

The 20<sup>th</sup> Annual Convention

# MEA

MEDIA ECOLOGY ASSOCIATION

2019 June, 27-30  
University of Toronto

*Media  
Ecology  
Association*



[www.media-ecology.org](http://www.media-ecology.org)

# MEDIAETHICS

Human Ecology in a Connected World

PROGRAM

[www.mediaethics.ca](http://www.mediaethics.ca)

Presented by



UNIVERSITY OF  
TORONTO



UNIVERSITY OF  
ST. MICHAEL'S COLLEGE  
IN THE UNIVERSITY OF TORONTO

20th ANNUAL CONVENTION OF THE MEDIA ECOLOGY ASSOCIATION

# MEDIA ETHICS

Human Ecology in a Connected World

TORONTO 27-30 GIUGNO, 2019

PRESENTED BY



**Media  
Ecology  
Association**



www.media-ecology.org

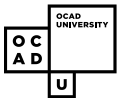


UNIVERSITY OF  
ST. MICHAEL'S COLLEGE  
IN THE UNIVERSITY OF TORONTO

IN COLLABORATION WITH



**FACULTY  
OF INFORMATION  
UNIVERSITY OF  
TORONTO**



CULTURAL AND MEDIA SUPPORTERS



**HartHouse**



**Sheridan**



CONFERENCE PARTNERS



**Centre for International  
Governance Innovation**

UNDER THE PATRONAGE OF  
THE CANADIAN COMMISSION FOR UNESCO



THIS RESEARCH WAS SUPPORTED BY THE SOCIAL SCIENCES  
AND HUMANITIES RESEARCH COUNCIL OF CANADA



Social Sciences and  
Humanities Research  
Council of Canada

Conseil de recherches  
en sciences humaines  
du Canada





THE LIEUTENANT GOVERNOR OF ONTARIO  
LA LIEUTENANTE-GOUVERNEURE DE L'ONTARIO



June 27, 2019

I convey my warm greetings to all taking part in the Media Ecology Association's 20<sup>th</sup> Annual Convention, "Media Ethics: Human Ecology in a Connected World" hosted by the University of Toronto.

As we live in an increasingly borderless, interdependent world, building on the tremendous legacy of remarkable Canadian scholars like Harold Innis, Marshall McLuhan, and Ursula Franklin helps us to better understand our new digital ecosystem, and the implications of rapid human innovations. Conference-goers are among those at the forefront of these vital efforts, examining the sophisticated political, social, and cultural questions that have arisen from profound technological developments in recent decades.

As the Queen's representative in Ontario, I offer my good wishes for fruitful deliberations. The challenges we face are many and complex. It is only through listening and learning from one another that we will build resilient and sustainable communities that work for everyone.

A handwritten signature in blue ink, reading "Elizabeth Dowdeswell".

Elizabeth Dowdeswell



As Secretary-General of the Canadian Commission for UNESCO, it is my pleasure to welcome you to the 20<sup>th</sup> Annual Convention of the Media Ecology Association. The theme of this year's conference, Human Ecology in a Connected World, and the many issues that will be discussed throughout the week, are central to the broad mandate of UNESCO – the United Nations Educational, Scientific and Cultural Organization.

As the intellectual arm and moral conscience of the UN system, UNESCO works tirelessly to ensure that the foundations are in place to defend peace. Among these foundations are well-informed societies. UNESCO advocates for the free flow of ideas, through a free press and through universal access to information and knowledge. UNESCO also recognizes the vital role that freedom of expression and cultural diversity play in building sustainable, peaceful societies.

How societies thrive in our digital ecosystem has never been such an important question. Our over-connected world is dominated by huge corporations that define how information and content are produced and accessed, which naturally leads to less diversity and more uniformity. The rise of artificial intelligence and a world more and more dominated by algorithms has also created a new sense of urgency to ensure that the right ethical frameworks, as well as checks and balances, are in place to safeguard human rights and dignity.

In 2015, the UN General Assembly, with UNESCO's participation, adopted the 2030 Agenda for Sustainable Development. To achieve the Agenda's 17 goals, societies definitely need a strong foundation of knowledge built on equitable access to accurate information. Along those lines, this week's conference will draw attention to how contemporary communication practices and emerging technologies can interact with each other — and with ethical issues and pressing political, societal and cultural questions — to shape public opinion and contribute to a society capable of achieving the Sustainable Development Goals.

The Commission is very pleased to be the patron of this major international event, and its location has special significance for our organization. We are proud that the City of Toronto is a member of our Coalition of Inclusive Municipalities, which works to promote human rights and eliminate all forms of racism and discrimination. In addition, Toronto became a UNESCO Creative City of Media Arts in 2017. As such, it has committed to promoting culture and creativity, two crucial elements of a vibrant media ecosystem, as cornerstones of sustainable development.

I look forward to stimulating conversations, insightful presentations and the opportunity to exchange ideas with many of you. I wish you all an engaging and insightful experience.

Sincerely,

A handwritten signature in blue ink, which appears to read 'Sébastien Goupil'.

Sébastien Goupil  
Secretary-General, Canadian Commission for UNESCO





## Message from the Mayor

It is my pleasure to extend greetings to everyone attending the 20<sup>th</sup> Annual Convention, Media Ethics: Human Ecology in a Connected World, hosted by Media Ecology Association.

I would like to extend a warm welcome to participants attending this four day conference that will draw attention to the ways that contemporary communication practices and emerging technologies are influenced by ethical issues and decisive political, societal and cultural questions. In addition, research presentations will shed light on the potential that communication, media and digital technologies hold for enacting positive social change.

As Canada's largest city and the fourth largest in North America, Toronto is a global centre for business, finance, arts and culture and is dedicated to being a model of sustainable development. I welcome everyone to our city and encourage you to enjoy Toronto and learn about our vibrant neighbourhoods.

On behalf of Toronto City Council, please accept my best wishes for an informative and enjoyable event.

Yours truly,



John Tory  
Mayor of Toronto



UNIVERSITY OF  
**ST. MICHAEL'S COLLEGE**  
IN THE UNIVERSITY OF TORONTO



I am delighted to welcome you to *MEDIA ETHICS. Human Ecology in a Connected World* hosted in large part by the University of St. Michael's College in the University of Toronto. This international conference takes place at a very important time.

In recent years, media and digital ethics have become major concerns not only among academics, researchers, and journalists but increasingly among policymakers, community leaders, and the general public.

St. Mike's has a long tradition of teaching and research infused with a focus on ethics and values, and a deep commitment to community building and social progress. It's fitting that we, along with the Faculty of Arts and Science, the Faculty of Information, and the Centre for Ethics at the University of Toronto have joined together with the Media Ecology Association to engage the public in generating and sharing knowledge of value to our lives and to inspire the next generation of media scholars.

Over the course of the next four days, I encourage you to join us as we tackle the questions that challenge society and respond with solutions that have a positive social impact.

A handwritten signature in black ink that reads "David C. Sylvester".

David Sylvester, PhD  
President

THURSDAY JUN 27 9:00 AM

Hello! N'it! Wachiya! Ahnee! Tansi! She:gon! Kwe!

# Opening Ceremony

📍 MY150 Auditorium

MC PHIL ROSE  
McMaster University

## Acknowledgement of Traditional Land

*We wish to acknowledge this land on which the University of Toronto operates. For thousands of years it has been the traditional land of the Huron-Wendat, the Seneca, and most recently, the Mississaugas of the Credit River. Today, this meeting place is still the home to many Indigenous people from across Turtle Island and we are grateful to have the opportunity to work on this land.*

## Opening Remarks

**THE HON. ELIZABETH DOWDESWELL**  
Lieutenant Governor of Ontario

**SÉBASTIEN GOUPIL**  
Secretary-General of the Canadian Commission for UNESCO

**DAVID SYLVESTER**  
University of St. Michael's College in the University of Toronto, President

**THE HON. KARINA GOULD**  
Canadian Minister of Democratic Institutions



THE MEDICINE WHEEL represents the worldview of Anishinaabe people. As a worldview it shows how all life is connected. It begins with the four cardinal directions: north, south, east and west, which articulate the relationship of humans to earth, sky, fire and water. Anishinaabe teaching, the seven grandfather teachings, the good life teachings, the spiritual belief system and the stories are all contained in the wheel. It also represents the medical paradigm of the Anishinaabe people in which illness is viewed as an imbalance within the body in its connection to the heart, spirit and mind. More than that, the

Medicine Wheel is also a methodology, a way of arriving at an understanding of a being, phenomena, or an event as it constitutes a way of tracking a being's journey, examining its connections with other beings, determining the influences of events/others/obstacles had on its journey and charting a way to restore balance or maintain balance as the case may be. In a sense, as both a worldview, a paradigm and an analytical methodology, the wheel becomes a sphere within which all spiritual and physical life can be understood in and of itself and in relation to all other beings. Lastly, it is a means by which many people can participate in understanding, studying, or discovering life, phenomena, ceremony or experience spirit-to-spirit connection.

Centre for Indigenous Studies, University of Toronto

## PANEL 1.1 Opening Address

THURSDAY JUN 27 9:45 AM

📍 MY150 Auditorium

## Ethics and the Study of Media as Environments

**LANCE STRATE**  
Fordham University

Media ecology is a field of inquiry defined as the study of media as environments, and also the study of environments as media. As a field of inquiry, it is first and foremost concerned with asking questions that further our knowledge and understanding concerning media, and concerning environments. As an approach to understanding the human condition, media ecology can also serve as an approach to studying ethics, media ethics specifically, but also ethics in general. As an intellectual tradition, media ecology can also serve as the foundation for ethical principles and as an ethical system in its own right.

LANCE STRATE is Professor of Communication and Media Studies at Fordham University. One of the founders of the Media Ecology Association, he served as the MEA's first President, and launched the MEA's journal, *Explorations in Media Ecology*, which he co-edited for its first six years, returning for another 3-year term in 2017. His most recent books include *Amazing Ourselves to Death: Neil Postman's Brave New World Revisited*; the poetry collection *Thunder at Darwin Station*; and *Media Ecology: An Approach to Understanding the Human Condition*. He is the recipient of the MEA's Ong Award for Career Achievement in Scholarship, and McLuhan Award for Outstanding Book.

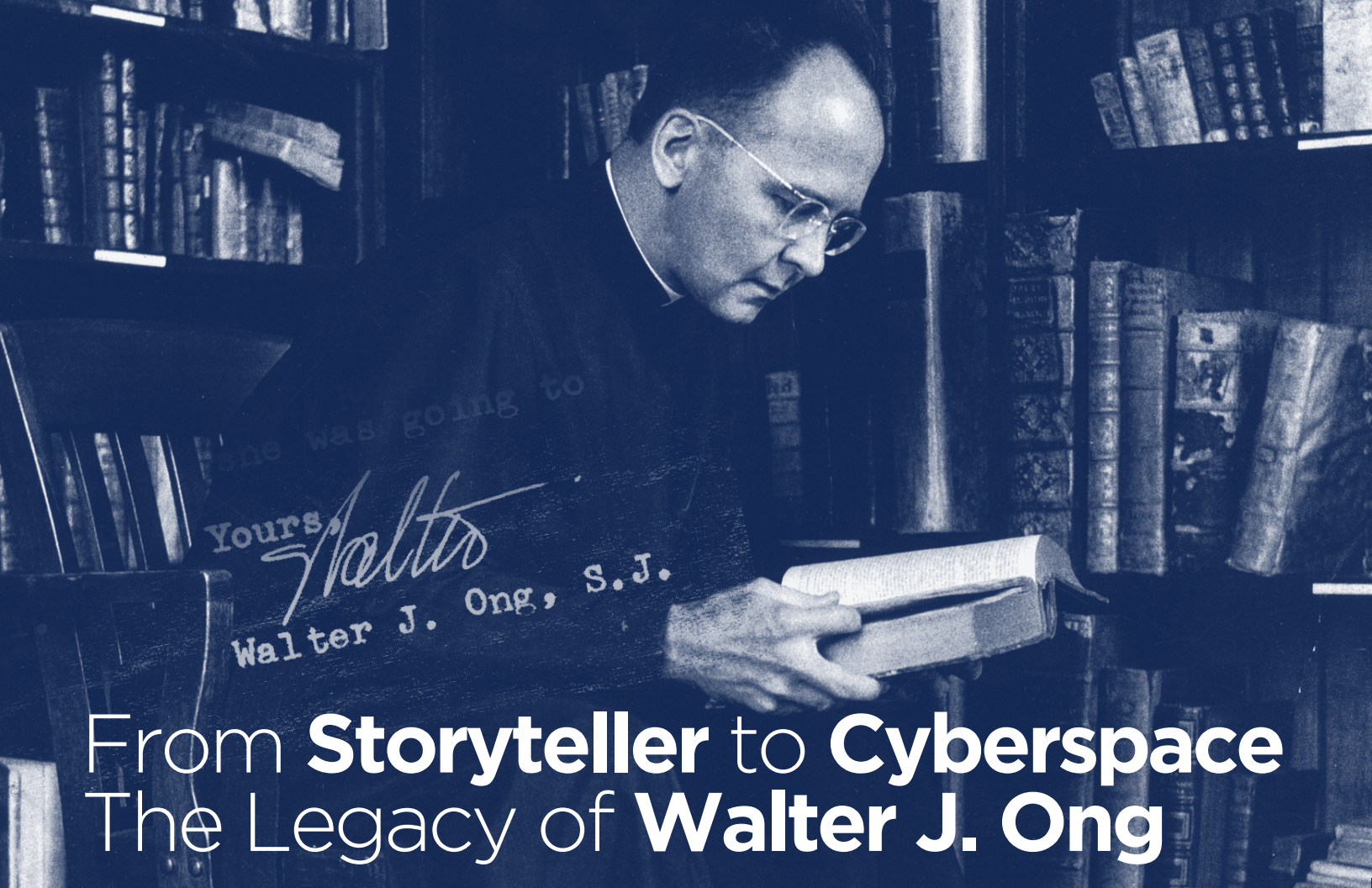
🐦 @LanceStrate

Respondent:

**THOMAS COOPER**  
Emerson College

TOM COOPER, Professor at Emerson College, was a guest scholar at Stanford, Berkeley, the East-West Center and the University of Hawaii during his last sabbatical and at Harvard, Yale, Princeton, Oxford, and Cambridge during the preceding sabbatical. The Association for Responsible Communication which he founded was nominated for the Nobel Peace Prize. Cooper taught at Harvard, where he graduated magna cum laude, and was recently an 'ethics expert' at a United Nations project in Vienna and Athens.





# From **Storyteller** to **Cyberspace** The Legacy of **Walter J. Ong**

## PANEL 1.2.1

Session 1/3

THURSDAY **JUN 27** 11:30 AM

📍 **MY150 Auditorium**

CHAIR **SARA VAN DEN BERG**  
Saint Louis University

Fr. Walter J. Ong was a major theorist of media ecology and cultural change. Some of his colleagues and students are featured in a short documentary film that discusses his contributions to our understanding of the history of media, of the current media environment, and the challenge to society posed by developments in electronic media. Fr. Ong argued that language is an event, constituted by a speaker and an audience. The forms of media—the means of expressing ideas—change consciousness. The individual interpreter, moreover, is essential to any understanding of those changes.

Werner Kelber—recipient of the MEA 2019 Walter J. Ong Award for Career Achievement in Scholarship—will kick off a special homage to Walter J. Ong. He will speak about his relationship and developing friendship with Ong, and the implications of his work for biblical scholarship.

**WERNER KELBER**  
Rice University

WERNER KELBER, is the Isla Carroll and Percy E. Turner Professor Emeritus of Biblical Studies at Rice University, Houston, Texas. Among his books are *The Oral and the Written Gospel: the Hermeneutics of Speaking and Writing in the Synoptic Tradition, Mark, Paul, and Q* (1983; French trans. 1990; reissued in English 1997), and *Imprints, Voiceprints, and Footprints of Memory* (2013) which examines the oral-scribal-memorial-performative interfaces of the ancient communications world vis-à-vis its dominantly typographical mediation in the modern historical scholarship of the Bible.

# PANEL 1.3.1

Session 2/3

THURSDAY JUN 27 2:00 PM

📍 MY150 Auditorium

CHAIR **VINCENT CASAREGOLA**  
Saint Louis University

This panel will open with the screening of *From Storyteller to Cyberspace: The Legacy of Walter J. Ong, S.J.* (12 min., 2018), produced and directed by a prize-winning documentary filmmaker, Dr. James Scott, Professor Emeritus of English at Saint Louis University, who was Fr. Ong's colleague for many years.

Discussants:

**VINCENT CASAREGOLA**  
Saint Louis University

VINCENT CASAREGOLA is a Professor of English and outgoing Director of Film Studies at Saint Louis University. He teaches American literature and film, creative writing, rhetorical studies, and composition. His book *Theaters of War* examines the American representation of WW II in literature and on film. He has also published numerous academic articles and book chapters on film and media. He is now at work on a book-length study of American films about business.

**ABIGAIL LAMBKE**  
Avila University

ABIGAIL LAMBKE is Assistant Professor of English at Avila University in Kansas City. She studies sound and rhetoric, including sonic rhetorics of voice, feminist rhetorics, and podcasting. Her publications on Walter J. Ong include a textual essay on secondary orality and an audio essay on Ong's recorded lectures

**THOMAS ZLATIC**  
St. Louis College of Pharmacy

THOMAS D. ZLATIC is Professor of English at the St. Louis College of Pharmacy. Having earned a Ph.D. in Nineteenth-Century American Literature from Saint Louis University, Thomas D. Zlatic has published within the areas of literature and media ecology, and with Thomas M. Walsh, was awarded the annual Normal Foerster Prize for best article by the premier journal, *American Literature*.

# PANEL 1.4.1

Session 3/3

THURSDAY JUN 27 3:30 PM

📍 MY150 Auditorium

CHAIR **STEPHANIE BENNETT**  
Palm Beach Atlantic University

Discussants:

**SARA VAN DEN BERG**  
Saint Louis University

SARA VAN DEN BERG is Professor of English at Saint Louis University. Her specialties are 17th-century literature, medical humanities, and disability studies. She has published several essays on the works of Walter J. Ong, and with Thomas Zlatic co-edited *Fr. Ong's Language as Hermeneutic*.

**EBERLY BARNES**  
University of California San Diego

EBERLY BARNES studied with Walter J. Ong, S.J., at St. Louis University, where she earned her doctorate in English in 1992. She is currently the Assistant Director of the Making of the Modern World Program (MMW) at the University of California San Diego's Eleanor Roosevelt College. MMW is the general education course sequence for the college and provides an interdisciplinary overview of the world from the emergence of the human species to the present.

**JERRY HARP**  
Lewis & Clark College

JERRY HARP is the author of *Constant Motion: Ongian Hermeneutics and the Shifting Ground of Early Modern Understanding* (Hampton Press), as well as four books of poetry. He teaches at Lewis & Clark College in Portland, Oregon.

**PAUL SOUKUP**  
Santa Clara University

PAUL A. SOUKUP, S.J., has worked with media ecology for over 15 years and presently serves as Treasurer of the Media Ecology Association. His academic interests include orality and literacy studies and the intersection of communication and theology. A graduate of the University of Texas at Austin (Ph.D., 1985), Soukup teaches in the Communication Department at Santa Clara University.



## Digital (In)Equality

### How Black Youth are Transforming the Digital World

**S. CRAIG WATKINS**  
University of Texas at Austin

Drawing from my recent book, *The Digital Edge*, and a national survey of young people (age 18-30) this talk addresses the shifting digital terrain with a specific focus on the social media practices of African American youth. Whereas researchers, educators, and policy makers still tend to think of Black youth as residing on the wrong side of the digital divide—the technology poor side—much has changed in recent years. Historically, the focus has been on what Black youth lack when it comes to world of digital media, what I call the "deficit narrative." But my research shifts to what I call the "asset narrative", that is, thinking about what skills, expertise, and motivations Black youth bring to their engagement with digital media. The talk explores the implications of Black agency in the digital world and what it means for the future of learning, political life, and participation in digital media and society.

S. CRAIG WATKINS will be the Ernest S. Sharpe Centennial Professor and is the Founder/Director of the Institute for Media Innovation at the University of Texas at Austin. He is the author of five books including *The Digital Edge: How Black and Latino Youth Navigate Digital Inequality* (2018) and *Don't Knock the Hustle: Young Creatives, Tech Ingenuity, and the Making of the New Innovation Economy* (2019). His current research focuses on the future of media, technology, and innovation and ongoing analysis of how diverse populations adapt to the wider diffusion of the internet all around us.

🐦 @scraigwatkins

### The Indigenous mediatic anti-synchronization: Example of a new Paideia?

**MARIANA AMOZURRUTIA**  
Universidad Panamericana

The greeks, looked for a complete and functional society with mental and physical free men, and they achieved this goal with the Paideia, a formative education of the individuals. Marshall McLuhan noticed the influence of media in the human formation, thus, the construction of the community interaction, like a Paideia. Indigenous people received media later than the rest of the world, and they are using it to preserve they culture, their language, their traditions and cosmovision: in other words, they are using Media as a Paideia, and no the other way around. Is there something we should learn?

MARIANA AMOZURRUTIA. I love Philosophy and the Media, therefore, I am in a research team that seeks to know the Media in depth with a philosophical view at Universidad Panamericana. I've been on several TV channels and I've made voices for different characters in the radio. I need to find ways to eliminate the pain and sadness especially in children, who are always innocent and I know that somehow we will find the solution in Philosophy, and in the Media.

### ICTs and Social Justice

**BENEDETTA GIOVANOLA**  
University of Macerata

The aim of this paper is to investigate the relationship between social justice and ICTs and, more specifically, the ethical challenges raised by technology and new media's impact on social relations, understood as a key dimension of social justice. This paper aims at contributing to fill this twofold gap by arguing that 1) a sound philosophical reflection on social justice needs to account for the constitutive dimensions of social justice, that is, both the distributive and the socio-relational dimension (Giovannola 2018); 2) the ethical reflection on emerging technologies and especially ICTs is crucial for the understanding and promotion of social justice, because it allows to understand the way in which nowadays a great part of political and social relations is being built, as the latter are increasingly technologically mediated. In order to achieve this goal, the first part of the paper will elaborate a complex conception of social justice, able to combine distributive and social aspects of justice. Then, the second part of the paper will discuss the ethical relevance of emerging technologies and ICTs, and argue that the latter are crucial in shaping and transforming both political and social relations, and thus in promoting or preventing social justice.

BENEDETTA GIOVANOLA is Associate Professor of Moral Philosophy, University of Macerata, Department of Political Sciences, Communication, and International Relations. Main research interests: economic ethics and models of development; business ethics and corporate social responsibility; public ethics and theories of justice (social justice and global justice); media and communication ethics.

### Anonymity in Cyberspace and the Ethics of Electronic Civil Disobedience

**TIM MICHAELS**  
Slippery Rock University

Civil disobedience has a long and storied tradition in western culture, particularly in the history of the United States, raising ethical questions of free speech, social change, and unjust laws along the way. More frequently overlooked is the way civil disobedience has adapted to the digital media environment, referred to as electronic civil disobedience. The intent of this paper is to identify critical ethical implications present in the transition of civil disobedience from physical forms of protest to agitation utilizing contemporary media environments. The anonymity of digital environments in particular represents a major shift from traditional acts of dissidence. This paper draws from the philosophy of Henry David Thoreau to identify the ethical challenges of civil disobedience, apply Thoreau's understanding to the contemporary historical moment of the mobile village, and, lastly, consider the consequences of hacking as a medium of dissidence.

TIM MICHAELS is a faculty member in the Communication Department at Slippery Rock University of Pennsylvania where he teaches courses on civil discourse and serves as the head coach of the Slippery Rock Debate Society. Tim received his PhD in Rhetoric from Duquesne University.

# Education in the Age of Algorithms

## The Ethics of the Educational Use of Small Data

**ELLEN ROSE**

University of New Brunswick

In this presentation, I explore the significant ethical challenges posed for educators by the inevitable inroads of the techniques and technologies of “small data” (personal information automatically gathered, recorded, and analyzed by our personal devices and apps) into classrooms, raising important questions that the creators of these devices and the underlying algorithms almost certainly are not asking: What are the ethics of requiring students to share such personal data? To what extent will the nature of teaching and learning be shaped by the idiosyncratic ways that devices collect and analyze information? To what extent will the increasing prevalence of small data in classrooms compel teachers and students to perceive human complexity and lived experience in terms of quantities, and to privilege outcomes that can be readily quantified?

ELLEN ROSE is a professor of Education at the University of New Brunswick, Canada, where she teaches courses in educational technology and instructional design. Her research focuses on educational computing and the social effects of our technological choices. Her book *On Reflection: An Essay on Technology, Education, and the Status of Thought in the 21<sup>st</sup> Century* won the MEA's Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology (2014).

## Educational Futures and Ethical Cautions in an Age of Data-Analytics

**ROGER SAUL**

University of New Brunswick

This paper, a reflective essay, considers the onset of data-analytics tools in schools. Having already revolutionized industry, these tools will increasingly become a mechanism for monitoring and evaluating vast spheres of student life and performance. The paper suggests that what will emerge is a coming educational divide that reinscribes an older one. On one path we will find those students with the affluence, political agency, and educational capital to opt out of the disciplinary gaze cast by increasingly sophisticated data gathering and management practices in schools, and who will be able to do so with minimal consequence or sanction. On the other path we will find those students precluded from opportunities to exercise these same opt-outs, variously marginalized students who rely on schools as a potential means of social ascendancy, students therefore unable to risk resisting the measurement practices schools will require for necessary advancement.

ROGER SAUL is an associate professor in the Faculty of Education at the University of New Brunswick, where he writes and teaches about the foundations of education, cultural studies, and sociocultural influences on teaching and learning. His writing on media and education appears in journals such as *Educational Studies*; *The Journal of Children and Media*; *Digital Culture and Education*; *The International Journal of Learning and Media*; and *The Journal of Popular Culture*.

## An Ethics of Technology for Educators

**CATHY ADAMS**

University of Alberta

As digital technologies become evermore pervasive in education, questions have emerged about what constitutes “appropriate” use of these new media tools. From data privacy concerns to smartphone addiction, digital technologies are posing new and unexpected pedagogical challenges and ethical responsibilities for educators. In this paper, I propose a technoethical framework to aid educators in choosing classroom technologies by considering not only relevant regulatory concerns, but how a given digital technology or “mindtool” may or may not fit developmentally into a student’s extended technocognitive ecosystem. Drawing on insights from phenomenology, postphenomenology, ANT, media ecology and 4E cognition, the approach asks teachers to think beyond the instrumental logic of student user agreements, district policies and legal statutes, and to account for the intimate, co-constitute and ethically fraught relationships that we and our students develop with our digital technologies.

CATHY ADAMS is a professor in the Department of Secondary Education and a Vargo Teaching Chair at the University of Alberta, Canada. Her phenomenological research investigates the experiential differences digital technologies are making to teaching and learning. She teaches graduate and undergraduate courses on the pedagogy of technology, computational thinking, and phenomenological research and writing.

## New Robots

### I Can't Feel My Avatar: Tao Lin's Literary Robotism

**STUART J. PURCELL**  
University of Glasgow

By applying Marshall McLuhan's media studies to new literary practice, this paper argues that a new critical vocabulary can be established for examining methods and modes of experimental writing yet to be fully articulated in the field of literary studies. To demonstrate this, a distinct aspect of Tao Lin's literary practice is analysed through McLuhan's concept of "robotism", as explored in his co-authored posthumous works, *The Laws of Media* (1988) and *The Global Village* (1989). Focusing on Lin's most recent novel, *Taipei* (2013), and Twitter writing via @tao\_lin, it demonstrates, firstly, the efficacy of McLuhan's media studies in illuminating aspects of new literary practice, and secondly, the need for a media-based perspective that addresses cross-/multi-media writing and accounts for the specificities of the medium as an inextricable part of the literary work itself.

STUART J. PURCELL is currently finalising his AHRC-funded PhD thesis, 'Resonant Connections: McLuhan and Diamedia Literary Practice', which addresses new literary practice from a media studies perspective, utilising Marshall McLuhan's media studies as a means of articulating a unique form of dialogic literary practice (termed "diamedia") across and through the Twitter platform and in the novel form. He is also the Effective Learning Adviser for the College of Arts at the University of Glasgow.

🐦@stujampur

### Coming to a Hospital/ Business/Living Room Near You: The Legal and Ethical Implications of Social Robot Use in Shifting Contexts

**ANDREA SLANE**  
**ISABEL PEDERSEN**  
Ontario Tech University

Most humanoid robots and other conversational avatars are capable of basic personalization through voice and facial recognition, and some claim emotion recognition, ability to conduct personalized conversation, and data collection and analysis capabilities. Use-case scenarios envision them as greeters and guides in hospitals, malls, hotels and airports, but also as caregivers or caregiver supports for independently living older adults, as companions to lonely people, or as a near-members of the family. As they develop further along this vein and become more integrated into health service provider, retail, and home environments, legal and ethical standards for this category of humanoid social support technologies need to be developed to match the varying use-contexts in which they are employed, even by the same user. Attention to social context involves a constant awareness of interrelated conditions, making ethical social robot design especially complicated.

ISABEL PEDERSEN is Canada Research Chair in Digital Life, Media, and Culture and an Associate Professor at Ontario Tech University.

🐦@isabel\_pedersen

ANDREA SLANE is Associate Dean, Research, and Associate Professor in Legal Studies, Faculty of Social Science and Humanities, Ontario Tech University. Her research focuses on law's interface with digital communication technologies.

🐦@AndreaSlane2

### Woman as a Machine (or the other way around): the rise of the personal digital assistants

**LUIZA DOS SANTOS**  
Federal University of Rio Grande do Sul

Personal Digital Assistants (such as Siri, Cortana and Alexa) act both as a mediator of communication and as an object with whom we communicate with. They are talking machines, that have a specific way of responding, acting and interacting. As audio interfaces highly anthropomorphized they evoke issues regarding, among others, the voice (especially the female) as media (and it's capability of evoking feelings), the role of women in a division of labour (also care as labour) and the political effects of thinking the machine as female. Through the analysis of dialogues and interactions with Alexa and Siri, this presentation proposes to think critically about the relation between computational machines and the female gender, linking it to the use of language, female voices and behavioural stereotypes that echoes back to Turing's imitation game. In other words: what does it mean to talk to these devices as females, and how can we understand this specific kind of voice interaction?

LUIZA CAROLINA DOS SANTOS is a PhD candidate in Communication and Information at Federal University of Rio Grande do Sul (UFRGS), Brazil, and a researcher at Laboratory of Digital Artifacts (LAD). Current investigation focuses on the relation between the politics of the systems of Personal Digital Assistants and their characteristics as social objects. Master degree in Social Communication from Pontifical Catholic University of Rio Grande do Sul (PUCRS), Brazil.

🐦@luizacdsantos

### Hacking Alexa: Art and Activism in the Age of Smart Appliances

**CAROLYN GUERTIN**  
Western University

Where George Orwell's novel 1984 warned us that Big Brother was a political entity, we now see a corporate entity like Amazon or Google as the despot of our panoptic world. The normalization of surveillance by these devices (as Cory Doctorow puts it) is a dangerous precedent. As the shelf of our privacy become narrower and narrower, how do we function when our coffeemaker or thermostat are spies in our midst? Media artists may just have the answer. This paper will explore new media artists' hacks of Alexa and other listening devices—including Project Alias, a teachable parasite that uses the example of a symbiotic fungus to deafen Alexa so you can interact with it safely.

CAROLYN GUERTIN is a scholar-practitioner of new media. She is Professor of Digital Communication and Technoculture and is a faculty member in the MFA and PhD programs at Transart Institute in Berlin, Germany. Guertin is a sought after speaker and has taught in Canada, the U.S., and the EU. She was formerly Assistant Professor of Digital Media and Director of the eCreate Lab at the University of Texas at Arlington. She does theoretical work in emergent media arts and literatures, information aesthetics, hacktivism, tactical media, learning experience design (LxD), and the social practices surrounding technology.

🐦@carolyn\_guertin

## McLuhan: Arts and Ethics

A special edition of *Imaginations*, “McLuhan and the Arts,” (guest editors Adam Lauder and Jaqueline McLeod Rogers), appeared online at the end of 2017, and in print in June 2018. This roundtable assembles contributors to present key ideas from their essays as well as to consider ethical implications.

### ADAM LAUDER

University of Toronto

Adam Lauder will trace how McLuhan’s view of acoustic space (the dark mind) and mosaic style (combinatorial and interactive meaning making) oppose traditional dyadic thinking and attempts at representation and completion. He will explore the ontological urgency of McLuhan’s belief in the power of art and imagination to move us toward the creation of a harmonious, shared consciousness (and thus the ethical underpinnings of McLuhan’s art theory).

ADAM LAUDER graduated with a Ph.D. from the Department of History of Art at the University of Toronto in 2016. He recently completed a SSHRC postdoctoral fellowship at York University and is currently a RIC Research Fellow. He has contributed articles to journals including *Amodern*, *Canadian Journal of Communication*, *Imaginations* and *Journal of Canadian Art History*. In 2020, he will co-curate a survey of Canadian computer art with Mark Hayward at McIntosh Gallery.

### ALEXANDER KUSKIS

Gonzaga University

Alexander Kuskis will explore McLuhan’s relationship with artist P. Mansaram. His analysis of a McLuhan-inspired collage, *Rear View Mirror 74* reveals how montage and mosaic are complementary in being fragmentary, co-authored, and multi-perspectival. With reference to Mansaram, Kuskis will also consider how McLuhan compared art works to Distant Early Warning signals on the assumption that the artist fulfills a social or civic calling, being both “defensive and prophetic.”

ALEXANDER KUSKIS, PhD (Toronto) had careers in higher education and business, specifically book publishing, computers, and IT training. He has taught at the Universities of Toronto, Manitoba and Wilfrid Laurier, online for Connected University, Royal Roads University and most recently for 10 years, Gonzaga University.

### JODY BERLAND

York University

Jody Berland will read McLuhan through the lens of critical animal studies and urge an understanding of McLuhan as less anthropocentric than his legacy might suggest. She will consider how McLuhan’s theory indirectly opens the door to new forms of human/machine assemblage and connection which instantiate the notion that all forms and species are ecologically interdependent. She will contend that by examining ourselves from a non-human perspective, we can potentially reconceive our own position within a shared ecology.

JODY BERLAND is Professor, Department of Humanities, York University, Toronto. Her widely published work addresses dynamic connections between music, technology, culture, place, and nature. Her book *Virtual Menageries* (MIT Press, 2019) traces the role of animals as mediators between humans and connective technologies in colonial and capitalist networks.

### ELENA LAMBERTI

University of Bologna

Elena Lamberti will examine McLuhan’s relationship with artist Sorel Etrog, whose 1975 film *Spiral* (shown at McLuhan’s Centre for Culture and Technology) triggered the collaborative publication *Spiral*. Images from the film (published in 1987). Lamberti will consider how understanding McLuhan himself as an artist helps us to determine his ethical practice and perspectives.

ELENA LAMBERTI is a specialist of Modernist Literature, Cultural Memory, Literature and Media Ecology, War Literature. She is the author of several volumes, essays and book-chapters on Anglo-American Modernism and American/Canadian literature and culture. Her volume *Marshall McLuhan’s Mosaic. Probing the Literary Origins of Media Studies* received the MEA Award 2016 for Outstanding Book in the Field of Media Ecology. She directs the project “WeTell: Storytelling and Civic Engagement”, fostering active citizenship.

### GARY GENOSKO

University of Ontario Institute of Technology

“Snobbish Epigram” picks up on an important aspect of McLuhan and Harley Parker’s collaboration by revisiting their use of the epigram “Good taste is the first refuge of the witless.” This epigram mocks a retreat into conventional manners.

This presentation asks about the implications of this usage, because condescension easily gives way to cruelty.

GARY GENOSKO is Professor of Communication and Digital Media Studies at Ontario Tech University in Oshawa, Ontario, where he teaches courses on whistleblowing, communication theory and history. His most recent book is, with Kristina Marcellus, *Back Issues: Periodicals and the Formation and Critical and Cultural Theory in Canada* (RLI 2019).

### HENRY ADAM SVEC

University of Waterloo

Henry Adam Svec will draw from his artist-response essay that examines some ethical and aesthetic contours of media-theoretical hoaxes (and of a hoaxing media theory). He will briefly reflect on his own experiences and dilemmas as a media hoax artist, a vocation that has been influenced by Harold Adams Innis’s “authentic” scholarly persona as well as by McLuhan’s “probing” methods.

HENRY ADAM SVEC holds a PhD and an MA in Media Studies from the University of Western Ontario and a BA in English Literature from Mount Allison University. His research interests include media archeology, popular music, authenticity, and digital culture, and he has published articles in such venues as *the Canadian Journal of Communication*, *Celebrity Studies*, and *Popular Music & Society*.



# Journalism Under Pressure

## The Return of the Moguls

**DAN KENNEDY**

Northeastern University

As James W. Carey observed, the introduction of the telegraph in the 19th century revolutionized communications, upended the broader culture, and changed the nature of journalism. The internet has had similar effects. In *The Return of the Moguls* (University Press of New England, 2018), Dan Kennedy examines how a new class of wealthy press barons, led by Amazon's Jeff Bezos at the *Washington Post* and the billionaire financier John Henry at the *Boston Globe*, have tried to harness those revolutionary forces and chart a path forward for the floundering newspaper business. Kennedy also looks at a third mogul, Aaron Kushner, whose retrograde focus on print at the *Orange County Register* was among several factors that led to failure. The newspaper business is at a perilous crossroads. This presentation explains why today's media moguls might help it survive.

DAN KENNEDY is an associate professor of journalism at Northeastern University and a panelist on WGBH-TV's *Beat the Press*. He writes on the news media for WGBHNews.org and other publications as well as for his blog, *Media Nation*. Kennedy has written two books about the future of journalism, *The Wired City* (2013) and *The Return of the Moguls* (2018), and was the winner of the MEA's 2018 James W. Carey Award for Excellence in Journalism.

🐦 @dankennedy\_nu

## Myths, Memes and Misinformation: The Persistence of Fake News in the Media Environment

**DONNA HALPER**

Lesley University

Many people believe that "fake news" is a recent phenomenon, even though the term can be found as far back as the 1890s, in the era of yellow journalism. But while it's easy to blame the internet (which can spread misinformation at lightning speed), people in past generations blamed radio, or movies, or TV for why the news media couldn't be trusted. Neil Postman predicted this when he said, "...for every advantage a new technology offers, there is always a corresponding disadvantage...A new medium does not add something; it changes everything." My presentation will focus on how new technologies have "changed everything" for journalism—for the reporters, and for the audience. And since "fake news" has such a long history, I will offer my observations about why it persists, and whether the public's trust in the media can be restored.

DONNA HALPER is a professor of communication and media studies. She is the author of six books and many articles, a frequently-quoted media historian, and a former broadcaster. She is also credited with discovering the rock band Rush, who dedicated two albums to her.

🐦 @DevorahLeah

## The Reshaping of News Narrative Ethics in the New Media Ecosystem

**JIN HUA  
QING SUN**

Xiangtan University

With continuous and in-depth interaction between Internet technology and news narrative, the issue of news narrative ethics has become increasingly prominent. The ethical problems of news narration under the current media ecological environment are mainly reflected in the following aspects: the rise of a new religion—Data-ism, the accountability of the human-machine complex as a narrator, the truth hidden by the over-narrative of technology, the change of public-private boundary in social media news narrative, the problem of "anti-narrative", and the phenomenon of unkindness in news narrative discourse. These problems arise from multiple factors, so we should construct news narrative ethics from the aspects of correctly handling human-machine relationship, adhering to the concept of "man is the measure of everything", advocating narrative rationality and reshaping professional concepts, so as to reshape the news narrative ethics and promote the socialization of news narrative ethics.

JIN HUA: Doctor of Literature, Associate Professor of Literature and Journalism School, Master's Supervisor of Journalism and Communication, Director of Master of Journalism Degree Authorization. Majoring in News Narratology, Network News Narration and Media Management. Now hosting a National Social Science Foundation Project about News Narrative.

QING SUN: Second-Grade Master. Majoring in News Narratology, Network News Narration and New Media Application.

## Journalism credibility on the digital media ecosystem

**EUGENIA BARICHELLO  
LUCIANA MENEZES  
CARVALHO**

Universidade Federal de Santa Maria

In this paper, we propose an analysis of journalism credibility in face of information disorder (Wardle & Derekhsan, 2017) present in the digital media ecosystem. The focus is the importance of fact-checking in the reaffirmation of journalism credibility. According to Wardle and Derakhshan (2017), information disorder has three types of content: misinformation, that is, rumors that spread naturally; disinformation, that is, lies deliberately produced; and mal information, which may be based on reality, but are spread out to cause damage.

In this work, in order to reflect on the importance of checking and verifying the reaffirmation of journalism credibility, we intend, besides a theoretical review on the subject, also to make a systematic observation online in the pages and profiles of the main Brazilian checking agencies, in the social media, to analyze user reactions to the contents of checking and verification.

EUGENIA M. DA ROCHA BARICHELLO is a Professor at the Graduate Program in Communication, Federal University of Santa Maria (UFSM). She is Researcher Fellow at the National Council for Scientific and Technological Development (CNPq) and PhD in Communication and Culture awarded by the Federal University of Rio de Janeiro.

LUCIANA MENEZES CARVALHO is Professor at the Department of Communication Sciences at UFSM Campus of Frederico Westphalen, PhD in Communication, and leader of the Research Group on Communication, Technology and Sociability.



## Digital Persona

### Expecting More of Others: Social Media, Loneliness, & Formal Cause

**JERMAINE MARTINEZ**  
Independent Scholar

This paper brings a formal cause perspective to the claim that social media is contributing to loneliness. Revisiting Sherry Turkle's popular book, *Alone Together: Why We Expect More from Technology and Less From Each Other*, I suggest that her account, while claiming to survey changing expectations in human relationships, nonetheless focuses on the efficient and material causes of social technologies. As such, Turkle does not go deep enough into how the effects of social media environments function as formal causes – as cultivated expectations and appetites – that precede awareness of social media as efficient and material causes of some current forms of modern loneliness. Read through a notion of formal cause, a shadow narrative emerges about how real-time ethical dimensions of interpersonal encounters are being made over as people are increasingly losing the taste for encountering the radical alterity of other people.

JERMAINE MARTINEZ studies the rhetoric of emotion, focusing on how technological and semantic environments shape autobiographical expressions of clinical depression.

### From Calculable Person to Calculable Self: The illogical, but lovable, system of rankings and ratings

**ERNEST HAKANEN**  
Drexel University

Hacking (1981) argued that individuals think of their position in society different in more recent times because they have been quantified through statistical market analysis. Postman (1992) wrote of the "calculable person" as one who knows their value as calculated by an external, refereed source. I believe that this state has further transformed into a "calculable self" who has transcended from being defined by the marketplace to knowingly defining oneself, addition to, one's self as represented in an external presence. This transformation completes Foucault's (1970) allusion to the social grid on which we all enviably come to seamlessly operate. In other words, the calculable self is not just part of the market place as was the calculable self, it is the market.

ERNEST HAKANEN, PhD, teaches "Theories of Communication and Persuasion," "Media Effects," "History of Electronic Media," and "Mass Communication and American Social Thought." He researches music and emotions, history of our discipline, fandom, and social grid indicators eg. lists, ratings, ranking, reviews, etc., those things that tell us how we think we fit. Hakenen was a fellow at the Bertalanffy Center for the Study of Scientific Structures in 2017, is a former Annenberg fellow and fellow at the Critical Theory Institute, UC Irvine. He also served on the editorial board of the *Journal of Popular Communication* and reviewer for several journals.

### Gathering Again Anew: Subject-Object Chimeras and the Body as Medium in IoT

**JOHN SEBERGER**  
University of California, Irvine

This paper theorizes a category error in IoT literature: the assumed equivalency of the 'thing' and the 'object.' I approach the impacts of this false equivalency through the analysis of two media examples: an explanatory video about IoT produced by Intel and a promotional video for the FitBit Alta HR. Through analysis, I demonstrate an emergent onto-epistemological condition that will have deep impacts on the discourse of the human in IoT futures. This condition is characterized by human chimeras that populate the liminal ontological space between the subject and the object. In the media ecology of IoT, the human becomes media, integrating and blurring the categories of extensions, prostheses, and body, and necessitating the consideration of the body as medium: a body that carries other media so as to make itself media. I argue that the unstable ontological state of the human risks concretizing as objectual: we will become objects.

JOHN S. SEBERGER is a PhD Candidate in the Department of Informatics at University of California, Irvine. He holds an MLIS from the University of Pittsburgh, an MSc in Research Methods in Psychology (Music Psychology) from Keele University, and a BA in Psychology from Kenyon College. His primary research concerns the futures of the human within the imaginary of the Internet of Things and draws on phenomenology, HCI, STS, critical theory, and media theory.

### Speak No Evil: On Orality, Love, and Ethics

**MICHAEL PLUGH**  
Manhattan College

The skills associated with public speaking and essay writing are surface features of a complex interior transformation attributed to orality and literacy. The pedagogies of speech and writing generally emphasize technical proficiency over interior transformation. The study of orality and literacy completes the puzzle for students in a deeper and more profound fashion. General semantics promises a relationship with language that invests in interior arrangements. The practice of general semantics calls for mindfulness of the relationship between language, thought, and emotion. Where most contemporary pedagogies train along the surface, general semantics adds depth and dimension to educating the whole person. A commitment to ethical communication, and caring, responsible human relations benefits from an emphasis on "right languaging," and more specifically "right speech."

MIKE PLUGH is Assistant Professor of Communication at Manhattan College in New York City. His scholarly interests include media ecology and education, ethics, and language. Dr. Plugh is currently the MEA program planner for the National Communication Association and the Pedagogy Editor of *Explorations in Media Ecology*.

## Designing Ecosystems

### The emergence of "collaborative mobility" in Taiwan

YI FAN LIU

National Chengchi University,  
Taipei, Taiwan

Scooter-sharing is a new type of mobility system in the mobile era. Rather than taking it as "micro-mobility", this article is trying to redefine it as "collaborative mobility" and taking WeMo Scooter from Taiwan as an example to explore the assemblage of this mobility system, how it transforms people's mobile experiences, and accordingly to discuss how it reflects new "smartmentality".

YI-FAN LIU is PhD Candidate at college of communication, National Chengchi University, Taipei, Taiwan, assistant editor in Chinese Journal of Communication Research, and lecturer in Tamkang University, Taipei, Taiwan.

### Ethical Perception in Artificial Environments: The Media Ecology of VR

MICHAEL GRABOWSKI

Manhattan College

Virtual Reality (VR) and Augmented or Mixed Reality (AR/MR) have developed access to immersive media over the last decade. Haptic gloves, motion sensors, eye trackers, and walking platforms complement the immersive experience. The medium characteristics of VR as extensions of human perception differ from other mediated and natural environments. Less- familiar senses, including proprioception and the vestibular, contribute to perception, which is multisensory on an experiential, pre-cognitive level. This paper connects Marshall McLuhan's concepts of extension and auto-amputation to recent research on perception, social cognition, embodied simulation, theory of mind, and evolutionary neuroscience. It concludes with a call for the establishment of an ethics of immersive media that addresses VR's marketing as an "empathy machine," in which technology often is presented as the only conceivable solution for problems that technology has created.

MICHAEL GRABOWSKI is Associate Professor of Communication at Manhattan College and holds a Ph.D. from the Media Ecology program at New York University. He is the editor of *Neuroscience and Media: New Understandings and Representations* (Routledge) and currently is writing a book on the sensory experience of real and virtual environments.

[@filmgrabowski](#)

### Towards Platform Archaeology

NATHAN RAMBUKKANA

Wilfrid Laurier University

This paper plumbs the depths of platform studies and media archaeology to consider a possible conjunction. One strategy of media archaeology is to trace topoi as they manifest across time and technologies—showing how what we consider "new media" is always already stocked with tropes of meaning and form from previous media. Platform studies, conversely, drills down into the specificity of particular computational media: media that may be programmed in some way and be used for some form of subsequent expression. "Platform archaeology" explores both of these terrains, drawing back to Foucault's archaeology to excavate how trends of thinking and expression came to take form and coalesce. In the example of digital intimacies (and the topos of "intimate digital touch") we can see how a genealogy of specific intimacies, across platforms, might take form, as well as how platform archaeology might be a useful tool to trace the contours of the emerging and evolving digital human ecosystem.

NATHAN RAMBUKKANA is an Assistant Professor in Communication Studies at Wilfrid Laurier University, in Canada. His work centres the study of discourse, politics, and identities, and his research addresses hashtag publics, digital and robotic intimacies, intimate privilege, and non- monogamies. He is the author of *Fraught Intimacies: Non/Monogamy in the Public Sphere* (UBC Press, 2015) and the editor of *Hashtag Publics: The Power and Politics of Discursive Networks* (Peter Lang, 2015).

### Why the next communication medium should be designed and not invented

PETER ZAKRZEWSKI

Schulich School of Business

This paper outlines a proposal to apply the human-centered design stance, process and methods as the core of the next HCI development, which will consider not only the inventive power of software and hardware engineering, but also explore the desirability of the major affordances of XR. The paper draws a distinction between "invention" and "design" of a medium. While inventors are motivated by curiosity marked by a desire to try out new things, designers focus on transdisciplinary problem-solving aimed at changing undesirable situations into desirable ones, achieved through a creative balance between competing constraints.

PETER ZAK. is a designer, entrepreneur and innovation coach. He has applied his strategic design skills to projects involving a variety of organizations, including startup companies, non-profit groups and major educational institutions. Peter's very first job was working for R&B icon Stevie Wonder. Later he worked for retail branding pioneer Don Watt, where among other things, he was part of the core team which launched the global expansion of Walmart's Great Value, one of the world's biggest selling retail brands.

## Hyper-Intelligence

### Restorative Justice in Artificial Intelligence

**ADNAN HADZI**  
University of Malta

The paper will discuss the construction of the legal system through the lens of political involvement of what one may want to consider to be powerful elites. Before discussing these aspects the paper will clarify the notion of "powerful elites". In doing so the paper will be demonstrating that it is difficult to prove that the adoption of AI technologies is undertaken in a way which mainly serves a powerful class in society. Nevertheless, analysing the culture around AI technologies with regard to the nature of law with a philosophical and sociological focus enables one to demonstrate a utilitarian and authoritarian trend in the adoption of AI technologies.

ADNAN HADZI, Digital Arts, University of Malta, is co-editing and producing the after.video video book, exploring video as theory, reflecting upon networked video, as it profoundly re-shapes medial patterns (Youtube, citizen journalism, video surveillance etc.). A thorough multi-faceted critique of media images that takes up perspectives from practitioners, theoreticians, sociologists, programmers and artists, presenting a publication which reflects upon video theoretically.

### Ethics: a bridge from now to a sustainable hypermediated and hyperconnected world

**SILVIA GUERRA MOLINA  
GABRIEL RAIMUNDO  
JANAINA BARRETTA  
CAROLINA SANTOS  
GUILHERME OLIVEIRA  
GABRIEL SILVA-SOUZA  
TAINÁ PATRIAN  
ACAUÃ BONIFÁCIO**  
University of São Paulo

Ethics is a reflective attitude. Technologies are filters through which people perceive reality. Nowadays there is a wide range of technologies/media under debate. The convenience allowed by contemporary technology of asking and getting ready answers in milliseconds is tempting, but also puts us in a very passive position, which may not lead to reflection. So what is the quality of our hyper-mediated interactions with our hyper-connected world? How to stimulate reflections in future generations that take into account the good coexistence and welfare in society? Facing these questions, we recognize ethical education and development as a bridge from now to a sustainable hyper-mediated and connected world. Human Ecology subjects and methods can rescue the cultural diversity and individual creativity to face of present and future challenges.

TAINÁ Y. PATRIANI; JANAINA N. BARRETTA; GABRIEL F. RAIMUNDO; CAROLINA F. SANTOS; GABRIEL S. SOUZA; GUILHERME S. BARBOZA OLIVEIRA - Undergraduate students at University of São Paulo. Members of Human Evolutionary Ecology Laboratory - Esalq/USP.

SILVIA M. G. MOLINA - Coordinated the Lab. of Human Evolutionary Ecology at the Department of Genetics - Esalq/USP (1989-2018). Retired as associate professor and now works as Jungian Analyst.

ACAUÃ T. M. BONIFÁCIO - Strategic Planning Director at WMcCann.

### The Emperor of Strong AI Has No Clothes: Limits to Artificial Intelligence

**ROBERT K. LOGAN**  
University of Toronto

**ADRIANA BRAGA**  
Pontifical Catholic University of Rio de Janeiro

Making use of the techniques of media ecology we argue that the premise of the technological Singularity based on the notion computers will one day be smarter than their human creators is false. We also analyze the comments of other critics of the Singularity, as well supporters of this notion. The notion of intelligence that advocates of the technological singularity promote does not take into account the full dimension of human intelligence. They treat artificial intelligence as a figure without a ground. Human intelligence as we will show is not based solely on logical operations and computation, but also includes a long list of other characteristics that are unique to humans, which is the ground that supporters of the Singularity ignore. The list includes curiosity, imagination, intuition, emotions, passion, desires, pleasure, aesthetics, joy, purpose, objectives, goals, telos, values, morality, experience, wisdom, judgment, and even humor.

ROBERT K. LOGAN is a Fellow of the University of St. Michael's College and Emeritus Professor of Physics, University of Toronto and Chief Scientist of the slab, OCAD University.

ADRIANA BRAGA is Associate Professor at Pontifical Catholic University of Rio de Janeiro, Researcher of the National Council for Scientific and Technological Development (CNPq/Brazil).

### Super-intelligence and Post-Humanity—A Catastrophe? So What?

**SHELDON RICHMOND**  
Independent Scholar

I consider the essentially unthinkable proposition of the end of humanity:  
Let us suppose that superintelligence or a singularity is in the future of humanity. Furthermore, the singularity is supremely ego-centric. Thus, it will eliminate all its competitors including humans—would that be catastrophic? The answer is yes, from a current humanistic and human-centric point of view. But as Steve Fuller asks—what is so bad about catastrophes? Indeed going through the history of catastrophes, we find that new species have evolved, and that humans on the balance have been able to advance. Would a world with a transhuman computer based superintelligent being even a singleton, that is both conscious and self-conscious, advance the progress of knowledge and consciousness in the universe? If so, would it be immoral from the perspective of the entire universe, to put the brakes on the development of a singleton that would eliminate the humans species?

SHELDON RICHMOND (askthephilosopher@gmail.com) PhD, is a philosopher, an independent scholar, author, book reviewer, and editor. Before retiring, he worked for 31 years as a systems analyst in the Canadian Federal Civil Service. His publications include a forthcoming book, X- IT: A Way Through the Global Techno-Scientific Culture.

🐦 @askthephilosof



## Environmental Perspectives

### Domesticating the Clouds: Weather Modification in China 1958-2018

**JIA WENG**  
Yale University

Previous studies on weather prediction and modification reveal that all weather data is inherently noisy. It is the finite infrastructural systems of human society that limit meteorological knowledge. All actions against the weather are, to some degree, a subjective interpretation of noise. Scholarships on modern meteorology have long focused on the western context, with little attention paid to the Third World. Using China as an example, this paper examines the reception of the cloud seeding technology in a nonwestern society. The history of weather modification in China between 1958 and 2018 reveals that the uncertainty of weather prediction opens up the possibility for social organizations to claim the authorship of weather through control. In conclusion, this paper shows that the transcultural interface between weather control technologies and cultural techniques is grounded in the deep historical relationship between the culture and its environment.

JIA WENG is an architect and Ph.D. student at Yale School of Architecture. Her research focuses on the architectural understanding of environment and technology. She explores the history of technological systems such as refrigeration, air-conditioning, weather modification in relation to architecture and urbanism. Her research examines the interface between techniques and technologies in a transcultural context.

🐦 @jane\_weng\_16

### Amusing Ourselves to Death by Climate Crisis

**MARIA F. ROCA**  
**ANDREA LYNN**  
Florida Gulf Coast University

As media scholars who study and try to understand what moves people to action, is there a more active role we should be playing to communicate impactful messages about the climate crisis? How do we contribute to the global conversation about how to move governments, corporations, local communities, and individuals to action? This presentation explores past attempts to craft media messages to effect change ranging from commercials, news coverage, comedy, films, television, as well as more recent online campaigns. Examples of both effective and ineffective artifacts will be presented and analyzed. The authors use the findings of their investigation to propose ideas for future campaigns to be presented on a variety of media platforms to communicate effective messages about the climate crisis. The authors also hope to encourage a dialogue among the members of the Media Ecology community to articulate our role in this global conversation.

MARIA F. LOFFREDO ROCA, Ph.D., is Chair of the Department of Integrated Studies at FGCU. She has her Ph.D. in Media Ecology from NYU. She is a GreenFaith Fellow and recipient of the Rachel Carson Award for distinguished service to the field of environmental and sustainability education.

ANDREA LYNN is a Journalist and Writer Andrea Lynn, MFA, serves in the Department of Integrated Studies at Florida Gulf Coast University. Her journalism is activated by an eccentric curiosity that collects ideas and details; her natural inquisitiveness is concentrated on exploration of the human capacity to remember and forget as she ponders humanity's potential to achieve environmental justice.

### Echo/Silo: Media Ecology, the Divided Brain, and Digital Retribalization

**LEON CERDENA**  
Independent Scholar

The process of digital retribalization can be traced at the level of the algorithm, and it significantly compounds the probability of ecological collapse. If the drivers of ecological collapse lie in the lack of political will to decarbonize society, then examining the process of digital retribalization is how to find new strategies forward. Political will and public opinion are shaped by media, and media and politics in this century are shaped by digital technologies. These technologies are permeated by a left-hemisphere algorithmic orientation to the world, which creates deleterious retribalization effects precisely when the most significant challenges facing life require the restoration of balance with a right-hemisphere orientation. Advocacy for ecological conservation must not only include left-hemisphere technical solutions, but also right-hemisphere humanistically-oriented research and development to guide the advance of technical solutions and productive global policy.

LEON CERDENA is an independent scholar working in the fields of media ecology, environmental studies, and critical theory. He studied communication studies and philosophy at Grand Valley State University in Allendale, Michigan, and in 2015 completed his MA in Critical Theory + Creative Research at the Pacific Northwest College of Art in Portland, Oregon. Leon currently lives in the Washington D.C. metropolitan area and works full-time as a tennis professional when not focused on research.

🐦 @leoncerdena

### Citizen Monitoring and Media ecology: making the politics again thinkable

**MARCELO GANTOS**  
**SIMONE RODRIGUES**  
**BARRETO**  
**CARLOS SARMET MOREIRA**  
**SMIRDELE**  
Universidade Estadual do Norte Fluminense

The paper is focused the project "Territórios do Petróleo: Royalties e Vigília Cidadã," carried out by the Universidade Estadual do Norte Fluminense and Petrobras in ten municipalities of the Norte Fluminense coastal region, in the state of Rio de Janeiro, Brazil, since 2014. The objectives of this program are to leverage critical environmental education actions of the Environmental Licensing of Petrobras' gas and oil production activities in its offshore ventures in the main sedimentary area being mined along the Brazilian coast. The Project's initiatives were designed to increase access to information related to petroleum royalties and special participation in the region of petroleum exploration, qualifying public discussion through the promotion of Citizen Monitoring.

To mitigate externalities, the Project promotes educational activities and leadership positions open to both members and citizen activists. Educational activities have been underway since 2016 within a network of Citizen Monitoring Centers (Núcleos de Vigília Cidadã - NVCs) in the ten municipalities.

## Cinematic Effect

### Digital Cinema Politics

**POLINA TEIF**

Independent Scholar and Visual Artist

We live in a digital age. This language assumes connectivity, beyond the physical and geographical. The digital supposedly transcends these boundaries through cables running under the ocean floor, through servers hosted in homes, bunkers and corporate server housing. The digital has a physicality. Hard drive space has a currency. File size and bit rate can be equated to thread count, woven into channels. Compressed then further uncompressed, data flow changes form and is dictated by compatibility, which is a tool for both control, distribution of power, and a restrictive aspect of production and distribution. Qualifying the ethereal "digital" form into its essence: power and electricity running through precious conductive metals, transferring bits of coded information, like ancient scrolls, passing through underwater tunnels. Illuminated on a screen. Digital Cinema Politics examines these questions through the momentous transition from 35mm film print to the new standardized DCP.

POLINA TEIF (1989) was born in Belarus. She is a photographer and filmmaker based in Toronto. She received her BFA from the University of Toronto with emphasis on Visual Studies and Semiotics and completed an MFA in Film Production at York University with a specific interest in documentary, experimental film, and video art. Her work largely stems from photo-based and experimental video practice woven in with sociopolitical and environmental undercurrents.

### Towards a Multi-Layered Structure of Digital Identities in Cyberspace and Cinema

**SAMI ÇÖTELI**

Doğuş University

Multi-layered individual identity, built in the real world according to prevailing cultural codes when growing up, is replaced with a digital identity in the digital age. The real-life identity is the layer which is formed by deep-rooted indicators and which represents a continuation with the past. In the virtual world, it is replaced with stronger and louder identities. In this sense, layers of the two worlds have completely different natures, but those that can rely on the skill to move back and forth between them can remain effective in both. In this study, Ready Player One and Virtual Revolution are used as samples. The identity crisis with reference to the digital universe depicted in these films is based on the poverty, the difficulties with socialization, and the subordinate position of the digital users in a virtual world of the future.

SAMI ÇÖTELI. Before starting academic affiliation, Sami spent six years as a photo-journalist and reporter in a media company which is big media company in Turkey. After this experience, he continued his career in a film production company as director for five years. Finally when he got Ph.D degree, he started academic career at Istanbul Gelişim University for two years. Now, Sami is working at Doğuş University from 2017. He is focusing about digital identities, digital cultures and digital social movements.

### Documentary Form and Ethics in the Age of the Poisoned Chalice

**SETH R. FELDMAN**

York University

Having been seen as a threat to contemporary forms of expression and as a potentially world defining revolution, new media must now also contend with fears of it having become a poisoned chalice characterized by fake news, fake people, threats to net neutrality, rampant commercialism, attacks on privacy and political opportunism – all under the auspices of multi-national corporations too big to regulate. This recent understanding of new media is particularly relevant to the pursuit of documentary, where it is clearly manifested in the practice of "interactive documentary." This paper will examine interactive documentary within the context of documentary development as a whole and the ethical issues raised by it. It will be especially cognizant of the fine line between documentary and propaganda in regard to their manipulation of spectators. The specific subject of the discussion will be one of the most ambitious and multi-faceted i-docs to date, Katerina Cizek's Highrise.

SETH FELDMAN is an author, broadcaster, film programmer and Full Professor Emeritus at York University. A past president of the Film Studies Association of Canada, he has published widely on Canadian cinema, documentary film and media and is author and broadcaster of 26 radio documentary series for the CBC program, IDEAS. Professor Feldman is a former Dean of the Faculty of Fine Arts and a Fellow of the Royal Society of Canada.

### Electrotechnic Retrieval of Orality and Found Footage Cinema

**IZABELLA PRUSKA-OLDENHOF**

Ryerson University

The tradition of found footage cinema is nearly a century old, yet discussions about it have rarely moved beyond fine arts, identifying its precursors in cinema, in visual arts, and in literature. In the last 20 years, likely a response to the rapid overtaking of photochemical film by the digital in mainstream cinema, scholarship shifted to cultural and media perspectives, e.g., remix culture, easy access to vast quantities of AV materials (digital and photochemical), prosumer editing software, online video streaming platforms, and proliferation of video mash-ups. However, none of these perspectives explain the distinct form most found footage films assume, or the compositional tropes they use. Insights of Marshall McLuhan and Walter Ong have much to offer us regarding contemporary media poetics and the ethical role of art as an "early warning system." This paper brings together Ong's theories on orality and McLuhan's laws of media to consider found footage cinema in new light.

Dr. IZABELLA PRUSKA-OLDENHOF is a Toronto-based artist and scholar, whose work probes the intersections of art, bodies, and technology. Experimental cinema and moving image installations have been the primary focus of her art practice, and recently the use of EEG technology in moving image installations. Izabella's writings on art, cinema, technology and culture, have appeared in academic journals and in anthologies on media arts. She is an Associate Professor at Ryerson University.



## Truth, Facts, “Alternative Facts” News, “Fake News,” and Propaganda

### Truth, Facts, “Alternative Facts,” News, “Fake News,” and Propaganda

**PETER K. FALLON**  
Roosevelt University

This panel seeks to limn the hazy boundaries between what is and is not “news,” what makes “fake news” fake and “real news” real, and what differences – or similarities – exist among the phenomena of information, news, facts, and propaganda. This investigation will be facilitated by discussion, debate, and disputation among the panelists, and the panelists and audience members.

PETER K. FALLON, Professor of Journalism and Media Studies at Roosevelt University, is the author of *Why the Irish Speak English* (2007 Marshall McLuhan Award winner), *The Metaphysics of Media* (2010 Lewis Mumford Award winner), and *Cultural Defiance, Cultural Deviance*. He is working on a new book, *Propaganda 2.1: A Handbook for Peaceful Totalitarian Rule*. He also authored a chapter in the 2016 book *Jacques Ellul on Violence, Resistance, and War* titled “Propaganda as Psychic Violence.”

### Navigating the Unregulated Information Ecology

**THOM GENCARELLI**  
Manhattan College

The phrase “fake news” appears to have taken on the same meaning in the mind of the masses as the word “propaganda” has; that is to say it is a dangerous threat only to the weak-minded in society, but not to me. In this pose, as in others, we surrender our individuality (while simultaneously self-assured we’re asserting and protecting it) by failing to acknowledge our own faults, our own weaknesses, our own fears and prejudices and taking steps to account for and correct them. It is here, perhaps, that the real danger to democracy lies.

THOM GENCARELLI, Founding Chair of Manhattan College’s “Next Generation” Communication program, Gencarelli is a Past President of the Media Ecology Association, a member of the Board of Trustees of the Institute of General Semantics, and a Past President of both the New York State Communication Association and the New Jersey Communication Association.

### Ethical choices of media ecology in the post-truth environment

**ANDREY MIROSHNICHENKO**  
York University

Using figure/ground analysis, it is important to define the nature of post-truth beyond the striking prominence of Trump’s figure. The real question is not “Why does Trump do all this?” but rather “What made society susceptible to post-truth?”

To answer this question, I explore the political-economy of fake news and polarization in the old media, the environment of fake news and polarization in social media, and also hypothesize on correlations/causations between post-truth and postmodernism along with other “post-”phenomena. If successful, such analysis will allow using knowledge about postmodernism for understanding of post-truth.

The stance of a researcher is also a relevant question in the media ecological studies of post-truth. What is a right and efficient attitude of those who see the ground behind the figure: explanation or exploration, resistance or acceptance, regulation or immunity?

ANDREY MIROSHNICHENKO is the author of *Human as media. The emancipation of authorship* (2013). He holds a degree in journalism and linguistics with a focus on the semantics of Soviet media and propaganda (1996). With 20+ years work in the press, he is currently a PhD candidate in Communication & Culture at York University, Toronto, where he focuses on the media ecological approach to the new media environment.

🐦 @Andrey4Mir

### Pierre Trudeau’s media hype

**JONATHAN R. SLATER**  
SUNY Plattsburgh

In 1967, Pierre Trudeau penned *Federalism and the French Canadians*, in which he argues convincingly against rising Québec nationalism. Once prime minister, Trudeau employed the work in countering separatist tribalism. At the same time, Marshall McLuhan was gravitating to Trudeau, who as W. Terrence Gordon explains, believed nationhood had been “made obsolete by the electronic tribalization of Western culture.” In 1970, McLuhan, writing in *Culture is our Business*, had cited directly from Trudeau’s book and was already volunteering his ideas about using mass media in dealing with Québec. Trudeau was acutely aware of how television could hype up his crusade and also understood the way the medium could help him to eclipse sacred meta-narratives in French-Canadian society. The confluence of McLuhan’s precepts and Trudeau’s national aspirations raises some gnawing ethical questions.

JONATHAN R. SLATER directs the Institute for Ethics in Public Life at SUNY Plattsburgh, where he has been teaching for more than 20 years, first in communication studies and then founding the college’s public relations program. Slater, a graduate of the media ecology program at New York University, chairs Plattsburgh State’s Journalism and Public Relations department. Prior to his teaching career, Slater held positions in public relations, advertising, economic development and public television.

🐦 @plattsburghprof

# Human Urbanscapes

## Urban Liminal Architecture as Media: Cultural Techniques and Chains of Operations

**CAROLIN ARONIS**  
Colorado State University

My paper seeks to open up a new understanding of urban communication through the communicative practices of architectural features that are located in-between the private and the public spheres: front balconies, porches, doors, windows, fire escapes, and entrances of buildings and houses. I argue that these special, yet very common and overlooked features in the city—invite communication between the private residence and the street, between people in their homes and strangers/neighbors in the public sphere. In other words, these architectural features are communicative sites by their own right. Coining the term “Urban Liminal Architecture,” I draw attention to the material, spatial, and architectural connection (and separation) that enables interaction and relationships between residents and the city as a whole. Using media ecology tools to study these architectural features, the paper shows that this type of architecture and design within the city functions, in practice, as media technology by itself. These liminal sites enact as both “communication technologies” and environments of “complex message systems” (Postman in Strate, 2017, p. 16).

Dr. CAROLIN ARONIS is a Special Faculty member of Communication Studies at Colorado State University, and a lecturer at University of Colorado, Boulder. She holds a Ph.D. in Media and Communication Studies from the Hebrew University of Jerusalem, and specializes in communication and media philosophy, cultural studies, spatial rhetoric, gender studies, and discourse analysis.

## Augmented Reality as means of Decolonization in Israel/Palestine

**LIA TARACHANSKY**  
York University

Within the context of Israel/Palestine, media tackling the transformation of the colonial landscape into a democratic one remained marginalized until a wave of anti-colonial films emerged, leading to the recentralization of several taboos in the public discourse. Prominent among these is the displacement of two-thirds of the Palestinians in the first Israeli-Arab war of 1948 and the ensuing mass destruction of hundreds of Palestinian localities by the Israeli government. Several of the films in the recent anti-colonial wave profile these spaces, the refugees who continue to await their return, and the denial in Israeli society of the tragic impact this history has had on Palestine's indigenous population. This presentation will briefly outline the ongoing wave of anti-colonial cinema, discuss the Israeli regime's attempts to repress it, and will then analyze how Augmented Reality can contribute to decolonization in Israel/Palestine.

LIA TARACHANSKY is an Israeli-Russian video journalist and filmmaker.

🐦 @liatarachansky

## International Street Art: Appropriation and Conscience

**MARSHALL SOULES**  
Vancouver Island University

Internationally, street art and graffiti culture have emerged as a potent aesthetic and persuasive movement. In the 1970s, tagging and “pieces” announced an emerging underground culture with collaborative, improvisational style. Street artists were frequently identified as vandals appropriating property and urban visual space, while artists claimed to prod the collective conscience, and foreground the exclusions of walls, wealth, privilege and power. Today, much street art retains its back-alley aesthetics – a culture of layers, revision and annotation – while simultaneously feeling the inexorable pull of commercialism and legitimacy. From advertising and tele-visual backgrounds, to fashion and galleries, street art seeks to prove its artistry, impact, and relevance. In return, it is being appropriated to sell and instruct. This visual presentation, with photographs by the presenter, will explore street art's authenticity and its role as conscience to global culture.

MARSHALL SOULES (PhD, Rutgers) is former Chair of Media Studies at Vancouver Island University and author of *Media, Persuasion and Propaganda* (2015, Edinburgh UP). With B.W. Powe, he collaborated on *The Charge in the Global Membrane* (2019, NeoPoiesis Press). Marshall has been photographing street art around the world since the 1980s, exhibiting his work in numerous galleries. He currently works with his partner as a mediator and conflict resolution trainer.

## The Mediated Reality of Mobile Digital Map and a Sense of Places: A case study of Naver Map

**DONG-HOO LEE**  
Incheon National University

Mobile digital maps via smartphones allow us not only to search for locative information on the move in real time, but also to tag meta-data on locations, to add locative information in multimedia forms, to create the personalized ‘performative’ maps based on our needs, and even to express ourselves with the records of physical activities and experiences in physical places. This study attempts to understand how mobile digital maps mediate spatial reality and sense of place, based on Alfred Korzybski's notion of “map is not territory,” as well as the medium theory of Marshall McLuhan and Neil Postman. In particular, it examines the case of a local mobile digital map, Naver Map in South Korea, exploring how the characteristics of its language, bias, and relationship with spatial reality and meanings have evolved along with its technological development.

DONG-HOO LEE is Professor of the Department of Mass Communication at Incheon National University, Korea. Her English language publications include articles in the *Fibreculture Journal* and *Mobile Media & Communication*, and chapters in *East Asian Pop Culture* (2008), *Studying Mobile Media* (2012), *Understanding Creative Users of ICTs* (2013), and *New Visualities, New Technologies* (2016). Her areas of research are media ecology, new media culture, gender and media, and transnational media flows.

## Toward a Media Ecology Ethics

We agree that “emerging technologies and unforeseen digital media practices have [...] given rise to ethical issues” and that there’s “an unprecedented need for new ethical perspectives and frameworks to underpin the building blocks of our new digital ecosystem.” Our panel – conceived as round table – is an attempt to sketch out some of those frameworks vis-à-vis media ecology.

Ethics asks which actions are right and which ends are good, as well as if the rightness of actions derives from the goodness of their ends. Questions of ethics are thus practical questions. Alas, ethical questions too often take the form of parlor games such as the trolley problem. This panel, however, is animated by the idea that the point of thinking about ethics is so that one can become a better person. It thus seeks to combine philosophy with practicality.

There’s a deep hunger for an ethical framework customized for the present. Take, e.g., the recent “tech-lash” and the consternation people feel about technologies such as Facebook. When it comes to tech, many people suddenly aren’t sure what’s right and what’s wrong. On the one hand, directives like “Quit Facebook!” have not only proved inadequate to particular situations (“What if Facebook is how I stay in touch with my family?”) but also contradicted each other (“How can one justify quitting Facebook but not Twitter?”). On the other hand, relativism discourages making value judgments and leads to indifference (“It doesn’t matter if I use Facebook because other sites are just as bad”). What’s needed is a system for determining

which actions are right and which ends are good when it comes to technology specifically.

We submit that media ecology offers such a system, but it needs to be made explicit. Our panel, in the spirit of the “Innovative interpretations and new ethical perspectives emanating from the Media Ecology intellectual tradition” sub-theme, attempts to do just that.

First, Sheila Nayar argues that jettisoning the epistemically oral past – which seems to have happened willfully in our digital age – obscures some of the ethical dimensions inherent in thinking about the future.

Second, Phil Nichols, drawing on Neil Postman, details how recent educational technologies discourage genuine feedback and support forms of “dataveillance” that extend discipline beyond school walls.

Third, Cassie Brownell explores the ethics of engaging in research with children using digital technology. Grounded in the understanding that children have much to offer the world, she asks what the world is like for children today and how they make meaning of critical issues.

Finally, Matt Thomas mines the media ecology canon for ethical insights in the form of useful advice. In doing so he argues that media ecology offers not just a way of viewing the world but a way of being in it.

After these brief remarks, the panel opens the floor to comments and questions from the audience, in the process making them co-creators of the session.

### **SHEILA J. NAYAR**

Greensboro College, NC

SHEILA J. NAYAR is the author of four books, including *Cinematically Speaking: The Orality- Literacy Paradigm for Visual Narrative*, which won the MEA Marshall McLuhan Award for Outstanding Book. Her forthcoming book, *Before Literature: The Nature of Narrative Without the Written Word*, is her first intended for a general audience. She is a professor of English, Communication, and Media Studies at Greensboro College, in North Carolina.

### **PHIL NICHOLS**

Baylor University

T. PHILIP NICHOLS is an Assistant Professor of education at Baylor University. He studies how science and technology shape public policy, school reform, and literacy teaching and learning – as well as the implications of these relations for educational equity.

### **CASSIE J. BROWNELL**

University of Toronto

CASSIE J. BROWNELL is an Assistant Professor within the Ontario Institute for Studies in Education at the University of Toronto. A past early childhood educator, Cassie explores children’s (digital) composing within school to consider how such spaces might become more inclusive of multiple cultural, linguistic, and modal ways of knowing.

[@brownellcassie](#)

### **MATT THOMAS**

Kirkwood Community College

MATT THOMAS was educated at the University of Southern California and the University of Iowa, where he got his PhD in American Studies. He currently lives in Iowa City, IA and teaches at Kirkwood Community College.

[@matthomas](#)

## Ethics & Human Ecology in a Technological & Economically Connected World

It's been over half a century since McLuhan (1964) explained the meaning of his now iconic phrase "the medium is the message" noting that in the electronic age, a totally new environment has been created. He points out that the "content" of the new environment radically reprocesses the old "mechanized environment of the industrial age" (p. vii). Because this radical reprocessing is "environmental and imperceptible...we are aware only of the 'content' or the old environment" (p. vii). Furthermore he notes, "Today technologies and their consequent environments succeed each other so rapidly that one environment makes us aware of the next. Technologies begin to perform the function of art in making us aware of the psychic

and social consequences of technology" (McLuhan, 1964 p. vii). This panel will raise awareness of what McLuhan called the "consequent environments" that accompany our current technology. In particular, this panel will examine some of the imperceptible ethical and economic issues that arise in our adoption of new media and technology. Through case studies and/or theoretical extensions, panelists will discuss the "content" of developing new environments and ensuing struggles while considering implications for human ecology in a technological and economically connected world. The panel will include opportunity for discussion and exchange.

**JANINE KHAMMASH**  
St. Edward's University

JANINE KHAMMASH is a Graduate Student attending St. Edward's University in Austin, Texas. Her current research centers on wearable technology, biometrics, and the ethical as well as cultural implications of rapidly developing new media and tech environments. She has received a Bachelors of Communication from the University of Texas at Arlington with research focused in social media mobilization.

🐦 @janinekhammash

**JENNIFER REINWALD**  
University of Pittsburgh

JENNIFER REINWALD is a Teaching fellow at the University of Pittsburgh. Her current research explores how theories from media ecology & rhetoric can illuminate the rhetorical force of hashtags. Her recent publication titled: "The Rhetorical Circulation of #ALSIceBucket Challenge" appears in *Theorizing Digital Rhetoric* edited by Amber Davisson and Aaron Hess.

**AMBROSE CURTIS**  
University of Pittsburgh

AMBROSE CURTIS is a Graduate Student at the University of Pittsburgh. His current research examines sharing economy, crowd-sourced and precarious labor, through online ethnography. He is a recipient of NCA's Economics, Communication, and Society Division's 2018 Top Student Paper award.

**AUSTIN HESTDALEN**  
Duquesne University

AUSTIN HESTDALEN is a 3rd year Doctoral student interested in exploring the ethical implications of technology, sustainability, and political economy in the design of urban environments as media. As such, Austin's work parses the necessary and sufficient conditions for cultivating trust between people within urban environments of organized complexity and their ethical implications within contingent communication systems.

**TERESITA GARZA (respondent)**  
St. Edward's University

Dr. TERESITA (TERE) GARZA's publications have addressed rhetorical theory and criticism, popular culture, media and cultural studies, Native American-Chican@x discourse communities. Her current work examines media ecology, feminist activism, and digital rhetorics.

**BRENTON MALIN (respondent)**  
University of Pittsburgh

Dr. BRENTON MALIN is Associate Professor of Communication, Affiliate Faculty, Cultural Studies, Film Studies, & Gender, Sexuality and Women's Studies at the University of Pittsburgh. His books and articles cover a range of contemporary and historical topics in order to understand the myriad ways in which people's identities are constituted by and through the media.

**VALERIE PETERSON (chair)**  
Grand Valley State University

Dr. VALERIE PETERSON studies rhetorical theory and criticism, visual rhetoric, communication theory, media ecology, sexuality studies, metaphor, and mythic rhetoric. She is author of *Sex, Ethics, and Communication: A Humanistic Approach to Conversations on Intimacy*, 2nd ed. (Cognella, 2013). Publications can be viewed on Academia.edu or ResearchGate. B.A. and M.A. University of Virginia, Ph.D. University of Iowa.



## Extending the Field

### Bernard Charbonneau's Critique of Mediatized Society

#### CHRISTIAN ROY

Centre international de formation européenne

Given Jacques Ellul's role at the origins of the Media Ecology intellectual tradition, the inclusion in its canon of his mentor and lifelong associate Bernard Charbonneau (1910-1996) is overdue. For him, meaningful communication is an ethical matter of communing with others in shared experiential knowledge, as opposed to being in-formed, i.e. being formatted and programmed by indirect mediation. He likens information to informatics and to genetic engineering as a technique for the mechanical reproduction of codes, imprinted on a plastic mass by programming. Referring to "information-advertising-propaganda" as a single technical phenomenon, be it practiced by the market or the State, he outlined his views in two late texts that this paper will be dwelling on: a 1991 article in the Montreal magazine *Vice Versa* on "Mediatized Information: Knowledge or Entertainment?", taking the First Gulf War as an illustration, and a privately printed book written in the mid-1980s on *Mediatized Society*.

CHRISTIAN ROY (Ph.D. McGill 1993) is a Montreal-based cultural historian, art and film critic, and multilingual translator (e.g. of Carl Schmitt and Paul Tillich from German to French and of Bernard Charbonneau and Jacques Ellul from French to English). He is associated with the Centre international de formation européenne (Nice-Berlin) as an independent scholar of lesser-known strands of the Personalist intellectual tradition (e.g. ecological, federalist, anthropological) at its pre-war roots.

### Introducing Ursula Franklin as a Media Ecologist

#### MATTHEW MCGUIRE

University of New Brunswick

Ursula Franklin, a former physics professor from the University of Toronto, Fellow of the Royal Society, and an Officer of the Order of Canada, was a great contributor to the field of media ecology, although unbeknownst to her. Her insights can be used in the context of education to assist in assessing and evaluating the costs and benefits of new technologies, to try to anticipate the consequences or effects of their adoption, and to provide considerations to those looking to devise policy regarding their appropriate use. Her work examining the role and impact of technology on society aligns with a media ecology approach, at times echoing and reflecting much of its scholarship. Her insights on how we use technology provide great depth to the discourse surrounding the adoption of new media by schools and challenge us to examine how they function and their role in society.

MATT MCGUIRE is a former classroom teacher and district technology mentor, currently in his second year of doctoral studies in the Department of Education at the University of New Brunswick. McGuire aims to bring to light the need for a critical approach to technology in the classroom so we might better understand the effects of media on how teaching and learning occur, and possibly even on our understanding of what teaching and learning mean.

### Music and AirPods: Adorno as Media Ecologist

#### SCOTT H. CHURCH

Brigham Young University

#### PAUL GROSSWILER

University of Maine

#### BRENT YERGENSEN

Brigham Young University-Hawaii

Research in media ecology rarely discusses the contributions to media research by Theodor Adorno. If Adorno is mentioned, any connection between him and media ecology scholarship is largely disregarded. After all, it would seem suspect to discuss parallels between these thinkers due to their media research traditions: While Innis, McLuhan, and Postman are considered contributors to the "structures and patterns narrative" of medium theory, Adorno and Walter Benjamin fit into the "power and resistance narrative" of critical/cultural studies. However, in this presentation, we argue that there are more similarities between Adorno and media ecology scholarship than has been previously acknowledged. Are Adorno's writings on technology considered appropriate for inclusion in the media ecology canon? Considering this question, we discuss essays from Adorno's extensive body of work on music reproduction technologies, then conduct a critical analysis of Apple's music technology, AirPods.

SCOTT HADEN CHURCH (Ph.D., University of Nebraska-Lincoln) is an Assistant Professor in the School of Communications at Brigham Young University. His research primarily uses rhetorical, critical, and philosophical methods to examine popular culture and social media. He has recently published research in *Critical Studies in Media Communication* and *Journal of Contemporary Rhetoric*.

Twitter: @scotthchurch

### Contextualizing a Classic: Putting the "Beit" back into Harold Innis's Empire and Communications

#### WILLIAM BUXTON

Concordia University

The paper challenges the widely held notion that Innis's talks had little to do with (British) imperial economic history, but rather largely addressed issues that were marginal to the central theme of the Beit lectures. Rather, it claims that Innis did indeed squarely address key historical aspects of British imperialism in his final lectures (with particular reference to the 19<sup>th</sup> and 20<sup>th</sup> centuries), emphasizing the extent to which these developments were bound up with the advent of publishing, newspapers, and print culture. His previous lectures served as a background to this discussion, by examining how earlier forms of domination were linked to particular modes of communication. Finally, the paper argues that the Beit lectures can only be understood in relation to three other interventions of Innis in Great Britain during the spring and summer of 1948—namely the Stamp Memorial Lecture at the University of London, the Cust Foundation Lecture at the University of Nottingham, and his presentation and commentary at the Sixth Congress of the Universities of the British Commonwealth held at Oxford University. By shedding light on neglected aspects of Innis's Empire and Communications, this paper provides an innovative interpretation rooted in the media-ecology intellectual tradition.

WILLIAM J. BUXTON is Professor Emeritus of Communication Studies at Concordia University in Montreal. He has edited and co-edited four collections on Harold Innis, and is currently preparing an introduction to a new edition of Innis's *Empire and Communications*.



## Open World

### Monopolies of Knowledge, Academic Journal Ethics and Open Access

**J. OCTAVIO ELIZONDO**

Universidad Autónoma Metropolitana  
Cuajimalpa

The number and quality of scientific articles published in academic Journals is the standard for measuring scientific work: it evaluates the success or failure of research financing policies. It is a global trend, institutionalized, naturalized. But the task of disseminating knowledge has been delegated by universities to private publishing houses, who have done business with the free inputs that labor of thousands of salaried professors provides them. In this presentation we will discuss the ethical implications of this trend and analyze academic Journals as monopoly agents in the distribution of academic results. To do this we will apply Harold A. Innis concept "monopolies of knowledge", which will allow us to understand some of the effects of this phenomenon today. We will question the role that universities have played in this problem. We will present the case of the Open access movement as an antitrust reaction and we will assess its ethical dimension.

OCTAVIO ELIZONDO is McLuhan Fellow (2008). He has written four books: Monopolies of knowledge, big data and open knowledge; Visual culture and systems of meaning: making sense out of algorithms, media and creativity in the space of communication; Toronto school of communication: understanding the effects of technological change; Sign in action: the common origin of semiotics and pragmatism in C. S. Peirce.

[@joe\\_martinis](#)

### Awakening and Recall: Local Narratives from the Acoustic World

**YUKO TSUCHIYA**

Hiroshima University of Economics

The current personalized IT media environment can lead to a lack of diversity and facilitate users to foster self-stereotypes. Youth should have an educational opportunity to enhance individual creativity without applying the internalized stereotypes. As Marshall McLuhan and Edmund Carpenter proclaimed, acoustic perception accords a different world perspective than visual perception and evokes imagination. In this action research, I discuss the potential of acoustic perception of the world as an inspiring learning approach, by examining a media workshop called "Sound Digital Storytelling" that makes digital stories from fieldwork using sound recorders.

In May 2018, 10 students from Hiroshima University of Economics performed fieldwork at the Hiroshima Peace Memorial Park. They generated stories based on their sound discoveries. Their stories were divided into three narratives: recalling memories in August 6, 1945; considering what is peace; and discussing the ways of peace education.

YUKO TSUCHIYA is an associate professor in the Department of Media Business in Hiroshima University of Economics, Japan. She received a M.A. in communications from New York University and a M.A. in interdisciplinary information studies from the University of Tokyo. Her research currently focuses on cultural media forms and creative media literacy.

[@yukonyunyu](#)

### The End of the End of Print: Media Ecology and Scholarly Communications

**STEVEN WEILAND**

Michigan State University

The digital transformation of reading has prompted dramatic statements of the complete triumph of screens. One prominent journalism professor, an advocate of unlimited electronic activity in all educational domains, says "print is where words go to die." Such a sentiment stands for the frequent polarization of print and screens in accounting for reading habits and preferences, and other elements of scholarly communications, now itself often identified as ecological in its structures and activities. Media ecology offers a format for understanding our scholarly situation as transitional, a combination of conservation and innovation guided by new accounts of the adaptive brain and the social dimensions of expert reading. Far from sponsoring the end of print, a new age of scholarly communications is being organized around a cognitive ecology incorporating screens and print with a research workflow and system of publishing that capitalizes on academic habits and evolving technologies.

STEVEN WEILAND is Professor of Educational Administration at Michigan State University where teaches graduate courses in the history of higher education and scholarly communications. He has held faculty and administrative positions at the University of Michigan, the University of Iowa, and the University of Minnesota. After many years in the humanities he now studies faculty work in the digital age featuring the complementary impacts of online teaching and new research practices.

## Communities and Narratives

### Naturally Accessible: Understanding Ecologies and our impacts on them through Video Games

**ZEEZHAN SIDDIQUE**

Indiana University of  
Pennsylvania

**GIYASUDDIN SIDDIQUE**

Burdwan University

Among many mediums that we use to know about the world, news, social media, cyber media etc., I see video games most interesting with a unique interactivity which makes it great to approach diverse issue. Me as a scholar is interested in examining the 'environment' as designed in video games. I see them as being capable of communicating the importance of natural environments; the human affects on them and changes going nature to the gamers. In is manner, video games act as visual modes of instruction, projecting the signs of ecological harms caused by technological interference? I want to examine video games like Farmville, McDonald's, and Dark Room, which offer a diagetic and procedural experience of augmented worlds, where the alteration of Nature is objectified. Dark Room is perhaps the most interesting where a post apocalyptic world is the game premise and in order to continue the game is to remain alive using 'supplies.' It indicates the transformation of the natural worlds, as represented procedurally by video game mechanics, yields the possibility of understanding humanity's impacts on nature via video games. Through the virtual "natural" environments of these games, researchers may be able to examine the fictionalizing of nature and its change through human impact, as received with distinct paradox of competitive development.

### The Relevance of Community Media in the 21<sup>st</sup> Century

**LORI RAMOS  
DIANA PECK  
TIERNAN DOYLE  
JENNIFER ALFARO**

William Paterson University

This presentation explores the relevance of community radio in the 21<sup>st</sup> century within the context of civic engagement efforts to provide expertise and hand power to the recovery of the community radio station, WVQR-90.1FM in Vieques, Puerto Rico in the aftermath following Hurricane Maria, a category 5 hurricane that devastated the island community in September 2017, an effort led by WPO faculty, involving students. It also discusses the sister-station relationship developed with the University's college radio station WPSC-88.7FM, following the aftermath of two consecutive hurricanes and other initiatives. This presentation demonstrates the significant role of community media in post-disaster relief and reconstruction problem solving, and also identifies its continued relevance with regard to strengthening the vital role community media play as a community resource, facilitating local leaders' and citizens' engagement and decision-making in a digital age as the station continues to fulfill its role as a community resource.

LORI RAMOS, PhD, Associate Professor, Communication; Advisor, oral history, podcast and civic engagement collaborations in Vieques.  
DIANA PECK EdD, Former Chair, National Federation of local Cable Programmers and Communication Department, WPU.  
TIERNAN DOYLE, Head of Digital & Integration, WPSC 88.7 FM; Writer/Photographer, WPTV-6 show "Press Start" WPU; Liaison for Ham Radio collaboration.  
JENNIFER ALFARO, Radio host, WPSC 88.7 FM, WPU; Producer/Host, "This Vieques Life" podcast, First episode for 90.1 FM, Radio Vieques, Spanish/WPSC 88.7 FM, English.

### The role of Sassy Socialist Memes in Leftbook

**BERNADETTE BOWEN**

Bowling Green State University

Since 2016, a culture of participatory leftism has emerged on Facebook that has yet to be substantially documented. However, there is little to no work on broader, systems-based analyses of alternative social media platforms, and the role they play in the creation and maintenance of political identities. Socially mediated communities, alternatively known as Leftbook (or Left Facebook), advertise themselves as places to learn about Marx, socialism, and philosophies centered on labor, revolution, and worker freedom. These spaces often result in odd, hilarious, and peculiar behaviors that the untrained eye is quick to brush off as meaningless Internet drivel. However, humor and satire have long been used tactfully by counterculture organizations/movements to communicate the absurdity of the status quo. Media ecological perspectives concerning media-as-environments frame a discussion about the potential of these spaces to foster sociopolitical identity construction for members of the Left.

BERNADETTE BOWEN is a PhD student in the School of Media and Communication at Bowling Green State University. Her interests intersect the broad fields of critical and feminist theories, with an eye towards the ideological struggle between institutions, social media, and identity.

### Displaced Black Histories, Displaced Black People: Viola Desmond Narratives and Spatial Politics

**CARMEN WARNER**

Carleton University

The Canadian government has received local and international praise for its "progressive" choice to feature African-Nova Scotian woman and civil rights activist, Viola Desmond, on its new ten-dollar bank note. Yet, in Halifax, Nova Scotia, where Desmond lived and worked, Black communities are currently fighting for their right to space in the city, facing issues such as community displacement and a disproportionate number of police street checks. These two disparate narratives of Nova Scotia evidence how marginalized histories are being lifted off from the spaces they refer to, curated and circulated as "progressive" representations that, rather than disrupting dominant, white liberal values, actually extend them. In this process, the history (and continuation of) Black women's collective activism in Halifax is displaced, and along with it, the spatial struggles faced by Black communities in the city today.

CARMEN WARNER is a second-year PhD student in Communication at Carleton University. Her work explores the relations between culture and space. She is currently working on her second comprehensive exam which traces how space has been conceptualized in social theory generally and communication theory specifically. Her dissertation will focus on the intersections of communication technologies, oppression, and the politics of space in Nova Scotia, where she is from.

[@cwarnerstudies](https://twitter.com/cwarnerstudies)

# The Algorithm in the Room

## Gerrymandered Places: The Geography of Algorithmic Power in America

**JOSHUA SYNENKO**  
Trent University

This paper examines computer-assisted gerrymandering as an example of geographical catachresis. While the political and legal aspects of gerrymandering are important, my own work on this subject places a stronger emphasis on its onto-epistemological ramifications. Acknowledging that gerrymandering mirrors the "cartographic anxiety" (Gregory, 1994) of users who are faced with the truth effects of a representational form, I argue that gerrymandering is equally deployed to obtain material rewards from exercising algorithmic controls in a political environment that is clearly unprepared to grapple with digital affordances. By addressing these points in relation to the broader field of spatial media, my presentation explores how algorithmic gerrymandering has become at once an obscene and dominant form of political storytelling, a conduit for political identity as expressed through an elemental unit of cartography, namely drawing, and an ongoing determinant of social inequality in America.

JOSHUA SYNENKO is an Assistant Professor in the Department of Cultural Studies at Trent University, and Coordinator of the Media Studies undergraduate program. He is President of the Canadian Comparative Literature Association (CCLA), and serves as Assistant Editor for Media Theory (MT), an international peer-reviewed journal. His current research focuses on technologies of mobility, and on connections between memory, visual culture, and mediations of space.

🐦 @JoshuaSynenko

## Coding Happiness: Algorithmic Representation of Human Emotion

**LYUBA ENCHEVA**  
Ryerson University

Algorithm driven applications use facial detection and semantic analysis to interpret mood in photos, videos, text, and speech. The proposition that happiness and human emotions can be objectively studied and reliably measured is rooted in a neo-liberal, techno-scientific ontology which is compelled to translate subjective experience into hard numerical data. The codification of emotion is conceivable on the condition of successful translatability of information from one signification system into another. For this reason, a necessary part of the study of automatic emotion recognition, is detailing the different classes of signs that constitute the representational chain of algorithms. Algorithmic representation of emotion re-contextualizes problems like: what is emotion; what are its functions and meaning, and what is the role of institutions or corporate entities in the construction of new forms of emotion management.

LYUBA ENCHEVA is a PhD in Communication and Culture from Ryerson University and a Research Associate at Decimal Lab (UOIT). She evaluates the social implications of technological practices such as gamification and automatic emotion detection through rhetorical analysis and critical theory lens. Recent publications include a book chapter in Trifonova, T. Contemporary Visual Culture and the Sublime (2018), and a paper in Rhetor: Journal of the Canadian Society for the Study of Rhetoric, Volume 7.

## How AI is driving conversations in Social Media Environments

**FERNANDO GUTIÉRREZ**  
Tecnológico de Monterrey

A great part of our conversations in Social Media Environments is driven by AI. Bots are in constant evolution. Rather than simply sending automated messages that a platform might delete, they are now reprogrammed to amplify and spread messages written by simple humans in the digital ecosystem. This paper explore how AI is shaping public perception regarding some important topics. A mixed methodology using data mining, social network analysis, and content analysis has been used to analyze approximately millions of tweets and corresponding accounts captured through the Twitter API.

FERNANDO GUTIÉRREZ (Mexico) is the head of the Division of Humanities and Education at the Monterrey Institute of Technology and Higher Education (State of Mexico Campus). He earned a PhD in Design and Data Visualization from The Metropolitan Autonomous University (UAM). He is author of several titles about media and communication.

🐦 @fer\_gut

## How AI Is Reshaping Freedom of Choice: The Ethical Influence of Algorithms on Human Behavior

**SIMONA TIRIBELLI**  
University of Macerata

In our hyper-connected era, we look at the rise of an increasingly AI-based (hence: automated) world. This presentation sheds light on how the pervasive influencing power of the algorithmic design of ubiquitous AI-based ICTs – from IoT to OSP (such as Internet search engines and SNS) – is affecting and reshaping our space of freedom of choice and action. Today, AI (and algorithms specifically) – as a different form of smart, interactive, and autonomous agency – is filtering the epistemological and ontological fabric of our daily online experience, by showing a huge predicting power that, when it is misused (e.g. in OSP and in political campaigns), can threaten our right and constitutive ability to self-determine our lives: our choices, actions, and behavior. This analysis highlights the AI's ethical impact on human behavior, by arguing how algorithms' silent nudges can affect the key-conditions of individual freedom as freedom of choice and action in the Infosphere.

SIMONA TIRIBELLI is a doctoral researcher in Global Studies. Justice, Rights, Politics at the University of Macerata. Her researches are particularly in the fields of Media Ethics and Ethics of AI. Tiribelli holds a Master's Degree cum laude in Media Ethics and the Giacomo Leopardi School of Advanced Studies' Diploma of Excellence. In 2019, she is awarded a Fulbright Scholarship and will be a visiting scholar at the MIT Media Lab of the Massachusetts Institute of Technology (US).

🐦 @SimonaTiribelli

# Women and Media Ecology

## Three Dimensional Reflection on the Scholarship and Field

\*An open discussion will follow

This “non-conventional” panel invites a serious discussion on the overlooked connection between women and media ecology and aims to lead to actual activism and change. As women scholars at the MEA we often wonder about the presence (or absence) of women in media ecology scholarship and within its leadership, and about the missing or shaded feminist and/or feminine approaches to the field. This discussion session is a call to shed light on women’s contribution to the scholarship, on feminist approaches to media ecology, on instances of exclusionary discourse by the “normative” scholars in the field, and on the experiences and feelings of women associated with MEA scholarship and pedagogy.

All four participants come to MEA from different countries, backgrounds, and disciplines. With varying expertise and experience, each has offered to illuminate different aspects of the connection between women and media ecology. Adriana Braga will discuss the presence/absence of women in the media ecology métier in terms of essential bibliography, leadership, award winners, authorship, and as a topic of study in the field; Jaqueline McLeod Rogers will discuss “forgotten” women scholars who have used an environmental or ecological framework. In particular, she

will discuss the lifelong interaction between Jaqueline Tyrwhitt and Marshall McLuhan, and will argue that Tyrwhitt demonstrated--for McLuhan, and for many contemporaries--a model of productive collaborative scholarship. Drawing on Cixouvian and Irigarayan notions of language and meaning production, Adeena Karasick will offer a feminist approach to reading, offering poetic strategies as new models of communication. She will call for an ecological mode of language that communicates through multiplicity and juxtaposition; semantic environments that open up possibilities of expression, offering new openings for female empowerment and representation. Carolin Aronis will provide an introduction and direct this session to facilitate a vibrant discussion of women-centred issues involving the presenters and audience. She will conclude the session by summarizing new and best activist practices.

The aim of this “non-conventional” panel is to initiate a much-needed discussion of women and media ecology. This panel also aims to engage interested attendees in becoming part of a new scholarly groups and in creating practices of empowerment such as a new journal or other forums for dialogue and actions.

### Women in the media ecology métier: A brief report

#### ADRIANA BRAGA

Pontifical Catholic University of Rio de Janeiro

ADRIANA BRAGA is Associate Professor at Pontifical Catholic University of Rio de Janeiro. Researcher of the National Council for Scientific and Technological Development (CNPq/Brazil). Member of the Inclusivity Committee of the MEA. Author of the books *Summer-Body* (2016); *Maternal-Electronic Personae* (2008); *CMC, Identities and Gender* (2005) and the book coauthored with Lance Strate and Paul Levinson *Introdução à Ecologia das Mídias* (Loyola, 2019 - forthcoming).

### The lifelong friendship of Jaqueline Tyrwhitt and Marshall McLuhan

#### JAQUELINE MCLEOD ROGERS

University of Winnipeg

JAQUELINE MCLEOD ROGERS, Professor and Chair of the Department of Rhetoric, Writing and Communications at the University of Winnipeg, publishes on urban media and rhetorics and on Marshall McLuhan. She recently co-edited a special edition of the journal *Imaginations* on “McLuhan and the Arts” (published online December 2017; in print, 2018). She is currently completing a 5-chapter book on McLuhan’s city (under contract with Lexington Books).

### Mapping the Terrortory of Media Ecology: A FemPoetics

#### ADEENA KARASICK

Pratt Institute

Dr. ADEENA KARASICK is a poet, cultural theorist and media artist and the author of ten books of poetry and poetics. She teaches Literature and Critical Theory for the Humanities and Media Studies Dept. at Pratt Institute, is Poetry Editor for *Explorations in Media Ecology*, 2019 Andrew W. Mellon Foundation Award recipient and winner of the 2016 Voce Donna Italia award for her contributions to feminist thinking. Her archive is established at Special Collections, Simon Fraser University.



## Trust, Skepticism, and Discomfort in Post-Truth Era: Affective Approaches to Media Education

What role might skepticism play given the media ecology of disinformation, and the rising public mistrust of news media? Information warfare intentionally sows confusion and mistrust; combined with political polarization and fragmentation of media, we are challenged to develop new modalities of media literacy.

This panel explores the role of skepticism within the contemporary climate of mistrust surrounding media and politics. What are the histories of skepticism, and when and how is skepticism embraced or rejected in contemporary

evaluation of media, truths, and information? What roles might skepticism play in developing new approaches to media education? We align skepticism with the concept of "pedagogy of discomfort" (Boler 1999) to explore how engaging affective awareness into critical reflexive practices of media literacy may be necessary given the nuanced and widespread modes of propaganda today. Four presentations explore divergent relations to skepticism, and ask if and how skepticism might be central to the emotional and cognitive aspects of media literacy.

### KATE REYES

University of Toronto

Skepticism can signal healthy analytical doubt of information or represent resistance to emerging evidence. This discussion will provide an overview of the paradoxical challenges on the spectrum of skepticism from audiences questioning information and the other extreme, doubting scientific claims.

KATE REYES is a second year PhD at OISE, exploring the challenges and opportunities of 21<sup>st</sup> century literacies.

### MICHAEL PRIMROSE

University of Toronto

The resurgence of fascist propaganda poses distinct challenges for media literacy education. This paper examines how fascisms new and old rely on promoting a feeling of comfort amongst their chosen people where the sustained inquiry associated with skepticism and discomfort is banished in favour of a purely affective affirmation of nation and race.

MICHAEL PRIMROSE, a first year MA student at OISE, researches critical pedagogy and education for social change, with a background in computer science.

### GORDON KATIC

University of Toronto

Mistrust of scientific authority is one of the defining characteristics of contemporary populist movements. Yet, throughout this period of eroding trust, the frequency of scholars quoted in the mainstream press has actually dramatically grown—seven-fold, by one measure (Albaek et. al., 2003). Are dominant modes of science communication making matters worse?

GORDON KATIC, a PhD candidate at OISE/University of Toronto, focuses his research on contemporary distrust of scientific and scholarly authority. Katic is a trained journalist, as well as host and creator of the award-winning Cited Podcast.

### ANDREA VELA ALARCON

University of Toronto

The increasing public mistrust of media highlights the need for media education to examine not only critical reflexivity but the emotional components that contribute to mistrust. This presentation provides an analysis of media literacy handbooks produced in our "post truth" era, to explore whether and how affective dimensions of relationships to media are introduced with the development of critical skills.

ANDREA VELA ALARCÓN is a first year MA student at OISE interested in Critical Media Literacy Education and its pedagogical approaches in adult education.

### MEGAN BOLER

University of Toronto

MEGAN BOLER is Full Professor at the Department of Social Justice Education at the Ontario Institute for Studies in Education, University of Toronto. Her books include *Digital Media and Democracy: Tactics in Hard Times* (MIT Press 2008); and *DIY Citizenship: Critical Making and Social Media* (eds. Ratto and Boler, MIT Press 2014).

[@meganboler](https://twitter.com/meganboler)

## A Humanistic Take on McLuhan

### McLuhan's Hermeneutic of Subjectivity

AMANDA SEVILLA

Youngstown State University

This inquiry works from the premise that Marshall McLuhan crafted a hermeneutic of subjectivity that invites interpretation of communal perception. As an interpretive entrance into the technological environment, the communal sense has become homogenized in many ways. This discussion expounds upon ideas explored in McLuhan's corpus that highlight the communal tensions in the social forum. To offer an initial example, McLuhan and Powers discuss perception, for instance, when they point to what "becomes available to ordinary attention" in *The Global Village* (6). One of the hermeneutic coordinates that emerges is the notion of a "new nostalgia" (6), and we can see similar manifestations in the pervasive maker culture, indie creator trends, and gentrification. Essentially, I aim to identify some of the hermeneutic coordinates within McLuhan's probes of cultural shifts and interpretations of identity.

AMANDA SEVILLA recently completed a PhD in Rhetoric from Duquesne University in Pittsburgh. Her academic interests include rhetoric of technology, ethics, interpersonal communication, pragmatics, and writing theory. She lives in Northeast Ohio.

🐦 @drmandisevilla

### The Analogy of Proper Proportionality in McLuhan's Media Ecology

JUSTIN BONANNO

Duquesne University

This paper reviews how the analogy of proper proportionality influences Marshall McLuhan's media ecology. In particular, the analogy of proper proportionality leads to a better understanding of metaphor, "rationality," idolatry, and the tetrads. The analogy of proper proportionality is a mode of unvisualizable awareness that perceives resonances despite discontinuities. Recalling McLuhan's use of Poe's "Descent into the Maelstrom," I suggest that McLuhan was seeking after real metaphysical essences in the technological milieu that could inform ethical praxis. The analogy of proper proportionality reveals such essences otherwise than dialectic, not as figures abstracted from their grounds, but in four-part ratios. Altogether, an investigation into the analogy of proper proportionality reveals important ontological, epistemological, and axiological implications of McLuhan's thought.

JUSTIN N. BONANNO is a published author and PhD Candidate at Duquesne University. Justin's research interests include platform cooperatives, digital distributism, algorithmic accountability, the medieval trivium, and the role of media ecology in shaping humane business practices in the digital economy. With several years of industry experience, Justin has consulted with a number of clients about how to leverage the Internet to add value to their businesses.

### A McLuhanesque Apology for a (Public) Pedagogy of Academic Citizenship

LYNNE ALEXANDROVA

University of Toronto

"In the electric age, when our central nervous system is technologically extended to the whole of mankind and, to incorporate the whole of mankind in us, we necessarily participate, in depth, in the consequences of our every action, it is no longer possible to adopt the aloof and dissociated role of the literate Westerner" – famously wrote Prof. McLuhan almost 55 years ago. I study the implications of the above described human situatedness (in Haraway's 1988 sense) for university education in civic consciousness/conscience. I position a BeyondReconciliation university education project for a best knowledge practices-powered civic engagement at the cusp of *City as Classroom* (1977), Bat Ami Bar On & Anne Ferguson's (1998) ethicopolitical approach, and Teri McLuhan's *Turtle Island*-sensitized scholarship.

LYNNE ALEXANDROVA is an interdisciplinary researcher in the areas of world philosophies (providing epistemic awareness), relational pedagogies (as best knowledge/experience sharing), and good knowledge for good life (a.k.a, socio-eco-epistemic wellness). My PhD dissertation work in educational philosophy at the University of Toronto is an exploration into socio-ecosystemic attunement correspondences with a philosophy of profound relatedness and communication. I'm a motivated academic events participant/organizer, family history book co-author, conference proceedings co-editor, e-journal manager, and academic citizenship purveyor.

### Figure Finnegan As Play Ground: Rethinking Figure-Ground Perception

GERALD FIALKA

Marshall McLuhan - Finnegan's Wake Reading Club

Fialka reimagines the format of the "parallel session" into the form and no-content of *Finnegan's Wake* playfully probing McLuhan's Menippean translation of his "applied Joyce" via tribal imMEDIaCy, Gestalt therapy and I.A Richards (*Integral Awareness*, *Infinite All-at-onceness* flipping into *Artificial Intelligence*, *Auditory Imagination*). The "be hear now" interactive participation of attendees delves into new ways "of seeing the paradoxical exuberance of being through language" by surfing maelstroms of the hidden psychic effects of sense-ratio-shifting, effects precede causes and centers without margins. "Under conditions of electric simultaneity the ground of any figure tends to become more noticeable. Perhaps it all began with cubism and the discovery that by eliminating the merely visual or rational relations between services, by presenting the inside and the underside at the same time as the outside, the public became totally involved and aware in a multisensuous way." - McLuhan.

GERRY FIALKA is a put-on artist who puts on events. Praised as "the multi-media Renaissance man" - *LA Times*, "cultural revolutionary" - *LA Weekly*. "I am very impressed by Fialka's energy, much in the McLuhan spirit to create and foster interdisciplinary, living, educational projects in which people can talk about ideas. He creates forums that bring together a plurality of critical perspectives into one multivalent conversation." - Janine Marchessault.

## Responses to the 2018 Korzybski Lecture, “Amazing Ourselves to Death”

Every year, the Institute of General Semantics sponsors its annual Alfred Korzybski Memorial Lecture, named after the founder of general semantics. Previous AKML speakers includes Buckminster Fuller, Gregory Bateson, Abraham Maslow, Jacob Bronowski, Ashley Montagu, George Steiner, Neil Postman, Ben Bova, Jerome Bruner, Albert Ellis, Steve Allen, Nicholas Johnson, Mihaly Csikszentmihalyi, Robert Anton Wilson, Renee Hobbs, Leonard Shlain, Douglas Rushkoff, Mary Catherine Bateson, Deborah Tannen, Sherry

Turkle, Terrence Deacon, Iain McGilchrist, and Terence Moran. This past October, Lance Strate gave a lecture entitled, "Amazing Ourselves to Death: Contemplating the Technological Tempest of Our Times," which was recorded and made available on the IGS's YouTube channel, and a written version published in the IGS journal, ETC: A Review of General Semantics. The four panelists will provide their responses to the lecture, followed by two respondents who will respond to the responses.

### **EVA BERGER**

College of Management Israel

EVA BERGER teaches at the School of Media Studies of COLMAN in Israel, where she was also Dean. She holds an M.A. and Ph.D in Media Ecology (NYU). She serves in numerous organizations including the Israel Peace Initiative, Israel Press Council, and Institute of General Semantics. She was Chairwoman of the board of Women in the Picture (for the Advancement of Women in the Visual Arts). Her latest book (with Dr. Isaac Berger) is *The Communication Panacea: Pediatrics and General Semantics*.

### **KAREN LOLLAR**

Metropolitan State University

KAREN LOLLAR Ph.D. is Professor of Communication Studies at Metropolitan State College of Denver. She has an BS and an MBA from the University of Colorado and a Ph.D. in Human Communication from the University of Denver. Dr. Lollar is interested in the challenges of everyday life in a hypermediated environment. She does ethnographic and phenomenological study of dwelling in organizations (Heidegger); transitional community and social networks, and ethical response to others.

### **THOM GENCARELLI**

Manhattan College

THOM GENCARELLI. Founding Chair of Manhattan College's "Next Generation" Communication program, Gencarelli is a Past President of the Media Ecology Association, a member of the Board of Trustees of the Institute of General Semantics, and a Past President of both the New York State Communication Association and the New Jersey Communication Association.

### **EDWARD TYWONIAK**

Saint Mary's College of California

ED TYWONIAK is Professor and past chair of the department of Communication at Saint Mary's College of California where he has served on the faculty in the School of Liberal Arts for 40 years. He is a member and past chair of the Division for Communication and the Future of the National Communication Association, a Trustee of the Institute of General Semantics, and President of the Media Ecology Association.

### **LANCE STRATE**

Fordham University

LANCE STRATE is Professor of Communication and Media Studies at Fordham University. One of the founders of the Media Ecology Association, he served as the MEA's first President, and launched the MEA's journal, *Explorations in Media Ecology*, which he co-edited for its first six years, returning for another 3-year term in 2017. His most recent books include *Amazing Ourselves to Death: Neil Postman's Brave New World Revisited*; the poetry collection *Thunder at Darwin Station*; and *Media Ecology: An Approach to Understanding the Human Condition*. He is the recipient of the MEA's Ong Award for Career Achievement in Scholarship, and McLuhan Award for Outstanding Book.

[@LanceStrate](https://twitter.com/LanceStrate)

### **MARTIN H. LEVINSON**

Institute of General Semantics

MARTIN H. LEVINSON brings over 40 years of experience in general semantics, counseling, administration, and education, to his teaching, writing, and international consulting work. ... He is president of the Institute of General Semantics and book editor for ETC: A Review of General Semantics.

## Philosophical Refections about New Media Environments

### A Philosophical Approach to Artificial Intelligence and the Dehumanization of Relationships

**LAURA TRUJILLO LIÑÁN**

Universidad Panamericana

The purpose of this panel is to analyze the way in which technology affects perception, understanding, feeling and human value; and how our interaction with it facilitates or impedes our chances of survival. The men's media influence can be seen from different points of view and this is the reason why media has been studied from diverse areas; however, the philosophical reflexion is missing and, at the same time, demands to be the fundamental study area for them.

LAURA TRUJILLO LIÑÁN is a researcher/professor for the Universidad Panamericana in Mexico; she has a BA in Philosophy for the UP, an MA in philosophy for the UNAM and a Ph.D. in Philosophy for the Universidad Panamericana. She is a specialist in Metaphysics and Media, especially in the relations between Aristotle and Marshall McLuhan. She is the director of the research project of Philosophy and Media at Universidad Panamericana.

### Social Networks and Mind in an Artificial Intelligence Era: A Media Ecology Perspective

**MARÍA-TERESA NICOLÁS-GAVILÁN LAURA TRUJILLO-LIÑÁN MARÍA-DE-LOS-ÁNGELES PADILLA-LAVÍN**

Universidad Panamericana

In this, panel, we will reflect on the relationships between technology-person-reality to show the influence, conditioning or determination that the individual or societies have because of them. Nowadays philosophers like Bauman, Groy, Floridi speak of a culture influenced by technology, even that we are a product of the media and not the media product of ours.

MARÍA-TERESA NICOLÁS-GAVILÁN. Ph.D. in Communication by the Universidad de Navarra, Spain. Member of the National Research System since 2011 up to date. She has been visiting researcher in different universities. She is the author of articles and chapters of Books related to journalism, Ethics of Media and Social values in TV Series. She has been President for the Ethics Working Group at International Association of Media Communication Research since 2015. Currently, she is Academic Provost at Universidad Panamericana.

[@teresanicolas](#)

### Adam's Paradox: Apple or no Apple?

**JOSE R. ISLAS**

Universidad Panamericana

The world is more informed than ever before, news, especially profitable 'bad news', flows rapidly in real time. As a result, our overabundant information has made humanity hyper conscious of its existential fragility. In this brief work, I use some of Marshall McLuhan insights to explore the close relationship existing between our hyper-informed society, the rise of a growing cultural anxiety and frustration, and the use of excessive manipulation of the truth, under extreme relativity and unethical behavior from the producers of media. Is an exploration on how modern Mythology is fabricated through de-contextualizing signs and symbols in order to achieve believers and ultimately make profits.

JOSE ISLAS is a Software Engineer Universidad Iberoamericana (1984-1988), MBA IPADE Business School (1993-1996), Bachelor Philosophy Universidad Panamericana (2001 - 2005), Ph.D. Philosophy Universidad Panamericana (2008). Member of a research project over the convergence of technology, philosophy and science for Universidad Panamericana Mexico. Currently researching Big Data Ethics, Manipulative Semiotics, and The Creation of Myths through Decontextualization.

### The Media Construction of "Actuality"

**TATIANA ARCE DE LA TORRE**

Universidad Panamericana

The contemporary world is today, as never before in the history of humanity, determined by technology. Faced with this scenario, we are forced to ask about the "nowadays" where this is taking place, for its limits and configurations, as well as for the technical mediation which allows us to make a temporal distinction between what is 'actual' and what is not. The objective of this work is to analyze the media construction of the present, from the point of view of two main authors, on the one hand; some considerations of Jacques Derrida, about "actuality", collected in *Echographies of Television* (1998) and, on the other hand, the notion of "medium" presented by Boris Groys in *Under Suspicion: a Phenomenology of the Media* (2008).

TATIANA ARCE DE LA TORRE has a Bachelor's degree in Philosophy from the National University of Mexico, where she is currently studying a Master's in Philosophy. She is interested in Contemporary Continental Philosophy and Philosophy of Technology. She is a professor at Universidad Panamericana, where she is part of the research project "Philosophy and Media."

### Media, technology and human condition

**ALEJANDRO BICIEG**

Universidad Panamericana

In the past decades, media and the technology behind them have promoted many advantages to modern societies, but they have also advanced several social, ethical and philosophical issues. One of them encompasses an old philosophical problem, that of "the human condition." Exploring this matter in accordance with the work of Marshall McLuhan has allowed us to consider that any extension of ourselves may be simultaneously an autoamputation. Thus, behind media and the technology that makes them possible, both understood as extensions of human capabilities, we can find our own basic limitations as human beings. More precisely: we can regard our own "amputated" capabilities in contrast to our creations. What could we say about modern media, technology, and all the enhancements that they have made possible when observed from the perspective of a fragile being as the human being is?

ALEJANDRO BICIEG has a master's degree in Philosophy from the National University of Mexico, where he is a Ph.D. candidate. He is interested in "philosophical anthropology" and "philosophy of culture", and his work involves death and human finitude as philosophical issues. He is a professor at Universidad Panamericana.



## The Reconfigured Eye

### Re/generation: Mapping Operations of [the] 'Strange' in Contemporary [Art] Photography

**HELMA SAWATZKY**

Simon Fraser University  
Trinity Western University

Photography has become integral to human being and becoming to the point that operates as an environment for living—an ecology of 'ubiquitous photography.' Mainstream practices of photography arguably operate within a logic of repetition, affirming the world as we know it in a kind of continuous feedback loop. Contemporary art practice tends to pursue a logic of difference, 'making strange' the ways in which we look at and make sense of photographs. For my dissertation research project, I explore the dynamics of the 'image event'—the moment of encounter between an image, a viewer, artists' intentions, and other contextual dimensions (artist statements, curatorial statements, context of exhibition): What happens? How? Why? Taking on form as content—medium as message—I will present some of my research findings in the form of a narrated 'bricolage' of images, graphic elements and text that 'perform' my research findings in different ways.

HELMA SAWATZKY is a visual artist and scholar interested in the phenomenological and hermeneutic 'agency' of media—ways in which different media shape and transform the lived experience of time, space, and embodied being-in-the-world. Her dissertation research project involves an art-based inquiry into operations of the 'strange' in contemporary [art] photography.

### Humanity versus Technology - "The Beauty" of war in the Global Village

**KALINA KUKIELKO-ROGOZINSKA**

University of Szczecin

**KRZYSZTOF TOMANEK**  
Jagiellonian University

The main aim of our paper is to present one of the attempts to portray 'truly real' image of war, namely Rita Leistner's oeuvre, both photographs, and theoretical works. In January 2011, Leistner, a Toronto-based war photojournalist, was invited to participate in the project called 'Basetrack'. It was a media experiment, designed to use social media to establish contacts between soldiers on missions and their families in America. A group of photographers accompanied a battalion of US Marines during their stay in Afghanistan. Leistner used her iPhone to take pictures of a daily life of the military base.

KALINA KUKIELKO-ROGOZINSKA. PhD; adjunct at the Institute of Sociology, University of Szczecin; author of the book *Between science and art. Artistic theory and practice depicted by Marshall McLuhan* (written in Polish) prized in 2016 with The Pierre Savard Award; scientific editor of the first Polish translation of *The Gutenberg Galaxy* by Marshall McLuhan (2017), recognized by the Polish Sociological Association as the best translation of last year; Visiting Scholar at Concordia University of Edmonton, Canada (2019).

KRZYSZTOF TOMANEK graduated in sociology from the University of Szczecin and completed PhD studies at the Jagiellonian University in Cracow. His research interests focus on methodology of social sciences, data mining, text mining, issues of trust and loyalty, analysis of social networks and visual sociology.

### Media and Messages in the Film Electric Dreams

**IAIN BAIRD**

Independent Scholar

*Electric Dreams* (1984) is "a computer fairy tale" telling the story of the arrival of a new technology – a home computer. This light-hearted film has received little consideration from scholars; even its director does not consider it a 'deep' film. This paper describes how *Electric Dreams* makes poetic and allegorical statements concerning the nature of media, in part as a result of the film's structure which resembles a series of music videos (an effort to exploit the popularity of music videos at the time). Furthermore, it is found that the film presents interesting insights into processes fundamental to the introduction of new media. Since such processes of technological change also constitute environments, the paper's approach is one of Media Ecology.

IAIN L BAIRD, University of Toronto, Urban Studies Department, Alumnus. Studies Collections, Television History, and Museums.

### The Instagram Generation

**ALEXANDER NETHERCUTT**

Independent Scholar

Recently, teens have become overwhelmed by the seeming ubiquity of perfectly crafted personas on Instagram. In response, they have created "finstas," or "fake" Instagram accounts, to supposedly escape the bullshit, performative Instagram aesthetic that makes everyone's life seem perfect, even as reality couldn't be further from the truth. Finstas are characterized by everything normal Instagram accounts aren't. On them, cardinal sins like posting more than once a day or filtering to absurd degrees are not only acceptable, but encouraged. Unfortunately, this aesthetic-as-escape-attempt is futile.

ALEXANDER (ZANDER) NETHERCUTT, San Rafael, CA; Kenyon College; Chicago, IL. I've blogged about how companies can better market themselves by focusing not on their product, but on the person someone can be by using their product.

## Cultural Interfaces

### Media Ethics, Mixed Reality, and First Responders

**COLLETTE SNOWDEN**  
University of South Australia

This discussion considers ethical issues and media ecology dimensions arising from research using Mixed Reality training of First Responders, incorporating various forms of media. Mixed Reality is technology that merges real and virtual environments, incorporating everyday tools and equipment, allowing for the incorporation of sensory components, such as scent, and haptic feedback. Emergency Services First Responders often face traumatic situations and events in which there is risk of death or severe injury, and exposure to traumatic incidents involving others. Consequently, the mental health of First Responders can be affected by their work. The use of mixed reality technology aims to prevent mental ill-health and promote early intervention to treat work related mental health conditions. Consideration of the ethical aspects of Mixed Reality training aims to identify issues and concerns that may impede the good intentions of the research and training and its potential, while anticipating potential negative effects.

COLLETTE SNOWDEN is a Senior Lecturer in the School of Creative Industries at the University of South Australia. Collette's research and teaching examines technology and the transformation of communication and media practices, and the effects of interaction between technology, language, society and its institutions. She previously worked in a range of applied communication and media roles. Her work draws on divergent perspectives to consider effects, consequences and possibilities.

### What You Touch Is (Not) What You See. The Haptic Unconscious and Digital In-corporeality in the Airport Space

**MAREK WOJTASZEK**  
University of Lodz, Poland

The contemporary airport features a wide array of convergent apparatuses that digitize various services, thus creating unique experiences to travelers. Their haptic interfaces make techno- sensation emerge as of pivotal importance to comprehend the deeper cultural transformation animated by computational media. This process engages our bodies that constitute a material resource and feed the realm of digital data. As a perceptual machine, airport terminal shapes our sensations and works our feelings but its expanding codespace – assuming haptic image – engenders a novel mode of extra-perceptual experience. Consequently, I will address aesthetic-ecological questions about our intimacies and the manners they are spatially architected by haptic interfaces. Analyzing airport's generation of sensation beyond receptivity, I account for how sensory entanglement with haptic interfaces s(t)imulates emergence of an in-corporeal aesthetic – one that rests on (cod)entangled, expanded, sensibility.

MAREK WOJTASZEK is an assistant professor at the Faculty of International and Political Studies at the University of Lodz, Poland, affiliated with the Department of American and Media Studies, and the Women's Studies Center. His main areas of research include aesthetics and media ecologies, body and space, Deleuze's philosophy, and digital and visual cultures.

### Transmedia Narrative Design: Non-fiction Experiences Developed at the National University of Rosario, Argentina

**ANAHÍ M. LOVATO**  
National University of Rosario

The present work represents a study on the development of non-fiction transmedia projects in a context where digital convergence processes transformed the media ecosystem, enabling the emergence of new narrative species and new forms of production, circulation and consumption of journalistic content and documentaries. This research analyzes the characteristics of the transmedia narratives and the adaptations of the documentary discourses to the new techno-social scenario. It also recovers and reviews two transmedia projects developed by the Multimedial Communication Department of the National University of Rosario, Argentina: *Mujeres en Venta* [Women for sale] (2015) and *De Barrio Somos* [Born in our community] (2018). Such experiences -considered together with a series of production models for transmedia storytelling developed by producers and researchers from different fields- allow us to identify a sequence of creative processes for transmedia narrative design.

ANAHÍ M. LOVATO, M. Sc. in Interactive Digital Communication. Professor and researcher at the National University of Rosario (UNR), Argentina. Content coordinator and project manager in the Multimedial Communication Department (UNR). Scriptwriter of audiovisual, interactive and transmedia projects. Member of the Latin American Chair of Transmedia Narratives. She has published books and articles on digital journalism and transmedia narratives.

Twitter: @anahilo

### New Ethos for Education in the Digital Ecosystem

**MAGDA PISCHETOLA**  
Pontificia Universidade Católica do Rio de Janeiro

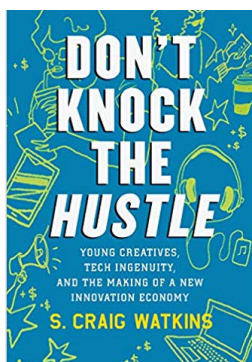
The aim of this paper is to go beyond impact studies and examine deeper questions in the field of education, as media structures and social environments become increasingly data-based and data-mediated. In fact, the digital ecosystem may provide means for facilitating knowledge – and yet the functioning of its instruments, such as social media algorithms, big data analytics and cloud computing, remains obscure and inaccessible. These tools facilitate our social life and access to information, but at the same time, they expose us to ubiquitous surveillance, constant propaganda, and potential censorship (Andrade & Pischetola, 2016). Computerized processes of selection, distribution and content creation regulate our life, but their governing principles remain in the dark. Facing this reality, we ask: what role do teachers and educators play in learners' consciousness and critical thinking? How might they challenge data paradigms and find alternative ways to address information and knowledge construction process?

MAGDA PISCHETOLA, MA in Media Studies, PhD in Education at the Università Cattolica of Milan, Italy. Currently working at the Pontificia Universidade Católica do Rio de Janeiro, Brazil. Teaching at undergraduate and graduate levels, she coordinates the Teacher training and ICT Research Group. Research focus: media as environments; teaching material and methods.



THERE IS NO TIME TO WASTE! Meet the authors during the break as they present their books with microphone in hand, each with thirty minutes of fame to inspire. It is a Gutenberg moment. Some will launch their new books. Some will remind you of past mustreads.

You will have a chance to mix it up with the authors, who will of course have their texts available for purchase, or will direct you to the appropriate vendor. ENJOY A COFFEE WITH COLLEAGUES in a moment of animated literary exchange.



**THURSDAY**  
**JUNE 27 5:00 PM**

*Don't Knock the Hustle: Young Creatives, Tech Ingenuity, and the Making of a New Innovation Economy*  
Beacon Press (2019)

By **S. CRAIG WATKINS**

Millennials are coming of age at a time when work is temporary, underpaid, incommensurate with their education, or downright unsatisfying. Despite these challenges, media scholar S. Craig Watkins argues that this moment of precarity is rife with opportunities for innovation, and that millennials are leading the charge at turning that into an inventive and surprisingly sustainable future, and building a creative, entrepreneurial, and civically engaged innovation economy.

*In dialogue with the author:*  
BRIAN TAYLOR



**FRIDAY**  
**JUNE 28 11:00 AM**

*Radiohead: Music for a Global Future*  
Rowman & Littlefield (2019)

By **PHIL ROSE**

Since Radiohead's formation in the mid-1980s, the band has celebrated three decades of creative collaboration and achieved critical acclaim across music genres as cultural icons. Recognized not only for their musical talent and daring experimentation, Radiohead is also known for its work's engagement with cultural and political issues. Phil Rose dissects Radiohead's entire catalog to reveal how the music directs our attention toward themes like cyber technology, the environment, terrorism, and the inevitability of the apocalypse.

*In dialogue with the author:*  
THOM GENCARELLI



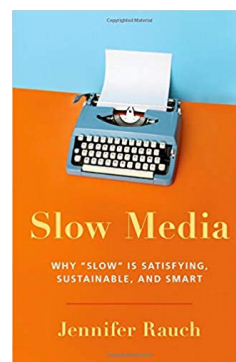
**FRIDAY**  
**JUNE 28 5:00 PM**

*The Tangled Garden: A Canadian Cultural Manifesto for the Digital Age*  
Lorimer (2019)

By **RICHARD STURSBURG**

The emergence of Facebook, Amazon, Apple, Netflix and Google (the FAANGs) has created an unprecedented challenge to Canada's news, television and film businesses. In this book Richard Stursberg offers a brief account — often based on his insider's experience — of how Canada's cultural industries were built. And he explains that independent Canadian media and cultural industries are unlikely to survive due to the large share of ad dollars and audience attention captured by the big digital media companies.

*In dialogue with the author:*  
BRIAN TAYLOR



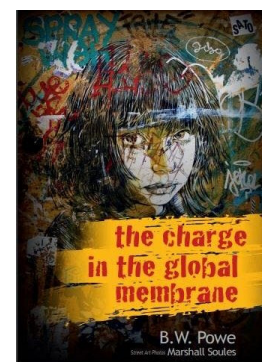
**SATURDAY**  
**JUNE 29 11:00 AM**

*Slow Media: Why Slow is Satisfying, Sustainable, and Smart*  
Oxford Univ. Press (2018)

By **JENNIFER RAUCH**

Today we recognize that we have a different relationship to media technology—and to information more broadly—than we had even five years ago. We are connected to the news media, to our jobs, and to each other, 24 hours a day. But many people have found their mediated lives to be too fast, too digital, too disposable, and too distracted. This group—which includes many technologists and young people—believes that current practices of digital media production and consumption are unsustainable, and works to promote alternate ways of living.

*In dialogue with the author:*  
JEREMY SWARTZ



**SATURDAY**  
**JUNE 29 5:00 PM**

*The Charge in the Global Membrane*  
NeoPoesis Press (2019)

By **B.W. POWE**

We're immersed in a radical transformation of consciousness and sensibility through the advent of digital communications' technologies. Everything is in heightened conditions of emergent flux and speed, of spiritual emergency. Responding to the transformations, this word-image work seeks the heartbeat inside the Genesis overdrive of our present. It's a book of pulses and intuitions expressed in prose and poetry, street art and images, all of which record and reflect our deepening engulfment in manifesting generations of electricity. This book is about the charging of our time, and our charge for perceiving.

*In dialogue with the author:*  
DAVID NOSTBAKKEN



## Ethics of AI

### Tension between Reproducibility and Responsibility in AI Research

**GRAHAM TAYLOR**  
University of Guelph

As a heavily empirical field, the machine learning community has rallied around the idea of reproducible research. In its most basic form, this means releasing source code so that others can recreate published experimental results. Stronger notions of reproducibility extending to both empirical and theoretical work have been proposed, and are being integrated into submissions to our leading conferences. Recently, we've seen instances where researchers held back code to reproduce machine learning systems out of concern that it would be misused by bad actors. Is AI simply a dual-use technology, much like rockets, nuclear power, and night-vision; which have been previously associated with both civilian and military applications? In this presentation, I will argue that unlike previous dual-use technologies, machine learning has an extremely low barrier to entry. Thus it is necessary for us to reflect and act on the tension that emerges between reproducibility and responsibility.

GRAHAM TAYLOR is a Canada Research Chair, Canada CIFAR AI Chair and Associate Professor at the University of Guelph. He directs the Guelph Centre for Advancing Responsible and Ethical AI and is a member of the Vector Institute for AI. In 2016 he was named as one of 18 inaugural CIFAR Azrieli Global Scholars. In 2018 he was named one of Canada's Top 40 under 40. He is the Academic Director of NextAI.

🐦 @\_NextAI @VectorInst @uofg

### Why Ethics is not enough

**MUTALE NKONDE**

Berkman Klein Center for Internet & Society

The call for AI Ethics has been met by partnering philosophers with computer scientists to create a just technical further. However what is not being addressed is the need for scholars from women and disability studies, critical race theorists, researchers from queer and trans studies to see how the notion of ethics offered by philosophers maps to the modern world. My talk asks what would it mean to create a racially literate future by drawing on the findings of my latest report Advancing Racial Literacy in Tech, which I published along with sociologist Jessie Daniels and computer scientist Darkashan Mir.

MUTALE NKONDE is an AI Policy Advisor for Congresswoman Yvette Clarke, during her tenure she has been involved in the introduction of the Algorithm Accountability and Deep fakes Accountability Act. She is currently fellow at the Berkman Klein Center for Internet & Society at Harvard University, prior to this she was a fellow at Data & Society Research Institute in New York City.

🐦 @mutalengkonde

### Algorithmethics: Tuning Our Digital Twin

**DERRICK DE KERCKHOVE**  
University of Toronto

Still in embryonic form in Alexa, Siri, Cortana and other assistants, our digital twin is not quite born yet, but its cellular multiplication is occurring right now in the umpteen databases that collect everything about us. All these data and profiles that I used to call our "digital unconscious" are henceforth destined to be gathered and integrated in a single, accessible entity, probably first in our smartphones but later in various applications ranging from humanoid robots to 3D apparitions looking like us. The concept, a recent engineering breakthrough to facilitate management of turbines and motors is already being repurposed to represent and serve humans. More than a mere twin, it will be a second self, one that, instead of being restricted to running one's body in the physical world, will be empowered to access, record and analyze not only our own behavior but correlate it with everything that is available on line. What kinds of ethical guardrails should we begin to think about?

DERRICK DE KERCKHOVE was Director of the McLuhan Program in Culture & Technology at the University of Toronto from 1983 to 2008. In Italy since 2004 he taught at the Faculty of Sociology of the University Federico II in Naples and now at the Polytechnic Institute of Milan. Scientific director of the Rome based Media Duemila, he is author of a dozen books translated in over ten languages. he is also Research Director at the Interdisciplinary Internet Institute (IN3) in Barcelona. His fields of research include Technopsychology, Art and communication technologies, Media Theory, Collaborative Educative Software, and Connected Intelligence.

🐦 @mediaduemila





# Media(S)cene

JUNE 27-29 9:00 AM - 7:00 PM

MY Atrium

55 ST. GEORGE STREET, TORONTO

*Layers of fossils — Layers of media technology. Ways of living — Ways of seeing. If we are in the Anthropocene, then how can we not be in the Mediacene?*

Phones to drones to satellites to space telescopes—that's the realm explored in the Media(s)cene project, a long-term aesthetic merger of theory and praxis. Based on the concept essay "Hot and Cool in the Media(S)cene," the mixed-media installation probes the layers of media that make up our techno-environments. Inspired by McLuhan, we imagine a radically different hot-cool scale that spans the endo-, ego-, eco-, and exo-media that surround our planet and extend into deep space.

Conceived and created by **Barry Vacker** and **Julia M. Hildebrand**

Production Associates: Sara Falco, Liza Samuel, Lauren Miralles-Snow, Gail Bower, and Brooke Storms.

**BARRY VACKER**  
Temple University

BARRY VACKER teaches critical media studies at Temple University, where he is an associate professor in the Klein College of Media and Communication. His most recent books include *Black Mirror and Critical Media Theory* (2018) and *Media Environments* (2019). His video *Space Times Square* won the 2010 John Cullin Award for Outstanding Praxis from the Media Ecology Association.

**JULIA M. HILDEBRAND**  
Drexel University

JULIA M. HILDEBRAND recently earned her PhD in Communication, Culture, and Media at Drexel University. She will begin working as Assistant Professor in Communication at Eckerd College. Her research, bridging media ecology and mobilities studies, has been published in journals such as *Explorations in Media Ecology*, *Media, Culture, & Society*, *Digital Culture & Society*, and *Transfers*.

[www.mediaanddestiny.org](http://www.mediaanddestiny.org)

# Algorithmic Accountability

## Search Ranking to Neural Networking and the Challenges of Account Giving

**DOMINIC MARTIN**

Université du Québec à Montréal

Algorithms are used increasingly more often to inform decision on questions such as creditworthiness, web search ranking, consumer profiling, or even criminal justice and social credit. Parallel to these developments, there has been growing concerns that new IT systems lack transparency, that they are overly complex, hard to explain or understand, and that they do not allow enough oversight from the relevant authorities. My aim in this presentation is to clarify the claim that we should be more accountable for the usage of algorithms in society, either within public institutions or private organizations. First, I will explain what I mean by algorithmic accountability. Then, I will show why accountability is desirable, but I will also show that it raises a series of challenges: potential violations of privacy, counterproductive uses, epistemic constraints and cost constraints. I will illustrate these challenges with three popular claims for more accountability. I will conclude by suggesting that we should use proportionality assessments to establish when our expectations of account giving are too high.

DOMINIC MARTIN is a professor of ethics at the École des sciences de la Gestion of the Université du Québec à Montréal. His work combines approaches from ethics, contemporary political philosophy, economics, and law, to grapple with questions of distributive justice, the role of the state – and intergovernmental regulatory bodies – in shaping market structures and the ethical obligations of business. His recent research projects deal with the new ethical issues associated with the rise of artificial intelligence (AI) and the increase usage of algorithms in society.

## The Black Box problem: The Case for an Explainability Requirement

**JOCELYN MACLURE**

Université Laval

The “black box” or “opacity” problem is one of the most daunting ethical challenges raised by the current development of artificial intelligence algorithms that can (or will soon be) used to automatize cognitive tasks hitherto performed by human beings or to assist human decision-making. In contrast with “symbolic IA”, machine learning-based AI yields results that are difficult to explain and justify. This is why “explainable IA” has become a priority for both computer scientists and ethicists working on AI. In this talk, I will sketch out some of reasons why I think that the use of AI for making decisions that affect the basic rights and wellbeing of people should come with a demanding requirement of explainability.

JOCELYN MACLURE is Full Professor of Philosophy at Laval University, where he teaches ethics and political philosophy. He is also the president of the Ethics in Science and Technology Commission, a permanent advisory body of the Quebec Government. Known for his work on value pluralism and theories of justice, Jocelyn currently works on the philosophy and ethics of AI. His publications include *Retrouver la raison* (Québec Amérique 2016) and, with C. Taylor, *Secularism and Freedom of Conscience* (Harvard University Press 2011).

🐦 @jocelynmaclure

## Developing Responsible Governance Frameworks: Breaking Down Silos between Technologists and Policymakers

**SARAH VILLENEUVE**

Brookfield Institute

How do we ensure algorithmic accountability? To what extent do algorithms need to be transparent? Successfully addressing the social implications of algorithms and developing appropriate regulatory responses requires an ongoing dialogue between researchers who develop AI technology, social scientists who study the societal dynamics of technological systems, and policymakers who are tasked with governing AI. Sarah will discuss the importance of breaking down silos between public, private, academic, and not-for-profit sectors. She will share insights and lessons learned from discussions with policymakers, technologists, and academics across Canada on the ethical implications and policy considerations of AI development, as part of the AI Futures Policy Lab series co-designed by the Brookfield Institute for Innovation + Entrepreneurship and CIFAR.

SARAH VILLENEUVE is an interdisciplinary researcher investigating the socio-political impacts of artificial intelligence with the aim of influencing technology design and public policy in Canada. She is currently a Policy Analyst at the Brookfield Institute for Innovation + Entrepreneurship where she leads research on the AI + Society workstream. Sarah holds a MSc in Data and Society from the London School of Economics and Political Science and a BA in Politics and International Relations from the University of London.

🐦 @sarvilleneuve



## Building the Inclusive City



This session will bring together panelists from the public sector, private sector and academia to discuss the privacy, data and governance implications of digitally connected and enhanced cities. These so called “Smart” cities function on sensors and IoT, and by collecting data; not only environmental data but also the personal data of individuals who interact with, or even walk through, the space. The parameters of data collection and use are not always explicitly explained, meaning that individuals are not likely aware of what their collected data is being used for. This can have serious implications for individuals’ privacy rights and data ownership. We will be exploring the balance for privacy and data interests on one hand, and innovation for the

purpose of improving lives within the smart city paradigm on the other.

This panel will aim to shed light on the practical issues and implications of data governance, while also acknowledging that when done properly digitally enabled cities can make life more sustainable, environmentally friendly, technologically advanced, and inclusive. The discussion will elicit thought provoking issues related to the value of personal data for companies, the government and for the individual. It will explore whether it is possible to collect data without identifying an individual, and whether privacy and data collection regulation can mitigate the pitfalls of living in a connected and interconnected world. [🐦@CIGIonline](#)



**DANIEL ARAYA**  
World Legal Summit

DANIEL ARAYA (PhD) is a technology consultant and advisor to government working at the intersection of entrepreneurship, innovation and public policy. He is Senior Partner with the World Legal Summit and Senior Fellow with the Centre for International Governance Innovation. A regular contributor to various media outlets, Daniel has been invited to speak at a number of universities and research centers including the U.S. Naval Postgraduate School, Harvard University, the American Enterprise Institute, Stanford University, the University of Toronto, and Microsoft Research. His newest books include: *Augmented Intelligence* (2018), and *Smart Cities as Democratic Ecologies* (2015).

[🐦@DanielArayaXY](#)

**BIANCA WYLIE**  
CIGI

BIANCA WYLIE is a senior fellow at the Centre for International Governance Innovation CIGI. Her main areas of interest are procurement and public sector technology. Beyond her role at CIGI, Bianca leads work on public sector technology policy for Canada at Dgen Network and is the co-founder of Tech Reset Canada. Her work at CIGI focuses on examining Canadian data and technology policy decisions and their alignment with democratically informed policy and consumer protection.

[🐦@biancawylie](#)

**DAVID GOODIS**  
IPC of Ontario

DAVID GOODIS is Assistant Commissioner (Policy & Corporate Services) with the Information and Privacy Commissioner of Ontario. David is a graduate of Western University’s law school and was called to the Ontario Bar in 1988. David has represented the IPC in hearings before the Divisional Court, the Ontario Court of Appeal, and the Supreme Court of Canada. David recently co-authored the 2017-2018 Annotated Ontario Freedom of Information and Protection of Privacy Acts, and teaches Canadian administrative law to foreign-trained lawyers at the University of Toronto’s Faculty of Law.

[🐦@IPCinfoprivacy](#)



**AARON SHULL**  
CIGI

AARON SHULL is CIGI’s managing director and general counsel. He acts as a strategic liaison between CIGI’s research programs and other departments while managing CIGI’s legal affairs and advising senior management on a range of legal, operational and policy matters.

[🐦@shull\\_aaron](#)

يا قدس، نحن هنا

JERUSALEM, WE ARE HERE

ENTER

ادخل

PANEL 2.3.1

FRIDAY JUN 28 2:00 PM

MY150 Auditorium  
INTERACTIVE DOCUMENTARY

## Virtual Returns

New Media, Geography and Ecology in “Jerusalem, We Are Here”

**DORIT NAAMAN**  
Queen's University

This presentation offers a virtual walk in Jerusalem probing new media, participatory ethics, and geographies of mind. "Jerusalem, We Are Here" is an interactive documentary that digitally brings Palestinians back into the Jerusalem neighbourhoods from which they were expelled in 1948. Focusing primarily on the neighbourhood of Katamon, Palestinian participants probed their families' past, and engaged with the painful present. Together we produced short, poetic videos, filled with nostalgia, sorrow, and fleeting returns. The films are embedded into a virtual tour where the audience - in Cairo, Jerusalem, Paris, Toronto and beyond - can “walk” down the streets of Katamon as these were filmed in 2012-2015. As we meander down the streets of contemporary Jerusalem, our soundscape is of the 1940s; when we reach the home of each participant, we can watch the video/audio produced.

DORIT NAAMAN is a film theorist and documentarist from Jerusalem, teaching at Queen's University, Canada. Her research focuses on Israeli and to a lesser extent Palestinian cinemas (primarily from post-colonialist and feminist perspectives). In 2016 Dorit released an interactive participatory documentary project on Jerusalem. The project can be viewed at: [www.jerusalemwearehere.com](http://www.jerusalemwearehere.com)

[@doritnaaman](https://twitter.com/doritnaaman)



## Journalism in Uncertain Times

### Technology and misinformation: the social media algorithms and its relation with the journalism integrity

**NATANAEL DAMASCENO**

Pontifícia Universidade Católica do Rio de Janeiro

This paper reflects on the impact of digital technology on the production and dissemination of news, considering the negative and positive aspects inherent in technological advances. To do so, it analyzes the conditions that favored the indiscriminate dissemination of rumors and lies in the Brazilian presidential elections of 2018, countering the successful partnership of the newspaper Extra, from Rio de Janeiro, with applications and social media. The article brings references from Tim Wu's studies of communication monopolies and of the concepts formulated by Neil Postman regarding the relationship between the human being and the computer.

Masters student at PUC-Rio, NATANAEL DAMASCENO is a journalist. Graduated in 2000, he began working at O Globo newspaper, in Rio de Janeiro. As a reporter, copywriter and assistant editor, he covered principally local news. Today he owns a communication agency that focuses on helping entrepreneurial mothers find communication solutions for their companies. Interested in Journalism Theories and newsmaking, he investigates the interactions of technology in the production of local news.

🐦 @natandamasceno

### Opportunities and Challenges on New Technology in Journalism and Communication

**YUNFANG CUI**

**YUHAO LIU**

Communication University of China

In recent years, the innovation of new media technologies based on the Internet, has continuously injected new vitality into journalism and communication. This paper aims to focus and discuss the new technologies generated by the rapid development of the Internet, and opportunities and challenges brought to the field of journalism. Based on the reports, research paper and related literature on new technologies, we discuss the challenges and academic disputes. The details are as follows:  
A. The popularization of new technologies in the field of information communication faces certain challenges.  
B. "Data" is frequently mentioned, and the controversy brought by it becomes more and more intense.  
C. The development of new technologies has brought an impact on news ethics.  
D. Technology forces the transformation of modern social relationships.  
E. There is a big conflict between the cultivation of all-round talents and the actual problems.

CUI YUNFANG, Associate Professor, School of Journalism, Communication University of China.

LIU YUHAO, graduate student of the School of Journalism, Communication University of China.

### Challenges and opportunities for Peace Journalism in online media

**JORGE SALHANI**

São Paulo State University

The structure of the journalistic organizations at times impedes the development of peace journalism, a concept created under the perspective of the Peace Studies, which emerged as a demand for new practices and routines that could replace the prevailing patterns of media communications (Arévalo Salinas, 2014). Taking into account the immediacy demanded by the current news consumption model, Giró (2012) states that media outlets offer limited time and space for peace journalism to be performed. Furthermore, Christofletti (2008) highlights that this situation puts journalists into a place where they have to accelerate the news production process in order to deliver fast reporting. It is discussed in this presentation the potential of information technologies for facilitating the development of peace journalism and, at the same time, maintaining the structures of the culture of violence, when disseminating fake news, for instance. This study is funded by FAPESP (number 17/10107-8).

JORGE SALHANI is a master student in Media Communications at the Faculty of Architecture, Arts and Communications at São Paulo State University (FAAC/UNESP), Brazil. He holds a bachelor's degree in Journalism at the same university. Salhani has developed research at the Interuniversity Institute of Social Development and Peace (IUDESP) of University of Alicante, and Jaume I University, Spain, and has been granted a São Paulo Research Foundation (FAPESP) scholarship (number 17/10107-8).

### "According to Unconfirmed Reports": An Ethical Perspective on Breaking News Liveblogs

**OLIVIER NYIRUBUGARA**

Erasmus University Rotterdam

Liveblogging has now become a fully-fledged journalistic practice and has been praised for taking audiences step-by-step into the heart of unfolding events through quick and short updates. Liveblog research has mainly focused on production, sourcing, and consumption, and has not paid due attention to the ethical concerns related to accurate reporting. This paper presents the findings of a narrative analysis of 452 updates from five mainstream outlet liveblogs [Le Monde (France), The Guardian and The Telegraph (United Kingdom), RTL Nieuws and NRC Handelsblad (The Netherlands)] covering three major breaking news events, namely the 22nd March 2016 Brussels attacks, the 19th December 2016 Berlin attack, and the 2nd October 2017 Las Vegas shooting. The findings show a mixed picture of reporting that combines confirmed and unconfirmed information, speculations, vague and contradictory details, amongst other issues that are likely to compromise the sacrosanct principle of accurate reporting.

Dr. OLIVIER NYIRUBUGARA is a lecturer in Media Theory, among other subjects, at Erasmus University Rotterdam in The Netherlands. He worked as a journalist for various international outlet between 2002 and 2015, a period during which he also trained many journalists in mobile community reporting mainly in Africa. His current research interests include the ethics of war reporting and the ethics of emerging forms of journalism such as liveblogging.

🐦 @olny76

# Ethical Questions for Human-Technology Relationships

## Engineering Education: An Ethical Dilemma

**MISSY ALEXANDER**

Western Connecticut State University

Recent technological developments are reshaping how we think about education. Online education has given us the ability to monitor participation and engagement with material in far more detailed ways than the face-to-face environment. Adaptive learning programs isolate the concepts a student is struggling with. Faculty can collect instant feedback on their effectiveness. Cells can become attendance taking devices can foster campus engagement. These tools create a new found precision in planning and potential interventions. But what are the unanticipated consequences for education? Does this level of precision prioritize outcomes over discovery? Does it undermine a responsive and dynamic learning experience? Who do we harm if we use these new tools? Who do we harm if we do not use them? And how are they shaping our understandings of higher education?

MISSY ALEXANDER is Provost and V.P. of Academic Affairs at Western Connecticut State University.

## Alexa, I'm Sorry: Problems of Tech Abuse

**BILL PETKANAS**

Western Connecticut State University

As artificial intelligence advances we expect to develop artificial beings which can respond to human interaction as if they are self-aware, sentient beings. This will raise the question of "robot rights" and society may be faced with considering sanctions for abusive treatment of non-human entities. Interspecies ethics are well developed for organic entities; there are protocols for animals in experiments, entertainment, labor, and companionship, with consequences for abuse for higher orders, (e.g., primates) to none for lower orders (e.g., insects, worms). These ethical standards are based on two factors: what the entity may experience (our perception of suffering) and how society perceives the character of the abuser (sadistic impulses). As interaction with technologies becomes more like interactions with humans, we will need to develop a set of ethics for dealing with the non-human, non-organic part of society.

Dr. BILL PETKANAS teaches courses in communication history, language and thought, communication studies and media studies. He interests are issues of communication history, technology and culture, news and the public, and cultural studies approaches to analyzing media. He was the Editor of ETC: A review of General Semantics 2008-12 and an associate editor of The Atlantic Journal of Communication since its inception.

## Social Media and Ethics in an Age of No-Context

**EVA BERGER**

College of Management Israel

Social media are regarded as central culprits in the advent of "the age of fake news and post-truth." "Fake news" implies the idea that news used to be real and "post-truth" implies a memory – albeit vague – of how truth was defined in the pre-post-truth age. The age of fact-based news is the context that provides the backdrop for the age of post-truth. But with the proliferation of social media with their hashtags and tweets, we are living in an "age of no-context." In the absence of context to conduct our lives and understand the reality around us, the concept of ethics is losing its meaning. Even the concept of "common-sense ethics" is disappearing, as there is no common, shared sense. When "friends" are strangers, "sharing" is forwarding, and expressing opinions is "liking" or emojiing, fascism, racism and misogyny are the norm.

EVA BERGER teaches at the School of Media Studies of COLMAN in Israel, where she was also Dean. She holds an M.A. and Ph.D in Media Ecology (NYU). She serves in numerous organizations including the Israel Peace Initiative, Israel Press Council, and Institute of General Semantics. She was Chairwoman of the board of Women in the Picture (for the Advancement of Women in the Visual Arts). Her latest book (with Dr. Isaac Berger) is The Communication Panacea: Pediatrics and General Semantics.

## The Ship Will Sink - Lewis Mumford, Roderick Seidenberg, and the Problem of "Post-Historic Man"

**ZACHARY LOEB**

University of Pennsylvania

Throughout Mumford and Seidenberg's correspondence the two were repeatedly joined by a third figure: "post-historic man." Coined by Seidenberg in his 1950 book of the same title, "post-historic man" was a dark premonition of what would occur once humanity became fully incorporated in the machine civilization that Seidenberg felt humanity was busily constructing. Impressed by Seidenberg's concept, Mumford had made use of it in his 1956 book The Transformations of Man, wherein he framed "post-historic man" as the willing supplicant to the forces of science and technology who consents to being turned into little more than a cog. Drawing upon the unpublished correspondence between Seidenberg and Mumford, this paper situates their debate about the meaning of "post-historic man" as an attempt by these two critics to make sense of the emerging media ecology of their day.

ZACHARY LOEB is a PhD candidate in the History and Sociology of Science department at the University of Pennsylvania. His areas of interest include the history of technology, disaster studies, as well as the life and work of Lewis Mumford. Loeb is currently writing a dissertation about Y2K.

[@libshipwreck](https://twitter.com/libshipwreck)

## Frontiers of Advertising

### Social Credit Scores and the Attention Merchants of the Public Internet

**ADAM DEAN**

Susquehanna University

This paper examines Big Data through a framework of private companies operating on a publicly-funded Internet. It gives an overview of the significant investment the public has made in the infrastructure. It then analyzes the use of this public infrastructure for commerce and subsequent user agreements created by key web consumer data merchants Facebook, Alphabet, Twitter and Snapchat that seek to profit. It then offers a short comparison between this system of competing commercial interests for user data with centralized data systems in China, where individual user activities online are collected and measured within in a holistic social credit score. The paper concludes that users must collectively guard against private companies superseding U.S. laws related to copyright and privacy through specialized agreements, with the goal of protecting user data from consolidation that could result in a holistic social credit score in the U.S.

Dr. ADAM DEAN is an associate professor of digital media arts. Dr. Dean's research agenda focuses on digital democracy. This is balanced with a creative agenda in environmental documentary production. In addition to teaching, research and media production, Dr. Dean works with community partners on media education initiatives, for which he has received awards. His service mission is based on intercultural civic education through media to create media that document and preserve culture.

### "Cyber warfare" in fashion: Cambridge Analytica and the "weaponization" of consumer brand preferences

**REBECCA HALLIDAY**

Ryerson University

In 2018, Christopher Wylie, the whistle blower of the Cambridge Analytica scandal, delivered a speech at The Business of Fashion's 'VOICES' conference in which he detailed how, in 2016, the firm had mined consumers' fashion brand preferences as data units to influence political opinions through targeted social media content. This paper situates Cambridge Analytica's machinations at the intersection of fashion and media studies to query the scandal's implications on the fashion industry as well as on media and consumer cultures, ethics and affiliations in the Trump era. It combines fashion, material culture and consumer culture theories with Jodi Dean's (2010a, 2010b) model of communicative capitalism and its logics of personalization and the networked media capture of affect and/as desire. I suggest that Cambridge Analytica presents a cultural moment that exceeds the processes of communicative capitalism and demonstrates how consumer affiliations are honed to alter political outcomes.

REBECCA HALLIDAY lives in Toronto and teaches primarily at Ryerson University in the School of Fashion and the School of Professional Communication. She holds a PhD in Communication and Culture from the Joint Graduate Program at York University and Ryerson University and an MA in Theatre and Performance Studies from York University. Her interdisciplinary research on media and consumer culture has been published in the journals *Imaginations* and *Comunicazioni Sociali* and in several book chapters.

🐦@beckyhalliday

### Scientificated Deception: Social and Ethical Implications in Anti-Ageing Marketing

**AMINA MIRE**

Carleton University

This presentation addresses discursive processes through which scientific sounding concepts with no legal status and no verifiable evidence to support them came to be widely used in marketing practices for new regimes of anti-ageing biotechnologies. In this presentation, this style of marketing is called a scientificated deception. This practice can be construed as deceptive marketing for the following reasons: first, scientificated deception in the anti-ageing discourse depends on the systematic deployment of scientific rhetoric, icons and images which imply the unsubstantiated therapeutic efficacy of these products. Second, as a symbolic representation, scientificated deception is a signifying repertoire which enables and reinforces an anti-ageing lifestyle. It is in this context that scientificated deception in anti-ageing marketing makes unsubstantiated links between anti-ageing consumption and ageing as both a social burden and a medical problem.

AMINA MIRE, Assistant Professor. PhD, Major in Sociology, Minor in Women's Studies and Gender Studies, Ontario Institute for Studies in Education (OISE-UT) MPhil University of Toronto MA University of Toronto BSc Chemistry, University of Winnipeg BA Philosophy, University of Winnipeg Diploma, Assistant Pharmacy, Somali Health Personnel Training Institute

### Native Advertising: Boundary Object or Boundary Screen Between Journalism and Marketing?

**MARIE-EVE CARIGNAN  
DANY BAILLARGEON  
MIKAËLLE TOURNIGNY  
ÉLYSE DIONNE**

Université de Sherbrooke

**ALEXANDRE COUTANT**

Université du Québec à Montréal

Native advertising (NA) is a revealing phenomenon for analyzing the profound changes in the journalism and marketing industries, both of which are facing tremendous changes that affect their business models. Indeed, NA has considerable ethical/deontological, economic and professional impacts. Based on a discourse analysis of 162 articles about NA, combined with 9 interviews with journalists who produce NA, our paper shows that while NA could have served as a boundary object to develop a mutually beneficial dialogue, new and intense practices by marketers in conjunction with a crystallized deontological stance by journalism professionals have contributed to erecting a firm screen enabling marketers to take almost complete possession of this new territory. This takeover could once again put the journalism at the mercy of advertisers, even though NA could instead appeal to their expertise.

ME CARIGNAN focuses on the impact of the media in society, with emphasis on journalistic practices, ethics, risk and crisis communication. D. BAILLARGEON investigates the dynamics and tensions surrounding how creativity is expressed and legitimized within organizations. A. COUTANT focuses on consumption activities using ICTs. M. TOURNIGNY studies the practices of journalism in the rise of ICT. E. DIONNE works on ethical rules adopted by the influencers on YouTube.



## Confronting Ecologies of Emotion: Design, Implementation, and the [Social] User Experience

### Towards Emotional Game Characters

**GENEVA SMITH**

McMaster University

Recent Computer Role Playing Games, such as Skyrim and Breath of the Wild, have entranced us with their expansive, complex worlds. However, the Non-Player Characters (NPCs) in these games remain lackluster outside of scripted events. This is, in part, because games typically do not simulate NPC emotions. Wouldn't these games be more interesting, if NPCs reacted more appropriately to the situations they find themselves in? To be able to do this, designers need an engine that models emotion based on inputs from the game world and from other designer-defined character elements such as personality and goals. Unlike AI agents and simulations of cognitive psychology theories, an emotion engine for games need only be plausible and interesting -- not correct. I propose an efficient emotion engine design based on two psychological theories -- Plutchik's psycho-evolutionary synthesis and Lazarus's cognitive appraisal -- to potentially meet the needs of game designers and players.

GENEVA SMITH is a Ph.D. student in the Computing and Software department at McMaster University. A member of the G-Scale lab, her research focuses on emotion synthesis and expression in video game characters.

### Confronting Ecologies of Emotion: Design, Implementation, and the [Social] User Experience

**TANYA POBUDA**

Ryerson University

Postman (1996) and others have bemoaned the degradation of empathy and human connection in contemporary society, pointing a finger at a technology-obsessed population who engage one another via computer-mediated communication (Turkle, 2015; Goleman, 2013). McLuhan (1951) warned of a culture where media consumers would be kept in "a helpless state" by technologists and creators intent on controlling forms of consumption (p. 150). Rather than exclusively utilizing such a framework that ontologically severs the body from its supposedly domineering digital extensions, this panel encounters technologies that are intricately intertwined with our experiences as social, emotional beings. Including, then, an acknowledgement of Haraway's cyborg - which illuminates our timeless position as beings in continuous engagement with technologies - these papers examine the combined potential of human design and machine affordances in driving lived experiences.

TANYA POBUDA is studying communication, serious games and simulation in higher education, training and communication at the Ryerson and York University Communication and Culture PhD Program. She holds a Master's of Professional Communication (MPC) at Ryerson University and has a Bachelor's of Journalism, High Honours from Carleton University. Ms. Pobuda has had a 24-year professional career in marketing and communications, beginning her career as Toronto-based journalist and news editor.

[@PobudaTanya](#)

### Affective Avatar Creation: Character Customization Practices and Emotional Affordances

**NOEL BRETT**

McMaster University

The interfaces of digital worlds have resonance on the lived body of the participant -- whether by the creation of avatars, or the desire for certain avatar customization. To move through and interact with game worlds is a physical, multi-sensorial experience. If we limit ourselves to an understanding of a body which ends at the skin -- what are we to make of the emotional engagements that emerge from digital play? As we work to understand affect as a relational experience between player and avatar bodies, we can begin to encounter the emotionally-charged responses that materialize alongside our digital bodies, through affect. This talk looks at the procedures of problematic design invested by the communities surrounding the digital world of VRChat. Notably, this addresses how affective avatar bodies are discursively materialized in digital worlds, and how certain materializations of avatar bodies develop exclusionary practices through design biases.

NOEL BRETT is working on his PhD in the Computing and Software department at McMaster University. Aside from his research on programming languages, Noel's digital research uses theories to understand how bodies are materialized in digital worlds. Examining the ways in which digital games construct and perpetuate gendered and sexualized standards on avatar bodies, resulting in straightening devices which aim to remove queerness in online digital games.

[@Noel\\_Brett](#)

### Far-Right Violence & Online Belonging: Collective Avatars and Community Affect

**MELODY DEVRIES**

Ryerson University

Increasingly, far-right violence reveals traceable connections to the shared norms and practices of certain online communities. Traditionally, these communities have demanded performative ambivalence and apolitical play. Some of these forums, like 4chan.org, were the birthplace of the Internet troll, whose supposed original purpose was merely to confuse and insight frustration. Yet, as "apolitical" online forums become scripts for politicized violence, as for the Toronto van attack or the mass murder at Christchurch, New Zealand, it appears that online spaces have always carried affordances for the political. With ethnographic analysis, I use theories of embodiment and affect to map how anonymous users become politicized through participation within online communities. I argue that recursive publics, afforded by the features of online community platforms, discursively form a collective avatar, embodied in moments of participation, and held together through "sticky" affective relations.

MELODY DEVRIES uses theory and ethnography to examine how contemporary far-right and anti-feminist online communities activate politicized violence within users. Melody has been tracing anti-feminist and far-right movements online through interdisciplinary frameworks since 2014. She is a PhD student and Bombardier Scholar in the Communication & Culture department at Ryerson University, and completed an MA in cultural anthropology at the University of Toronto.



## Civil Discourse

### Avatar and Virtual Reality

**XIAOWEI HUANG**

University of Macau

This research project aims to investigate how subjectivity and gender identity are played out in the virtual world, by employing and researching one of the most popular virtual communities – Second Life. The study will focus on how people produce and represent themselves as ‘virtual bodies’ in Second Life, and consider to what extent ‘actual world’ concepts about subjectivity and gender identity are carried over into, or modified in, the identities and their representational avatars established in Second Life. Consequently the activities, practices, performances and culture of gender identity on Second Life will constitute the focus of the research. In terms of theoretical frames, this thesis follows Foucault and Butler’s position that subjectivity and identity are socially and culturally constructed, and that people are classified into groups based on gender, race, ethnicity, class, age, profession, bodily shape and size and other related cultural categories and factors.

Dr. XIAOWEI HUANG received her Ph.D. in Communication from University of Macau. She has been teaching on the field of Visual Communication and New Media Arts since 2007. Her doctoral dissertation in conducted in consultation with Prof. Tong Schirato, and aimed to investigate how subjectivity and gender identity are played out in the virtual world. Dr. Huang’s research interests include digital media; gender theory; the work of Judith Butler, Michel Foucault and Pierre Bourdieu.

### The Rhetoric of Adultery in the Age of Cyberspace: The Ashley Madison Effect?

**TIFFANY A. PETRICINI**

Penn State Shenango

The organizers of the Media Ecology Association 20<sup>th</sup> Annual Convention note that “Technology and new media” have had “profound” effects “on every aspect of the human ethos.” In the spirit of the theme, this paper examines the rhetoric of adultery in our media- saturated world and then grapples with uncovering implications for the realm of ethics, philosophy, and media ecology. Carl and Duck write “that the community of relationships is epistemic: That is to say, the conduct of relationships not only instantiates a person’s way of knowing the world but also represents a foundation for new forms of knowledge.” (3) Many media ecology scholars examine epistemological concerns related to changes in communicative technologies. This paper will show that alongside changes in media and shifts in communicative technologies, we see a change in Western culture’s state of affairs.

TIFFANY PETRICINI is a full-time faculty member in Communications at Penn State Shenango. She is currently working on her dissertation as a doctoral candidate at Duquesne University. Her research is centered in Walter Ong’s phenomenology, children’s issues, women’s issues, and the various intersections of human communication and technology.

### In Medias Res

**PHILIP MORAIS**

University of Windsor

With Harvard Law professor Lawrence Lessig claiming “Code is law” in *Code and Other Laws of Cyberspace* (1999), an awareness has formed on the convergence between legal and communication studies. The purpose of this paper is to (1) provide an overview of the Supreme Court of Canada decision *R v Marakah* for an audience assumed to have no legal background and to (2) use Canadian law as a means to illuminate how a media ecosystem acts on a legal system. The case in question concerns an incriminating text message sent to the iPhone of an accomplice and a savage dissenting opinion when a different theory of communication was applied to the same legal test. This is to pick up where *Laws of Media: The New Science* (1988) by Eric and Marshall McLuhan left off by reading in the middle of the action between “two Books.” Can you interpret an artefact as a legal text or supplement to legal text to discern what is just from unjust, constitutionally or otherwise?

PHILIP MORAIS is an alumnus of the McLuhan Program in Culture and Technology where he studied as a graduate student. His publications include fiction and non-fiction: from reading with Alistair MacLeod to interviewing with Mark Z. Danielewski after earning degrees in English Literature. He currently stands as a Juris Doctor candidate for 2021 and co-convenor at LTEC Lab on an upcoming event for regulating media that seeks to secure an interdisciplinary approach to legal and communication studies.

### Inappropriate Necessities: Requirement of Representation Among Criminal Organizations in a Social Mediatized Life World

**JEFF HEYDON**

Wilfrid Laurier University

At a basic level, I will argue that the overwhelming prevalence of representations and mediated realities that are connecting to different criminal fraternities in the contemporary era are not the result of the predictable stupidity associated with living outside of the law, but a logical result of the fundamental extension and separation intrinsic in living fully mediated lives in the contemporary media landscape. In other words, the use of public platforms like YouTube by street gangs in Birmingham, UK to post so-called ‘grind videos’ featuring rapped threats to competing gangs is not an irrational or juvenile screw up. The extent to which mediated culture requires a mediated component to any action of significance is total.

JEFF HEYDON is an adjunct professor in the Communication Studies department at Wilfrid Laurier University. His research interests include surveillance, digital culture, visual culture, digital images, photography as evidence, policing and violence. His doctoral thesis focused on the use of the image as an object of proof in the Canadian and British court systems. He is now researching images distributed via social media for the same demonstrative purposes.

## McLuhan Revisited

### Teaching McLuhan's Understanding Media

#### COREY ANTON

Grand Valley State University

#### PAOLO GRANATA

University of Toronto

This lively and interactive presentation offers strategies for teaching McLuhan's classic text, *Understanding Media*. Corey Anton and Paolo Granata have constructed a visual manuscript that offers a series of distillations and single page handouts over the McLuhan's book and has found it to be very helpful when teaching the book to undergraduates. We will have copies for everyone, and we will go over the materials, identifying key themes and arguments that McLuhan consistently makes across the whole of *Understanding Media*.

Dr. COREY ANTON is an award-winning teacher and author as well as a Fellow of the International Communicology Institute. His publications can be found in journals such as "Philosophy and Rhetoric", "Communication Theory," "Human Studies," and "The American Journal of Semiotics." His recent books include *Korzybski And...* (with Lance Strate, 2012) and *Taking Up McLuhan's Cause* (with L. Strate and R. K. Logan, 2017).

Dr. PAOLO GRANATA teaches at the University of Toronto. As a cultural strategist and champion of urban sustainable development, he was also involved in the designation of Toronto as UNESCO Creative City of Media Arts. He is also a member of the Executive Committee at the Canadian Commission for UNESCO as Chair of the Culture, Communication and Information Sectoral commission.

[@paologranata](#)

### Why Study Media?

#### ANDREW MCLUHAN

The McLuhan Institute

In July of 2015 I emailed the Media Ecology Association list to ask: "why study media?" The question was prompted during a discussion with a friend around a workshop I had developed called 'the medium is the message: what does that really mean?' I found myself a bit stumped by what was a direct and should have been simple question answer, and turned to the MEA list for insight.

Earlier this year I visited Dr. Pollard's 'media and truth seminar' at Carleton University where I delivered a workshop on 'figure and ground' in order to answer that very question.

As it turns out, the answer is in the simple five-word phrase that led to the question in the first place. I will draw on my studies and experiences over the last five years to give at least an answer if not the definitive answer to that question: 'why study media?'

ANDREW MCLUHAN is author of *The Mutant Beavers of Delhi* (Mutant Beaver Press, 2012) and founder and director of The McLuhan Institute (2017-present), located in Prince Edward County, Ontario.

[@McLinstitute](#)

### McLuhan: Ethics and Civics

#### JAQUELINE MCLEOD ROGERS

University of Winnipeg

Marshall McLuhan, known primarily as a theorist of media and communications, was (almost) equally interested in design and urban theory. I will emphasize the educative aim and activist edge of McLuhan's urban studies and civics. He called on humans to recognize the effects of technology on the human body and environment and to push back by exerting corrective control to re-shape an urban environment favorable to human life: capable of engaging all of our senses and of making an appeal to a collective or shared human consciousness.

JAQUELINE MCLEOD ROGERS, Professor and Chair of the Department of Rhetoric, Writing and Communications at the University of Winnipeg, publishes on urban media and rhetorics and on Marshall McLuhan. She recently co-edited a special edition of the journal *Imaginations* on "McLuhan and the Arts" (published online December 2017; in print, 2018). She is currently completing a 5-chapter book on McLuhan's city (under contract with Lexington Books).

### Awareness, Involvement and Detachment

#### ROBERT K. LOGAN

University of Toronto

Use is made of Daniel Lewis's idea that "awareness depends not only on involvement, but detachment as well" to better understand McLuhan's notion of the following ideas: the subliminal effects of media and technology; Narcissus narcosis; figure/ground and the relationship of environment and anti-environment.

ROBERT K. LOGAN is Chief Scientist, Strategic Innovation Lab at OCAD University. Originally trained as a physicist, Prof. Logan is well known as a media ecologist. Dr Logan received a BS and PhD from MIT in 1961 and 1965. After two post-doctoral appointments at University of Illinois (1965-67) and University of Toronto (1967-68) he became a physics professor in 1968 at the U of Toronto, where he is professor emeritus since 2005. During this period in addition to math-based physics courses he taught an interdisciplinary course The Poetry of Physics which led to his collaboration with Marshall McLuhan and his research in media ecology and the evolution of language. His best known works are *The Alphabet Effect* based on a paper co-authored with McLuhan, *The Sixth Language: Learning a Living in the Internet Age* and *The Extended Mind: The Emergence of Language, the Human Mind and Culture*.

## Media Logic

### Soft Power, Weaponized Narratives, and Ideological Filtering: Anticipating the Ethical Issues

**RICHARD WILSON**  
Towson University

**MICHAEL NESTOR**  
The Hussman Institute For Autism

The increase in the production and retention of information has led to an exponential increase in the volume of information available to everyone. This increase in the volume of information has in turn had an influence on the ideas of those who view this information and as well as playing a role in forming and shaping beliefs in audiences. When we attempt to answer the question from where do our beliefs come? we are looking for the source of our beliefs. Narratives have become weapons and an important source for influence campaigns and influence operations. This account attempts to give a descriptive analysis related to terrorism that applies distinctions from literary theory, psychology and philosophy to describe how 'techniques', related to influence operations, lead to belief construction in audiences. In a sense the construction of narratives leads to ideological filtering. Ideological filtering occurs when individuals become separated from information that disagrees with their viewpoints.

### Disruptive Media Content: A Mobile Meditation App as Equipment for Ethical Living

**CHARLES SOUKUP**  
University of Northern Colorado

Despite a medium's pervasive logic or bias, occasionally, content that deliberately undermines the technology's dominant worldview emerges. This disruptive content is so contrary to the pervasive media logic, it compels individuals to radically reconsider the medium's ethical implications. Via its consciously unconventional qualities, disruptive content creates a meta-commentary providing an opportunity for self-reflexivity concerning media consumption practices and expectations. I argue that the popular meditation app (with over 31 million users), Headspace, functions as disruptive media content for mobile phone users (Lo, 2018). Via detailed descriptions of my daily use of the Headspace app over several months, this paper explores how disruptive media content can compel individual's to reconsider the ethicality of dominant media practices offering, in Ellul's (1990) phrase, "little cracks of freedom" (p. 412).

CHARLES SOUKUP, Associate Professor of Communication Studies at University of Northern Colorado, specializes in issues of technology and media. Publications concerning the Internet and culture/community and entertainment media and politics. Charles Soukup's research and teaching emphasize the role of technology and media in the formation of culture and community.

### Performance Ruptures in Social Network Sites: Expressive (In)coherence in Brazilian Cases

**BEATRIZ B. POLIVANOV**  
Universidade Federal Fluminense  
McGill University

Although discussion on the specificities that social media bring to the dynamics of self- presentation and social ties is already present in the literature (BOYD, 2010; BAYM, 2010), in this paper I argue that little attention has been paid to two important aspects which refer to the contemporary media ecology context: a) the imbrications between human and non-human agents in the production of "subjectivity", and b) the lack of investigations regarding dynamics of self-performance which do not occur as the social actor intended, which I have been calling "performance ruptures". Based on the analysis of three cases that happened in Brazil, and theoretical background that dialogues with the Global South, the results show the variety of agents involved in such non-intentional ruptures and their strength in making the "involuntary gestures" go viral, affecting individuals' self-performances in social network sites.

BEATRIZ B. POLIVANOV (PhD) is a professor at Universidade Federal Fluminense (Brazil), member of the Media and Cultural Studies Department, and also of the Graduation Program in Social Communication. She is currently a visiting professor at the Art History and Communication Studies Department at McGill University (Canada). She coordinates the research group MiDCom (Digital Media, Identity and Communication). Her research interests mainly involve social network sites and identity expression.

@biapoliva9

### The Media Ecology of Paparazzi

**SALVATORE J. FALLICA**  
New York University

Celebrity culture seems to be protean in our time. Almost every social institution – from politics to academia – has made the celebrity turn. While the particular origins and definitions of "celebrity" have been contested, in this presentation I argue that the technology of the telephoto lens pushed celebrity culture into a new era – ending the monopoly of the established studio system and other forms of established publicity to the laissez faire attitudes of the emerging paparazzi of the latter half of the twentieth century. The independent paparazzi controlled to a large extent much of the imagery of celebrity culture until another technological development, the emergence of social media and the technological advancement of the cell phone, put the paparazzi industry in peril.

SALVATORE J. FALLICA was born in Brooklyn, NY and earned his doctorate at New York University, in the Department of Media Culture and Communication where he studied with Neil Postman; and it is where he teaches courses in propaganda, media culture and communications. Recent work includes Norman Mailer's Theory of Celebrity: or, The Existential Celebrity steps into "the war of the enormous present" and "Early Dylan Studies: The Contemporary Anachronism."

@sjfl

## Critical Media Perspectives

### Understanding the Medium of Exchange

**AUSTIN HESTDALEN**  
Duquesne University

Questions of ethics and economics in a digital age require media ecological consideration for grounding ethics in the communicative between of self, other, and world. Media ecology is necessary for cultivating the ethical ground of political economy and reflectively engaging the implications of a hypermodern techno-economic paradigm implicit to the integration of digital technologies into everyday communicative life. Media ecological constraints will be understood as perpetuating particular political and economic conditions in terms of the sensorial equilibrium of a noetic economy and the psychodynamics of human culture. After analyzing the ethical demands of changing media ecologies, implications for the fields of political economy and media ecology in this hypermodern moment are presented.

AUSTIN HESTDALEN is a 3rd year Doctoral student interested in a exploring the ethical implications of technology, sustainability, and political economy in the design of urban environments as media. As such, Austin's work parses the necessary and sufficient conditions for cultivating trust between people within urban environments of organized complexity and their ethical implications within contingent communication systems.

### Autonomy, Persuasive Technology, and the Attention Economy

**MICHAEL KLENK**  
Delft University of Technology

I defend a novel sceptical view about the behavioural, ethical consequences of social media use. Based on the current evidence, there are no all-things-considered reasons to believe that social media use negatively impacts normal cognitive functioning. Nonetheless, social media threatens user autonomy. Social media business models often rely on commanding an ever increasing attention share from their users with the help of so-called persuasive design. It is likely that competition between social media providers will increase their abilities in doing so. Following Harry Frankfurt, I argue that autonomy consists of one's ability to choose one's volitions. I consider whether and how persuasive technology undermines autonomy in this sense and argue that several practices can be classified as trickery and bypassing reason. I end by assessing whether and how the attention economy incentives social media providers to actively seek means to undermine user's ability to choose their volitions.

MICHAEL KLENK is currently a postdoc in the Value Change research project, funded by the European Research Council, at Delft University of Technology. He received his PhD with the distinction cum laude from Utrecht University. From 09/2019 to 09/2020, he will be a Fellow the University of St Gallen working on the ethics of social media and persuasive technology. His most recent work appeared in journals such as Synthese and the Journal of Ethics and Social Philosophy.

✉ @michaelklenk

### Disadvantages of LinkedIn: A Profound Effect on Our Culture

**PAIGE LEE**  
Brigham Young University

Social media has become an immensely impactful and definitive part of our culture, leaving our society with a new mindset on how to function as an environment. Analyzing social media trends and LinkedIn usage, it is clear to see how much our culture is shaped by media, even in the business realm. With this analysis, I argue LinkedIn and the tools that it offers has five disadvantages. These disadvantages include superficiality in seeing people, missing out on connecting to people who are not on LinkedIn, the presence of relationship arrogance, privacy issues, and it takes a lot of time investment. With insight from Postman and other scholar's arguments, it is clear to see that all of these things can be harmful to someone who is ignorant to the impact media has on their lives. I chose these disadvantages because they are relevant to understanding why LinkedIn should be treated like all other social media platforms when discussing its impact on media culture.

PAIGE LEE is an undergraduate student at the Brigham Young University.

### Media Ethics and Internet Governance

**ROBERT B. SCOTT**  
Ryerson University

The term 'media ethics' is an oxymoron. In actuality, media have no ethics. Ethics reside in us – the inventors, investors, producers, advertisers, owners, users and consumers of media. We are all complicit in the development, implementation and proliferation of new media technologies; yet, apparently, we do not assume responsibility for the consequences of their effects – as if we have no obligation to consider how, when or why we use them. In effect, even though we are fully immersed in a mediated digital world of our own making, most of us are profoundly media illiterate. As a consequence, we fail to see that we have created a media environment in which the baseline is not communication, but an increasing concentration of economic and political power in the hands of fewer and fewer media monopolies. Our unquestioning rush to embrace new media is fuelled by their promise not only to provide us with better lives but to open untold possibilities of fame and fortune. This paper will explore their progress and some of the major dilemmas, paradoxes and impediments they have encountered.

ROBERT B. SCOTT is Professor Emeritus at Ryerson University in Toronto.



## Theophilosophy

### Why Jesus Didn't Write, Or Wrote Only Once, or Twice, in the Sand

**READ M. SCHUCHARDT**  
Wheaton College

Of continual interest to students of Media and Theology is the perennial question of why Jesus Christ, posited by Christian theology as the "Logos" or "Word" of God incarnate, would himself make a public teaching ministry for three years but in all that time never once write anything down.

This paper explores the issues surrounding Jesus Christ's relationship to writing, and goes into depth in the Gospel of John 8:1-11, the pericope of the woman caught in adultery, a section of John's gospel that is itself controversial for possibly being non-canonical. It seeks in this exegesis to analyze the text from the four traditional modes of interpretation for both Jews and Christians, and then seeks to further illuminate the meaning of the text with insights from the Media Ecology tradition.

READ M. SCHUCHARDT (Co-Founder, Chairman of the Editorial Board at *Second Nature*) is Associate Professor of Communication at Wheaton College. He is co-author of *Understanding Jacques Ellul*. He and his wife Rachel have ten children and live in Wheaton, IL.

### Communication by Design: Catholic Youth Organizations & Social Media

**ADAM BAJAN**  
Texas A&M University

Digital media use by religious organizations is often associated with evangelical Christians. In cities with multiple churches, however, Catholic parishes are increasingly employing digital marketing and branding strategies to differentiate themselves from other religious organizations. The study presents an ethnographic case study of St. Mary's Catholic Center, a student-oriented parish in Central East Texas with a strong social media presence. Investigating the motivations, rationale, and strategies behind St. Mary's social media use and three key themes were discovered: functional tool use in which media are evaluated as neutral tools for reaching a specific target demographic, experiential marketing in which media are used to advertise St. Mary's as the ideal religious experience for local university students, and morally justified branding in which clergy and staff believe that they have a moral imperative to market Catholicism in the local community.

ADAM BAJAN is a PhD student in communication at Texas A&M University. Formerly employed as a public relations consultant his dissertation examines how religious organizations use digital media and corporate branding techniques to maintain market share in saturated environments. His master's thesis, *Coastal Church: Community Through Connectivity*, encompassed a lengthy ethnographic study on how evangelical churches use digital media for community building.

### Summa Contra Technophiles: The Complementarity of Media Ecology and Catholic Social Thought

**BRETT ROBINSON**  
University of Notre Dame

In this paper, I argue that the Catholic social tradition provides a helpful framework for thinking about the ethical challenges of the technological age. I demonstrate the affinity between the work of Marshall McLuhan and other media ecology thinkers and the teaching of the Church. By weaving together the twin strands of media ecology and Catholic social thought, this paper presents a novel ethical framework for making sense of life in the digital age.

BRETT ROBINSON is director of Catholic media studies at the McGrath Institute for Church Life. He conducts research at the intersection of religion, technology and culture. Brett studied marketing and English at the University of Notre Dame and received his Ph.D. in Mass Communication from the University of Georgia. He is the author of *Appletopia: Media Technology and the Religious Imagination of Steve Jobs*.

🐦 @brettrobinson75

### Media Ethology in a Connected World

**NEAL THOMAS**  
Wilfrid Laurier University

This paper puts media ecology into conversation with the immanent ethics of Gilles Deleuze and Félix Guattari, with two main goals: 1) to develop a position on media ethics as ethological, with the hope of concretizing our use of the term ecology; and 2) to propose an alternative understanding of the ecological relationship between individual reality and conceptual intelligibility when considering today's platforms as media. To think ethics-as-ecology—that is, to best understand our capacities for conscious decision-making, and/or the effects of vested interests that groups may harbour in acting towards others—our modes of existence should not be so quickly dichotomized to the dualism of nature and culture. Any theory of what it means to collectively think, behave, and exist in the world must rather be premised ethologically, or according to a practical theory of drives.

Dr. NEAL THOMAS's research program operates at the intersection of critical social theory and computing technique. Taking up data structures, algorithms, interfaces, and artificial intelligence as objects of study, his work brings a materialist media studies perspective to bear on digital platforms.

🐦 @lathemason

# Probing Silvan Tomkins: The Mediation Affect

## Media Environments, Affective Priming, and Nonconscious Emotions

**MARIA MCMANUS**

Claremont Graduate University

Affective priming is a paradigm used in psychological research to assess the effects of affectively-laden stimuli on a wide variety of behavior. Such stimuli could range from a milliseconds-long flash of a smiling face to a recollection task that requires a person's active participation in conjuring an affective state. Subsequent behavior is analyzed to detect differences based on different affective conditions. This presentation will include a brief review of this research and its findings, along with how this research relates to theories of nonconscious emotion, including that of Silvan Tomkins. Further discussion of the potential usefulness of nonconscious emotion as a tool for analyzing media ecologies will be offered.

MARIA MCMANUS, Ph.D Candidate, Claremont Graduate University, Editorial Director, Tomkins Institute.

## Introducing Silvan Tomkins: From Gnosis to Praxis

**DUNCAN A. LUCAS**

Tomkins Institute, Mohawk College

From Rose's 2013 invitation to integrate "Silvan Tomkins as media ecologist," this paper will: introduce Tomkins' ideas about 'affect-script psychology' (ASP) for media ecology; show the 'human being' as a 'media mechanisms' synthesis; demonstrate how affect-feeling-emotion mediates information in personality development and social contexts; expose problematic conflicts between competing affect-scripts as ideo-affective postures, as showed in our world's increasingly bifurcated political ethos and divergent expectations for criminal and social justice. Tomkins ASP remains an under-valued theoretical contribution to understanding human personality development and social organization. His ideas have genuine pragmatic value for our social ethos and criminal justice. This paper will introduce Lauren Abramson's discussion of her experiences in restorative practice (restorative 'justice') as a practical application of Tomkins' observations within real-world social struggles.

DUNCAN LUCAS is a Communications professor at Mohawk College in Hamilton, Ontario. His most recent book from Palgrave MacMillan, 'Dreams We Learn: Affect Theory, Genre, and the Example of Tragedy,' outlines a Silvan Tomkins based literary hermeneutic, and subsequently explores disgust and shame within literary tragedy.

## It don't mean a thing if it ain't got that swing

**LAUREN ABRAMSON**

Tomkins Institute, Mohawk College

Restorative justice conferences bring together the community of people affected by a crime or conflict, and provides them with a circle dialogue process to repair the harm and find ways to prevent future occurrences. The power of this effective justice approach comes in large part from the intentional ways that conferences engage the affective energy related to crime/conflict, and from providing ways for people to express their own feelings and better understand the impact of the incident on others. Lauren Abramson, who worked with Silvan Tomkins, pioneered a successful conferencing program in disinvested neighborhoods in Baltimore for the past 20 years, and has observed that the impact of non-verbal communication within these dialogues is far greater than the verbal aspects of the dialogue. She will share stories of conferences that illuminate how transformative it can be when we create spaces for non-verbal communication/dialogue on many different levels.

LAUREN ABRAMSON is a bio-psychologist who worked with Silvan Tomkins later in his life. She founded the first restorative justice program in urban America (Baltimore), and has over 25 years of experience providing conflict transformation services in neighborhoods, schools, juvenile justice, prisons and workplaces. Lauren is an internationally-recognized practitioner, speaker, author, and trainer in restorative justice.

## Art Environments

### Deep Media Ecology –or– The Ecology of Dreaming

**MARK HAGEN**

International Institute for  
Dream Research

This presentation will outline the media “ecology of dreaming”. Our environment began to change with the ethological dawn of “homo faber” humans, media epically drives our ancestral dreams, past, present and future. The mass mediated “topoi” (commonplaces) of “making” art, theatre, literature, music, film, religion, economics, politics and medical humanities drive the medium of the dream, shaping the conscious culture-historical message. In “War and Peace in the Global Village” McLuhan outlines the artistic evolution of homo faber using James Joyce’s “Finnegan’s Wake”, and his culture-historical “ten thunders” of dream vision. If as McLuhan believes, that the eighth thunder is the movies, then the American poet Delmore Schwartz provides a mass “media ecological ethics” mantra, “In Dreams Begin Responsibilities”.

MARK HAGEN, M.A., Director of the International Institute for Dream Research, was born in 1955 in Orillia, Ontario, Canada. He graduated from the University of Zürich, Switzerland in Clinical Psychology in 1983, and undertook three years of analytical training in Depth Psychology with Professor Dr. Peter Seidmann of Zürich. Mr. Hagen is the author of “Restoration of the Dream”. Mr Hagen lives in Hamilton, Ontario.

### Incommunicable Matter: Writhing Bios and Excess within Traditional Media Ecology

**NICOLAS HOLT**

McGill University

When Neil Postman coined the phrase “media ecology” in 1968 he saw it articulating the lived environment as a complex of circulating messages. This representational discourse has been helpful in understanding how humans interacted with the technical media of their time - but the very inclusion of “ecology” in the term hints at biological lifeforces potentially more inscrutable to though no less present in our habitable surround. Early video artists were particularly sensitive to the murky interpenetrations of techno- and bio-ecologies, creating closed circuit television installations teeming with organic entities, for example, Frank Gillette’s Process and Meta-Process of 1973. Slime-molds, tortoises, and tarantulas shared the space with humans and video, but it’s questionable just how many messages were successfully circulating. This presentation aims to show what can be gained (and lost) by folding in the incommunicable to ecology, that writhing activity in excess of human sensoria.

NICOLAS HOLT is a first-generation university student working on his art history PhD. His research focuses on early North American video art and its relation to cybernetics, ecology, and contemporary new materialisms. The aim of his thesis is understanding video less from its closeness to television and attendant representational discourses popular from the 1970s onward, and more from its engagement with the sciences, technology, and non-human forces.

### Modern Art: Human Ecology Beyond Media Ecology

**SUSAN BARNES**

Independent Scholar

The denial of the spiritual in the history of modern art raises questions about the relationship of art and media. It questions the mechanistic view of communication theory and the role of technology to rebuff spiritual concepts. McLuhan predicted these effects of media through his writings and Laws of Media. He began to address human ecology in his work Through the Vanishing Point. To counterbalance the void of spirituality in society, artists and psychologists have used the work of Carl Jung to explore the connotative and reflective meanings of messages. Now it is time for media ecologists to incorporate these psychological concepts into communication theory to create a new type of human ecology that focuses on people rather than technology and enables spiritual messages to unfold. Thus, human ecology needs to move us beyond media ecology.

Dr. SUSAN BARNES is an independent scholar researching spirit communication. She earned her Ph.D. in the media ecology program at NYU and is a certificate holder from the Spiritualist National Union. Susan taught at RIT, Fordham University, and FIT. She has written over ten books on Internet communication, visual communication, and mediumship. She teaches class for the Afterlife Research Institute and in Lily Dale, NY. She is the owner of the Spirit Art Gallery in Cassadaga, New York.

### Arts promotion and media ecology, the adaptation of classical music of new forms to approach publics

**YOLANDA MONTEJANO  
GABRIEL ROJAS**

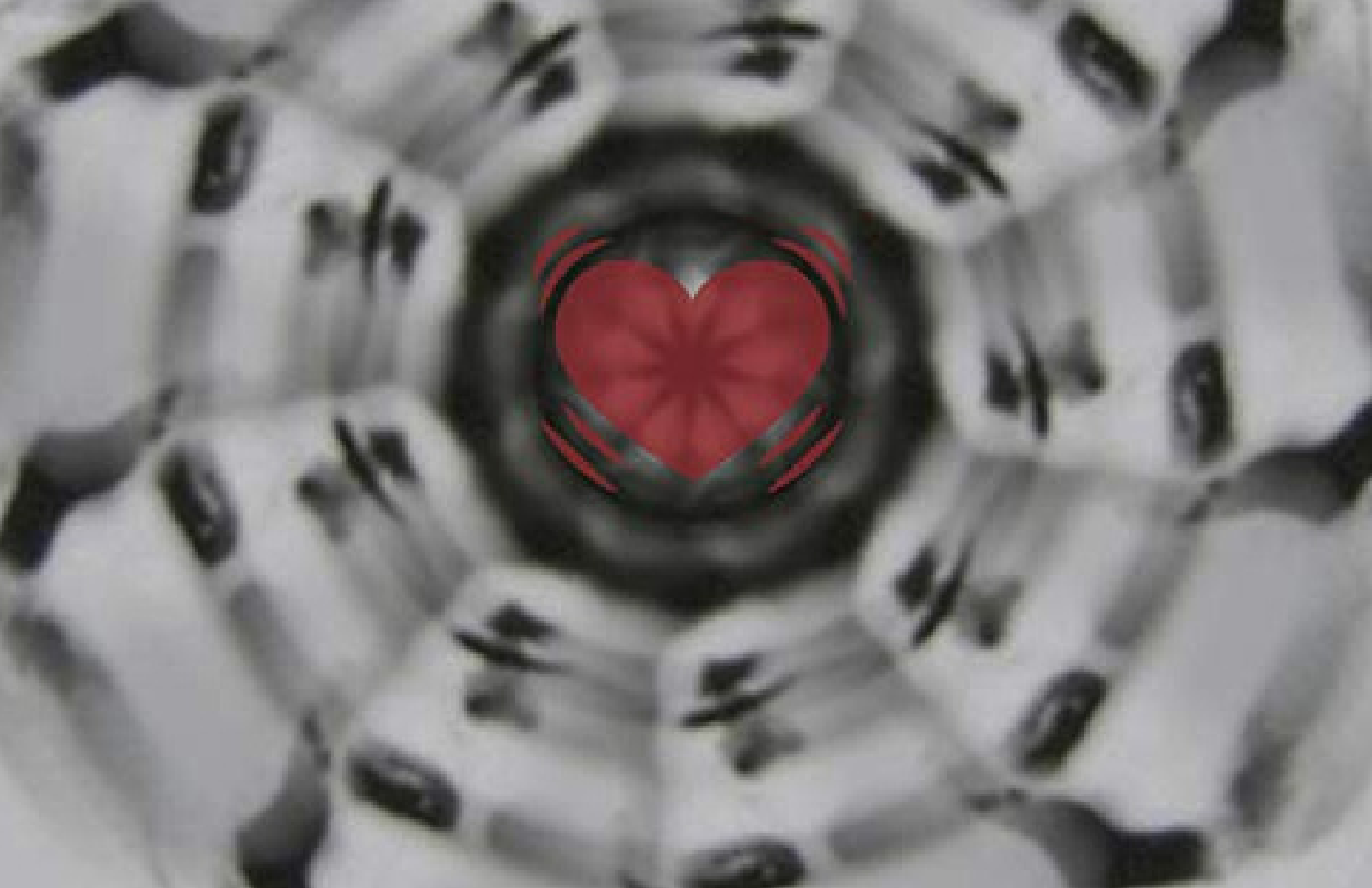
Universidad Michoacana de San  
Nicolás de Hidalgo

When a new mean of communication appears, it changes everything that is to in the environment, but how much of what existed is necessary to be preserved and how much is modified giving a fair space to the different expressions that converge a complex society that faces the new media ecology. For the promotion of the art and the culture, the average massive old media always had a space limited for the arts, and more reduced for the popular arts or the expressions of the folklore. Specifically in case of the musicians and the classic music, the role they play is significant, their image can be reproduced in different places that before could not have access to they or they face the possibility of getting lost among a great quantity of information because the new narrative forms, the on line mass media, the streaming times and the big data terms.

YOLANDA MONTEJANO is a PhD student at Doctorado Interinstitucional en Arte y Cultura. Communicator, teacher and cultural promoter.

GABRIEL ROJAS is a composer, musician, teacher and doctoral researcher in arts and humanities.

🐦 @ymhcultura



## PANEL 2.4.1

FRIDAY JUN 28 3:30 PM

📍 MY150 Auditorium  
DOCUMENTARY

# McLuhan Unclaimed

## Toronto Jungle

**RICHARD ALTMAN**  
Onceness Inc.

A curative discovery derived from hours of unheard McLuhan audio interviews, video conversations conducted in February 2016 with Eric McLuhan, as well as a Maelström of material culled from 6,000 items of Marshall's personal working library. This epistolary journey plays across the screen like Stan Brakhage producing a segment for MS-CNNbc as a podcast on YouTube streamed thru TwitchTok.

Montage remains the medium for RICHARD ALTMAN, the significance of video indexing as global microemployment, the message. Since his days in Winnipeg's mid 90s jungle scene as a video "arranger", Altman feels dinner with Tim Cook, Mark Zuckerberg, Jack Dorsey, Zach James and whoever runs Tumblr at Yahoo, would be more service than disservice for Earth, still. He's been making McLuhan videos since December 2006, though there was a McLuhan cameo in 1996.

🐦 @Mitzkahdrinnen



## Soundscapes

### Salvage Ethnography in Mobile Nature Sound Apps

**COLIN TUCKER**

Independent Scholar

Field recording practices have been widely discussed in media studies in recent years, through media archaeologies of ethnographic field recording in the early 20<sup>th</sup> century (Brian Hochman, Erika Brady) and studies of acoustic ecological and experimental field recording in the late 20<sup>th</sup> and early 21<sup>st</sup> centuries (Hildegard Westerkamp, Brandon LaBelle, Jennie Gottschalk). However, to date, scholars have ignored mass cultural field recording-based practices such as “nature” sound recordings. In my paper, I connect contemporary nature sound mobile apps to early 20<sup>th</sup> century ethnographic field recording via the discourse of salvage ethnography. I listen to the Numero Group’s *Environments* app (2018), a collection of 22 extended nature sound recordings, arguing that its selection of sounds and verbal framing (in the form of liner notes) function to extend salvage ethnography from colonial/racial domains to ecological ones, upgrading the discourse through a pseudo-environmentalist facelift.

COLIN TUCKER works as a practitioner, curator, and scholar to create frameworks for long-term, situated research in embodied technique. He is artistic director of the interdisciplinary arts platform Null Point and holds a PhD in music from the University at Buffalo (SUNY).

### Spotify’s Gender Gap

**RINGO JONES**

Saint Louis University

**ALISON PLACE**

University of Arkansas

In 2016, royalties from music streaming platforms like Spotify and Apple Music surpassed royalties from traditional sales, heralding a new era of prosper for the music industry after 15 years of turbulent, declining revenue. Music consumers laud streaming services for their on-demand access to a virtually endless catalog of audio and a perceived egalitarian format. However, tracks featuring female artists (non-exclusively) account for only 23% of streams on Spotify and are continually under-represented in the charts, playlists, and year-end lists. This paper explores Spotify’s gender gap through a comparative analysis of Spotify’s charts and Mediabase’s North American radio charts, with additional data supplemented by Spotify’s data releases. Inspection of the music landscape, streaming algorithms, curators/gatekeepers, listening habits, and more reveals disturbing trends in the rejuvenated music industry that exclude females creators from participating and succeeding.

RINGO JONES is an Assistant Professor of Communication at Saint Louis University studying the intersection of streaming platforms like Spotify and culture. He has toured internationally as a musician and performer for over ten years.

ALISON PLACE is an Assistant professor of graphic design at the University of Arkansas School of Art studying feminist methodologies for human-centered design. She is a creative director with ten years of experience in higher education and nonprofit institutions.

🐦 @iamringojones

### Opening Pandora’s Box: Algorithms as Arbiters of Musical Taste

**RÉA BEAUMONT**

University of Toronto

Music consumption is an intrinsic component in our human ecosystem. It reflects and even shapes societal values on a global scale.

Leading audio streaming platforms continue to expand their role from service providers to influencers of musical and aesthetic choices by data mining personal playlists and using algorithms to make recommendations based on similar musical traits, not artistic quality. When a media-service provider impacts the decision-making process and pre-determines artistic preferences for personal playlists, it becomes an arbiter of taste that directs trends in music and culture, and with it, social preferences and behavioural patterns.

As music streaming providers become socio-technical systems, what will happen to society’s innate ability to assess the quality of music and define personal musical tastes? How will current and emerging practices in digital music technology impact our future social and cultural engagement?

Composer-pianist Dr. REA BEAUMONT is “an internationally recognized interpreter” (New Classical FM) known for powerful performances and “beautiful” albums (MPR). Premieres include CBC commissions and collaborations with composers such as R. Murray Schafer. Her book *‘Composer Barbara Pentland: The Music & the Message’* was short-listed for an international award. She received OAC’s prestigious Chalmers Arts Fellowship and her newest album *‘Timeless’* was Disc of the Week (CBC).

🐦 @reabeaumont

### China, Technology, Jazz and Individual Freedom of Expression

**EUGENE MARLOW**

Baruch College, City University of New York

China has a long history over thousands of years of adherence to a central authority, whether the emperor, the dictator, or the one party rule. This mindset has pervaded Chinese society, from the highest levels of government to the family unit. On the other hand, jazz is a highly democratic form of music. Soloists can express themselves in an individualistic way with the support of the other band members. The story of jazz in China—from the 1920s to now—is about the impact and unintended consequences of war and political upheaval on a culture. It is about the impact of information, communications and transportation technologies in the 20th century on the spread of content and with it implicit new ideas and values from one part of the world to another and vice versa.

Dr. EUGENE MARLOW, Ph.D., MBA, is an award-winning composer/arranger (290+ compositions), producer (multiple albums and documentaries), presenter (senior curator, the Milt Hinton Jazz Series, 18 years), performer (leader/pianist, The Heritage Ensemble), author (12 books published), journalist (400+ articles), and educator (journalism professor, Baruch College, New York City). His weekly one-hour program “Jazz: America’s Classical Music” can be heard on WBMB-FM.

## Privacy Matters

### Consent, Privacy and the Ethics of Digital Advertising

DAVID RHEAMS

University of Texas at Dallas

Technology writers, futurists, and digital advertising executives have hailed the personalization of the internet. If people presented only products they find relevant and helpful, the more likely they are to purchase a product without being annoyed by unwanted ads. This paper explores the ecosystem of digital marketing to shed light on how advertising plays a role in the infrastructure of the modern internet and asks: is it possible for digital marketing to be conducted ethically? To explore this question, this paper provides a brief overview of digital marketing practices, outlines a framework for ethical marketing practices, and provides analysis for three companies engaged in digital marketing. Ultimately, I argue that it is rarely possible to conduct ethical online advertising in the current internet infrastructure. Therefore, we need to consider systemic changes in the online environment. Some of these changes may evolve as legislation, while others may rely on the abandonment of certain user practices, while still others may take advantage of emerging technologies designed to level the online communications playing field.

DAVID RHEAMS received my PhD from George Mason University's Cultural Studies program in May 2018. My areas of specialization are science and technology studies, digital media theory, and environmental communication.

### Powerlessness and Personalization

VICTORIA I. BURKE

University of Guelph

ROBIN BURKE

University of Colorado Boulder

Is privacy the key ethical issue of the internet age? This coauthored essay argues that even if all of a user's privacy concerns were met through secure communication and computation, there are still ethical problems with personalized information systems. Our objective is to show how computer-mediated life generates what Ernesto Laclou and Chantal Mouffe call an "atypical form of social struggle". Laclou and Mouffe develop a politics of contingent identity and transient articulation (or social integration) by means of the notions of absent, symbolic, hegemonic power and antagonistic transitions or relations. In this essay, we introduce a critical approach to one twenty-first-century atypical social struggle that, we claim, has a disproportionate effect on those who experience themselves as powerless. Our aim is to render explicit the forms of social mediation and distortion that result from large-scale machine learning as applied to personal preference information.

VICTORIA I. BURKE is a lecturer at the University of Guelph and publishes in the areas of feminism, European philosophy, and politics; Robin D. Burke is a professor of information science at the University of Colorado at Boulder and publishes on machine learning and recommender systems.

ROBIN BURKE conducts research in personalized recommender systems, a field he helped found and develop. His most recent projects explore fairness, accountability and transparency in recommendation through the integration of objectives from diverse stakeholders

### Agency and Security Dilemma: Children's data privacy within parental boundaries

CLAUDIO RIVA

HAMIDE ELIF ÜZÜMCÜ

University of Padova

Children's privacy tends to be largely disregarded in many cultures, although it is recognized as children's right under the UN Convention of Children's rights and many national laws. This research addresses privacy under two strands: 1. Management of contact as desired (Altman, 1975; Westin, 1967); 2. Control over access to one's own personal information (Schoeman, 2007; Petronio, 2002). It aims to understand how children's privacy around their media uses is treated within family. Drawing on the results of ethnographic fieldwork with 30 families in Eskişehir/Turkey, it reveals that children's personal information and contacts have both been under strict regulation of parental surveillance. Parents' access to their children's information without their consent included going into children's phone in their absence and checking correspondences, tracking children's whereabouts via smart watches and applications and merging e-mail accounts connected to children's social media accounts.

CLAUDIO RIVA is an associate professor in Sociology of Cultural and Communicative Processes at the University of Padova, where he teaches Sociology and New Media. His current research interests include media studies, audience studies and the relationship between young people and new technologies.

HAMIDE ELIF ÜZÜMCÜ is a PhD fellow in Social Sciences at the University of Padova. Interested in childhood sociology, she conducts an ethnographic study on children's privacy within family in Turkey.

### Is this an Anti-humanist Data Ethics?

JEREMY HUNSINGER

Wilfrid Laurier University

Emphasizing the theft of information, this paper analyzes the concept of data in relation to ethics. This paper follows the argument that data is theft. What is data ethics when it starts with a theft and other metaphors of property/metaphors of things? Data in this case really becomes a problem when the information that we are taking is not 'of the world', but of subjects in the world. In taking that 'given' information (data) we would necessarily be alienating it from them and prioritizing our interests in the information over those the subjects from which we obtain it. This is an anti-humanist data ethics and it is a problem for humanity.

JEREMY HUNSINGER is an Associate Professor at Wilfrid Laurier University and is one of the co-editors of two volumes of the International Handbook of Internet Research.

[@Buridan](#)

## Digital Ethos

### AI as Medium and Message in the (Emerging) Healthcare Ethos

**JULIA ZARB**

University of Toronto

Hype and hope surrounding AI are permeating healthcare and creating a new plasticity in communications within the space. New pathways between patients and providers are becoming culturally entrenched in healthcare delivery models. Instead of a linear flow of information between patients and providers that characterized pre-social-media care models, individuals are increasingly demonstrating agency in gathering information via other patients, the Internet and 'Dr. Google,' the Internet of Things, and even their own health records. Cultural credit seems to accrue for 'informed patients' who engage in self-care, and their knowledge-seeking behaviours provide rich grounds for marketing engagement. Marketers are drawing closer to the homes, minds and bodies of consumers than ever before. And they are there by invitation, thanks to AI-based calibration of media, messages and modalities to simulate human interaction. Alexa ® will be used as a case in point.

Assistant Professor JULIA ZARB, PhD is Program Director of the Master's of Health Informatics at IHPME, Dalla Lana School of Public Health, University of Toronto. Of 22 years in health information technology strategy and marketing leadership, she has spent 14 in the US arena. She holds a doctorate in communications theory (Linda Hutcheon, 2002), and serves on the Victoria University at UofT Board of Regents.

### The Double-Edged Sword of Digital Health: Leveraging Affordances and Mitigating Threats

**RONAN HALLOWELL**

University of Southern California

Researchers have begun to examine how the use of new consumer-grade health informatics technologies, services, and resources can make health information more accessible, promote patient agency, and expand access to care. Patient portals connected to electronic health records, glucometers, heart-monitors, oximeters, fitness trackers, consumer DNA information, and other technologies offer a number of promising possibilities that can have a positive impact on individuals' health. However, access to these tools is not evenly distributed and unintended consequences, down-sides and side-effects of these tools have the potential to harm as well as heal. Big data, privacy, surveillance etc. are all important issues that are not fully understood in the new digital health ecosystem. This paper will examine the prospects and perils of digital health in the context of our late-capitalist moment in history using the axiological lens of the media ecology tradition.

RONAN HALLOWELL, EdD is Assistant Professor of Clinical Medical Education at the Keck School of Medicine of USC. He currently serves as a Co-Investigator on a digital health literacy grant funded by the American Medical Association as part of its Accelerating Change in Medical Education initiative. Dr. Hallowell also conducts research on physician professional identity formation, curriculum design and cross-cultural perspectives on medicine.

### Thumb down: how digital interactions are reshaping our bodies and setting the stage for new human ecologies

**ALESSANDRO E. COLOMBI**

Free University of Bolzano

Since the appearance of the mouse in 1984 technology changed profoundly, but the idea of an always-easier-usage-model emerged from the start, withdrawing from the proper context of the "X/Y Position Indicator": augmenting human intellect. The "first" mouse lost two of its three initial buttons and several tools oriented to provide a more personal, complex and versatile practices than what we started experiencing with the first PC. So we'll try to shed some light on our current usage model, one that see us pinching, swiping and tapping with our fingers with almost no support from our opposable thumbs. An usage model, the paper aim to demonstrate, dangerous for human culture and the relationships with content and media in general; that's putting at risk many other aspects, from the ability to "do" things and leave tangible traces of our existences (cultures, civilizations...), up to the perception of time and space and even to the development of our nature as unique individuals.

ALESSANDRO EFREM COLOMBI is an Italian pedagogue, hypertext historian, technology educator, media ecologist. Associate Professor at the Faculty of Education of the Free university of Bolzano, enthusiast McLuhanian and Postmanian, he is humbly but passionately promoting a new declination for ME called Digital Ecology, a pre-paradigm for the Media Ecology pre- paradigm that should help us on better facing the Maelström, even more on relaunching the role of ME in the academic and public discourse.

Twitter: @aecolombi

### The Ethics of a Forced Unplug – A Tale for an Accelerated Culture

**DAVID J. PATERNO**

RMIT University

Contemporary reports suggest serious issues are associated with young adults choosing telemediation over face-to-face interaction. This paper suggests there are practical steps institutions of higher education might take to push university students to appreciate the latent interpersonal features of their social environments. Results are based on a two-year period of ethnographic data collection and indicate that the institutional specification of limited use(s) of digital communications devices can promote pro-social patterns of face-to-face, interpersonal communication. This appears to recalibrate the medium of speech as a primary medium of communication and personal growth for young adults residing in the community of study. This solution, however, does not come without significant ethical considerations given the forced nature of restricting one's choice of medium. These issues are explored and are related to the larger socio-cultural problem of telemediation in human interaction.

DAVID PATERNO is Senior Research Fellow in the Organisational Accident Prevention Unit at RMIT University. He also acts as Research Coordinator for the Future Fuels Cooperative Research Centre.



## Remembering Paul Heyer: Mentor, Collaborator, Colleague and Friend

### Paul Heyer as cartographer of communication thought's history

**WILLIAM BUXTON**  
Concordia University

This panel brings together a group of people who were Heyer's long-time associates, colleagues and friends to reflect upon the many and varied ways his work as scholar and teacher influenced their own practices as scholars and teachers, as well as his place within the broader intellectual project of media ecology. In keeping with Heyer's intellectual spirit, the panel will itself be determinedly eclectic in its engagement with his legacy and joyfully heterodox in interpretation and celebration.

WILLIAM J. BUXTON is professor emeritus of communication studies at Concordia University in Montreal; his publications include *Talcott Parsons and the Capitalist Nation-State*, *Harold Innis in the New Century*, *Harold Innis and the North*, *Harold Innis Reflects*, and *Harold Innis on Peter Pond* (forthcoming).

### Paul Heyer: Contributions to Media Ecology

**PHIL ROSE**  
Author Affiliation

In addition to examining his central contributions to Innis studies, and his probing of matters related to political economy, communication, and civilizations, this presentation addresses Paul Heyer's extensive applications of media ecology in his study of elements of early twentieth century culture. It will attend to his studies of the emerging environment of electronic communications, specifically his analyses of the wireless and radio, and his combined emphasis on both artistic and journalistic media texts.

PHIL ROSE is a scholar, speaker, and teacher, who has taught at a number of Canadian universities. Editor of *Confronting Technopoly: Charting a Course Towards Human Survival* (2017), he is also author of the books *Roger Waters and Pink Floyd: The Concept Albums* (2015), *Radiohead and the Global Movement for Change: 'Pragmatism Not Idealism'* (2016), and *Radiohead: Music for a Global Future* (2019).

### Paul Heyer and Excerption

**DARREN WERSHLER**  
Concordia University

I'm going to talk about Paul's editorial practice in both *Communication in History* and in the Innis book in terms of the practice of excerption. Often described as a lesser or even debased practice, excerption is nevertheless central to both traditional pedagogy and to the circulation of text in digital form. In terms of Paul's editorial work, I want to think about the practice from an ethical point of view, arguing that what differentiates good exception from bad is the sort of ethic of care that Paul exhibited in his approach.

DARREN WERSHLER holds the Concordia University Research Chair in Media and Contemporary Literature, and is the co-founder of the Media History Research Centre and Director of the Residual Media Depot. He is currently writing *THE LAB BOOK: Situated Practice in Media Studies*, with Jussi Parikka and Lori Emerson.

### Media History as All History: Introducing Media History through Paul Heyer's Lens

**JADE MILLER**  
Wilfrid Laurier University

This talk looks at Paul Heyer's contributions to introducing undergraduates to media history through a media ecology lens. From the perspective of someone who has taught from Heyer's famous undergraduate textbook at two different institutions in two different countries over the course of seven years, this talk addresses the ways in which Heyer's perspective has shaped a vast number of undergraduates' understanding of the nature of communication media and their role in human history.

JADE L. MILLER, PhD, is an Associate Professor of Communication Studies at Wilfrid Laurier University in Waterloo, Ontario and teaches the Media History introductory class there every semester. She works on the global media flows, media distribution, and media industries, particularly in the context of the Nigerian video industry known as Nollywood.

### Innis or Ayahuasca? Paul Heyer as Trickster/Shaman of Medium Theory

**ANDREW HERMAN**  
Wilfrid Laurier University

This presentation, part auto-ethnography and part narrative hallucination, tells the story of an American academic in exile in Canada who comes to a crossroads between Wilfrid Laurier University and St. Michaels's College at the University of Toronto. There, he meets a shape-shifting figure who is playing a wild trumpet solo. As the music swirls around him, the figure presents himself wearing a series of masks: Innis, McLuhan, Carey, Hitler, Postman, Welles, Heyer. A choice must be made: medium or message. Be careful what you think with, the trickster winks knowingly, it will forever change how and what you think.

ANDREW HERMAN received his BA in Government from Georgetown University (1979) and his PhD in Sociology from Boston College (1994). He has written widely in the field of social theory, media and culture and his appeared in scholarly journals such as *Cultural Studies*, *Critical Studies in Media Communication*, *South Atlantic Quarterly*, and *Anthropological Quarterly*.

## Television and Comic Books as Coursework to Explore Ethical Issues

We have pioneered a new program of study at Florida Gulf Coast University in the Integrated Studies degree. Our program employs a diverse set of courses that explore various “issues” and ethical themes through a variety of media.

The Issues in Media, Literature and Arts course, Television Revolution asks students to explore the creative process of programming on television over the last two decades and to engage in discussions race, gender, LGBTQ+ and representation.

We use the March trilogy, a biography of Congressman and civil rights leader John Lewis told in comics form, to address historical and contemporary issues of race, power, and privilege. Our session will highlight readings, activities, and assignments we use in a variety of humanities and interdisciplinary courses.

We have found Lewis’s personal narrative in the comics medium to be an effective and powerful way for students to connect to the history of the Civil Rights Movement. We use March in conjunction with other media, such as public

address, film and television, song, and artifacts from the historical record. Students compare and contrast the ways the story of the Civil Rights Movement has been told in the past, investigate their own experiences and attitudes toward race and political power, and learn from their classmates’ perspectives to apply these lessons to contemporary issues in society.

We will share our challenges and successes in using the comics medium to address race, how we create a classroom environment that fosters respectful engagement, and the materials we use in various modules. This will include a sample of readings we use in addition to March, and we will share individual, small group, and full class assignments and activities. We will also describe how this module on race and representation fits into a variety of courses, such as IDS 3300 Foundations of Civic Engagement, IDS 3305 Issues in Arts, Media, and Literature, and HUM 1931 Humanities and Social Issues.

### ROBERTO GARCIA

Florida Gulf Coast University

ROBERTO GARCIA is an Adjunct Instructor and Image Specialist for the Department of Integrated Studies at Florida Gulf Coast University. With an emphasis on the humanities, he teaches classes on social issues, television, and civic engagement. As the Image Specialist, he designs promotional material for the department. He is a firm believer in the power of using entertainment as a tool to educate. He is currently reading Handbook for a Post-Roe America by Robin Marty.

### MILES MANCINI

Florida Gulf Coast University

MILES MANCINI is a fifteen year faculty member at Florida Gulf Coast University. He holds a BA from FGCU in Communication and History and an MA in Media Ecology from New York University. Classes taught by Miles range from the Foundations of Civic Engagement to Television Revolution and The Apocalypse. In his free time Miles is a musician and music teacher in the SW FL area.

### MARIA F. ROCA

Florida Gulf Coast University

MARIA F. LOFFREDO ROCA, Ph.D., is Chair of the Department of Integrated Studies at FGCU. She has her Ph.D. in Media Ecology from NYU. She is a GreenFaith Fellow and recipient of the Rachel Carson Award for distinguished service to the field of environmental and sustainability education.

### MARY WALCH

Florida Gulf Coast University

MARY WALCH is Assistant Professor at Florida Gulf Coast University in the Department of Communication and Philosophy.

## “No Poetry After Auschwitz”: The Medium, The Message, and the Holocaust

### The Ghost of Shoah is the Message

**DAVID SOBELMAN**

Deep Space Media

All stories connect the past to the present, that's one of their primary aesthetic functions. Stories about Shoah are no different, but for one unusual pattern they have in common -- they are incomplete, unresolved. There appears to be no justice for the ghost of Shoah. Why? Through the work of four artists, I will probe the reasons attempting to render and represent the ghostly world of night trains, concentration camps and gas chambers must remain incomplete, un-avenged, the product of a memory manqué.

DAVID SOBELMAN is a writer who lives in Oakville, Ontario

[@SobelmanDavid](https://twitter.com/SobelmanDavid)

### Stumble Stones Speak: The Mediated Sidewalk

**GARY GUMPERT**

Urban Communication Foundation

**SUSAN DRUCKER**

Hofstra University

One of the more interesting memorials physically built into the landscape are small brass Holocaust memorial plaques placed in sidewalks of residential neighborhoods by Sculptor Gunter Demnig. These commemorative stones are individual memorials which seek to bring the Holocaust down to a human scale. There are now over 70,000 STOLPERSTEIN (or “stumbling stones or blocks”). They are the biggest decentralized monument in the world. This presentation will examine Stolperstein where individual Holocaust memorials have been embedded in the streetscape. The physical installation, communicative function of sidewalks and language choices will be examined.

SUSAN J. DRUCKER holds the rank of Professor and is the coordinator of the media studies program in the Department of Journalism/ Mass Media Studies, School of Communication, Hofstra University. She is an attorney and teaches courses in media law and media ethics.

GARY GUMPERT is Emeritus Professor of Communication at Queens College of the City University of New York and co-founder of Communication Landscapers, a consulting firm. His primary research focuses on the nexus of communication technology and social relationships, particularly looking at urban and suburban development, the alteration of public space, and the changing nature of community.

**CAROLIN ARONIS** (respondent)

Colorado State University

Dr. CAROLIN ARONIS is a Special Faculty member of Communication Studies at Colorado State University. She holds a Ph.D. in Media and Communication Studies from The Hebrew University of Jerusalem, and specializes in media and cultural studies, communication and media philosophy, gender studies, spatial rhetoric, and approaches for textual analysis.

**ADEENA KARASICK** (respondent)

Pratt Institute

Dr. ADEENA KARASICK is a poet, cultural theorist and media artist and the author of ten books of poetry and poetics. She teaches Literature and Critical Theory for the Humanities and Media Studies Dept. at Pratt Institute, is Poetry Editor for *Explorations in Media Ecology*, 2019 Andrew W. Mellon Foundation Award recipient and winner of the 2016 Voce Donna Italia award for her contributions to feminist thinking. Her archive is established at Special Collections, Simon Fraser University.



## Global McLuhan

### Brazilian visions on McLuhan

#### RODRIGO BARBOSA

Universidade Federal de Pernambuco

The aim of this paper is to investigate how books about communication theories written by Brazilian researchers addressed Marshall McLuhan's work mainly between the decades of the 1960 and 1990. Books on theories of communication in the United States appeared only in the 1960s. In Brazil, books dedicated to Communication Theories did not take long to appear as well. In line with this move, and because of McLuhan's growing popularity around the world, his books were also quickly translated into Portuguese. The arrival of McLuhan's works in Brazil encountered a context of difficult adherence. In 1964, the same year that *Understanding Media* was published, the military dictatorship started in Brazil. Considered to be supported by the United States, the dictatorship created a repulsive scenario for North American theorist. We conclude that the way McLuhan was adopted in Brazil was ambiguous and we describe this process.

RODRIGO MIRANDA BARBOSA is Professor of Communication Studies, Federal University of Pernambuco (UFPE), Brazil. He completed his Ph.D. in Communication Studies at the University of Brasília (UnB) with a period at Concordia University, Canada. His areas of interest and expertise are technology, communication epistemology, theories of communication, and the Toronto School of Communication.

🐦 @Rodrigobarba

### Reading McLuhan in Japanese

#### JUNICHI MIYAZAWA

Aoyama Gakuin University

My book, *Makuruhan no kokei* (*McLuhan's View*, Tokyo: Misuzu Shobo, 2008), was written to introduce young Japanese readers to the basics of the Canadian media thinker. The book included three advanced interventions: 1) analyzing McLuhan's 1963 article, "The Apenbite of Outwit" at the discourse level to reveal that McLuhan's mindset was *linear*, rather than non-linear; 2) using Japanese lingual-cultural approaches to overcome the difficulty of his ideas, including the dictum "The medium is the message" with the focus on the meaning of *message*, not medium; 3) revealing McLuhan's artistic potential through the reconsideration of *global village* that inspired followers such as John Lennon, John Cage, Fluxus artists, and Japanese critics. I would like to share alternative Japanese approaches with non-Japanese audiences to uncover the connections between McLuhan's ideas and his cultural impact for understanding aspects of today's media ecology.

JUNICHI MIYAZAWA, Ph.D., is Japanese award-winning author, critic, translator and professor at Aoyama Gakuin University, Tokyo. He covers music, literature and media. His major books are: *\_Glenn Gould: A Perspective\_* (2004), *\_McLuhan's View\_* (2008), and *\_Thinking Music\_* (co-authored, 2017). On his 2018/19 sabbatical leave, he is Visiting Professor at both University of Toronto (St. Michael's College) and York University (Robarts Centre for Canadian Studies), staying at Massey College.

🐦 @galiarda

### The difficult presence of McLuhan in Ibero-America

#### OCTAVIO ISLAS

Pontificia Universidad Católica del Ecuador

In the first part of the text, I mention some of the incursions of Marshall McLuhan in Mexico, highlighting the criticisms he received from well-known Mexican intellectuals such as Octavio Paz and Carlos Monsiváis, as well as influential journalists-Manuel Buendía. In the second part of the text, I highlight the importance of the VIII Annual Convention of the Media Ecology Association, held at the Tecnológico de Monterrey, Mexico, which admits to be considered a watershed in the understanding and presence of the work of Marshall McLuhan and of Media Ecology in Latin America.

OCTAVIO ISLAS, Mexican, PHD Social Sciences. Author and coordinator of 17 books, 55 chapters in books, 85 texts published in refereed scientific journals, 1,257 citations according to Google Scholar, 17 index h, 26 index i10. Member of the scientific and editorial committees of more than 25 journals. He has given lectures, workshops and lectures in 22 countries.

🐦 @octavioislas

### Marshall McLuhan regarding Greece

#### MARIA PERGANTI KOSTAS THEOLOGOU

National Technical University of Athens

Marshall McLuhan's relationship with Constantinos Doxiadis fruitfully inspired his plans for the Centre for Culture and Technology. After McLuhan had participated in the 1<sup>st</sup> Delos Symposium of 1963, he made his proposals of a cross-cultural comparison project including Greece and after that, in the 10<sup>th</sup> Delos Symposium of 1972, McLuhan gave his visionary foresight about Communication in the field of urban planning. McLuhan's point about Communication ("rock music", media or "invisible networks"), took place between the lines of the Declarations Delos Ten of the 1972 Athens Ekistics Month organized by the Athens Technological Institute – Athens Center of Ekistics of Constantinos Doxiadis. Marshall McLuhan had been also a member of the World Society of Ekistics. To explore that innovative thinking we elaborate our text by using original documents, and we draw from the social geography methodological toolkit to investigate that innovative views in thinking about Communication itself.

MARIA PERGANTI focuses on the relationship of the architect and urban planner Constantinos Doxiadis with the pioneering communication academic Marshall McLuhan. She elaborates her research toolkit in a mostly dedicated manner while drawing from the archives she brought to scientific research light for the first time in Greece. Determinant point of her studies has been her cooperation with the supervisor Professor Kostas Theologou at the National Technical University of Athens.

🐦 @MPerganti

## Weapons of Math Destruction: a Media Ecological Discussion

Education is central to the mission of media ecology, and particularly for the way it helps people engage with critical issues of technology and the very real complexities of everyday life. In this age of information, few issues are so pressing as the so-called "Big Data" phenomenon and its implications in social engineering, private enterprise, public policy-making, and surveillance. In what way is media ecology positioned to illuminate these contemporary problems, and how are we, as educators, offering space for students to engage with them?

Cathy O'Neil's 2016 book *Weapons of Math Destruction: How Big Data Increases Inequality and Threatens Democracy* represents a serious and well-researched treatment of the issues described above. Her work is accessible to general audiences, and reflects a successful approach to public intellectual work on the subject of the ethics and negative effects of so-called "Big Data" and algorithmic modeling. Although the book never quite addresses these issues from an ecological point of view, her expert diagnosis and description of the situation leave plenty of raw materials for media ecologists to use in our own explorations. Others, in our more familiar constellation of media ecology thinkers, can easily be put into conversation with O'Neil.

Postman (1998), for example, described media ecologists as

"loving resistance fighters," noting as a key value our refusal to "accept efficiency as the pre-eminent goal of human relations." Likewise, he described loving resistance fighters as people who "have freed themselves from the belief in the magical powers of numbers, do not regard calculation as an adequate substitute for judgment, or precision as a synonym for truth" (pp. 183 – 184).

Further, Christians, Fackler & Ferre (2012) argue for a communitarian approach to ethics in the 21<sup>st</sup> century, citing as a chief aim of their book a challenge to "technicism as a universal solution to humankind's gaps in prosperity" (pp. xxii – xxiii). This challenge to technicism is rooted in a turn away from efficiency in the management of human institutions and a shift towards the ceremonial and towards ritual sharing. Their arguments are situated in the work of Jacques Ellul and James W. Carey.

This panel is designed as a discussion of O'Neil's (2017) work on Big Data and mathematical modeling, and the way it can be put into conversation with media ecology themes. In particular, the aim of the panel is to illuminate the ways that media ecology might open up a critical perspective on information sharing and gathering for citizens of a world increasingly entangled with such projects.

### **MICHAEL PLUGH**

Manhattan College

MIKE PLUGH is Assistant Professor of Communication at Manhattan College in New York City. His scholarly interests include media ecology and education, ethics, and language. Dr. Plugh is currently the MEA program planner for the National Communication Association and the Pedagogy Editor of *Explorations in Media Ecology*.

### **VALERIE PETERSON**

Grand Valley State University

Dr. VALERIE PETERSON studies rhetorical theory and criticism, visual rhetoric, communication theory, media ecology, sexuality studies, metaphor, and mythic rhetoric. She is author of *Sex, Ethics, and Communication: A Humanistic Approach to Conversations on Intimacy*, 2nd ed. (Cognella, 2013).

Publications can be viewed on Academia.edu or ResearchGate. B.A. and M.A. University of Virginia, Ph.D. University of Iowa.

### **ERIK GARRETT**

Duquesne University

ERIK GARRETT is an associate professor in the Department of Communication & Rhetorical Studies at Duquesne University. His doctorate is from Purdue University where he earned a joint degree in both the philosophy and communication departments. Dr. Garrett is author of *Why Do We Go to the Zoo?: Communication, Animals, and the Cultural-Historical Experience of Zoos* (The Fairleigh Dickinson University Press)

## A Phenomenological Take

### Illiterate or Diseased? Two Models for Media Ethics

YONI VAN DEN EEDE

Free University of Brussels

This paper compares two models for media ethics. One belongs to the common discourse on media/technology in the public debate: media literacy. The other model is less known but a staple—though perhaps underconceptualized—in media ecology: media health. Both entail recipes for “reactions” to media/technologies. We are prodded to be literate about media. Or, we should develop a healthy media ecology. Yet those are substantially different starting points. Media literacy suggests a rather pragmatic way of doing—making do with what’s on offer. The image of media health dramatically alters the premise: media are seen here as affecting us, even to the extent that we become sick and need to be cured. On a more theoretical level, we can see how the two models line up with two big current strands in philosophy of technology: “pragmatist” and “transcendentalist.” We will argue that despite the debate going on between these streams, we don’t need to choose: both models are interconnected.

YONI VAN DEN EEDE is a postdoctoral fellow of the Research Foundation – Flanders (FWO) and lecturer, affiliated with the Centre for Ethics and Humanism at the Free University of Brussels (Vrije Universiteit Brussel). He is among others the author of *Amor Technologiae: Marshall McLuhan as Philosopher of Technology* (VUBPRESS, 2012) and *The Beauty of Detours: A Batesonian Philosophy of Technology* (SUNY Press, forthcoming 2019), and co-editor of *Postphenomenology and Media* (Lexington, 2017).

### Connotation as Content: A Conceptualization of Symbolization with Ethical Implications

PAUL LIPPERT

East Stroudsburg University

Susanne Langer stresses the fundamental nature of connotation over denotation in the symbolization process and privileges what she calls “unconsummated symbols.” In addition to the fine arts, she argues that these essential qualities of symbolization are also exemplified in the most primal modes of symbolific activity, like dream, ritual, and the act of perception itself. Anthropologist and cognitive scientist Dan Sperber explains the “seemingly irrational beliefs” of tribal and other cultures through the concept of “semi-propositional representations” and asserts the primacy of “belief in” over “belief that.” Inspired by science’s reliance on the unconsummated symbol system of mathematics, this paper applies these ideas to modern abstract knowledge. Building on the author’s studies of modernity and visual art, it argues against the positivist ideal of denotation as an ever more objective pointing and combining, a represser of connotation. Recent relapse into tribalism is treated as a symptom of the persistence of connotation’s dominance.

PAUL LIPPERT is Professor of Communication at East Stroudsburg University, where he has taught film for the last 34 years. His most recent research interests concern the uses of image-based media in the construction and functioning of modernity.

### Critical Moral Realism as an approach to thinking about, and teaching, ethics in communication/media studies.

WADE ROWLAND

York University

Doing the right thing in media production is synonymous with serving the public interest. This is ultimately an ethical issue, the resolution of which takes one back to Socrates and Plato, and the nature of Good, and forward to Bergson, Levinas, Habermas, Bauman, Taylor, Arendt.... Of course, this intellectual territory, moral thought, has been claimed for millennia by the world’s religions—most of which have adherents in any typical lecture theatre or seminar room at most Canadian universities, where student populations are famously multicultural and polyglot. An important challenge is to find a way to discuss morality and ethics without treading on anyone’s religious sensibilities. Critical theory and its offshoot, critical moral realism, offer a robust, philosophically rigorous approach to ethics in communication. As a blend of scientific realism and metaphysics, the basic, underlying, concepts are in no way antithetical to religious belief.

Dr. WADE ROWLAND’s journalistic career in print includes reporting for two metropolitan daily newspapers, extensive magazine writing, and more than a dozen non-fiction books. He has 15 years’ experience producing network television news and has served in management at CTV and CBC News. In his academic life he has specialized in media ethics and media history and technology, and in moral philosophy. His most recent books deal with public broadcasting in Canada, and moral realism.

### Formal Cause & the Imbrication Model

MATTHEW S. LINDIA

Georgetown University

The author proposes a new articulation of the concept of formal cause: formal cause as dealing with the study of mediums as physical artefacts. A major concern of this paper is to provide a standard method of inquiry for studies in media ecology and formal cause. The author asks four fundamental questions assessing the influence of the form of an object: (1) What environmental factors contribute to the unique physical/perceptible form of a technology? (2) What existing physical/perceptible forms contribute to the physical form of a technology? (3) What physical/perceptible factors in this technology are likely to influence physical/perceptible factors in the future? (4) What environmental factors are likely to develop due to the physical/perceptible form of a technology? From these four questions, the author develops a graphic tool, The Imbrication Model, to be used in analyzing the interplay of figure and ground.

MATTHEW S. LINDIA is pursuing a graduate degree at Georgetown University in communication, culture and technology. He received a bachelor’s degree in communication with an emphasis in media studies from Wheaton College. His research interests include the history and development of written language, secondary orality, semiotics, formal cause, media ecology, and more.



## Data Ethics

### Mapping News Article Content to Knowledge and Event Graph Representations for Validation and Reasoning

**DAMIR CAVAR**  
**ELAINE MONAGHAN**  
Indiana University Bloomington

We discuss the technical possibilities to extract semantic content from news articles using Natural Language Processing and Knowledge Graph technologies. The goal of these technologies is to extract core facts from text and identify and classify for example the framing of news. Extraction of core semantic concepts and their relations from text allows us to apply graph algorithms to compare similar stories reported in different articles. It also allows us to identify deviations from truth, omitted facts, and specific sentiments and opinions that surround reported facts in news. We will discuss the current state of the art of our technology, future research directions, and domains of application of such content related semantic technologies.

DAMIR CAVAR is an Associate Professor at Indiana University. His research focuses on Natural Language Processing and AI methods for knowledge representations and information extraction.

🐦 @DaCavar

ELAINE MONAGHAN is a veteran reporter, writer and foreign correspondent who serves as coordinator for the news and editing concentration of the Media School's Bachelor of Arts in Journalism. She has also worked in strategic communications at a senior level.

### A Graph Database and the Trivium: Broadening Media Ecology Inquiry in an Age of Brexit and Beyond

**FRED CHEYUNSKI**  
Independent Consultant & Scholar

This presentation will address the emergence of graph data bases (GDBs) and their increasing use today in activities ranging from Google Searches to Big Data Analytics. It will indicate how the classic Trivium can be incorporated within a GDB in such a way that it can help broaden Media Ecology inquiry. More specifically, the presenter will give an explanation of GDBs as well as share his own learning when devising and using a GDB to analyze book/review information he compiled over a number of years. Charts and graphics from the presenter's GDB will help show his inclusion of the classic trivium in interpreting the book/review data's meaning and its relevance to media ecology. He will also apply the GDB with Lance Strate's book "Media Ecology" to demonstrate a way the GDB can be used to assist in examining relevant themes in an age of Brexit and beyond.

FRED CHEYUNSKI has been a consultant with IBM Business Services, Computer Sciences Corporation, Cognizant Technologies & other major corporations. His concern is addressing the human & organizational impacts of new technologies toward workplace & social improvement. He combines Media Ecology & Applied Behavioral Science to further innovative practices. Now Fred is an independent consultant, researcher & scholar. He and his wife, Jeanne, divide their time between Brooklyn, NY & Southwick, MA USA.

### Web 3.0: It's the end of the world and I feel fine-ish

**MEL RACHO**  
University of Toronto

The World Wide Web has moved well beyond the gentler, "sharing is caring" times of the early aughts. The Internet's mesh of nodes and peripherals expands exponentially. We have now moved beyond Web 2.0 and into the hyped age of machine learning and the blockchain. This is Web 3.0: a grittier, less optimistic and more algorithmic world than what preceded it. With the lens of a web developer familiar with the languages driving the web, this paper is an inquiry into what this version of the WWW and our perceived online sociality entails. To achieve this, I examine the historical and posthumanist contexts of Web 2.0 before delving into the primary source materials of the technologies in question: developer documents, privacy statements, news and media discourse. What I uncovered is a WWW in flux, governed by technologies that are greedy for our data and a user base that is hungry for connection. As explored in the work of Vigna & Casey, the blockchain technology underlies the ascendancy of cryptocurrencies from fringe to mainstream. Taken with the underlying late stage capitalistic motivations of Facebook and other purpose-built social media networks, my work contextualizes Web 3.0 as a hyper-connected and hyper-consumerist endgame with no real "end" in sight.

MEL RACHO is a senior web developer who has worked online since 2006. Mel holds an MFA in interdisciplinary digital media and is completing his M1 in information systems and design in 2019. His research interests include data privacy policy, new media and technology discourse. He lives in Toronto with his partner, cat and greyhound.

### Pull yourself up by the bootcamp: rethinking the cultural value of computer code

**SEONAID A. WATSON**  
Carleton University

In response to the rapid growth of digital infrastructures, the "Learn to Code" movement enjoins the average computer user to empower themselves with coding skills. Promotional materials for coding bootcamps tend to advance computer code as not only the key to future employment but also as fundamental to understanding the world today. But should we consider computer code an essential form of knowledge? In line with studies on the national economic importance of women and racialized minorities learning to code, these pervasive attitudes tie digital citizenship to programming knowledge, entrenching our dependence on digital commodities and fueling the imperative for precariously employed workers to continually self-train. Viewing coding knowledge not as literacy but as a cultural tool for shaping and disciplining workers elucidates how members of society are compelled to internalize the cultural value of coding.

ALLIE WATSON is a PhD student in Communication at Carleton University currently studying Marxist perspectives on labour and technology. Her current research interests focus on the Learn to Code movement and the role of coding bootcamps in neoliberal society, the social imaginary constructed around computer code and hacking, and the use of data analytics in learning management systems.

🐦 @allieisanant

## Mediasphere

### Understanding the Central Role of the Mass Media in the Construction of Public Crises

**DUNCAN KOERBER**  
Brock University

In the academic study of public relations and crisis, the mass media have been mostly relegated to the sidelines of research as just another stakeholder to be addressed by crisis communicators or just another channel through which to address crisis audiences. This paper presentation will show the central role of the mass media in the construction of public crises in three categories:

- 1) Mass media develop and circulate discourses that when transgressed become public crises.
- 2) Mass media help to construct narratives of organizations and then report on breaks in those narratives.
- 3) Mass media draw attention to some events over others (the agenda-setting effect) and then decide what to include or exclude in their stories, which can influence how a crisis is perceived (framing effect).

Finally, the presentation will consider whether the mass media's power in these categories is declining due to the rise of social media.

Dr. DUNCAN KOERBER is an Assistant Professor in the Communication, Popular Culture, and Film department at Brock University. His research into crisis communication has been published in the Canadian Journal of Communication, Public Relations Review, and the Canadian Journal of Media Studies. In 2017, University of Toronto Press published his book *Crisis Communication in Canada*, the first Canadian-content textbook on the subject.

🐦 @duncankoerber

### In Defense of Agency: The Platform and Ecological Methodologies in Protest Networks

**CHRISTINA R. FOUST**  
University of Denver

Since protests erupted in such places as Egypt, New York, and Madrid in 2012, scholars of social movement have attempted to understand how best to evaluate the efficacy, effects, and ethics, of protests with significant social media components. The proposed essay advances the conversation beyond its roots in technological utopian and dystopian ideologies. It develops a theory of agency in conversation with ecological methodologies in such protest networks as those facilitated by hashtags, #TakeAKnee, #MeToo, and #NeverAgain. Specifically, by considering "the platform" as a trope of the capacity to consequentially influence the network of which one is a part, this essay features the recursive relationship between face-to-face and mediated communication and affordances like the hashtag as serving the development of collective identity networks. The essay considers how a rich engagement with media ecology literature (particularly in the context of social movement/social media) advances our understanding of agency beyond individualistic biases.

CHRISTINA R. FOUST's research and teaching engage rhetoric, power and social change in a variety of contexts, including social movements, political discourse and pop culture. More particularly, Foust's scholarship considers how the often non-normative, un-institutionalized voices of resistance work to change their communities, and how normative or institutionalized discourses reinforce their ability to maintain power.

### The Rhetorical Public Sphere as an Ideal Model for Democratic Assessment of Emerging Technologies

**SHALOM CHALSON**  
National University of Singapore

In my paper, I consider the notion that ordinary citizens cannot deliberate about the acceptable use of emerging technologies because they lack the concepts or knowledge required to participate in such discourse legitimately. I hold that this constitutes an injustice which takes the form of epistemic oppression on the basis that individuals ought to participate in discourse, as per the entailments of Hauser's (2002) rhetorical public sphere, firstly. And secondly, those prevented from communicating are robbed of their agency in an aspect of life relevant to them. Accordingly, those responsible for this epistemic oppression, by virtue of occluding access to concepts required for meaningful participation, ought to mitigate it (Dotson 2014).

SHALOM CHALSON is a graduate student at the Department of Political Science in the National University of Singapore. She is developing interests in feminism, social epistemology, and applied ethics. She was the recipient of the Lee Kuan Yew Gold Medal in 2018 and was awarded the regional prize at the Undergraduate Awards 2017 for her work in self-knowledge.

### What Do You Meme? Explorations in Internet Environments

**JULIA C. RICHMOND**  
Drexel University

In a hyperconnected world, political and social jokes have been reduced to images overlaid with text, which move by person to person sharing. These concoctions are called memes and have gone "viral" across digital environments. But what are memes? That is an ontological question. This presentation will explore the ontology of memes as environments nested within other environments. As both content being circulated and structures for content creation, memes must be examined as structuring structures in mediated environments. As such, this presentation will rely on paradigm examples of meme sharing on digital platforms to illustrate how memes operate as environments. This talk will show how such meme features as copy fidelity, fecundity, and longevity are actually ecological in nature. Drawing on Richard Dawkins's genetic research models that gave rise to memes as a category, this paper further aims to theorize the spread of memes and the implications of meme-making practices in social, political, and ethical discourse.

JULIA C. RICHMOND's research focuses mainly on the intersection of political communication, humor, and media. This year her work has been published in *Communication Theory and Public Relations Review*. She is particularly proud to have co-taught an Inside-Out course. This specially designed course brings together traditional college students and incarcerated students in a prison for a communication class about justice, recidivism, and personal growth.

🐦 @jc\_richmond

# Responsible Journalism and Misinformation

## Misinformation is not an information problem, it's a social problem

**MATHEW INGRAM**

Columbia Journalism Review

My general thesis connects to Carey's theory about the dual nature of news — news that is primarily about the distribution of information and news that is primarily about building or reinforcing community and relationships.

I would argue much of what we describe as a misinformation problem is actually a social, emotional and psychological problem. In many cases, people don't share misinformation because they believe it is factually true, but because it feels right, or because sharing it makes them feel as though they are part of something larger than themselves, part of a group or tribe.

This means that attacking or trying to correct misinformation by simply correcting facts is inevitably going to fail, because the actual facts are irrelevant to the purposes for which the information was originally shared.

MATHEW INGRAM is an award-winning journalist who has spent the past two decades writing about business, technology and new media as well as advising media companies on digital strategy. He is currently the chief digital writer for the Columbia Journalism Review, and prior to that he was a senior writer with Fortune magazine, where he wrote about the evolution of media and the Internet.

Mathew's writing has appeared in the New York Times, the Washington Post and the New Zealand Herald, and he has advised media outlets such as the Toronto Star, Post Media and the Canadian Broadcasting Corporation on their digital strategy.

🐦 @mathewi

## Ethical Storytelling in News and Current Affairs Journalism — A Practitioner's View

**MICHELLE CHEUNG**

CBC

As a reporter for almost three decades, I have worked in news, current affairs, and investigative journalism. For a journalist, these are distinct categories, although they might not always appear quite so separate to our audience. A reporter is required to suspend her own opinion when covering political, ethical or other divisive issues. The aim is to tell interesting stories that are relevant or important to the audience. Clarity and context are crucial to the telling, and the stories should include a fair presentation of diverse points of view so that the audience can make up its own mind on important issues. A reporter strives not so much to be neutral as to be balanced. Of course, the reporter uses her own judgement about the selection of voices and facts in a story. For traditional media outlets this process is not carried out alone but rather in an ongoing, deadline-driven dialogue, with editors and producers; at CBC editorial decisions are governed by a code of journalistic standards and practices which are transparent.

MICHELLE CHEUNG, Senior Producer, Enterprise at CBC Toronto, has been around the block a few times having worked as a journalist in Canada and internationally for more than 25 years. She has embraced telling digital, radio and TV stories that affect people in Toronto, the city where she grew up. Michelle's favourite way to explore the city is on her bike.

🐦 @MichelleCBC

## The role of the news media in responding to digital disinformation

**STEPHANIE MACLELLAN**

CIGI

The influence operations that targeted the United States presidential elections in 2016 prompted an extended bout of self-reflection among the news media. The question: to what extent did journalists play into the Russian disinformation strategy by reporting on the contents of emails that were hacked from key Democratic operatives and posted by the thousands on websites such as WikiLeaks at critical moments in the campaign? This presentation will explore factors that make journalists operating in today's media environment particularly vulnerable to influence operations and disinformation from state and non-state actors, and discuss policy alternatives and strategies that have been proposed to help stem the spread of toxic information through the traditional news media.

STEPHANIE MACLELLAN is a senior research associate at the Centre for International Governance Innovation, focusing on digital policy issues such as cybersecurity, disinformation and digital rights. She spent more than a decade in journalism as an editor and reporter for newspapers such as the Toronto Star, The Hamilton Spectator and The Slovak Spectator. She holds a Bachelor of Journalism from Carleton University and a Master of Global Affairs from the Munk School of Global Affairs.

🐦 @smaclellan



# An Ecology of Mind

Photo courtesy of Barry Schwartz

FRIDAY JUNE 28 7:30-9:30 PM

📍 **McLUHAN CENTRE**

39A QUEEN'S PARK CRESCENT E, TORONTO

*How we can improve our perception of the complexity we live within, so we may improve our interaction with the world?*

Join special guest **Nora Bateson**, President of the International Bateson Institute, and **Dennis P. O'Hara**, Director of the Elliott Allen Institute for Theology & Ecology, for the screening of *An Ecology of Mind. A Daughter's Portrait of Gregory Bateson* (2010, 60 min.) followed by a panel discussion. Greetings from **Sarah Sharma**, Director of the McLuhan Centre for Culture and Technology.

*An Ecology of Mind* is a film portrait of Gregory Bateson, celebrated anthropologist, philosopher, author, naturalist, systems theorist, and filmmaker, produced and directed by his daughter, Nora Bateson. The film includes footage from Bateson's own films shot in the 1930s in Bali (with Margaret Mead) and New Guinea, along with photographs, filmed lectures, and interviews. Refreshments will be provided.

In partnership with:

*The Elliott Allen Institute for*  
**THEOLOGY & ECOLOGY**  
Faculty of Theology, University of St. Michael's College

 **UNIVERSITY OF TORONTO**  
FACULTY OF INFORMATION  
McLuhan Centre for Culture & Technology

*The major problems in the world are the result of the difference between how nature works and the way people think.*

- Gregory Bateson



**NORA BATESON**  
International Bateson Institute

NORA BATESON is an award-winning filmmaker, writer and educator, as well as President of the International Bateson Institute, based in Sweden. An international lecturer, researcher and writer, Nora wrote, directed and produced the award-winning documentary, *An Ecology of Mind*, a portrait of her father, Gregory Bateson. Her work brings the fields of biology, cognition, art, anthropology, psychology, and information technology together into a study of the patterns in ecology of living systems. Her book, *Small Arcs of Larger Circles* (Triarchy Press, UK, 2016) is a revolutionary personal approach to the study of systems and complexity.

🐦 @NoraBateson





# The Medium is the Muse

*Place to Dream, Thinking of You, photo courtesy of Marshall Soules*

FRIDAY JUNE 28 7:30-9:30 PM

ROBERT GILL THEATRE  
20 ST. GEORGE STREET, TORONTO

*An evening of poetry, the primordial medium, the message of the muses, the music of the medium, all the muse that's fit to print, all the young muse carry the news, boogaloo muse, singing the blues, primeval media, the extensions of manifesto, the mimesis of the soul.*

Featuring: **Robert Albrecht, Lillian Allen, bill bissett, Jerry Harp, Adeena Karasick, Martin Levinson, Barry Liss, B.W. Powe, David Sobelman, Lance Strate.**

In conjunction with *Media Ethics: Human Ecology in a Connected World* International Conference MEA2019, as part of the McLuhan Salons series, the Robert Gill Theatre in Toronto will host *The Medium is the Muse*, a night of Media Ecology's internationally acclaimed poets—a spectacular celebration of language and acoustic space.

Through muses, memes, mediums of morphing phonemes, singers of tales embodying, re-bodying, foreboding, unbidden, you will laugh and love and weep and rage, awash in what is sure to be a probingly investigative, provocative, entertaining and unforgettable night—a'musing yourself to life! Refreshments will be provided.

In partnership with:





# Black Mirror Night

FRIDAY JUNE 28 7:30-9:30 PM

ITALIAN CULTURAL INSTITUTE  
496 HURON STREET, TORONTO

*Has science-fiction replaced philosophy as the ultimate guide to human existence? Which technologies pose the largest risk? What's the bigger threat to humanity: A.I. or humanity itself?*

With **Davide Bennato**, **Siobhan O'Flynn**, **Isabel Pedersen**, and **Barry Vacker**. Moderator: **Luca De Biase**.

In conjunction with Media Ethics MEA2019, the Italian Cultural Institute in Toronto will host the Black Mirror Night, a special event and panel discussion about the cult TV series. Please join media theorists and cultural critics for a lively and engaging discussion of Black Mirror and its sci-fi visions of the near-future. Panelists will critically discuss their favourite episodes. Bring your questions and comments! Refreshments will be provided.

In partnership with:



## DAVIDE BENNATO

DAVIDE BENNATO is the editor of *Black Mirror. Distopia e antropologia digitale* (Black Mirror. Dystopia and digital anthropology, 2018) and his works are at the crossroads of social science, digital media and ethics of technology and big data. Bennato, Ph.D. in Communication Sciences, is an associate professor in the Department of Humanities at the University of Catania.

## SIOBHAN O'FLYNN

SIOBHAN O'FLYNN, University of Toronto, digital humanist, has nearly two decades industry experience on interactive storytelling, digital media, and experience design, including consulting for the National Film Board of Canada, The Canadian Film Centre's Media Lab, and many independent producers working in VR, gaming, and interactive cinema. Her academic research now focuses on how big tech and entertainment conglomerates treat children's data.

## ISABEL PEDERSEN

ISABEL PEDERSEN is Canada Research Chair in Digital Life, Media, and Culture and an Associate Professor at Ontario Tech University. She founded Decimal Lab, a digital culture and media lab. She explores embodied computing within global technology shifts including the adoption of Artificial Intelligence and humanoid robots.

## BARRY VACKER

BARRY VACKER is the co-editor of *Black Mirror and Critical Media Theory* (2019, with Angela Cirucci). Other recent books include the third edition of the textbook anthology *Media Environments* (2019) and *Specter of the Monolith* (2017), a critical space philosophy inspired by *2001: A Space Odyssey*. Vacker teaches media studies at Temple University (Philadelphia).



## More Social, More Human

### Wish I Were Here: Boredom and the Interface

**MARK KINGWELL**

University of Toronto

Are you bored of the endless scroll of your social media feed? Do you swipe left before considering the human being whose face you just summarily rejected? Do you skim articles on your screen in search of intellectual stimulation that never arrives? In this talk I draw on philosophical analyses of boredom and happiness to examine the pressing issues of screen addiction and online immersion. I take seriously the possibility that current conditions of life and connection are creating hollowed-out human selves, divorced from their own external world. While scrolling, swiping, and clicking suggest purposeful action, such as choosing and connecting with others, I argue that repeated flicks of the finger provide merely the shadow of meaning, by reducing us to scattered data fragments, Twitter feeds, Instagram posts, shopping preferences, and text trends captured by algorithms. Philosophy may provide the ancient yet modern cure to the widespread unease of modern waking life.

Social critic **MARK KINGWELL** is Professor of Philosophy at the University of Toronto. He is the author or co-author of dozens of articles and eighteen books of political, cultural and aesthetic theory, notably the national bestsellers *Better Living* (1998), *The World We Want* (2000), *Concrete Reveries* (2008), and *Glenn Gould* (2009). His most recent works are *Nach der Arbeit* ('After Work', 2018) and a book investigating the politics of boredom, *Wish I Were Here* (2019).

🐦 @markkingwell

### Escaping the Dystopia

**RAMONA PRINGLE**

Ryerson University

These days, it's hard not to be nostalgic for the "early years" of social media, when new tools promised to help us become better versions of ourselves, connect with friends and relatives, and collectively build our knowledge. Indeed, not that long ago, the expression "move fast and break things" was the go-to catchphrase of early adopters. But now, everything is starting to feel broken. What at first seemed to be growing pains, turned into something much more sinister, with unforeseen consequences ranging from the mundane to the extreme, as the black-box oligarchs of the tech world gained more and more power through their control of our data. Are we destined for dystopia? Is there a way forward, or a way out? How can we work together, to take back control over our information – and our attention – to shape the future we want?

**RAMONA PRINGLE** is an Associate Professor at Ryerson University and Director of The Creative Innovation Studio. As a writer, producer, researcher and journalist, Ramona's work examines the evolving relationship between humans and technology. She is a technology analyst and columnist for CBC, where she tackles current affairs and explores the impact of technology and social media on all aspects of people's lives. Ramona has a Master's Degree from NYU's Interactive Telecommunications Program.

🐦 @ramonapringle

### How humans went from figure to ground, and message to medium

**DOUGLAS RUSHKOFF**

City University of New York

We no longer use technology; instead it uses us. Facebook mines our data to make us more compliant customers. Smartphone apps trigger our primal, fight-or-flight reactions. Human hackers once looked for exploits in computer systems; now computer systems look for exploits in human psychology. This profound reversal between people and their extensions has taken place before, but under digital conditions it is more perilous: the technologies to which we are submitting now have the ability to improve themselves and their dominion over our brain stems. This, in turn, engenders an anti-human bias in our society and culture. Before we surrender to the algorithms and auto-tune our humanity out of existence, we must come to recognize our humanity as signal instead of noise.

Named one of the "world's ten most influential intellectuals" by MIT, **DOUGLAS RUSHKOFF** is an author and documentarian who studies human autonomy in a digital age. His twenty books include the just-published *Team Human*, based on his podcast, as well as the bestsellers *Present Shock*, *Throwing Rocks and the Google Bus*, *Program or Be Programmed*, *Life Inc.*, and *Media Virus*. He also made the PBS Frontline documentaries *Generation Like*, *The Persuaders*, and *Merchants of Cool*.

🐦 @rushkoff

## One Science, Many Values



Cognitive sciences and artificial intelligence are changing the idea that humans have of themselves and of their imagination, consciousness, and decision-making. Think of a technique such as CRISPR-CAS9, enabling scientists to modify DNA at a very low cost and promising to multiply gene-editing operations far beyond what is foreseeable. However, while science shifts the limits of what is possible at an accelerated rate, the human capacity to understand, decide and act continues to depend on the evolution of the media that humans design to communicate, record information and transmit their cultures. Inevitably, the responsibility of humans grows exponentially based on the opportunities that their science opens up for them, while their (shared) ethical awareness needs to be probed.



This panel intends to discuss the above, posing challenging questions. What is ethical in a world of diverse values? Can it be argued that only what is good for all and in/for the long term is ethical? Moreover, what is ethical in science? Is it enough to follow the scientific method, or does the responsibility for choosing topics and knowledge-based practices also fall on those who generate it? Finally, if it is true that humans decide based on the means they have to evolve their ability to understand, what are the responsibilities of those who design the media in generating the quality of the emerging thinking about science and its applications? However, the real question is: how can we improve our debate on these issues? Is entrusting everything to the market enough?



### Science, Technology, and Virtue

**DON HOWARD**  
University of Notre Dame

This talk urges the employment of the virtue ethics tradition both in reflecting upon the ethical impacts of science and technology and in designing ethics into the ever more autonomous technologies that shape our world and our experience. The advantages of the virtue ethics tradition will be illustrated with respect to the challenges of what Shannon Vallor terms "acute technosocial opacity" and with respect to the challenge of ethical pluralism in a global technological society.

DON HOWARD is a Professor of Philosophy at the University of Notre Dame as well as a Fellow and the former Director of Notre Dame's Reilly Center for Science, Technology, and Values. He has published and lectured widely on questions of technology ethics. Among his recent publications is: "Civic Virtue and Cybersecurity," *In The Nature of Peace & the Morality of Armed Conflict*. Florian Demont-Biaggi, ed. Basingstoke, England: Palgrave Macmillan, 2017, 181-200.

🐦 @DonHoward2

### Literature, Cognitive Pollution, and Ethical Storytelling

**ELENA LAMBERTI**  
University of Bologna

Within our complex and interconnected ecosystems, scientific and cultural discourses are often mediated through the rearview mirror of literary clichés (especially Sci-Fi). It is a reassuring process that leads to cognitive pollution and thought homologation. We need to reconsider the ethical dimension of storytelling to regain free will as empathic but different individuals who truly care for each other.

ELENA LAMBERTI is a specialist of Modernist Literature, Cultural Memory, Literature and Media Ecology, War Literature. She is the author of several volumes, essays and book-chapters on Anglo-American Modernism and American/Canadian literature and culture. Her volume *Marshall McLuhan's Mosaic. Probing the Literary Origins of Media Studies* received the MEA Award 2016 for Outstanding Book in the Field of Media Ecology. She directs the project "WeTell: Storytelling and Civic Engagement", fostering active citizenship.

🐦 @ElenaLamberti5

### Craft-work as soul-work

**JASON ROBERT**  
Arizona State University

These days, science is almost *de facto* controversial, whether epistemically, economically, or ethically. Scientists themselves struggle with the content and the process of their work, as well as the systems in which they conduct it. Humanists have access to rich traditions of resources and perspectives, practices and insights, that may enhance the scientific enterprise as part of and not apart from the human condition, and that may thereby humanize science – and scientists – in hopeful ways.

JASON SCOTT ROBERT holds the Lincoln Chair in Ethics and serves as Director of the Lincoln Center for Applied Ethics and Dean's Distinguished (Associate) Professor in the Life Sciences at Arizona State University. He earned his PhD in Philosophy at McMaster University. His research and teaching focuses on the justification of controversial research, especially in the neurosciences. He is co-editor of Mary Shelley's *Frankenstein: Annotated for Scientists, Engineers, and Creators of All Kinds* (MIT Press).





## PANEL 3.3.1

SATURDAY JUN 29 2:00 PM

📍 MY150 Auditorium  
SCREENING

# Eric McLuhan's Last Speech

"Media Ecology in the 21<sup>st</sup> Century"

Presented by **ANDREW McLUHAN**  
McLuhan Institute

On May 18h 2018, Eric McLuhan delivered a speech entitled 'Media Ecology in the 21<sup>st</sup> Century' to those assembled for the launch of a new doctoral program in communication and media study at the Universidad de la Sabana in Bogotá, Colombia.

The speech, McLuhan's strongest statement to date on the subject of media ecology and its future, would end up being his last word on the subject, as he died suddenly the next morning in his hotel room.

With the assistance of the Universidad de la Sabana, Andrew McLuhan will be presenting the recording of Eric McLuhan's 'Media Ecology in the 21<sup>st</sup> Century' as part of the 2019 convention of the Media Ecology Association at St. Michael's College, University of Toronto, and invite you to join us.

ANDREW McLUHAN studied and traveled with his father Eric McLuhan during the last decade of Eric's life. Foreseeing a time when Eric wouldn't be around, Andrew started work on The McLuhan Institute while at the 2017 MEA conference in California, as a way to continue the McLuhan tradition in exploration and media study, and bring it to the world. TMI is located in Prince Edward County, Ontario.

🐦 @mclinstitute  
[themcluhaninstitute.com](http://themcluhaninstitute.com)



# Propaganda, Censorship, and Free Speech

## Propaganda and Censorship in the Media Ecology Intellectual Tradition

**PAUL A. SOUKUP**  
Santa Clara University

Propaganda and censorship arise historically in the West with the growth of the mass media. Media ecology, then, can help us understand both why and how these communication practices—one expansive and the other contractive—emerge as linked responses to changing technologies and changing social alignments. The propaganda/censorship pairing results from governmental, religious, military, economic, social, and technological influences.

PAUL A. SOUKUP, S.J., has worked with media ecology for over 15 years and presently serves as Treasurer of the Media Ecology Association. His academic interests include orality and literacy studies and the intersection of communication and theology. A graduate of the University of Texas at Austin (Ph.D., 1985), Soukup teaches in the Communication Department at Santa Clara University.

## Censorship and Free Speech in the Age of a 24/7 Tweeting President Who Denies Press Access to a CNN Reporter

**ROBERT NANNEY**  
University of Tennessee at Martin

As McLuhan's hyper-connected Global Village impacts how the current Oval Office conducts its business; the legal and ethical implications of Trump's arbitrary act of pulling a press pass of a CNN reporter becomes emblematic of the constriction of free speech. To what extent has emerging social media and Trump's 24/7 tweets fueled this situation? Media ecology can help provide some answers, while considering the legal and ethical implications of what some see as censorship.

Dr. ROBERT NANNEY is the chair of the Communications Department at the University of Tennessee at Martin, where he teaches print journalism and Communications Law. His research interests are community journalism, law and ethics.

## The Dark Visions of Orwell and Huxley and Their Common Themes

**ARTHUR W. HUNT**  
University of Tennessee at Martin

At first glance, the novels 1984 and Brave New World are dystopias of contrast, Orwell giving us a tyranny with a sad face and Huxley offering us a tyranny with a smiley face. Postman said as much in the foreword of *Amusing Ourselves to Death*. However, there are actually more similarities between the two works than differences with regards to propaganda, censorship, free speech, and familial relations. Both novels imagine societies existing under a Technopoly where the only way to connect on a human level is to disconnect from the "Machine."

ARTHUR W. HUNT is Professor of Communications at the University of Tennessee at Martin where he is Co-Director of the university's civic engagement initiative (ENGAGE) and a member of the Honors Council. He is the author of two media ecological books: *The Vanishing Word: The Veneration of Visual Imagery in the Postmodern World* and *Surviving Technopolis: Essays on Finding Balance in Our New Manmade Environments*. His writings have appeared in various publications including *Explorations of Media Ecology*.

## Permanent Frightful Pleasures: How Both Huxley and Orwell's Totalitarian Prophecies Came Simultaneously and Inseparably True in the Digital Age

**READ M. SCHUCHARDT**  
Wheaton College

In this reconsideration of Neil Postman's *Amusing Ourselves to Death*, a third possibility is illustrated that Postman never envisioned. Where Postman imagined the future as a question of Either/Or between Orwell's and Huxley's prophecies, it did not occur to him (writing in a pre-digital age), that Both/And was a possibility, and that both visions could come simultaneously true in a post-digital age. This paper will demonstrate the ways in which Postman's four areas of business, government, education, and religion have all been infected by a totalitarian surveillance system whose incentives and rewards are a strange admixture of both pleasure and fear.

Dr. READ MERCER SCHUCHARDT is Associate Professor of Communication at Wheaton College where he teaches courses related to media, culture, and religion. He is the co-author of *Understanding Jacques Ellul* and the author of *Media, Journalism, and Communication: A Student's Guide*.

# Technoethics

## Electronic Control Weaponry; a Life Saver? The Corporate Shaping of Non-Lethality

**CHAHINEZ BENSARI**  
McGill University

I examine how the Taser's construction as a non-lethal technology of social control rests in part on the focus on cases where it has caused death to legitimate its power as a life-saving technology. And in another, on corporate and scientific discourses converging to disavow the causing of pain by electroshock as a form as bodily and psychic torture through the understandings of negligible injury they put forth. In response to Axon's own negation of the harm electromuscular immobilization causes to the human body, this essay explores the embodied, affective dimension of electroshock pain and kinetic incapacitation. Inquiring into the institutionalization of a technology that simultaneously harnesses bodily sensory capacities and disavows the living body's experience of their abuse through a binary of non/lethality, this paper raises critical questions regarding the status of the human body and its senses as exploitable means for securing social order in modern American policing.

CHAHINEZ BENSARI is a Master's student in the department of Art History and Communication Studies at McGill University. Conducted under the supervision of Drs. Carrie Rentschler and Yuriko Furuhashi, her research focuses on the implications of American police agencies' nation-wide institutionalization of electroshock weaponry, or Tasers, over the first two decades of the 21<sup>st</sup> century, and its implications for the human body's experience of pain within contemporary US policing.

## Mistrust Against the Machine. The Rise of the Neo-Luddite Culture

**DAVIDE BENNATO**  
University of Catania

In the last years we assist the establishment of an optimistic ideology in which the digital is a mean to overcome the individual and social limits (Harari 2016). The term used for describing this emerging cultural paradigm is transhumanism: the humanity to move a step forward in direction of a new evolutionary leap in which technology is embedded in the human beings and social systems (Bostrom 2005). Another cultural paradigm is the neo-Luddite who claims that there is an important difference between technological development and technological progress: the first doesn't imply the second. The neo-Luddite paradigm is embedded in popular culture and its diffusion among people is led by cultural imaginary we can find in pop culture. We argue that there is an emerging culture based on neo-Luddism, focus on a critical attitude towards digital technology. The scope of this culture is to create a mistrust toward technology, using the imaginary of the global mediascape (e.g. Bennato 2018).

DAVIDE BENNATO, Ph.D. in Communication Sciences, is professor of Sociology of Digital Media at the Department of Humanities of the University of Catania. He is a member of the board of professors of the Ph.D. in Complex Systems at the Department of Physics and Astronomy of the University of Catania. His research topics are collective behaviors in social media, big data ethics, digital sociology, technology and values, science and technology communications models on the internet.

🐦 @Tecnoetica

## Post-Luddism: Overcoming a Rhetorical Impasse in Technology Criticism

**JENNIFER RAUCH**  
Long Island University Brooklyn

This presentation examines how Luddism resonates with tech criticism in the late 20<sup>th</sup> century by media ecologists such as Marshall McLuhan, Neil Postman and Douglas Rushkoff; by advocates of the anti- television, Neo-Luddite, and Technorealism movements; and, unfortunately, by "Unabomber" Ted Kaczynski. It concludes by introducing a rhetorical stance called "Post-Luddism" that enriches conversations about technology by incorporating modern concerns about the environment, globalization, and sustainability.

JENNIFER RAUCH is the author of "Slow Media: Why Slow Means Satisfying, Sustainable & Smart" (Oxford), winner of a 2019 Silver Nautilus Book Award. This work examines Slow Journalism & other emergent media practices that promote human well-being & environmental sustainability, inspired by the Slow Food movement. A professor of journalism & communication at Long Island University Brooklyn, Rauch studies mainstream & alternative journalism, news audiences, political communication & media rituals.

🐦 @jlrauch

## An Exploration of Embodied Ethics and Media

**JEREMY SWARTZ**  
**THOMAS BIVINS**  
University of Oregon

This presentation explores how ethics and philosophy can contend with emerging media. By recognizing, reinforcing, and repairing our embodied, embedded, enacted, and extended experience, we echo Dewey's notion of technology, conceptualized not merely as tool, practical art, technique, or process, but also understood as intelligent inquiry and problem-solving. We suggest a pattern of systems that accounts for a variety of environments: material, virtual, continuum, and interdependencies with moral knowledge and imagination. Our tools and techniques are growing, intensifying long-standing ethical issues. These concerns include who is responsible for meaning-making and decision-making, as well as oversight, and who or what is in control of the change of scale, pace, and/or pattern. Embodied media ethics acknowledges and accentuates lived experience in multiple contexts. It continues a focus on technology as pattern discovery, problem-solving, and a commitment to intelligent moral inquiry.

JEREMY SWARTZ is an NSF/HHMI Scientific Teaching Fellow and founder of Metamedia at the University of Oregon. His research focuses on science and technology, ethics and aesthetics, as well as communication and curation as care and repair.

THOMAS H. BIVINS is Professor and Hulteng Chair in Media Ethics and Responsibility at the University of Oregon. He has published books on mass media ethics, public relations, and advertising, and has produced editorial cartoons, children's books, and poetry.

## Digital Imagery

### Hypersexuality in Fictional Visual Media: An Analysis of the Content and Consumers

**LUCIA POLLOCK**  
**ABBIE SPEED**  
**ANGELINA MULLINS**

Brigham Young University

Within visual media, the physical elements of both men and women are displayed in hypersexualized ways. This literary review will analyze current findings regarding the similarities and differences in the physical characteristics of comic book characters, cartoon characters, and live-action fictional characters. In gathering and synthesizing research on studies about character design, we will discuss current findings regarding the portrayals of graphic representations within visual entertainment, which are often illustrated with heightened sexuality in their physical depictions. The depiction of the characters raises an ethical issue because of the potential effects it may have on viewers of fictional character media. It is especially important as the majority of fictional content is consumed by adolescents, whose brains are still developing.

LUCIA POLLOCK is an undergraduate student at Brigham Young University. She is majoring in Communication Studies and has a background in family studies, Italian, media, and popular culture.

ABBIE SPEED is majoring in Communication Studies at Brigham Young University. Her projected graduation date is April 2020. She has experience in Writing, Leadership, French, and Customer Relations.

ANGELINA MULLINS is a Junior at Brigham Young University. She is a Communication Studies Major with a minor in French. She has recently begun to do research. She has worked in various leadership positions and is well versed in multicultural relations.

### Truth and Reconciliation Media: An Ethico-political Case Study of Residential School Imagery

**TYSON STEWART**  
Nipissing University

This paper offers a critical perspective of how the Truth and Reconciliation commission as a cultural and political phenomenon framed around the contentious concepts of truth and reconciliation has been processed by online communities, including social media groups, artists, scholars and government researchers, podcasters, and app developers with a view to better understand the ethical dimensions and problematics of interpreting Indigenous media content, especially photography. By studying the ways Truth and Reconciliation issues come about in social media, on government websites, and on APTN, for example, we discover a cross-pollination of images and personal histories, many of them implicating or in response to the residential school system. The legacy of the residential school system must now include its digital, archival legacy. We must pursue the truth of past crimes and encourage users to play a role in seeking justice often through the spectral medium of photography.

TYSON STEWART. I am a Métis-Canadian scholar and artist who currently teaches writing, media studies, and critical theory in the English Studies department at Nipissing University. My dissertation analyzed the role of spectrality in Jacques Derrida's texts and cinematic collaborations in relation to media theory. My writing can be found in *Historical Journal of Film, Radio, and Television*, *Senses of Cinema*, and *Empedocles: European Journal for the Philosophy of Communication*.

🐦 @tymstew

### (Re)Imaging Outrage: Memes as Temporal Visual Ideographs

**HEATHER STASSEN**  
Cazenovia College

This paper seeks to examine the ways in which contemporary memes devoted to constructing oppositional narratives to political events and persons utilize extant and emergent, albeit potentially temporary, visual ideographs. Examples of visual ideographs in contemporary memes surrounding Brett Kavanaugh's confirmation to the United States Supreme Court included still images of an angry Judge Kavanaugh, repurposed of photographs of the infamous Anita Hill testimony, and screen captures of Dr. Ford's testimony. Ultimately, the ideological narratives constructed in these memes enabled by the still images demonstrate the ability of ideographs to represent and perpetuate ideological factions. While all visual ideographs function as representation synecdoche by their definition (Moore, 1993), meaning construction becomes subsequently more limited in the context of text and appropriation of images in memes.

HEATHER M. STASSEN (PhD, Ohio University) is an Associate Professor of Communication Studies in the Division of Humanities and Natural Sciences at Cazenovia College (NY). She currently serves as the program director for the Communication Studies major and the Women's and Gender Studies minor.

### Rebuilding the Real: Documentary as Practice of Reality

**SOPHIE KUIJPER DICKSON**  
Concordia University

In face of the skepticism and dubiousness that dominate most contemporary discussions concerning the natures of fact and truth, Erika Balsom suggests a return to previously dismissed observational documentary forms as those which will enable us to stay in touch with a shared reality. I will argue that these methods still depend on a framing and representing of the real, and so only perpetuate the fracturing, flattening, and commodification of interior meaning that Fredric Jameson describes as paramount to the postmodern moment. Following John Durham Peters' idea that "media are equipment for living in a more fundamental way," I will make the case for new forms of open space new media documentary that, through grounding large universal questions in small-scale personal stories and places and working to open spaces for dialogue, offer us a means of building and shaping for ourselves the reality that has been taken from us.

SOPHIE KUIJPER DICKSON is studying communications at Concordia University. She is interested in the ways that we tell stories, with a particular focus on those we tell about ourselves on individual, community, and cultural levels. While her training is primarily in critical media theory, she is drawn to video and audio recording, media that enable and compel her to listen.



## Media Discourse

### Affiliation and disaffiliation: WhatsApp group from Barraca da Josine at the São Cristóvão Fair

**CYNTHIA DUARTE**

Pontifical Catholic University of Rio de Janeiro

This work analyzes forms of affiliation and disaffiliation in a WhatsApp group of a commercial establishment, Barraca da Josine (Josine's Stand), of the São Cristóvão Fair, a Municipal Center of Northeastern Traditions located in the city of Rio de Janeiro-Brazil. For this, contributions of Garfinkel (1967), on Ethnomethodology; Sacks, Schegloff and Jefferson (1978), on Conversation Analysis; Anita Pomerantz (1984), on affiliation and disaffiliation; and Rod Watson (2016) on text analysis are especially used. In this work, messages exchanged among the merchant and customers in a period of one week, from 02/26/2018 to 04/03/2018, are analyzed. The analysis provides indications that, despite facilitating the connection (Pettitt, 2012), this group in WhatsApp does not seem to be enough to foster relationships among members.

CYNTHIA DUARTE, PhD in Social Communication-PUC-Rio, thesis "Communication and ethnomethodology at the São Cristóvão Fair: social interaction and commerce in the China Store", Capes-PDSE partly supported. MS in Social Communication-UERJ, dissertation "Disney's Magic on Facebook: communication and business strategies of the conglomerate in the social network", nominated for the Capes prize. Specialist in Media, Technology and Education-PUC-Rio, graduated in PR and Journalism-UERJ. Communication professional.

🐦 @CMacDu

### The Outcry Against Far Cry 5

**DON MOORE  
MEGAN J.E. HUTCHISON**

University of Guelph

In March 2018, Ubisoft launched the fifth iteration of its popular action-adventure video game series Far Cry, which is known for its militarized tourism scenarios in "exotic" (read non-North American) locals. Far Cry 5, however, departs from the formula, such that its "exotic local" is in the State of Montana in the southern United States, and the "dangerous natives" are a fictional far right-wing Christian doomsday/terrorist cult. This scenario caused an unexpected backlash from thousands of self-described "American gamers" who, via online petition, demanded that Ubisoft "change the villains to something more realistic. Islam is on the rise in America, as is the violence of inner city gangs" ("Cancel Far Cry 5"). Our paper argues that this outcry against Far Cry 5 is symptomatic of the wider racism, colonialism, and hyper-ideological segmentation of post-9/11 U.S. media discourse about terrorism. Far Cry 5, we argue, thus represents an unexpected intervention.

Dr. DON MOORE is an Adjunct Professor in the School of English and Theatre Studies at the University of Guelph where he teaches literature, media studies, and is the Director of the Terrorizing Cinema in Canada online digital humanities research project.

🐦 @Schoolydon

MEGAN HUTCHISON is a Graduate Student in the School of English and Theatre Studies at the University of Guelph. There she is a research assistant with the Terrorizing Cinema in Canada (supervised by Dr. Don Moore) and Privacy Stories (supervised by Dr. Mark Lipton) research projects.

🐦 @MeganJEHutch

### Cultural Uses of Whatsapp in 2018 Brazilian Presidential Campaign: An Ethic Probe of Global Media Scenarium

**LUÍSA CHAVES DE MELO  
MÔNICA CHAVES**

Pontifical Catholic University of Rio de Janeiro

This paper will describe how WhatsApp, an instant messaging social media app, had significant influence in the 2018 presidential elections in Brazil, and how despite all warnings the company was not able to take necessary measures to avoid the anti-democratic use. Based on this context, our aim is to think how cultural uses of a medium changes the medium's outcomes, as long as that cultural use implies specific ethos and ethic, unexpected by the designer. For one to understand this phenomenon, we will briefly explain why, in Brazil, the social network formed by family, friends and acquaintances affirms not only one's social place but her/his identity (DaMatta 1983). We will argue that paradoxically pre-modern, modern and late modern aspects interact concurrently in Brazil.

LUÍSA CHAVES DE MELO. Bachelor's degree in Social Communication from Pontifical Catholic University of Rio de Janeiro (1993), Master's degree in Brazilian Literature from the Graduate Program in Literature of UERJ (1999) and PhD in Comparative Literature from the same program (2004). She is currently an associate professor at the Pontifical Catholic University of Rio de Janeiro.

### The Experience of PUC-Rio in Social Networks

**LILIAN SABACK  
LUCIANA PEREIRA**

Pontifical Catholic University of Rio de Janeiro

This paper presents the first results reached with the implantation and development of the institutional profile in Facebook and Instagram, of the Pontifical Catholic University of Rio de Janeiro (PUC-Rio), one of the ten best universities in Latin America, according to the Times Higher World University Rankings (THE), published in 2018. The purpose of the study is to use the experience of PUC-Rio to contribute to the debate about the importance of the presence and the management of brands of the main educational institutions in social networks, such as to preserve the values of each institution, in an environment in which content co-creation and user experience can be configured into a competitive differential for brands (RAMASWAMY; PRAHALAD, 2004), but can also cause serious damages that directly impact in the value of the brand.

LILIAN SABACK, Coordinator of the Journalism Course and Professor at the Communication Dept. of PUC-Rio, Master in Communication from PUC-Rio, PhD in Communication and Culture from ECO /UFRJ and researcher in the Group Theories of Journalism, PUC-Rio.

LUCIANA PEREIRA, Professor at Communication Department of PUC-Rio. PhD student in Social Communication and Master in Business Administration (Marketing) at PUC-Rio. Master in International Management at Université Pierre Mendes, France. Researcher in the group "Narratives of modern life in media culture", at PUC-Rio.

## Neo-Politics

### Critical Datification in the Use of Political Data

**VICTOR H. ABREGO**

Universidad Jesuita de Guadalajara

Recent scandals of the pragmatic use of data result in ethical problematics in the short and large term, such as manipulation of public opinion in electoral processes and prosecution of political activists. This paper proposes to develop a critical approach to datification (datificación crítica) related to an ethic and qualitative understanding of big data and its sociopolitical impact. We analyze surveillance, control and technopolitics, and focus in the current political context in Mexico, e.g., the crisis of people subjected to enforced disappearance and the presence of different kind of online protests with historical winks. This paper will explain how we work with federal database to demonstrate the possibilities of dismantling govern strategies to normalize disappearance and will explain how digital technologies and datasets from social networks (Twitter and Facebook) can be used to understand users not as subjects of control and consumers, but as political agents.

VÍCTOR HUGO ÁBREGO. Full time professor at ITESO, creative coordinator at Signa\_Lab and coordinator of the undergrad program of Communication, in the Department of Sociocultural Studies.

🐦@abregotron

### Internet of Things and Biopolitics

**ROCIO CISNEROS**

Panamerican University

Every day, we share an enormous amount of personal data with big and small companies through the web; we've seen already the power that information gives when daily information is stored in a structured way, analyzed and consumed with specific purposes. Let's think ethically about the future that we are building not just with the Big Data use. Every internet connected device contributes to this big picture of structured and unstructured data to build a complex repository available for any commercial and political appliance. What will occur when we connect this specific biological data with a person, a racial group, an economic community? If the biopolitics expands the limit of the State to decide upon the body of their citizens, the transversal technical view makes the citizen's empowerment, deliberation and awareness is, literally, a vital matter.

ROCIO CISNEROS, Mexican philosopher. Master's in political philosophy, also AI trainer and Watson consultant. Machine learning model's creator and specialist in natural language. Rocio has been a lecturer of philosophy at Panamerican University. She has been part of interdisciplinary groups of investigation of humanities and applied science. Her investigation areas focus on Ethics, Philosophy of Technology and Political Philosophy.

### Governing While Texting

**PATRICK O'NEILL**

Independent Scholar

This article was occasioned by serious dismay with the caliber of comments on recent political developments within the Great Society. It would seem that 99% of commentators subscribe to some variation of either evidence-based progressivism or retro restoration of integrity -- and never the twain shall meet. As everybody knows, these two solitudes are not getting along these days.

Rather than delving into shades of meaning and unending complications and adjustments, the article accepts the fact that an electric environment has taken over and pushed the printed- word environment of 16<sup>th</sup>-20<sup>th</sup> century wisdom into total irrelevance. In untechnical and unspecialized generality, the article offers up for consideration a couple of unexpected scenarios that have already taken place.

PATRICK O'NEILL, an aging student with grounding in 20<sup>th</sup> century continental realism and modern western history 'reloads' in order to takes on governance in a time of constant information exchange. Tenure is not anticipated.

### Transparency: A new way of design the democracy?

**DAVID LEAL**

Independent Scholar

Democracy looks like a crisis system, but it is? The transparency is a new concept and the most important idea of the contemporary vision of democracy. Verbeek to quoted of the article "In Between Us" by Yoni van den Eede to develop the approach of two way of transparency. Transparency of use embodies an experiential form of the distinction between transparency and opacity. Transparency here is a form of perceptual 'neutrality'; technologies function as a perspicuous interface between humans and the world. Transparency of context, in addition to this, embodies a more cognitive dimension of the distinction; it concerns our awareness of the mediating role technologies plays rather than our direct experience of the technologies themselves. Transparency is a new way of the relationship of democracy, but they not to delimit the role of this concept in the design of mediation of democracy.

DAVID LEAL is a Teacher in Philosophy but work with Executive Director in INNOVACIEN NGO, Chile. His interesting is in research about innovation and the changes of democracy towards digital technologies.

🐦@davidlealo

## In Dialog with McLuhan

### Marshall McLuhan and Jacques Ellul in Dialog

**GERI E. FORSBERG**

Western Washington University

**STEPHANIE BENNETT**

Palm Beach Atlantic University

Marshall McLuhan and Jacques Ellul were two forerunners in the study of media, technology, and ethics. They are also considered leading twentieth-century scholars in media ecology. McLuhan from Canada, Ellul from France, they never met in person. However, throughout their academic careers, they interacted with each other's work. This paper will explore their interaction with each other. Based on research at the Thomas Fisher Rare Book Library at the University of Toronto, as well as other sources, the authors will explore the dynamic intellectual conversation taking place between these two intellectual giants. Ellul and McLuhan connected on many themes—the importance of the word, the importance of the human spirit, the importance of human freedom and human dignity in a technological society. This paper considers the dialogue between McLuhan and Ellul as it primarily relates to Ellul's book *The Presence of the Kingdom*.

GERI FORSBERG completed her PhD in Media Ecology at New York University where she studied with Neil Postman. She has published scholarly articles in *Explorations in Media Ecology*; *ETC: A Review of General Semantics*; and, the *Journal of Communication and Religion*.

STEPHANIE BENNETT completed her doctoral work at Regent University. Her dissertation, completed in 2005, focused on a dialectical exploration of personal mobile media as seen through the lens of Jacques Ellul's *la technique*.

### Mumford vs. McLuhan, Media Technology and Ethics According to an Unpublished "The Case of the Unhappy Medium"

**FELICE CAPPA**

Scuola Cinema Luchino Visconti Milano

The relationship between media and ethics, and generally between technology and ethics, are at the center of a clash of dialectical intensity between Mumford and McLuhan. Of this vibrant controversy only the accusations of Mumford were known across *The Myth of Machine*.

In this proposal the editorial story of the unpublished *The Case of Unhappy Medium* text is discussed, including the arguments McLuhan intended to use in response to Mumford; but, more significantly, the discovery and analysis of a work of great theoretical value that goes beyond the controversy. The two contenders move in a background that opposes many visions of being in the world, the organicism of Mumford, developed from Darwin, and McLuhan's theory of communication which presupposes a finalistic metaphysics. The clash seems to well represent the roots of a necessary and radical questioning on the relations between media and ethics in the perspective of inexhaustible technological acceleration.

FELICE CAPPA, author of theater, cinema and video; free researcher, specializing in philosophy, media and performing arts. He teaches direction, screenplay and production at the Civic School of Cinema "Luchino Visconti" in Milan. Since 1993 he has worked for Rai, the Italian public Media Company. He has collaborated with many culture institutions in Italy and abroad: Teatro alla Scala, Comédie-Française, Prix Italia, Centre Pompidou, Biennale di Venezia, Festival di Atene, Lincoln Center, Harvard University.

### Information Theory: A Response to McLuhan

**MALCOLM DEAN**

Research Affiliate, UCLA BRI

Marshall McLuhan said "Information Theory and all the existing theories of communication [that he knew of] are theories of transportation ... Mine is a transformation theory, how people are changed ...". Many believe that Shannon and Weaver's Communication Theory was the final word on Information. But in fact, Shannon Information is only one of several key insights which together meet McLuhan's demands. They show how an adequate Information Theory is, in fact, a theory of physical transformation, just as McLuhan wished.

MALCOLM DEAN is a former Principal Editor at UCLA, and a member of the Higher Cognitive Affinity Group at UCLA's Brain Research Institute. His history of film censorship in Canada was used as a graduate text at Ryerson. He writes about Cognitive Thermodynamics and Information Theory.

### Marshall McLuhan and Work in the Global Art Form

**MARC BELANGER**

RadioLabour

Marshall McLuhan argued that, with its electric media, humankind is creating a world of information which can be considered a global art form. People who work within this art form will act as artists designing media. They will need democratic workplaces, artistic training, and life-long learning. They will be considered artistic learners. McLuhan's insights for understanding the trajectories of the art form's media and how to design new media within the art form are discussed. The goal is full employment for all who need to, or want to, work.

MARC BELANGER is the news producer at RadioLabour - the international labour movement's radio service. He has a Interdisciplinary Ph.D. (Communications, Computer Science, Labour Education) from Simon Fraser University.



## Philosophical Investigations

### Media Ecology and Moral Philosophy

**GERALD J. ERION**  
Medaille College

Motivated by this year's Convention theme of "Media Ethics," this paper introduces and reviews the philosophical principles of three leading ethical theories: utilitarianism, Kantian deontology, and virtue ethics. We will see that these theories can ground questions, insights, and arguments on a wide range of ethical issues, including those central to media ecology. For example, we will devote particular attention to the foundational issue of truth-telling in communication, a substantial topic in both the history of moral philosophy and the contemporary media environment. We will also address key links to the work of ethics-minded media ecologists, including Neil Postman.

GERALD J. ERION is Professor of Philosophy at Medaille College in Buffalo, New York. His scholarly interests include ethics, critical thinking, media, and cities; he also writes on the teaching of philosophy.

### Realism in Philosophy

**REV. A. LEO REILLY**  
Basilian Fathers of Toronto

Philosophy is not a thought process but a physical communication process with thought as the message of an accompanying physical medium. The process begins with the body language of mother and newborn, her embrace (touch), baby talk (sound) and laughter (sight). The newborn grasps her meaning and imitates her actions. Communication later becomes spoken language in judgments expressed in sentences. Without the physical medium there is no communication and no thought. We learn to speak from our mother, 'logos prophorikos', and continue in a silent dialog with ourselves, 'logos endiathetos', and adds Marshall McLuhan (1911-1980), with God. McLuhan retrieved the Stoic addition to Aristotle's (388-322 BCE) definition of truth, not as the adequation of the mind to reality but as the adequation of the physical description, 'ta semeia', 'ta semainonta', to reality. Without the physical description, there is no grasp of reality, no realism in philosophy. This is McLuhan's key insight.

LEO REILLY obtained a PhD from the University of Toronto in 1975. He is the editor of *Petrus Helias, Summa super Priscianum* (Toronto: PIMS, 1993). He was on campus with Marshall McLuhan from 1951 until McLuhan's death in 1980 and an advocate of McLuhan's originality in philosophy.

### Plato and Rozhdestvensky on Creating Culture: Do the three steps still apply?

**MARIA POLSKI**  
East-West University

In *Cratylus*, Plato identified three steps in the creation of names: legislator, dialectician, user; in *General Philology*, Rozhdestvensky followed Plato's model and identified three steps in the creation of cultural artifacts: creator, expert evaluator, user. This paper explores how these three steps apply to the digital environment. Now that cultural artifacts can be distributed digitally and are easily accessible, the role of the expert evaluator has changed; more responsibility falls directly on users and requires them to become discerning experts.

MARIA POLSKI earned her Ph.D. in Linguistics from Moscow Lomonosov University. She teaches Linguistics and Humanities at East-West University, Chicago. Research interests include theory of culture (the structure, growth and selection of cultural phenomena), communication theory, and introducing the Anglophone scholarly community to the Russian tradition of studying culture and communication.

### Ethics as Core to Media Ecology

**JULIANNE H. NEWTON**  
**JARED MACARY**  
University of Oregon

Ethics is best understood as a psychological and social space, a system with boundaries that can be breached or maintained. The ethical system a person evolves throughout life, from birth into death, manifests the person's way of being and doing in the world and grounds the body as medium in relation to entities external to the body. Ethics is, then, core to the ecology of media. The presentation explores this line of thinking through discussion of two examples: the individual human being and a community.

JULIANNE H. NEWTON, Professor of Visual Communication, University of Oregon, studies visual behavior through the lenses of ethics, cognitive theory and media ecology. She is co-author, with Rick Williams, of *Visual Communication: Integrating Media, Art and Science*, which was named a top 10 book in visual communication in 2013 by Designer's Library and won the 2009 Marshall McLuhan Award for Outstanding Books in Media Ecology. A second edition of *Visual Communication* is in progress.

JARED MACARY holds degrees in Visual Media Arts and Public Communication and is a third-year doctoral student in Media Studies at the University of Oregon. He has worked in health communication for federal agencies, consulted internationally for non-profits, and served in the Peace Corps. His research explores mainstream and alternative media in culture, advertising and strategic communication, focusing on how humans marginalize other humans and subjugate non-human nature through narrative construction and interaction.

## How Scenario-Based Learning and Gamification Engage Communication & Community [WORKSHOP]

We designed our Themes in the Humanities, Four Horsemen of the Apocalypse course in the spring and summer of 2010 for its first iteration that fall. As we teach this 180-student course now, students listen to each instructor's lecture on a specific apocalypse, read notable literature in each instructor's respective unit, analyze films, and respond to these works through written and oral means. We utilize various media to introduce themes throughout the course. We examine themes such as how we define apocalypse, genre, and technological determinism. On the surface, our version of Themes in the Humanities looks like any other large lecture class, and it comes with the same challenges. The class size certainly looks like a potential disadvantage for students and faculty. Large lecture classes don't always provide the best opportunities to engage the material at hand. Those of us teaching the course knew this going in and decided to employ a different approach—scenario-based learning—which as one scholar notes, “puts the student in a situation or context and exposes them to issues, challenges and dilemmas and asks them to apply knowledge and practice skills relevant to the situation. The student navigates through by choosing options and is given feedback based upon their choice.” This type of learning is common in online environments, but we thought it would also work well in a large lecture environment with break-out debate sessions. Rather than passively sitting back in the large class environment and listening to the instructor lecture, the students are invited, and required, to engage the material firsthand. The engagement takes the form of a master narrative that drives the course codesigned by the faculty and students. The narrative constantly expands and creates numerous opportunities for the students to engage the course material in a unique manner.

Each class forms a “personality”, but this is often left to the random interaction between students, the classroom, and the teacher. Sometimes the dream class forms with a group of engaged students, course topics that seem ripped from the headlines, and a classroom environment that motivates us to be the greatest teacher in the world. Is there any way to make more of your classes into your dream classes?

We suggest that utilizing a story-telling approach through scenario-based learning increases your chances for a more dynamic, engaged, and successful classroom experience. Our goal is to provide ideas/strategies to develop courses that utilize a more engaging and thoughtprovoking environment through story-telling in the classroom. Utilizing "scenario-based" learning or other interactive strategies is one way to enhance the classroom environment. Through trial and error and constant revisions the group has developed a course that succeeds at tackling the challenges of a large lecture class. It isn't always necessary to be the "sage on the stage" in a large lecture. It is possible to engage students and have them "lead" the class. Team-building, group communication, and critical thinking are all integral to this method.

Through "changing the classroom narrative" we are asking those in higher education to engage their students using non-traditional methods to enhance the community and effectiveness of the teacher and students. With the challenges faced by increasing student populations and limited resources now, more than ever before, is the time to reimagine ways to reinvigorate the traditional large lecture. This may include co-teaching, integrated teaching strategies and of course critical thinking.

**ROBERTO GARCIA**  
Florida Gulf Coast  
University

**MILES MANCINI**  
Florida Gulf Coast  
University

**ERIC OTTO**  
Florida Gulf Coast  
University

**MARY CECILE GAYOSO**  
Florida Gulf Coast  
University

**SAM WALCH**  
Florida Gulf Coast  
University

## Media Pedagogy

### Media Literacy and Peace Studies: a practical activity proposal

**CHRISTIANE DELMONDES VERSUTI**  
**JORGE SALHANI**

Universidade Estadual Paulista  
Júlio de Mesquita Filho

Combining the concepts of Media Literacy and Peace Studies, we designed a practical activity aiming the promotion of debates on democracy, hate speech, and culture of violence among young people. The proposal was inspired by the activity “Cortar o ódio pela raiz” (Nip hate in the bud, in Portuguese) of the Center for the Study of Communication and Society (CECS) at University of Minho, Portugal, as seen in Pereira et al (2018:16-17). In the activity, the participants will think over general and personal hate speech situations. Those will be afterward addressed in group discussions, which will also include broader topics, such as democracy, human rights, and freedom of expression; hate speech on media and the internet as a public space; and actions against hate speech and culture of peace initiatives. We expect, with this activity, to develop Media Literacy abilities in young people and to discuss the role of the media in legitimizing and delegitimizing structures of violence.

CHRISTIANE DELMONDES VERSUTI is a doctoral student in Media Communications at the Faculty of Architecture, Arts and Communications at São Paulo State University (FAAC/UNESP), Brazil. São Paulo Research Foundation (FAPESP) scholarship (number 2017/19981-2).

JORGE SALHANI is a master's student in Media Communications at the Faculty of Architecture, Arts and Communications at São Paulo University (FAAC/UNESP), Brazil. São Paulo Research Foundation (FAPESP) scholarship (number 2017/10107-8).

Twitter: @chrisdelver

### Training the Brain's Braking System (RVLPFC) to Loosen the Grip of Social Media

**ANDREA LYNN**

Florida Gulf Coast University

Use your words. This is a phrase that parents, educators and psychologists have implemented for decades to soothe agitated children. Matthew Lieberman's consequential 2007 study showed how good is this guidance. According to Dr. Lieberman, Associate Professor at UCLA's Department of Psychology, “Putting feelings into words turns on the brain's braking system.” Perhaps on its face it appears counterintuitive to utilize additional communication—more words—to manage the brain's response to one of the most pervasive twenty-first century communication forms. Social media, possibly more than any other media form in recorded history, has the ability to shape our daily realities as we live in relationship with one another. Is there opportunity to help individuals train the brain's braking system (RVLPFC) to resist social media engagement impulses, and thus limit the potentially negative impacts? Together we explore how sensory rich, nature-integrated creative writing offers promising results.

Journalist and Writer ANDREA LYNN, MFA, serves in the Department of Integrated Studies at Florida Gulf Coast University. Her journalism is activated by an eccentric curiosity that collects ideas and details; her natural inquisitiveness is concentrated on exploration of the human capacity to remember and forget as she ponders humanity's potential to achieve environmental justice. Her creative writing attempts to preserve aspects of a vanishing nature and pleads for an awakening within humanity.

### Emerging Technologies, Higher Education and the Automated Academia

**ALCIBIADES MALAPI-NELSON**

Humber College

Emergent Technologies are opening up new avenues of empirical and theoretical exploration that are fundamentally questioning what it means to be human – with its moral, social and legal implications. I will attempt to articulate the possible consequences of this upcoming “humanity 2.0” for higher education. I will focus on the foreseeable effect of Artificial Intelligence both on higher education, which is arguably priming itself to its own machine-replacement, and the sustainability of employment that will come from it. A modified method of knowledge-delivery, better prepared for the challenge of pervasive automation, will be suggested. Unlike the popular negative narrative concerning the general effect of technology, my position does not attach doom to these disruptive innovations. Instead, it embraces them by means of recasting the question regarding the “human project” upon a shifted metaphysical framework – from a traditional, precautionary stance to a bolder proactionary one.

ALCIBIADES MALAPI-NELSON pursued studies in philosophy in Latin America, French Canada and Toronto, where he completed his Ph.D. He is currently a philosophy professor at the School of Liberal Arts and Sciences at the Humber Institute of Technology and Advanced Learning, in Toronto. He is the author of *The Nature of the Machine and the Collapse of Cybernetics: A Transhumanist Lesson for Emerging Technologies* (Palgrave Macmillan 2017).

Twitter: @Alci\_Malapi

### Teaching as a Creative Activity

**ROBERT ALBRECHT**

New Jersey City University

Within the canon of media ecology, the idea of “counterenvironment” is most closely identified with the work of Marshall McLuhan and Neil Postman. As academics, however, both scholars were remote from the day to day challenges of the primary school classroom. They understood the “why” of counterenvironment but not the “how.” Media ecologists at this time need to move from theory to experimentation, from debate to praxis, as we attempt to mold a generation of citizens capable of critical reflection and social action. In my presentation, I will report on a book currently in progress that proposes a pedagogical approach based upon the full range of the arts as a strategy to offset the dominance of electronic media. By building upon a child's natural attraction to music, dance, painting, playing make believe and so on, the educational use of the arts is a pedagogical method capable of creating a viable counterenvironment in the classroom.

ROBERT ALBRECHT teaches in the Media Arts Department at New Jersey City University. He is the author of several articles exploring the intersection of music, media, and culture in both the United States and in Latin America. His book *Mediating the Muse* was honored by the MEA with the Dorothy Lee Award. Albrecht is currently collaborating with Carmine Tabone on a book entitled *The Arts as Pedagogy in the Age of Digital Technology* (Peter Lang Publishers, forthcoming 2019).





## PANEL 3.4.1

SATURDAY JUN 29 3:30 PM

📍 MY150 Auditorium  
VIDEO INSTALLATION

# Promoting Media Policy Literacy Through Animated Film

Presented by **NOAH ARJOMAND** and **ELAINE MONAGHAN**  
Indiana University

Much effort has gone toward public outreach promoting media literacy and competent digital citizenship. Content like films meant to educate public audiences on how to evaluate news stories and find reliable information sources are important. However, such projects rarely address the broader structural conditions in which producers of reliable information struggle and misinformation and propaganda proliferate.

We are creating a series of videos that, by contrast, encourage media policy literacy. In an academic-creative partnership of media experts and artists, we are creating short animated videos that address various aspects of today's media ecosystems and how policy shapes them. Each video discusses the connections among the governance, economics, and wellbeing of the media and identifies means of creating or maintaining healthy media ecosystems. In our talk, we will discuss progress and challenges we encountered and prospects for animated film as a form of public scholarship.

NOAH ARJOMAND is Mark Helmke Postdoctoral Scholar in Global Media, Development, and Democracy at Indiana University and the Center for International Media Assistance. He studied sociology (MA, PhD) at Columbia University and public and international affairs (AB) at Princeton University. Noah's research focuses on cross-cultural communication and its mediators. He is writing a book about "fixers" who broker between foreign journalists and news sources in Turkey.

ELAINE MONAGHAN is a professor of practice in journalism at Indiana University Bloomington, where she is a member of the Media School faculty and chair of the board of The Poynter Center for the Study of Ethics and American Institutions. A graduate of Reuters' journalism training program in London and in Russian and German (MA, Hons, University of Glasgow,) she served as a foreign correspondent based in Moscow, Kyiv, Dublin and Washington, for Reuters and The Times of London.

🐦 @IUMediaScotProf

## Senses, Sensoria, and Interiority in Media Ecology

The interior landscape has long been a concern of media ecologists. Such concern has led media ecologists to contemplate the role that media have played in turning people variously more inward or more outward. At the root of such concern are the human senses and the larger operation of the sensorium. This panel advances study of the senses and sensoria, taking up concerns of intangibility, interiority, interior equanimity, an interior sensorium, and the more interior sense of hearing. Corey Anton offers a wide range of examples to illustrate different ways of accounting for the intangibility of thought and time. Arguing that thought is a particular kind of time, that time which inherently deals with possibilities or forms of negation and nonbeing, Anton explores and attempts to clarify some of the relations between thought, time and interiority. Stephanie

Bennett observes that the increased pace of human-to-machine communication creates exterior pressure to keep up, thus upsetting interior equanimity. She argues that the human speech/silence dialectic is a tension that must be addressed.

Dennis Cali notes that throughout the past two millennia, philosophers, theologians and others have contemplated interior senses, or senses of the soul. Cali traces the evolution in the conceptualization of interior senses and considers the existence of an interior sensorium. Thomas Zlatich explores how Walter Ong privileges hearing as the more reliable sense involved in human thought and communication. Zlatich proposes that “the milieu is the message” expresses Ong’s oral hermeneutic.

### Probing an “Interior Sensorium” Throughout the Ages

**DENNIS D. CALI**

University of Texas at Tyler

DENNIS D. CALI is Distinguished Professor of Arts at Sciences at the University of Texas at Tyler. He is the recipient of the Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology; Top Paper Award at the MEA convention, and President’s Scholarly Achievement Award at UT Tyler.

### Nothing Inside or Inside Nothing: Thought, Time, and Interiority

**COREY ANTON**

Grand Valley State University

Dr. COREY ANTON is Professor of Communication Studies at Grand Valley State University. He is a Fellow of the International Communicology Institute, a past-president of the Media Ecology Association, and currently serves as vice-president of the Institute of General Semantics. His most recent book, co-edited along with Robert K. Logan and Lance Strate is *Taking Up McLuhan’s Cause: Perspective on Media and Formal Causality*.

### Silence as Solution: Addressing the media glut from the inside out

**STEPHANIE BENNETT**

Palm Beach Atlantic University

STEPHANIE BENNETT, PhD is Professor of Communication and Media Ecology and Fellow for Student Engagement, working with new faculty to mentor, train, and cultivate best practices in the classroom. Bennett is author of several books, most recently of a fictional trilogy in the futurist genre, *Within the Walls*.

### The Ear and the Eye: Oral Hermeneutic and General Semantics

**THOMAS ZLATICH**

St. Louis College of Pharmacy

THOMAS ZLATICH is Professor of English at the St. Louis College of Pharmacy. He has published within the areas of literature and media ecology; with Thomas M. Walsh, was awarded the annual Normal Foerster Prize for best article by the premier journal, *American Literature*. With Sara van den Berg, he edited and provided commentary for Walter J. Ong’s posthumously-published *Language as Hermeneutic: A Primer on the Word and Digitization* (Cornell, 2017).

## Trumping the Media

### Flooding the Zone: a Trump Theory of Propaganda

**SALVATORE J. FALLICA**  
New York University

The Trump administration is known for its lies, distortions and disinformation. Furthermore, this president and his administrative team and his political party do not seem too concerned even when their ethical transgressions come to light through fact-checking, which has become something of a cottage industry. Indeed, they go out of their way to lie to the public even about minor things, even about things that are ostensibly not up for debate – like the size of the crowd at this president's inauguration. Is there something these communicators know about media institutions, environments and their publics which we as communication scholars do not? Here I offer some explanations, arguing that Trump and his team do not really care about news outlets correcting their lies and fabrications because these lies—besides injecting a rhetoric of chaos into the public sphere – works as a means of social control over the public sphere.

SALVATORE J. FALLICA was born in Brooklyn, NY and earned his doctorate at New York University, in the Department of Media Culture and Communication where he studied with Neil Postman; and it is where he teaches courses in propaganda, media culture and communications. Recent work includes Norman Mailer's Theory of Celebrity: or, The Existential Celebrity steps into "the war of the enormous present" and "Early Dylan Studies: The Contemporary Anachronism."

✉ @sjf1

### Trumping the Media "Identifications and Disidentifications: Stormy Daniels, Trump, and You"

**VALERIE PETERSON**  
Grand Valley State University

This paper offers theoretical background from scholars of sexuality and communication to frame a brief psychoanalysis of people's likely reactions to Stephanie Clifford (Stormy Daniels), her profession, and her lawsuit. Speculation is offered about different members of the public and who would be more or less likely to support Clifford's cause (and the potential causes of other women like her).

Dr. VALERIE PETERSON studies rhetorical theory and criticism, visual rhetoric, communication theory, media ecology, sexuality studies, metaphor, and mythic rhetoric. She is author of *Sex, Ethics, and Communication: A Humanistic Approach to Conversations on Intimacy*, 2nd ed. (Cognella, 2013). Publications can be viewed on Academia.edu or ResearchGate. B.A. and M.A. University of Virginia, Ph.D. University of Iowa.

### Ethics and History: does fake news puzzle scenes and scenarios?

**JANAINA BARRETTA  
GABRIEL RAIMUNDO  
TAINÁ PATRIANI  
SILVIA GUERRA MOLINA  
GUILHERME OLIVEIRA  
GABRIEL SILVA-SOUZA  
CAROLINA SANTOS  
ACAUÃ BONIFÁCIO**  
University of São Paulo

There is strong evidence that 2018 Brazilian and 2016 North American elections occurred under a boom of "fake news". The History of the two countries was literally in the hands of the voters. The promise of technology is to satisfy all our needs but, only we accepting the possibility of being always unsatisfied we fell free. Instead of this, the collective organization is a dimension by which we are constrained to remain childish and not to think autonomously. What is this under the scope of ethics? On the other hand, if some applications of digital media bring us closer to distant people, they seem to distance us from the truth. We are fed by headlines and large quantities of messages, sometimes poorly made, but which can seduce us quickly by talking to our innermost prejudices. Therefore, the judgment of other is only usable information and ethics ultimately is an individual issue.

TAINÁ Y. PATRIANI; JANAINA N. BARRETTA; GABRIEL F. RAIMUNDO; CAROLINA F. SANTOS; GABRIEL S. SOUZA; GUILHERME S. BARBOZA OLIVEIRA - Undergraduate student at University of São Paulo. Members of Human Evolutionary Ecology Laboratory - Esalq/USP. SILVIA M. G. MOLINA - Coordinated the Lab. of Human Evolutionary Ecology at the Department of Genetics - Esalq/USP (1989-2018). Retired as associate professor and now works as Jungian Analyst. ACAUÃ T. M. BONIFÁCIO - Strategic Planning Director at WMcCann.

### Donald Trump: Anatomy of a Human Pseudo-Event and the Crisis of Modern Liberalism

**ARTHUR HUNT**  
University of Tennessee at Martin

This paper applies Daniel Boorstin's notion of the pseudo-event to the ascendancy of President Donald Trump. Boorstin defines the pseudo-event as an event staged to call attention to itself, a phenomenon made possible by the Graphic Revolution. As early as 1961 Boorstin recognized this phenomenon in the areas of travel, news and politics. Concerning the later, the hero, a person once recognized for his achievements, has been replaced by the celebrity, a person known for his well-knownness. Donald Trump exemplifies the human pseudo-event in a tragic way because his persona is emblematic of what some observers now perceive as the fly-in-the-ointment of American liberal democracy—the unrestrained autonomous self, something to which our original political commitments ensure us can be liberated from nature, time, and place. In our quest to realize 'liberty' for ourselves, older and more localized ethical restraints had to be cast aside.

ARTHUR HUNT is Professor of Communications at the University of Tennessee at Martin where he is Co-Director of the university's civic engagement initiative (ENGAGE) and a member of the Honors Council. He is the author of two media ecological books: *The Vanishing Word: The Veneration of Visual Imagery in the Postmodern World* and *Surviving Technopolis: Essays on Finding Balance in Our New Manmade Environments*. His writings have appeared in various publications including *Explorations of Media Ecology*.



## Explorations in Media History

### The Ethics of Polyphemus: Media in a One-Eyed World

**MICHAEL GRILLO**  
University of Maine

As technological fulfilments of Albertian perspective, photographic processes innately encode Renaissance ideals of grand, heroic, culturally authoritative narratives through images serving as a rhetorical means of persuasion. How might we ethically operate within this modality of Western vision, for they have colonized our vision so thoroughly that our culture perceives the world according to their compositional principles. Our term documentary likewise encodes this forefronting of rhetorical persuasion, in its Ciceronian etymological origins in *docere*, which denotes leading, instructing, and pointing out, and so presents a distinctly different sensibility than any illusion of neutrally observing. Especially in an increasingly screen-rich world, how might we keep forefront the ideological underpinnings of perspective, which more serve rhetorical persuasion than neutral observation?

An Historian of Mediaeval Italian Visual Culture, **MICHAEL GRILLO** writes on issues of visual semeiotics, with particular attention to the indexical nature of images.

### Time, Space and Modernity: Urban Fiction and Popular Magazines in 1930's China

**SHUANG SHEN**  
Fordham University  
East China Normal University

When history entered to the third decades of the 20<sup>th</sup> century, Modern China's printing and publishing had become profoundly influential media industries and "The Year of Magazines" (杂志年) from 1933-1935 came after with the mature technological development, declared that printing and publishing industries began to embrace their Golden Age. Industrial print media, or, the print capitalism in Modern China, (specifically differentiate from manual workshop centered commercial woodblock publishing in pre-modern period) as the mechanism of knowledge and culture production, had largely involved in the construction of a modern time-space narrative with the urban modernity that made the traditional empire constitutionally transformed into the nation-state and civil society. This article studies how popular magazines, including the emerging pictorials as new symbolic forms of industrial print media in 1930s China, represented and articulated modern time-space perspectives with traditional ethical and identity systems in formatting a new modern literary genre.

SHUANG SHEN is currently a visiting scholar at Fordham University, and a PhD Candidate in communication and media studies at East China Normal University. Her research interests lie in the area of print culture, media technology and modernity, particularly in early twentieth-century China.

### Twitter by Telephone: The "Beep Line" and Its Place In Social Media History

**LEN O'KELLY**  
Grand Valley State University

This paper looks at the brief history of "The Beep Line," which was known by that and other names during its existence from the early 1960s into the mid-1970s. The Beep Line was a phenomenon discovered by accident when listeners to popular radio stations, calling to win contests, discovered that listeners whose calls did not get through were able to communicate with each other between the buzzes of the busy signal. In a sense, it served as a sort of social media long before the world linked through digital social media platforms.

LEN O'KELLY worked as a radio announcer and program director for 25 years before joining the faculty at Grand Valley State University in Allendale, MI. He earned his PhD in Media and Information Studies from Michigan State University in 2016. Dr. O'Kelly's research interest is post-WW2 radio and television history.

🐦 @LenOKelly

### Making the zine: Nostalgia, creativity, and aesthetic "conscience" in community-based DIY media for tabletop role-playing games

**EDGAR JOHNSON**  
Augusta University

This presentation examines production of tabletop role-playing game fanzines, both digital and print, in online spaces, with particular emphasis on the DIY gaming community originating on Google+. Explores how the zine, as a medium, provides authors with space to mimic, elaborate, and transform themes and tropes associated with both gaming and other popular cultural forms, as a means of expression of authorial tastes and voice.

EDGAR JOHNSON directs the public speaking program at Augusta University. His research areas include games and simulations, role-playing game cultures, and mediation of gaming culture.

## Being Digital

### Media and ICT in Ensuring Digital Social Interactions for Socially-Excluded Transgender Community in Bangladesh

**MAHAMUDUL HAQUE**  
Knowledge Industry Ltd

Transgender people are excluded from socio-cultural, political and economic activities and even interactions with their biological families in Bangladesh. In this current hyper-connected era, mass media and ICT are leveraged for economic, societal and interpersonal interactions. Some 100 transgender people living in Dhaka city, capital of Bangladesh, have been interviewed. This study finds that all transgender respondents watch TV. It finds that almost all of them don't listen to radio and don't read newspapers and books. Eighty percent watch movies regularly. Almost all (99 percent) use mobile phone while 55 percent use Internet on smartphones and Facebook. All the respondents said as they are totally excluded from their biological family, they use mass media and ICT specially social media for digital social interactions. This study concludes that media and ICT can be effective tools to initiate societal interactions both offline and online for their overall development.

Md. MAHAMUDUL HAQUE. I am a teacher of Mass Communication and Journalism at Begum Rokeya University, Rangpur and former Metro Editor of The Daily Star. I am also a researcher of various research projects of national and international NGOs. Already, my several articles and write-ups have been published in various reputed journals and newspapers. I wrote a book, *Journalism: Offline Online*.

### Utterfacts as Weapons of Mass Displacement

**JAN LUKAS BUTERMAN**  
University of Alberta

Awash in devices and connected everywhere by data, McLuhan's notion of our technological utterances becoming outerings as technological artefacts remains salient today. We text, tweet and snap words of every imaginable sort, enmeshed within an ever-expanding data environment. Tangible artefacts such as identification documents are also utterances, declaring the bearer a right to be present in a particular jurisdiction. Now essential for many common activities such as banking, identification documents are also prone to reinterpretation or rebuttal by utterances from the authoritative sphere. Such utterances are framed as fact, even without evidence, resulting in what I call the utterfact. In this presentation, I extend on the notion of identification artefacts being simultaneously fetishised and dismissed in an environment of conflicting utterances, exploring the possible weaponisation of identification artefacts as a technology of statelessness and displacement.

JAN LUKAS BUTERMAN is a PhD student at the University of Alberta. Building on the findings of his Master's thesis examining the effects of the birth certificate as an identification technology, his current research explores how individuals can gain control or sovereignty over their personal data in a ubiquitous and competitive surveillance environment. Jan holds undergraduate degrees in Education and History, as well as diplomas in Educational Administration and Public Relations.

[@likelyjanlukas](#)

### Sadistic Documentary: Nodes of Pain and Their Ethical Entailments

**DAVID RICE**  
Miami University

Obligations to subjects, viewers, and funding institutions shape ethics in documentary film practice, which often represents suffering in the actual world as a means to spur film viewers to action in response to what they learn. Yet several recent documentaries have turned this ethical framework on its head, instead taking on the task of representing sadistic subjects, or subjects who explicitly take pleasure in the suffering of others. These include the Cambodian prison guards in *S21: The Khmer Rouge Killing Machine* (2003, Rithy Panh), the unpunished executioners of the 1965-6 genocide in Indonesia featured in *The Act of Killing* (2012, Joshua Oppenheimer), and the man who murdered and ate his female classmate in 1981 at the center of *Caniba* (2017, Verena Paravel and Lucien Castaing-Taylor). This talk aims to think through the ethics of this turn toward "sadistic documentary" in the context of networked digital culture.

D. ANDY RICE is a media theorist and nonfiction filmmaker who researches the impact of digital culture on documentary practices. He has published in *Jump Cut*, *Journal of Film and Video*, *Senses of Cinema*, and *Catalyst*, amongst other venues, and made media projects on sustainability and the built environment, reenactment subcultures, food systems, campus activism, and the LA Rebellion film movement.

### "Sometimes the Map Really is the Territory": Digital Cartography as Mode of Worldly Engagement

**JOHN DOWD**  
Bowling Green State University

Bringing into conversation work in media ecology concerning technological extension and media as environments with ideas from general semantics and embodied cognition, this paper is an exploration into the ways that certain fitness technologies, through the utilization of maps and visualization platforms, impact our experiences of place and space. The guiding question for this project is, "How do health and fitness technologies like iFIT, as extensions of our bodily senses, impact our experiences of being-there?" As these and other technologies (such as virtual and augmented reality platforms) become more seamlessly integrated into everyday life, the nature of the body-world relationship raises interesting questions. For example, "At what point do our representations (maps) of the world (territory) become indistinguishable? Or rather, "Where do we draw the line between artificiality and the real, and what role do our digital environments play in the blurring of this line?"

JOHN DOWD is an Associate Professor in the School of Media and Communication at Bowling Green State University. His research draws from media ecology, social theory, and philosophy of communication, and largely deals with the symbolic-material aspects of technology and education in everyday life.

[@JPDowd\\_TGS](#)

## Rethinking Digital Literacy

### An Inconvenient Retrieval: Digital Secondary Literacy and The Ethics of Virtue

**ADAM PUGEN**

University of Toronto

In this paper, I focus on how the increasing influence of digital technology in the formation of human psychology is transforming cultural perceptions of ethical behaviour. Particularly, I argue that, due to the digital medium's obsolescence of the "one-to-many" broadcasting model set by the twentieth century development of radio and television, the ethical attitudes associated with what McLuhan aptly termed "the global village" (in reference to radio) and "the global theatre" (in reference to television) are becoming increasingly unfeasible, requiring the development of a new ethical framework that adequately responds to the psychic biases of the digital environment. Importantly, however, just as the environments of radio and television retrieved, as McLuhan claimed, the tribal mentality of oral cultures – a retrieval, which his student Walter Ong famously designated as "secondary orality" – the burgeoning environment of computational media should also be seen, I argue, as retrieving an older cultural environment.

ADAM PUGEN, PhD, Information Science/Studies at the University of Toronto, Faculty of Information.

### How to rationally manage our ignorance. Methodological proposals for the digitization of teaching and learning

**MARIO PIREDDU**

Tuscia University

**STEFANO MORIGGI**

University of Milan Bicocca

A digitally augmented school can open a physical and conceptual horizon functional to an effective rehabilitation of active teaching. The outsourcing of the sources of knowledge in the broader context of networks requires more than the restatement of (learning by) doing, but its redefinition on the basis of a method of analysis that can only be borrowed from the logic of research. It is crucial to develop a logical-methodological approach able to make the digital transition productive. That is to put into practice the logic of scientific discovery in an educational context through cooperative problem solving: accompanying working groups following the principle of epistemological tolerance (Bayes skepticism). Educators can be able to evaluate the work done by students also through technology mediation and support. This proposal would tend to revitalize the very often self-centered and traditionalist teaching reality of many educational institutions.

MARIO PIREDDU is Associate Professor of Didactics, special pedagogy and educational research at Tuscia University. He deals with the relationship among media and the general educational systems. His publications include 'Algoritmi' and 'Social Learning'.

🐦 @logudoro

STEFANO MORIGGI is Researcher at the University of Milan Bicocca, where his studies focus on the development of models and settings for digitally enhanced teaching. Among his publications: 'A scuola con le tecnologie' and 'Connessi'.

### Robo-journalism and the ethical issues of its takeover of traditional journalism

**ANDREY MIROSHNICHENKO**

York University

Robo-journalists are already widely used in the news media to produce articles and thereby replace human journalists. In 2016, Wordsmith, one of the two most powerful news-writing algorithms, wrote and published 1.5 billion news stories. This number can be comparable to what was written and published by all human journalists that year. Robo-journalists' skills and competencies are constantly growing. Having started with facilitating the job of journalists, algorithms have gradually been taking over this human job completely. This reflects in a new light one of McLuhan's fundamental ideas: the substitution of humans by automated production of meaning may be seen as the ultimate completion of his thesis about media as "extensions of man". The paper analyses popular arguments about "robots' incapability" to prevail over humans in creative practices and offers foresight of the possible further development of robo-journalism and its collision with organic forms of journalism.

ANDREY MIROSHNICHENKO is the author of "Human as media. The emancipation of authorship" (2013). He holds a degree in journalism and linguistics with a focus on the semantics of Soviet media and propaganda (1996). With 20+ years work in the press, he is currently a PhD candidate in Communication & Culture at York University, Toronto, where he focuses on the media ecological approach to the new media environment.

🐦 @Andrey4Mir

### Practice and Pedagogy: Data literacy and ethical research practice in social media analysis

**SANDRA ROBINSON**

Carleton University

This paper reports on the curriculum design and delivery of a practice-based, experiential learning course, which introduces students in an undergraduate communication and media studies program at a Canadian university to the challenges of working with social data using an analytics platform. The course enables students to explore what social data is through basic data mining, by making data visualisations, and by exploring what their dataset 'tells' them—about what it means—in relation to the contemporary issue they choose to research. By emphasizing a clear link between theory, ethics, and practice to build critical analysis skills necessary to understand the complex relationship between social media data and communication, students can develop data literacy skills and ethical research practice to extend their training in communication studies.

SANDRA ROBINSON studies the role of algorithms in media culture. This work engages with critical concerns around platforms, privacy, and power in relation to how algorithms predict, pre-empt, and control information about people, processes, and things. She also conducts research on data literacy and media ethics; and has a co-authored upper year textbook, 'Law's Expression' (2nd edition, LexisNexis, Fall 2019), exploring freedom of expression in the context of law and communication.



## Post-Fake

**Fake news and its complex algorithms: how its widespread proliferation can damage digital communication on social networking sites**

**MAGALY PRADO**

Universidade de São Paulo

This study is about the interference of false news algorithms on social networks and the damage done in democratic culture. It is proposed to verify how news, documents and data are used in fraudulent news, taking as a starting point the relations between the media and information technology. The cacophony is provoked by manipulations of fraud networks without clear definition, nor a plausible solution since an efficient mechanism of validation and contrast of content has not yet been developed. Examining misinformation, data ethics and lack of media literacy will serve to access the scientific knowledge produced by the behavior of information in algorithmic culture. We hope that reflection on the mediation process in democracy should safeguard our zeal for information, which involves meaning, trust and credibility.

MAGALY PRADO is a Postdoctoral at Universidade de São Paulo. PhD in Communication and Semiotics and Masters degree in Intelligence Technology and in Digital Design: Pontifícia Universidade Católica. Undergraduate degree in Journalism and Post-graduate degree in Journalism Communication: Universidade Cásper Líbero, São Paulo, Brazil. Author of the books: *Radio Production - A Practical Manual* (2006 by Campus/Elsevier); *Webjournalism* (2011); *History of Radio in Brazil* (2012); *Cyberactivism and Newscast - the from the SMS media to social networks* (2015).

**Fake News: a Conceptual Proposal**

**FERNANDO FIGUEIREDO STRONGREN**

Universidade de Brasília

As Wardle and Derakhshan identify, the lack of a well-defined concept of fake news is a barrier to the development of research on the topic. In this presentation, we start with the identification of the diversity of terms, meanings and concepts used to express the phenomenon Fake News, pointing to the existence of definitions that do not allow to understand the specificity of the phenomenon or very specific concepts, whose use is restricted to the context of a given research. In search of a conceptual proposal that overcomes these problems, we use the works of Joshua Meyrowitz and Luiz Claudio Martino to understand the informational disorder provoked by fake news in the media ecosystem. In this sense, we point out Fake News as a phenomenon in which the Internet, mediated information and users converge to form a social experience that prevents individuals from performing adequately their social role.

FERNANDO FIGUEIREDO STRONGREN holds a degree in Philosophy from the São Paulo State University (Unesp), a degree in Journalism from the University of the Sacred Heart (USC) and a master degree in Communication from the University of Brasília (UnB). He is currently a Ph.D candidate in Communication at UnB, where he develops research on Fake News.

**The Billowing, Prodigious Flood: On News Twitter, Post-Truth, and Affective Capacities**

**ERIC JENKINS**

University of Cincinnati

This paper diagrams News Twitter as the contemporary hydrosphere (the flows of news and information), contending that its billowing and prodigious characteristics strain affective capacities. These strains explain the emotions of disgust and anger found commonly on Twitter. The paper explores more meditative and tending modes of Twitter engagement as an ethical response to this hydrosphere.

ERIC S. JENKINS is associate professor of communication at the University of Cincinnati. He is the two-time winner of the top paper award at MEA and the author of *Special Affects: Cinema, Animation, and the Translation of Consumer Culture* (Edinburgh University Press, 2014). His current book is called *Surfing the Anthropocene: On the Big Tensions of Virtual Life*.

[@DrEricJenkins](#)

**CNN's Really Fake News & the Changing Ecosystem of Information**

**JOSHUA MEYROWITZ**

University of New Hampshire

President Donald J. Trump's attacks on CNN and other mainstream news media for presenting "fake news" (typically anything critical of him or his policies) are dangerous. Yet perhaps even more troubling is CNN's and other corporate media's tendencies to create and reinforce false narratives regarding US history, US foreign policy, and US military adventures, in keeping with a long-embraced "master narrative" about the US's benign interactions with the world. The mainstream media's master narrative about the US is easily disproved by the abundance of alternative information now available through reliable sources and documents on the internet. Ironically, the fake-news attacks on corporate media have worked to shield those media from more legitimate and significant criticism, because progressive critics fear being seen as supporting President Trump. A case study related to the hagiography surrounding the memorializing of George Herbert Walker Bush will be presented.

JOSHUA MEYROWITZ is Professor Emeritus of Communication at the University of New Hampshire, where he has won the Lindberg Award for Outstanding Scholar-Teacher in the College of Liberal Arts. He is the author of the award-winning *No Sense of Place: The Impact of Electronic Media on Social Behavior* (Oxford University Press) and over 100 articles on media and society that have appeared in scholarly journals and anthologies, as well as in general-interest magazines and newspapers.

## Remediating McLuhan

### Marshall McLuhan's Middle Ages: The Hidden Ground of New Media

JEN REID

University of Winnipeg

This presentation explores the ethical dimensions of historicism and historicity in academic Media Studies by way of examining Marshall McLuhan's interaction with the Middle Ages across his oeuvre. Particular attention is paid to his critical and tropological invocations of the medieval, from textual artifacts and intellectuals (including Abelard, Bonaventure, and Thomas Aquinas), to the work of academic medievalists like Étienne Gilson and Lynn White. This discussion of McLuhan's Middle Ages is then situated within his overarching historical methodology in relation to the study of new media, and juxtaposed with the spatio-temporal streams of nineteenth-century European fin-de-siècle historicism—marked by a tendency towards either “instantaneity” or “simultaneity”—of which he was both inheritor and innovator. It gestures towards multivalent approaches to critical engagement of “the past” as a contested and resonant entity in the production of exegesis on contemporary media.

JEN REID is a professor in the Departments of English and Rhetoric, Writing, and Communications at the University of Winnipeg. She received her PhD from the Centre for Medieval Studies at the University of Toronto and was a post-doctoral Research Fellow at the University of Amsterdam Institute for Humanities Research. Prior to her arrival at UWinnipeg in 2017, Jen was a professor in the Book and Media Studies Program at St. Michael's College.

### A Global Village or the Wild Wild West?

JOSÉ R. ISLAS

Universidad Panamericana

Marshall McLuhan's Global Village became as soon as global information begun to pour out of the TV sets. Inequalities, political configurations, governments, religions, and all sort of hurdles were in the middle of the assumed integration. Technology and its fast-paced evolution gave birth to the digital media, breaking the Global Village in two grounds, the digital village, where integration was unavoidable, and the physical village, sheltered under its borderlines, political systems, beliefs, liberties, policies and legal systems. The first one lacks the structural assurance that the other one offers, and the second lacks the borderless integration and exchange of the first one, and so reality today unfolds in a problematic dichotomy, as the lack of rules in one side opens spaces for particular interests without clear ethical guidelines or legal systems to control it, while the other side materializes whatever is cooked in the integrated digital realm.

JOSÉ ROLANDO ISLAS. Born in Mexico-Canadian Citizen since 2005. Software Engineer Universidad Iberoamericana (1984-1988), MBA IPADE Business School (193-1996), Bachelor Philosophy Universidad Panamericana (2001 – 2005), PhD. Philosophy Universidad Panamericana (2008). Member of a research project over the convergence of technology, philosophy and science for Universidad Panamericana Mexico. Currently researching Big Data Ethics, Manipulative Semiotics, and The Creation of Myths through Decontextualization.

### A McLuhan-syntonic Approach to Computer Literacy

CLINTON IGNATOV

The McLuhan Institute

The constituent elements of Cyberspace are the object-oriented programming paradigm popularized by the language Simula, the file-system paradigm of magnetic data storage, and graphical user interfaces. Most examinations of this fictional sensory environment present it as originating from an inscrutable “black-box”, over-emphasizing the fantastic, unreal nature of the medium. The applied methods of Marshall McLuhan promise great exploratory and explanatory power in today's media environment if, and only if, the precise nature of digital technology as machines and as media can be acknowledged in a way commensurate to all various perceptions of them. This demands nothing less than full-stack computer literacy. The alternative is control over the programmable environment being ceded to an arbitrary, self-selected few who are granted the power of technological determination over the many. This paper posits a full-stack computer model and probes the nature of modern media and its effects.

CLINTON IGNATOV is a long-time GNU/Linux user, Free Software advocate and an active netizen who has been personally invested in the application of media ecology to the contemporary digital world for over two years. His close reading of Marshall McLuhan has informed his multi-part documentary series on the “anonymous history” of microcomputers, Silicon & Charybdis. He is now a research associate with The McLuhan Institute. He runs the ConcernedNetizen.com weblog and YouTube channel.

🐦@clintonthegeek

### Marshall McLuhan as Reconfiguring Art Form: Analysis of the Interviews, Debates and Lectures

BARRY LISS

University of Wisconsin, Milwaukee

This essay contends that Marshall McLuhan, rather than merely augmenting the study of media forms, fundamentally reconfigured the grounding of everyday social action. McLuhan created on an existential level new ways of being human. As such, the man embodies a reconfiguring work of art. This essay unpacks this conclusion by delineating what it means to reconfigure social practices by marginalizing the taken-for-granted and centralizing peripheral aspects of the cultural scene. I give special attention to McLuhan's actual performances over the decades, his many recorded lectures, interviews and debates. His performances yield sundry re-articulations of his written works and grant purchase into understanding how he could, with genius, poise, kindness, charisma and wit, overthrow everything previously understood about communication and technology.

BARRY LISS is an associate professor of Communication in the Department of Arts and Humanities in the College of General Studies at the University of Wisconsin, Milwaukee.

# The Media Ecology of Judaism

## First Nations of the Book: Understanding Judaism

**LANCE STRATE**

Fordham University

The phrase, "people of the book," originates in the Koran, and was used to refer to Jews and Christians, and more generally to others not adhering to Islam whose religions are based on sacred texts. It is a designation that the Jewish people have adopted, as have some Christian denominations, as it refers to the central place that scripture and study hold for these groups. In the case of Judaism, the religion is the product of hybrid energy, as a set of tribes whose culture is essentially oral in nature are transformed by the introduction of the Semitic alphabet, the first to undergo this mutation. The particular mix of oral and literate influences associated with Judaism help to explain the specific characteristics of the Jewish religion that set it apart from other varieties of religious experience.

LANCE STRATE is Professor of Communication and Media Studies at Fordham University. One of the founders of the Media Ecology Association, he served as the MEA's first President, and launched the MEA's journal, *Explorations in Media Ecology*, which he co-edited for its first six years, returning for another 3-year term in 2017. His most recent books include *Amazing Ourselves to Death: Neil Postman's Brave New World Revisited*; the poetry collection *Thunder at Darwin Station*; and *Media Ecology: An Approach to Understanding the Human Condition*. He is the recipient of the MEA's Ong Award for Career Achievement in Scholarship, and McLuhan Award for Outstanding Book.

🐦 @LanceStrate

**SUSAN DRUCKER** (respondent)

Hofstra University

SUSAN J. DRUCKER holds the rank of Professor and is the coordinator of the media studies program in the Department of Journalism/ Mass Media Studies, School of Communication, Hofstra University. She is an attorney and teaches courses in media law and media ethics. She is past president and legal counsel for the Eastern Communication Association and New York State Communication Association.

## A'Vanim the Jewish Tradition

**CAROLIN ARONIS**

Colorado State University

Drawing on the media ecology perspective, this paper examines the use of A'vanim (rocks and stones) for communicative purposes in the Jewish tradition. Examining the practice of communication of three cases: the Western Wall and the use of the bricks to reach out to and interact with God, the placement of small rocks on the horizontal surface of the Jewish tombstones, and the symbolization of the twelve gems on the Hoshen that was carried on the chest of the High Priest in the Temple, and still used in Jewish crafts and artifacts. This paper sheds light on A'vanim as overlooked media and their communicative practices within Judaism, and develops insights on the meaning of rocks and stones in our plastic era.

Dr. CAROLIN ARONIS is a Special Faculty member of Communication Studies at Colorado State University. She holds a Ph.D. in Media and Communication Studies from The Hebrew University of Jerusalem, and specializes in media and cultural studies, communication and media philosophy, gender studies, spatial rhetoric, and approaches for textual analysis. Before coming to Colorado State she taught media studies in Israel, where she also worked as a journalist and a biography writer for Holocaust survivors.

## Speaking Jewish: The Talmudy Blues of Semantic and Semitic Environments

**ADEENA KARASICK**

Pratt Institute

With a shout out to Sapir Whorf, McLuhan, Michael Wex and Ludwig Wittgenstein, this paper will explore both the structures of Yiddish and Kabbalistic hermeneutics. Focusing on the aphoristic nature of Yiddish as a series of media ecological probes, and how 13th C. Kabbalah offers multiperspectival strategies for negotiating truth, how both in their form and through their mass-media presentation speaking "Jewish" reshapes culture.

Dr. ADEENA KARASICK is a poet, cultural theorist and media artist and the author of ten books of poetry and poetics. She teaches Literature and Critical Theory for the Humanities and Media Studies Dept. at Pratt Institute, is Poetry Editor for *Explorations in Media Ecology*, 2019 Andrew W. Mellon Foundation Award recipient and winner of the 2016 Voce Donna Italia award for her contributions to feminist thinking. Her archive is established at Special Collections, Simon Fraser University.



## Videodrome

### Brazilian Television Journalism in the Current Media Ecosystem

**EUGENIA BARICHELLO CLARISSA SCHWARTZ**

Federal University of Santa Maria

The present article aims to reflect on the relationships that television news programs, produced by Brazilian open TV channels, establish with the new species in the current media ecosystem. Considering that journalism faces a moment of crisis in both editorial and economic models, we seek to understand the main features of the current media ecosystem in order to verify some journalism movements - and specifically television journalism - that can be understood as a reaction to the moment of crisis. We understand that one of the most recurrent movements of Brazilian television news has been churnalism. Davies's (2008) notion of journalism that privileges third-party materials, which is also discussed by Canavilhas (2015), can be understood as an attempt to meet the speed of the circulation of images in the current media ecosystem and to promote an informative continuum (Barbosa, 2013).

EUGENIA M. DA ROCHA BARICHELLO is a Professor at the Graduate Program in Communication, Federal University of Santa Maria (UFSM). She is Researcher Fellow at the National Council for Scientific and Technological Development (CNPq) and PhD in Communication and Culture awarded by the Federal University of Rio de Janeiro.

CLARISSA SCHWARTZ is currently a PhD candidate in Communication at UFSM. Researcher fellow at the Coordination for the Improvement of Higher Education Personnel (Capes).

### The Frankenbite

**MANFRED BECKER**

York University

Editorial direction of documentary television is increasingly challenged in an economically insecure and market driven environment where competitive pressures determine editorial content. The Frankenbite examines how the editing of is increasingly following reality television's dictate to entertain instead of inform, and how the 'real' and 'truth' fall victim to the demand to "tell stories." How does that dictate force editors to compromise their ethical stands? By building an inventory of factual program editors' experiences and opinions of 75 editors in reality and documentary television in Canada, the US and Germany, the ethical consideration of editorial decisions editors make, and their opinions about their responsibilities and loyalties became apparent.

As the hybridization of information and entertainment (aka "fake news") becomes more pronounced, the need for media literacy—the ability to decode the real from the dramatized—has become more urgent.

MANFRED BECKER grew up in postwar Germany under the dark cloud of its history. After studying journalism and film he began an association with the National Film Board of Canada, co-editing 'The Journey' with Academy Award winning director Peter Watkins. Since, Becker has written, edited and directed many documentaries which have been screened at festivals around the world. Becker completed his PhD before joining full time faculty of York University's Cinema & Media Arts in 2018.

### Animating Ourselves Back to Life: Cartooning as Critical Practice

**ANDREW LONGCORE**

Indiana University of Pennsylvania

This presentation provides a producer's perspective on the process of creating cartoon animation, and explores how cartoons can open up an entirely new multiverse of possible probes with which to critically re-examine the new media landscape. Instead of continually "amusing ourselves to death," (Postman, 1985), the process and product of cartoon animation can help us critically re-imagine the media ecology – animating ourselves back to life. After discussing the features of cartoons as symbolic environments contained within the modern mediascape, the presentation features a case study on the author's personal creative production – "Sewertown News," an original animated news parody web series and "brand" of critical comedy co-created with Joanna Longcore. The show is an embodiment of two of McLuhan's critical themes – the interplay between cliché and archetype (1970), and the interplay between figure and ground (1988).

ANDREW LONGCORE is a PhD Candidate (ABD) in Communications Media and Instructional Technology at Indiana University of Pennsylvania. He is the co-creator and art director of "Sewertown News," an award-winning animated news parody web series. His research interests include animation theory, media performance, rhetorical criticism, crisis communication, and corporate social responsibility.

[@SewertownNews](https://twitter.com/SewertownNews)

# The Funny Thing About Ethics: the (Im)morality of Humour

Humour is rarely taken seriously. But, as McLuhan has made obvious “a joke really requires a hidden ground of grievance, for which the joke is only a figure sitting out front.” Moreover, any form of satire systematically implies a moral perspective and even an implicit utopian view of the world “that could be” if it weren’t so bad. McLuhan saw himself as a Menippean satirist and his son, Eric, devoted much work to

exploring more deeply this classical genre (and moral perspective). The three authors in this panel will attempt (humorous?) forays in very different realms – from the Renaissance to recent pop culture and music – where humour and ethics meet and interact in strange (and hopefully funny) ways.

## Everything I needed to know about Ethics, I learned from Monty Python

**BRIAN COGAN**  
Molloy College

Dr. BRIAN COGAN is an Associate Professor in the Department of Communications at Molloy College in Long Island, New York. He is the author, co-author and co-editor of numerous books, articles and anthologies on popular culture, music and the media. He’s currently working on a four volume history of Rock and Roll, to be released in 2022. He is no one to be trifled with.

🐦 @TheBrianCogan

## Humour and Ethics in Art and Activism

**PHIL ROSE**  
McMaster University

PHIL ROSE is a scholar, speaker, and teacher, who has taught at a number of Canadian universities. editor of *Confronting Technopoly: Charting a Course Towards Human Survival* (2017), he is also author of the books *Roger Waters and Pink Floyd: The Concept Albums* (2015), *Radiohead and the Global Movement for Change: 'Pragmatism not Idealism'* (2016), and *Radiohead: Music for a Global Future* (2019).

## From a Renaissance Menippean Satire to the Renaissance of Menippean Satire?

**JEAN-FRANÇOIS VALLÉE**  
Collège de Maisonneuve

JEAN-FRANÇOIS VALLÉE teaches literature and media. He has published on various writers and literary works of the Renaissance, the 17<sup>th</sup> and the 20<sup>th</sup> centuries, as well as on print culture and communication theory (McLuhan especially). He is currently working on a digital edition of a collection of Renaissance satirical dialogues.

🐦 @jf\_vallee

## Global Ethics

### Aesthetics versus Ethics: Totalitarian Business is Our Culture

**ANITA OGURLU**

University of Saskatchewan

In 1968, McLuhan and Quentin Fiore published *War and Peace in the Global Village*. Revisiting this seminal work as a source of inspiration and reflection, my paper explores the aesthetics of contemporary media technologies. From fashion and video gaming to art and news broadcasts this 'make believe'--set against a backdrop of alarming global events--begs to locate any possible notion of an existent ethics for the 21 century. What relationship does our current demise have with Thorstein Veblen's notion of American 'business civilization'? The sprouting of totalitarian regimes, where global civilians are at war with themselves, appears to resonate in the prescient words of McLuhan: "World War III is a guerrilla information war with no division between military and civilian participation."

ANITA OGURLU, PhD (Birkbeck College, 2016) has interests in globalization, film and media studies, the European interwar period and autobiography. Before returning to academia (2005), Ogurlu worked in multinational advertising corporations in Toronto and Istanbul. Returning to Canada in 2017, she lectures in media and sociology, and Women & Gender Studies at the University of Saskatchewan and is a Cultural Bridging Facilitator at an immigrant/refugee settlement agency in Saskatoon.

### Transparency and belonging in a social media place

**KAREN LOLLAR**

Metropolitan State University of Denver

What should we share on social media and what difference does it make to belonging to a group online? Any social media group forms a specific media environment out of the technology available to the underlying application. It is the use of that environment in the human experience that is of concern in this paper. How do human communicators share authentically in that place that we call social media?

Transparency has become one of the most cherished and celebrated, yet unquestioned, ideals and aspirations of contemporary society (Christensen, L.T. & Cheney, 2015, p. 70). Transparency is often considered in a critique of higher level message production of government and corporate entities to constituencies (Matei, Russell, & Bertino, 2015). In an era when social media is a dominant form of interpersonal encounter, a reflection on the consequences of transparent sharing points to ethical questions.

KAREN LOLLAR Ph.D. is Professor of Communication Studies at Metropolitan State College of Denver. She has an BS and an MBA from the University of Colorado and a Ph.D. in Human Communication from the University of Denver. Dr. Lollar is interested in the challenges of everyday life in a hypermediated environment. She does ethnographic and phenomenological study of dwelling in organizations (Heidegger); transitional community and social networks, and ethical response to others.

### Media ethics codes aren't ethics: How explicative misinformation muddles the guidelines for journalistic behavior

**STEPHENSON WATERS**

University of Louisiana at Lafayette

Despite admirable intentions, journalism ethics codes are not necessarily ethics, but rather rules of behavior that more closely resemble moral standards. As ethicists and other scholars use the terms ethics and morals interchangeably, this muddles the debate as to how to best approach an actual ethics code. As such, these codes offer little practical value for journalists who encounter dilemmas in their work. In other words, these "ethical codes" are rather a set of rules that can be violated, or guidance in how to evaluate a right-vs.-wrong problem. What is needed instead is guidance in how to resolve a right-vs.-right dilemma, in which there are potential positive and negative outcomes from a resolution to a problem. Rather than freely use the terms morals and ethics interchangeably, by offering a more precise explication of the similarities and differences between these concepts can scholars more effectively contribute towards resolving the need for adequate media ethical codes.

STEPHENSON WATERS, Ph.D. is an assistant professor of journalism at the University of Louisiana at Lafayette. His research interests include journalism practice, ethics, and privacy issues in big data and social media. His publications and research contributions include analyses of journalists who cover national security issues, and epistemological considerations of data journalism. Waters was a journalist, marketing director, and technical writer before pursuing a career in academia.

🐦@steve\_waters

### Social Media and democratization in Guinea: A shift from mainstream media

**MOHAMED CHERIF BAH**

Centre for Democratic Development

The culture of violence continues to eat into the fabric of Guinea's politics. Elections at the national, regional and local levels are contested on ethnic lines. During electioneering periods, violence is often fueled by media misrepresentation. In recent elections, security forces have clamped down on opposition supporters thus creating an uneven advantage for the ruling party in the polls. This paper will examine the impacts of social media on the democratization of Guinea. How effective has social media been in driving democratic changes in Guinea? What influences Guinean public in making use of on social media to drive political changes? How effective are these tools in sanitizing Guinean politics?

MOHAMED CHERIF BAH is Director of Media Communications at the Centre for Democratic Development Route de Prince, Guinea.



## The Future We Want



Our final plenary panel is inspired by the 2012 Rio+20 Resolution “The Future We Want”. This historical declaration on sustainable development and the green economy was adopted at the UN Conference on Sustainable Development in Rio on June 19, 2012, recalling the UN declaration on the Human Environment, adopted at Stockholm on 16 June 1972.

Environmentalists in the 1960s and 1970s knew that the health of the planet was at risk. They built a global movement and made the environment a mainstream issue. Today, information and communication technologies are increasingly forming the infrastructure of a new digital human ecosystem, a new environment which is larger and quicker to evolve than any prior. Technology

and new media’s impact on this ecosystem has a profound effect on every aspect of the human ethos — self-expression, education, values, beliefs, needs, livelihood, enjoyment — and society at large.

Over the past few years, these emerging technologies and unforeseen digital media practices have also given rise to ethical issues, political and societal questions of critical importance to our evolving future.

By putting people in the center of this equation, this panel will share ideas that engage with the nature of contemporary media, communication, and technological struggle, and the potential that digital media and technologies hold for building a better future and a more sustainable world.



**MARK SURMAN**  
Mozilla Foundation

The web is one of our most valuable public resources — it’s MARK SURMAN’S job to protect it. Mark serves as Executive Director of the Mozilla Foundation, a global community that does everything from making Firefox to taking stands on issues like online privacy. Mark’s biggest focus is building the movement side of Mozilla: rallying the citizens of the web, building alliances with likeminded organizations and leaders, and growing the open internet movement.

🐦 @msurman

**CLARA TSAO**  
National Security x Technology

CLARA TSAO is a civic technologist and entrepreneur passionate about the intersection of national security and technology. Through the Presidential Innovation Fellows program, Clara has worked across various national security roles in US Government, serving as a senior advisor and Chief Technology Officer focused on emerging technology policy, countering terrorist use of the internet, and foreign influence operations online.

🐦 @tweetclarita

**NORA BATESON**  
International Bateson Institute

NORA BATESON is an award-winning filmmaker, writer and educator, as well as President of the International Bateson Institute, based in Sweden. An international lecturer, researcher and writer, Nora wrote, directed and produced the award-winning documentary, *An Ecology of Mind*, a portrait of her father, Gregory Bateson. Her work brings the fields of biology, cognition, art, anthropology, psychology, and information technology together into a study of the patterns in ecology of living systems. Her book, *Small Arcs of Larger Circles* (Triarchy Press, UK, 2016) is a revolutionary personal approach to the study of systems and complexity.

🐦 @NoraBateson



Each year at its annual convention, the MEA gives out a number of awards, including the MEA Convention **Top Paper Award** and the Linda Elson Scholar Award for **Top Student Paper**. To be announced at the Awards Gala Dinner (Saturday June 29, 7:30 PM, St. Michael's College).

The MARSHALL McLuhan Award for Outstanding Book in the Field of Media Ecology to **Mark A. McCutcheon** for *The Medium is the Monster: Canadian Adaptations of Frankenstein and the Discourse of Technology*

The WALTER BENJAMIN AWARD for Outstanding Article in the Field of Media Ecology to **Nicholas Grodsky**, Julia Hildebrand and Ernest Hakanen for "Screens as Human and Non-Human Artefacts: Expanding the McLuhans' Tetrad"

The ERVING GOFFMAN AWARD for Outstanding Scholarship in the Ecology of Social Interaction to **Laura Tropp** for *Grandparents in a Digital Age: The Third Act*

The SUSANNE K. LANGER AWARD for Outstanding Scholarship in the Ecology of Symbolic Form to **Eviatar Zerubavel** for *Taken for Granted: The Remarkable Power of the Unremarkable*

The DOROTHY LEE AWARD for Outstanding Scholarship in the Ecology of Culture to **Shannon Mattern** for *Code and Clay, Data and Dirt: Five Thousand Years of Urban Media*

The LEWIS MUMFORD AWARD for Outstanding Scholarship in the Ecology of Technics to **Antoine Bousquet** for *The Eye of War: Military Perception from the Telescope to the Drone*

The HAROLD A. INNIS AWARD for Outstanding Thesis or Dissertation in the Field of Media Ecology to **Melinda L. Farrington** for *The Role for Rhetoric: Ong's Ramus Research as a Hermeneutic Opening for Mediated Communication*

The MARY SHELLEY AWARD for Outstanding Fictional Work to [TBA]

The JOHN CULKIN AWARD for Outstanding Praxis in the Field of Media Ecology to **Julia Hildebrand** and **Barry Vacker**, Curators for *Hot and Cool in the Media(s)cene: A McLuhan Style Art and Theory Project*

The LOUIS FORSDALE AWARD for Outstanding Educator in the Field of Media Ecology to **Thomas Gencarelli**

The JACQUES ELLUL AWARD for Outstanding Media Ecology Activism to **Andrew McLuhan for The McLuhan Institute**

The JAMES W. CAREY AWARD for Outstanding Media Ecology Journalism to **Mathew Ingram**

The CHRISTINE L. NYSTROM AWARD for Career Achievement in Service to the Field of Media Ecology to **Fernando Gutierrez Cortes**

The EDMUND S. CARPENTER AWARD for Career Achievement in Editing in the Field of Media Ecology to **Phil Rose**

The WALTER J. ONG AWARD for Career Achievement in Scholarship to **Werner Kelber**

The NEIL POSTMAN AWARD for Career Achievement in Public Intellectual Activity to **Nora Bateson**

## CALL FOR NOMINATIONS FOR THE 2020 MEA AWARDS

The MEA Book Awards include the

The MARSHALL McLuhan Award for Outstanding Book in the Field of Media Ecology  
The ERVING GOFFMAN AWARD for Outstanding Scholarship in the Ecology of Social Interaction  
The SUSANNE K. LANGER AWARD for Outstanding Scholarship in the Ecology of Symbolic Form  
The DOROTHY LEE AWARD for Outstanding Scholarship in the Ecology of Culture  
The LEWIS MUMFORD AWARD for Outstanding Scholarship in the Ecology of Technics

Open to books published in 2017 or later on any topic related to the field of media ecology. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. All entries will be automatically considered for the McLuhan, Goffman, Langer, Lee, and Mumford Awards.

### The Walter Benjamin Award for Outstanding Article in the Field of Media Ecology

Open to articles, essays, reviews, and book chapters published in 2017 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies (or shareable file).

### The Harold A. Innis Award for Outstanding Thesis or Dissertation in the Field of Media Ecology

Open to any Master's thesis or doctoral dissertation completed for a degree granted in 2017 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies (or shareable file).

### The Mary Shelley Award for Outstanding Fictional Work

Open to novels, short stories, hypertexts, plays, scripts, comics, audio recordings, motion pictures, videos, and other narrative forms, published or released in 2017 or later, that include media ecology themes, concepts, or insights. Entry requirements: Letter of nomination or self-nomination and five copies.

### The John Culkin Award for Outstanding Praxis in the Field of Media Ecology

Open to works of art, media production, professional activity or other practical applications of the media ecology approach. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

### The Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology

Open to any instructor on any educational level. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

### The Jacques Ellul Award for Outstanding Media Ecology Activism

Open to any individual engaged in political activism whose work is informed by the media ecology perspective. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

### The James W. Carey Award for Outstanding Journalism

Open to any individual engaged in journalism whose work is informed by the media ecology perspective. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

Questions? Want to nominate someone? Email our Awards Coordinator Brian Cogan at [bcogan@molloy.edu](mailto:bcogan@molloy.edu)

## The Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology

2018 - Lance Strate for *Media Ecology: An Approach to Understanding the Human Condition*  
 2017 - Tim Wu for *The Attention Merchants: The Epic Scramble to Get Inside Our Heads*  
 2016 - Elena Lamberti for *McLuhan's Mosaic: Probing the Literary Origins of Media Studies*  
 2015 - Fred Turner for *The Democratic Surround: Multimedia and American Liberalism from World War II to the Psychedelic Sixties*  
 2014 - Ellen Rose for *Oral Tradition and the Internet: Pathways of the Mind*  
 2013 - John Miles Foley for *On Reflection: An Essay on Technology, Education, and the Status of Thought in the Twenty-First Century*  
 2012 - Barbie Zelizer for *About to Die: How News Images Move the Public*  
 2011 - Sheila Nayar for *Cinematically Speaking: The Orality-Literacy Paradigm for Visual Narrative*  
 2010 - Viktor Mayer-Schönberger for *Delete: The Virtue of Forgetting in the Digital Age*  
 2009 - Rick Williams and Julianne Newton for *Visual Communication: Integrating Media, Art, and Science*  
 2008 - Richard Barbrook for *Imaginary Futures: From Thinking Machines to the Global Village*  
 2007 - Peter K. Fallon for *Printing, Literacy, and Education in Eighteenth Century Ireland: Why the Irish Speak English*  
 2006 - Thomas de Zengotita for *Mediated: How the Media Shapes Your World and the Way You Live in It*  
 2005 - Donald N. Wood for *The Unraveling of the West: The Rise of Postmodernism and the Decline of Democracy*  
 2004 - Francis Fukuyama for *Our Posthuman Future: Consequences of the Biotechnology Revolution*  
 2003 - Frederick Wasser for *Veni, Vidi, Video: The Hollywood Empire and the VCR*  
 2002 - Douglas Rushkoff for *Coercion: Why We Listen to What "They" Say*  
 2001 - Thomas J. Farrell for *Walter Ong's Contributions to Cultural Studies: The Phenomenology of the Word and I-Thou Communication*  
 2000 - Neil Postman for *Building a Bridge to the Eighteenth Century: How the Past Can Improve Our Future*

## The Walter Benjamin Award for Outstanding Article in the Field of Media Ecology

2018 - Ellen Rose for "A Genealogy of Computer-Generated Narrative"  
 2017 - Brett Lunceford for "Chained to the Dialer, or Frederick Taylor Reaches out and Touches Someone"  
 2016 - Casey Lum for "Media Ecology: Contexts, Concepts and Currents"  
 2015 - David Trippet for "Facing Digital Realities: Where Media Do Not Mix"  
 2014 - Brett Lunceford for "Posthuman Visions: Creating the Technologized Body"  
 2013 - Mara Mills for "Hearing Aids and the History of Electronics Miniaturization"  
 2012 - James C. Morrison for "Acoustic, Visual, and Aural Space: The Quest for Virtual Reality in Musical Reproduction"  
 2011 - Keith N. Hampton for "Internet Use and the Concentration of Disadvantage: Glocalization and the Urban Underclass"  
 2010 - Brenton J. Malin for "Mediating Emotion: Technology, Social Science, and Emotion in the Payne Fund Motion-Picture Studies"  
 2009 - Thomas J. Bruneau for "Time, Change, and Sociocultural Communication: A Chronemic Perspective"  
 2008 - Robert MacDougall for "Identity, Electronic Ethos, and Blogs: A Technologic Analysis of Symbolic Exchange on the New News Medium"  
 2007 - Corey Anton for "Playing with Bateson: Denotation, Logical Types, and Analog and Digital Communication"  
 2006 - Edward Wachtel for "Did Picasso and Da Vinci, Newton and Einstein, The Bushman and the Englishman See the Same Thing When They Faced the East at Dawn? Or, Some Lessons I Learned From Marshall McLuhan About Perception, Time, Space, and the Order of the World"  
 2005 - Sheila J. Nayar for "Invisible Representation: The Oral Contours of a National Popular Cinema"  
 2004 - Susan B. Barnes for "The Development of Graphical User Interfaces and Their Influence on the Future of Human-Computer Interaction"  
 2003 - Alan Randolph Kluver for "The Logic of New Media in International Affairs"  
 2002 - Erik P. Bucy and Kimberly S. Gregson for "Media Participation: A Legitimizing Mechanism of Mass Democracy"  
 2001 - Pablo J. Boczkowski for "Mutual Shaping of Users and Technologies in a National Virtual Community"  
 2000 - Walter J. Ong, S.J. for "Digitization Ancient and Modern: Beginnings of Writing and Today's Computers"

## The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction

2018 - Jessica Fishman for *Death Makes the News: How the Media Censor and Display the Dead*  
 2017 - Gary T. Marx for *Windows Into the Soul: Surveillance and Society in an Age of High Technology*  
 2016 - David J. Alworth for *Site Reading: Fiction, Art, Social Form*  
 2015 - danah boyd for *It's Complicated: The Social Lives of Networked Teens*  
 2014 - Susan Barnes for *Social Networks: From Text to Video*  
 2013 - Valerie V. Peterson for *Sex, Ethics and Communication: A Humanist Approach to Conversations on Intimacy*  
 2012 - Corey Anton for *Sources of Significance: Worldly Rejuvenation and Neo-Stoic Heroism*  
 2011 - Richard S. Hallam for *Virtual Selves, Real Persons: A Dialogue Across Disciplines*  
 2010 - Kenneth J. Gergen for *Relational Being: Beyond Self and Community*  
 2009 - Rich Ling for *New Tech, New Times: How Mobile Communication is Reshaping Social Cohesion*  
 2008 - Paul Mason Fotsch for *Watching the Traffic Go By: Transportation and Isolation in Urban America*  
 2007 - Richard A. Lanham for *The Economics of Attention: Style and Substance in the Age of Information*  
 2006 - David Berreby for *Us and Them: Understanding Your Tribal Mind*  
 2005 - Aaron Ben Ze'ev for *Love Online: Emotions on the Internet*  
 2004 - Corey Anton for *Selfhood and Authenticity*

## The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form

2018 - Robert Hariman and John Louis Lucaites for *The Public Image: Photography and Civic Spectatorship*  
 2017 - Katherine Biers for *Virtual Modernism: Writing and Technology in the Progressive Era*  
 2016 - Jeff Scheible for *Digital Shift: The Cultural Logic of Punctuation*  
 2015 - Michael Serazio for *Your Ad Here: The Cool Sell of Guerrilla Marketing*  
 2014 - Brian Lennon for *In Babel's Shadow: Multilingual Literatures, Monolingual States*  
 2013 - David Bellos for *Is that a Fish in Your Ear?: Translation and the Meaning of Everything*  
 2012 - Whitney Davis for *A General Theory of Visual Culture*  
 2011 - Linda G. Elson for *Paradox Lost: A Cross-Contextual Definition of Levels of Abstraction*  
 2010 - Michael Wurtz for *Enduring Words: Literary Narrative in a Chagning Media Ecology*  
 2009 - Karin Barber for *The Anthropology of Texts, Persons and Publics: Oral and Written Culture in Africa and Beyond*  
 2008 - Robert Hariman and John Louis Lucaites for *No Caption Needed: Iconic Photographs, Public Culture, and Liberal Democracy*  
 2007 - Martin H. Levinson for *Sensible Thinking for Turbulent Times*  
 2006 - Guy Deutscher for *The Unfolding of Language: An Evolutionary Tour of Mankind's Greatest Invention*  
 2005 - Heike Wiese for *Numbers, Language, and the Human Mind*  
 2004 - Susan Sontag for *Regarding the Pain of Others*  
 2003 - N. Katherine Hayles for *Writing Machines*  
 2002 - Kevin G. Barnhurst and John Nerone for *The Form of News: A History*  
 2001 - Raymond Gozzi, Jr. for *The Power of Metaphor in the Age of Electronic Media*  
 2000 - Robert K. Logan for *The Sixth Language: Learning a Living in the Internet Age*

## The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture

2018 - Tom Mole for *What the Victorians Made of Romanticism: Material Artifacts, Cultural Practices and Reception History*  
 2017 - Alex Marland for *Brand Command: Canadian Politics and Democracy in the Age of Message Control*  
 2016 - Caroline Levine for *Forms: Whole, Rhythm, Hierarchy, Network*  
 2015 - Dariusz Jemielniak for *Common Knowledge?: An Ethnography of Wikipedia*  
 2014 - Kate Marshall for *Corridor: Media Architectures in American Fiction*  
 2013 - Peter Lunefeld for *The Secret War Between Downloading and Uploading: Tales of the Computer as a Culture Machine*  
 2012 - Sara van den Berg and Thomas M. Walsh for *Language, Culture, and Identity: The Legacy of Walter J. Ong*  
 2011 - Lisa Brooks for *The Common Pot: The Recovery of Native Space in the Northeast*  
 2010 - Diego Gambetta for *Codes of the Underworld: How Criminals Communicate*  
 2009 - Tom Boellstorff for *Coming of Age in Second Life: An Anthropologist Explores the Virtually Human*

2008 - Paul Rutherford for *A World Made Sexy: Freud to Madonna*  
 2007 - David MacDougall for *The Corporeal Image: Film, Ethnography, and the Senses*  
 2006 - Charlton D. McIlwain for *When Death Goes Pop: Death, Media and the Remaking of Community*  
 2005 - Robert Albrecht for *Mediating the Muse: A Communications Approach to Music, Media and Cultural Change*  
 2004 - Thomas L. Friedman for *Longitudes and Attitudes: Exploring the World After September 11*  
 2003 - Nancy A. Walker for *Shaping Our Mothers' World: American Women's Magazines*  
 2002 - Susan B. Barnes for *Online Connections: Internet Interpersonal Relationships and Stuart Biegel for Beyond Our Control? Confronting the Limits of Our Legal System in the Age of Cyberspace*

## The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics

2018 - Thomas S. Mullaney for *The Chinese Typewriter: A History*  
 2017 - Wendy Hui Kyong Chun for *Updating to Remain the Same: Habitual New Media*  
 2016 - Karen Rader and Victoria Cain for *Life on Display: Revolutionizing U.S. Museums of Science and Natural History in the Twentieth Century*  
 2015 - Brenton Malin for *Feeling Mediated: A History of Media Technology and Emotion in America*  
 2014 - Brett Robinson for *Appletopia: Media Technology and the Religious Imagination of Steve Jobs*  
 2013 - Janet Sternberg for *Misbehavior in Cyber Places: The Regulation of Online Conduct in Virtual Communities on the Internet*  
 2012 - Braden R. Allenby and Daniel Sarewitz for *The Techno-Human Condition*  
 2011 - Marco Adria for *Technology and Nationalism*  
 2010 - Peter K. Fallon for *The Metaphysics of Media: Towards an End of Postmodern Cynicism and the Construction of a Virtuous Reality*  
 2009 - Yvonne Spielmann for *Video: The Reflexive Medium*  
 2008 - Steve Dixon for "Digital Performance: A History of New Media in Theater, Dance, Performance Art, and Installation"  
 2007 - Timothy C. Campbell for *Wireless Writing in the Age of Marconi & to Fred Turner for From Counterculture to Cyberculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism*  
 2006 - Casey Man Kong Lum for *Perspectives on Culture, Technology and Communication: The Media Ecology Tradition*  
 2005 - Margaret Cassidy for *Bookends: The Changing Media Environment of American Classrooms*  
 2004 - Scott Eastham for *Biotech Time-Bomb: How Genetic Engineering Could Irreversibly Change Our World*  
 2003 - Emily Thompson for *The Soundscape of Modernity: Architectural Acoustics and the Culture of Listening in America, 1900-1933*  
 2002 - Jack Lule for *Daily News, Eternal Stories: The Mythological Role of Journalism*  
 2001 - Jay David Bolter and Richard Grusin for *Remediation: Understanding New Media*  
 2000 - Paul Levinson for *Digital McLuhan: A Guide to the Information Millennium*

## The Harold A. Innis Award for Outstanding Thesis or Dissertation in the Field of Media Ecology

2018 - Julie A. Cramer Hunsberger for *Maurice Merleau-Ponty, Marshall McLuhan and Communication Ethics: The Taming of Americanities*  
 2017 - David Benjamin Landes for *The Attention Situation: A Rhetorical Theory of Attention for Mediated Communication*  
 2016 - David James Paterno for *Technology Translated: The Communicational Facilitation of Medium*  
 2015 - No Award This Year  
 2014 - Helio César Hintze for *Espetáculos e Invisibilidades do Discurso Legitimador do Turismo [Spectacles and Invisibilities of Legitimizing Discourse of Tourism]*  
 2013 - Yoni Van Den Eede for *Amor Technologiae: Marshall McLuhan as a Philosopher of Technology: Steps Toward a Philosophy of Human-Media Relationships*  
 2012 - Macello Santos de Medeiros for *O Lugar Na Comunicação: Um Estudo Sobre a Comunicação Locativa em Zonas Bluetooth*  
 2011 - Joseph A. Kim for *Marshall McLuhan's Theological Anthropology*  
 2010 - Mogens Olesen for *Survival of the Mediated: Speech, The Printing Press, and the Internet as Selection Mechanisms in Cultural Evolution*  
 2009 - Catherine Alison Adams for *PowerPoint and the Pedagogy of Digital Media Technology*  
 2008 - Stephanie Bennett for *The Disappearance of Silence: A Dialectical Exploration of the Interpersonal Implications of Personal Mobile Media as Viewed through the Lens of Jacques Ellul's La Technique*  
 2007 - Adriana Braga for *Feminilidade Mediada por Computador:*



Interação Social no Circuito-Blogue [Computer-Mediated Femininity: Social Interaction on the Blog Circuit]  
 2006 - Susan Jacobson for Scrapbook of the Chinese Cultural Revolution: Hypertext and the Representation of History  
 2005 - Mary Ann Allison for Gecyberschaft: A Theoretical Model for the Analysis of Emerging Electronic Communities  
 2004 - Brian Cogan for Wired Worlds: An Analysis of Newspaper Coverage of the Personal Computer and the Internet  
 2003 - Keith Hampton for Living the Wired Life in the Wired Suburb: Netville, Glocalization and Civil Society  
 2002 - Janet Sternberg for Misbehavior in Cyber Places: The Regulation of Online Conduct in Virtual Communities on the Internet  
 2001 - Lori Ramos for Self-Initiated Writing Practices and Conceptions of Writing Among Young Urban Adolescents  
 2000 - Donna Flayhan for Marxism, Medium Theory, and American Cultural Studies: The Question of Determination

## The Mary Shelley Award for Outstanding Fictional Work

2018 - No Award This Year  
 2017 - Natasha Stagg for Surveys: A Novel  
 2016 - Ernest Cline for Ready Player One  
 2015 - David Eggers for The Circle  
 2014 - No Award This Year  
 2013 - Robin Sloan for Mr. Penumbra's 24-Hour Bookstore  
 2012 - Shumeet Baluja for The Silicon Jungle & Robert K. Blechman for Executive Severance  
 2011 - Chuck Wachtel for 3/03  
 2010 - Steve Tomasula for TOC: A New Media Novel  
 2009 - Geraldine Brooks for People of the Book  
 2008 - Jean-Claude Carrière for Please, Mr. Einstein  
 2007 - Janna Levin for A Madman Dreams of Turing Machines  
 2006 - Rick Moody for The Diviners  
 2005 - John G. McDaid for "Keyboard Practice, Consisting of an Aria with Diverse Variations for the Harpsichord with Two Manuals"  
 2004 - William Gibson for Pattern Recognition  
 2003 - Paul Levinson for The Consciousness Plague

## The John Culkin Award for Outstanding Praxis in the Field of Media Ecology

2018 - Ergin Safak Dikman for New Media Ecology: An Interactive Timeline for Mapping the Communication Environment  
 2017 - Lawrence Azerrad, Tim Daly and David Pescovitz for Voyager Golden Record: 40th Anniversary Edition  
 2016 - Eugene Marlow for "Zikkaron/Kristallnacht: A Family Story"  
 2015 - Alex Kuskis  
 2014 - David Cayley  
 2013 - Laureano Ralon for the Figure/Ground website  
 2012 - Robert Albrecht for Song of the Poet (musical composition on CD)  
 2011 - Nora Bateson for An Ecology of Mind (documentary film)  
 2010 - Barry Vacker for Space Times Square (video)  
 2009 - Peter C. Rollins for The Benjamin Lee Whorf Legacy (CD-ROM)  
 2008 - Eric Goodman for Thus Spoke the Spectacle (videos and website)  
 2007 - Michael Wesch for The Machine is Us/ing Us (video on YouTube.com)  
 2006 - Deiren Masterson for McLuhan Way: In Search of Truth (video documentary)  
 2005 - Toni Urbano and NYU-TV Productions for A Conversation with Neil Postman (video documentary)  
 2004 - John Bishop and Harald Prins for Oh, What a Blow That Phantom Gave Me! (documentary film; DVD distributed by Media Generation)  
 2003 - Kevin McMahon for McLuhan's Wake (video documentary produced by Primitive Entertainment and the National Film Board of Canada)  
 2002 - William Bly and John McDaid for Media Ecology Unplugged (audio music recording, available on CD and as downloadable MP3 files at <http://www.infomonger.com/meunplug/>)  
 2001 - Douglas Rushkoff for The Merchants of Cool (television documentary produced for the PBS program Frontline, initially aired February 26, 2001)  
 2000 - Jerome Agel for The Medium Is the Massage (audio CD and book)

## The Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology

2018 - Dennis Cali  
 2017 - Stephanie Gibson  
 2016 - Valerie V. Peterson  
 2015 - Fernando Gutierrez  
 2014 - Casey Lum  
 2013 - Clifford Christians  
 2012 - Janet Sternberg  
 2011 - Alex Kuskis  
 2010 - Salvatore J. Fallica

2009 - Bruce E. Gronbeck  
 2008 - Lee Thayer  
 2007 - Octavio Islas  
 2006 - Terence P. Moran  
 2005 - Frank E. X. Dance  
 2004 - Gary Gumpert  
 2003 - James W. Carey  
 2002 - Edmund Carpenter  
 2001 - Joshua Meyrowitz  
 2000 - Christine L. Nystrom

## The Jacques Ellul Award for Outstanding Media Ecology Activism

2018 - Pope Francis  
 2017 - Senator Bernie Sanders  
 2016 - Rosi Braidotti  
 2015 - Noam Chomsky  
 2014 - David Gill  
 2013 - Aaron Swartz  
 2012 - Scott Harrison and charity: water  
 2011 - Lisa Prins  
 2010 - Eric Goodman and Mike Stevens  
 2009 - Mark Lipton  
 2008 - Margot Hardenbergh  
 2007 - Donna Flayhan  
 2006 - Andrew Rasiej  
 2005 - Jerry Brown  
 2004 - The Reverend Everett C. Parker  
 2003 - Ronald J. Deibert  
 2002 - Parry Aftab  
 2001 - Dennis Gallagher  
 2000 - Stephanie B. Gibson

## The James W. Carey Award for Outstanding Media Ecology Journalism

2018 - Dan Kennedy  
 2017 - Kevin Kelly  
 2016 - Luca De Biase  
 2015 - Thomas Friedman  
 2014 - Megan Garber of The Atlantic  
 2013 - David Pogue  
 2012 - David Carr  
 2011 - David Hendy  
 2010 - Eugene Marlow  
 2009 - Thomas de Zengotita  
 2008 - Marvin Kitman  
 2007 - Philip Marchand

## The Christine L. Nystrom Award for Career Achievement in Service to the Field of Media Ecology

2018 - Sara van den Berg  
 2017 - Paul Soukup  
 2016 - Paul Grosswiler  
 2015 - Janet Sternberg  
 2014 - James Morrison  
 2013 - Thomas Gencarelli  
 2012 - Terence P. Moran  
 2011 - Robert Barry Francos

## The Edmund S. Carpenter Award for Career Achievement in Editing in the Field of Media Ecology

2018 - Paul Grosswiler  
 2017 - Edward Tywoniak  
 2016 - Carlos Scolari  
 2015 - Susan Drucker  
 2014 - Eric McLuhan  
 2013 - Gary Gumpert  
 2012 - Thomas J. Farrell and Paul A. Soukup

## The Walter J. Ong Award for Career Achievement in Scholarship

2018 - Susan Drucker  
 2017 - Paul Heyer  
 2016 - Luciano Floridi  
 2015 - Johanna Drucker  
 2014 - René Girard  
 2013 - Lance Strate  
 2012 - Sherry Turkle  
 2011 - Robert K. Logan  
 2010 - Don Ihde  
 2009 - John Miles Foley  
 2008 - Joshua Meyrowitz  
 2007 - Jay David Bolter  
 2006 - Elizabeth L. Eisenstein  
 2005 - James W. Carey  
 2004 - Denise Schmandt-Besserat

## The Neil Postman Award for Career Achievement in Public Intellectual Activity

2018 - Renee Hobbs  
 2017 - Scott McCloud  
 2016 - Bruce Sterling  
 2015 - Nicholas Carr  
 2014 - Ronald J. Deibert  
 2013 - Morris Berman  
 2012 - Jaron Lanier  
 2011 - Gary Gumpert  
 2010 - Mary Catherine Bateson  
 2009 - Alan Kay  
 2008 - Fritjof Capra  
 2007 - Eric McLuhan  
 2006 - Howard Rheingold  
 2005 - Paul Levinson  
 2004 - Douglas Rushkoff

## The MEA Convention Top Paper Award

2018 - Barry Liss for "Hot Media, Technological Transformation and the Plague of Dark Emotions: Viktor Frankl and the Recovery of Meaning"  
 2017 - Dennis Cali for "Sacramental View of McLuhan, Ong, and Carey"  
 2016 - Paul Soukup for "Everyone's Searching for a Savior: Film, Television, Theology, and Media Ecology"  
 2015 - Heather Crandall and Carolyn Cunningham for "Media Ecology and Hashtag Activism"  
 2014 - Kevin Healey for "Coercion, Consent, and the Struggle for Social Media"  
 2013 - Brett Luncford for "Telepresence and the Ethics of Digital Cheating"  
 2012 - Eric Jenkins for "Updating Narcissus, the Ur-Myth of Media, for the Digital Age"  
 2011 - Eric Jenkins for "Another Punctum"  
 2010 - Claudia Springer for "Watch the Birdie: Image-Making and Wildlife Conservation"  
 2009 - Matthew A. Killmeier for "Invasion of the Body Snatchers: Disembodiment, Media, and Innis and Carey"  
 2008 - Stephanie Bennett for "The City's Curse; The Church's Plight: Technology, Communication and the Sacred"  
 2007 - Anne Pym for "Orality, Secondary Orality, and the Presence of the Word"  
 2006 - Davis Foulger for "Medium as an Ecology of Genres: Integrating Media Theory and Genre Theory" and Peter A. Maresco and Cheryl A. Casey for "Stories in Stone, Stories on Screen: An Examination of Increased Personalization of Cemetery Memorials"  
 2005 - Ellen Rose for "The Wiring of Bhutan: A Test Case for Media Ecology in the Non-Western World"  
 2004 - Kip Redick for "Theme Parks as Sacred Places and Commercial Sanctuaries"  
 2003 - Arthur W. Hunt, III for "The Image Versus the Word: Old Story, New Twist: A Lament from a Christian Media Ecologist"

## The Linda Elson Scholar Award for the Top Student Paper at the MEA Convention

2018 - Matt Lindia for "Colon. Hyphen. Closed Parenthesis. Formal Causes of Figure and Ground in Punctuation"  
 2017 - Joni McBeth Turville for "If Email Could Speak, What Would It Say? Interviewing Objects in a Digital World"  
 2016 - Bryan Picciotta for "From the Ground to the Clouds: Minimalist and Maximalist Footwear in the Sport of Running"  
 2015 - Kate Drazner Hoyt for "The Visual Effect of the Hashtag"  
 2014 - Mike Plugh for "The Global Village: Globalization and Media Ecology"  
 2013 - Helma Sawatzky for "Reconfigurations: Unfolding the Spaces of Mobile Listening"  
 2012 - Angela M. Cirucci for "First Person Paparazzi: Why Social Media Should Be Studied More Like Video Games"  
 2011 - Helma Sawatzky for "Anemone Theory: An Exploration of Digital Media as Phenomena"  
 2010 - J. N. Beckham for "Food and Drink: Engaging the Logics of New Mediation"  
 2009 - Jason Kalin for "Toward a Rhetoric of Hybrid-Space Walking"  
 2008 - Phil Rose for "René Girard as Media Ecologist"  
 2007 - Xiaoyan Xiang for "Walling-In and Walling Out"  
 2006 - David Parisi for "Fingerbombing or 'Touching Is Good': The Cultural Construction of Technologized Touch"  
 2005 - Cuthbert Alexander for "Community Journalism: Hope for a Society Without Heroes" and Michael T. Zimmer for "Media Ecology and Value Sensitive Design: A Combined Approach to Understanding the Biases of Media Technology"  
 2004 - Megan Rogers for "Taoism, Media Ecology, and the Reason the West Just Can't 'Dig it'"  
 2003 - Lisa Hanson for "PRO-ANA, a Culture Remediated in Cyberspace"

## CONFERENCE PRESENTERS

- ABRAMSON Lauren, 2.3.11  
 ABREGO Victor H., 3.3.6  
 ADAMS Cathy, 1.2.3, 2.4.4(C), 3.4.5(C)  
 ALARCON Andrea Vela, 1.4.6  
 ALBRECHT Robert, 3.3.10, *The Medium Is The Muse*  
 ALEXANDER Missy, 2.3.3  
 ALEXANDROVA Lynne, 1.4.7  
 ALFARO Jennifer, 1.4.3  
 ALLEN Lillian, *The Medium Is The Muse*  
 ALTMAN Richard, 2.4.1  
 AMOZURRUTIA Mariana, 1.2.2  
 ANTON Corey, 2.3.7, 3.4.2  
 ARCE DE LA TORRE Tatiana, 1.4.9  
 ARJOMAND Noah, 3.4.1  
 ARONIS Carolin, 1.3.8, 1.4.5(C), 2.4.7, 3.4.9  
 BAILLARGEON Dany, 2.3.4  
 BAIRD Iain, 1.4.10  
 BAJAN Adam, 2.3.10  
 BARBOSA Rodrigo, 2.4.8  
 BARICHELLO Eugenia, 1.2.6, 3.4.10  
 BARNES Eberly, 1.4.1  
 BARNES Susan, 2.3.12  
 BARRETO Simone Rodrigues, 1.3.5  
 BARRETTA Janaina, 1.3.4, 3.4.3  
 BATESON Nora, 3.5, An Ecology Of Mind  
 BEAUMONT Réa, 1.3.6(C), 2.4.2  
 BECKER Manfred, 3.4.10  
 BELANGER Marc, 3.3.7  
 BENNATO Davide, 3.3.3, *Black Mirror Night*  
 BENNETT Stephanie, 1.4.1(C), 3.4.2, 3.3.7  
 BENSARI Chahinez, 3.3.3  
 BERGER Eva, 1.4.8, 2.3.3  
 BERLAND Jody, 1.2.5  
 BICIEG Alejandro, 1.4.9  
 BISSETT Bill, *The Medium Is The Muse*  
 BIVINS Thomas, 3.3.3  
 BOLER Megan, 1.4.6(C)  
 BONANNO Justin, 1.4.7  
 BONIFÁCio Acauã, 1.3.4, 3.4.3  
 BOWEN Bernadette, 1.4.3  
 BRAGA Adriana, 1.3.4, 1.4.5  
 BRETT Noel, 2.3.5  
 BROWNELL Cassie J., 1.3.9  
 BURKE Robin, 2.4.3  
 BURKE Victoria I., 2.4.3  
 BUTERMAN Jan Lukas, 3.4.5  
 BUXTON William, 1.3.11, 2.4.5  
 CALI Dennis D., 3.4.2  
 CAPPÀ Felice, 3.3.7  
 CARIGNAN Marie-Eve, 2.3.4  
 CASAREGOLA Vincent, 1.3.1  
 CASSIDY Margaret, 2.3.9(C)  
 CAVAR Damir, 2.4.11  
 CERDENA Leon, 1.3.5  
 CHALSON Shalom, 2.4.12  
 CHAVES DE MELO Luísa, 3.3.5  
 CHAVES Mônica, 3.3.5  
 CHERIF-BAH Mohamed, 3.4.12  
 CHEUNG Michelle, 2.5  
 CHEYUNSKI Fred, 2.4.11  
 CHURCH Scott, 1.3.11, 2.4.2(C)  
 CISNEROS Rocio, 3.3.6  
 COGAN Brian, 3.4.11  
 COLOMBI Alessandro E., 2.4.4, 3.4.6(C)  
 COOPER Thomas, 1.1.1  
 COTELI Sami, 1.3.6  
 COUTANT Alexandre, 2.3.4  
 CUI Yunfang, 2.3.2  
 CURTIS Ambrose, 1.3.10  
 DAMASCENO Natanael, 2.3.2  
 DE BIASE Luca, 3.2(C), *Black Mirror Night*  
 DE KERCKHOVE Derrick, 1.5  
 DEAN Adam, 2.3.4  
 DEAN Malcolm, 3.3.7  
 DELMONDES VERSUTI Christiane, 3.3.10  
 DEVRIES Melody, 2.3.5  
 DIONNE Elyse, 2.3.4  
 DOS SANTOS Luiza, 1.2.4  
 DOWD John, 1.3.2(C), 3.4.5  
 DOWDESWELL Elizabeth, *Opening Ceremony*  
 DOYLE Tiernan, 1.4.3  
 DRUCKER Susan, 2.4.7, 3.4.9  
 DUARTE Cynthia, 3.3.5  
 ELIZONDO J. Octavio, 1.4.2  
 ENCHEVA Lyuba, 1.4.4  
 ERION Gerald, 2.3.3(C), 3.3.8  
 FALLICA Salvatore J., 2.3.8, 3.4.3  
 FALLON Peter K., 1.3.7  
 FELDMAN Seth R., 1.3.6  
 FIALKA Gerald, 1.4.7  
 FORSBERG Geri E., 3.3.7  
 FOUST Christina R., 2.4.12  
 GANTOS Marcelo, 1.3.5  
 GARCIA Roberto, 2.4.6, 3.3.9  
 GARRETT Erik, 2.4.9  
 GARZA Teresita, 1.3.10  
 GAYOSO Mary Cecile, 3.3.9  
 GENCARELLI Thom, 1.3.7, 1.4.8, *McLuhan Salons*  
 GENOSKO Gary, 1.2.5  
 GIOVANOLA Benedetta, 1.2.2  
 GOODIS David, 2.2  
 GOULD Karina, *Opening Ceremony*  
 GOUPIL Sébastien, *Opening Ceremony*  
 GRABOWSKI Michael, 1.3.3, 3.3.8(C)  
 GRANATA Paolo, 2.3.7  
 GRILLO Michael, 3.4.4  
 GROSSWILER Paul, 1.3.11, 1.4.3(C)  
 GUERRA Molina Silvia, 1.3.4, 3.4.3  
 GUERTIN Carolyn, 1.2.4  
 GUMPERT Gary, 2.4.7, 3.4.9(C)  
 GUTIERREZ Fernando, 1.4.4, 2.4.12(C)  
 HADZI Adnan, 1.3.4  
 HAGEN Mark, 2.3.12, 3.3.6(C)  
 HAKANEN Ernest, 1.3.2, 3.3.7(C)  
 HALLIDAY Rebecca, 2.3.4  
 HALLOWELL Ronan, 2.4.4  
 HALPER Donna, 1.2.6  
 HAQUE Mahamudul, 3.4.5  
 HARP Jerry, 1.4.1, *The Medium Is The Muse*  
 HERMAN Andrew, 2.4.5  
 HESTDALEN Austin, 1.3.10, 2.3.9  
 HEYDON Jeff, 2.3.6  
 HOLT Nicolas, 2.3.12  
 HOWARD Don, 3.2  
 HUA Jin, 1.2.6  
 HUANG Xiaowei, 2.3.6  
 HUNSINGER Jeremy, 1.4.2(C), 2.4.3  
 HUNT Arthur, 3.3.2, 3.4.3  
 HUTCHISON Megan J.E., 3.3.5  
 IGNATOV Clinton, 3.4.8  
 INGRAM Mathew, 2.5  
 ISLAS Jose R., 1.4.9, 3.4.8  
 ISLAS Octavio, 2.4.8  
 JARVIS Jeff, 3.1(C)  
 JENKINS Eric, 3.4.7  
 JOHNSON Edgar, 3.4.4  
 JONES Ringo, 2.4.2  
 KARASICK Adeena, 1.4.5, 2.4.7, 3.4.9, *The Medium Is The Muse*  
 KATIC Gordon, 1.4.6  
 KELBER Werner, 1.2.1  
 KENNEDY Dan, 1.2.6  
 KHAMMASH Janine, 1.3.10  
 KIERANS Kim, 2.3.2(C)  
 KINGWELL Mark, 3.1  
 KLENK Michael, 2.3.9  
 KOERBER Duncan, 2.4.12  
 KUIJPER Dickson Sophie, 3.3.4  
 KUKIELKO-ROGOZINSKA Kalina, 1.4.10, 2.3.6(C)  
 KUSKIS Alex, 1.2.5, 3.3.10(C), *McLuhan Walking Tour*  
 LAMBERTI Elena, 1.2.5, 3.2  
 LAMBKE Abigail, 1.3.1  
 LAUDER Adam, 1.2.5, 1.4.10(C)  
 LEAL David, 3.3.6  
 LEE Dong-Hoo, 1.3.8  
 LEE Paige, 2.3.9  
 LEVINSON Martin H., 1.4.8, *The Medium Is The Muse*  
 LINDIA Matthew S., 2.4.10  
 LIPPERT Paul, 2.4.10  
 LISS Barry, 2.4.8(C), 3.4.8, *The Medium Is The Muse*  
 LIU Yi Fan, 1.3.3  
 LIU Yuhao, 2.3.2  
 LOEB Zachary, 2.3.3  
 LOGAN Robert K., 1.3.4, 2.3.7  
 LOLLAR Karen, 1.2.4(C), 1.4.8, 3.4.12  
 LONGCORE Andrew, 3.4.10  
 LOVATO Anaíi M., 1.4.11  
 LUCAS Duncan A., 2.3.11  
 LYNN Andrea, 1.3.5, 3.3.10  
 MACARY Jared, 3.3.8  
 MACLELLAN Stephanie, 2.5  
 MACLENNAN Anne F., 2.4.3(C)  
 MACLURE Jocelyn, 2.1  
 MALAPI-NELSON Alcibiades, 3.3.10  
 MALIN Brenton, 1.3.10  
 MANCINI Miles, 2.4.6, 3.3.9  
 MARLOW Eugene, 2.4.2  
 MARTIN Dominic, 2.1  
 MARTINEZ Jermaine, 1.3.2

- MCBRIDE Kurtis, 2.2  
 MCGUIRE Matthew, 1.3.11  
 MCINTYRE Catherine, 1.5(C)  
 MCLEOD Rogers Jaqueline, 1.2.5, 1.3.8(C), 1.4.5, 2.3.7  
 MCLUHAN Andrew, 2.3.7, 3.3.1  
 MCMANUS Maria, 2.3.11  
 MENEZES-CARVALHO Luciana, 1.2.6  
 MEYROWITZ Joshua, 3.4.7  
 MICHAELS Tim, 1.2.2  
 MILLER Jade, 2.4.5  
 MIRE Amina, 2.3.4  
 MIROSHNICHENKO Andrey, 1.3.7, 3.4.6  
 MIYAZAWA Junichi, 1.3.3(C), 2.4.8  
 MONAGHAN Elaine, 2.4.11, 3.4.1  
 MONTEJANO Yolanda, 2.3.12  
 MOORE Don, 3.3.5  
 MORAIS Philip, 1.3.4(C), 2.3.6  
 MORIGGI Stefano, 3.4.6  
 MORRISON James C., 1.2.6(C)  
 MULLINS Angelina, 3.3.4  
 MUTALE Nkonde, 1.5  
 NAAMAN Dorit, 2.3.1  
 NANNEY Robert, 3.3.2  
 NAYAR Sheila J., 1.3.9  
 NESTOR Michael, 2.3.8  
 NETHERCUTT Alexander, 1.4.10  
 NEWTON Julianne H., 2.3.7(C), 3.3.8  
 NICHOLS Phil, 1.3.9  
 NICOLAS-GAVILÁN María-Teresa, 1.4.9  
 NOSTBAKKEN David, *McLuhan Salons*  
 NYIRUBUGARA Olivier, 2.3.2  
 O'FLYNN Siobhan, *Black Mirror Night*  
 O'HARA Dennis P., *An Ecology Of Mind*  
 O'KELLY Len, 3.4.4  
 O'NEILL Patrick, 3.3.6  
 OGURLU Anita, 2.3.10(C), 3.4.12  
 OLIVEIRA Guilherme, 1.3.4, 3.4.3  
 OTTO Eric, 3.3.9  
 PADILLA-LAVÍN María-De-Los-Ángeles, 1.4.9  
 PATERNO David J., 2.4.4  
 PATRIAN Tainá, 1.3.4, 3.4.3  
 PECK Diana, 1.4.3  
 PEDERSEN Isabel, 1.2.4, *Black Mirror Night*  
 PEREIRA Luciana, 3.3.5  
 PERGANTI Maria, 1.4.7(C), 2.4.8  
 PETERSON Valerie, 1.3.10(C), 2.4.9, 3.4.3  
 PETKANAS Bill, 2.3.3  
 PETRICINI Tiffany A., 2.3.6  
 PIREDDU Mario, 3.4.6  
 PISCHETOLA Magda, 1.4.11  
 PLACE Alison, 2.4.2  
 PLUGH Michael, 1.3.2, 2.4.9, 3.3.3(C)  
 POBUDA Tanya, 2.3.5  
 POLIVANOV Beatriz B., 2.3.8, 3.3.5(C)  
 POLLOCK Lucia, 3.3.4  
 POLSKI Maria, 3.3.8, 3.4.7(C)  
 POWE B.W., *McLuhan Salons, The Medium Is The Muse*  
 PRADO Magaly, 3.4.7  
 PRIMROSE Michael, 1.4.6  
 PRINGLE Ramona, 3.1  
 PRUSKA-OLDENHOF Izabella, 1.3.6  
 PUGEN Adam, 3.4.6  
 PURCELL Stuart J., 1.2.4  
 QIAO Xiuhong, 3.4.10  
 RACHO Mel, 2.4.11  
 RAIMUNDO Gabriel, 1.3.4, 3.4.3  
 RAMBUKKANA Nathan, 1.3.3  
 RAMOS Lori, 1.4.3  
 RAUCH Jennifer, 3.3.3, *McLuhan Salons*  
 REID Jen, 3.4.8  
 REILLY Rev. A. Leo, 3.3.8  
 REINWALD Jennifer, 1.3.10  
 REYES Kate, 1.4.6  
 RHEAMS David, 2.4.3  
 RICE David, 3.4.5  
 RICHMOND Julia C., 2.4.12  
 RICHMOND Sheldon, 1.3.4  
 RIVA Claudio, 2.4.3  
 ROBERT Jason, 3.2  
 ROBINSON Brett, 2.3.10  
 ROBINSON Sandra, 3.4.6  
 ROCA Maria F., 1.3.5, 2.4.6  
 ROJAS Gabriel, 2.3.12  
 ROSE Ellen, 1.2.3, 1.3.11(C)  
 ROSE Phil, 2.3.11(C), 2.4.5, 3.4.11, *McLuhan Salons, Opening Ceremony (MC)*  
 ROWLAND Wade, 2.4.10  
 ROY Christian, 1.3.11  
 RUSHKOFF Douglas, 3.1  
 SABACK Lilian, 3.3.5  
 SALHANI Jorge, 2.3.2, 3.3.10  
 SANTOS Carolina, 1.3.4, 3.4.3  
 SARMET MOREIRA SMIRDELE Carlos, 1.3.5  
 SAUL Roger, 1.2.3  
 SAWATZKY Helma, 1.4.10  
 SCHUCHARDT Read M., 2.3.10, 3.3.2, 2.4.10(C)  
 SCHWARTZ Clarissa, 3.4.10  
 SCOTT Robert B., 2.3.9  
 SEBERGER John, 1.3.2  
 SEVILLA Amanda, 1.4.7  
 SHARMA Sarah, *An Ecology Of Mind*  
 SHEN Shuang, 3.4.4  
 SHULL Aaron, 2.2(C)  
 SIDDIQUE Giasuddin, 1.4.3  
 SIDDIQUE Zeeshan, 1.4.3  
 SILVA-SOUZA Gabriel, 1.3.4, 3.4.3  
 SLANE Andrea, 1.2.4  
 SLATER Jonathan R., 1.3.7  
 SMITH Geneva, 2.3.5  
 SNOWDEN Collette, 1.4.11  
 SOBELMAN David, 2.4.7, *The Medium Is The Muse*  
 SOUKUP Charles, 2.3.8  
 SOUKUP Paul A., 1.4.1, 3.3.2  
 SOULES Marshall, 1.3.8  
 SPEED Abbie, 3.3.4  
 STASSEN Heather, 3.3.4  
 STEWART Tyson, 3.3.4  
 STIGLIO Martin, 3.4.8  
 STRATE Lance, 1.1.1, 1.4.8, 2.4.7(C), 3.4.9, *The Medium Is The Muse*  
 STRONGREN Fernando Figueiredo, 3.4.7  
 STURSBURG Richard, *McLuhan Salons*  
 SUN Qing, 1.2.6  
 SURMAN Mark, 3.5  
 SVEC Henry Adam, 1.2.5  
 SWARTZ Jeremy, 3.3.3, *McLuhan Salons*  
 SYNENKO Joshua, 1.4.4  
 TAPPOLET Christine, 2.1(C)  
 TARACHANSKY Lia, 1.3.8  
 TAYLOR Brian, *McLuhan Salons*  
 TAYLOR Graham, 1.5  
 TEIF Polina, 1.3.6  
 THEOLOGOU Kostas, 2.4.8  
 THOMAS Matt, 1.3.9  
 THOMAS Neal, 2.3.10  
 TIRIBELLI Simona, 1.4.4  
 TOMANEK Krzysztof, 1.4.10  
 TOURIGNY Mikaëlle, 2.3.4  
 TRUJILLO-LINÁN Laura, 1.4.9  
 TSAO Clara, 3.5  
 TSUCHIYA Yuko, 1.4.2  
 TUCKER Colin, 2.4.2  
 TYWONIAK Edward E., 1.4.8, 2.3.8(C), 3.5(C)  
 UZUMCU Hamide Elif, 1.3.5(C), 2.4.3  
 VACKER Barry, 2.3.12(C), *Media (S)cene, Black Mirror Night*  
 VALLÉE Jean-François, 3.4.11  
 VAN DEN BERG Sara, 1.2.1(C), 1.4.1  
 VAN DEN EEDE Yoni, 1.4.4(C), 2.4.10  
 VILLENEUVE Sarah, 2.1  
 WALCH Mary, 2.4.6  
 WALCH Sam, 3.3.9  
 WARNER Carmen, 1.4.3  
 WATERS Stephenson, 3.4.12  
 WATKINS S. Craig, 1.2.2, *McLuhan Salons*  
 WATSON Seonaid A., 2.4.11  
 WEILAND Steven, 1.4.2  
 WENG Jia, 1.3.5  
 WERSHLER Darren, 2.4.5  
 WILSON Carolyn, 2.4.11(C)  
 WILSON Richard, 2.3.8  
 WOJTASZEK Marek, 1.4.11  
 WU Wenxi, 3.4.10  
 WYLIE Bianca, 2.2  
 YERGENSEN Brent, 1.3.11  
 YOUNG Nora, 2.5(C)  
 ZAKRZEWSKI Peter, 1.3.3, 1.4.11(C)  
 ZARB Julia, 2.4.4  
 ZLATICH Thomas, 1.3.1, 3.4.2

DISCLAIMER:  
 The Media Ecology Association is not responsible for the accuracy, reliability or currency of the information provided by the presenters.





# McLuhan Walking Tour

SUNDAY **JUNE 30** 11:00 AM - 1:00 PM

 **St. Michael's College**  
96 ST. JOSEPH STREET, TORONTO

*Join us in the footsteps of Marshall McLuhan, mapping out spaces and places in the context of his academic and personal life on campus.*

Curated by ALEX KUSKIS,  
*McLuhan Galaxy*

Supported by:

**McLUHAN**  
SALONS



#### **McLUHAN'S FIRST HOUSE ON CAMPUS**

Located at 96 St. Joseph Street, where McLuhan was visited by students and visitors, now a declared historic site.

#### **McLUHAN WAY**

The alternate honorary name for St. Joseph Street on which McLuhan once lived, taught at the Coach House, and worked in what is now the Kelly Library.

#### **JOHN M. KELLY LIBRARY**

Named after the Rev. John M. Kelly, President of the College from 1958 to 1978, who was a great supporter of McLuhan. The Marshall McLuhan Collection was established there in 2010.

#### **WILLIAM MCELCHERAN BAS-RELIEF**

A bronzed plastic and fiberglass composite depicts famous ancient and modern scholars, writers and teachers including Dante, Shakespeare, Aquinas, and McLuhan is there among them.



#### **CENTRE FOR CULTURE AND TECHNOLOGY**

On October 24, 1963, John Kelly, president of St. Michael's College, and Claude T. Bissell, president of the University of Toronto, together decided to establish the Centre for Culture and Technology. The Centre became McLuhan's office in the English Department at St. Michael's College. In 1968, the Centre moved into its new home, known as the Coach House.

#### **ST. BASIL'S CHURCH**

Built in 1856 as the founding church of the Congregation of St Basil in Toronto where McLuhan attended daily mass during his time in Toronto.

#### **NORTHROP FRYE STATUE**

Outside Victoria College near Northrop Frye Hall, this statue commemorates the great literary scholar of that time, with whom McLuhan contended intellectually, as they often disputed each other's ideas.



#### **PHILOSOPHER'S WALK**

A verdant, leafy walkway between Hoskin Avenue and Bloor Street West that offers a peaceful walking place in a large university in a busy city where one can rest on a bench and think or read.

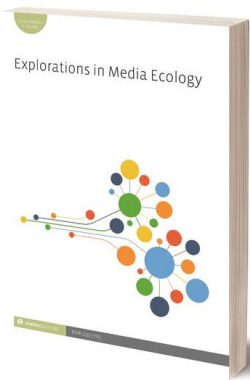
#### **ROYAL ONTARIO MUSEUM**

McLuhan's collaborator Harley Parker was the Head of Design there and McLuhan used to often lunch in its cafeteria with his Explorations group colleagues in the '50s.

\*\*\*

Conference participants will also be interested in two buildings on St. George Street that this tour will not be passing near, the **Fisher Rare Book Library** at 120 St. George Street that holds McLuhan's personal library, as well as a Harold Innis collection, and **Innis College**, named after Harold Innis, also on St. George Street north of the Robarts Library. Both buildings are close to the Myhal Centre at 55 St. George which is the principal conference venue.

# Call for Submissions for Explorations in Media Ecology Vol. 18



*Explorations in Media Ecology*, the journal of the Media Ecology Association, accepts submissions that extend our understanding of media (defined in the broadest possible terms), that apply media ecological approaches, and/or that advance media ecology as a field of inquiry. As an interdisciplinary and multidisciplinary publication, *EME* welcomes contributions embracing diverse theoretical, philosophical, and methodological approaches to the study of media and processes of mediation through language, symbols, codes, meaning, and processes of signification, abstracting, and perception; art, music, literature,

method; materials, energy, information, technology, and technique; mind, thought, emotion, consciousness, identity, and behavior; groups, organizations, affiliations, communities; politics, economics, religion, science, education, business, and the professions; societies and cultures; history and the future; contexts, situations, systems, and environments; evolution, and ecology; the human person, human affairs, and the human condition; etc.

*EME* publishes peer-reviewed scholarly articles, essays, research reports, commentaries, and critical examinations, and includes several special features. Our Pedagogy Section focuses on teaching strategies and resources, pedagogical concerns, and issues relating to media ecology education; we are particularly interested in articles that share great ideas for teaching (GIFTs) media ecology in the classroom. The Probes Section features short items that are exploratory or provocative in nature. Creative writing on media ecological themes can be found in our Poetry Section. Questions of concern to media ecology scholars are taken up in our Forum Section. And our Review Section includes individual book reviews and review essays.

*EME* is a refereed journal. Strict anonymity is accorded to both authors and referees. References and citations should follow the Harvard Referencing system, and the journal otherwise follows standard British English for spelling and punctuation.

**All articles submitted should be original work and must not be under consideration by other publications.**

**Submissions can be uploaded online at**  
<https://callisto.newgen.co/intellect/index.php/EME/submissions>

## Direct inquiries to

Lance Strate, Editor: strate@fordham.edu  
 Callie Gallo, Managing Editor: cgallo10@fordham.edu  
 Jeff Bogaczyk, Review Editor: jrbogaczyk@gmail.com  
 Heather Crandall, Pedagogy Editor: crandallm@gonzaga.edu  
 Adeena Karasick, Poetry Editor: adeenakarasick@cs.com  
 John Dowd, Forum Editor: jpdowd@bgsu.edu  
 Emanuela Patti, Forum Editor: emanuela.patti@rhul.ac.uk  
 Nora Bateson, Probes Editor: Bateson.institute@gmail.com  
 Michael Plugh, Probes Editor: mplugh01@manhattan.edu

## EME EDITORIAL BOARD

Editor: Lance Strate, Fordham University, USA  
 Managing Editor: Callie Gallo, Fordham University, USA  
 Editorial Assistant: Joshua Hill, Pennsylvania College of Technology, USA

Book Review Editor: Jeff Bogaczyk, Duquesne University, USA  
 Pedagogy Editor: Heather Crandall, Gonzaga University, USA  
 Probes Editor: Nora Bateson, International Bateson Institute, Sweden  
 Probes Editor: Michael Plugh, Manhattan College, USA  
 Poetry Editor: Adeena Karasick, Pratt Institute, USA  
 Forum Editor: John P. Dowd, Bowling Green State University, USA  
 Forum Editor: Emanuela Patti, Royal Holloway, University of London, UK

Catherine Adams, University of Alberta, Canada, Robert Albrecht, New Jersey City University, USA, Corey Anton, Grand Valley State University, USA, Ronald C. Arnett, Duquesne University, USA, Eva Berger, The College of Management and Academic Studies, Israel, Sheryl P. Bowen, Villanova University, USA, Adriana Braga, Pontifícia Universidade Católica do Rio de Janeiro, Brazil, Jay David Bolter, Georgia Institute of Technology, USA, Kimberly Casteline, Fordham University, USA, James W. Chesebro, Ball State University, USA, Brian Cogan, Molloy College, USA, Ronald J. Deibert, University of Toronto, Canada, Susan Drucker, Hofstra University, USA, Gerald J. Erion, Medaille College, USA, Peter K. Fallon, Roosevelt University, USA, Donald Fishman, Boston College, USA, Katherine Fry, Brooklyn College, USA, Thomas F. Gencarelli, Manhattan College, USA, Stephanie B. Gibson, University of Baltimore, USA, Twyla Gibson, University of Missouri, USA, Paul Grosswiler, University of Maine, USA, Gary Gumpert, Urban Communication Foundation, USA, Fernando Gutiérrez, Tecnológico de Monterrey, Mexico, Ernest A. Hakonen, Drexel University, USA, Maurice L. Hall, College of New Jersey, USA, Renee Hobbs, University of Rhode Island, USA, Lee Humphreys, Cornell University, USA, Octavio Islas, Universidad de Los Hemisferios, Ecuador, Huimin Jin, Chinese Academy of Social Sciences, China, Alex Kuskis, Gonzaga University, USA, Elena Lamberti, University of Bologna, Italy, Dong-Hoo Lee, University of Incheon, Korea, Judith Yaross Lee, Ohio University, USA, Paul Levinson, Fordham University, USA, Yong Li, Henan University, China, Paul Lippert, East Stroudsburg University, USA, Robert K. Logan, University of Toronto, USA, Karen Lollar, Metropolitan State University, USA, Casey Man Kong Lum, William Paterson University, USA, Brett Lunceford, Independent Scholar, USA, Robert MacDougall, Curry College, USA, Brenton J. Malin, University of Pittsburgh, USA, Paul Messaris, University of Pennsylvania, USA, Joshua Meyrowitz, University of New Hampshire, USA, Deepa Mishra, University of Mumbai, India, Terence P. Moran, New York University, USA, Sheila Nayar, Greensboro College, USA, Julianne H. Newton, University of Oregon, USA, Valerie Peterson, Grand Valley State University, USA, Borys Potyatynsky, Lviv Franko National University, Ukraine, John H. Powers, Hong Kong Baptist University, China, Ángela Preciado-Hoyos, Universidad de La Sabana, Colombia, Harald E. L. Prins, Kansas State University, USA, Jaqueline McLeod Rogers, University of Winnipeg, Canada, Ellen Rose, University of New Brunswick, Canada, Heidi Rose, Villanova University, USA, Phil Rose, York University, Canada, Douglas Rushkoff, Queens College, USA, Joseph W. Slade, Ohio University, USA, Anthony Smith, Oxford University, UK, Paul Soukup, Santa Clara University, USA, Calvin Troup, Geneva College, USA, Edward Tywoniak, Saint Mary's College of California, USA, Sara van den Berg, Saint Louis University, USA, Barbie Zelizer, University of Pennsylvania, USA, Min Zhou, Shanghai International Studies University, China.



## ABOUT MEA

The Media Ecology Association (MEA) is a not-for-profit organization dedicated to promoting the study, research, criticism, and application of media ecology in educational, industry, political, civic, social, cultural, and artistic contexts, and the open exchange of ideas, information, and research among the Association's members and the larger community.

### GOALS OF THE MEA

- To promote, sustain, and recognize excellence in media ecology scholarship, research, criticism, application, and artistic practice.
- To provide a network for fellowship, contacts, and professional opportunities.
- To serve as a clearinghouse for information related to academic programs around the world in areas pertinent to the study of media ecology.
- To promote community and cooperation among academic, private, and public entities mutually concerned with the understanding of media ecology.
- To provide opportunities for professional growth and development.
- To encourage interdisciplinary research and interaction.
- To encourage reciprocal cooperation and research among institutions and organizations.
- To provide a forum for student participation in an academic and professional environment.
- To advocate for the development and implementation of media ecology education at all levels of curricula.

### STATEMENT FOR INCLUSIVITY (excerpt)

The Media Ecology Association is committed to creating and supporting an inclusive, diverse, and equitable community of practice; and it strives to be a welcoming organization that recognizes the value of discourse and dialogue. Together, MEA members study all forms, modes, media, and consequences of communication through humanistic, social, scientific, pedagogical, and aesthetic inquiry. We are at our collective best when a wide and diverse array of people, experiences, and ideas come together.

We therefore expect participants of all MEA sponsored activities—including the annual convention, the online discussion list, the website, social media sites, and all the association's publications—to help create thoughtful, respectful, and inclusive environments where such interactions can take place.

### 2019 EXECUTIVE BOARD

President: PAUL GROSSWILER, University of Maine  
Vice President: PAOLO GRANATA, University of Toronto  
Vice President-Elect: PEGGY CASSIDY, Adelphi University  
Treasurer: PAUL A. SOUKUP, SJ, Santa Clara University  
Recording Secretary: CATHY ADAMS, University of Alberta  
Executive Secretary: FERNANDO GUTIÉRREZ, Tecnológico de Monterrey  
Historian: MATT THOMAS, Kirkwood Community College  
Internet Officer: CAROLIN ARONIS, Colorado State University  
EME Editor-in-Chief: LANCE STRATE, Fordham University  
Awards Coordinator: BRIAN COGAN, Molloy College  
Newsletter Editor: SCOTT CHURCH, Brigham Young University  
At-Large Members:  
STEPHANIE BENNETT, Palm Beach Atlantic University;  
ADRIANA BRAGA, Pontifícia Universidade Católica do Rio de Janeiro;  
JULIA HILDEBRAND, Drexel University.

### ADVISORY COUNCIL

COREY ANTON – Grand Valley State University  
THOMAS F. GENCARELLI – Manhattan College  
JAMES C. MORRISON – Boston College  
ED TYWONIAK – Saint Mary's College of California  
JANET STERNBERG – Independent Scholar  
LANCE STRATE – Fordham University

### APPOINTED OFFICERS

Convention Coordinator (2019): PAOLO GRANATA – University of Toronto  
Liaison to NCA: MIKE PLUGH – Manhattan College (2018–2020)  
Liaison to ECA: ROXANNE O'CONNELL – Roger Williams University (2017–2019)  
Liaison to ICA: THOMAS F. GENCARELLI – Manhattan College  
Liaison to CCA: ELLEN ROSE – University of New Brunswick, Fredericton

## JOIN MEA

### JOIN THE MEDIA ECOLOGY ASSOCIATION

Membership in the Media Ecology Association is open to anyone—scholars across all career stages and institutional locations, as well as nonacademics—interested in exploring the interactions between media, communications, and culture. Membership dues include an annual subscription to our print journal, *Explorations in Media Ecology*, published quarterly.

Other benefits include:

- Access to a special Members Area where you will find back issues of *Explorations in Media Ecology* and other member-exclusive content.
- Subscription to our monthly email newsletter *In Medias Res*.
- Venues for showcasing your scholarly work, including our own annual convention, as well as featured panels at NCA, ECA, and ICA (at the reduced ICA-member registration rate).
- Discounted registration rate at our annual convention.
- Opportunities to contribute professional service and to help shape the direction of the media ecology.
- Participation in MEA elections and governance.
- Discounts on selected books and publications.

### CONTACT

🌐 [www.media-ecology.org](http://www.media-ecology.org)  
✉ [president@media-ecology.org](mailto:president@media-ecology.org)  
🐦 @MediaEcology  
f [mediaecologyassociation](https://www.facebook.com/mediaecologyassociation)



## PAST CONVENTION COORDINATORS

Paul Grosswiler – University of Maine (2018)  
 Ed Tywoniak – St. Mary's College of California (2017)  
 Brett Lunceford – Independent Scholar (2016)  
 Paolo Granata – University of Bologna (2016)  
 Elena Lamberti – University of Bologna (2016)  
 Karen Lollar – Metropolitan State University of Denver (2015)  
 Phil Rose – York University (2014)  
 Corey Anton and Valerie V. Peterson – Grand Valley State University (2013)  
 Thomas F. Gencarelli – Manhattan College (2012)  
 Marco Adria – University Of Alberta, Edmonton (2011)  
 Catherine Adams – University Of Alberta, Edmonton (2011)  
 Paul Grosswiler – University of Maine (2010)  
 Ellen Rose – University of New Brunswick, Fredericton (2010)  
 Sara van den Berg – Saint Louis University (2009)  
 Paul A. Soukup, SJ – Santa Clara University (2009)  
 Paul A. Soukup, SJ – Santa Clara University (2008)  
 Anne Pym – California State University, East Bay (2008)  
 Thomas F. Gencarelli – Montclair State University (2007)  
 Fernando Gutiérrez – Tecnológico de Monterrey, Campus Estado de México (2007)  
 James C. Morrison – Emerson College (2006)  
 Donald A. Fishman – Boston College (2006)  
 Janet Sternberg – Fordham University (2005)  
 Lance Strate – Fordham University (2005)  
 Susan B. Barnes – Rochester Institute of Technology (2004)  
 Susan J. Drucker – Hofstra University (2003)  
 Barbara M. Kelly – Hofstra University (2003)  
 David Linton – Marymount Manhattan College (2002)  
 Laura Tropp – Marymount Manhattan College (2002)  
 Janet Sternberg – New York University (2001)  
 Paul Levinson – Fordham University (2000)

## PAST EDITORS, Explorations in Media Ecology

Paul Grosswiler – University of Maine, Orono (2012–2017)  
 Peter K. Fallon – Roosevelt University (2011)  
 Corey Anton – Grand Valley State University (2008–2010)  
 Lance Strate – Fordham University (2002–2007)

## PAST CO-EDITOR

Judith Yaross Lee – Ohio University (2002–2004)

## PAST EDITORS, Proceedings

Catherine Adams – University of Alberta, Edmonton (2011)  
 Ellen Rose – University of New Brunswick, Fredericton (2010)  
 Paul A. Soukup, SJ – University of Santa Clara (2009)  
 Anne Pym – California State University, East Bay (2008)  
 Robert Albrecht – New Jersey City University (2007)  
 Steven Reagles – Bethany Lutheran College (2006)  
 James C. Morrison – Babson College (2006)  
 Anthony Kelso – Iona College (2005)  
 Arthur W. Hunt, III – Geneva College (2004)  
 Brian Cogan – Molloy College (2003)  
 Margot Hardenbergh – Fordham University (2002)  
 Donna Flayhan – Goucher College (2001)  
 Janet Sternberg – New York University (2000)  
 Mark Lipton – Vassar College (2000)

## PAST NEWSLETTER EDITORS

Edward Tywoniak – St. Mary's College of California (2010)  
 Stephanie Gibson – University of Baltimore (2009)  
 Stephanie Bennett – Palm Beach Atlantic University (2008–2009)  
 Paul A. Soukup, SJ – Santa Clara University (2005–2007)  
 Raymond Gozzi, Jr. – Ithaca College (2000–2004)  
 Casey Man Kong Lum – William Paterson University (1999–2000)

## PAST AWARDS OFFICER

Lance Strate – Fordham University (2000–2012)

## PAST INTERNET OFFICERS/WEB EDITORS

Mike Plugh – Manhattan College (2015–2017)  
 Brett Lunceford – Independent Scholar (2013–2014)  
 Phil Rose – York University (2011–2013)  
 James C. Morrison – Babson College (2009–2011)  
 Roxanne O'Connell – Roger Williams University (2007–2008)  
 James C. Morrison – Massachusetts Institute of Technology (2001–2006)

## WEBMASTER

Arturo Caro Islas – Tecnológico de Monterrey, Campus Estado de México

## PAST WEBMASTER

Paul Kelly – XML Team Solutions, Inc. (2001–2008)

## PAST ELECTRONIC MAILING LIST MANAGERS

Mike Plugh – Manhattan College (2015–2017)  
 Brett Lunceford – Independent Scholar (2013–2014)  
 Phil Rose – York University (2012–2013)  
 Janet Sternberg – Fordham University (2003–2011)  
 Stephanie Gibson – University of Baltimore (1997–2002)

## PAST PRESIDENTS

Ed Tywoniak – St. Mary's College of California (2018)  
 Brett Lunceford – Independent Scholar (2017)  
 Karen Lollar – Metropolitan State University of Denver (2016)  
 Phil Rose – York University (2015)  
 Corey Anton – Grand Valley State University (2014)  
 Thomas F. Gencarelli – Manhattan College (2013)  
 James C. Morrison – Babson College (2012)  
 Janet Sternberg – Fordham University (2009–2011)  
 Lance Strate – Fordham University (1998–2008)

## PAST DIRECTORS

Mary Ann Allison – Allison Associates, Inc.  
 Corey Anton – Grand Valley State University  
 Stephanie Bennett – Palm Beach Atlantic University  
 Susan B. Barnes – Rochester Institute of Technology  
 Adriana Braga – Pontifícia Universidade Católica do Rio de Janeiro  
 Jan Buterman – University of Alberta  
 James W. Carey – Columbia University  
 Susan J. Drucker – Hofstra University  
 Stephanie Gibson – University of Baltimore  
 Raymond Gozzi, Jr. – Ithaca College  
 Robert K. Logan – University of Toronto  
 Casey Man Kong Lum – William Paterson University  
 Neil Postman – New York University  
 Ellen Rose – University of New Brunswick, Fredericton  
 Douglas Rushkoff – New School University  
 Laura Tropp – Marymount Manhattan College

**CALL FOR PAPERS**  
for  
**The Tyranny of Words**

Sponsored by  
**THE INSTITUTE OF GENERAL SEMANTICS**

Co-Sponsored by the  
NEW YORK SOCIETY FOR GENERAL SEMANTICS  
MEDIA ECOLOGY ASSOCIATION

**OCTOBER 11-13, 2019**

Princeton Club  
15 West 43rd Street  
New York, New York

Featuring the 67<sup>th</sup> Annual  
**ALFRED KORZYBSKI MEMORIAL LECTURE**

to be delivered by  
**NADINE STROSSEN**  
**Hate Speech, Counterspeech...**

**Send papers, proposals, and inquiries by SEPTEMBER 1, 2019 to**  
[mandklevin@aol.com](mailto:mandklevin@aol.com)

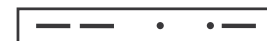
or contact  
MARTIN H. LEVINSON, President of the Institute of General Semantics  
c/o Institute of General Semantics, 72-11 Austin Street #233  
Forest Hills, New York 11375  
212.729.7973 (voice) / 718.793.2527 (fax)

# THE TWENTY-FIRST ANNUAL CONVENTION OF THE MEDIA ECOLOGY ASSOCIATION

## “Communication Choices and Challenges” (June 18-21, 2020, Adelphi University)

*MEDIA ECOLOGY is a discipline whose history, perspectives, and scholarly interests incorporate a broad array of academic and professional disciplines focusing on “the study of complex communication systems as environments” (Christine Nystrom, 1973). Every year, the MEA convention provides a unique opportunity for academics and professionals to come together in a relaxed and collegial environment that encourages conversation and creativity.*

**Media  
Ecology  
Association**



[www.media-ecology.org](http://www.media-ecology.org)

## CALL FOR PAPERS

THE THEME OF THE 2020 CONVENTION is “Communication Choices and Challenges.” In every act of communication, people make choices. We choose where, when, and how to express ourselves or locate and use information. We choose the medium that seems best suited to the task: are we trying to reach the largest possible audience, get the word out quickly, or ensure that our message reaches future generations? Do we wish to convey a deep sense of intimacy, empathy, authority, or cool distance? Are we looking for information from a wide variety of perspectives, confirmation of what we already believe, or the deepest possible exploration of an issue?

We invite all papers, thematic panels, roundtable discussion panels, creative projects, performance sessions, and other proposals of interest to media ecologists. We also encourage submissions that explore the convention theme. For example, we are interested in submissions that address choices and challenges related to:

- the construction of identity and the presentation of self on social media
- the use of media to establish and/or maintain relationships (among individuals, in families, between political leaders and their constituents, in between celebrities and fans, etc.)
- representation and storytelling by producers of news and entertainment
- promotional and strategic communication—the choices involved in designing strategic messaging, as well as the impact on audience attitudes, decisions, and behaviors
- the erosion or illusion of choice due to the concentration of media ownership
- the 2020 U.S. presidential election, which will take place just months after the convention

### GUIDELINES FOR SUBMISSION

Please submit paper and panel proposals, in English, by November 1, 2019 to [MEA2020Convention@gmail.com](mailto:MEA2020Convention@gmail.com). A maximum of two submissions per author will be accepted. Authors who wish their papers to be considered for the Top Paper or Top Student Paper award must indicate this on their submission(s).

#### Submission Guidelines for paper and panel proposals:

1. Include title(s), abstract(s) (maximum 250 words), and contact information for each participant.
2. Outline, as relevant, how your paper or panel will fit with the convention theme.
3. Authors with papers submitted as part of a panel proposal or as a paper proposal that wish to be considered for Top Paper or Top Student Paper must send the completed paper to the convention planner by May 15, 2020.

#### Submission guidelines for manuscripts eligible for MEA award submissions:

1. Manuscripts should be 4,000-6,000 words (approximately 15 to 25 double-spaced pages)
2. Include a cover page with your institutional affiliation and other contact information.
3. Include an abstract (maximum 150 words).

### INFORMATION

Please direct questions to Peggy Cassidy, [MEA2020Convention@gmail.com](mailto:MEA2020Convention@gmail.com). For more on the Media Ecology Association, visit [www.media-ecology.org](http://www.media-ecology.org)



## ACKNOWLEDGMENTS

An event of this magnitude is the result of ideas, hard work, and commitment from a number of dedicated people. We express our deepest gratitude to all of them.

### CONFERENCE CHAIR

Paolo Granata

### HONORARY COMMITTEE

Cristina Amon, Randy Boyagoda, Wendy Duff, Luigi Ferrara, Sébastien Goupil, Anna-Liza Kozma, Gail Lord, Anne MacLennan, Rohinton Medhora, David Nostbakken, Seamus Ross, David Sylvester, Christine Tappolet.

### ORGANIZING COMMITTEE

Paolo Granata (chair), Michael Czobit, Emma Graham, Paul Grosswiler, Alex Kuskis (McLuhan Walking Tour), Andrey Miroshnichenko, Phil Rose, Paul Soukup (MEA treasurer), Brian Taylor (McLuhan Salons), Edward E. Tywoniak.

### PROGRAM COMMITTEE

Cathy Adams, Corey Anton, Stephanie Bennett, Adriana Braga, William Buxton, Dennis Cali, Seth Feldman, Thomas Gencarelli, Robert Logan, Karen Lollar, James Morrison, Felan Parker, Valerie Peterson, Scott Stroud.

### STUDENT VOLUNTEERS

Leonardo Beristain Ortiz, Catherine Doherty, Scott Duff, Krista Gjataj, William Nguyen, Bianca Piccone, Dana Tartir, Neo Yin, Adrian Yung, Zuha Ziaee.

### RESEARCH ASSISTANTS

Simon Digby, David Lee, Jennifer Qian Li.

### SPECIAL THANKS TO

Robert Albrecht, Lillian Allen, Jorge Amigo, Carolin Aronis, Helen Bagshaw, Marshall Bannon, Nora Bateson, Hans Bathija, Abby Beneke, Davide Bennato, Eugene Berezovsky, Sean Bettam, bill bissett, Alexandra Bobek, Gail Bower, Shauna Brail, Harry Brighthouse, Alex Brown, Hannah Burgé, Sam Burton, Kariane Charron, Michelle Cheung, Valery Chrisman, Ian Clarke, Alessandro E. Colombi, Thomas Cooper, Brian Currant, Angèle Cyr, Luca De Biase, Brendan de Caires, Lorna Dueck, Ann Cavoukian, Laetitia Delemarre, Philippe Devos, Sarah Diamond, Riccardo Di Sipio, Susan Drucker, Ross Dsouza,

Markus Dubber, Jennifer Duross, Bushra Ebadi, Lauren Eikerman, Kathryn Elton, Silvia Fabbri Granata, Sara Falco, Elena Ferranti, Tyler Freeman, Rebecca Frerotte, James Ginter, Robert Giusti, Melissa Golberg, David Goodis, Karina Gould, Alice, Francesco, Leonardo, Emma Granata, Brooke Gregoire, Cathy Grilo, Sally Han, Jerry Harp, William and Nona Heaslip Foundation, Julia M. Hildebrand, Don Howard, Cristina Huerta Marin, Jeff Jarvis, Martyn Jones, Mathew Ingram, Elaine Kahn, Adeena Karasick, Alexandra Kavanagh, Werner Kelber, Derrick de Kerckhove, Kim Kierans, Jessica Kingsbury, Mark Kingwell, Kendra Knoll, Elena Lamberti, Caroline Langill, Sian Layton, Brian Levine, Martin Levinson, Barry Liss, Telma Liu, Sam Little, Stephanie MacLellan, Jocelyn Maclure, Mark Maloney, Dominic Martin, Maria Grazia Mattei, Debra Matthews, Kurtis McBride, Gregory McCormick, Joshua McEvilla, Catherine McIntyre, Kenzie McKeegan, Andrew McLuhan, Michael McLuhan, Tiziana Miano, Lauren Miralles-Snow, Susanne Miskimmin, Junichi Miyazawa, Aron Mohr, Ana Rita Morais, Laurie Morris, James C. Morrison, Lara Muldoon, Robert Murray, Gianpietro Nagliati Bravi, Mutale Nkonde, Jason Northway-Frank, North Print - Markham (ON), Janis Nostbakken, Siobhan O'Flynn, Dennis O'Hara, Rachel Ottenbreit, Mira Ovanin, Erinne Paisley, Forrest Parlee, Isabel Pedersen, Vanessa Poulin-Gladu, B.W. Powe, Devika Prakash, Anna Pralat, Jay Pratt, Ramona Pringle, Jennifer Rauch, Sarah Reid, Jason Robert, Melissa Rodway, Ada Rosmini, Jose Rueda, Alessandro Ruggera, Douglas Rushkoff, Morgan Russell, Liza Samuel, Phia Sanchez, Soraya Sankar, Jon Santiago, Veronica Scazzosi, Felicity Scherk, Pio Sebastiampillai, Sarah Sharma, Aaron Shull, Joseph Sinasac, David Sobelman, Martin Stiglio, Paul Stoesser, Brooke Storms, Lance Strate, Scott Stroud, Richard Stursberg, Mark Surman, Arsen Tauchelov, Munira Tayabali, Graham Taylor, Matt Thomas, Patrick Tobin, John Tory, Clara Tsao, Barry Vacker, Bastiaan Vanacker, Sarah Villeneuve, Stéphanie Walsh, Susie Wang Moore, S. Craig Watkins, Sarah Watson, Breen Wilkinson, Carolyn Wilson, Larysa Woloszansky, Bianca Wylie, David Yan, Christine Yarish, Dani Yepes, Elaine Young, Nora Young, Peter Zakrzewski, Kevin Zawacki, Apostolo Zeno.

# MEDIAETHICS

Human Ecology in a Connected World

## PROGRAM AT A GLANCE

*We wish to acknowledge this land on which the University of Toronto operates. For thousands of years it has been the traditional land of the Huron-Wendat, the Seneca, and most recently, the Mississaugas of the Credit River. Today, this meeting place is still the home to many Indigenous people from across Turtle Island and we are grateful to have the opportunity to work on this land.*

### THURSDAY JUN 27

**9:00 AM** MY150 Auditorium  
**Opening Ceremony**

**9:45 AM** MY150 Auditorium  
Plenary Session 1.1  
**Opening Address**

**11:00 AM** MY Atrium  
Media(S)cene / Networking Break

**11:30 AM** MY 1<sup>st</sup>, 3<sup>rd</sup> & 4<sup>th</sup> floor  
Parallel Sessions 1.2

**1:00 PM** MY Atrium  
Lunch

**2:00 PM** MY 1<sup>st</sup>, 3<sup>rd</sup> & 4<sup>th</sup> floor  
Parallel Sessions 1.3

**3:30 PM** MY 1<sup>st</sup>, 3<sup>rd</sup> & 4<sup>th</sup> floor  
Parallel Sessions 1.4

**5:00 PM** MY Atrium  
McLuhan Salons / Networking Break

**5:30 PM** MY150 Auditorium  
Plenary Session 1.5  
**Ethics of AI**

**7:30 PM** Hart House  
**Welcoming Reception**

### FRIDAY JUN 28

**9:15 AM** MY150 Auditorium  
Greetings

**9:30 AM** MY150 Auditorium  
Plenary Session 2.1  
**Algorithmic Accountability**

**11:00 AM** MY Atrium  
McLuhan Salons / Networking Break

**11:30 AM** MY150 Auditorium  
Plenary Session 2.2  
**Building the Inclusive City**

**12:50 PM** King's College Circle  
**Group Photo**  
**1:00 PM** MY Atrium  
Lunch

**2:00 PM** MY 1<sup>st</sup>, 3<sup>rd</sup> & 4<sup>th</sup> floor  
Parallel Sessions 2.3

**3:30 PM** MY 1<sup>st</sup>, 3<sup>rd</sup> & 4<sup>th</sup> floor  
Parallel Sessions 2.4

**5:00 PM** MY Atrium  
McLuhan Salons / Networking Break

**5:30 PM** MY150 Auditorium  
Plenary Session 2.5  
**Responsible Journalism**

**7:30 PM**  
**Social Events**  
**An Ecology of Mind** McLuhan Centre  
**The Medium is the Muse** Robert Gill Theatre  
**Black Mirror Night** Italian Cult. Institute

### SATURDAY JUN 29

**9:15 AM** MY150 Auditorium  
Greetings

**9:30 AM** MY150 Auditorium  
Plenary Session 3.1  
**More Social, More Human**

**11:00 AM** MY Atrium  
McLuhan Salons / Networking Break

**11:30 AM** MY150 Auditorium  
Plenary Session 3.2  
**One Science, Many Values**

**1:00 PM** MY Atrium  
Lunch

**2:00 PM** MY 1<sup>st</sup>, 3<sup>rd</sup> & 4<sup>th</sup> floor  
Parallel Sessions 3.3

**3:30 PM** MY 1<sup>st</sup>, 3<sup>rd</sup> & 4<sup>th</sup> floor  
Parallel Sessions 3.4

**5:00 PM** MY Atrium  
McLuhan Salons / Networking Break

**5:30 PM** MY150 Auditorium  
Plenary Session 3.5  
**The Future We Want**

**7:30 PM** St. Michael's College  
**Awards Gala Dinner**  
Canada Room / Brennan Hall  
Dress code: semi-formal

### SUNDAY JUN 30

**9:30 AM** St. Michael's College  
Charbonnelle Lounge  
at Elmsley Hall  
**MEA Business Meeting**

**11:00 AM - 1:00 PM** St. Michael's College  
96 St. Joseph St.  
**McLuhan Walking Tour**



**UofT WiFi**  
Username: **mediaethics**  
Password: **mea2019**



**ACCESSIBILITY**  
All conference venues are accessible.  
Please let the Help Desk know if you need special assistance.



**SMOKE-FREE CAMPUS**  
The University of Toronto is committed to providing a safe and healthy environment for everyone. Smoking is not permitted on any University of Toronto property.



**BOOKSTORE**  
University of Toronto Bookstore and the Institute of General Semantics hold a book exhibition offering conference attendees the opportunity to purchase publications.



**NEED HELP?**  
Look for our student volunteers wearing the green t-shirt if you need help at any point during the conference!



**SMILE, YOU ARE ON CAMERA!**  
Photographs/videos will be taken at this event for promotional purposes. If you do not wish to be photographed or filmed, please let the camera crew know.



Full Program



Map

20<sup>th</sup> ANNUAL CONVENTION OF THE MEDIA ECOLOGY ASSOCIATION

# MEDIAETHICS

**Human Ecology** in a Connected World

TORONTO 27-30 GIUGNO, 2019

***Media  
Ecology  
Association***



[www.media-ecology.org](http://www.media-ecology.org)