



International Conference
**THE MANY FACES OF SOCIAL MEDIA:
EMPOWERMENT AND SUBJECTION ONLINE**

Vytautas Magnus University Kaunas, Lithuania

21-22 April 2016

CONFERENCE PROGRAMME

Social media have truly become an integral part of our everyday lives. However, their effect on social and political life still remains debatable. The conventional narrative on social media has long portrayed them as tools for empowerment, social and political change, freedom, and democracy. These views were particularly fuelled by events such as the Arab Spring. And yet, this conventional wisdom has come under attack – new research on cooptation of social media by non-democratic regimes, terrorist recruitment, the unfolding of events in Ukraine, and other developments have cast doubt over the overwhelmingly positive interpretations. Hence, this conference-workshop calls for a balanced approach to social media and their contribution to everyday life.

The two-day event will comprise paper presentations (day one) and workshop sessions chaired by academics and media professionals (day two).

PAPER PRESENTATION DAY | THURSDAY | 21 APRIL 2016

Location: Vytautas Magnus University Small Hall, S. Daukanto st. 28

9.30–10.00 REGISTRATION

10.00–10:10 CONFERENCE WELCOME

Gintarė Žukaitė | Vytautas Magnus University, Faculty of Political Science and Diplomacy

Kristina Juraitė | Vytautas Magnus University, Department of Public Communication

10.10–10.40 OPENING ADDRESS

Auksė Balčytienė | Vytautas Magnus University – *Journalism and Hybrid Media Environments: Evolving Norms and Troubling Trends*

Ignas Kalpokas | Vytautas Magnus University – *Flawed by Design: Why Social Media are Bad for You and Your Country*

10.40–11.10 COFFEE BREAK | VMU Vero Cafe

11.10–13.10 PRESENTATION SESSION 1 | Moderated by Algis Davidavičius

Denis Petrina | Vytautas Magnus University – *"Technologies of the Self 2.0": The Practices of (Political) Subjectivation in Social Media*

Rūta Sutkutė | Vytautas Magnus University – *The Mediatization of New Movements: The Case of "Je suis Charlie"*

Łukasz Koperski | Adam Mickiewicz University, Poland – *Using Groups Addressed for Parents of People with Disabilities on Facebook*

Simona Sutkutė | Vytautas Magnus University – *Visual Representation on Social Media: The Case of Selfie*

Austė Aleksandravičiūtė-Šviažienė | Hospital of Lithuanian University of Health Sciences – *Health Risks Communication in Social Media: Is it Helping or Misleading?*

13.10–14.30 LUNCH BREAK | VMU Vero Cafe

14.30–16.30 PRESENTATION SESSION 2 | Moderated by Ignas Kalpokas

Olena Kosheliuk | Lesya Ukrainka Eastern European University, Ukraine - *Social Media as a Translator of New Political Myths*

Algis Davidavičius | Vytautas Magnus University – *Communication to Losers: Tropes of Capitalist Superiority in Lithuania*

Eimantė Zolubienė | Kaunas University of Technology – *Bringing the Future into the Present: Discourse of Risk in Lithuanian Online News Media*

Jaq Greenspon | Vytautas Magnus University – *Social Responsibility in Social Media*

Neringa Stoškutė | Vytautas Magnus University – *Museums and Social Media: Museum "Faces" on Facebook*

16.30–17.00 DAY-ONE CLOSING SESSION

Vaida Venckutė-Nagė | Vytautas Magnus University – *Presentation of the 10th Kaunas Biennial "Networked"*

Kristina Juraitė | Vytautas Magnus University – *A special issue of "Media Transformations": Many Faces of Social Media*

WORKSHOP DAY | FRIDAY | 22 APRIL 2016

Location: Vytautas Magnus University, S. Daukanto st. 28, Room 404

10.00–11.30 WORKSHOP SESSION 1

Anda Rozukalne | Riga Stradins University, Latvia – *From big data to smart data: Using interdisciplinary approach for the invention of new research methods of social media audiences*

12.00– 13.00 WORKSHOP SESSION 2

Artūras Rumiancevas, Jonas Brazys, Mangirdas Beniušis, Vaidas Mikelskas | Žaismo DNR – *Kompiuterinių video žaidimų industrijos perspektyvos: kūrėjai ir žaidėjai*

13.30–14.30 WORKSHOP SESSION 3

Gediminas Jaunius | Kūrybos namai ELITAZ – *Tradicinių ir socialinių medijų sąveika*