DIGITAL MEDIA STUDIES WEEK
DMSW

ISA International Sociological Association

RC51 Research Committee 51 on Sociocybernetics
ISA International Sociological Association

DARK AGES 2.0

SOCIAL MEDIA AND THEIR IMPACT

XV ISA RC-51 CONFERENCE OF SOCIOCYBERNETICS

#DMSW19
#DARKAGES19

25/29 JUNE 2019 | ASD VOLPONI VIA SAFFI 15 | URBINO

1506 UNIVERSITÀ DEGLI STUDI DI URBINO CARLO BO

1506 UNIVERSITÀ DEGLI STUDI DI URBINO CARLO BO
Area Umanistica
Dipartimento di Scienze della Comunicazione, Studi Umanistici e Internazionali: Storia, Culture, Lingue, Letterature, Arti, Media (DISCUI)

WITH THE PATRONAGE OF

CITTÀ DI URBINO

Dear Participants,

In 2009 the ISA Research Committee 51 on Sociocybernetics hosted its annual conference in Urbino, "Modernity 2.0: emerging social media technologies and their impact" and the call solicited interdisciplinary contribution to explore the possibilities and tackling the challenges of a "new extraordinary change that we can barely describe today". A decade later, our mediated private and public conversations increasingly take place on powerful platforms owned by private organizations that, in a classic feedback loop, leverage these data to target advertisements tailored to our tastes and preferences. So it was about time for a new sociocybernetic forum to reflect on what we learned so far and the future perspectives. For the first time in history, a handful of global private organizations are more powerful and rich than an entire country. At the same time, their management appears unable to address problematic issues such as misinformation and disinformation. The dialectic between control of this platforms (and lack of thereof) is central to face some of the main challenges of contemporary society. The exploitation of behaviours and individual choices, of contents generated and shared by users feed the algorithms and create the internal order. And, at the same time, the variety produced by individuals is used to increase the internal complexity of the system itself. As a result, these real time quantified attention indicators become a target worth to be hacked through unauthentic users and behaviours aimed at inflating likes, shares and reaches of certain contents and ideas. In a quintessential exemplification of the effects of self-observation in social systems, the public opinion observed through the distorted mirror of social media affects citizen opinions and behaviors. Furthermore, Luhmann's description of the codes that differentiate functional systems in modern society supports the idea of a co-existence of multiple different perspective that goes beyond the distinction between true and false (or the domain of the system of science).
We hope that this this conference will be an opportunity for bringing scholars together to explore, within a sociocybernetic approach, the issues at stake.

We welcome you and wish a pleasant stay in Urbino!
The Organizers.

P.S.: At the end of this booklet you will find some tips about restaurant and places were to grab a bite in Urbino.

Organizing committee

Fabio Giglietto is Associate Professor at the University of Urbino Carlo Bo.
Laura Gemini is Associate Professor at the University of Urbino Carlo Bo.
Giovanni Boccia Artieri is Full Professor in Communication and Digital Media and Head of the Department of Communication Sciences, Humanities and International Studies of the University of Urbino Carlo Bo.
Manolo Farci is a Researcher at the University of Urbino Carlo Bo.
Stefano Brilli is Postdoctoral Research Fellow at Università IUAV di Venezia. He also works with the Department of Communication Sciences, Humanities and International Studies of the University of Urbino Carlo Bo in research projects on digital cultures and performing arts audiences.
Elisabetta Zurovac, PhD, works with the Department of Communication Sciences, Humanities and International Studies of the University of Urbino Carlo Bo in research projects about digital media, internet practices and online visual content.
Giada Marino is a PhD candidate at the University of Urbino Carlo Bo. Her dissertation aims at investigate ephemeral user generated content and individuals self-presentation online.
Nicola Righetti is postdoctoral research fellow at the Department of Communication Sciences, Humanities and International Studies of the University of Urbino Carlo Bo.

XV ISA-RC51 CONFERENCE OF SOCIOCYBERNETICS
"DARK AGES 2.0": SOCIAL MEDIA AND THEIR IMPACT
UNIVERSITY OF URBINO CARLO BO - PALAZZO VOLPONI - ROOM D1

	TUESDAY 25/06	WEDNESDAY 26/06	THURSDAY 27/06	FRIDAY 28/06	SATURDAY 29/06
8:30	Registration				
9:15 – 9:45	Welcome address Orazio Cantoni (Vice-rector for research, Università di Urbino Carlo Bo) Giovanni Boccia Artieri (Director of DISCUI department, Università di Urbino Carlo Bo) Patricia Almaguer-Kalixto (President of ISA RC51) Fabio Giglietto (Chair of the local organizing committee)	Chair: Toru Takahashi Societal innovation & digitalization: A social systems theory perspective	Chair: Czeslaw Mesjasz Layers of Social Change – Differentiated	Chair: Michael Paetau Social media, truth, democracy, and social forces, social research: The "scientific" manufacture of untruth and desolation … and a possible cure.	Chair: Saburo Akahori Political self-observation and privacy: Dark ads and the dark social
9:45 – 10:30	Opening session chair: Patricia Almaguer-Kalixto A Sociocybernetic Utopia In Face of the "Dark Ages 2.0"?	Chair: Toru Takahashi The Government of Things in the 21st Technocene	Chair: Czeslaw Mesjasz News Media and Public Opinion in the Age of Massive Communication: A sociocybernetic reflection	Chair: Michael Paetau Shaping the platforms: influencers as socio-technical actors	Chair: Saburo Akahori The impact of social media on privacy
10:30 – 11:00	Coffee Break @University Cafeteria	Coffee Break @University Cafeteria	Coffee Break @University Cafeteria	Coffee Break @University Cafeteria	Coffee Break @University Cafeteria
11:00 – 11:45	Chair: Patricia Almaguer-Kalixto Human being: System or not a system, that is the question	Chair: Toru Takahashi How does cyberspace shapes human use of human beings?	Chair: Czeslaw Mesjasz The paradox of incivility and the dark attraction exerted on the users. The case of the 2018 Italian National Election on Facebook	Chair: Michael Paetau Exploring the usefulness of Twitter and Google for doing cross-national social science research	Chair: Saburo Akahori Your Daughter is the Devil. Memory Replacement and Nostalgia Tactics in Music Algorithmic Streaming: a Set of Performative Observations
11:45 – 12:30	Chair: Patricia Almaguer-Kalixto Epistemic and System thinking in sociocybernetics	Chair: Toru Takahashi Describing New Stresses of Society in the Social Media Era: An Attempt of Second-Order Observation	Chair: Czeslaw Mesjasz Presentation of the Current Sociology Monograph dedicated to the XX anniversary of RC51	Chair: Michael Paetau Social Media Paradoxes: Power, Submission and Awareness. A Netnographic Analysis of #Metoo	Chair: Saburo Akahori A theory of normative order: A framework for the modelling and understanding of a legal system at different scales of analysis
12:30 – 14:00	LUNCH BREAK (on your own)	LUNCH BREAK (on your own)	LUNCH BREAK (on your own)	LUNCH BREAK (on your own)	

Time	Chair 1	Chair 2	Chair 3	Chair 4
14:00 – 14:45	Chair: Bernd Hornung Second-order Innovation. Modeling the Stream of Knowledge: Lights on Italy in the Sixties	Chair: Juan Carlos Barron Pastor The Human-centered AI: an investigation of the European Commission policies about artificial intelligence and its representational strategies	Chair: Fabio Giglietto Are all fake news fake? Multi-level knowledge and ignorance in social discourse in the era of information overabundance	Chair: Chaime Marcuello-Servós Hosting radical-fuelled periphery networks: Investigating moderation practices of the fringe platform Gab.ai
14:45 – 15:30	Chair: Bernd Hornung CANCER: A SYSTEMIC DISEASE Improvement of the quality of life in patients with cancer, through nutrition, health and well-being	Chair: Juan Carlos Barron Pastor Digital Justice and ODR. Current trends and future perspectives	Chair: Fabio Giglietto The IMPED Model of Misinformation	Chair: Chaime Marcuello-Servós Production and diffusion of a semantics of the obscene within online private group chats: a qualitative approach
15:30 – 16:15	Chair: Bernd Hornung Questioning algorithms' transparency: the case of location-based platforms in the context of touristic mobility	Chair: Juan Carlos Barron Pastor Social Media on Blockchain: Embrace Commodification to End Exploitation?	Chair: Fabio Giglietto Towards a "Homo Hacked"? Preserving Autonomy and Dignity in the Era of Technological Mass Persuasion in Social Media	Chair: Chaime Marcuello-Servós "I have seen worst things" Death and suffering as entertainment through the internet
16:15 – 17.00	Coffee Break @University Cafeteria	Coffee Break @University Cafeteria	Coffee Break @University Cafeteria	Coffee Break @University Cafeteria
17:00 – 17:45	Chair: Raija Koskinen Pathway analysis to improve sustainable development strategies	Chair: Juan Carlos Barron Pastor Experiences of developing client and patient data management in Finland 2008 – 2018	Chair: Fabio Giglietto SOA the measure of every thin/kin/g – and shoved light in the darkness	Chair: Chaime Marcuello-Servós Let us give Tay a second chance. Artificial observation as a sociocybernetic methodology
17:45 – 18:30	Chair: Raija Koskinen Approaching Sustainable Development Goals (SDG) with Social innovation labs in rural contexts	BOARD MEETING (for ISA RC51 board members only)	BUSINESS MEETING (open to all)	Chair: Chaime Marcuello-Servós Approach to the actors of the Colombian political discussion on Twitter
19:15 – 20:00				*Flatwired* a performance by Martina Raponi Legato Albani – Palazzo del Collegio Raffaello, Piazza della Repubblica
20:00		CONFERENCE DINNER AT Ragno D'Oro, Viale Don Giovanni Minzoni 2, Urbino		

TUESDAY 25/06

9:45 - 10:30   A SOCIOCYBERNETIC UTOPIA IN FACE OF THE `"DARK AGES 2.0"?

Bernd Hornung (Systemforschungszentrum Luetzenwiese)

ABSTRACT

"Socioybermetics" is the application of systems science and cybernetics in sociology. This field was not born when the term "sociocybernetics" was coined. There was a pre-history of sociologists who had been working in the framworks of systems and cybernetics organizations embracing a wide range of disciplines. Challenges for sociocybernetics are partly the same as for sociology in general: The human induced ecological threat, violence (war, terrorism,), hunger/poverty, overpopulation linked to social inequalities. It shares with sociology the challenge of pulling together partial theories into an over-arching theoretical framework, indispensable for coping with the contemporary highly interrelated largescale realworld problems. Being grounded in the interdisciplinary meta-sciences of systems and cybernetics, sociocybernetics has better chances for success than other sociological approaches. A particular challenge is the application of its concepts to social phenomena. Even basic concepts like longterm effects, sideeffects, feedback, circular causality, etc., may, in a complex multi-level world full of social actors with short-term perspectives, already help to better explain what happens, making visible and possibly manageable social processes which otherwise go on behind our backs. This is not limited to large (global) systems, but spans the full range of micro-macro, including the sociology of emotions. Another specific challenge is the further development of the paradigmatic methodology of systems science, simulation, with regard to social systems. These are characterized by structural change, evolution, innovation, decision-making and the synergies of coordinated and uncoordinated social behavior and psychological factors. All of these are barely included in current simulation models and methodology.

11:00 - 11:45   HUMAN BEING: SYSTEM OR NOT A SYSTEM, THAT IS THE QUESTION

Michael Paetau (Center for Studies of Knowledge Cultures)

ABSTRACT

Nearly every year the debate in RC51-Conferences on Sociocybernetics comes to a point where - no matter which topic is focussed - a very fundamental question arises again and again: The relation between human beings and social systems. Last year in Toronto this discussion was pointed to the

question if the human being itself can be considered as a system. In my paper I go back to some fundamental principles of cybernetics given by the classics of our discipline (Wiener, Ashby, von Foerster, Maturana & Varela) and to the attraction which the cybernetic concept had in the discourse of philosophers and social scientists who referred to a more than 2000 years continued debate about body and mind. This philosophical discourse in mind the cybernetic debate in Sociology and Sociocybernetics ran a particular progress. On the one side - and what biologists did emphasize - there »is a network of chemical reactions which produces molecules such that (i) through their interactions generate and participate recursively in the same network of reactions which produced them, and (ii) realize the cell as a material unity.« (Maturana & Varela 1975, p. 188) On the other hand it is emphasized that the difference between biological systems and psychic systems is decisive. So the question is, what are the decisive factors defining a human being as a human being. System or not a system, that is the question.

11:45 - 12:30 EPISTEMIC AND SYSTEM THINKING IN SOCIOCYBERNETICS
José A. Amozurrutia (CEIICH/UNAM)

ABSTRACT
Von Foerster establishes his epistemology in several texts. An article was sent to the colloquium on the basic theory book of Piaget "The balance of cognitive structures", 1975. He indicate the twelve most important steps of his epistemology. They start from the first knowledge of a social investigation, to the conformation of structures and processes, oriented to the creation of non-trivial systems and to the formation of communication and information in mathematical and systemic terms.

 From a moderate constructivism, Piaget demonstrates the way of combining the acts with ideas in our construction of knowledge. Later he formulates principles of functional / structural continuity of our knowledge and formulates a process integration of three domains in cocial actores. He integrates the biophysical stratum, with the affective social and the logical rational stratum of our social activities. To these principles We onclude the Cybercultur@ concept that integrates ib the same action the information and communication, the knowledge culture in our actions and ideas.

As a whole, the principles in both authors are equivalent. In that colloquium, von Forester sends to Piaget a document where it shows the concordance betwe-

en epistemological perspectives. In his answer, Piaget coincides with similar knowledge processes, but indicates that there is one difference in his proposals, and lies in the global form of knowledge flow.

| **14:00 - 14:45** | **SECOND-ORDER INNOVATION. MODELING THE STREAM OF KNOWLEDGE: LIGHTS ON ITALY IN THE SIXTIES** |

Roberto Carradore, Andrea Cerroni and Matteo Tonoli (Università di Milano Bicocca)

ABSTRACT

An incremental paradox characterizes our contemporary condition of "Dark Ages": the more technical resources we get, the more epistemological obstacles we face to project a significant human, social and cultural progress. The proliferation of technics within a scenario of increasing complexity urges to relaunch our technological insight along Wiener's idea of "Human use of Human beings", especially in the field of innovation studies which tends to a selfreferential closure and a lack of reflexivity. In this paper, we cast a secondorder observation onto innovation and overall social change, applying a theoretical model of knowledge to the italian context in the Sixties. The model moves on three analytical levels: the individual and his/her biographical timescale; the social structure and its contingency scale at micro, meso and macro level ; and the human genus as a whole in development along the longuedurée scale. Processes belonging to these three dimensions show different characteristics, but all of them partake in the knowledge circulation: Generation, Institutionalization, Diffusion, Socialization. It can be noted that the model described is shown to be scale invariant, while getting closer (or farer) to the modelled reality. Moreover, various logical/chronological cycles can be isolated in real cases, highlighting fluxes of innovations thickening, being contributed by catalysts or braked by frictions, finding bottlenecks, reaching thresholds and coming to bifurcations to prospect an overall pathdependency and irreversibility (in some sense). Italy in the Sixties experienced an "unexpected belle époque" (Calvino): we have considered the "economic miracle" period as a case study in order to achieve a model of innovation in simpler and circumscribed regime and to supply theoretical tools to support policy design today.

14:45 - 15:30 CANCER: A SYSTEMIC DISEASE IMPROVEMENT OF THE QUALITY OF LIFE IN PATIENTS WITH CANCER, THROUGH NUTRITION, HEALTH AND WELL-BEING

Margarita Maass Moreno (UNAM)

ABSTRACT

Cancer is one of the most relevant challenges of our time. It is estimated that the number of new cases per year will increase from 14 million in 2012 to more than 20 million in 2030. Cancer is a global issue affecting all mankind in the 21st century. It is a consequence of the demographic-epidemiological transition and is, today, one of the leading causes of death in the world. Cancer is the leading cause of death worldwide; in 2015 it is estimated that it caused 8.8 million deaths, and five types of cancer are identified as responsible for the highest number of deaths. Cancer threatens the quality of life.

Quality of life is a systemic concept, because it depends on two central elements in four interdependent areas: health and wellbeing in the areas: a) physical, b) mental, c) emotional and d) social. In contrast, a systemic disease not only affects the whole organism of the individual who suffers it, but also impacts on their mental, emotional and social being. Cancer, too, is a systemic disease. Almost two thirds of these cases will occur in less developed countries since the latter do not have the resources to deal with the disease. This is the challenge.

Our food (30%); smoking (30%); sedentary lifestyle (5%); the hereditary factor (5%); infections (5%); perinatal factors (5%); alcohol consumption (3%); socioeconomic situation (3%); and several other factors in smaller proportion (Béliveau, 2017). The impact of diet on cancer is totally determinant. So, how can we prevent cancer in our population improving health from nutrition? This study looks at a complex problem, cancer in Mexico, and analyzes it systemically. Statistical trends are important in measuring the multifactor dimension of the problem and efforts to prevent and control cancer. A proposal of 10 Functional Foods is presented that prevent and / or improve the quality of life in patients with cancer, from the nutritional processes, which have a direct effect on the health and well-being of the patient.

QUESTIONING ALGORITHMS' TRANSPARENCY: THE CASE OF LOCATION-BASED PLATFORMS IN THE CONTEXT OF TOURISTIC MOBILITY

Lorenza Parisi (Link Campus University) and Giovanni Andrea Parente (Università di Roma La Sapienza)

ABSTRACT

In the platform society algorithms archive, select, filter, and rank knowledge. Generally speaking, algorithms are perceived as 'black boxes' (Pasquale, 2015) and users have only a vague understanding of the specific ordering and ranking criteria they adopt. The use of location-based media intensively shapes the interaction with offline-online realms and the visibility of different points of interest (POI). Adopting a 'second-order' cyberneticist approach the paper investigates the transparency of location-based algorithms in the context of urban mobility.

The paper adapts the Diakopoulos and Koliska model (2016) and presents an analytical framework for analyzing the algorithmic transparency of location-based platforms. It includes the following dimensions: Data (sources of data and definitions of variables); Model (mechanisms used in the modeling process to simplify and classify the data); Inference (rankings and suggestions), Interface (the interface that the algorithm portrays to the user).

Research questions are the following: RQ1) How location-based platforms communicate algorithmic transparency?; RQ2) Which are the most relevant dimensions they take into consideration (data, model, inference, interface)?; RQ3) How platforms communicate transparency toward different targets (i.e. consumers and suppliers)?

Following Rader and Cotter (2018) we expect location-based platforms are less transparent about the data they manage and about their model and more transparent about the inferences. Moreover, we expect location-based platforms are more transparent toward suppliers rather than consumers.
  The analysis focuses on 3 very popular location-based platforms supporting urban dwellers in finding and evaluating food and drink facilities (Google Maps, Tripadvisor and Instagram). The research analyzes 'extant' online data (Salmons, 2015): documents, blog posts, guidelines, tutorials officially released by the above-mentioned platforms.

17:00 - 17:45 PATHWAY ANALYSIS TO IMPROVE SUSTAINABLE DEVELOPMENT STRATEGIES

Norman M. Kearney (University of Waterloo)

ABSTRACT

Using a state-of-the-art tool for describing and analyzing complex systems, Cross-Impact Balances, or "CIB" (Weimer-Jehle 2006), I investigate how societies may be influenced to become more socially and ecologically just and sustainable (Raworth 2017; Steffen et al. 2015). My research generates insights into the evolutionary pathways that may be available to societies, which is helpful for steering societies in desirable directions and away from setbacks, trade-offs, and traps (Geels & Schot 2007). I start by developing a CIB model of societies based on Ecological-Evolutionary Theory, or "EET" (Nolan & Lenski 2010). EET is based on extensive archaeological, ethnographic, and sociological research and describes and explains how societies have evolved (historical pathways), as well as how they might evolve (plausible future pathways). The CIB model of societies based on EET provides a sandbox in which to test specific research questions about societal development. For example, one question that my research aims to address using the CIB model of societies is how (de)identifying with nature affects societal development (Abson et al. 2017; Crompton & Kasser 2009). Accordingly, my presentation will cover three topics: First, the CIB methodology and its extension to pathway analysis. Second, the CIB model of societies based on EET. Third, a specific analysis of how (de)identifying with nature affects societal development.

17:45 - 18:30 APPROACHING SUSTAINABLE DEVELOPMENT GOALS (SDG) WITH SOCIAL INNOVATION LABS IN RURAL CONTEXTS

Patricia Eugenia Almaguer-Kalixto (University of Zaragoza), Pedro José Escriche Bueno (University of Zaragoza)

ABSTRACT

The paper presents, in first place, an review of the methodologies called social innovation labs, with a socio-cybernetic approach. It also refers to a research experience using this methodology for the implementation of Sustainable Development Goals (SDG) in rural contexts. The SDGs are 17 priority objectives that cover the main problems facing society through the world. It is
also known as the 2030 World Agenda. These new objectives present the uniqueness of urging
all countries, whether rich, poor or middle-income, to adopt measures to promote prosperity

while protecting the planet. Despite its launch and follow up commitment in different countries, there is a very large gap for its implementation to go down to local scale, particularly in rural areas. To address this problem, a project was proposed that would not only make the SDG known, but also lay the foundations for a systemic investigation of how to implement them. Thus the project "Transforming from the community", organized by the Chair of Cooperation for Development of the University of Zaragoza and funded by the Provincial Council of Zaragoza, integrate an interdisciplinary research group to undertake this systemic research. Social innovation labs are spaces for exchange, study and experimentation that is based on participatory action research strategies. Its implementation in rural contexts gives shape to what is being known as Rural Laboratories of Social Entrepreneurship, living rural labs, etc., which are not, but different aspects of an approach where social actors are active participants in the generation of knowledge for the approach to local problems. The paper presents the
development of 2 pilot cases implemented in two diferent localities of Aragon, Spain during 2018. A methodological model with a sociocybernetic accent is presented for the development of similar cases. We conclude with a reflection of second order for the following stages to be developed in this project.

WEDNESDAY 26/06

9:00 - 9:45

SOCIETAL INNOVATION & DIGITALIZATION: A SOCIAL SYSTEMS THEORY PERSPECTIVE
Eva Buchinger (AIT)

ABSTRACT
Societal innovation is a common-used but weak-defined term. Therefore, Niklas Luhmann's social systems theory will be used as a framework to advance its conceptual clarification in the first part of the text. That is, societal innovation will be defined as comprising all novelties having an impact on the social macro-level, irrespective whether they arise from social or technologies entities, or from the private or the public sector. Key aspects of this approach are meaning processing social systems and evolutionary and cybernetic principles such as self-organization, variation, resonance, re-stabilization, and autocatalytic dynamics. This conceptual approach will be applied to digitalization in the second part of the text. The examples of the PC, the internet and the smartphone will be used to show how the mechanism variance, resonance & selection, re-stabilization and autocatalysis work. This includes the consideration of the vertical (personal, organizational, societal) as well as the horizontal social dimension

(civil society, economy, politics, law etc.). The text will conclude with an outlook on further research necessary to deepen and sharpen the clarification of the concept of societal innovation.

9:45 - 10:30 THE GOVERNMENT OF THINGS IN THE 21ST-CENTURY TECHNOCENE
James Hay (Institute of Communications Research/ University of Illinois)

ABSTRACT

This paper asks generally whether it is useful to begin describing a transition from an Anthropocene to a Technocene, and whether within an emergent, 21st-century Technocene it is time to rethink some of the foundational but long-standing precepts of Liberalism which have emphasized the sovereignty and liberties of the individual (human citizen), and the Rights of Man (as human citizen). In part the paper revisits Foucault's account of the birth of Liberalism, governmentality, biopower, and technologies of the self as Enlightenment projects and practices that cast human political subjectivity in relation to an "order of things." To that end, the paper poses various questions about the government of "smart" devices and appliances (refrigerators, glasses, watches, cars, highways, lighting) as part of a new microphysics of Liberal governance in everyday life. Through these examples, the paper asks what remains of Liberalism and Liberal subjectivity, and how we should understand Liberal governance, in a milieu of self-governing devices and non-human (algorithmically organized) Being.

11:00 - 11:45 HOW DOES CYBERSPACE SHAPES HUMAN USE OF HUMAN BEINGS?
Juan Carlos Barron Pastor (CISAN-UNAM)

ABSTRACT

The investigation seeks to better understand, from a critical sociocybernetics perspective, how the media system is creating and steering the environments in which social interactions occur in digital platforms, and hence excluding the vast potential of cyberspace by creating connected complexes (like virtual groups of "buildings" and "roads"). As we know, the media system is not only capturing information but producing, anticipating, and biasing social interactions in cyberspace. These interactions are mainly directed by the intermediary, which is becoming artificially intelligent, fitted to increase its invisibility, and politically very active and with a rising influence to reshape social systems; not only within the cyberspace, but also transforming the "real" world.

DESCRIBING NEW STRESSES OF SOCIETY IN THE SOCIAL MEDIA ERA: AN ATTEMPT OF SECOND-ORDER OBSERVATION

Saburo Akahori (Tokyo Woman's Christian University)

ABSTRACT

This paper tackles how stresses in relation to society have been shifted after the rise of social media. For this purpose, we introduce systems theory in relation with second-order observation of social systems. To describe the pressures of society, we focus not on concrete emotions but the level of social systems. Then we move on to the discussion about the new pressures of society.

Firstly we revisit two sociological perspectives, "surveillance society" and "consumption society". Those two have been referred to regarding stresses created by society for some decades. Secondly we ask what kind of pressure is added in the social media era. This new feature of society brought by social media can be summarized as follows: (1) Interactions are seen, not only in face-to-face situations but also in non-face-to-face situations, and among not only acquaintances but also among anonymous strangers. (2) Reaction from others has become visualized and simplified. In contrast with the increasing heterogeneity in the social world, struggles over the difference between desirable life and undesirable life, bring us a new kind of pressure. (3) Trivial differences are sometimes amplified rapidly, as we can see the phenomenon known as flaming.

After entering the Internet era, stresses created by society seem to be escalated and exaggerated. This issue is not limited to the online world. To connect with others, or to present themselves in public, people are always forced to present themselves as desirable, by using the distinction between desirable and undesirable, not only in labor market but also everyday interactions without any certain reference groups for comparison.In conclusion, after entering the social media era the pressure of society has become more complex. However by introducing the theory of second-order observation we can see how new features of stress have been constructed in contemporary society.

14:00 - 14:45 THE HUMAN-CENTERED AI: AN INVESTIGATION OF THE EUROPEAN COMMISION POLICIES ABOUT ARTIFICIAL INTELLIGENCE AND ITS REPRESENTATIONAL STRATEGIES

Antonella Napoli (University of Salerno)

ABSTRACT

Artificial Intelligence (AI) is a key issue in contemporary debate and scholars largely examine it throughout the imaginary products. The aim of the present research is to investigate instead the way the public discourse develops AI's frame by considering a specific corpus consisting of the European Commission documents about AI policies. Following the discourse analysis, the corpus is analyzed to find the discourse topics about AI in order to observe which image of the human emerges. Throughout its representational strategies, the public discourse seems to show which is the cultural stakes: a reaffirmation of Humanism over the Technocracy and the need for a development of AI, which is human-centered. Hence these policies seem to promote an intense anthropocentrism, which is legitimized by means of key concepts: security or human rationality among others. It seems to assist to the defense of an almost unrealistic image of humans, which appears to be anachronistic in the time of digital metamorphosis. As it will be discussed, the heated debate on IA could indeed represent an occasion to discuss about a decentralization of the man questioning on the opportunities that AI could offer in delivering an increased but not undermined humanity: since AI evolution is ineluctable, it is perhaps more fruitful to discuss about the relationships between humans and AI throughout different perspectives which seem to suggest an idea of man as a hybrid integrated with technology with the attempt to overcame the anthropocentric positions that however collapse in this world of digital experience.

14:45 - 15:30 DIGITAL JUSTICE AND ODR. CURRENT TRENDS AND FUTURE PERSPECTIVES

Letizia Mingardo (University of Padova)

ABSTRACT

Since the dawn of modern Western civilisation, the preferred place for the resolution of interpersonal conflicts has been the trial. However, besides the authoritative judicial system, alternative paths to the institutional judicial route have always been maintained for resolving disputes. Nowadays, these instruments are known as ADR (Alternative Dispute Resolution).

Digitalisation has emerged even in the field of dispute resolution, where the use

of the internet has crossed out geographic distances between individuals and driven down the costs and time required by justice. It is thus that, in the field of ADR, ODR (On-line Dispute Resolution) has taken on a growing theoretical, and a rising practical, importance. Using ICT (Information and Communications Technology), ODR offers a variegated totality of alternative dispute resolution, largely in the sphere of civil law, i.e. for e-commerce, lease, labour and even family disputes. It is a praxis in continuing and rapid evolution. In the not too distant future, as Susskind suggested, ODR will be enriched with expert systems of mediation, conciliation, negotiation, arbitration and/or by other forms of Artificial Intelligence (AI), in which the activities of the third party could be co-adjudicated, if not substituted, by machines.

In my opinion, by virtue of the transformative power of technology, ODR is already evolving into something totally "other" in respect to ADR, as Menkel-Meadow suggested in 2016, with relevant impact on sociocybernetic aspects of digital justice.

15:30 - 16:15 SOCIAL MEDIA ON BLOCKCHAIN: EMBRACE COMMODIFICATION TO END EXPLOITATION?

Felix Fritsch (Scuola Normale Superiore)

ABSTRACT

Who produces the value media turn into profit when selling advertising space? An old matter of contention in Media Studies, this question has regained attention with the rise of social media platforms. On these, users not only provide free 'audience labour' but also produce all content themselves – a phenomenon aptly described by the terms 'prosumer'/'produser'. But is it really the exploitation of users' unpaid labour, as some Critical Political Economists uphold, that is at the core of these platforms' astronomic economic ascendance?

The recent emergence of blockchain-based social media platforms that financially reward content producers adds an interesting twist to the matter. While acknowledging Autonomous Marxist scholars' point that produsage constitutes digital labour, these projects embrace infinite commodification as their preferred means to a fairer world. They thus radically differ from Marxist solutions revolving around a commons-based Internet. At the same time, the two also share aspirations of user privacy, open source, communal platform governance and ownership. Their existence challenges existing theories and practices of prosumer exploitation and of platform capitalism.

The paper at hand empirically inquires aspirations and realities of the most advanced of such projects as of early 2019 in terms of reward systems, governance structures and user data ownership. This assessment is based on content analysis of whitepapers and FAQ sections, on app walkthroughs and on interviews with project representatives. It concludes by reflecting on implications for existing theory and by outlining an emerging complex of questions for future research.

17:00 - 17:45	**EXPERIENCES OF DEVELOPING CLIENT AND PATIENT DATA MANAGEMENT IN FINLAND 2008 – 2018**

Raija Koskinen (University of Helsinki)

ABSTRACT

When organizing health and welfare services, one crucial issue is the way data concerning individuals, is dealt with. In the Finnish welfare state structures, many professional actors as well as organizations function as part of the system. Therefore, the management of data concerning human beings becomes a complex issue in society. Information and communication technology provides solutions to deal with this type of data. In the realm of health and welfare services, the data concerning individuals turns into client data in the case of social welfare, and into patient data in health care.

This study aims to describe and analyze the developmental work done in the field of Finnish health and welfare in terms of client and patient data management in 2008 – 2018. To take care of this responsibility in a coordinated manner, comprehensive developmental work has been done: Standardization of concepts and defining the essential requirements for information and communication systems, aims to improve data security, functionality and interoperability. Importantly, this developmental work includes the solutions enabling individual citizens to handle their own data, also client and patient data in the governmental systems.

The empirical data of the study is mainly the documents related to the national developmental work in 2008 – 2018. Additionally, the author utilizes her previous experience and current involvement in one of the national projects. The empirical data is used to illustrate the chain of events. To make sense of the developmental processes, sociocybernetic approach is utilized. The ways emerging technologies and multidisciplinary work play their role in the health and welfare systems, are of specific interest in the analysis.

THURSDAY 27/06

9:00 - 9:45

LAYERS OF SOCIAL CHANGE – DIFFERENTIATED
Karl-Heinz Simon (Center for Environmental Systems Research)

ABSTRACT

Social change is an important topic in sociology and sociocybernetics – the latter contributes to the discussions with attempts to operationalize theories and to model change dynamics.

N. Smelser elaborated on the concept of social changes on different levels, a framework that was used by Harvey/Reed to classify different types of models. Even though the framework aimed at explaining collective behaviour – especially in conflict situations - it provides, in my opinion, a general framework to deal with social change on different levels of different importance and reach. Smelser differentiates values, norms, roles, and situational facilities - categories that are expanded to a seven layer hierarchy. In the Harvey/Reed scheme fourteen levels are defined, corresponding to different types of models or modelling paradigms. They reach from biological, technical and infrastructural elements (facilities), via roles and norms, to more general values triggering social dynamics. On a top level they identify processes characterized as hegemonic influences and social evolution.

With respect to social media several questions arise when the idea of different levels of analysis and modelling is taken serious. Is there a fundamental change in the role of the general public? Is the occurrence of new issues and themes a relevant level of analysis? What about the role of technical systems in that social context? And is there a new cultural background necessary that allows for adequate contributions and understanding of those communication activities? Different problems and different questions might correspond to different layers of social change – or is that the wrong approach?

9:45 - 10:30

NEWS MEDIA AND PUBLIC OPINION IN THE AGE OF MASSIVE COMMUNICATION: A SOCIOCYBERNETIC REFLECTION
Toru Takahashi (Chuo University)

ABSTRACT

For years, news media have been the central source of societal descriptions in our society. They have been the most powerful observers in society. As Heinz von Foerster (1979) discussed, observers are at the center of research interest of sociocybernetics. Niklas Luhmann (2000) put forward his theory of mass

media system which produces descriptions of society. He discussed the operation of journalism by focusing on its news values which function as 'selectors' of news topics.

A recent empirical study reports that newsworthiness in social media ('sherability') is a part of journalists' news value (Harcup and O'Neill, 2016). However, other studies show that a large portion of topics circulating on social media are delivered by mainstream news media (Leccese, 2009; Kwak et al., 2010). If news media still have significant power to define newsworthiness, what has changed in the age of social media? Even if news media report news from their own angles, second order observers can re-contextualize them into their own frames. The biggest impact of social media can be found in the massive circulation of people's opinions on news topics.

Then who is the definitive observer of our society? This paper will discuss the interrelation between mass communication and massive communication (between second-order observers) to tackle the question and conclude that we have just a complex process of communications about societal images. This paper will also find a lead in von Foerster's thought on 'cybernetics of cybernetics' to reflect on the contemporary circumstances from an ethical angle.

11:00 - 11:45 THE PARADOX OF INCIVILITY AND THE DARK ATTRACTION EXERTED ON THE USERS. THE CASE OF 2018 ITALIAN NATIONAL ELECTION ON FACEBOOK

Rossella Rega (Sapienza University of Rome) and Rita Marchetti (University of Perugia)

ABSTRACT

The study addresses a number of issues in response to growing concern about the present mass ideological polarisation and the widespread incivility in public debate. In the last few decades, many studies in the US and UK have examined the negative consequences that incivility and increasing political polarisation are having on the processes of democratic participation on the part of the citizens. While the use of a fair and civil language in public debate eases social harmony and dialogue between citizens with reciprocal respect, generating a sense of inclusion and involvement, incivility fuels antagonism and hostility between partisan groups, jeopardising the democratic potential of discussion and citizens' engagement. At this level, social media, with the immediate uncensored contact they offer, are playing a central role: politicians have both further scope to argue with their opponents, and directly interact with citizens, voicing for them their malaise and their dissatisfaction with politics. With the aim of studying these issues in other national contexts (beyond the US and UK), the study examines the connections between incivility and polarisation in political discussion appea-

ring in Facebook during Italy's 2018 General Election. In particular, it analyses the posts published by the six main leaders competing in the election and the reactions (comments) by the public/users in terms of both engagement and the quality of public debate. The results highlight: first, the polarised nature of political-election discussion and the major role played by incivility in this context; second, the engagement potential of controversial issues and, at the same time, the 'dark attraction' incivility holds for the public/users; third, the dire consequences for the quality of online discussion produced by the leaders' uncivil and partisan messages. Finally, the study advances an original proposal for the definition and operationalization of incivility that can also be extended to other researches.

14:00 - 14:45 ARE ALL FAKE NEWS FAKE? MULTI-LEVEL KNOWLEDGE AND IGNORANCE IN SOCIAL DISCOURSE IN THE ERA OF INFORMATION OVERABUNDANCE

Czeslaw Mesjasz (Cracow University of Economics)

ABSTRACT

A deeper reflection on the meaning of the utterance "fake news" shows that although already known in the past, it has gained a new significance in the information society. One of the characteristics of that society is the information overabundance, which means not only increasing amount of produced and received pieces of information but also difficulties with assigning meaning to that information. Creation, interpretation, clarification, and denying of the meaning of fake news is essential in security discourse at all levels of societal hierarchy. Building upon my earlier research on applications of complex systems in studying security, conflicts and sustainability, I propose a new theoretical approach to the terms associated with a deepened understanding of information and knowledge. The aim of the paper is to develop a methodology based on complex systems, information theory, knowledge and ignorance, which could be applied in the processes of assigning meaning to information. Complexity of social systems, common knowledge, multi-level knowledge and ignorance will be applied in development of those processes. The paper will include a policy-oriented theoretical model and examples (to be selected later, according to their actuality), allowing for explaining the meaning of the term fake news in social discourse. The proposed methodology will also allow to study another topic deriving from intersubjectivity, common knowledge and ignorance: Who and how may decide that the particular news (information, knowledge) is a fake?

| 14:45 - 15:30 | **THE IMPED MODEL OF MISINFORMATION**
Marco Bastos (City, University of London) and Shawn Walker (Arizona State University) |

ABSTRACT

We introduce the Index of Misinformation, Partisanship, Ephemerality, and Domain (IMPED) for detection of low-quality information. The model leverages linguistic and temporal patters in the u-content, a combination of social media messages and webpages linked in the post, to estimate a parametric survival model and the likelihood the content will disappear from the internet as a proxy for low quality content. We detail the requirements for a successful implementation of IMPED and the underlying assumption of the model, which posits that quality content is designed for permanence whereas low-quality content is characterized by ephemerality.

| 15:30 - 16:15 | **TOWARDS A "HOMO HACKED"? PRESERVING AUTONOMY AND DIGNITY IN THE ERA OF TECHNOLOGICAL MASS PERSUASION IN SOCIAL MEDIA**
Urbano Reviglio (LAST-JD) |

ABSTRACT

Technological persuasion is becoming ever more sophisticated, widespread and effective (Ham et al., 2018). Individuals may be easily manipulated and loose their autonomy. As a consequence, societies may be not able to effectively focus on the dramatic global issues that the mankind has to face. The paper is a theoretical and interdisciplinary analysis of the socio-technical and legal solutions to prevent persuasion to fall into deceivement. Firstly, it is introduced how persuasion is encountered everyday on the internet: from propaganda and personalization to dark patterns, gamification and captology. Secondly, it is done a literature review of the consequences and risks of persuasion on autonomy, social cohesion, justice and well-being. Thus, a general analysis of the filter bubbles research as well as manipulation, discrimination and addiction is provided. Thirdly, the article assesses the current technical and legal instruments to preserve autonomy. It is therefore introduced and framed the right not to be deceived (Yeung, 2017), which means to be treated with dignity and respect and not to be manipulated and "hyper-nudged" by means of big data. Such right is grounded on privacy, both informational and decisional (Hildebrandt, 2017; Lanzing, 2018). Above all, this means that algorithmic decision-making and decision-guidance must have an explanation whose viability is currently disputed (Wachter et al., 2017: Wachter and Mittelstadt, 2019). Rela-

ted to this, it is also discussed the challenges and opportunities brought by algorithmic auditing (Mittelstadt, 2016). After an introduction to the ethics of nudging, alternative perspectives to tackle the risks of persuasive technologies are discussed such as the principle of intervenability on personal and non-personal data (Harambam et al., 2018), the right to receive information (Eskens et al. 2017) and the value of serendipity as a design principle (Reviglio, 2019). Finally, limitations are highlighted and conclusions are drawn.

17:00-17:45 — SOA THE MEASURE OF EVERY THIN/KIN/G – AND SHOVED LIGHT IN THE DARKNESS

Arne Kjellman (Bogg-Hans' Kingdom)

ABSTRACT

Man has a peculiar inclination for thinking that an 'external world' of unproblematic access is given to him by some God or Evolution. The main reasons are, it seems, that we firstly are deeply seduced by the senses of touch providing the 'hard facts of reality' and secondly still are caught by the paradigm that the world was created by an almighty God. Another reason might be that those in power want to secure their empires by fear and terror like "The Tyranny of Science" by Paul Feuerabend suggests.

Today's science makes use of a tool called consciousness that we simply do not understand - but still insist to call us rational. This kind of sophistry can be used as either a glare or to hide ignorance, a possibility that has accompanied philosophy since its very inception. The solution lies more nearby than one might suspect, the Subject-Oriented Approach (SOA), which unnoticed in the dark been developed during many years.

FRIDAY 28/06

9:00 - 9:45 — SOCIAL MEDIA, TRUTH, SOCIAL FORCES, DEMOCRACY, AND SOCIAL RESEARCH: THE "SCIENTIFIC" MANUFACTURE OF UNTRUTH AND DESOLATION ... AND A POSSIBLE CURE.

John Raven (Independent Researcher)

ABSTRACT

While the manufacture of videos which convincingly convey false information precisely because one has "seen what happened with one's own eyes" is deeply disturbing, vast amounts of false information has been manufactured via the application of easy-to-use statistical analysis packages to data collected from "convenience" "samples". Large sectors of this mountain have been discredited through the so-called replication crisis. Yet most of the "explanations" offered for

the situation that has arisen focus on only two or three of the network of social forces involved. The preparation of a causal loop diagram would reveal many more. But these "aberrations" are actually the least of our worries. "Science" – actually reductionist science – which fails to identify the systemic, multiple, and recursive effects of action constitutes the greatest threat to Gaia that has ever existed … worse than the destruction inflicted by largest meteorite. The application of reductionist science has facilitated the release of the CO_2 which had been salted away to facilitate the evolution of life and the plunder of the planet's resources has resulted in endless destruction of the soils, seas, and atmosphere. Understanding the network of social forces which has resulted in this misapplication of science, logic, and authority is therefore of the greatest possible importance. As discussed at previous conferences, rectifying this situation depends on the evolution of forms of public management which will innovate and learn without central direction. Yet the operation of any cybernetic/societal learning and management system which will act in the long term public and planetary interest depends on a climate of respect for diversity and others' rights to lead their lives in their own way combined with a pervasive commitment to truth and public welfare.

| 9:45 - 10:30 | SHAPING THE PLATFORMS: INFLUENCERS AS SOCIO-TECHNICAL ACTORS |

Elisabetta Locatelli (Università Cattolica del Sacro Cuore)

ABSTRACT

During the latest years, the influencers phenomenon have become a rich field for studies that analysed them as opinion leaders (Uzunoğlu and Misci Kip 2014), conceptualized them under the frame of celebrity studies (Senft 2008, Abidin 2016, Abidin 2018) or again in a marketing perspective (Uzunoğlu and Misci Kip 2014; Bokunewicz and Shulman 2017).

Former investigations (Siles, 2012; Locatelli, 2014) fruitfully applied the Social Shaping of Technology paradigm to blogs, using concepts such as "interpretive flexibility", "closure", and "relevant social groups" (Bijker, Pinch, Hughes 1989). Critical reflection about the logics of social media revealed also a mutual shaping between platforms, algorithms and users (Dijck and Poell 2013; Van Dijck, Poell, De Waal 2018).

The original contribute of this paper is that it proposes to understand influencers as socio-technical actors, as a "relevant social group" able to shape the platforms. Influencers actually are often early adopters of social media (Uzunoğlu and Misci Kip 2014), driving to attention to new platforms.

They are also interesting partners for platforms to test and release new or customized features. They can amplify messages and drive attention to policy themes

(Locatelli 2017). Influencers are stakeholders for brands, setting the path for other users that want to be involved by brands, but also urging platforms to make more transparent these relationships.

In their work for visibility (Abidin 2016) they are capable to exploit both the social and technical features of social media for improving their visibility, such as popularity (Dijck and Poell 2013) or hashtags (Carter 2016).

This few examples make clear that studying influencers under this framework will help to better understand their role in the uses and meanings of the platforms and also the paths of development of platforms, that seem to privilege more and more business interest than the connecting and empowering promise that they did ten years ago.

11:00 - 11:45 EXPLORING THE USEFULNESS OF TWITTER AND GOOGLE FOR DOING CROSS-NATIONAL SOCIAL SCIENCE RESEARCH

Amy Adamczyk (City University of New York, John Jay College and the Graduate Center)

ABSTRACT

Researchers typically use social surveys to examine attitudes and behaviors across nations. While useful for understanding cross-national differences, they are expensive to collect, include only a limited number of questions and countries, and are not very time sensitive. Many nations across the world now have residents who regularly use twitter and google, and these social media platforms are increasingly making data on the country-level number of tweets and google searchers available for analysis. While there are a lot of challenges with these data, we examine some of the potential benefits. Specifically, our study assesses the extent to which cross-national social media and survey measures related to religious expression are related. Focusing on Sub-Saharan Africa, where surveys are particularly difficult to administer, and religious expression, which is quite common across the continent, is high, we find that our religion-related measures derived from social media data, such as the proportion Christian and Muslim, correspond well with survey measures. We also show that google analytics seems to provide a more representative assessment than twitter. Likewise, in contrast to twitter, religious concepts derived from google analytics tend to have a stronger relationship with cross-national survey measures and google analytics seems particularly good at assessing Islamic religious expression. We then look at how measures derived from Twitter and google perform relative to traditional social survey measures for explaining terrorism, health-related issues, and the likelihood of having Christian and Muslim official

holidays within the country. We find that the measures derived from Twitter and google perform as well, if not better, than the traditional social survey measures. We discuss how social media data may be able to offer a reliable and time-sensitive measure for examining differences across nations and for better understanding political violence across Africa.

11:45 - 12:30 SOCIAL MEDIA PARADOXES: POWER, SUBMISSION AND AWARENESS. A NETNOGRAPHIC ANALYSIS OF #METOO

Chaime Marcuello-Servós (University of Zaragoza) and JoaquÍn Castillo De Mesa (University of Malaga)

ABSTRACT

This paper aims to describe some paradoxes of social media using Sociocybernetics. We develop a netnographic analysis of #Metoo as case study to discuss three controversial key points: power, submission and awareness. Millions of people around the world embrace Internet. The information and communication technologies (ICTs) have transformed the traditional way of life. Now it is evidence. Our digital societies are mediated by software and hardware. This requires a theoretical framework to consider the effects of the "Internetization" and "digitalization' of our lives and especially, its effects in the emergence of social movements.

Online social networks have become a parallel universe of socialization from which interactive dynamics are generated until recently unknown. From this framework of online communication, different social movements have reached a greater diffusion. One of them is #Metoo.

Here we analyse longitudinally, from March 2018 to March 2019, the social movement #Me too on Twitter. Based on the network analysis methodology, the characteristics of the observed online social structure are analysed. Netnography findings serve to show a high level of emotion in the way of interacting and a significant pattern of polarization in the conversations about the movement. In addition, this netnographic characterization maps the paradoxes of power relations, the forms of submission and the levels of consciousness that are handled in social networks such as Twitter.

14:00 - 14:45

HOSTING RADICAL-FUELLED PERIPHERY NETWORKS: INVESTIGATING MODERATION PRACTICES OF THE FRINGE PLATFORM GAB.AI

Tim de Winkel (Utrecht University) and Mauricio Alan Salazar Landeros (Utrecht University - Utrecht Data School)

ABSTRACT

Since 2016, the growing administrative and public incentive for more moderation led several of the major social media platforms to take measures against hate speech. Some online communities perceived this as censorship imposed by the social media platforms, which were assumed to be a neutral and open forum (Robertson, 2018). Predominantly focussing on the alt-right, several alternative platforms that allow for the speech that was banned on their mainstream equivalent, have manifested (Zannettou, 2018). However toxic these services might be, their attempt to erode the hegemony of Facebook, Twitter, and YouTube provides a fascinating case of bottom-up resistance to the privatization of public space and public values that platformization brings about. This research investigates the alternative social media platforms, hereby called 'fringe platforms', where alt-right content and celebrities roam under the banner of free speech, and where mainstream platforms are challenged on their management of the 'networked public sphere'. Through the example of the Twitter-surrogate Gab, a fringe platform that has gained great notoriety since the deadly shooting in the Tree of Life synagogue in October 2018, we aim to uncover the role of a contesting periphery in the online communication and information ecology of our contemporary platform society (van Dijck, 2016). Though a methodological design of quantitative and qualitative analysis, we will inventory and analyse the communities, practices and discourses on Gab, investigate how technical infrastructure (affordances) and moderation policies (governance) shape the networked publics (Boyd, 2010) and identify how fringe communities and content disseminates into the mainstream.

14:45 - 15:30

PRODUCTION AND DIFFUSION OF A SEMANTICS OF THE OBSCENE WITHIN ONLINE PRIVATE GROUP CHATS: A QUALITATIVE APPROACH

Giovanni Boccia Artieri, Elisabetta Zurovac (Università di Urbino Carlo Bo) and Stefano Brilli (Università Iuav di Venezia)

ABSTRACT

Within the contemporary social media sphere we witnessed an exploitation of visible and permanent contents shared by users for platforms' marketing purposes (i.e. selling data to advertisers) and to enable platforms to provide tailored

experiences on the basis of users' interests and interaction patterns. This state of affair, along with data breaches scandal such as Cambridge Analytica, triggered concerns about privacy issues and the dangers of mass surveillance, and lead developers to provide Instant Messaging (IM) applications with greater security (i.e. end-to-end encryption adopted in WhatsApp, iMessage). However, the existence of this kind of 'safe spaces' in which users privacy is not menaced, has also raised the attention on the sharing of transgressive, obscene or offensive contents that eludes public scrutiny. While the mainstreaming of such contents in non-public digital spaces is often cited as one of the hallmarks of the "dark side of the web", the research on this topic is still lacking as this phenomenon is observable mostly at an interactional level, and not at the mass media system level. Our study provides an analysis of users' meaning-making and boundary maintenance activities regarding violent/pornographic contents in group chats (WhatsApp and Telegram), that combines participant observation and in-depth interviews with active participants of such groups. We expect that the results of this research will improve the understanding of 1) the role of messaging apps affordances in shaping the circulation of extreme contents, 2) group regulation dynamics concerning the limits of transgressive contents sharing, 3) the impact of a common semantics of the obscene on the cultivated semantics of public sphere, 4) methodological difficulties in researching online spaces unreachable by web scraping approaches.

15:30 - 16:15 "I HAVE SEEN WORST THINGS" DEATH AND SUFFERING AS ENTERTAINMENT THROUGH THE INTERNET

David Karminski (Biblioteca Francisco de Burgoa)

ABSTRACT

Through time, death and suffering have been used as entertainment for the masses. From the Roman circus to public sacrifices and executions, this kind of manifestation has proved to historically attract the view of hundreds or thousands of curious spectator's seeking for hard emotions. Nowadays, internet and the capacity of recording thru mobile devices, has generated the possibility to find and view, with just a few clicks, videos of executions, murders, tortures, lynching's, accidents and explicit violence, mixed with pornography. All of them accessible through millions of web pages that can be found on commercial searchers.

With the exception of the graphic violence in the contents, these web pages operate and are structured under the same criteria as any other video platform. They obtain income through publicity and even when they are managed by an administrator, in most of the cases, the users are the ones uploading videos and

interacting around them: ranking, sharing and commenting with other users. The study of non-fictional violence as entertainment, has lacked theorical approaches that explore it without falling into psychic peculiarities or cultural contingences.

This condition offers a reflexive field ideal for sociocibernetics, from which it is possible to describe the complexity beneath the organization, consume and distribution forms of this contents through the internet.

17:00 - 17:45	LET US GIVE TAY A SECOND CHANCE. ARTIFICIAL OBSERVATION AS A SOCIOCYBERNETIC METHODOLOGY

Stamatia Portanova (Università degli Studi di Napoli 'L'Orientale')

ABSTRACT

Instagram is today becoming a popular habitat and workplace for artificial intelligence algorithms: an algorithm starts to work on the social media platform every time someone uses the search function to discover things of interest, every time a user extracts customer insights to sell data for target advertising, every time a personalized feed is created. This paper would like to address the possibility of deploying a particular version of 'participant observation', in the analysis of artificial intelligence algorithms in their task of replacing human work, but also of all those AIs (also known as bots) faking the behavior of social media users and influencers, and trying to pass off as 'us'. In order to accomplish this task, we will weave a relation between second order cybernetics and Reza Negarestani's 'new rationalism', a philosophical theory where the mind is seen as an object or an artefact of its own conception (the concept of a concept). This methodological connection can brings the observation of a Twitter bot such as Microsoft's Tay (an acronym for Thinking About You), and more in general about artificial intelligence, to touch the most uncanny side of second order cybernetics as a self-observation of the observer, or the observer observing itself.

17:45 - 18:30	APPROACH TO THE ACTORS OF THE COLOMBIAN POLITICAL DISCUSSION ON TWITTER

Lida Ximena Tabares Higuita (Universidad Pontificia Bolivariana)

ABSTRACT

This paper presents the results of an empirical approach towards the identification of actors in the Colombian political discussion on Twitter. It was based on the initial observation of a group of 81 issuing accounts of the most controversial messages during the months of June, July and August of 2018. The tweets were reviewed in the Twitonomy application, with the purpose of iden-

tifying the 10 most retweeted users, the ones most replied, as well as the most mentioned by this group. The analysis of this data allowed the identification of other 75 recurring accounts, which are key in the Colombian political discussion, including politicians, media, journalists, columnists, civil society, State entities, non-governmental entities and citizens.

The interaction data of all the 156 actors was processed in two ways: 1) A manual data base analysis using Microsoft Excel and, 2) with the help of the Gephi network analysis system. Both strategies were applied to identify more clearly the connections between the accounts, which allowed to observe the different political sectors present in the discussion, how some have inbreeding practices in their interactions and how most assume a role as issuers, having a low response rates towards users.

This research is part of the doctoral thesis "Political discourse on Twitter in Colombia as a factor that feeds the conflict", in process of development by the author in the Doctorate in Political and Social Sciences from the National Autonomous University of Mexico.

SATURDAY 29/06

| 9:00 - 9:45 | POLITICAL SELF-OBSERVATION AND PRIVACY: DARK ADS AND THE DARK SOCIAL |

Isabel Kusche (The University of Edinburgh)

ABSTRACT

The paper proposes a perspective on privacy issues in relation to the use of big data by internet and social media platforms that is based on the notion of functional differentiation. . It uses Luhmann's theory of social systems, namely his reflection on the function of basic rights in general and ballot secrecy in particular, to place the problem of privacy in the context of safeguards against societal de-differentiation. Safeguarding the autonomy of the political system has always depended on the privacy of the act of voting. Ballot secrecy has forced political actors to infer voters' interests and preferences from the observation of public opinion. This self-observation of politics is undermined by opportunities for private communications to large audiences that social media platforms afford. Targeted political advertising can create dark ads, which cannot be scrutinized and integrated into the self-observation of the political system. They offer a direct inroad for money to influence voters in their secret decision at the ballot box. The sharing of social media content can increase the scope of such influence. Dark social media, where sharing cannot be tracked by web analytics, create additional problems for political self-observation. New legal regulation that enforces some opportunities for the parallel public observation of non-public social media communication may at least provide a partial remedy and help safeguarding political autonomy.

9:45 - 10:30 THE IMPACT OF SOCIAL MEDIA ON PRIVACY

Rosanna Marino (University of Naples Federico II, Department of Social Sciences)

ABSTRACT

Starting from the idea that networked communication breaks traditionals boundaries between public and private sphere, the paper explores the concept of privacy in the digital age and describes how social media are reshaping its meaning by looking at the users practices. In the first part, the paper describes social media as environments of relationship and identity expression, where takes place at the same time the advertising of private life and the privatization of the public sphere. Social sharing is the most popular activity in social media and privacy is no longer understood as right to be left alone, but as right to maintain control over one's own information. In this context, privacy gets new meanings, which depend simultaneously on the technical aspects of the platforms (public and private account), on the vertical relationships between users and providers of web services (institutional and informational privacy) and on horizontal relationships among users (social and expressive privacy). The privacy management in social media becomes, in the daily experience, a dialectical process of negotiating boundaries, a continuous search for a point of equilibrium, a real triangulation between self, sociability and affordances.

In the second part, the paper proposes most relevant findings of a mixed methods research about teenagers practices of privacy management in social network sites. The study puts on evidence a relationship between the "level of presence and involvement" of users in social networks with the "level of awareness" of users related to the opportunities and risks of the platforms. Crossing these two factors, emerge four types of users behaviour: imprudent, prudent, dynamic and lazy.

11:00 - 11:45 YOUR DAUGHTER IS THE DEVIL. MEMORY REPLACEMENT AND NOSTALGIA TACTICS IN MUSIC ALGORITHMIC STREAMING: A SET OF PERFORMATIVE OBSERVATIONS

Martina Raponi (Noiserr)

ABSTRACT

This presentation is aimed at showing my own personal observations of music streaming apps' behaviours in relation to the future production of an artwork based on the Spotify's user-customised Time Capsule playlist.

This performative outcome epitomises a synthesis of the complexity of the systems within which my observations have been done, which will be presented,

on the occasion of the RC51 gathering, in a dissertation explaining my own personal findings, merging my user point of view and my professional point of view (as an ex music specialist metadata editor), together with examples from "instant cults" from popular culture which aestheticise nostalgia using (specifically millennial's) generational scepticism, cultural revival waves, and other popular tropes.

The presentation will also and importantly touch paramount issues related to algorithmic music streaming, which connect music production culture on traditional supports, the agency of artists and record labels, and the impact on the overall concept of labor within the music industry, and how the automation might affect the development of this specific industry, in an age in which the streaming services, acting as gatekeepers of taste and circulation, promote a lean-back passivity, exploiting popularity biases to generate listening obsessions and market revenues while increasing the inequity in royalty payments, especially in branded streaming virtual environments.

My aim is to question this contemporary music system and to propose a critical approach to it without denying it, while reflecting on the values we should promote in the consumption and socialisation of music.

| 11:45 - 12:30 | A THEORY OF NORMATIVE ORDER: A FRAMEWORK FOR THE MODELLING AND UNDERSTANDING OF A LEGAL SYSTEM AT DIFFERENT SCALES OF ANALYSIS |

Roberto Mancilla (Independent researcher)

ABSTRACT

This paper is part of a larger project-a theory of Law- which purports to use concepts of systems theory, complexity and cybernetics in order to create models of legal behavior that can be subject to computer simulation and modeling, thus making theory and practice more relatable to each other. I intend to delve on a model of law I call normative order, which explains what norms are and how they are applied, along with a brief notion of who are its subjects. This model can be used to understand legal behavior on a macro scale (cities of a certain size, States, confederations of States and onwards), but it can also be used on small scale systems like communities, dyads, triads and so on. The elements of the normative order are the following: 1) a legal norm, 2)it's application, 3) the resulting interpretation, amendment or informal change that results from it which in turn feedbacks to the norm and changes it. I will explain on great detail how this norms applies to existing legal systems and I will use several examples pertaining to Mexico; I will conclude on a sketch of how it can be used in computer modelling.

Where to eat (all sites are within 12 minutes walking distance from the conference venue)

Il Castello
Via del Poggio 1, Phone: (+39) 0722 2492
Versatile lunch spot: a restaurant with local cuisine AND a self-service.

Il Cortegiano Ristorante
Via Puccinotti 13, Phone: (+39) 0722 320307
Homemade pasta, meat and vegetables in a charming place in front of the Cathedral.

Il Girarrosto Urbino
Piazza San Francesco 3, Phone: (+39) 0722 350497
Typical trattoria that serves local meat, cheeses, charcuteries and grilled vegetables.

Osteria Km 0
Via Puccinotti 21, Phone: (+39) 0722 320369
Cozy little restaurant near Palazzo Ducale where to taste local food and one of the best crescia sfogliata (typical filled flatbread) in town.

Ragno d'oro
Viale Don Giovanni Minzoni 2/4, Phone: (+39) 0722 327705
Typical plates, pizza and delicious crescia sfogliata near the statue of Raffaello.

Ristorante Osteria L'Angolo Divino
Via Sant'Andrea 14, Phone: (+39) 0722 327559
Traditional regional cooking with a modern twist and a

good wine selection.

Atabulus
Piazza Rinascimento 7, Phone: (+39) 390 722 2685
Restaurant, wine bar and bookstore all in one place.

Belin che Buono
Via Bramante 41, Phone: (+39) 0722 347184
Pizza and focaccia from the Liguria Region.

Canyon Fast Food
Via Matteotti 22, Phone: (+39) 347 641 2454
Hamburgers, piadina and all kinds of sandwiches.

Galleria AE – Altra Economia
Piazza Repubblica (inside Collegio Raffaello), Phone: (+39) 0722 547015
Organic store and self-service restaurant run by local farmers.

Magna Grecia
Via Cesare Battisti 36, Phone: (+39) 0722 350497
Gyros, souvlaki, musakà and other Greek specialties.

Piadineria L'Aquilone
Via Cesare Battisti 23, Phone: (+39) 339 159 9910
Piadina or crescia sfogliata with all kinds of fillings.

Pizzeria Il Ghiottone
Via Giuseppe Mazzini 10, Phone: (+39) 0722 2229
Fine pizza selection. You can dine in, take-away, or get it delivered to you.

Caffè 400
Via Puccinotti 29, Phone: (+39) 338 303 9779
Breakfasts and quick bites just in front of Palazzo Ducale.

Caffè Basili
Piazza della Repubblica 1, Phone: (+39) +39 0722 244811
Right in the main square. From breakfast to aperitivo and beyond.

Caffè del Teatro
Corso Giuseppe Garibaldi 88, Phone: (+39) 0722 2911
There are many bars in Urbino with nice views, but this one is hard to beat.

I Dolci di Battista
Via Raffaello 5, Phone: (+39) 0722 4409
Excellent homemade pastries, sandwiches and ice creams.

Il Caffè del sorriso
Via Saffi 62, Phone: (+39) 3395397342
Pizza, sandwiches, salads and delicious jam tarts.

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