

DMARC

World-leading research for a creative,
inclusive and fair digital media environment

Digital Media Research Centre

ANNUAL REPORT
2017





Digital Media
Research Centre

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1.0 DIRECTOR'S REPORT

Welcome

In early April 2018, the DMRC will reach its third anniversary—a good moment to take stock of our progress and renew our momentum. We have achieved a lot in our first three years: we're now well-established at QUT and well-recognised externally, we've got runs on the board with strong funding and publication outcomes and a number of strong industry partnerships, and we host a dynamic, engaged and supportive research culture of which we can be justly proud. But we can do more!

As we go forward into our fourth year, we aim to become more purpose-driven and engaged with the world outside the university, and we're actively looking to generate significant impacts from our research. As an important next step, we've refreshed our mission and renewed our structure—and these changes are outlined below.



I would like to take this opportunity to sincerely thank all our members, students, partners and supporters for their contributions to the centre's research and outreach in the past year. I especially acknowledge the leadership and commitment of the DMRC leadership team: Michael Dezuanni (Associate Director), Peta Mitchell (Research Training Coordinator), and Tess McGlone (Centre Coordinator), and thanks also to Nicki Hall (Project Officer) for her help putting this annual report together. I'm looking forward to working with you all again in 2018.

Renewing our purpose and structure

Between late 2017 and early 2018, we formalised a new mission for the DMRC:

World-leading research for a creative, inclusive and fair digital media environment

We deliver on this mission by working together and with external partners on innovative and impactful projects. Accordingly, we have transitioned away from a program-based 'group' structure toward a flat, lean, and action-oriented model, organised around three priorities:

1. creativity & innovation
2. diversity & inclusion
3. trust & fairness

These three priorities represent our aspirations for the kind of digital media environment that we'd like to promote and help build. But each of them also stands in for significant problems and challenges affecting the digital media industries, and are reflected in public concerns.

In addressing these challenges, we need to undertake high-quality research that generates deep **understanding**, as well as engaging in direct **intervention** and **external advocacy**.

Creativity and innovation

We investigate the settings and dynamics that foster vibrant and internationally competitive local creative content industries; recognising that creativity and innovation can come from anywhere, including from marginalised communities and non-expert creators. We trace the emergence and dynamics of new digital media and entertainment industries and business; and we map the skills, identities and labour dynamics associated with creative work in these sectors.

Inclusion and diversity

We conduct basic and problem-solving research into the challenges of population-wide digital access, as well as helping to embed throughout society the capability and skills to operate effectively as consumers and media professionals in the digital media environment. We map the social and cultural diversity of digital culture and the inclusiveness of platforms; recognising not only that multiple forms of diversity need to be considered in governance and inclusion, but also that social diversity is a vibrant source of creativity and innovation.

Trust and fairness

We undertake analysis and advocacy that promotes the transparent and just governance of the media environment, which is populated by a diverse array of local and international media organisations and platforms. We seek to promote a media environment that enhances social cohesion, that treats participants fairly, and that takes seriously the role of digital media platforms in curating our culture, and in coordinating our political communication and social interactions. We investigate how deep social and historical questions (like democracy and trust) are challenged by new technological developments (from algorithmic news curation to the blockchain), and explore the new models of media practice, regulation and governance that might emerge from these developments.

To each of these areas, and across all our projects, we bring distinctive research capabilities, leading-edge research infrastructure and research training programs, and a strong support structure for external engagement.

Centre Membership update

During 2017, DMRC Chief Investigator Ruth Bridgstock moved to the University of South Australia where she is now Dean: Academic and Professor: Learning and Teaching, Education Arts and Social Sciences.

We have also farewelled two of our Vice Chancellor's Research Fellows, both of whom have gone on to excellent international positions:

- Tim Highfield has taken up a position as Assistant Professor, New Media at the University of Amsterdam
- Emma Baulch has been appointed Associate Professor, Communication and Media Studies at Monash University Malaysia

Our warmest congratulations to Ruth, Tim and Emma on their new positions.

At the start of 2018 we welcomed a new staff member in the School of Communication, Brendan Keogh, who was also awarded a prestigious ARC Discovery Early Career Researcher Award (DECRA); and there will be a number of new academic staff joining the School of Communication and DMRC during 2018. On behalf of the DMRC, our warmest welcome to these new colleagues, and best wishes to the DMRC community for the coming year!



Professor Jean Burgess, Centre Director
19 March 2018

2.0 STRUCTURE AND MEMBERSHIP

The DMRC is based in the Creative Industries Faculty's School of Communication with active participation from researchers in the Law and Education Faculties. Led by Centre Director Jean Burgess, the Centre has a tiered model of membership which includes:

- Centre Members (including Chief Investigators)
- Affiliated Researchers
- Higher Degree by Research (HDR) students

The **Chief Investigators**, along with the Centre Director, comprise the Centre's senior leadership team, and are expected to have substantive participation in Centre research projects, research training programs, external grant applicants and public-engagement Centre activities. In 2017 the DMRC's Chief Investigators were:

- Professor Jean Burgess (Centre Director)
- Associate Professor Michael Dezuanni (Associate Director)
- Dr Emma Baulch
- Professor Greg Hearn
- Associate Professor Ruth Bridgstock
- Professor Axel Bruns
- Dr Tim Highfield
- Distinguished Professor Stuart Cunningham
- Professor Terry Flew
- Professor Brian McNair
- Associate Professor Peta Mitchell
- Dr Nicolas Suzor
- Professor Patrik Wikstrom

The **Centre Members** are QUT researchers who are primarily and actively engaged in the DMRC's projects and programs. In 2017, the Centre Members (in addition to the Chief Investigators) were:

- Associate Professor John Banks
- Dr Elija Cassidy
- Professor Susan Danby
- Dr Tim Highfield
- Associate Professor Stephen Harrington
- Dr Brenda Moon
- Dr Kim Osman
- Dr Kylie Pappalardo
- Dr Mark Ryan
- Dr Kevin Sanson
- Dr Christine Spurgeon
- Dr Aljosha Schapals
- Dr Pauline Zardo

The **Centre Research Staff** employed on DMRC projects in 2017 were:

- Irfan Azeezullah
- Ehsan Dehghan
- Dr Stefanie Duguay
- Andrew Golledge
- Nicki Hall
- Dr Kirralie Houghton
- Jacinta Lisec
- Judith Newton
- Amber Marshall
- Ariadna Matamoros Fernández
- Tess McGlone
- Avijit Paul
- Dr Adam Swift
- Jarrod Walczer

Affiliated Researchers are QUT Researchers who are actively engaged in collaborative research with the DMRC. While not necessarily integrated or fully aligned to the DMRC, they do have complementary research profiles. The DMRC's Affiliated Researchers in 2017 were:

- Dr Hugh Brown
- Professor Ruth Bridgstock
- Dr Christy Collis
- Dr Angela Daly
- Associate Professor Molly Dragiewicz
- Professor Marcus Foth
- Dr Donna Hancox
- Dr Lesley Hawkes
- Dr Hai Hong Nguyen
- Dr Sandra Phillips
- Associate Professor Angela Romano
- Professor Matthew Rimmer
- Dr Nicholas Russell

HDR Members are QUT Higher Degree by Research (HDR) students whose research projects are directly aligned to the DMRC and are supervised by a Centre Member (typically as principal supervisor). HDR Members are expected to actively participate in research training programs and public engagement activities. In 2017 the DMRC had 60 HDR students, made up of 50 PhD students, 6 Doctorate of Creative Industries students and 4 Masters by research students. In 2017, the DMRC's HDR students were:

- Christel Antonites
- Virginia Balfour
- Jacinta Bubach
- Malcolm Burt
- Xu Chen
- Delfi Chinnappan
- Cameron Cliff
- Ella Chorazy
- Rachel Cobcroft
- Bryan Crawford
- Ehsan Dehghan
- Katherina Drinkuth
- Stefanie Duguay
- Sara Ekberg
- Akhmad Firmannamal
- Rosalie Gillett
- Sofya Glazunova
- Lisa Harrison
- Guy Healy
- Rachel Hews
- Bronwyn Hope
- Matthew Hsu
- Edward Hurcombe
- Bondy Kaye
- Katherine Kirkwood
- Morag Kobez
- Michael Lee
- Amanda Levido

- Kelly Lewis
- Jiajie Lu
- Kerryn Manifold
- Ariadna Matamoros Fernández
- Prue Miles
- Callum McWaters
- Smith Mehta
- Jay Mogis
- Sylvia Ximena Montaña Nino
- Gabriela Monteiro Lunardi
- Felix Münch
- Zin Mar Myint
- Judy Newton
- Rido Parulian Panjaitan
- Emma Potter-Hay
- Alila Pramiyanti
- Andrew Quodling
- Samantha Ryan
- Hannah Louise Spysma
- Jessica Stevens
- Kim Stewart
- Chunmeizi Su
- Fiona Suwana
- Naomi Takeifanga
- Sonam Tobgye
- Miss Portia Vann
- Jarrod Walczer
- Yi Wang
- Michael Ward
- Alice Witt
- Jing Zeng

In 2017, the DMRC hosted a number of **international research visitors**, including:

- Patricia Aufderheide, School of Communication, American University, Washington DC
- Hasan Bakhshi, NESTA, UK
- Nancy Baym, Microsoft Research, USA
- Bridget Conor, Kings College London, UK
- Mark Deuze, Faculty of Humanities, University of Amsterdam
- Frederik Dhaenens, Ghent University, Belgium
- He Gou, Communication University of China
- Frederic Guerrero-Solé, Universitat Pompeu Fabra, Barcelona, Spain
- Larissa Hjorth, School of Media and Communication, RMIT University
- Yu Hong, Zhejiang University, Hangzhou
- Celina Lerner, Universidade Federal do ABC, Brazil
- Noortje Marres, Centre for Interdisciplinary Methodologies, University of Warwick, UK
- Torill Mortensen, Centre for Interdisciplinary Methodologies, University of Warwick, UK
- Paul McDonald, Kings College London, UK
- Jeanette Steemers, Kings College London, UK
- Endah Triastuti, Department of Communications, University of Indonesia
- Rebekah Willett, University of Wisconsin-Madison, USA

3.0 CENTRE GOVERNANCE

The DMRC is led by an Executive Committee, which is responsible for strategic and operational leadership, chaired by the Centre Director. Overall governance of the Centre is provided by the Advisory Committee, who review and monitor the Centre's strategic direction and performance.

The Centre Director has overall responsibility for the operation and strategic direction of the DMRC, and from January 2017 reports to the Head of School, School of Communication. The Centre Director and Chief Investigators share responsibility for the leadership of the research programs and the acquittal of the Centre's strategic objectives, and collectively comprise the **Executive Committee**, which meets in person every 4–6 weeks on average.

In 2017 the Executive Committee members were:

- Professor Jean Burgess (Centre Director and Chair)
- Dr Emma Baulch
- Associate Professor Ruth Bridgstock
- Professor Axel Bruns
- Distinguished Professor Stuart Cunningham
- Associate Professor Michael Dezuanni (Associate Director)
- Associate Professor Stephen Harrington
- Professor Brian McNair
- Associate Professor Peta Mitchell (Research Training Coordinator)
- Associate Professor Nicolas Suzor
- Dr Kevin Sanson
- Professor Patrik Wikström

The **DMRC Advisory Committee** provides advice on the strategic direction, performance and impact of the Digital Media Research Centre. During 2017, the DMRC refreshed its Advisory Committee membership to further enhance its external engagement and impact. We would like to thank the Centre's outgoing Advisory Board for their valuable support, strategic advice and constructive feedback during the centre's establishment phase. The board members up to mid-2017 were:

- Professor Terry Flew—Assistant Dean Research, Creative Industries Faculty, QUT (Chair)
- Professor Patrik Wikström—Head of School, Communication, Creative Industries Faculty, QUT
- Professor Helen Klæbe—Dean, Research and Research Training, QUT
- Professor Denise Meredyth—Pro Vice Chancellor: Education, Arts and Social Sciences, University of South Australia
- Professor Julian Thomas—RMIT
- Professor Rachel Parker—Assistant Dean Research, QUT Business School
- Professor Michael Rosemann—Executive Director, Corporate Engagement, QUT
- Michael McArdle—Director, Office of Research, QUT

The refreshed DMRC Advisory Committee met for the first time in December. We welcome returning and new members and thank them for their engagement with the work of the centre:

- Professor Terry Flew—Assistant Dean Research, Creative Industries Faculty, QUT (Chair)
- Professor Patrik Wikström—Head of School, Communication, Creative Industries Faculty, QUT
- Nicole Buskiewicz—Managing Director, Digital Industry Group Inc.
- Michelle Carter—Director, Digital Economy and Productivity, Queensland Government Department of Science, Information Technology and Innovation
- Professor Bronwyn Harch—Executive Director, Institute for Future Environments, QUT
- Professor Denise Meredyth—Pro Vice Chancellor, Division of Education, Arts and Social Sciences, University of South Australia
- Jon O'Brien—State Manager, Customer Management and Sales, Queensland Enterprise and Government, Telstra
- John Swinson—Partner, King & Wood Mallesons
- Professor Julian Thomas—ECP Director, Social Change, Enabling Capability Platforms, RMIT University

4.0 ENGAGEMENT AND RESEARCH TRAINING

In 2017, the DMRC delivered a vibrant program of public events and practical training in research into digital media for academics at all levels. This included workshops, summer schools, seminars and masterclasses built around the Centre's research programs, helping participants to acquire an in-depth understanding of emerging topics in digital media research, build practical skills at the cutting edge of digital methods, and engage with external academic and industry stakeholders.

Summer School, 2017



Our annual DMRC Summer School was held over the week of February 6–10th at QUT Kelvin Grove. 37 PhD and early career researchers from 11 countries and 21 different institutions participated in the 5 day event. In a series of intensive workshops and masterclasses, participants learned social media analytics, the app walkthrough method, and ethnographic approaches to the use of media technologies in daily life. Sessions also included more lectorial style discussions, covering key issues around digital media research including copyright, internet governance, and research ethics.

The Summer School concluded with a sold-out public event at the Brisbane Powerhouse in which leading Australian and international experts discussed the state of digital media and society in 2017. Panelists discussed the role and impact of digital media, socially, politically and economically.

Summer School, 2018

The 2018 DMRC Summer School has now also taken place. Between 5–9 February, 37 participants enjoyed a series of workshops, clinics and professional development sessions including Advanced Social Media Analytics, Towards Feminist Digital Media Research Methods, Information Visualisation for Text-based Social Data, and Wrangling Your Career. The DMRC will continue to host a series of high-profile research events throughout 2018.

Social Media Analytics: Using Data to Understand Public Conversations



Our MOOC (Massive Open Online Course) was once again delivered in 2017 on the FutureLearn platform. The course focused on the collection, analysis and visualisation of social media data. Participants in the course chose to analyse a topic that was relevant to their own interests and used three digital tools (TAGS, Tableau and Gephi) to understand how that topic plays out in online conversations on digital media platforms like Twitter. The course ran four times in 2017 with a total of 13,442 enrolments, and there are three more course runs planned for 2018. Three-quarters of those people enrolled in the MOOC were educated to at least undergraduate or masters level. The majority of participants were from the United Kingdom with significant cohorts from the US, India, Australia, Mexico and Brazil.

DMRC Fridays seminars



Throughout the year, the DMRC ran a series of fortnightly scholarly seminars for the broader media and communications research community and research methods workshops for HDR students. Seminar topics were varied and included: ethics and digital dating cultures; Australian consumers' access to digital media content; celebrity death and social media; fake news; 3D printing

regulation; and social media entertainment on YouTube. Methods workshops included the app walkthrough method; web scraping; Twitter analysis using TCAT and Tableau; researching the use of media technologies in everyday life; using focus group interviews to understand children's digital media use; and a workshop about online security called 'Encrypt All the Things'. Presentations by visiting scholars included: Understanding LGBT and queer-themed playlists on Spotify; the phenomenon of social bots and its implications; digital childhoods in China and Australia; understanding media by looking at games; characterising social information flows in social networks; and digital sociology.

Research Training

In 2017 the DMRC had 60 HDR students undertaking either a Master of Philosophy (MPhil), Doctor of Philosophy (PhD), or a Doctor of Creative Industries (DCI—for professionals or practitioners). The majority of our HDRs (87%) were enrolled in a PhD. DMRC members offer regular methods workshops throughout the year to QUT staff and students; run the annual DMRC summer school based at QUT in February, which attracts a strong international HDR cohort; and regularly convene methods workshops at international conferences, such as the Association for Internet Research (AoIR) annual conference.

With the appointment of Peta Mitchell as Research Training Coordinator for the DMRC and School of Communication in early 2017, we have been refining and streamlining our recruitment processes for new HDRs, with an emphasis on increasing the proportion of high-quality international HDR enrolments and prioritising high impact HDR projects that demonstrate strong end-user and industry engagement.

Focusing on these priorities has enabled us to achieve clear and sustained growth in international enrolments (with international students making up around 40% of the total HDR student cohort) and stronger alignment between HDR projects and the DMRC's research program.

In 2018, we aim to build on this strong foundation to further enhance industry-engaged research training and to expand and formalise our digital methods workshop program.

Alumni Profiles



Dr Stefanie Duguay

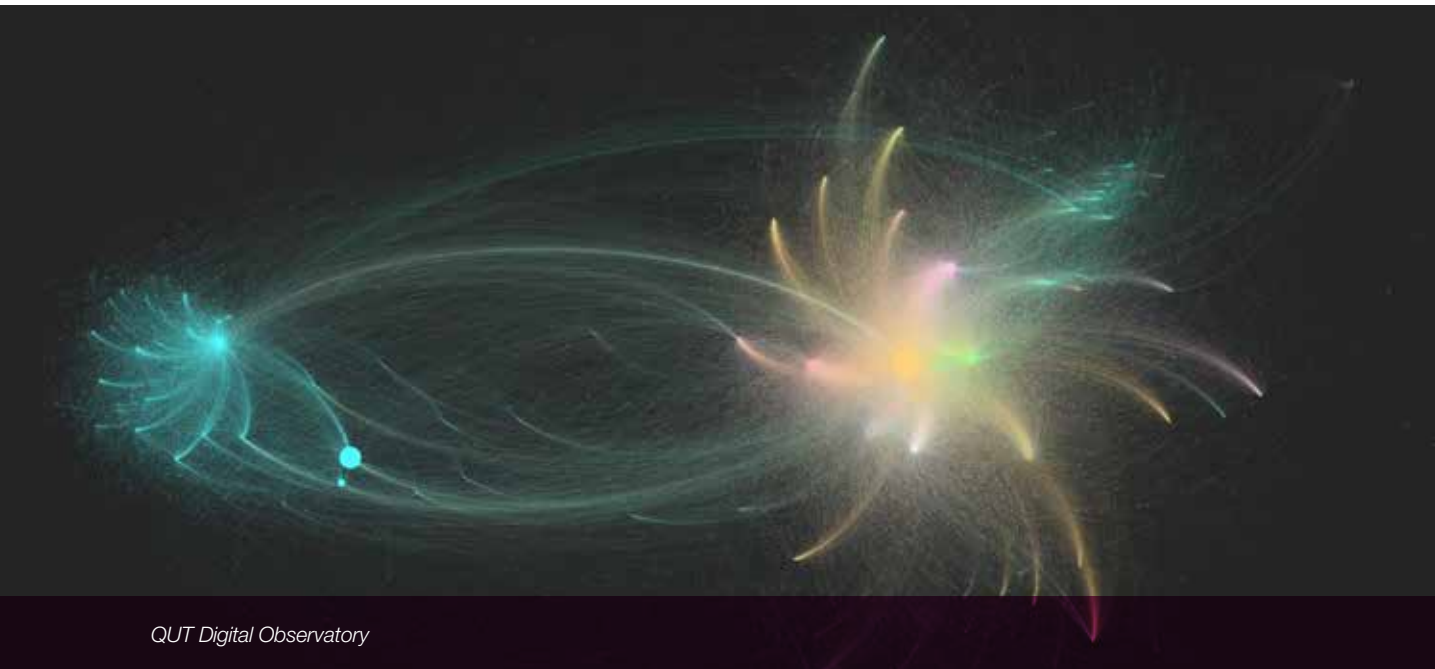
During her PhD at the DMRC, Dr Stefanie Duguay was selected as one of only three summer interns for the Microsoft Research Social Media Collective, a group of social scientists who work alongside some of the world's best computer science, mathematics, and economics researchers in Cambridge, Massachusetts. She collaborated closely with SMC members including Tarleton Gillespie, Nancy Baym, and Mary Gray on the commercial 'off-label' uses of dating apps such as Tinder, generating new publications and giving a public seminar. Stefanie is now Assistant Professor of Data and Networked Publics in the Department of Communication Studies at Concordia University, Montreal. Her research has been published in *New Media & Society*; *Social Media + Society*; *Information, Communication & Society*; *Disability & Society*; and other international, peer-reviewed journals.



Dr Emma Potter-Hay

Dr Emma Potter-Hay graduated in 2017 and was one of the first DMRC HDRs to complete an industry/public sector-embedded PhD. Emma's project was connected to the ARC Linkage project 'Social media in times of crisis' (CIs Bruns, Burgess, Flew & Crawford) and saw her embedded within the Queensland Fire and Emergency Services (QFES) for two years researching their social media strategies for crisis communication.

Emma is currently employed as a researcher within QUT's Business School, and in her experience, her industry-embedded PhD had personal benefits as well as institutional ones: she describes her project as being highly rewarding on a personal level due to its engaged and applied nature as well as beneficial in terms of building stronger networks between the university and the public sector.



QUT Digital Observatory

5.0 RESEARCH INFRASTRUCTURE

QUT Digital Observatory

Research lead: Axel Bruns
Manager: Marissa Takahashi

The QUT Digital Observatory (DO) is a new facility hosted by the Institute for Future Environments (IFE) that incorporates the research data infrastructure developed through DMRC's TrISMA ARC LIEF project (2014–16) as well as a number of other infrastructure elements, and consolidates these under a single umbrella. The DO's mission is to establish state-of-the-art technical and organisational infrastructure for tracking, collecting, and making accessible collections of continuous and live digital data that are of interest to researchers independent of their specific topical, thematic, or disciplinary orientation. A successful example of the data infrastructure built via the TrISMA project was the tracking of public communication by Australian users of social media, as well as the production and consumption of online culture at large scale, in close to real time, and for the long term. The DO's existing and planned capabilities provide QUT with significant support for innovative digital media and society research; however, our vision for this facility is to engage a wide range of researchers across the university, independent of their research interests.

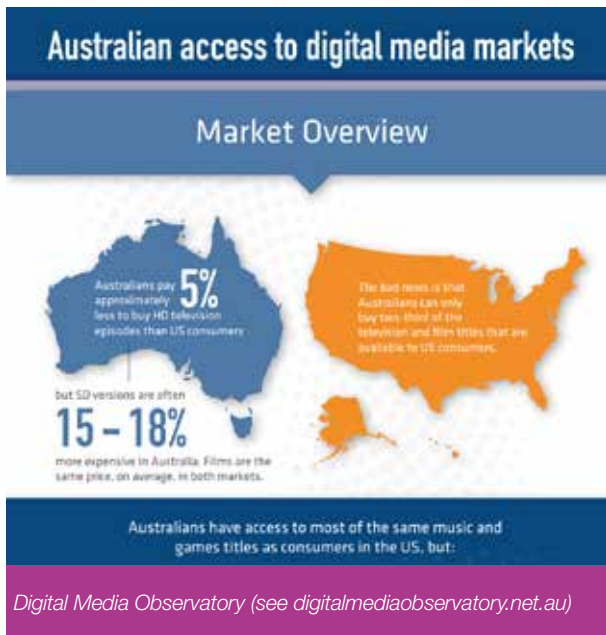
Components of the Digital Observatory **TrISMA: Tracking Infrastructure for Social Media Analysis**

Developed and operated by a consortium of six Australian universities, led by the QUT Digital Media Research Centre, the Tracking Infrastructure for Social Media Analysis

(TrISMA) is a state-of-the-art, comprehensive infrastructure for the large-scale, continuous tracking of public social media activities by Australian users. Its nation-specific focus provides a range of unique analytics capabilities. Central to the TrISMA Twitter infrastructure is the Australian Twitter Collection. This gathers tweets from all identified Australian accounts on a continuous basis:

- 3.7 million Australian Twitter accounts, 2.4+ billion tweets captured to date
- 1+ million new tweets per day, from 140,000 daily active users
- Comprehensive map of follower/followee network structure and community clusters

This enables comprehensive nationwide research approaches that advance well beyond the limitations of existing tools and methods: TrISMA researchers are able to comprehensively examine user activities within a distinct national communication space, without a need to preselect only those tweets that contain particular hashtags or keywords or set up Twitter tracking processes in advance of anticipated events. Further, TrISMA's on-demand data gathering infrastructure for Facebook pages continuously captures new posts, as well as likes, reactions, comments, and shares of these posts, and likes of comments, for a wide variety of Australian Facebook pages. TrISMA also gathers the available public data on the users posting comments, likes, reactions, and shares, enabling meaningful userbase comparisons and network mapping across posts and pages. Such analytics capabilities provide considerably more reliable information on user activity patterns than comparable commercial solutions that act as black boxes generating opaque and untested engagement metrics.



Digital Media Observatory

Developed through a DMRC project funded by the Australian Communications Consumer Action Network (ACCAN), Australia's peak body for consumer representation in communications, the Digital Media Observatory (DMO) tracks the relative availability of digital media content to Australian consumers, focussing on download and streaming services. It identifies available film and television, music, computer games, and mobile apps content, evaluating three criteria: pricing, timeliness, and diversity of delivery channel options (including quality and format choices). These data generate an ongoing comparison between the Australian and US media markets. The DMO provides data on how digital media markets are changing over time. These data help us understand how markets are co-evolving with changes to media consumption. The infrastructure provides information on how cultural production and distribution is changing, how copyright laws are working, and how well digital markets are operating, and addresses the question of whether Australians still suffer from an 'Australia tax' where we pay more, wait longer, and have less choice than consumers in other countries.

Australian Music Observatory

Developed through a DMRC-led ARC Linkage project (highlighted under Selected Projects in the following section), the Australian Music Observatory (AMO) continuously tracks data on Australian music consumption across a range of media, including radio airplay, recorded music performance in public venues, and streaming media. It consolidates these complex and diverse datasets to enable cross-media comparisons and support the tracking of consumption careers for individual tracks and artists. AMO is the only Australian source of such cross-media consumption data, with a variety of applications in studies of cultural consumption, music business analysis, and royalty distribution modelling. It is developed in partnership with major Australian music industry bodies, including APRA/AMCOS.

6.0 2017 RESEARCH HIGHLIGHTS

Selected Projects

Understanding intermedia information flows in the Australian online public sphere (ARC Future Fellowship)

Axel Bruns (DMRC)



This project investigates the flows of information across the contemporary Australian mediasphere, with a particular focus on the role of digital and social media. It observes how the nation responds to the news of the day, how themes and topics unfold, and how interest develop and decline over time. In doing so, it develops innovative methodologies for studying online communication at a large scale and in real time, and marshals an unprecedented body of evidence to take a thoroughly 'big data' approach to the study of the Australian online public sphere.

In 2017, it focused especially on the dissemination of news and political information, with dedicated studies of information flows during recent Australian elections, after terrorist attacks in Paris and Brussels, and in response to major political controversies. In addition to these case studies, the project has also generated a major new monograph on the transformations of news and journalism in a media ecology that is increasingly connected by social media: *Gatewatching and News Curation: Journalism, Social Media, and the Public Sphere* (Peter Lang, 2018),

with further publications on the continued structural transformation of the public sphere in this context planned for 2018 and 2019. A number of recent and emerging DMRC projects on the future of journalism, the dissemination of scholarly work, and the impact of 'fake news' also draw substantially on the research outcomes of this Future Fellowship project.

The new screen ecology and innovation in production and distribution (ARC Discovery Project)

Stuart Cunningham (DMRC) and David Craig (USC Annenberg)



Social media entertainment is a new, emerging industry that sits at the intersection of Hollywood's entertainment culture and Silicon Valley's tech culture. In social media entertainment, processes of professionalisation and monetisation of previously amateur content creation are underpinning the explosive growth of a lower-budget, more diverse and structurally innovative tier of advertising—and sponsor-supported online content. Just one metric gives a sense of the scale of this new industry: in 2017, there were 5000 YouTubers with 1 million plus subscribers.

This project has mapped this new industry and its creators: commercializing and professionalizing social media users who generate and circulate original content in close interaction and engagement with their communities on the major social media platforms as well as offline. The project has produced a major monograph, *Social Media Entertainment: The new industry at the intersection of Hollywood and Silicon Valley* (forthcoming from New York University Press), numerous articles and chapters, invited presentations in six countries, and a series of engagements with policy and industry actors as they seek to figure out what this new industry means for them.

An entertainment-education model for reaching young men with sexual health information through digital media (ARC Linkage Project)

Jean Burgess (DMRC), Kim Osman (DMRC) and Alan McKee (UTS)



This project developed an innovative methodology that used digital entertainment to reach young men with information about healthy sexual development. Rates of sexually transmitted infection notifications were rising among young people aged 16–25 in Australia, and research showed that young men were poorly served with information about healthy sexual development. The project investigated teenage boys and young men's digital media use, health-seeking behaviours online and also created, shared and tracked engagement with a series of comedy videos about sex and relationships on social media sites. In collaboration with True Relationships and Reproductive Health and University of Technology Sydney, DMRC researchers found that informative comedy videos shared on social media platforms like YouTube and Facebook are a good way to engage teenagers and young men with this sexual health information.

In 2017, the project produced conference papers and articles, as well as the final report *An entertainment-education model for reaching young men with sexual health information through digital media* (2017) and accompanying practitioner user guide.

Minecraft for Type 1 Diabetes

Michael Dezuanni and John Banks (DMRC)



The Minecraft for Type 1 Diabetes project (MCT1) will assist children with Type 1 diabetes to understand their condition through the highly innovative approach of using one of the world's most popular digital games, Minecraft. The project is in partnership with Tech Startup Magikcraft, and aims to use the game to immerse children in purposeful play, leading to greater awareness of the need to carefully manage blood glucose levels and food intake. The project also involves partnerships with Diabetes Queensland and The Mater Hospital and enables the design and production of a Minecraft modification and conducting a trial of MCT1 in community settings with children. The project includes the development of an educational plan for the use of the game and training for health professionals and parents.

In 2017, the MCT1 project received funding from QUT's 'Innovation and Engagement' grants scheme which enabled our project partner, Magikcraft, to hire team members to begin to design the game modification and to undertake the coding work necessary to create a working prototype. Progress was made towards four levels of a Minecraft mini-game, with another six levels to be developed in 2018. The project was also presented and promoted at several international events including the Norwegian Developers' Conference in Oslo. MCT1 received media attention, including through the United States' online diabetes publication 'Beyond Type 1' which has over one million Facebook followers; and on ABC Queensland television news.

Mobile Indonesians: Social differentiation and digital literacies in the 21st century (ARC Discovery Project)

Emma Baulch (DMRC), Jerry Watkins (Western Sydney University), and Ariel Heryanto (Monash)



This is the first dedicated study of the social implications of mobile telephony's recent and rapid popularisation throughout Indonesia. This project studies metropolitan, urban and rural users to understand how mobile phones create the new and unexpected social networks which will shape tomorrow's Indonesians.

In 2017, the DMRC hosted a major dissemination event for the project: Digital Transactions in Asia, co-organised by Baulch and Associate Professor Adrian Athique at The University of Queensland. Publications resulting from the research and appearing in 2017/18 include:

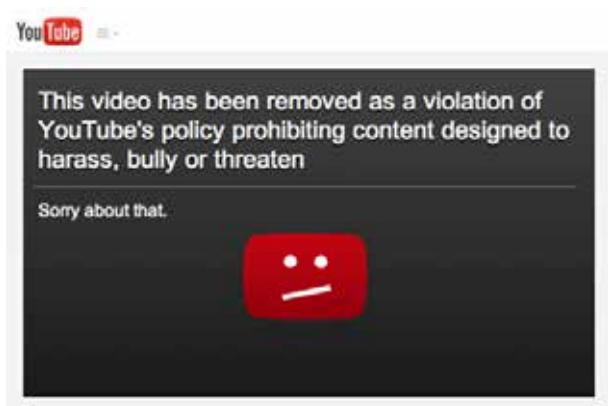
Mobile phones: Advertising, consumerism and class in Ross Tapsell and Edwin Jurriens (Eds.), *Digital Indonesia*, Singapore: ISEAS

The dung beetle and the everyman *Cultural Politics* 13(2): 202–226

Baulch E, Watkins, J and Tariq, A (eds) (2018) *mHealth in Asia: grassroots challenges and practical interventions*, Singapore: Springer

Regulating internet content through notice-and-takedown (ARC DECRA Fellowship)

Nicolas Suzor (DMRC)



Governments, private firms, and civil society groups are increasingly seeking to influence the organisations that provide internet services to take more responsibility for content on their networks. Globally, these organisations receive millions of requests to remove content posted by users each month. This project seeks to understand how Australian and international intermediaries respond to takedown requests in three areas: copyright, defamation, and hate speech. It aims to create new knowledge about how intermediaries can be influenced to regulate internet content, and how due process and freedom of speech can be protected.

This project is now in its final year. Over the last two years, an extensive set of empirical case studies have been developed to better understand how intermediaries make decisions about internet content. This work in progress has been presented at conferences including the Association of Internet Researchers (Berlin), Internet, Politics, and Policy (Oxford), Australasian IP Academics (UWA), and All Things in Moderation (UCLA). Key publications to date include:

Suzor, Nicolas P., Van Geelen, Tess, & Myers West, Sarah (2017) Evaluating the legitimacy of platform governance: A review of research and a shared research agenda. *International Communication Gazette*. eprints.qut.edu.au/112749

Suzor, Nicolas P., Seignior, Bryony, & Singleton, Jennifer (2017) Non-consensual porn and the responsibilities of online intermediaries. *Melbourne University Law Review*, 40(3), pp. 1057–1097. eprints.qut.edu.au/101957

The results of this research have also been presented in detail to the Australian Department of Communications and the Arts and the Australian Senate Environment and Communications Legislation Committee in their reviews of Australia's 'notice and takedown' safe harbour regime in copyright law.

Music usage metrics and the future of the Australian music industry (ARC Linkage Project)

Patrik Wikström and Axel Bruns (DMRC), Dan Hunter (Swinburne), Ramon Lobato (RMIT), Stuart Watters (Nightlife Music), Stephen Green (D-Star Music Delivery), Andrew Harris (Australasian Performing Rights Association)



This project is conducting a comprehensive and systematic examination of changing music consumption patterns in Australia in an era of digital downloads. Based on a comprehensive longitudinal dataset on music use in Australia provided by industry partners, the project uses innovative computational methods to develop and test evidence-based models for generating, sharing and distributing music revenues. It also examines the current and future uses of music usage data in decision-making processes in music organisations, as well as the potential consequences of such use for practitioners and industry stakeholders.

During 2017, the development of research infrastructure to support the project has been completed and the datasets from the three industry partners, Nightlife Music, APRA AMCOS and SGC Media have been ingested. A number of workshops were held during 2017 in Brisbane and Melbourne to guide the project forward and the two doctoral students based at RMIT and QUT respectively have both progressed well with their theses. In 2018 the project will prioritise the analysis of the data that has been collected and will produce findings as academic publications and industry reports.

Events

Digital media research unplugged: Have digital media ruined everything? (February)

Tim Highfield (DMRC), Nancy Baym (Microsoft Research), Patricia Aufderheide (American University), Axel Bruns (QUT), Nic Suzor (DMRC)



This event concluded the DMRC Summer School 2017 with leading Australian and international experts discussing the state of digital media and society in 2017: what are the roles and impacts of digital media, socially, politically, economically, today? Are digital media making us less informed, less social, and less engaged? Are the changes and disruptions brought by digital media beneficial? What responsibilities do social media platforms have to their users—and what do they know about us? What changed in 2016, and what implications this has for digital media going forward?

Screen content in Australian education: Promises and pitfalls forum (February)

Stuart Cunningham and Michael Dezuanni (DMRC)



This event reported on the 'Screen Content in Australian Education: Digital Promise and Pitfalls' report, an output of the Australian Screen Content in Education project. The report prompted discussion on insights from producers and distributors, interviews with hundreds of teachers, students and industry representatives, and observations of classroom practice. Recommendations for further opportunities for Australian producers and distributors, how teachers use screen content, how the links between screen and education interests can be strengthened, plus how key players outline their educational strategies were discussed.

Creators and copyright: How do Australian creators navigate today's copyright challenges? (April)

Patricia Aufderheide (American University Washington DC), Kylie Pappalardo, Nic Suzor and Distinguished Professor Stuart Cunningham (DMRC)



This workshop discussed what creators need from copyright law to assure that Australian culture flourishes in a digital age. Researchers from the DMRC worked with Professor Aufderheide to build a research project and present a seminar examining the scope within existing Australian copyright law for maximising opportunity and creativity in the Australian creative industries sector.

Living Labs innovation network symposium (June)



The 2nd Annual Living Labs Symposium was held in June, on the key themes of Smart and Urban, Health and Ageing, and Rural and Remote Living Labs. A series of case studies, panel discussions and practice-based workshops across these themes was delivered with Lars Coenen, Chari of Resilient Cities, Phillipa Collin, Western Sydney University, Neil Temperley, Data61, Malcolm Fisk, De Montfort University and Michael Dezuanni, DMRC.

Digital inclusion forum (June)



The State Library of Queensland hosted this 2-day forum which focused on promoting and encouraging the development of digital literacy skills as an essential part of empowering and assisting individuals to actively participate in the social, political, economic and cultural aspects of modern communities.

Discussions emphasized the importance of developing an inclusive culture of connection and learning that aims to improve the digital capabilities of those who are disadvantaged and most affected by the digital divide. Public libraries in Queensland are well positioned to participate in the development and delivery of a wide range of programs and services that seek to enhance the digital skills of local community members.

Digital transactions in Asia-symposium (August)



The Digital Transactions in Asia symposium considered the features of Asian digital economies and their political and cultural implications. Papers presented discussed corporate economies (such as the emergence of Asia-based data centres, the transnational spread of Chinese platforms, and the founding of YouTube creator spaces in Asia), the circulation of digital commodities (e-money and commodity images), as well as everyday interactions online (via dating sites for example). Keynote speakers included Yu Hong (Zhejiang University, China), Ravi Sundaram (Centre for Study of Developing Societies, New Delhi). Other speakers included Angela Daly, Matthew Rimmer, Gerard Goggin, Stuart Cunningham, Tanya Notley, Cheryl Soriano, Pradip Thomas, Jozon Lorenzana, Lisa Tam, Hai Hong Nguyen, Vibodh Parthasarathi, Sangeet Kumar and Xinyu Zhao.

Democracy, politics and the popular: Symposium and podium discussion (August-September)



Our symposium on Democracy, Politics, and the Popular brought together a range of scholars from Australia and beyond. At a time when politics is experiencing a period of substantial transformation and uncertainty—with digital and social media often blamed for their part in upsetting long-standing conventions in politics and the media—the symposium explored the various factors that have contributed to these developments. In particular, the event looked beyond the US, UK, and Australia, which are so often central to the discussion of these trends, and also examined the rise of new, populist leaders and movements in countries like the Philippines and Indonesia. DMRC researchers contributed to the discussion with a range of papers on evolving formats for journalism and the news, the role of visual social media in disseminating political messages, emerging approaches to governance in digitally mediated societies, and the patterns of political engagement and networking in social media.

Hasan Bakhshi in conversation with Terry Flew: The creative industries and industrial policy: The UK case (September)



Hasan Bakhshi, leader of creative and digital policy and research for NESTA, reviewed the role of the creative industries in UK industrial policy, their evolving place vis-a-vis the digital economy, and explored what institutional factors lie behind its increased prominence.

Mark Deuze public lecture (November)



Professor Mark Deuze (University of Amsterdam) presented on his research into the emergence of entrepreneurship in journalism against the backdrop of disrupted print and broadcast business models. Around the world, journalistic newcomers and senior reporters alike are striking out on their own: forming startups and editorial collectives, being independent media workers, or being made individually responsible for the success (or failure) of the news company that employs them. Mark's talk focused on what it takes to make it work as a startup, based on fieldwork at 20 companies in 9 countries.

At home with digital media symposium (November)



At Home with Digital Media was a 2-day symposium featuring a range of national and international scholarship on the changing relationships between digital media technologies and the home—as space, as place, and as a troubled metaphor for belonging. Symposium papers covered topics including smart homes and smart cities, automated assistants and intimate technologies; domestic media ecologies; and digitally mediated childhoods.

7.0 COMMUNICATION AND MEDIA ENGAGEMENT

The Digital Media Research Centre's vibrant research generates a steady stream of media coverage, and a number of its members are already star media performers. The Centre's media strategy is focused on capitalizing on and amplifying the combined media reach of its members and HDR students, and on maintaining a lively, engaged presence across the major social media platforms.

Media presence

The Centre Director, Members and HDR students are regular commentators in the media, contributing pieces to outlets such as *Medium* and *The Conversation*, making feature appearances on national and international radio and television, and providing expert comment for leading Australian and international news outlets such as *The Washington Post*, *The Guardian*, *The Australian*, *Huffington Post*, *The Courier Mail*, *The Age* and *Brisbane News*, *The ABC* and *The Conversation*.

Examples of our media presence include:

- **Distinguished Professor Stuart Cunningham's** *Conversation* article about the rise of Australia's online content creators was republished by *Australian Business* and *Daily Bulletin*.
- The *North West Star* in Mount Isa previewed a school visit by science and technology experts including **Dr Angela Daly**.
- **Professor Terry Flew** was interviewed on 2SER about the 'Splinternet' and whether the "global" experience of the internet is actually a myth.
- **Professor Axel Bruns** covered ABC's good showing on the Australian Twitter News Index for July.
- **Dr Emma Baulch** and **Alila Pramiyanti's** *Conversation* piece about the Hijabers of Instagram was picked up by *Brisbane Times* and the *Daily Bulletin*.
- **Distinguished Professor Stuart Cunningham** told *Brisbane Times* and other Fairfax papers about his research into the economic impact of the creative industries in Australia.
- **Professor Jean Burgess** was interviewed by *The Wire* on the use of viral media for public engagement by the police force.
- A piece written on LGBTQ rights in mainland China by QUT PhD student **Meg Jing Zeng** for *The Conversation* also appeared on the US *Huffington Post*, *The Wire* and *SBS Online*.

- The Daily Telegraph ran a column by Kerry Parnell on ditching depressing news from your Twitter feed, which cited research by **Professor Axel Bruns** on Aussies' prolific political bickering.
- **Associate Professor Nic Suzor** spoke to RN Drive about Facebook's secret guidelines being leaked to the media.
- **Professor Jean Burgess** was interviewed on the topic of YouTube launching a new generation of creators. The Current, CBC Radio One (Canada).
- **Professor Axel Bruns** wrote about Schapelle Corby failing to draw a Twitter audience.
- A Conversation article by **Associate Professor Nic Suzor** on social media content regulation transparency and the Facebook Files was published by Mumbrella, the Daily Bulletin and The Wire and led to an interview on ABC Radio National's Drive Program.
- **Distinguished Professor Stuart Cunningham** spoke on Australia's screen future being online and how it was time to support new content creators for The Conversation. This was followed up by ABC Brisbane and ABC Drive NSW.
- **Dr Tim Highfield** was interviewed for Wired (USA) on how memes are being weaponized by political extremists.
- Brisbane Times and other Fairfax sites published a Conversation article by **Professor Marcus Foth** and **Dr Mirko Guaralda** on designing cities that encouraged people to slow down.
- Smart city research pioneer made a fellow of the Australian Computer Society: Director of the QUT Design Lab, **Professor Marcus Foth** has received a prestigious honour by being named a fellow of the Australian Computer Society (ACS).
- **Associate Professor Nic Suzor** talked to The Daily Telegraph about piracy laws and site blocking, with the story also run by The Courier-Mail and Herald Sun.
- **Professor Jean Burgess** featured in a Red Bull TV documentary on successful online video creators.
- **Professor Stuart Cunningham** was quoted in the Sydney Morning Herald on how new viewing habits have cost TV networks \$2.5 billion so far.
- **Dr Tim Highfield** was interviewed for Future Tense—ABC Radio National on the GIF as an increasingly important visual communication tool.
- **Associate Professor Michael Dezuanni** was on ABC TV, ABC Radio and ABC online talking about Minecraft's educational value for kids.
- **Associate Professor Nic Suzor's** Conversation article reports on 'fair dealing' and when you can copy without permission.
- **Distinguished Professor Stuart Cunningham's** comments about the Federal Government's National Science Statement were reported on via SCIMEX, The Daily Bulletin, Gizmodo and The Conversation.
- **Professor Jean Burgess** was named as one of 1,000 global women in tech in an article in Mic, May 2017.
- **Associate Professor Nicolas Suzor** explained how copyright reform could make more books available for blind people in a piece for The Conversation. It was republished by Australasian Science.
- **Professor Axel Bruns'** Conversation article highlighting what made news on Twitter in Australia during February was republished by All Latest News.
- **Dr Tim Highfield** was interviewed for ABC News (Australia) talking about 'Facebook exploits human weakness and is intentionally addictive, ex-president says'.
- **Associate Professor Nic Suzor's** Conversation article discussed how Facebook must be more transparent.

Centre website

The Centre website is located at research.qut.edu.au/dmrc



Social media

Established in June 2015, by late 2017 the DMRC Twitter account (@qutdmrc) had 1,700 followers. Also attached to the @qutdmrc twitter account is the Medium publication [DMRC at large](#), established at the beginning of 2016. The DMRC Facebook page (facebook.com/qutdmrc) is an important

channel for major news items and announcements, which are also cross-published via the QUT News functionality on the Centre website, the page currently has 860 likes. The DMRC Instagram account (@qutdmrc) is used to visually document and personalize Centre activities and has 174 followers.



@qutdmrc Facebook page



@qutdmrc Instagram page

8.0 KEY OUTCOMES

Completed Students

Name	Thesis title	Supervisors
Dr Jacinta Buchbach	Social media policies and work: Reconciling personal autonomy interests and employer risk	Associate Professor Nic Suzor (Principal) Professor Matthew Rimmer (Associate)
Dr Cameron Cliff	Transmedia storytelling strategy: How and why producers use transmedia storytelling for competitive advantage	Dr Jon Silver (Principal) Distinguished Professor Stuart Cunningham (Associate)
Dr Stefanie Duguay	Identity modulation in networked publics: Queer women's participation and representation on Tinder, Instagram, and Vine	Professor Jean Burgess (Principal) Dr Eliza Cassidy (Associate)
Dr Michael Lee	NBA memes: The role of fan image macros within the online NBA fan community	Associate Professor Stephen Harrington (Principal) Professor Jean Burgess (Associate)
Dr Jiajie Lu	Understanding the Chinese digital diaspora: From media consumption to social connections	Professor Terry Flew (Principal) Associate Professor Peta Mitchell (Associate)
Dr Prue Miles	Teachers' use of multiplatform educational screen content: The case of Australia's SBS	Distinguished Professor Stuart Cunningham (Principal) Associate Professor Michael Dezuanni (Associate)
Judy Newton (MA)	Social media implementation models in the Australian emergency management sector	Professor Jean Burgess (Principal) Professor Axel Bruns (Associate)
Dr Emma Potter-Hay	Broadcast, promote, respond, engage: Competing understandings of the purpose and value of social media in an emergency management organisation	Professor Jean Burgess (Principal) Professor Axel Bruns (Associate) Associate Professor John Banks (Associate)
Michael Ward (MA)	ABC television sport: Public broadcasting, innovation and nation building	Distinguished Professor Stuart Cunningham (Principal) Dr Mark Ryan (Associate)

New Competitive Grants

In 2017 DMRC members were awarded new competitive grants in ARC Linkage, Discovery, DECRA, and a range of smaller schemes. The total amount of new funding awarded was \$1,674,138.

Project Title	Australian cultural and creative activity: A population and hotspot analysis
Project Type	ARC Linkage Projects
Project Team	Distinguished Professor Stuart Cunningham, Professor Greg Hearn, Associate Professor Phillip McIntyre, Professor Patrik Wikstrom, Dr Susan Kerrigan
Project Summary	A population and hotspot analysis. This project aims to grasp the contemporary dynamics of cultural and creative activity in Australia. It represents a major innovation, bringing together population-level and comparative studies of local cultural and creative activity. The comprehensive project will advance the integration of quantitative and qualitative research strategies, painting a complete national picture, while also exploring the factors that are producing local and regional creative hotspots. The project will deliver outputs such as reports and forums that are framed in close collaboration with partners in order to deliver outcomes such as better-targeted policy and program initiatives. This will provide national cultural and policy benefits from placing the creative sector in front of policy makers as a vital contributor to high growth, labour-intensive economic activity in the context of the Australian economy in transition.
Total Amount Awarded	\$480,000
Industry Partners	Arts Queensland, Creative Victoria, Arts NSW, Arts SA, Department of Culture and the Arts

Project Title	Digital Media, Location Awareness, and the Politics of Geodata
Project Type	ARC Discovery Project
Project Team	Associate Professor Peta Mitchell, Dr Tim Highfield, Professor Larissa Hjorth, Professor Paul Dourish, Dr Agnieszka Leszczynski
Project Summary	Digital media, location awareness, and the politics of geodata. This project aims to examine the increasingly pervasive role of location metadata, or geodata, in Australian smartphone practices and cultures and the implications this has for users, industry, and public administration. The project will deliver online and open resources to enhance public understanding of geodata and geoprivacy, as well as industry and policy recommendations that address the crucial issue of 'location awareness' in everyday digital media use. The project will generate new insights into the critical role of geodata in everyday digital media use and will contribute to broader public discussion about data privacy, surveillance and cybersecurity. Its findings will also provide industry benefits, enhancing developers' understanding of how everyday users apprehend and negotiate the privacy implications of location services.
Total Amount Awarded	\$324,700
Project Title	Informal, Formal, Embedded: Australian Game Developers and Skills Transfer
Project Type	ARC Discovery Early Career Researcher Award (DECRA)
Project Team	Dr Brendan Keogh
Project Summary	Skills development and transfer in the digital gaming sector. This project aims to examine the transferability and sustainability of videogame development skillsets to the broader digital sector. The project will lead to future job creation, and to cultural and economic innovation in Australia.
Total Amount Awarded	\$367,983
Project Title	Celebrating Everyday Life in the Australia-Indonesia Neighbourhood
Project Type	Australia Indonesia Centre Tactical Research Scheme, Monash University
Project Team	Dr Emma Baulch, Professor Ariel Heryanto, Dr Inaya Rakhmani, Dr Najib Azca, Adjunct Professor Stanley Prasetyo
Project Summary	The project addresses key issues under the AIC themes of culture and identity, youth, and generations. Building on previous studies about the present, this project aims to investigate and imagine a possible scenario where an increasing number of people of Australia and Indonesia enjoy significantly intimate and productive engagements. In pursuit of a fresh in—depth knowledge within the given time constraint, this project will be conducted mainly in Indonesia. It will invite Indonesian and Australian citizens who reside in selected cities in Indonesia to be participants.
Total Amount Awarded	\$2,110
Project Title	Creative Industries After 20 Years: The Complex Path from Policy to Curriculum
Project Type	Menzies Centre for Australian Studies Bicentennial Fellowship
Project Team	Professor Terry Flew
Project Summary	This project will examine the context in which this growth has occurred in creative industries programs in the U.K. and Australia, and its relationship to creative industries as a policy and research field. The nature of these programs is quite diffuse, emphasizing areas across a spectrum for music technology to writing and publishing to the performing arts to digital enterprise. But they all identify the creative industries nomenclature as opening up opportunities or graduates that are not adequately served by more established programs such as fine arts or liberal arts. This project would undertake interviews with key informants in these universities to establish a clearer picture of what constitutes the basis of the contemporary creative industries degree.
Total Amount Awarded	\$2,500
Industry Partner	King's College London

Project Title	Towards Greater Transparency in Content Moderation
Project Type	Internet Policy Observatory, Annenberg School for Communication at the University of Pennsylvania
Project Team	Associate Professor Nicolas Suzor, Ms Jillian York, Ms Sarah Myers West
Project Summary	This project is in collaboration with Jillian York from OnlineCensorship.org and Sarah Myers West from the USC Annenberg School for Communication and Journalism. The project will work to engage civil society organizations and academic researchers to create a consensus-based priority list of the information users and researchers need to better understand content moderation and improve advocacy efforts around user rights.
Total Amount Awarded	\$18,597

Project Title	Digital play—using pedagogical approaches to teach information literacy skills through play
Project Type	Department of Education and Training (Qld) Horizon Grant
Project Team	Dr Amanda McFadden, Ms Kathleen Smeaton, Dr Maryanne Theobald, Professor Joanne Lunn, Professor Susan Danby, Ms Kerry Boland, Ms Marilyn Way
Project Summary	Being able to find, evaluate and apply information for personal benefit is a key attribute in today's knowledge economy. Termed information literacy, this process goes beyond developing functional skills to creating attributes that enable lifelong learning (Bruce, 2008). However, simply having access to digital technologies and online resources does not always equate to developing these attributes (Zammit & Callow, 2013). Findings from our 2016/2017 Education Horizon project showed significant knowledge gaps relating to how best to support young children's information literacy. This project expands the pedagogical model developed in our 2016/2017 Horizon study by investigating approaches that embed information literacy through play in order to promote children's evaluative, creative and critical thinking skills. Through a focus on information literacy, this research embeds 21st century skills into the curriculum via digital play. Digital play provides a contemporary perspective on children's everyday experiences in a digital culture (Edwards, 2011; Marklund & Dunkels, 2013).
Total Amount Awarded	\$478,248

New Commercial Research Projects, 2017

In 2017, \$157,441 worth of funding was secured on a range of commercial research projects.

Project Title	Integrating career development and curriculum
Project Type	Graduate Careers Australia
Project Team	Associate Professor Ruth Bridgstock, Dr Alan McAlpine
Project Summary	<p>Graduate employability is increasingly a central concern of the higher education sector, and all Australian universities are now working to embed career development learning into their programs. University careers services possess specialist knowledge and skills relating to career development, and yet historically they have not been well integrated into the development or delivery of university degree programs. Further, careers services are not resourced sufficiently to service all degree programs using traditional methods. This project asks: How can university careers services and faculties collaborate to foster effective and sustainable curriculum-based career development learning for graduate employability, on a university-wide basis?</p> <p>Through interviews with careers and academic staff representing a cross-section of Australian universities, along with national and international cases of best practice, this project seeks to: (1) explore and investigate the various collaboration models and strategies that exist across the sector; and (2) identify barriers and enablers to successful collaboration.</p>
Total Amount Awarded	\$37,800

Project Title	Developing social network capabilities for graduate employability
Project Type	Graduate Careers Australia
Project Team	Associate Professor Ruth Bridgstock, Dr Alan McAlpine, Kate Lloyd, Denise Jackson
Project Summary	Networking and use of social capital have been demonstrated to be significant positive predictors of career outcomes in Australian graduates of university degrees, and in the general population. However, the networks of graduating undergraduate students are typically underdeveloped, and students often do not know how to develop networks or make the most of them for career purposes. This project aims to explore the capabilities that graduates require to develop and use online and offline professional networks effectively for career development. This project asks: which skills and capabilities are required to navigate and leverage social networks for career development at graduate level, and which of these represent opportunities for development in undergraduate degrees? Through surveys of (i) recently completed graduates of undergraduate programs, and (ii) graduates 3–4 years after course completion, along with in-depth interviews with a sample of graduates 3–4 years out who possess highly developed social network capabilities, this project seeks to document the ways in which social networks can be used for career development at graduate level and confirm their value to graduate employability; characterise effective social networking practice at graduate level; and benchmark current graduate social network capability levels and identify opportunities for development in degree programs.
Total Amount Awarded	\$54,000
Project Title	Google Commercial Research Project
Project Type	Google Australia Pty Limited
Project Team	Distinguished Professor Stuart Cunningham, Michael Cooley
Project Summary	Commissioned by Google Australia to advise on media policy matters around Australian content.
Total Amount Awarded	\$12,000
Project Title	Digital literacies for low income students—Smith Family
Project Type	The Smith Family
Project Team	Associate Professor Michael Dezuanni, Mrs Kristy Corser
Project Summary	The Digital Media Research Centre partnered with national charity The Smith Family to undertake a literature review and contextual analysis of the impacts of digital exclusion on low income students in Australia. This was followed by an outline of an after school digital literacy program to be offered to students in low income communities. A set of resources was developed for use in the program and the DMRC provided feedback on the program as it was developed for implementation in 10 trial sites across Australia.
Total Amount Awarded	\$9,291
Project Title	First 5 Forever Initiative Evaluation
Project Type	State Library of Queensland (SLQ)
Project Team	Professor Jean Burgess, Associate Professor Michael Dezuanni, Dr Kirralie Houghton
Project Summary	The objectives of this project were to: 1. Identify and evaluate the existing and potential societal impacts and benefits of the First 5 Forever (F5F) family literacy initiative; 2. Situate, critically analyse and provide clear evidence of this impact, building on the Libraries as Creative Spaces framework; and 3. Articulate the opportunities to enhance this impact in future library-based family and early literacy programs.
Total Amount Awarded	\$19,350
Project Title	Queensland Digital Inclusion Index Report
Project Type	Telstra/RMIT
Project Team	Associate Professor Michael Dezuanni, Professor Jean Burgess
Project Summary	The DMRC was approached by RMIT University and Telstra to lead the development of a 2017 Queensland report for the Australian Digital Inclusion Index. We worked with data analysts to understand Queensland specific DI data and cross-matched this with ABS data to develop a picture of digital inclusion across the State and then worked with Telstra to develop a report for policy makers, the non-profit sector and the general public.
Total Amount Awarded	\$25,000

Continuing Competitive Grants, 2017

In 2017, centre members held continuing grant funding comprising five ARC Linkage Grants, three ARC Discovery Grants, one ARC Future Fellowship, one Discovery Early Career Researcher project, one OLT National Senior Teaching Fellowship, a Cooperative Research Centre (CRC) project and other smaller competitive schemes such as the National Heart Foundation, with total funds exceeding \$4.27 million.

Project Title	Amplifying public value: Scholarly contributions' impact on public debate
Project Type	ARC Linkage Project Grant (2016)
Project Team	Professor Axel Bruns, Professor Jean Burgess, Distinguished Professor Stuart Cunningham, Associate Professor Patrik Wikström, Dr Nicolas Suzor, Dr Anthony Peacock, Ms Lisa Watts
Project Summary	This project aims to improve the international evidence base for the public impact and value of publicly funded scholarly research, using mixed-methods analysis. Publicly funded researchers and agencies are increasingly expected to provide more detailed and transparent information about how their research is publicly valuable, contributes to public debate, and forms opinions.
Total Amount Awarded	\$246,892
	The Conversation Media Group Ltd, Cooperative Research Centres Association Inc.

Project Title	Australian Consumer Access to Digital Media Content
Project Type	Australian Communications Consumer Action Network (ACCAN) Grant Scheme (2016)
Project Team	Dr Nicolas Suzor, Professor Jean Burgess, Professor Patrik Wikström, Dr Kylie Pappalardo
Project Summary	This project assesses the relative availability of digital media content to Australian consumers, focusing on download and streaming services. The most popular content will be sampled across film and television, music, computer games, and mobile apps, and availability evaluated across three criteria: pricing, timeliness, and diversity of delivery channel options (including quality and format choices). This data will be used to generate an ongoing comparison between the Australian and US media markets. A detailed report and a consumer-focused website will be published that visualises and explains the data on content availability, helping Australian consumers to make informed choices about digital media content
Total Amount Awarded	\$59,860

Project Title	VALiD: The Value of Augmented Reality for Improving Medicine Literacy in Diabetes and Hypertension
Project Type	National Heart Foundation—Vanguard Grants (2016)
Project Team	Professor Lisa Nissen, Professor Judy Drennan and Professor Jean Burgess
Project Summary	VALiD aims to assess the feasibility of a concept for improving health literacy; embedding the health literacy improvement into the medicine use cycle and providing continuous access to information; and giving extended communication to people for shared learning with their care providers, carers, or peers. Currently, the packages of medicines contain 'static' consumer medicine information (CMI) sheets that many people may not read, understand or notice. Our aim is to test an Augmented Reality based intervention for improving health literacy around one guideline-endorsed family of antihypertensive medicines in Type 2 Diabetes.
Total Amount Awarded	\$59,600

Project Title	Journalism Beyond the Crisis: Emerging forms, practices and uses
Project Type	ARC Discovery Project Grant (2016)
Project Team	Professor Brian McNair, Dr Folker Hanusch, Professor Axel Bruns, Professor Christoph Neuberger, Professor Mark Deuze, Dr Tamara Witschge
Project Summary	This project seeks to conduct a transnational comparative study designed to discover how journalism is changing as a cultural form, and the implications of this for political and cultural life. Journalistic culture in Australia is in transition, with significant implications for politics, culture and economic life. Change is affecting the forms of journalism available to Australian audiences; the ways in which, and by whom, journalism is produced; and the uses to which practitioners and citizens in general put journalistic content.
Total Amount Awarded	\$461,121

Project Title	The new screen ecology and innovation in production and distribution
Project Type	ARC Discovery Project Grant (2016)
Project Team	Distinguished Professor Stuart Cunningham
Project Summary	The project aims to explore new models of online and screen content creation. Major United States information technology corporations are challenging Hollywood and television networks and are likely to come to dominate new screen services into the future. This project focuses on the most challenging and potentially disruptive and innovative forms of production and distribution this new screen ecology is taking. Processes of professionalization and monetisation of previously amateur content creation are underpinning an explosive growth of a lower-budget, more diverse and structurally innovative tier of advertising—and sponsor-supported online content. Centred on strategies of platforms such as YouTube, but international in scope, the project aims to contribute to innovation in Australian screen production and distribution
Total Amount Awarded	\$535,000

Project Title	Regulating Internet content through notice-and-takedown
Project Type	ARC Discovery Early Career Researcher Award (2016)
Project Team	Dr Nicolas Suzor
Project Summary	This project is designed to create a set of principles to help governments, firms and civil society organisations to address harmful online content in more sophisticated ways. Such groups are increasingly seeking to influence the intermediaries that provide internet services to take more responsibility for content on their networks. Globally, these intermediaries receive millions of requests to remove content posted by users each month. This project seeks to understand how Australian and international intermediaries respond to takedown requests in three areas: copyright, defamation, and hate speech. It aims to create new knowledge about how intermediaries can be influenced to regulate internet content, and how due process and freedom of speech can be protected.
Total Amount Awarded	\$350,000

Project Title	Understanding Intermedia Information Flows in the Australian Online Public Sphere
Project Type	ARC Future Fellowship (2013)
Project Team	Professor Axel Bruns
Project Summary	The emergence of new media forms has led to a profound transformation of the Australian media environment; mainstream, niche, and social media intersect in many ways, online and offline. Increased access to large-scale data on public communication online enables an observation of how the nation responds to the news of the day, how themes and topics unfold, and how interested publics develop and decline over time. This project uses such observations to trace how information flows across media spaces, and to develop a new model of the online public sphere. It makes significant contributions to innovation in research methods in the digital humanities, and provides an important basis for policies aimed at closing digital and social divides.
Total Amount Awarded	\$870,398

Project Title	Mobile Indonesians: Social differentiation and digital literacies in the twenty first century
Project Type	ARC Discovery Project Grant (2013)
Project Team	Dr Emma Baulch, Associate Professor Jeremy Watkins, Associate Professor Ariel Heryanto
Project Summary	This is the first dedicated study of the social implications of mobile telephony's recent and rapid popularisation throughout the country. This project will study metropolitan, urban and rural users to understand how mobile phones create the new and unexpected social networks which will shape tomorrow's Indonesians.
Total Amount Awarded	\$220,000

Project Title	Australian screen content in primary, secondary and tertiary education: Uses and potential
Project Type	ARC Linkage Project Grant (2013)
Project Team	Professor Stuart Cunningham, Dr Michael Dezuanni, Dr Georgie McClean, Mr Matthew Hancock, Dr David Sutton, Ms Maggie Garrard
Project Summary	This project will investigate the educational market for Australian screen content and the ways students use and engage with that content. This will inform policy development, stimulate content production and distribution, and increase awareness of the availability and utility of Australian screen content in educational settings.
Total Amount Awarded	\$463,342
Industry Partners	Screen Australia, Special Broadcasting Service Corporation, Australian Broadcasting Corporation, Australian Children's Television foundation

Project Title	Emergent Music Engagement Practices via SoundCloud
Project Type	UA-DAAD Australia-Germany
Project Team	Professor Axel Bruns, Professor Patrik Wikstrom, Dr Brenda Moon, Mr Felix Muench, Miss May Lyn Chew, Professor Stefan Stieglitz, Mr Florian Brachten, Mr Bjoern Ross
Project Summary	This project examines engagement practices around one leading site, SoundCloud (which attracts 175 million unique monthly listeners), using big data from SoundCloud and social media. SoundCloud users are able to listen to tracks provided by artists and attach their own comments to them; they are also able to share links to these tracks through social media such as Facebook and Twitter. We draw on the Application Programming Interfaces (APIs) of these platforms to capture a large dataset of SoundCloud comments as well as tweets and Facebook posts sharing links to SoundCloud, and use a combination of automated content analysis of these comments and posts, and network analysis of the overlap in user populations between individual songs, to measure the affinity between songs and develop a framework for making automatic song recommendations to users as they engage with SoundCloud content.
Total amount Awarded	\$24,990
Partners	University of Duisberg-Essen

Project Title	Developing an innovative entertainment-evaluation model to evaluate the efficacy of digital comedy in engaging young men with sexual health knowledge
Project Type	ARC Linkage Project Grant (2014)
Project Team	Professor Jean Burgess, Professor Alan McKee and Mr Anthony Walsh
Project Summary	This project aims to develop an innovative methodology to evaluate the efficacy of using digital comedy to reach young men with information about healthy sexual development. Rates of sexually transmitted infections are rising among young people aged 16–29 in Australia and research shows that young men are poorly informed about healthy sexual development. This project takes an entertainment-education approach, evaluating the use of digitally-distributed entertainment videos to reach young men with this information.
Total Amount Awarded	\$117,309
Industry Partners	Family Planning Queensland (now TRUE)

Project Title	Making Music Work: Sustainable Portfolio Careers for Australian Musicians
Project Type	ARC Linkage Project Grant (2015)
Project Team	Huib Schippers, Dawn Bennett, Brydie-Leigh Bartleet, Associate Professor Ruth Bridgstock, Scott Harrison, Paul Draper
Project Summary	To sustain successful musical lives at the beginning of the 21st century, most musicians have portfolio careers, combining aspects of performance, recording, creation, music directions, teaching, community activities, health, retail and a presence in online environments. This phenomenon—often across music genres—is widespread but not well understood. This project explores the conditions and strategies needed for musicians to sustain successful portfolio careers. The three-year investigation with five key industry partners involves surveys as well as twelve in-depth case studies in individual musicians/ensembles in order to identify key success factors and obstacles that will inform opportunities for training, development, and support
Total Amount Awarded	\$222,515
Industry Partners	The Australia Council for the Arts, Arts NSW, Arts Victoria, Department of Culture and the Arts (WA) and the Music Trust

Project Title	Music Usage Metrics and the Future of the Australian Music Industry
Project Type	ARC Linkage Project Grant (2015)
Project Team	Professor Patrik Wikström, Professor Axel Bruns, Professor Dan Hunter, Dr Ramon Lobato, Mr Stuart Watters, Mr Stephen Green, Mr Andrew Harris
Project Summary	This project aims to conduct a comprehensive and systematic examination of changing music consumption patterns in Australia in an era of digital downloads. Based on a comprehensive longitudinal dataset on music use in Australia provided by industry partners, the project plans to use innovative computational methods to develop and test evidence-based models for generating, sharing and distributing music revenues. It also plans to examine the current and future uses of music usage data in decision-making processes in music organisations, as well as the potential consequences of such use for practitioners and industry stakeholders. The project aims to support the future growth of the Australian music industry
Total Amount Awarded	\$274,139
Industry Partners	Nightlife Music Pty Ltd, D-Star Music Delivery Pty Ltd, and APRA

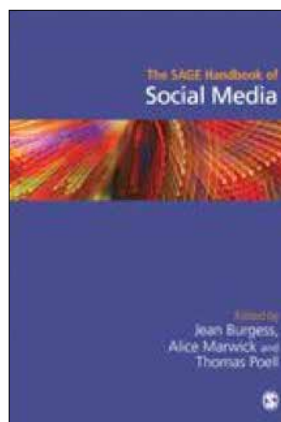
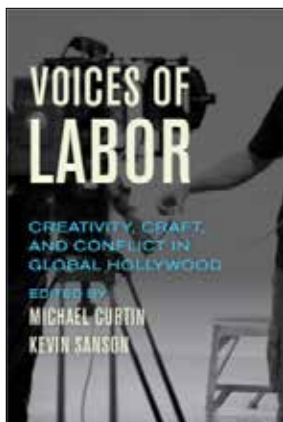
Project Title	Graduate employability 2.0: Building digital capabilities for lifelong career development
Project Type	Office for Learning and Teaching Fellowship (2015)
Project Team	Associate Professor Ruth Bridgstock
Project Summary	Australian higher education is galvanised around graduate employability; however, the sector has largely overlooked the influence of digital career capabilities. Employers routinely recruit and screen applicants through social media. However, most graduates and many educators have little idea of how to exploit online environments for career purposes. This project will catalyse sector-wide engagement to empower students and staff to build digital career capabilities for graduate employability and lifelong career development. Through exploration of exemplary practice and industry needs, international expert input, an educational toolkit, cultivation of a vibrant community of practice, and case study trials in four universities, it will increase digital career capabilities sectoral awareness; build knowledge of teaching strategies; and increase inclusion in programs. Humanities, Arts, and Social Sciences disciplines are the focus, particularly degrees that are not associated with 'vocational' career pathways. Digital career capabilities are likely to have considerable impact on the outcomes of these graduates. This project will be undertaken with a view to disciplinary transferability.
Total Amount Awarded	\$250,000

Cooperative Research Centre (CRC) Funding

Project Title	Rapid Analytics Interactive Scenario Explorer (RAISE) Toolkit
Project Type	CRC for Spatial Information
Project Team	Dr Markus Rittenbruch, Associate Professor Tomasz Bednarz, Professor Marcus Foth, Associate Professor Peta Mitchell, Associate Professor Christopher Pettit, Ms Melanie Plumb
Summary	In collaboration with the University of NSW, this project focuses on building a highly interactive geo-visualisation toolkit for accessing automated land valuation models through to more complex land value uplift models. This will enable land valuers, city councils, state government policy and decision-makers and industry to collaboratively explore and test hypotheses connected with the likely causes of land valuation changes in relation to infrastructure decisions. The RAISE toolkit won the Best Industry-led Partnership Award at the 2017 Committee for Sydney's Smart City Awards
Total Amount Awarded	\$123,297
Partners	University of NSW

Publications

Listed below are 2017 publications by DMRC members, HDR students, and (where closely aligned to DMRC research) Affiliated Researchers.



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