Call for Paper for the Annual Conference of the Swiss Association of Communication and Media Research SGKM on 27th/28th April 2017 at the University of Applied Sciences, HTW Chur, Switzerland

Innovation as a Challenge for Communication Science and Practice

Conference Topic

Innovations drive the development of media in a fundamental and continuous way. They can be defined as targeted redesigning and systematic renewal of technologies, products or processes. Innovations can be understood as the attempt to not merely accept journalistic and technological change but to shape it actively and self-determinedly.

Innovations can be differentiated according to diverse dimensions:

A first differentiation can be defined according to the originator of innovation: Various players (e.g. individuals, media companies, foundations, trade associations, nations etc.) strive to implement innovations themselves or to at least establish circumstances that drive the development of innovations.

Another level of differentiation pertains to the scope of the innovation: Put simply, one can differentiate between incremental innovations, which describe relatively small changes in existing structures (e.g. the development of new media formats within a media company). Contrastingly, radical, disruptive innovations have a much larger scope and change existing structures or established processes fundamentally (e.g. online communication).

The fundamental theory of innovation of economist Joseph Schumpeter differentiates between five types of innovation, which can lead to economic and social change with a certain radical nature. His typology can also be applied to the media industry:

1. The introduction of a new product, that is unfamiliar to the consumer, or of a distinctive qualitative innovation to an existing product (new formats, types of presentation etc.),
2. The introduction of a process innovation (digitalisation of radio and TV show production etc.),
3. The creation or opening up of new markets (new target audiences etc.),
4. The tapping into new sources of supply of commodities or semi-finished goods (provider of broadcasting formats, user generated content etc.),
5. The implementation of organisational change (reorganisation of editorial staff through the introduction of news rooms etc.)

Innovations can comprise several of these types at the same time and hence be of exceptional scope. As an example, the introduction of a newsroom is linked at the same time to organisational change and the innovation of editorial processes.

The topic of innovation is significant to players on a macro-, meso-, and micro level. These three levels are interlinked and in the following are treated distinctly only for reasons of better clarity. During the 2017 conference, the role of innovation will be considered from various perspectives.
The following topic areas and questions are mentioned exemplarily:

**Area I: Macro-level – Structures, Systems and Institutions**

**Theory formation and media history**
- How can innovations in the area of media and communication be captured theoretically? What kind of significance do various definitions and concepts of innovations hold regarding the development of theories in the area of communication studies?
- Which innovations have shaped the development of media?
- How or rather what has driven which kind of innovations? Who or what has hindered which type of innovations how and why?
- Which social evaluation is given to different media innovations? What are the consequences of these evaluations for acceptance and diffusion of the innovation and for media policy?

**Media systems and media policy**
- Which media-policy decisions and/or social developments have led to innovation of the design of national media systems; which developments have hindered innovation?
- Which innovative approaches for regulating private and/or public media are being currently discussed? What are (from a historical perspective) crucial innovation steps of media policy and regulation? How can innovations in the area of media regulation be classified?
- How are diffusion processes of media innovation shaped on an international level? Which states or international organisations are leaders of innovation and which are innovation followers or inhibitors?

**Political communication**
- Which innovations change political communication? Which positive and negative consequences arise from such innovations in terms of shaping democratic opinion?
- Is political communication of today’s times suitable for adolescents? Which innovations drive or support targeted approach of adolescents?
- With a view to global migration movements, there is an increased need for innovative concepts of cross-cultural communication. Which innovative approaches are used by which players and how successfully?

**Media Economics**
- What significance do international, national and regional media innovations hold in face of the globalisation of media markets? To what extent do innovations on international level (media design, regulatory innovations, services) promote or hinder media development on national and regional level?
- How important and effective are different public and private institutions in the promotion of innovation in the media industry (e.g. innovation funds, foundations, prizes and awards, techno parks etc.)?
- What roles do certain social groups (e.g. elite, migrants, linguistic minorities etc.) play in the development, adaption and diffusion of innovations?
- What is the role of science and research in the process of innovation? Which types of innovations in the media industry were initiated by research? How do these differentiate from other innovations?
Area II: Meso-level – Media, companies and organisations

Promotion of innovation and quality

- How can innovations within media companies be promoted? Which procedures and processes have shown to be successful in practice?
- How should the introduction of new technologies within an organisation be designed, so that socio-technical innovations can emerge?
- What is the relationship between quality assurance and innovation? Under which circumstances do quality assurance processes contribute to the promotion of product- and process innovations?
- Which innovations entail what kind of risks to journalistic quality? To what extent does e.g. the unregulated journalistic use of photos from social media contribute to manipulation and deception?
- Which organisational features (number of employees, financial situation, organisational structure, company culture etc.) have what kind of influence on the organisation’s innovation? How can innovation be promoted in small as well as in large enterprises?

Organisational communication, advertisement

- Which innovations (e.g. corporate newsrooms, content marketing) defined the change in organisational communication (public relations, advertisement and internal communication)?
- How do innovations in the world of media affect the advertising market?
- What effects do new user habits have on the advertisement industry (positioning, formats, media etc.)?
- How do new media change the perception of advertisement of generations Y and Z? And how do generations Y and Z change advertisement?
- How can impact and success of innovations in the area of organisational communication be measured?

Area III: Micro-level – Media use and media impact

Media use

- Which characteristics are key to media innovations in order for them to be well received and -used?
- How innovation-friendly and –resistant is the media audience?
- How do different user groups react to innovations?
- Which theories and methods can define the diffusion of innovations accordingly?
- How significant is the role of different generations (e.g. Y and Z) in the acceptance of innovations?
- How and what for do different demographic groups (e.g. younger, older generations) use new media?
- To what extent does resistance to innovation by the user exist and how can this phenomenon be explained by communication and media science?
- How does communication of media users evolve against the background of an increasing pull-culture?
- To what extent can convergent media communication change cultural and social tenors using new communication methods?
- What role does the inclusion of female and male users in the development of media innovations play?
**Call for Papers - Annual Conference of the Swiss Association of Communication and Media Research SGKM 2017**

**Audience- and Media use research**

- What challenges does user research face in an increasingly fragmented society?
- What effects do technical innovations in the area of media use (amongst others media convergence, growing number of consumer devices) have on the methodology of media use research?
- What methods can be used to collect cross-media data regarding the reach of marketing material?

**Media education**

- Which effects does the never-ending stream of media innovations and the interlinked pressure to stay up-to-date have on the development of media education?
- How can media education empower children and adolescents to a self-determined use of media innovations?
- What kind of traditional and innovative teaching methods are suitable for the transfer of media competence with different age groups?
- To what extent do findings from media education influence everyday school life (amongst others regarding the delivery of curriculum 21)?

**Area IV: Technology**

- To what extent is the development of innovations in the media industry driven by technological change? Which other factors are significant as innovation drivers?
- Which technological trends and future products (e.g. virtual and augmented reality) are recognisable already today as prototypes and will influence the media industry in the future?
- Which new professional job requirements emerge at the interface of journalism, organisational communication and technology?
- Which technological competencies (software development, cryptography, big data analytics, data visualisation) are key to success in the area of data journalism or social media management?

**Area V: Development of the academic discipline, methodology and academic teaching**

**Development of the academic discipline**

- Which theoretical and methodical innovations have shaped the development of the academic discipline of communication- and media science? Which innovations did this academic discipline miss out on?
- How can innovation monitoring be carried out in communication- and media science in a useful way? How can short-term trends and long-term future trends be captured accordingly?

**Methods**

- What kind of methodical innovations are necessary in order to ensure that communication- and media science can meet the challenges of the constant dynamic of their respective research subject? Which methodical innovations are well suited for the analysis of the fast change in the world of online communication?
- In which research areas does communication- and media science depend on collaboration with other disciplines (e.g. computer science)?
Academic teaching

- In which (innovative) teaching formats can the exceptional significance of the research subject of innovation be transferred to students?
- What kind of potentials do innovations at the interface of technology and didactics (e.g. blended learning, multimedia and media convergent learning, computer-assisted cooperative learning, class room assessment techniques, formative and summative controls of learning success etc.) offer with regards to the development of appealing academic teaching?
- How can the practical application of academic teaching be strengthened? How can innovators coming from the area of media practice be included in academic teaching in a useful way?

Submissions

The conference is aimed at the national and international professional public. Contributions and presentations can be submitted in German, French, Italian or English language. The visualisation at the conference (Power Point or similar) mandatorily has to be presented in a different language than the oral presentation, so that attendants of other languages can remain connected. For holding a presentation, SGKM-membership is not a prerequisite.

There are three formats available for the submission of contributions:

<table>
<thead>
<tr>
<th>Individual Submission</th>
<th>Panel, SACMR Specialist Group Sessions</th>
<th>Workshops «Science meets Practice»</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Extended Abstract (2,000-4,000 characters incl. space characters)</td>
<td>1. Panel description (1,000 characters)</td>
<td>1. Abstract about the workshop topic (1,000-2,000 characters)</td>
</tr>
<tr>
<td>2. Short Abstract (500-1,000 characters)</td>
<td>2. 4-5 individual contributions (2,000-4,000 characters each) of a common topic</td>
<td>2. Short Abstract about individual contributions (500-1,000 characters each)</td>
</tr>
<tr>
<td>3. Appropriate topics within the call</td>
<td>3. Separates cover page per panel with information about the authors (see template on the website)</td>
<td>3. Details of speakers from science and media practice</td>
</tr>
<tr>
<td>4. Separate cover page with information about the author (see template on the website)</td>
<td></td>
<td>4. Details of a presenter to host discussion during the workshop</td>
</tr>
</tbody>
</table>

Submission Deadline: Monday, 17th October 2016

Information regarding Review Results: Monday, 12th December 2016

15-minute presentation (if accepted) 90-minute panel (if accepted) 45-90-minute workshop (if accepted)
1. Individual Submission

For individual submissions, we kindly ask you to write an extended abstract (scope: 2,000-4,000 characters incl. space characters) about a 15-minute presentation. State, which 1-2 topics that were mentioned in the call, the presentation will particularly relate to (e.g. Political communication/methods). In addition to that, please submit a short abstract of your presentation proposal (scope: 500-1,000 characters) for the conference program. In order to ensure anonymity during the assessment process, please fill in a separate cover page with author details (a template is available on the conference website).

2. Panel, SACMR Specialist Group Sessions

The procedure regarding the submission of a panel or SACMR specialist group session is identical: Please write a panel proposal with 4 to 5 individual contributions for a 90-minute panel. The individual contributions should relate to a common panel topic. The description of the panel should not exceed 1,000 characters, a description of 2,000-4,000 characters is required for each individual contribution. Please fill in one separate cover page per panel with all author details (a template is available on the conference website), in order to guarantee anonymity during the assessment process.

Assessment Criteria

Submissions for individual contributions, panels and SACMR specialist group sessions will be assessed anonymously by a minimum of two experts (peer review). Hence, all contact details mandatorily have to be noted on a separate cover page. Also, it should be avoided to offer references in the short paper, which allow inference regarding authorship.

Reviewers will adhere to the following assessment criteria:

1) Relevance of the topic; 2) Reference to the conference topic; 3) Theoretical foundation; 4) Appropriateness of method/approach; 5) Clarity of argumentation 6) Originality.

For panels: 7) Reference of individual contributions to a common topic.

During the SGKM conference, the „Best Paper Award“ will be presented to the best paper that was written with contribution from a junior scientist.

3. Workshops: Science meets Practice

During the conference, innovation should not only be discussed as a textual topic, but rather, new and innovative event formats should be developed. For this reason, the new workshop format “Science meets Practice” was created, which allows for direct exchange between communication- and media scientists and media professionals (e.g. journalists, PR-professionals, speakers, bloggers).

If you would like to submit a workshop, please write a proposal that comprises individual contributions from 3 to 5 people for a panel (45-90 minutes). The workshop topic should be outlined in an abstract (1,000-2,000 characters), which also notes questions that will be addressed by all participants during the workshop. For each individual contribution, a short summary of 500-1,000 characters and details of speakers from science or media practice is required.
The selection of submitted workshops is made according to a slightly adjusted procedure:

The submitted proposals will be assessed using a modified list of criteria:

1) Topic relevance, 2) Reference to conference topic, 3) Clear thematic connection between contributions from media practice and communication- and media science.

Workshop proposals will not be subject to an anonymous peer-review-process but will rather be judged by the organising committee. The workshop proposal should outline names of all contributors from science and media practice and contain a few key words regarding their professional backgrounds. Moreover, a host for the discussion during the workshop should be stated.

If required, the organisation committee of the conference might also initiate workshops themselves and might contact suitable persons for this purpose.

All contributions can be submitted via the conference website:

http://sgkm2017.htwchur.ch

**Important Information**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start of submission via conference website</td>
<td>Monday, 5th September 2016</td>
</tr>
<tr>
<td>Submission Deadline</td>
<td>Monday, 17th October 2016</td>
</tr>
<tr>
<td>Information on Review Results</td>
<td>Monday, 12th December 2016</td>
</tr>
<tr>
<td>Publication of Conference Program</td>
<td>Monday, 23rd January 2017</td>
</tr>
<tr>
<td>Start of Registration</td>
<td>Monday, 23rd January 2017</td>
</tr>
<tr>
<td>Registration Deadline</td>
<td>Monday, 27th March 2017</td>
</tr>
<tr>
<td>SGKM Annual Conference 2017</td>
<td>Wednesday, 26th April 2017 (Get-Together) Thursday and Friday, 27th/28th April 2017: Conference</td>
</tr>
</tbody>
</table>

**Contact**

Organisational Committee:

Urs Dahinden, Sharon Alt, Matthias Künzler, Edzard Schade, Amina Ovcina Cajacob, Yvonne Herzig Gainsford, Martin Arnet

E-mail: sgkm2017@htwchur.ch

Website: http://sgkm2017.htwchur.ch

*The Conference on Twitter*

@SGKM2017: Recent information about the conference is published via this Twitter account.

#SGKM2017: This is the official hashtag for the conference.