a new kind of exchange programme funded by Turkish government.

B

Empowering and Disempowering New Mothers on the Internet

Keywords: New Mothers; Online Communities; Blended Netnography; Online Empowerment of New Mothers

New mothers experience social isolation, particularly in the first year of their new babies (Madge & O'Connor 2006). They also feel the lack of experience in interacting to the newborns (Drentea, & Moren-Cross, 2005). New Information and Communication Technologies offers possibilities of social support (Gibson & Hanson, 2013), (Tomfohrde & Reinke, 2016) for the new mothers and opportunities to interact with other mothers, particularly in the online platforms (Morris, 2014). Online platforms, in particular allow practices of interpersonal communication and social influence (Loudon, Buchanan, & Ruthven, 2016), with the results in powering and disempowering (Wentzer & Bygholm, 2013) impacting such decision as breastfeeding () weaning, vaccination and other health-related practices. In the current paper we conducted a blended netnography to investigate the way new mothers look for social support within an online community of mothers in Romania. We selected the most active online community for new mothers in Romania and using a netnographic approach (Kozinets, 2010) we reveal the prominent topics of discussion and also the strategies of social influence used in the community. In addition, we conduct interviews (6 in-depth interviews) with new mothers active in such online communities to understand their experience of members in mothers communities online.

SILVIA BRANEA & CRÎNGUȚA PELEA

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A critical analysis of Romanian media representations of nutrition

Keywords: Romanian media, nutrition culture, media representations, critical perspective, healthiness

Objectives:

Food/Nutrition as a whole represents a significant component of our lives. In the context of social fast globalization, we need to question whether this component has specific representation in the Romanian media. The present research study explored how nutrition culture, diets, veganism, and other food trends are framed in leading Romanian language newspapers and magazines and identified possible future social trends in these directions.

Design:

The method employed by authors is based on content analysis, which was conducted from January 1st 2014 to January 1st 2017, on newspaper and magazines articles written in the Romanian language.

Results:

Romanian Journalists are highly interested in concepts such as "food healthism" and are prone to rely on a higher source of expertise or a public personality, to mould their personal opinion regarding arising food trends.

CORINA BUZOIANU, IOANA BIRD, DIANA MARIA CISMARU & MIHAI ALEXANDRU GHIGIU

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Adapting a Cross-country Methodology to Investigate Local CCUS Stakeholder Communities

Keywords: qualitative methodology, local CCUS stakeholders, CCUS in society

This paper presents the results of a qualitative study conducted for the investigation of local CCUS stakeholder communities, by pointing the methodological difficulties upraised from using a cross-country methodology regarding the usage of compensation strategies of CCUS. The significant differences between the development of CCUS in the countries conducting the study along with the inter-disciplinary research team lead to several methodological concerns that may shed a new light on cross-country and interdisciplinary studies. Qualitative research has been employed consistently in the research literature on CCUS perception and social acceptance (see, for instance, Liang & Reiner, 2013; Ernst et al., 2017) leading to important results in exploring how stakeholders refer to CCUS. Still, although previous research in Western European and North American countries investigate perception and public representation, in countries with very low interest in CCUS this will be done considering the local particularities. Unlike the other countries, in the study conducted in Romania, CCUS stakeholders were addressed by considering two approaches: (1) stakeholders as actors having a professional interest in CCUS (see Ernst et al, 2017) and (2) stakeholders as any group or individual who is affected by or can affect the organization's objectives (Rawlins, 2006). Due to the fact that in Romania the professional interest in CCUS is extremely low and that companies producing traditional energy have low awareness of carbon capture and storage, it is not possible to consider only the professional interest criteria when defining stakeholders, as in the case of other countries, but to expand the criteria to any organization/public that may impact/affect the organization's activity and to any organization/public that may have a professional interest in CCUS, after awareness campaigns. The methodological aspects to be addressed in our paper regard the difficulties in reaching a common ground when referring to the definition of stakeholders and some key elements and concepts CCUS related.

C

MĂLINA CIOCEA, ALEXANDRU I. CÂRLAN & BIANCA FLORENTINA CHEREGI

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The Communicative Construction of Public Problems: Implications for a Research Agenda

Keywords: public problem, mediatisation, problematizations, communicative figurations

This presentation explores the consequences of an analytical shift in the literature on public problems, from the standard (institutional) constructionist view which has informed the tradition of conceptualising social problems since Spector and Kitsuse's classic work (1977/2001), to a communicative constructionist view, stemming from the mediatisation paradigm (Hepp, 2013, Couldry & Hepp, 2017).

The rationale behind this shift is based on the conceptualization of the relation between various types of actors as claim makers and the logic of visibility governing processes of publicization in a media ecology marked by accelerated development. If claim-making activities can turn any new-media user into a potential constructor of public problems, then we need to explain how developments in media technology reconfigure the practices of claim-making. In our understanding, such reconfigurations are just a particular case of the socio-cultural processes of transformation which are the target of the mediatisation paradigm.

On the other hand, in a Foucaultian tradition (Foucault, 1980, 1984, 2013), a shift from problems to problematizations is required in order to account for the processual dynamic through which certain phenomena are analysed under specific circumstances and at certain times, while others are ignored. This shift leads to an understanding of communicative figurations (such as: forms of communication, media ensembles, constellations of actors, thematic framing - Hepp & Hasebrink, 2014) as a meta-theoretical framework for the construction of public problems, accounting for the interdependencies between articulations of public problems and articulations of public sphere.

With this aim in view, we first identify and evaluate four theoretical directions that are symptomatic for the transition from social problems to public ones and from problems to problematizations. In the second part, we present the heuristic potential of the concept of communicative figurations for our topic and articulate some implications for a research agenda.

DIANA MARIA CISMARU, CORINA DABA-BUZOIANU, LOREDANA IVAN & RALUCA SILVIA CIOCHINĂ

National University of Political Studies and Public Administration, Bucharest, Romania

Challenges and Success Factors of CCUS implementation in Romania. A Stakeholder Approach/Perception Review

Keywords: CCUS, implementation, challenges, public acceptance,

Carbon capture, utilization and storage (CCUS) is seen as playing an essential role in the transition of the current global industry and power sector to a greener, low-carbon emissions future. The Intergovernmental Panel on Climate Change (IPCC) recently released a report (2018) stating that CCUS is critical in the pathways scenarios proposed for mitigating climate change. CCUS refers to removing carbon from the gases arising from burning fuels for electricity generation or industrial applications and to storing it in geological formations. As far as public understanding and acceptance of this technology is concerned, CCUS is in the center of climate policy debates and negotiations, because “like nuclear technology, CCS is conceived by some as a Faustian bargain, a technological fix for an immediate problem with long-term negative consequences” (Bäckstrand et al, 2011, p. 275). In terms of barriers and challenges obstructing the implementation of CCUS, the main ones refer to the variety of options available, issues related to CO₂ storage (such as leakages), development and deployment challenges, economic and financial viability (Markusson et al., 2012, pp. 907-911). While regulatory models for applying the CCS process exist in countries such as Australia, Canada, Denmark, UK and USA (Havercroft, 2018), it is important to explore the challenges in the other parts of the world. As part of a three years research international project (ALIGN-CCUS, financed under the ACT program during 2017-2020), this part of research aims to identify the success factors, barriers and knowledge gaps referring to the implementation of large infrastructure projects and CCUS projects in particular. 10 stakeholders from both CCUS projects and large infrastructure projects were interviewed in October and November 2018 for the purposes of this research. The results of research could be used for preventing crises and facilitate the successful development of environmental projects in society and of the large infrastructure projects as well.

NICOLETA CORBU, GEORGE TUDORIE, ANA VOLOC & OLGA HOSU

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What's up on Whatsapp: A Uses and Gratifications Approach

Keywords: :Uses and gratifications, Whatsapp, media diaries, social and instrumental gratifications

Uses and gratifications theory is one of the most widely revisited communication theory in the new and dramatically changed media environment. Even though there are numerous studies investigating social media uses, they mostly focus on Facebook, Instagram, Twitter, and YouTube. The rare studies investigating WhatsApp largely rely on in-depth interviews and surveys, and are confined to Western European countries. This paper aims at investigating the uses and gratifications that young people from Romania get from using the WhatsApp platform on a daily basis, by means of an innovative method of in-depth inquiry: media diaries. Media diaries used by third year students (N=229) in a regular day of a regular week allowed for a more comprehensive way of making sense of young people's digital behavior, by merely using self-reported instead of self-perceived or remembered behavior. Findings show that the main reasons young students use this platform are social, professional, and instrumental. The social dimension refers to maintaining relationships with friends and family, fellow students, or work colleagues. The most prominent persons with which students interact daily are the parents (the mother being present in almost all interactions), their best friends, and romantic partner. These characters appear prominently in the need for affection gratification as well, even though this type of need is less frequent than the need for social interaction. Professional and instrumental gratifications sometimes overlap, as the main professional gratifications are related to problem solving within both the academic and the professional life.

D

ALINA DUDUCIUC, ELENA NEGREA-BUSUIOC & ALEXANDRA NISTOROIU

National University of Political Studies and Public Administration, Bucharest, Romania

Communication about pain in health-related context: a pilot study on the representation of pain among Romanian healthcare providers

Keywords: health communication, pain, metaphors, health promotion

Health care professionals – especially physicians and nurses – have been the subject of public criticism when they judge and assess patients' acute or chronic pain. While doctors and nursing practice implies a standardized practice of monitoring patient pain, the lay people are often unable to recognize and address it due to the fear of therapeutic interventions or to the natural predisposition to avoid pain. The disparity between how different social groups understand pain represents not only a barrier to effective health communication, but also a limit of how pain is visually represented and addressed in health advertising. Hence, understanding the impact of pain perception in doctor-patient communication remains a challenging topic since the pain is a subjective experience that triggers a range of biological, psychological and social responses. The current paper is a qualitative interpretation of the results of a questionnaire-pilot-study on the representations of pain among Romanian physicians (N=22) and nurses (N=10). Additionally, the research addresses the use of visual cues and metaphors in health care delivery and promotion. The data revealed that our participants firstly assessed pain in terms of medical science discourses and objects, but they visually represented as unpleasant experience without any reference to the patient or doctors' attempts to ameliorate pain.

Digital natives and their ability to recognize fake news. *Saving the jacalope* experiment

Keywords: digital literacy; fake news; digital natives; digital immigrants

The rise in the use of the Internet and particularly of social media led to a significant change in the way individuals are informed. The evolution of digital technologies conducted to a considerable change – the way digital natives think, access information and relate to others is fundamentally different. In most cases, social networks are the source that people access for obtaining information. These are, however, an environment in which anyone can provide information to an extremely large number of people, an environment where both news from credible sources and false news can be found, the distinction between them being difficult to achieve. Thus, the recognition of fake news has become a topic of interest to both researchers and the media. This paper observes the extent to which digital natives – 10-11 year olds and 18-19 year olds in Romania – have the ability to recognize false information in the online environment and if this aspect is influenced by the level of critical thinking of individuals. The results of the study showed that digital natives do not have the ability to identify fake news, although they proved having a high level of critical thinking. Even the subjects that acknowledged the false information were influenced by the consulted source – whom they did not trust – to perform different actions. These issues are of concern to both the individuals and the society as a whole. Thus, there is an increased need for individuals to develop the ability to identify fake news and to be aware of the particularities with the help of which they can distinguish fake news from true information.

FLAVIA DURACH, LOREDANA RADU & ALINA BÂRGĂOANU

National University of Political Studies and Public Administration, Bucharest, Romania

Towards a Divisive Internet? Public Perceptions on the Circulation of Fake News and the Existence of Online Echo Chambers in Romania

Keywords: echo chambers, fake news, online disinformation

Our paper focuses on the circulation of fake news within online echo chambers and filter bubbles. We follow the argument that whereas in principle the internet allows a rapid and efficient diffusion of diverse and novel ideas, while ensuring the plurality of perspectives and voices, the design and functionality of social platforms may lead to the emergence of new digital borders between communities of ideas.

Although there is no consensus among researchers, there is evidence that societal polarizing changes are mirrored and amplified in the online environment. Globally and locally, hostile mainstream camps are formed on political and social issues. Social media algorithms frequently distribute polarizing political content by selecting what information to show in news feeds based on user preferences and behavior (Narayanan et al, 2018), thus creating echo chambers and filter bubbles (Allcott & Gentzkow, 2017; Spohr, 2017). There is solid evidence that people actively seek, like and endorse the views that support their own opinion, while tending to ignore or actively block contradictory information, even when it is factual (Lazer et al., 2017; Mullainathan and Shleifer 2005; Wardle & Derakhshan, 2017). The combination between the biases of human behavior and the structural design of digital platforms may lead to the proliferation of 'echo chambers' - social structures who support specific views and beliefs, while other relevant voices are actively being discredited. They isolate members by alienating them from any outside sources (Jamieson & Capella, 2008), making users more vulnerable to disinformation and fake news.

Given this context, the goal of our research is to investigate the digital behavior of Romanian internet users, especially in relation to news consumption, as well as their perceptions on fake news and the existence of echo chambers within the online communities they are part of. We employ two representative surveys for the Romanian adult population, conducted in December 2018, to meet these objectives.

A better understanding of the digital behavior of the audience within echo chambers is necessary to clarify the extent to which the digital media ecosystem, and especially social platforms, act as facilitators of disinformation.

F

Parole Hearings in Prison Spaces: Narratives of Rehabilitation and Shaming

Keywords: parole hearings, prison, shaming, rehabilitation, retribution

Inexperienced prisoners look forward to parole hearings with great anticipation. Almost invariably, they are disappointed by the outcome. Experienced prisoners learn to expect the worst but hope for the best. At these hearings, prisoners make impassioned pleas for early release based on remorse and rehabilitation. They focus on the possibility of a different and better future for themselves. Yet members of the parole board focus on the past: the prisoner's criminal record and any violations of the rules during incarceration. By doing so, the parole board attempts to shame the prisoner into meekly embracing a spoiled identity. Prisoners view the parole board as ignoring their efforts to change themselves, but the parole board views prisoners as lacking appreciation for the seriousness of their crimes. Prisoners hope for mercy, but the parole board dispenses retribution. The data for this project are derived from a study of communication in American prisons. Our analysis is based upon (1) the personal experiences of a primary informant who was held in twelve different prisons for more than thirty years, (2) his interviews with and observations of other prisoners, and (3) our readings of fifty autobiographies written by prisoners and former prisoners.

Н

DAFNA HALPERIN, MICHAL ALON-TIROSH & SIGAL PEARL NAIM

The Max Stern Yezreel Valley College, Tel Adashim, Israel (all three authors)
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Perceptions regarding ageism in commercials: A comparative research study

Keywords: Ageism, communication, Grounded theory, commercials, comparative study

The media play a major role in shaping public opinion on different topics, among them stereotypes and perspectives regarding social groups. The influence of the media contributes to the formation of cognitive schemes toward social groups. Yet because different population groups are likely to assign varying interpretations to texts appearing in the media, these cognitive schemes may vary.

The representation of older adults in the media is a prominent example of consistent representation of a social group in different media over time. Studies that examined media representations found exclusion of older adults alongside stereotypical representations that contain many ageist messages. Such messages can generate negative attitudes toward senior citizens and influence how they are treated. This raises the question of whether different population groups are equally able to recognize ageist messages in the media and whether these groups' attitudes regarding such messages differ.

This study examines reactions toward and interpretations attributed to commercials that include ageist messages among two different populations groups: undergraduate students (aged 20-30) and senior citizens (aged 65+). Three group interviews conducted among each of the study populations (for a total of six group interviews) examined whether the participants recognize ageist messages in commercials, how they feel about these messages, and how the two population groups differ. The data were analyzed according to the principles of the grounded theory method.

The findings showed differences between the two populations' perceptions of the commercials. Senior citizens recognized ageist messages earlier than students. Moreover, students were ambivalent about ageist messages and stereotypical portrayals of older adults in the commercials. The senior citizens expressed negative attitudes toward the commercials, while the students viewed the commercials as amusing and entertaining.

ELIZA-IULIANA HOPȘA & IONELA CARMEN BOȘOTEANU

The Doctoral School of Economics and Business Administration, Iași, Romania
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Patterns of Empathy in Online Communication. A Comparison between Private Hospitals vs Public Hospitals in Romania

Keywords: #empathy #empathic communication #entrepreneurial marketing #consumer satisfaction #qualitative research

The healthcare system worldwide has great emphasis on communicating with patients. Communicating with the patient is an educational process that future doctors will start from medical school. Today, communicating with patients is a strong point of physician-patient relationship and at the same time is the most important marketing action for any hospital. Consumers in the health sector are demanding, being the social actors who suffer from health affections. Thus, there is a need for good and effective communication between patients and physician, sometimes even empathic communication is needed.

Empathy is an element of relationships established between healthcare providers and patients. And, the first source of information to healthcare consumers is the information presented online. Thus, the hospital's website or Facebook page must provide first-aid information, namely information about processes, processes, costs, appointments, etc.

An informed client can easily become a patient satisfied with the medical services he has received. The fact that a potential customer of medical services finds much easier and more information in the private medical system in Romania is a reality closely related to the entrepreneur. Entrepreneurs invests in communication and marketing to increase his profit share, while the public healthcare system is not a profit-oriented one, giving a low importance to communication and entrepreneurial marketing, which leads to a lack of empathy at the doctor-patient level.

In this analysis we will investigate the empathic communication made by 10 hospitals in Romania, namely 5 private hospitals and 5 hospitals from the public health system. We will conduct a content analysis of the web pages as well as the messages communicated through the Facebook platform. The reason I am doing this research is to determine the direction to which hospital entrepreneurs and managers should channel their efforts to achieve an increase in patient satisfaction.

ALEXANDRA HOSSZU & MIHAI ALEXANDRU BOTEZATU

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Romanian-American University, Bucharest, Romania

Communication approaches within the National Program for Cervical Cancer Screening in Romania

Keywords: health communication, cervical cancer, screening

Romania ranks 3rd among the EU-28 Member States in the incidence of cervical cancer (Joint Research Centre, 2018). Starting with 2012, the Romanian state has implemented a populational screening program for cervical cancer that targeted the women aged between 25-64. The program was initially planned for 5 years (2012-2017) and aimed to detect cervical cancer in early stages. During the first 5 years, the program has reached only 10.8% of the targeted women (Ministry of Health, 2018). In order to identify the challenges and difficulties of the program, we realized 9 interviews and 6 focus-groups with different stakeholders involved the screening process – practitioners, women who benefitted from the program, women who were not involved in the program, NGOs and institutions representatives. The qualitative research was conducted in 5 cities in Romania: Iasi, Constanta, Timisoara, Ramnicu Valcea and Bucuresti. The program had several challenges in terms of budgeting, collaboration between institutions, general practitioners and gynecologists' lack of motivation. The communication approaches didn't succeed in mediating the challenges. Instead, they aggravated them through (1) unclear institutional processes, (2) inefficient methods for approaching the targeted women and (3) contradictory messages regarding the program. All these communication shortcomings determined lack of confidence in the program from the medical practitioners and targeted women. Our research discusses the potential and actual relevance of communication in the implementation of a critical public health program, and proposes guidelines for future communication strategies.

ALEXANDRA HUȚANU, PATRICEA-ELENA BERTEA & IRINA-CRISTINA COJOCARIU

“Alexandru Ioan Cuza” University, Iași, Romania

Facebook vs Instagram - Competing for the love of users

Keywords: love break up letter, ux methods, facebook

Facebook is the biggest social network in the world, with more than 2.2 billion active users every month. Since 2006, Facebook has changed the way people communicate and interact with technology. This paper uses qualitative research to analyze users' perceptions towards Facebook. By using the method called love/break up letter on a sample of 52 users, the study identifies users' positive and negative emotions felt towards the platform, as well as Facebook's qualities and weaknesses. During the research, we asked the respondents to imagine that Facebook is a person and to express their feelings towards the platform – first to focus on the positive feelings, in a “love” letter, and after on the negative ones, in a “break-up” letter. The advantage of this method is that it allows respondents to freely express their feelings in writing, without the interference of the researcher. After writing the two letters, we asked the respondents to choose between continuing the relationship with Facebook or breaking up. Even if 27 respondents chose the break up and only 25 to continue the relationship, the final results revealed a higher number of positive mentions (314), comparing with negative mentions (238).



Discursive dimension of ageism in recruitment processes. Older employees' presentation of self

Keywords: ageism, age-based stereotypes, discourse analysis, presentation of self

Given the alarming decline of the birth rate, the population in Romania has grown old, a process that has consequences over the labor market as well. Organizations are now constrained to adopt several policies in order to ensure the necessary human resource, including the recruitment of older people. Unfortunately, older candidates for a job confront with various stereotypes from recruiters as well as future managers. Most commonly encountered stereotypes about older employees, identified in the sociological literature, reflect them as being easily distracted by family issues, unable to learn new skills or to keep up with technological advancements. This group of stereotypes constitute the root of a type of discrimination called ageism, which in turn, generates a great deal of frustration, anger and low self esteem among the older representatives of the work force. A discourse analysis of the replies placed by readers in the Comment sections of articles addressing the difficulties of people over 45 years old to get hire as well as blog posts belonging to both HR representatives and older employees and personal testimonials regarding the hardships of being old and unemployed reveal the following: representations of recruiters regarding older candidates fall into various categories while "45+" respondents exhibit different self-presentations and perceptions regarding their skills, self-worth and opportunities to get hire.

DENIS IORGA, COSIMA RUGHINIȘ & RĂZVAN RUGHINIȘ

Faculty of Sociology, Bucharest, Romania (first two authors)

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Towards transparent and participative crisis communication infrastructures: a comparative study of RoAlert and Facebook Safety Check

Keywords: earthquake, crisis, social media, risk communication infrastructures

Building on the distinction between crisis and disaster, this paper aims to understand how the study of social media can improve the design and implementation of risk communication infrastructures. Faced with an existential threat produced by an earthquake, individuals now use social media as a tool for coping with this kind of natural disturbance. We argue that the study of the way a social system manages a natural hazard via social media reveals a series of guidelines for building efficient and human-centered risk communication infrastructures. Models explaining risk communication processes like Situational Theory of Publics and Heuristic-Systematic Model are used to compare Facebook Safety Check with RoAlert, a Romanian SMS risk communication infrastructure that was portrayed in the media environment as failing to fulfill its warning function regarding a 5.8 earthquake occurred in Vrancea Country on 28 October 2018. A qualitative directed content analysis method is applied on data from two social media platforms (Facebook and Twitter) to support the argument of this paper. Data is represented by 73 screenshots regarding reactions evolution over time to a Facebook news social media post that announced the occurrence of the earthquake and 87 tweets on the RoAlert topic. Social media is illustrated as an environment that provides insights regarding risk communication characteristics of a given social structure. The study also reveals how transparency and participativeness are two core values for the design and implementation of risk communication infrastructures.

Older People and Technology use: The Importance of Using Video Stimuli in Group Discussions

Keywords: Older people & Technology use; Video stimuli in Focus Groups; Innovative Qualitative methodologies; Experiences in using Communication Technologies

Current work aims to reveal difficulties and opportunities of integrating the new communication and information technologies in older people's live, particularly when we talk about older people who appropriate communication technologies later in life and with limited support for family members.

We gather data through the means of focus groups and we employed an innovative methodology, using a short movie: "The Yellow Smiling Face", directed by a young Romanian director Constantin Popescu (<https://www.youtube.com/watch?v=8HDM6ERbBKA>)—already distributed in several film festivals. We used this movie as a trigger for participants in a series of focus groups with older people, asking them to describe situations from their lives in which they experienced similar situations, feeling, difficulties in using different types of communication technologies. Introducing a short movie in the focus group allows a reflection on everyday practices with communication technologies.

When discussing the findings, we reflect on the opportunity of using creative methodologies in focus groups, particularly with older adults and technology use. Traditionally, focus groups involve informal discussions around particular topics (Krueger, & Casey, 2000) and rely on the fact that, in a safe environment, with people similar to them, participants would feel less threatened and willing to share their opinions and experiences (Wilkinson, 2004). Though focus groups are largely used in different areas for more than 80 years (Merton, 1987) few studies have investigated the role of different visual stimuli in eliciting people's reactions in focus groups. When discussing older people and technology use, participants might feel reluctant to talk from different reasons: (1) their experience in using technologies might not be very similar. Several studies (Loos, 2012; Neves, Waycott, & Malta, 2018) have underlined the fact that older people are not a "homogeneous" group in the way they used communication technologies; (2) older people could experience stereotype threat, as they might perceive themselves poorer in using different technologies than they actually are (Ivan & Schiau, 2016); (3) talking about negative experience in using different devices: the dependence of others who are called as assistants, the frustration in handling new applications or the social pressure to accommodate them in everyday life is probably difficult (Fernández-Ardèvol, & Ivan, 2013) and generally speaking is not easy to share (Linhorst, 2002), unless people perceive that such situations are common to others. In this respect, using video stimuli might trigger older people's answers and their willingness to share positive and negative feelings in using communication technologies in everyday life.

K

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Seniors' experiences of social inclusion through digitally delivered dance in rural Canada

Keywords: social inclusion, seniors, digital delivery, dance

Older people, especially those living with dementia, experience significant barriers to meaningful participation in their communities, particularly in underserved non-metropolitan (rural) areas. Improving social inclusion requires careful attention to the diverse experiences and contexts of older people as well as to developing accessible, non-stigmatizing and affordable programs that facilitate participation in both community and institutional settings where older people receive care and support. Focusing on the potential for a digitally delivered, arts-based program to address these issues, this paper examines the challenges and opportunities in the digital delivery of the Baycrest NBS Sharing Dance program, a weekly dance class facilitated in-person in various community settings with professional studio-based instruction via video streaming. We draw together findings from community-based, multi-method pilot studies in the Greater Peterborough Area, Ontario and the Westman Region, Manitoba (2017-19) Canada. Through observations, diaries, focus groups and interviews featuring program participants, facilitators and instructors, we examine the experiences of older adults participating in the digitally delivered program as they relate to understanding the multiple dimensions of social inclusion. The latter are framed by Walsh et al.'s (2012) multi-dimensional approach to building understanding about age-related exclusion and inclusion, which enables a discussion of the influence of individual capacity, life-course trajectories, place and community, and macro-economic forces. We conclude by recommending a balance between digital delivery and in-person facilitation to maximize effectiveness of social inclusion in further development of arts-based programs for the health and wellbeing of older people across Canada and internationally.



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Characteristics of SMEs in creative industries in Romania

Keywords: SMEs, creative industries, entrepreneurship

This paper aims to provide an insight into the current state of SMEs set up in the creative industries in Romania. After a synthetic overview of the most important theories in the literature on SMEs and their role in socio-economic development, the paper will focus on the creative industries – their contribution in the current European economy and the situation of these industries in our country. The paper will continue with a secondary data analysis from recent statistical research on the SMEs initiatives at European and national level.

Our own research aims to identify the characteristics of SMEs created in the creative industries and consists of two parts: a) a qualitative content analysis on three Romanian journals in the field, in order to identify the motivations behind the decision to become an entrepreneur of an SME and the sources of funding; b) interviews with entrepreneurs who created an SME in the creative industries, in order to outline the robot portrait of a successful SME entrepreneur in the creative industries, to identify the reasons that have led to the choice of a creative business sector and to identify the obstacles that Romanian SMEs owners in the creative industries have encountered.

The motivations that were the engine of the decision to open an SMEs in creative industries include: passion for a particular industry, the desire to bring a new, innovative concept to the market, the desire to follow their own vision, the autonomy offered by this job, financial independence, contribution to the well-being of society, the desire to achieve something that counts for the population, which offers a solution to a real need of those around. With regard to the forms of funding used, the predominant sources are personal savings, followed by the StartUp Nation program, European non-reimbursable funds, sources of income from the business partner, loan from friends, crowdfunding campaign. The obstacles that Romanian SMEs owners in the creative industries have faced were: lack of qualified human resources, investing all the resources held with the risk of the business failing, enormous responsibility towards their customers and employees, uncertainty of profit, fierce competition. A successful SME entrepreneur is regarded as a leader, because he acts on the basis of an informal authority, is open to change and innovates; he aspires to form a vision and implement it in order to bring a significant contribution to society's welfare.

M

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The cognitive age vs. the chronological age. A Boomers' perspective

Keywords: cognitive age, chronological age, age perception, age segmentation

Age segmentation is popular because it is a simple and logical operation. But is it relevant to use the chronological (biological) age in this respect, or perhaps we should appeal to the age felt by people, also called chronological age?

This article is built around this question. We want to find out which of the two criteria better reflects the identity and behaviour of an individual, providing an understanding of the underlying motivations of consumption.

Our research is based on a semi-structured interview, so it is a qualitative one, wishing to explore the psychological basis of the studied aspect. The research problem aims to identify the perception of chronological age and cognitive age (measured by the following three elements: physical appearance, state of mind and interests / actions) perceived by women over 50 years of age, domiciled in the county Iasi, before and after using cosmetics. Our results can be a starting point in rethinking this segmentation criterion.

Typologies of Elderly People Using Technology Revealed by Telecommunication Campaigns in Romania

Keywords: commercials, seniors, technology, mobile communication

In Romania, the technological gap between generations is obvious comparing to other countries, because of economical transition and mentalities. Seniors were not the favorite target for many categories of products considering their income and fear of novelty. Medical services, FMCG-s and common issues awake their interests more. Still, the reality has changed on the Romanian market because of the population aging. According to the National Institute of Statistics, at 1 January 2019 the index of aging in Romania increased from 110% (2018) to 113.4, and average age is 41.5 years old. In this context, brands and clients reconsider their strategies and start not only communicating with this age category, but also educating them regarding the use technology. Consequently, Katz's (2002) comparison between old and modern portrayal of elderly has become available, too. Segmentation of elderly is generated by geographic, psychographic and behavior, but changing the attitude is not that simple.

The purpose of this paper is to analyze a sample made up of minimum 50 advertisements of telecommunication brands (Romtelecom, Telekom, Vodafone) whose target is seniors or which refer to services involving them in order to discover their typologies. Telecommunication is very dynamic category, because technology is its main pillar. Digital communication becomes another challenge for elderly, but quite mandatory to stay in touch with their families. The qualitative approach requires framing theory and content analysis to identify seniors' lifestyle, their relationship with technology, their perspective on technology and their emotions. Nabi (2003)'s emotion-as frame perspective highlights relevant aspects that can be linked with emotions. The present research focuses on commercials created for the local market, not for the East-European one, as it happens in Orange case. Therefore, we have selected campaigns running between 2009 and 2019, since above-mentioned brands have started appealing to seniors, whose main interest channel remains television.

N

Social Media Communication of Museums – the Case of Southern Poland

Keywords: social media, communication, museum, relations, audience

To effectively respond to on-going, dynamic social and technological changes and to enhance audience engagement, museum institutions have begun to modify the channels and patterns of communication (e.g. Fletcher, Lee, 2012; Holdgaard, Klastrup, 2014). According to the current debate, the development and implementation of the concept of an audience-oriented museum that builds on multilateral relations with a broad spectrum of stakeholders can be substantially enhanced with the usage of digital and social media platforms (e.g. Kim, 2018; Zafiropoulos, Vrana, Antoniadis, 2017), which enable one-to-many and many-to-many communication (Fletcher, Lee, 2012; Zafiropoulos et al., 2017). Nevertheless, although it has been observed a growing interest and activity of museums in the social media sphere (Pett, 2012; Fletcher, Lee, 2012; Russo et al., 2008), recent studies have also suggested, that museums tend to rely mainly on one-way communication with the audience despite of the channel used (e.g. Fletcher, Lee, 2012). The underuse of the true potential of social media raises questions regarding commitment as well as proper management in the area. Despite a growing scholarly attention directed to the issue, the cognitive gap referring to the communication pattern of museums using social media still remains unfilled.

Due to the lack of any aggregated data on social media activity of museums in Poland, the purpose of this study was to investigate how museums in the Southern Poland are currently using social media. The research was focused on the identification of the types of social media sites used by museums and on the ways museums increase audience participation on those sites. To address the research questions we conducted the content analysis according to the desk research procedure, using the collected data on all museums located in the Malopolska Region in Poland. Obtained results provided several important insights into the social media activity of museums that reflects certain patterns.

Increasing Brand Loyalty with Human Rights Initiatives: Nike's Just Do It 30th Anniversary Campaign

Keywords: transnational corporations, social justice, human rights, brand loyalty

Nike's global net income dropped from \$4.2 billion in 2017 to \$1.9 billion in 2018. Nike was suffering from its association for sponsorships with athletes who had turned from worldwide celebration to international infamy, including cyclist Lance Armstrong and sprint runner Oscar Pistorius. Nike was also hurt by a media report detailing sexual harassment complaints from 50 women employees. The 30th anniversary of Nike's *Just Do It* campaign provided an opportunity for the corporation to seek to regain global trust. Since its launch in 1988, Just Do It had enlisted celebrities of various backgrounds, such as LeBron James, Michael Jordan, Spike Lee, and Ronaldinho. In 2018, Nike utilized Colin Kaepernick as the face of the 30th anniversary campaign and "Believe in something, even it means sacrificing everything" as the campaign message. Kaepernick had lost his employment in the National Football League after kneeling at games during the national anthem in protest of police brutality against African Americans and systematic oppression of minorities in the United States. The 2018 *Just Do It* campaign ad positioned Nike as a human rights and social justice advocate by showcasing, in addition to Kaepernick, Muslim women athletes, physically impaired sportspeople, and young white inner city skateboarders, encouraging viewers to follow their dreams. The ad attracted a frenzy of media attention and social media commentary. Those who considered Kaepernick's kneeling during the national anthem as disrespectful vouched to boycott Nike, whereas those who viewed Kaepernick's anthem protest as a heroic act declared their devotion to Nike. Through a qualitative analysis involving the examination of key media and social media materials as well as a social marketing framework, this paper shows how Nike's decision to focus on Kaepernick and human rights for the 30th anniversary of *Just Do It* resulted in renewed brand loyalty.

Online and offline sexual harassment. An intercultural comparison

Keywords: online sexual harassment, offline sexual harassment, individualistic cultures, collectivistic cultures, gender

This paper focuses on the topic of the online and offline sexual harassment considering the differences between genders and between individualistic and collectivistic cultures. Prior research has not examined systematically the differences between what people consider to be online and offline sexual harassment. Due to the fact that online disinhibition can increase harassment and other forms of negative interaction in the online environment, some individuals feel they can engage in deviant online behaviours without consequences, leading to toxic disinhibition. Therefore, we hypothesize that women and individuals from individualistic societies are more aware of sexual harassment both in online and offline space. Moreover, we assume that people consider some behaviours to a higher degree as sexual harassment if these are done offline compared to online.

The hypothesis was confirmed by the findings of a sociological inquiry with both open-ended and closed-ended questions on a sample (n = 169) of Romanians (n = 91) and British (n = 78) respondents. The research findings are consistent with previous studies that stress that the easy Internet access on different devices and routine activities on social media have led to the risk of being a victim of online sexual harassment. These data may indicate that children and young people need to be informed about what online sexual harassment is and how to avoid it.

P

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Beyond team's wins or defeats: discursive display of fans' support within sport online communities

Keywords: fans' engagement, fans' identification, sport online community, sport
netnography

Social media redefined the fans' behavior and interaction practices, changing both the institutional and the individual sport actors' relationship with their fans. Moreover, they provided new settings and forms of fandom display and fan community dynamics. Analyzing fans' online behavior in terms of engagement and identification with the sport clubs, the aim of this paper is to understand the dynamics and (re)positioning of the football fans towards their favorite team after wins and defeats.

Grounded on a netnographic research framework, the study focuses on a Polish official Facebook fan's community – Manchester United Polska, which gathers more than 14000 members. The analysis covers not only the content-related aspects brought out by the posts and comments of the community members during the timeframe of the participant observation (February- April 2019), but also the relational and interactional aspects regarding the overall community dynamics.

Using the Campbell, Aiken and Kent's extended theory of BIRGing, CORFing, BIRFing and CORSing (2004), the study outlines the continuous process of fans' repositioning triggered by the team's game performance and results. Moreover, it brings to the fore the question of fan loyalty and its results' (in)dependency, which generates interesting dynamics and deliberative spaces within the fans' online community.

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Literacy and Socialist Culture

Keywords: culture, literacy, propaganda, publishing, communism

The paper delineates critical aspects of the notion of culture as it was understood and constructed during the communist regime in Romania. We look at the prevailing discourse and ideological influences that shaped it, as well as some of its propagandistic functions. The notion of literacy and observations on the functioning of the publishing sector will provide the framework through which we will analyze the intersection between culture and propaganda.

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Management Mechanisms of Addressing Secondary School Dropout in Romania

Keywords: dropout, management mechanisms, education policies

Management mechanisms used in relation to addressing the worrisome phenomenon of school dropout in secondary education have rarely been investigated. This paper aims at inquiring about the management decision-making process that is used in secondary schools in order to find ways of diminishing the dropout rates and to suggest recommendation for policy makers. By means of in-depth interviews (N=21) conducted with secondary school principals and class masters in one Romanian city (Pitești), we looked for patterns of specific measures used at the class and institution levels in order to motivate pupils to stay in school, especially those at high risk of dropout, coming from poor, monoparental families, students with family problems or affected by different cognitive impairments. Results show that most class masters use rather one-to-one discussions with parents and students, than looking for management strategies, while principals mainly delegate this to class masters, and rarely develop coherent strategies at the institution level. The latter also believe that the main responsibility for addressing the issue of scholar dropout should be taken by the education inspectorates, and not by the schools themselves.

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Story of Vietnamese Migrants Worker in Romania: Qualitative Research in Healthcare

Keywords: -

In two years, the number of Vietnamese working immigrants in Romania is doubled, which increased from 1,200 in 2017 to 3,500 in 2019. Most of these workers migrated to the country through brokerage firms in Vietnam and taking jobs in food, construction and smokestack industries. They have been facing with vulnerable risks due to the long working hours, low salary and new life environment. Purpose of the research is to prove that the health risks of workers are serious problem. The research will collect data from three subjects: new immigrants, one-year immigrants and immigrants suffered from work accidents in Romania. Research methods using observation, interviews and story building on health vulnerabilities of these workers and a narration will be developed on their own experience and perception of the issues. The research also draws out ideas to increase our awareness of the existing vulnerabilities and to help them immigrants to improve possible health risks.

R

Productive (In)Consistencies. Potentials and Limitations of a Multi-method Design to Investigate Everyday Life Media Experiences of Women 60+

Keywords: methodological reflection, multi-method research, aging and ICTs

This methodology paper will critically discuss and reflect on the multi-method research design of a current empirical project investigating everyday life media experiences of women aged 60+. What are the potentials and limitations of looking at media engagement of older women employing various qualitative methods, such as guided interviews and walking interviews in small domestic spaces, as well as a quantitative online survey? How can different forms of evidence complement but also contradict each other? And how can we use these consistencies and inconsistencies productively to produce a multi-dimensional representation of everyday life media experiences? These questions are of particular interest in connection to the thematic area of aging since age constitutes a structural variable creating shared social experiences such as retirement but at the same time is also a very individual experience. Using examples from research material and data of the aforementioned study, this paper demonstrates how different epistemologies and empirical tools of investigation promise to deepen our understanding of aging in connection to media technology change.

Employability and professionalism in Romanian public relations. Employers part of the story and their expectations from the academia

Keywords: Romanian public relations, public relations professionalism, employability of public relations graduates, academic outcome, university-industry relationships

In Romania, the area of professional communication in general and that of public relations in particular started to develop after the fall of the communist regime, 30 years ago. The first public relations academic courses, professional associations and public relations agencies appeared and developed almost simultaneously. Today, Romanian public relations industry is a complex one, with a great number of actors, performing also on the national and international level, winning important awards, offering a wide variety of services, all based on both insight research and creativity.

Universities prepare an impressive number of communication and public relations graduates to enter this labor market. In parallel, academic research in this area started to develop. Still, most research subjects present a descriptive-evaluative approach, investigating the Romanian reality in comparison with a public relations classical theoretical model. An important further step in raising the level of professionalism in Romanian public relations might be to connect more closely theory and practice, university studies and labor market expectations and needs. The present paper is linked to this objective, as part of a wider project carried out by the team I am part of, which aim is to potentiate strategic partnerships between academia and public relations professionals.

Precisely, the paper discusses the implications of a qualitative, interview based research, conducted with representatives of Romanian relevant public relations agencies. The study investigates the expectations public relations agencies have from universities, regarding the preparation of future graduates. The research reveals relevant insights regarding: employability of public relations graduates, public relations education potential challenges and, not least, possible directions for future university-industry partnerships.

Elders using technology - a comparison of transnational and non-transnational subjects

Keywords: #ageing #technology #generations #globalization #uses&gratifications

The recent years brought progress in healthcare and a substantial increase of life expectancy with substantial demographic effect, notably ageing communities (Bevinn, 2011). Globalization also allows one for more diverse options of living the now longer life. Globalization also produced novel phenomena, such as transnational families, whose members live “with a foot in two countries” (Treas, 2008, p. 470) and use technology for preserving strong ties because it helps instant information sharing or immediate money transfers (Parrenas, 2005). The communication between opposite generations, grandparents and grandchildren is usually the most affected by the distance. As discovered by Ivan & Fernández-Ardèvol (2017), grandchildren represent a good motive for elders to start using technology in a transnational family. This research stresses what are the reasons for non-transnational elders and even for transnational elders to start using technology and also intends to discover regular uses and gratifications elders identify for their daily necessities. Considering the tendency to stigmatize elder’s abilities in general that shade also their image in the digital world (Fondevila Gascón, Carreras Alcalde, Seebach, & Pesqueira Zamora, 2015), the research also questions elders’ sense of being perceived and their perception of other users and non-users. Using semi-structured interviews conducted with two separate groups (TNF elders users, N=2, non-TNF elders users, N=2) aged over 65 years, this research discovers the need of encouragement elders need from the family to start using the technology, the dilution of borders, their common sense of being perceived as “an old person that wastes their time on the internet”, but also the skills and the understanding of technology that varies and differs with age.

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They have needs, they have goals: using communication theories to explain health-related social media use and health behavior change

Keywords: social media and health; media system dependency; uses and gratifications; health behavior change

Today many people use social media sites such as Facebook, Twitter and YouTube. Despite extended research on the use of social media for health-related issues, little research attention has been devoted to understanding the goals and needs behind such use and its effects on health behavior. The goal of this study is to fill this research gap by employing Uses and Gratifications theory and Media System Dependency theory. The data for this study were collected through six focus groups of internet users in Israel. The findings show that people utilize a number of social media sites for health purposes, according to specific needs and goals. These needs and goals motivate individuals to choose timing, search language and search topics and to establish criteria for assessing the quality of information and its publishers. The social media is perceived to influence health behavior on different levels.

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Shades of fake: Classification and assessment of anti-vax science

Keywords: Vaccine hesitancy, Digital disinformation, Bad science, Anti-vax discourses, Scientific rhetoric

In daily conversations and public debates, vaccine hesitant parents are often accused of being deficient in their understanding of science. Still, this “science deficit model” has been displaced by a “trust deficit model” by a consistent tradition of research in public understanding of science (Blume 2006). Anti-vaccine parents and militants search for scientific information and advice, using specific filters aiming for authentic, unbiased knowledge, while distrusting what they consider to be the mainstream and corrupted scientific experts and institutions, often within a conspiratorial frame. Anti-vax discourses, from Facebook posts to blogs, videos or published books, are rich in references to science that kindle distrust in vaccines and officially-sanctioned expertise (Kata 2012, Scott 2016). While many of these references can be bluntly fake or distorted, there is a kernel of anti-vax published science that consolidates anti-vax discourses and enables specific tactics of legitimation.

In this study we analyze a corpus of scientific articles and documentary journalism that investigate anti-vax discourses, and we propose a typology of anti-vax science. Anti-vax science is diverse, ranging from “bad science” (Offit 2010) published in predatory journals, to rare articles in legitimate journals, misleading research based on self-reported data such as the VAERS system, books that synthesize knowledge claims to advise parents and the public, such as R. W. Sears’s best-seller “The Vaccine Book: Making the Right Decision for Your Child” (2007), and high-profile hoaxes (Flaherty 2011) such as Wakefield’s article (1998). Published research under conflicts of interests is also a significant fuel of doubt and controversy (DeLong 2012). We examine genres, authors, and social contexts in which anti-vax science becomes public, and we propose a classification and assessment heuristics to guide researchers, practitioners, and the interested public.

S

Propaganda Discourse on Energy Projects with Romanian Involvement in the Black Sea Region

Keywords: propaganda; propaganda discourse; frames

I propose in this article to investigate the propaganda discourse mechanism in the neighborhood of Romania regarding the energy projects with Romanian involvement in the Black Sea region. Emphasis will be put on Russian and Hungarian discourse in the context of the interest of the respective states for the mentioned energy projects.

When talking about propaganda, public space is dominated by references, analyzes, and researches on Russian propaganda, not because Moscow is the only one who practices this kind of speech but because of its manners and amplitude.

On a theoretical basis, I will address the themes such as the particularities of the political discourse, the discourse-context report, and I will deepen the theory developed by Van Dijk - the cognitive analysis of the discourse. The mental model theory, developed since the 1970s, focuses on the influence of the mental model on the production and understanding of the discourse.

Concerning "context" and relation "context – discourse", van Dijk views the context as a mental model of the particularities of the situation and ways to interpret the situation, interpretations based on a socio-cultural knowledge. The mental model includes beliefs, stereotypes, collective opinions, emotions, ideologies that are activated by speech and discourse.

In the practical analysis of the propaganda discourse, based on van Dijk's theory, we chose as an event the exploitation of the Black Sea gas and the prospects of connecting with the BRUA corridor. We selected 3 communication products (genre: media, political, institutional interview): an article from ro.Sputnik.md; an interview with PNL deputy Virgil Popescu, deputy chairman of the Chamber of Deputies' Industry and Services Commission; Statements at a press conference by Kristof Terhes, CEO of FGSZ, the Hungarian gas carrier. We applied van Dijk's model and frame analysis on the above-mentioned communication products.

In order to identify dominant frames, we opted for a mixed approach: normative / deductive and inductive.

The qualitative analysis revealed that the propaganda discourse in Romania's neighborhood uses the following frames: The foreign oppressor; Impossibility, the foolish ancestral fate of the Romanians; Player; Incompetence (Romanian authorities).

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Communicating fear in post-communist Romania

Keywords: Discourse of fear; Risk; Media; Communication; Culture of fear

Fear is a powerful emotion and influences our reasoning and behavior. Fear has been studied mostly from a psychological point of a view, scholars highlighting its role in human evolution.

From a sociological perspective, fear holds an even important role, studies showing its role in shaping our social actions. More known to the public is the concept of risk. But sociological studies about risk address fear as a consequence when people are exposed to dangerous situations.

Living in a culture of fear affects our daily social interactions. We can see fear in almost every domain of the social space: in the movies, at the news, in the entertainment industry, in popular culture, in politics. Furthermore, we can observe its implications in the development of social movements or in the functioning of social institutions such as education.

My paper examines the social consequences which occur in a society when a discourse of fear is promoted. After living for almost half a century in a regime entirely based on fear, today's Romanian society still holds the marks of that period. The difference is that now fear(s) can be explicitly observed everywhere. After the fall of the communist regime, this explicit fear content, together with the social actions people were used to, helped preserving and developing a specific culture of fear. Media and social networks are two social institutions which boosted this culture.

In order to investigate how fear is communicated both in real and in virtual environment and its impact over Romanian society I aim to present a case study regarding the social movements which happened starting with 2014.

The influence of patient characteristics on communication between the doctor and the patient

Keywords: patient, doctor, communication, sociodemographic variables

In the last decade, a series of organizations have included medical communication as one of their primary focus in their annual reports (e.g. Institute of Medicine, 2003). Moreover, health communication objectives were included since 2000 in the Healthy People 2010 (a comprehensive, nationwide health promotion and disease prevention agenda) objectives for the U.S. citizens (U.S. Department of Health and Human Services, 1999). Later on, in 2002, the American Association of Medical Colleges and the American College of Graduate Medical Education have added competency requirements for graduates in six core skills (e.g. patient care, medical knowledge etc.), including interpersonal and communication skills (Roter & Hall, 2006). The increased importance of patient-doctor/doctor-patient communication is well illustrated by Roter and Hall (2006) who pointed out the fact that “once the patient and physician are brought together, they enter a relationship predicated on the expectations each holds for the conduct of the other. The relationship thus formed has substantial implications for how the curing and caring process will be accomplished and the extent to which needs and expectations will be met, satisfaction achieved, and health restored” (p.23). As stated by Bleakley (2014), “patients’ health and safety might be placed at risk through poor communication” (p.22). Many factors contribute to how an individual doctor or patient may behave during the medical visit. Some of these factors are highly individual, like personality traits or prior experiences. From current research findings, others factors such as sociodemographic variables (age, race, gender, education, and social class) or patient health status were also found to be quite predictive of both patient and physician behaviors.

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Seeking Commitment on Tinder: emotion work on a digital dating market

Keywords: online dating, relationship goals, storytelling, narrative analysis, Tinder

We analyze emotion work (Hochschild, 1979) of Tinder users that pursue long-term relationships on a platform that is optimized for multiple temporary relationships. Given the market-like design and the business model of Tinder, the app incentivizes and encourages serial short-term dating. Users looking for committed relationships must account for their goal in specific ways and must employ specific defensive and search strategies. A great date is secured by eliminating doubt and understanding another's dating intentions and needs. Even though dating apps underline a matching purpose, Tinder users may or may not make their relationship goals public. By not being required to set a public goal, individuals are communicating and reiterating their dating intentions in every new conversation with a potential partner. Past experiences, personal motivations, and cultural beliefs become highly relevant in the description of relationship goals. In their communication, users perform gendered discourses in relation to expected relationship scripts. The desire of a long term and meaningful relationship may imply the need of an extra effort of communication in a setting that favors short term relationships.

The data for this project is extracted from interviews with Tinder users, forum discussions, and observation data. Our approach is based on a narrative analysis that captures individuals' emotion work in pursuing the relationship they desire in one of the most popular digital dating settings in the world.

Fighting with the public. An analysis of the United Airlines crisis on social media

Keywords: crisis communication management, online crisis communication, social media crisis, online reputation

During the past years, the online emerging media increasingly received academic attention due to its interactive and participatory features, which have been progressively included in the crisis management practices. The United Airlines social media crisis from April 2017, in which a passenger was violently dragged off the airplane, sheds light upon the practical consequences of these types of unpredicted events. The present paper addresses the impact of such crises on the organizational reputation by using a qualitative textual analysis of the visual and textual content shared in social media (by both United Airlines and its crisis stakeholders). The findings of this study outline that the viral impact of a social media crisis can only have a temporary effect over a company's overall market value due to its consolidated brand image and notoriety amongst its targeted crisis stakeholders. Moreover, the results show that the delayed information sharing process amongst all the involved stakeholders, the lack of empathy, or the prioritization of the organizational financial losses are some of the most important variables that generate negative mentions on the online reputation of a brand during a crisis. Consequently, the research results of this study are integrated in a crisis communication campaign proposal which intends on turning the main challenges of the crisis into future opportunities.

Understanding Sputnik News Agency – internet traffic analysis

Keywords: Social Media, Sputnik, Fake News, Traffic analysis

Sputnik news agency remains one of the main channels of dissemination for Russian narratives, assumed entirely by the Russian Federation, and used directly to boost strategic objectives, especially across borders. The reflection of interest in the theme is also translated into the EU where the East StratCom Task Force has been coagulated in an attempt to uncover and, as far as possible, “correct” the informational aggressions generated by the Kremlin. This research focus on an insufficiently explored academic sphere and closes Lasswell’s classical content analysis scheme (who, what, how, how does it communicate, with what results?), providing practical methodological solutions for quantification of communication outcomes and the description of the audience and its behavior. Modern technologies provide tools and techniques for complex analysis of virtual space, especially when we talk about active press agencies on public domains with metered access. Thus, traffic analysis allows us to interpret the data / meta data captured by virtual search engines to answer specific questions as: Who are the platform users? Where do they come from (directly or from an external link)? What do visitors do on the website? How much time do they spend on it? Where do they browse after visiting the site? The technique also includes segmentation of bouncers by prolonged visitors, segmented traffic (paid, organic, direct) as well as click-pattern analysis or keyword analysis. The evaluation was conducted with data extracted through Alexa’s service provided by Amazon and Gemius data - the Moldovan Audit Office of the Circuits and the Internet.

T

Interpretative Repertoires of Immunization in Romania

Keywords: discourse analysis, immunization, interpretative repertoires

The proposed research presentation aims at shedding new light on the issues of children immunization in Romania by focusing on the discourses that animate private decisions and public debates. I have approached the vaccine refusal and hesitancy subject from a Discourse Analysis (DA) perspective, in order to identify the detailed and multiple discursive resources that are available for parents and other stakeholders to justify the rejection, postponement or acceptance of vaccines.

The analytic unit of discourse analysis and discursive psychology that I have used is the "interpretative repertoire" defined as: "building blocks speakers use for constructing versions of actions, cognitive processes and other phenomena" and also a "restricted range of terms used in a specific stylistic and grammatical fashion" (Wetherell and Potter, 1988, 172). The repertoires are usually associated with certain key metaphors and "will often be signaled by certain tropes and figures of speech". Interpretative repertoires support ideological claims representing "recurrently used systems of terms used for characterizing and evaluating actions, events and other phenomena" (Potter and Wetherell, 1987, 149). Thus, the present research aims to analyze and show:

1. The main pro- and anti- vaccine repertoires that are mobilized in the online environment in Romania (in Romanian language);
2. The extent to which the main repertoires that circulate in the online environment in Romania are reflected in the discourses of the parents that have to make a decision or have recently made a decision on the matter of immunization.

Customer- and employee relationships as core elements of successful service and employer brand identities – the case of software and IT companies from Cluj-Napoca

Keywords: Service Brand Identity, Employer Brand Identity, Customer Relationship, Employer Relationship, Software and IT-Companies, Romania

Companies operating in the field of software and IT services have a variety of types of relationships, of which partnerships with costumers and employees are between the most essential (Mohr, Sengupta, Slater, 2010, 143; Bauer, Kolos, 2016). An effective solution for software- and IT-companies to shape their relationships with important functional target groups is the creation of their own brands. Companies build their service brand in order to express trust and to form their relationships with customers. Concerning the relationships with employees companies build their employer brand. Employer brand helps companies to identify the kind of talent the company need to succed and to improve the employee engagement (Mosley, 2014, 12).

The first step in building brands is to define the brand identity that affects the overall brand management and brand performance (Muhonen, Hirvonen, Laukkanen, 2017, 2). The brand identity influences the spirit of cooperation and signals the likelihood of future success of partnerships with the target groups (Muhonen, Hirvonen, Laukkanen, 2017, 6; Mohr, Sengupta, Slater, 2010, 155).

The brand identity has six key components: brand origin, brand mission, brand competences, brand values, brand personality and brand offers.

The aim of the presentation is to analyze the status of relationships in the composition of the service- and employer brand identities of the software- and IT-companies from Cluj-Napoca. In the presentation I follow the emergence of partnering orientation reflected in the key components of the service- and employer brand identities of the companies under investigation.

The presentation relies on the combined content analysis (Neuendorf 2002) of the textual data published on the websites of 110 software- and IT-companies from Cluj-Napoca. The corporate website is the most important digital touchpoint with target groups (Papp-Váry, 2019, 156).

Psychology as an Historical Science

Keywords: explanation in psychology; explanation in history; historical science; explanatory laws; explanation of unique events

Following the modern separation of the disciplines, common wisdom has it that history and psychology should be kept apart at all times. A naïve age was overcome early in the last century; one and the same methodological fence has since divided not only narratively inclined historians from experiment-wielding psychologists, but, in both disciplines, speculation from science. Mixed genres such as biography can, after all, be tolerated in the folds as vestigial, or as vulgar and inconsequential compromises.

That there are good epistemological reasons to distinguish history's explanatory habits from those of psychology is undeniable. But once this large-scale truth is acknowledged, one is left with a considerable amount of resistant detail. Both disciplines, jargon apart, are interested in explaining human action and thought; overlaps and stalemates are unavoidable. These ambiguities, even if unsurprising, have recurrently troubled psychology, given its ideal of imitating natural science. One can read them, I will argue, as indicating that parts of psychology behave explanatorily closer to history or geology (historical sciences) than biology or physics.

Traditionally, a litmus test for the kind of explanation one was after has been generality. In psychology – and human and social sciences generally – regularities are the goal. History – and historical sciences – focus on the particular. Psychological explanation deals with kinds of events, historical explanation with unique events. But this criterion (and others) has limited traction in areas of psychology where context, accident, exotic inclination, and atypical personal histories matter. To gain some clarity in these regions, I will revisit the debates about the relation of history to psychology and the social sciences that philosophers of history engaged in at the turn of the 20th century.

V

To vaccinate or not to vaccinate against HPV? A content analysis of vocabularies of motives

Keywords: HPV vaccination, vocabularies of motives, anti-vaccination, pro-vaccination, content analysis

In the present paper, I aim to study the vocabularies of motives that Romanian and American parents employ in the online environment on the topic of HPV (human papillomavirus) vaccination. I conducted this research starting from C. W. Mills' article on vocabularies of motives, integrating into my analysis the concepts of filter bubbles and echo chambers as phenomena specific to the digital environment that stimulate vaccine hesitancy. The research method that I employed is the content analysis of posts and comments from Facebook pages dedicated to the topic of vaccination. The approach that I had for processing the data is qualitative. The results that I obtained show that the vocabularies of Romanian and American parents are similar. When parents from adverse parties interact (pro- vs. anti-vaccination) their vocabularies of motives are centered on the adverse effects of the HPV vaccine and on the dangers of not vaccinating. When all the parents taking part in the online interaction have the anti-vaccination status, the vocabularies of motives are structured around mandatory vaccination as a harmful practice. The vocabularies of motives constituted during interactions between pro-vaccination parents are formed of accusations against anti-vaccination supporters and the dangers of not vaccinating. Beyond the striking opposition between pro- and anti-vaxxers, there are intra-categorical discrepancies accompanied by mixt vocabularies of motives.

Z

Mapping knowledge transfer in museums

Keywords: knowledge transfer, museum, partnership, community development, stakeholder management

The association between knowledge and museums is discussed either in terms of the knowledge-making capacity of museums (Moser, 2010), with a focus on how museums displays are shaping a dominant narrative upon history, environment, arts etc. (Hooper-Greenhil, 2003) or on how to manage and archive knowledge in a such a manner to become easy-to-process in a digital environment.

More recently, the changing socio-economic landscape, the uncertainties related to the economical consequences of the 2008 crisis alongside the digitalization of the collections and the requirements of a consistent online presence - have impacted the museums activities and its institutional development. It is therefore relevant to inquire how museums handled the pressure of institutional change and/or development, namely by focusing on the knowledge transfer.

The current research aims to understand how museum management uses partnerships for organizational development, through exploring both the role held by knowledge transfer practices and the processes involved.

We conducted a number of 8 semi-structured interviews. The participants are holding management positions within museums across the country. We covered a variety of museums in terms of type (art, history, natural history), location (the capital and medium sized towns) and number of employees. Our findings are organized around three major themes: building partnerships, community development and stakeholder management.

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