

Doctoral dissertations 2017: Finland

Haapanen, Lauri. *Quoting Practices in Written Journalism*. Helsinki: University of Helsinki, 2017. 210 p. Permanent link: <http://urn.fi/URN:ISBN:ISBN 978-951-51-2952-9>

This research focused on the process of quoting in written journalism by asking 1) how journalistic interviews are recontextualised into quotations, and 2) what factors influence the outcome of this process. Mainly three types of data were exploited: recordings of authentic interviews conducted by journalists, published articles based on these interviews, and retrospective interviews with the journalists involved. The journalistic interview and the published article and its quotations were compared using the method of version analysis. Stimulated recall was then used to reconstruct the decision-making of the informant-journalists during their quoting. Finally, the findings were further analysed from the point of view of media concepts, in order to reveal the interdependencies of the everyday process of quoting and the fundamental aspects of production, such as publishers' purposes, the needs and interests of the audience, and the current journalistic culture.

Harju, Anu. *On being Online: Insights on Contemporary Articulations of the Relational Self*. Helsinki: Aalto-yliopisto, 2017. 159 p. (Aalto University, Department of Management Studies). Permanent link: <http://urn.fi/URN:ISBN:978-952-60-7434-4>

The doctoral dissertation includes discursive and critical approaches to social media and identity, digital labour, consumer resistance, and online community dynamics from a cultural perspective. The research articles examine death, memorialization, and mourning rituals online; myth and religion/spirituality from a sociological perspective; fan collectives and fan memorialization practices; as well as gender and identity in the blogosphere. A lingering, yet persistent, interest lies with the discursive construction of the worker/employee ideal in the current labour market context, particularly how this is used within the wider economic discourse to convey and blur various ideologies.

Heikka, Taneli. *Dialogic Journalism: How Can Journalists Participate in the Networks of Social Innovation*. Jyväskylä: Jyväskylän yliopisto, 2017. 85 p. (Jyväskylä studies in humanities, 327). Permanent link: <http://urn.fi/URN:ISBN:978-951-39-7168-7>

This thesis asks the question "What is the role of journalism in social innovation?" It explores how journalism is redefined when it engages in the creation of "the new" in society. The study analyzes four cases of journalism-related social innovation in two countries – the USA and Finland: a contentious national media event; crowdsourcing for legislation; a series of dialogic innovation workshops in Finland; an environment of data-based civic innovation in the USA. Social innovation is defined as innovations that work in meeting social goals. In literature and the contemporary discussion on the crisis of journalism, innovation is required to restore journalism's legitimacy and financial sustainability. Simultaneously, innovations that affect and challenge journalistic work increasingly emerge from outside the newsrooms. Despite the potential for mutually beneficial co-

operation, professional journalism is either absent, or a passive observer, in these environments. Journalism risks losing relevance and trust in the grassroots of society, as was exemplified during the presidential election in the USA and the Brexit referendum in the UK in 2016. This thesis argues that journalism is increasingly required to operate in flexible roles in networks of social innovation. The thesis suggests various emerging practices available for journalists to collaborate in these environments. It also introduces the type of dialogic journalism to understand how journalism can participate in networks of social innovation.

Heikkilä, Harri. *Tämä ei ole kirja: Sähkökirjan valtavirtaistumisen haasteet*. [This is not a book : challenges in mainstreaming of e-books.] Helsinki: Aalto-yliopisto, 2017. 295 p. (Aalto University publication series, Doctoral dissertations, 28/2017.) Permanent link: <http://urn.fi/URN:ISBN:978-952-60-7300-2>

This doctoral thesis examines the problems in digitalisation of books and mainstreaming of e-books, and proposes solutions for them. One required condition for the diffusion of technology is the stabilisation of innovation. In the case of e-books, the debate on the model of an e-book is still on-going.

The dissertation includes the first large-scale Finnish e-book study review and analysis of the e-book development. Analysis is supported by expert interviews. The evolvement of user groups in e-books has not previously been sufficiently taken into account, although the changing of user groups is an integral part of the diffusion of technology. Different user groups have different needs. The early majority is more pragmatic than the technically oriented early adopters.

Hilander, Markus. *Kuvatulkinta ja maantieteellinen tarkkaavaisuus: Semioottinen ajattelutapa nuorten visuaalisen lukutaidon osana*. [The interpretation of photographs and geographical vigilance : a semiotic way of thinking as part of young people's visual literary skills.] Helsinki: Helsingin yliopisto, 2017. 93 p. (Kasvatustieteellisiä tutkimuksia, 5/2017.) Permanent link: <http://urn.fi/URN:ISBN:978-951-51-3102-7>

The thesis explores (1) the processes of the interpretation of photographs within (2) geographical and semiotic discourses in which (3) the photograph is seen to both guide young people's geographical vigilance and foster their geographical thinking skills. The thesis questions the role of the interpretation of photographs in geography education within which photographs are mainly used, not interpreted. The thesis introduces a geographical reading of Roland Barthes's visual semiotics and Eero Tarasti's existential semiotics upon which a more profound way of interpreting photographs geographically is built.

Kaivosaaari, Annu. *Lempeä Lydia - voimakas Björgen: Naishiihtäjien representoinnin muutokset Urheilulehden teksteissä vuosina 1905-2010*. [From sweet Lydia to strong Björgen : changes in representations of female cross-country skiers in the Finnish sports magazine Urheilulehti from 1905 to 2010.] Jyväskylä: Jyväskylän yliopisto, 2017. 227 p. (Jyväskylä Studies in Sport, Physical Education and Health, 255.) Permanent link: <http://urn.fi/URN:ISBN:978-951-39-6984-4>

The purpose of the study is to examine how female skiers are represented in the texts of a Finnish sports magazine, *Urheilulehti*, and how these representations have changed during the examination period from 1905 to 2010. Relying on Judith Butler's ideology of gender performativity, the author analyses the representations of female skiers from the perspective of promoting the traditional female norm and simultaneously from the perspective of breaking and reforming it. The methodological framework of the study consists of Fairclough's three-dimensional framework, which is based on the tradition of critical discourse analysis (CDA). In compliance with this framework, the author began the analysis from the textual level and proceeded through the discursive practice level to explaining different interpretations at the social practice level.

Laaksonen, Salla-Maaria. *Hybrid Narratives: Organizational Reputation in the Hybrid Media System*. Helsinki: University of Helsinki, 2017. 98 p. (Publications of the Faculty of Social Sciences.) Permanent link: <http://urn.fi/URN:ISBN:978-951-51-2612-2>

This doctoral thesis investigates how the reputations of organizations are narrated in the hybrid media system, characterized by different media logics and technological principles, and the affective attunement of storytelling stakeholders. The research problem is two-fold: first, to study how the new communication landscape affects the formation of organizational reputation, and second, to investigate the cognitive and emotional influences of reputation in the hybrid media system.

The dissertation sees organizational reputation as a communicative phenomenon, which exists both as individual beliefs and socially constructed narratives that are born and circulated in the hybrid media system. Hybrid stands for a combination of older and newer media forms, which are intertwined in complex and dynamic assemblages, formed by individuals, affects, social contexts, organizations, and technological platforms, who all mutually influence the process of storytelling.

Lundahl, Outi. *From a Moral Consumption Ethos to an Apolitical Consumption Trend: The Role of Media and Celebrities in Structuring the Rise of Veganism*. Vaasa: Vaasan yliopisto, 2017. 239 p. (Acta Wasaensia, 381). Link: <http://www.uva.fi/fi/research/publications/orders/database/?sarja=4>

The research question of this thesis is what is the role of media and celebrities in the rise of a marginalised form of consumption. This question is explored through the rise of sustainable consumption and particularly veganism through different theoretical lenses, from a structural point of view.

Martinviita, Annamari. *Online community as experience and discourse: a nexus analytic view into understandings of togetherness online*. Oulu: Oulun yliopisto, 2017. 124 p. (Acta Universitatis Ouluensis. B, Humaniora, 156). Permanent link: <http://urn.fi/urn:isbn:9789526216430>

This thesis studies online community as a discursive phenomenon and as an experience. The ethnographic approach employed in this study allows the open exploration of meanings and experiences associated with community by site members, designers and outside commentators in

three online environments. Extensive participant observation is supplemented by interviews, surveys and analysis of the interaction surrounding the topic of community. Nexus analysis provides an understanding of social action as the intermingling of historical bodies, interaction orders and discourses embedded in the scene of action.

Nshom, Elvis. *Perceived Threat and Prejudice Towards Immigrants and Russian Minorities Living in Finland*. Jyväskylä: University of Jyväskylä, 2017. 146 p. (Jyväskylä studies in humanities, 306.)
Permanent link: <http://urn.fi/URN:ISBN:978-951-39-6972-1>

The study is an attempt to better understand the relationship between Finns and Russian minorities living in Finland. The study considers the role of perceived threats to the attitudes of Finnish adolescents towards Russian minorities. The theoretical framework for the study was the integrated threat theory (ITT). Even though ITT has been revised and threats have been reduced to two major threats (realistic and symbolic threats) (Stephan et al., 2015), the study utilized the original conceptualization of ITT which stipulates that prejudice and negative attitudes towards minorities can be explained by four types of threats that are: realistic threats, symbolic threats, negative stereotypes, and intergroup anxiety.

Ojala, Markus. *The Making of a Global Elite: Global Economy and the Davos Man in the Financial Times 2001-2011*. Helsinki: University of Helsinki, 2017. 370 p. (Publications of the Faculty of Social Sciences, 47/2017.) Permanent link: <http://urn.fi/URN:ISBN:978-951-51-2600-9>.

Recent decades have seen an increase in the number of international forums and media that focus on current issues of the world economy and politics. They bring decision-makers from the spheres of politics, business and administration into a common conversation, and connect powerful individuals around the globe. This study defines these institutions as spaces for transnational elite communication and examines their relevance in the processes of global economic integration and governance.

Focusing on the World Economic Forum and the Financial Times as influential spaces for transnational elite communication, the study observes how they enable the powerful to network, develop shared ideas about the economy and negotiate differences between competing interests. Facilitating the definition of the values and principles of the globalising elite, international business-policy forums and media emerge as key pillars of the liberal international order.

Pettersson, Katarina. *Save the Nation! A Social Psychological Study of Political Blogs as a Medium for Nationalist Communication and Persuasion*. Helsinki: University of Helsinki, 2017. 102 p. (Publications of the Faculty of Social Sciences, 51.) Permanent link: <http://urn.fi/URN:ISBN:978-951-51-2608-5>.

This doctoral dissertation explores how populist radical right politicians in Finland and Sweden use political blogs for the purpose of nationalist political communication and persuasion. The study builds upon research that has highlighted the growing importance of social media in the transmission of radical right, nationalist and anti-immigration political discourse, and to the central role of these media in the gradual normalisation of such discourse. Moreover, the study

acknowledges the potential indicated by previous research of political blogs to function as tools for voter persuasion and mobilisation. The study aims to contribute with insights on how social psychological dynamics such as self-presentation, identity-constructions, discursive divisions between ingroups and outgroups, strategies of persuasion, and appeals to emotions and nostalgic memories are involved in these processes.

The dissertation examines blog-entries by members of the populist radical right parties the Finns Party (Perussuomalaiset) in Finland and the Sweden Democrats (Sverigedemokraterna) in Sweden during 2007-2015.

Rahmani, Diyako. *Minorities' Communication Apprehension and Conflict: An Investigation of Kurds in Iran and Malays in Singapore*. Jyväskylä: Jyväskylän yliopisto, 2017. 58 p. (Jyväskylä studies in humanities, 331). Permanent link: <http://urn.fi/URN:ISBN:978-951-39-7191-5>

This doctoral research investigates the relationship between communication apprehension and conflict in the intergroup context of minority and majority relationships. Previous studies of communication apprehension have extensively examined its characteristics in the intercultural context of mostly the USA and Eastern Asians cultures. However, the minority-majority intergroup relationship represents distinctive yet understudied characteristics related to socioeconomic status of the groups, which potentially influence their intergroup conflicts. Furthermore, previous communication research called for more in-depth investigation of the various regions. In the light of such considerations, the present project examines the characteristics of minority groups' communication apprehension and the relationship between minority communication apprehension and intergroup conflict. The empirical papers of this project investigate communication apprehension of minority groups of Kurds in Iran and the Malays in Singapore. Both groups have recorded lower socioeconomic profiles compared to their respective majority groups of Persians and Chinese.

Reunanen, Markku. *Times of Change in the Demoscene: A Creative Community and Its Relationship with Technology*. Turku: Turun yliopisto, 2017. 102 p. (Turun yliopiston julkaisuja. Sarja B, Humaniora, 428.) Permanent link: <http://urn.fi/URN:ISBN:978-951-29-6717-9>

The demoscene is a form of digital culture that emerged in the mid-1980s after home computers started becoming commonplace. Throughout its approximately thirty years of existence it has changed in a number of ways, due to both external and internal factors. The most evident external driver has been the considerable technological development of the period, which has forced the community to react in its own particular ways.

A modest body of research on the demoscene already exists, even though several topics still remain unstudied. In this thesis the author approaches the scene from three different angles: community, artefacts and relationship with technology. The most important frames of reference are subcultural studies, history of computing, game studies, domestication of technology and software studies. The research material is equally diverse, consisting of texts, creative works and interviews.

Ruggiero, Aino. *Crisis communication and terrorism: Mapping challenges and co-creating solutions*. Jyväskylä: Jyväskylän yliopisto, 2017. 93 p. (Jyväskylä studies in humanities, 324). Permanent link: <http://urn.fi/URN:ISBN:978-951-39-7172-4>

Terrorism is a globally connected, uncontrollable, transboundary risk that continually evolves and changes forms, resulting in multiple complexities that affect the lives of both citizens and organisations across the globe. These risks involve a high level of complexity when they materialise as crises, and the use of CBRN (chemical biological, radiological or nuclear) materials presents the possibility of a worst-case scenario. Crisis communication in such cases would not only be essential but also a matter of life and death. Hence, the purpose of this research was to better understand and describe the challenges of communication in CBRN terrorism crises as well as how these challenges can be addressed by the communication supporting crisis management of public authorities.

Empirical research was conducted for this thesis, and the thesis shell provides a synthesis of the empirical findings and the theoretical insights obtained from the crisis communication literature. This thesis is comprised of five sub-studies reported in five original articles. The research is based on a qualitative research approach grounded in a social constructionist ontology and an interpretive epistemology. The data of this research were generated through literature reviews, a qualitative online questionnaire and a table top discussion, and it was mostly thematically analysed.

Simuna, Erja. *The Many Faces of a Conflict: Representations of the 1981 Northern Irish Hunger Strike in International Press*. Oulu: University of Oulu, 2017. 280 p. (Acta Universitatis Ouluensis. B, Humaniora, 148.) Permanent link: <http://urn.fi/urn:isbn:9789526214856>

The purpose of this study is to examine the international news coverage of the 1981 Northern Irish hunger strike. The media had plenty of emotionally and politically charged incidents to report, and they rendered it in various manners. This study discusses why these different representations of the hunger strike were born. The thesis analyses news about the hunger strike published in fifteen international newspapers. For this kind of research, historical contextualization is of great importance. Methodological starting point lies in the traditions of imagological methods. A mental image is understood here as something in our thoughts that steers us to see the world in a certain way.

Tammi, Maija. *Sick Photography. Representations of Sickness in Art Photography*. Helsinki: Aalto-yliopisto, 2017. ISBN 9789526076065 (printed).

The doctoral thesis scrutinises how sickness has been represented in art photography and examines new ways to approach, think about and create photographic art about sickness. It is a work of artistic research – it combines the practice of research with the generation of new artworks. The research differentiates between sickness, illness and disease, following anthropologist Arthur Kleinman's definitions, and illustrates how 67 artworks by known authors sit in relation to these definitions.

Vehkalahti, Pertti. *Pohjoisen ydinmylly: Julkinen keskustelu Fenno-voiman ydinvoimalasta 2007–2013*. [The nuclear mill of the North: Public debate on Fennovoima nuclear power plant 2007–2013.] Tampere: Tampereen yliopisto, 2017. 179 p. (Acta Electronica Universitatis Tamperensis, 1819). Permanent link: <http://urn.fi/URN:ISBN:978-952-03-0541-3>

The study examines the public debate on the Fennovoima nuclear power plant. The data consists of journalistic stories and opinion articles published in the national newspaper Helsingin Sanomat, the regional Kaleva and the local Raahen Seutu during years 2007–2013. The material was analyzed through content analysis, frame analysis and discourse analysis in three refereed articles. Of particular interest was the use of climate change and Russia as arguments in the nuclear energy debate.

Zhang, Boyang. *Understanding Evolving Organisational Issues in Social Media*. Jyväskylä: University of Jyväskylä, 2017. 76 p. (Jyväskylä studies in humanities, 316.) Permanent link: <http://urn.fi/URN:ISBN:978-951-39-7073-4>.

The aim of this dissertation is to better understand the spread of issues in social media, a relatively new phenomenon that is not fully understood in academia. The phenomenon has also captured the interest of organisations, as it may cause or coincide with organisational crises. Following issue spread is not easy, as issues emerge in dynamic interaction amongst many actors who are engaged in voluminous debate within varying media environments. This research was based on insights from different disciplines – in particular, communication sciences and information systems. It utilised quantitative, qualitative and mixed methods.