ADDA

Approaches to Digital Discourse Analysis - ADDA 2 Conference

University of Turku, Finland, 23–25 May, 2019

Time	THURSDAY, 23rd May 2019			
9.00-10.00	**Registration + coffee**			
10.00-10.30	**Opening ceremony – EDU1 hall: Vice rector Riitta Pyykkö**			
10.30-11.30	Plenary talk – EDU1 hall: **Carey Jewitt (University College London)** ***Emerging Sociotechnical Imaginaries of Digital Touch for Remote Personal Communication*** Chair: Marjut Johansson			
	Populist discourse online **Place:** Room 357a **Chair:** Sonja Kleinke	**Click bait, online news and discourses on migration** **Place:** EDU2 hall **Chair:** Sanna Pelttari	**Complaining and battle for rights** **Place:** Room 355 **Chair:** Michel Marcoccia	**Language ideologies, attitudes and norms** **Place:** Room 359 **Chair:** Carolin Schneider
11.30-12.00	**Fabio Carrella** *Sharing Populism: The Effects of Populist Style on Facebook Users Interactions*	**Kate Scott** *You Won't Believe What's in this Paper! The Pragmatics of Click Bait*	**Dimitra Vladimirou & Juliane House** *Collective complaining as sociality and digital activism The case of #MuckyMerton*	**Anna Heuman** *Language debates on Twitter and Jodel: Divergent alignment in digital interaction*
12.00-12.30	**Massimiliano Demata** *We the (connected) People. The language of populism in social media*	**Helene Schmolz** *An Analysis of Digital Discourse on Migration*	**Svetlana L'nyavkiy** *Battle for Language Rights: the case of Russian speakers in Ukrainian social network's discussion*	**Vanessa Isenmann** *Subconscious attitudes towards informal digital practices on Facebook*
12.30-13.00	**Peter Wikström** *"Political correctness" in a right-wing Facebook group in Sweden: On the micro-level doing of political participation in digitally mediated publics*	**Irina Herneaho** *Building solidarity online*		
13.00-14.00	**Lunch**			

	Panel [1/2]: Digital discourses of wellbeing **Place:** EDU1 hall **Convenors:** Milla Luodonpää-Manni & Attila Krizsan	**Conflict, incivility and inappropriateness [1/2]:** **Place:** EDU2 hall **Chair:** Tuija Virtanen	**Youths, youthfulness and friendship online** **Place:** Room 355 **Chair:** Julio Hardisson Guimerà	**Emojis, gifs and chatbots [1/2]:** **Place:** Room 359 **Chair:** Robin Isomaa
14.00-14.30	**Milla Luodonpää-Manni, Jarmo Harri Jantunen, Lotta Lehti & Veronika Laippala** *Digital discourses of poverty in Suomi24 discussion forum*	**Patricia Bou-Franch** *Online evaluations of conflict and impoliteness in newspaper comments*	**Michelle Morgenstern** *From "woke" to "uncomfy": Indexing youthfulness in political-ethical discourse on Tumblr*	**Susan Herring, Ashley Dainas, Holly Lopez Long & Ying Tang** *Animoji Performances: "Cuz you can be a sexy poop"*
14.30-15.00	**Ana-Maria Cozma** *Wellbeing in bioethics debate. The topic of 'automata meant to improve health care' in the context of an online democratic consultation*	**Sanna-Kaisa Tanskanen & Ulla Tuomarla** *Interventions in discussion-forum interaction*	**Marina Pérez-Sinusía & Daniel Cassany** *Constructing teenage friendship discursively on Instagram*	**Bethany Aull** *Emoji Use in Intercultural WhatsApp Exchanges*
15.00-15.30	**Robert Lawson, Pelham Carter, Matt Gee, Harkeeret Lally & Hollie McIlhone** *"I've been married for 30 odd years and the sex is crap": Risk, health and identity in an online sex work forum*	**Will Gibson & Carles Roca** *'Tory Bastards', 'Troubled pupils' and 'Premiership football managers': constructing blame for child exclusion in an online comments forum*		**Loukia Lindholm** *"So this is how liberty dies…with thunderous applause": GIFs as political commentary on Tumblr*
15.30-16.00	**Break**			
	Panel [2/2] continues: Digital discourses of wellbeing **Place:** EDU1 hall **Convenors:** Milla Luodonpää-Manni & Attila Krizsan	**Conflict, incivility and inappropriateness [2/2] continues:** **Place:** EDU2 hall **Chair:** Tuija Virtanen	**Political discourses in Europe** **Place:** Room 355 **Chair:** Peter Wikström	**Emojis, gifs and chatbots [2/2] continues:** **Place:** Room 359 **Chair:** Robin Isomaa
16.00-16.30	**Ida Melander** *Multimodal illness narratives on Instagram*	**Michel Marcoccia & Nadia Gauducheau** *Aggressiveness in a French discussion forum for youths: analyzing the participants' point of view*	**Barbara De Cock & Sandrine Roginsky** *To be or not to be Europe: identity construction in the 2019 EU elections campaign on Twitter*	**Marjut Johansson** *Talking with a chatbot: Interactional sequences of chatbot communication*
16.30-17.00	**Fabienne Baider** *The (French) Vaccine Debate: Hyperlinking Emotions*		**Sonja Kleinke & Julia Landmann** *Constructing the ‚nation': cross-cultural observations on English and German Wikipedia entries*	
18:00-19:30	**Turku City Hospitality – Aurakatu 2, 20100 Turku**			

Time	FRIDAY, 24th May 2019			
9.00-10.00	Plenary talk – EDU1 hall: **Rodney H. Jones (University of Reading)** ***Genres of disclosure, legibility, and the future of digital surveillance*** Chair: Lotta Lehti			
10.00-10.30	**Coffee break**			
	Promoting online selves **Place:** EDU2 hall **Chair:** Jutta Rosenberg	**Sharing and conviviality** **Place:** Room 357a **Chair:** Milla Luodonpää-Manni	**Language mixing and code-switching** **Place:** Room 359 **Chair:** Barbara De Cock	
10.30-11.00	**Carmen Lee** *Constructing #instartist: Multimodal enregisterment of micro-influencer artists on Instagram*	**Camilla Vasquez** *Linguistic Creativity in Novelty Twitter Accounts*	**Carolin Schneider** *#hispanicsbelike – Dynamics of code-switching in bilingual memes and reactions on Instagram*	
11.00-11.30	**Jan Chovanec** *'I'm not who I seem to be': Coming out of frontstage stylization on YouTube*	**Brita Wårvik** *No weeds in gardening discussion forums: Conviviality and benevolent boasting*	**Carmen Pérez-Sabater** *Language mixing practices as establishers of in-group identity on WhatsApp: A case study*	
11.30-12.00	**Julio Hardisson Guimerà** *Promotional discourse and production of public personal image on Instagram*	**Hassan Atifi & Michel Marcoccia** *Tutorials and Discussions in Social Media Platforms for Makers: Learning, Community and Ideology*	**Antonella Gazzardi** *Emblematic Use of English in the Italian Media: The Case of the Corriere della Sera Online*	
12.00-13.30	**Lunch**			
	Gender, feminism and national identities **Place:** EDU2 hall **Chair:** Irina Herneaho	**Claiming for rights, access for social media and gender identities** **Place:** Room 355 **Chair:** Jarmo Harri Jantunen	**Contents, social media content policies and customer feedback** **Place:** Room 357a **Chair:** Stephanie Lerat	**Digital academic discourses: web pages** **Place:** Room 359 **Chair:** Ana-Maria Cozma
13.30-14.00	**Addie China** *"And on the seventh day God created Beyoncé": Digital Discourse Practices and Gender Ideologies in Twitter, Tumblr, and Pinterest*	**Nadine Chariatte** *Social media use in the underprivileged areas of Cape Town. Precarity, mobility, and sharing economy*	**Susanne Kopf** *Critical digital discourse and social media content policies – the invisible hand of social media providers*	**Daniel Pascual** *Twitter in H2020 websites: A pragmatic study of scientific research groups networking*
14.00-14.30	**Lucía Fernández-Amaya** *Feminism as a source of conflict among family members: A case study from WhatsApp interaction*	**Daniela Ibarra Herrera & Johann Unger** *Human rights and construction of the past in tweets of political television programs in Chile*	**Rebecca Van Herck & Sofie Decock** *(De)legitimation strategies in company-customer complaint interactions*	**Olga Menagarishvili** *Types of Work Performed by Digital Discourse: US and Swedish Academies of Sciences Online*
14.30-15.00	**Andrew Jocuns** *Tagging #Thainess and #ความเป็นไทย: exploring the digital discourse of hashtags regarding Thainess*	**Kateryna Pilyarchuk** *Conceptual Representation and Positioning of Women in Digitalized Fashion Discourse*	**Linda Badan & Irene Cenni** *Discourse markers in Italian TripAdvisor reviews*	**Diana Yankova & Andrei Andreev** *The university homepage as a cross-cultural digital practice*

15.00-15.30	**Posters/break**			
15.30-16.30	Plenary talk – EDU1 hall: **Tuija Virtanen (Åbo Akademi University)** ***Enhancing social presence through textual action*** Chair: Veronika Laippala			
	Hashtags on Twitter and Instagram **Place:** EDU2 hall **Chair:** Carmen Lee	**Cyber-crime and terrorism** **Place:** Room 355 **Chair:** Antonella Gazzardi		
16.30-17.00	**Stephanie Lerat** *Hashtag functions in French language posts on Twitter and Instagram: a case study of #jediscajedisrien*	**Anina Kinzel & Nuria Lorenzo-Dus** *'We'll watch TV and do other stuff': Influence and implicature in online sexual grooming*		
17.00-17.30	**Jutta Rosenberg** *Pragmatic functions of hashtags in Finnish Instagram use*	**Noor Aqsa Nabila Mat Isa & Johann Unger** *The semiotic construction of women's identity for radicalization: a linguistic analysis of digitally-mediated terrorist recruitment materials*		
19.00	**Conference dinner** **Restaurant Teini – Uudenmaankatu 1, 20500 Turku**			

Time	SATURDAY, 25th May 2019			
9.30-10.30	Plenary talk – EDU1 hall: **Pilar Garcés-Conejos Blitvich (University of North Carolina at Charlotte)** ***Moral indignation, moral panics, social regulation, and online shaming*** Chair: Milla Luodonpää-Manni			
	Panel: Being influential in the digital sphere **Place:** EDU1 hall **Convenors:** Lotta Lehti, Albin Wagener & Ana-Maria Cozma	**Language play, ideology and LOL** **Place:** EDU2 hall **Chair:** Julia Landmann	**Authencity, norms and relevant answers** **Place:** Room 357a **Chair:** Olga Menagarishvili	**Software demonstration** **Place**: Room 355
10.30-11.00	**Laura Ascone, Laurène Renaut & Julien Longhi** *Jihadist propaganda and counter-narrative: The rivalry between two influential discourses on the Internet*	**Celia Schneebeli** *The meaning of LOL: functions of LOL in YouTube comments*	**Jonathan White** *Authenticity and norms in online language*	**Nico Reski, Aris Alissandrakis & Jukka Tyrkkö** *Collaborative exploration of rich corpus data using immersive virtual reality and non-immersive technologies* *on-going software presentation*
11.00-11.30	**Lotta Lehti & Ana-Maria Cozma** *Influential circulation of arguments: a case study of an online petition*	**Yi Zhang** *"This is really skr~" - Pragmatic adoptions of a hip-hop term by Chinese netizens*	**Lieke Verheijen & Tess van der Laan** *Digi-talk: A Danger to Orthography? The Impact of Digital Discourse on Dutch Youths' School Writing*	
11.30-12.00	**Albin Wagener & Julien Longhi** *Semantic Vacuity and Online Popularity in Professional Networks: Being a Digital Influencer on LinkedIn*	**Dennis Chau** *Public representations of the Hong Kong 'fake ABC' discourse in social media*	**Eveliina Salmela** *Analyzing irrelevant answers of information requests on online discussion boards*	
12.00-13.00	**Coffee break / software demonstration**			
		YouTube and videos **Place:** EDU2 hall **Chair:** Jan Chovanec		**Nico Reski, Aris Alissandrakis & Jukka Tyrkkö** *Collaborative exploration of rich corpus data using immersive virtual reality and non-immersive technologies* *on-going software presentation*
13.00-13.30		**Sanna Pelttari** *Spanish YouTubers' and their audience's affective features in address practices*		
13.30-14.00		**Elisabeth Andersen** *Response cries as a resource to imitate and invite a shared viewing experience in an asynchronously organized interactional space*		
14.00-14.30		**Robin Isomaa** *Debating according to Matt: Testing a Framework for Critical Discourse Analysis on YouTube*		
14.30	**Closing ceremony – EDU1 hall**			
16.00-18-00	**Turku tour – Vanha Suurtori 3, 20500 Turku**			