DIGITAL CAMPAIGNING IN DISSONANT PUBLIC SPHERES
MAY 8-11, 2022

Villa Collina, Cadenabbia, Italy

Digital communication and digital media are massively challenging our understanding, thinking and knowledge about elections, referendums, protest mobilization and other forms of political campaigning and engagement. Not only have political parties mediatized in high-choice media environments, but transformed into transmedia parties with communication at the core of their activities. Public spheres have become dissonant, disrupted by the inability to communicate across differences, increasing cacophony and polarization, and facilitating the manipulations of voter's opinion formation at a massive and transnational scale.

The aim of this international conference is to discuss the current state of research, reflect on the EP elections 2019, the 2020 US presidential campaigns and several national elections in the recent past (2017-2021). Where do we stand, where does political communication research need to go, how can we overcome the challenges of data access restrictions, what can we learn from qualitative approaches? How can we trace and monitor digital manipulations across countries and over time? What are the public responses to these new phenomena?

PROGRAM

Presenting (present) authors are in bold letters.

Sunday, May 8, 2022

Arrival of participants

15:00 - 16:00 Welcome and Coffee

16:00 - 18:00 Keynote:

Political and Technological Roots of Democratic Disruption **(Lance Bennett,** *U of Washington, USA***)**

19:00 Dinner

Monday, May 9, 2022

10:00 - 12:00 Panel 1: Elections I

1. Destabilizing the system from within: A systematization of parasitic strategies by antagonistic actors during election campaigns (**Katharina Kleinen von Königslöw,** *U of Hamburg, Germany*)

2. The Emerging Fault Line of Alternative News: Intra-Party Division in Republican Representatives' Media Engagement (**Curd Knüpfer**, *Freie U Berlin*)

3. Campaigning from the grassroots? Finding creative partisan strategies to campaign during COVID in German elections (**Isabelle Borucki**, Stine Ziegler, *NRW School of Governance, Germany*)

4. Personalization on Facebook in the 2014 and 2019 EP election campaigns (**Uta Russmann,** Ulrike Klinger, Karolina Koc-Michalska, *U of Innsbruck, Austria*)

12:00 - 13:00 Lunch

13:00 - 15:00 Panel 2: Elections II

5. Digital campaigning in the 2019 and 2021 Canadian federal elections (**Shelley Boulianne,** Anders O. Larsson, *MacEwan University Edmonton, Canada*)

6. A personalized campaign? The 2021 German election in Facebook user timelines (**Ulrike Klinger**, Johannes Gruber, *European University Viadrina, Germany*)

7. The COVID Election: Political campaigning on social media in the 2022 Australian federal election (**Axel Bruns,** Daniel Angus, Timothy Graham, and Ehsan Dehghan**,** *Queensland University of Technology, Australia*)

15.30 - 18:30 Excursion

19:00 Dinner

Tuesday, May 10, 2022

10:00 - 12:00 Panel 3: Platforms and cross-platform campaigning

8. Platform responsibilities in dissonant civil spheres: A model of platform gatekeeping amid democratic decay (**Daniel Kreiss**, *U of North Carolina, USA*)

9. Death of a platform – A longitudinal and comparative study of party and citizen Twitter use in Scandinavia (**Anders O. Larsson**, *Kristiania University Oslo, Norway*)

10. Cross-platform emotion expression in social media political campaigning: Comparing candidates' Facebook and Instagram images in the 2020 US election (**Michael Bossetta,** *Lund University, Sweden*)

11. "Fake" and "Fraudulent" vs. "An American Right": Trump and Biden's rhetoric online in the 2020 U.S. presidential election (**Jennifer Stromer-Galley**, Pyeonghwa Kim, Christy Khoury, Brian McKernan, and Jeff Hemsley, *Syracuse University, USA*)

12:00 - 14:00 Lunch

14:00 - 16:00 Panel 4: Targeted campaigns and uncivil styles

12. Digital micro-targeting: An unclear but present danger to democracy? (**Rachel Gibson,** *U of Manchester, UK*)

13. Political identity ownership: Scope and style in social media political advertising (**Shannon McGregor,** Bridget Barrett & Daniel Kreiss, *U of North Carolina, USA*)

14. Uncivil ads and who they target? Examining patterns of incivility on Facebook in the 2020 US presidential election (**Patricia Rossini,** Jennifer Stromer-Galley, *U of Liverpool, UK*)

15. Impoliteness and hate: A feature of polarised political contexts? (**Darren Lilleker**, Susana Salgado, *Bournemouth University, UK*)

Coffee

16:30 - 18:00 Roundtable Discussion: Trends and Future Pathways in PolCom

19:00 Dinner

Wednesday, May 11, 2022

10:00 - 12:00 Panel 5: COVID & Digital Activism

16. COVID-19 related disinformation in Croatia: Sources, tools and narratives (**Domagoj Bebic,** Marijan Grbeša, *U of Zagreb, Croatia*)

17. Emerging perspectives on digital activism: A case study of the Global South (**Bruce Mutsvairo,** *Utrecht University, The Netherlands*)

18. Heteroactivism as media activism: An explorative study of the International Organization for the Family's online content (**Jakob Svensson,** Cecilia Strand, *Malmö University, Sweden*)

13:00 End of workshop

VENUE

Konrad-Adenauer-Stiftung

Villa La Collina

Via Rome 11

22011 Cadenabbia (Co.)

Italy

ORGANIZERS

Ulrike Klinger (European New School of Digital Studies, Weizenbaum Institute for the Networked Society, Germany)

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Konrad-Adenauer-Stiftung, Germany

How to get there:

Arrival by air

Destination airports are Milan Malpensa, Bergamo or Lugano (CH). The easiest way to travel onwards is to rent a car from the airport (ca. 1 hour scenic drive from each; opt for the smallest car possible) or we help to organize a transport/taxi to the villa. Please let us know when you arrive, so we can coordinate a pick-up for you. There are some parking spaces available at the Villa.

Arrival by train

Destination stations are either Como or Lugano. From Como (the bus stop is right by the Como Central Station building) there is a direct bus connection to Cadenabbia, Hotel Britannia stop. After a short walk (about 500 meters), on Via Roma (which branches off from the lakeside road between the Hotel Britannia and the Hotel Tivoli) in the direction of Griante, you will reach Villa La Collina. Please note that the walk is a rather steep uphill walk, from lake to entrance gate further uphill through the garden ca. 20 - 30 min.