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Summary

We focus on the study of media, society and culture. Our research addresses media and communication structures and processes in modern life. We research television, film, print media, advertising, online media and mobile technologies, within the context of politics, society and culture.

The department has international expertise in four areas:

- democracy, participation and social media
- gender, health and society
- audiences and popular culture
- children and digital media

Projects are funded by organisations such as The Swedish Research Council and the EU. We are part of networks and collaborative projects in the Nordic countries, Europe and worldwide. Researchers work with public service and commercial media, policy and production sectors, and NGOs.

Courses are taught in Swedish and English on a range of research specialisms for undergraduate and postgraduate students. There is a lively research culture, with an established doctoral programme, visiting researchers, regular international seminar series, conferences and events.
Research Highlights 2012

Research Environment

• Funded research projects on Children and the Internet (Crafoord Foundation and Swedish Research Council, directed by Helena Sandberg), Media Scandals (Lund University, directed by Gunilla Jarlbro and Mia Marie Hammarlin), Digital Media, Politics and Producers (Knowledge Foundation, directed by Tobias Olsson), Animals and the Media (Gastronomiska Akademiens Stiftelse, directed by Tobias Linné), Media and Radical Rightwing Politics (The Wahlgren Foundation, co-directed by Tina Askanius and Yiannis Mylonas)

• Completion of project on higher education (1 million Swedish Kronor from Lund University), directed by Gunilla Jarlbro

• 6.3 million Swedish Kronor from the Wallenberg Foundation for a new project Media Experiences and Rights, for Annette Hill

• Completed doctoral thesis Radical Online Video by Tina Askanius

• Appointment of Professor Tobias Olsson to MKV
Research Publications


- 25 publications in print for 2013 in international journals such as *The Journal of Critical Discourse Studies* and edited books such as *Transforming Audiences*, *Transforming Societies* (Routledge) and the *Documentary Film Reader* (British Film Institute)

- Publication of the report *Reklam i nya kläder* for the Consumer Agency, edited by Gunilla Jarlbro & Magnus Söderlund

- Special issue of *Television and New Media* on Civic Cultures, edited by Annette Hill

Research Impact

- Wahlgren Foundation prize to Peter Dahlgren for research impact and international excellence

- International conference Media and Participation, funded by Wallenberg Foundation and Swedish Research Council

- Visiting Professor John Corner (Leeds University UK) and workshops on international research publications
Research Environment

Research Culture
Our research culture includes a range of activities to support and mentor researchers in research funding applications, international publications, research projects, presentations and contemporary research trends.

Profile
International Conference Media and Participation, funded by Wallenbergs Foundation (110,000 SEK) and Swedish Research Council (37,000 SEK) Lund University March 29th 2012 (organisers Annette Hill, Tina Askanius, Michael Rubsamen).

Over fifty participants attended the conference from around the world. Keynote and invited speakers included Professor Raymond Boyle (Glasgow University, UK), Professor John Corner (Leeds University, UK), Professor Natalie Fenton (Goldsmith’s College, UK), and Professor Peter Lunt (Leicester University, UK), Dr Stina Bengtsson (Södertörn University, Sweden), Professor Göran Bolin (Södertörn University, Sweden), Dr Nico Carpentier (Loughborough University, UK), Emeritus Professor Peter Dahlgren (Lund University, Sweden), Professor Tobias Olsson (Jönköping University, Sweden), Professor Kim Schröder (Roskilde University, Denmark), and Professor Kristina Riegert (Stockholm University, Sweden).
International seminar series (2012) included external speakers:

- **Professor Robert C Allen** (University of North Carolina, Chapel Hill) on film and media experiences (in collaboration with Film Department).
- **Professor Mats Ekstrom** (Gothenberg University) on mediated politics.
- **Professor Ester Pollack** (Stockholm University) on media scandals.
- **Professor Naomi Sakr** (University of Westminster, UK) on social media and Egypt (in collaboration with the Centre for Middle Eastern Studies).
- **Dr Gavan Titley** (National University Ireland) on the crises of multiculturalism.
- **Professor Thomas Tufte** (Roskilde University, Denmark) on media and social movements.
- **Professor Brian Winston** (Lincoln University UK) on freedom of expression and the media, and documentary (in collaboration with Film Department),
- **Professor Martin Barker** (Aberystwyth University, UK) on film audiences.

Workshops

- Writer’s surgery for international journal articles offered mentoring and editorial support for draft articles (Annette Hill)
- Visiting Professor John Corner conducted workshops and mentoring on international publications
- Visiting Professor Martin Barker conducted a workshop on designing audience research projects
- Mentoring workshops for doctoral students were run by Gunilla Jarlbro
- Funding workshops for all staff were run by Tobias Olsson and Helena Sandberg
- Research Away Day included presentations and workshops on strategic goals for media and communication research
Funding

Our research is funded by public organisations, public service and commercial media sectors.

**Funding Profile**

**Media Experiences and Rights**

Professor Annette Hill was awarded 6.3 million Swedish Kronor from Marianne and Marcus Wallenbergs Foundation for a project on producers and audiences of digital media.

This project explores production practices and evolving experiences for entertainment formats. We focus on an experience of rights because this is a major feature of format production and reception.

The first aim is to establish the connections between global industry concerns about format ownership and format rights, and related industry issues about how media audiences actually experience and understand this digital media. The second aim is to establish how audiences in Sweden/UK understand, adapt and negotiate industry interpretations of formats to create their own sense of event ownership – ‘this is my show.’ Such a feeling of rights stem from audiences’ participation in these shows – at home, at live events and online.

Research findings will be shared with the academic and industry communities through an international symposium, workshops, project website, journal articles, and a book *Media Experiences* (Routledge 2016).
Ongoing funded research projects include:

- ‘The economic crisis of the EU in the media discourses of the extreme right: the cases of Denmark and Sweden’ (Dr Tina Askanius and Dr Yiannis Mylonas, 75,000 SEK from the Wahlgren Foundation)

- ‘Measuring diversity’ (Professor Gunilla Jarlbro, 200,000 SEK Utbildningsradion)

- ‘Media scandals’ (Professor Gunilla Jarlbro and Dr Mia-Marie Hammarlin 3 million SEK Humanities and Theology, Lund University)

- ‘Imbalances in higher education’ (Professor Gunilla Jarlbro, 1 million SEK from Lund University)

- ‘Childrens exposure to online advertising’ (Dr Helena Sandberg, Nils Holmberg and Carolina Martinez, 2 million SEK from Crafoordska Stiftelsen, 3.3 million SEK from The Swedish Research Council (VR)

- ‘Animals and media’ (Dr Tobias Linné, Gastronomiska Akademiens Stiftelser forskningsstipendium)

- ‘Exploring the Animal Turn’ (Dr Tobias Linné 1.5 million SEK from Pufendorf)

- ‘Digital Trust’ (Professor Tobias Olsson and Dr Marie Cronqvist, Pufendorf)

- ‘Mobilising Environmental Knowledge for Policy and Society’ (Professor Annette Hill and Professor Guy Baeten, EU Seventh Framework Programme)
Research applications in preparation during 2013 include:

- ‘Children’s media use in daycare settings’ Dr Helena Sandberg and Professor Gunilla Jarlbro
- ‘Toddlers’ and pre-e-schoolers’ digital practices’, Dr Helena Sandberg, Professor Gunilla Jarlbro, Dr Ulrika Sjöberg (Malmö Högskola), and Dr Mia-Marie Hammarlin
- ‘EU citizens’ resilience and media uses in the economic crisis’ Dr Tina Askanius and Dr Tobias Linne
- ‘Media Experiences’ Professor Annette Hill

Doctoral Research

Doctoral students are part of a lively research culture, working on monographs, and collaborative funded projects, presenting their work at internal research seminar series and international conferences and events, and attending workshops and mentoring.

Doctoral Profile

Dr Tina Askanius completed her thesis Radical online video: YouTube, video activism and social movement media practices at Lund University, November 2012. The external examiner was Professor Natalie Fenton of Goldsmith’s College, UK.

Today she works as a lecturer and researcher in the Department of Communication and Media at Lund University. Her research concerns social movement media practices with a particular focus on contemporary forms of video activism in online environments. Recent work within this area has been published in international journals such as Journal of E-politics, Journal of Electronic Governance, Interface: a journal for and about social movements and Research in Social Movements Conflict & Change.

Her current research project examines the media discourses of right-wing extremism and organised racism in Denmark and Sweden. The collaborative project with Dr Yiannis Mylonas (Copenhagen University) is funded by the Wahlgren Foundation.
Conference Presentations
Askanius, Tina (2012) Discursive struggles and political agency, Bruxelles, 30th November 2012 (invited speaker)
Askanius, Tina (2012) Invited speaker MENA program, Lund Internet Institute, Landskrona, 11 December 2012
Rubsamen, Michael (2012) Lecture for local gymnasium Teoretiska gymnasiet, May 2012 on the subject of media and effects
Rubsamen, Michael (2012) Lecture for local gymnasium Katedralsskolan, October 2012 on the subject of media and effects

Research Grants
Research Stay at Sigtunastiftelsen August 2012 (Michael Rubsamen)

Research Collaboration
Nils Holmberg collaborated with researchers on Eye-tracking and visual search on the internet at Oslo and Akershus University College of Applied Sciences, on Eye movement responses to different types of visuals in newspapers at Trier University, and Vipans gymnasium, Lund.
Our aim is to publish high quality international research in monographs, edited books, and journals. In 2012-13 researchers at MKV published over fifty works.

**Publications Profile**

Post doctoral researcher Dr Yiannis Mylonas

The publications arising from the research project conducted by Yiannis Mylonas focused on the critical study of copyright law regulations in the digital era and further looked at civic issues and potentials related to informal practices proliferating through new media and communication technologies (ICT).

Dr Mylonas conducted empirical research in specific European countries such as Sweden, Greece and Poland and revealed civic and political aspects that concern ICT/new media uses. His publications related to this project included six works, including the International Journal of Communication, and the book *Piracy: Leakages from Modernity*. Litwin Books.

Dr Mylonas is currently a visiting researcher at MKV working on a project concerned with extreme right politics, with Dr Tina Askanius, funded by the Wahlgren Foundation.

**Journal Articles and Book Chapters 2012**


**Articles and book chapters in print for 2013**


Research Impact

Researchers are active in keynote lectures, conference presentations, visiting professorships, executive committee work, peer reviews for international publishers, journals, assessors for public funding bodies.

Impact Profile
Professor Peter Dahlgren was awarded the Wahlgren Foundation tri-annual prize for excellence in media research and international impact. It was an honour to receive the Wahlgren prize for Professor Dahlgren not least because the accompanying statement underscored the efforts that he has made to promote internationalisation in Sweden over the years. His work is largely aimed at themes having to do with global media and democracy and political engagement.

Researchers at MKV are part of the EU doctoral summer school in Slovenia, with keynote lectures and workshops by Professor Tobias Olsson. We are participants in two EU Cost Networks.

Visiting Professorships held at University of Westminster, UK, Helsinki University, Finland (Annette Hill).

Member of the jury for the photo contest of the Young Academies (Russia, Germany, Holland, Scotland and Sweden): Visions and Images of Fascination - Sciences and Humanities Visualized. Prize ceremony in Berlin, June 15 (Helena Sandberg).
Executive committee members of the European Communication Research and Education Association (ECREA, Annette Hill); the Consumer Agency’s scientific advisory board (Gunilla Jarlbro), the Food Administration’s advisory council (Gunilla Jarlbro), the Public Health Institute’s Scientific Advisory Board (Gunilla Jarlbro), AB Ecolabelling Sweden (Gunilla Jarlbro), member of Jusek’s jury to nominate the year’s best essay in the Social Sciences (Gunilla Jarlbro), Committee member of Skåneländska Gastronomiska Akademien (Helena Sandberg), member of Steering group Lund University Postdoctoral Programme (luPOD) (Helena Sandberg) Committee member of Exits (in February 2013) the 2-year training program Tomorrow’s Research Leaders (Morgondagens forskningsledare) (Helena Sandberg), member of exchange program for MPs and researchers, arranged by RIFO, Riksdagledamöter och Forskare and the Swedish Young Academy (Helena Sandberg).

External advisors for Research Excellence Framework UK, London School of Economics (Peter Dahlgren), Leicester University and Edge Hill University (Annette Hill); external consultants for Conseil scientifique international, GRESEC, Université de Grenoble 3 (Peter Dahlgren).


Reviewers of research funding proposals for British Academy, Arts and Humanities Research Council, Economic and Social Research Council, Baltic Sea Foundation, The Foundation for Science and Technology (FCT) (the Portuguese public research funding agency), Norwegian Research Council, Riksbankens jubileumsfond, Sparbanksstiftelsen Färs och Frosta and Skåneländska Gastronomiska Akademien.


PhD Examiners for doctoral vivas at Karlstad University, Lund University, Linnaeus University, Örebro University, Södertörn University, Stockholm University, L'Université de Paris 3, Helsinki University, IT University Copenhagen.

Adviser for Professorships in Norway, Prague University, and Lecturer posts, Stockholm University, Linnaeus University, Södertörn University.

Elected member (2012-2017) of the Swedish Young Academy (Sveriges unga akademi) (Helena Sandberg).

**Conference Presentations**


Sandberg, Helena (2012) Tvärvetenskap på riktigt [paw rihk-titt] (How to succeed in cross-disciplinary research, challenges and opportunities) the Swedish Young Academy/ Sveriges unga akademi, Nov 12, 2012, Lund (responsible for planning the seminar and a workshop).
