



Program



Groupe de recherche
en communication politique

THE GRCP'S INTERNATIONAL WORKSHOP

Third edition

REFLECTIONS ON EMERGENT RESEARCH IN POLITICAL COMMUNICATION

Two days of public conferences with:

Didier Courbet

Université de Marseille-Aix

Elisabeth Goodyear-Grant

Queen's University

Alfred Hermida

University of British Columbia

Daniel Kreiss

University of North Carolina in Chapel Hill

Arnaud Mercier

Université de Lorraine

APRIL
24 & 25
2015

Room 3632 (Salle du Conseil)

Pavillon Louis-Jacques-Casault

1055 avenue du Séminaire



THE GOAL OF THE GRCP'S INTERNATIONAL WORKSHOP IS TO HIGHLIGHT AND DISCUSS INNOVATIVE RESEARCH PARADIGMS IN POLITICAL COMMUNICATION. OVER TWO DAYS, FIVE INTERNATIONAL GUEST SCHOLARS WILL PRESENT THEIR LATEST WORK, AS WELL AS DISCUSS THESE CONTRIBUTIONS WITH GRCP'S AND AUDIENCE MEMBERS.

FRIDAY APRIL 24TH

8:30-8:55 AM Arrival and greeting of guests

9:00 Opening words by Prof. Thierry Giasson, Lead Researcher, GRCP

9:10 ***Reception and influence of political and public communication: TV, Internet and Serious Game - Experimental Results.***

Presentation by Prof. Didier Courbet, Université de Marseille-Aix

Didier Courbet is a Professor of communication studies and the Assistant Director of the Institut de recherche en sciences de l'information et de la communication (IRSIC) at the Université d'Aix-Marseille in France. His work focuses on public forms of communication (public health, environment) and on the reception and the psychosocial impacts of media consumption (political messages, social power of television, advertising, web, persuasive serious games). He teaches in the Faculties of medicine (health communication), psychology and communication in Marseille and Aix-en-Provence. He is also associated to France's Institut national de la santé et de la recherche médicale (INSERM).

10:30 Coffee break

10:40 Discussion on Prof. Courbet's presentation

11:30 Lunch break

12:40 PM ***Gendered News: Reflections on Theoretical and Practical Issues.***

Presentation by Dr. Elizabeth Goodyear-Grant, Queen's University

Elizabeth Goodyear-Grant is an Associate Professor in the Department of Political Studies at Queen's University. Her research focuses on Canadian and comparative politics, with particular interests in gender and political communications; electoral politics, voting behaviour and public opinion; and the political representation of women. She is the author of *Gendered News: Media Coverage and Electoral Politics in Canada* (Vancouver: UBC Press, 2013), which was shortlisted for the Canadian Political Science Association's 2014 Donald Smiley Prize. Goodyear-Grant's work has also appeared in venues such as *Politics & Gender*, *Electoral Studies*, *Commonwealth & Comparative Politics*, and the *Canadian Journal of Political Science*.

- 2:00 PM** Discussion on Dr. Goodyear-Grant's presentation
- 2:40** Coffee break
- 2:50** ***Networked publics and the remaking of the news.***
Presentation by Dr. Alfred Hermida, University of British Columbia
- An award-winning digital media pioneer at the forefront of research into social media and new forms of storytelling, **Dr Alfred Hermida** is an associate professor at the University of British Columbia Graduate School of Journalism, in Vancouver, Canada. He joined UBC in 2006 after 16 years at the BBC, where he was one of the founding members of the BBCNews.com website in 1997. He is co-author of *Participatory Journalism: Guarding Open Gates at Online Newspapers*, (Wiley-Blackwell, 2011), and his research has been published in *Journalism Studies*, the *Journal of Computer-Mediated Communication* and the *Journal of Broadcasting and Electronic Media*. His new book, *Tell Everyone: Why We Share and Why It Matters*, (DoubleDay Canada), delves deeply into how social media is reshaping the worlds of media, business and activism.
- 4:10** Discussion on Dr. Alfred Hermida's presentation
- 5:00** End of day one

SATURDAY APRIL 25TH

- 9-9:25 AM** Arrival and greeting of guests
- 9:30** ***Networked Ward Politics:
Parties, Databases, and Campaigning in the Information Age.***
Presentation by Dr. Daniel Kreiss, University of North Carolina in Chapel Hill
- Daniel Kreiss** is Assistant Professor in the School of Media and Journalism and Adjunct Assistant Professor in the Department of Communication Studies at the University of North Carolina at Chapel Hill. Kreiss's research explores the impact of technological change on the public sphere and political practice. In *Taking Our Country Back: The Crafting of Networked Politics from Howard Dean to Barack Obama* (Oxford University Press, 2012), Kreiss presents the history of new media and Democratic Party political campaigning over the last decade. Kreiss is currently working on a second book project, provisionally titled *Networked Ward Politics: Parties, Databases, and Campaigning in the Information Age* (under contract with Oxford University Press and due out in 2016).
- 10:50** Coffee break
- 11:00** Discussion on Dr. Kreiss's presentation
- 12:00** Lunch Break

1:00 PM

How are digital social networks used during election campaigns?

Presentation by Prof. Arnaud Mercier, Université de Lorraine

Arnaud Mercier is a Professor of Information and Communication Sciences at the Université de Lorraine in Metz, France. He's the Director of the Observatoire du webjournalisme (<http://obsweb.net>) and an associate researcher with the Laboratoire communication et politique (LCP) of France's Centre national de recherche scientifique. Mercier is co-lead investigator of the ANR funded project *INFO-RSN* which studies the flow and sharing of information through digital social networks as well as journalistic transformations. His research focuses on journalistic and political uses of digital social networks. He is the author of *La communication politique* (CNRS Éditions, 2008), *Le journalisme* (CNRS Éditions, 2009) and of *Médias et opinion publique* (CNRS Éditions, 2012).

2:20

Coffee Break

2:30

Discussion on Prof. Mercier's presentation

3:30

Closing words by Prof. Giasson, GRCP. End of the Workshop.

The workshop will take place in room 3632 of Pavillon Louis-Jacques Casault at Université Laval, located at 1055, avenue du Séminaire, in Quebec City.

An interactive map of campus may be downloaded here:

<http://www2.ulaval.ca/plan-du-campus/carte-interactive-du-campus.html>

Attendance is free, but as places are limited, please confirm your presence as soon as possible at: info@grcp.ulaval.ca

