

VIIIth International Conference

EUTIC 2012

STAKES AND USES OF INFORMATION AND COMMUNICATION TECHNOLOGIES

European and interdisciplinary network on stakes and uses of information and communication technologies

Publics and media practices

University of Lorraine (Metz), October 17th, 18th and 19th, 2012

EUTIC's partner universities and institutes

Centre de recherche sur les médiations (CREM), Université de Lorraine (Fr)

MICA-GRESIC, Université de Bordeaux (Fr)

CSO, Université Libre de Bruxelles (Be)

CITI, Universidade Nova de Lisboa (Pt)

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Call for Papers

After Brussels, the European and interdisciplinary network for stakes and uses of ICT (EUTIC) invites you to its next conference that will take place at the University of Lorraine-Metz, on October 17th, 18th and 19th, 2012.

From the first conference in Bordeaux (“Social and cultural aspects”, September 22-24 2005) to the latest one in Brussels (“Transformations of organisations, changing issues”, November 23-25 2011), the founders of the international research network EUTIC and the organizers have decided to highlight the interdisciplinary nature of the studies on what is at stake in communication and information technologies.

For the eighth edition of the conference, the organizers of the Research Center on Mediations (CREM) wish to connect various approaches that have already been addressed in previous conferences (the informational, communicational, didactic, linguistic, sociological and cultural approaches) by renewing the approach of media practices of new technologies through the notion of “public”.

New technologies used to « make public »

The ICT gather various practices in a space that is at the same time homogeneous and heterogeneous and make co-existing spaces that are usually separated: the private sphere, the working space, and the public sphere. It is therefore useful to observe how these practices overlap in order to understand how these three spaces intertwine. The tendency to “publicisation” – meaning an action which brings knowledge to a majority of people –

understood as reinforcing individualized practices which creates a tension that asks for analysis. Likewise, transformation of media practices triggered by this tendency of “making public” are worth being questioned in order to understand what is at stake – whether it concerns an amateurish practice or a professional one. On the *smartphones* for instance, the culture of *Push* illustrates the need to make public and at the same time participates in logics of instantaneity and alert. Similarly, practices of online “re-documentarisation”, through socialbookmarking websites or *folksonomies* for example, question how information access systems work and the duality of informational mediations.

ICT and public segmentation

Questioning media practices can also be achieved through the consideration of the notion of “public” taken as a segmented set of people likely to be touched by a particular media (from people in general to people in particular, to a target audience). It is interesting to observe how users are constructed projected images of new technology in each media discourses (from informational discourse to didactic discourse). ICT can therefore be considered as new means of tracking down the public, to define it better, to map or model its behavior in order to understand its aspirations, and then to implement automated processes of offer’s personalization. These questions of definitions and representations of the public lead to the analysis of what is at stake in the conception of renewed forms of information and communication technologies.

Editorial stakes

The creative industries of gaming – which try to extend their target audience thanks to new forms of games (serious games, expressive games...) – are particularly involved in this aim. The segmentation of practices of “a” public or an audience can also be observed on the information sites which rethink their editorial offer, for instance, in order to try catching public’s attention during a whole day by offering various ways of access to the information in a spirit of synergy between different platforms (newspaper in the morning, mobile during home to work commuting contexts, web at the workplace...).

Editorial stakes can also concern the question linked to models of web publication (editorial offer, scientific publication...) or, in the case of scientific journals, the use of norms (metadatas, vocabulary...) in the process of digital documentary production (encyclopaedia, journals, pedagogic documents...). Issues concerning document adaptation, environment’s personalization, etc. can also be addressed here.

Didactic and educational stakes in the digital technology era

The question of public characterization is a true educational and didactic stake in the era of digital technologies. In fact, one of the major objectives of schools as public spaces is to trigger a social construction where the pupil must not only be a member but also an actor. This social construction is based on interaction of several linguistic and cultural worlds: that of the child, the school or the teacher. How does school welcome this public of “children/pupils” within its project, which is to allow the access to a certain form of intellectual and cultural development, at a time when pupil has more and more access to knowledge outside school? How does school manage to keep a traditional literacy in front of a literacy that it is just starting to investigate and still doesn’t know much about (ICT and internet in particular)?

The emergence of new publics?

Finally, these examples raise corollary questions: do ICT create new publics? Do we observe radically different behaviors compared to previous practices? Are the possible differences more visible among young people? Is the notion of “digital native” a relevant criterion in order to qualify publics or communities? How is it possible to organize the attendant measures of publics? For instance, how to improve the follow-up of students in order to personalize educational offer in a better way?

Being part of a public using ICT

A third possibility would consist in taking the audience’s point of view in order to observe changes and contamination in practices of internet’ users from one media to another. The example of transformations in journalism in the digital era shows how interesting it is to observe them through the influence of social networks. An article is not only read, commented on, “twitted” but is also shared among internet users. Web journalism, from audience’s point of view, relies then on an appropriation process, a potential enrichment, a circulation or even spreading of information by the public itself. The public can be understood as a (co-)actor of devices involving ICT mediation. What kind of knowledge can be gained from participatory devices? Does the notion of “consum-actor” make sense?

These propositions of ICT studies about notion of « public » are not exhaustive. The papers can consider other ways to question the links between public, media practices and ICT. As for previous editions of EUTIC conference, the objective is to have a cross-disciplinary approach (information and communication sciences, sociology, semiotics, anthropology, political sciences...) about various sectors (online publication, web journalism, digital games, distance learning, public awareness campaigns with social and health character, cultural mediation through the big museums or cultural events, heritage communication, political communication, etc.) and topics (websites, online newspapers, online communication campaign, online advertising, digital games, mobile internet, social networks, online collaborative tools, learning platforms, search engines, etc.).

The proposals can investigate or use the notion of public or be completely detached from it in favour of other approaches that are judged more relevant (for instance: uses/users; acting/actors, ...) and take part in the study of one of the following socio-digital fields (non-exhaustive list):

- **Online information access:** media websites, institutional websites, portals and search engines.
- **Online publication:** sharing websites (photo, music, videos, documents, bookmarks...), digital archiving, mutation of editorial logics, streaming websites, open access for scientific publication, blogs and social networks.
- **Online collaboration:** forums, collaborative tools (encyclopedia, groupware), digital working environment, watch tools.
- **Didactic mediation:** distance or hybrid teaching/learning, computer-aided teaching / learning.
- **Cultural industries production:** online games, mobile apps.
- **Territorial reconfiguration:** questioning the concept of border, stakes and limits of geographical, historical, political and sociological redistribution with ICT.

Contributions

The papers must be written in French or in English and must include the following elements:

On the first page:

- Paper title
- Identification of the author(s) (detailing who is going to present the paper if there are more than one author): institution, function, mail address, complete postal address, phone number

On the second page:

- Paper title
- 5 keywords
- A long summary (5 000 to 6 000 characters, bibliography not included) which presents the topic of the contribution, the theoretical framework, the methodology, the corpus (or the analyzed data) and the main acquired or expected results.

Proposals are to be sent before **March 4th, 2012** by email to the following address:

eutic2012@gmail.com

Please mention in the object of the email: « proposition de communication EUTIC 2012 »

Notifications to authors will be given on **April 5th, 2012**. The scientific committee can ask some adjustments to the accepted papers. Full texts (25 000 to 30 000 characters, spaces included) will have to be sent for publication by **June 10th, 2012** at the latest, according to the modalities that will be outlined on the conference website.

A priority treatment procedure is possible for colleagues who need to ask a grant from the AUF (or another institution) in order to get funding for their travels and housing or who need to ask for a Visa. Please indicate in the email containing the summary that you need a quick answer.

Additional information

Conference location

Université de Lorraine
Ile du Saulcy
METZ, France

Publication of conference proceedings

All accepted papers will be published on a CD-ROM (with ISBN) of the conference proceedings. Moreover, a selection of best papers will be published in the proceeding serie of the French journal *Questions de communication*, after peer-review by its editorial committee.

Nb: publication in the CD-ROM proceedings and in *Questions de communication* journal depends on authors' registration and participation (at least one of the authors) to the conference. Registration must be made one month before opening date of the conference at the latest.

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Calendar

January 2012	Call for papers
4th March 2012	Deadline for reception of the abstracts
5th April 2012	Notification to the authors
10th June 2012	Deadline for reception of full papers
13th July 2012	Notification to the authors and required corrections
7th September 2012	Deadline for payment of subscription fees for the conference and for conference dinner
5th October 2012	Deadline for reception of final papers