



Agency in a datafied society: Communication between and across humans, platforms and machines

International conference, 29th–30th July 2021, ZeMKI, University of Bremen



University
of Bremen



ZeMKI

Soziologie der Medienkommunikation  **DG PuK**
Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft



IAMCR

MEDIATED
COMMUNICATION,
PUBLIC OPINION &
SOCIETY SECTION

Thursday, 29th July 2021

- 8.45–9.00 **Welcome address**
- 9.00–10.30 **Session 1: Automation and Agency**
Lisa Waldenburger (U of Augsburg) & Hannes Teutoburg-Weiss (independent scholar)
Machine agency? Arguing against a dangerous conflation
David Waldecker, Tim Hector & Dagmar Hofmann (U of Siegen)
Intelligent personal assistants, human agency and the multiple forms of cooperation without consensus
Christian Pentzold (U of Leipzig) & Andreas Bischoff (Chemnitz U of Technology)
Achieving agency within imperfect automation: Working customers and self-service checkout
- 10.45–12.45 **Session 2: Inequality and Agency**
Elizabeth Prommer (U of Rostock), Christine Linke (University of Applied Sciences Wismar) & Claudia Wegener (Film University Babelsberg)
The participatory culture myth: Gender equality on/of YouTube and the pressure of commercial logic
Olga Usachova (U of Padua)
Apps for the social inclusion: to the question of the agency of mobile application
Franziska Thiele (U of Rostock)
Agency of communication scholars in career-related communication
Sascha Dickel & Miriam Schmidt-Jüngst (U of Mainz)
Equality and servitude. How advertisements stage the agency of humans and artificial companions
- 12.45–14.15 **Coffee Break**
- 14.15–15.45 **Session 3: Everyday Practices and Agency**
Jeffrey Wimmer (U of Augsburg) & Peter Gentzel (U of Erlangen-Nürnberg)
The construction of space through Google Maps – (in)visible economics and the agency of the users
Jessica Kunert, Carl-Jannis Frech, Michael Brüggemann, Volker Lilienthal (U of Hamburg) & Wiebke Loosen (Leibniz Institute for Media Research/HBI)
An (im)perfect match: How digital technologies impact the working routines of investigative journalists
Andreas Schellewald (Goldsmiths, U of London)
Scrolling through TikTok: Notes on the pleasures of ‘passive’ consumption
- 15.45–16.00 **Coffee Break**
- 16.00–17.30 **Keynote: Andrea Guzman** (Northern Illinois U, Chicago)
Reimagining communication in an age of artificial intelligence
- 19.00–20.30 **Dinner & Evening Program**

Friday, 30th July 2021

- 9.00–10.30 **Session 4: User Autonomy and Agency**
Katharina Leyrer (U of Erlangen-Nürnberg)
Incapacitated users or powerful gated? Agency of information intermediary users
Johanna Möller (TU Dresden), Judith Möller & Felicia Locherbach (U of Amsterdam)
Civic agency or apathy? Self-determination in news recommendation systems
- 10.30–11.00 **Coffee Break**
- 11.00–12.30 **Keynote: Nick Couldry** (London School of Economics)
Datafied media and the silent derangement of ethics
- 12.30–13.30 **Lunch Break**
Business Meeting ‘Soziologie der Medienkommunikation’/Award ceremony
- 13.30–15.30 **Session 5: Entanglements and Agency**
Thomas Christian Bächle (Humboldt Institute for Internet and Society)
How to interact with robots in Japan – A comparative perspective on the Eurocentric
concept of agency
Leif Hemming Pedersen (Roskilde U)
The Struggle for Recognition in Times of Deep Mediatization
Kestas Kirtkilis (Vilnius U) & Lukas Wojtkowski (Nicolaus Copernicus U)
Is mediatization theory a challenge for methodological individualism?
Andreas Hepp (U of Bremen) & Wiebke Loosen (Leibniz Institute for Media
Research/HBI)
Communicative robots, hybrid figurations and new forms of agency
- 15.30–16.00 **Coffee Break**
- 16.00–17.15 **Session 6: Data and Agency**
Göran Bolin (Södertörn U)
Value, meaning and agency in a datafied world
Irina Zakharova (U of Bremen) & Ann-Kathrin Bock (Georg Eckert Institute for
International Textbook Research)
Research implications of (in)visible data agency
Giuliana Sorce (U of Tübingen) & Delia Dumitrica (Erasmus U Rotterdam)
Maintaining activist agency during the pandemic: Fridays for Future’s new digital
repertoire
- 17.15–17.30 **Concluding remarks and greetings**