ASIASCAPE:
Digital Asia

PROGRAMME &
BOOK OF ABSTRACTS

INTERNATIONAL
CONFERENCE REVISITING
THE EMANCIPATORY
POTENTIAL
OF DIGITAL MEDIA
IN ASIA

24-25 January 2014, Leiden University

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DIAS Conference Programme

Venue: _Leiden University, Lipsius Building (Room 147), Cleveringaplaats 1, Leiden, The Netherlands._

Friday, 24 January 2014

08:30 – 09:15   **Registration**

09:15 – 09:30   **Welcome**

09:30 – 10:30   **Keynote**

> _Digital Methods_ by Richard ROGERS
> Professor of New Media and Digital Culture at the University of Amsterdam, and Director of the Govcom.org Foundation and the Digital Methods Initiative, Amsterdam, the Netherlands.

10:30 – 11:00   **Coffee Break**

11:00 – 13:00   **Panel 1: Converging Media, Converging Cultures?**

> Chair/Discussant: Bart BARENDREGT
>
> 1. _Convergence and media freedom in Indonesia and Malaysia_.
> Ross TAPSELL. Lecturer at the School of Culture, History and Language, College of Asia and the Pacific at the Australian National University.
>
> 2. _Make lulz not war: How online remix and meme culture are empowering civic engagement in the Socialist Republic of Vietnam_.
> Patrick E. SHARBAUGH. Lecturer at RMIT International University Vietnam, Ho Chi Minh City, Vietnam.
>
> 3. _Digital technology in the wild and every day: Case studies from the slums of urban India_.
> Nimmi RANGASWAMY, Adjunct Professor at the Indian Institute of Technology in Hyderabad, India & Payal ARORA, Assistant Professor at Erasmus University Rotterdam, the Netherlands.
>
> 4. _Critical analysis of the power relations between the global and the local in Korea´s smartphone wave._
> Dal Yong JIN, Associate Professor at Simon Fraser University, Canada.

13:00 – 14:00   **Lunch break**

14:00 – 16:00   Panel 2: The Politics of Digital Communication

Chair/Discussant: Florian SCHNEIDER

1. Towards a typological theory of e-government in China.
Christian GÖBEL. Professor at the Department for East Asian Studies, University of Vienna.

2. Cosmopolitans all washed-up at the language barrier? Facts, potentials and challenges of digital media use in transnational migrant advocacy.
Daniel KREMERS. Filmmaker & PhD researcher, Institute of Political Science and Japan Studies, Halle-Wittenberg University, Germany.

3. Songfan (meal delivery): Developing civic consciousness through e-commerce.
Rui KUNZE. Postdoc at Erlangen-Nuremberg University, Germany.

4. Finding appropriate theories to study political communication on the Chinese Internet: using traditional dichotomies to assess differences between political speech on Facebook and Weibo.
Gillian BOLSOVER. PhD researcher at the Oxford Internet Institute, Oxford University, UK.

16:00 – 16:15   Coffee Break

16:15 – 17: 00   Open Discussion – *Part 1: Where is "digital Asia"?*

17:00 – 17:15   Coffee Break

17:15 – 18:00   Open Discussion – *Part 2: Digital Asia or digitized Asia? The challenge of studying digital media and communication in Asia.*

19:00 – 21:00   Dinner (participants only)

Saturday, 25 January 2014

10:00 – 12:00   Panel 3: Digital Media in Taiwan – A Spotlight Taiwan panel

Chair/Discussant: Jens DAMM

1. Korean Wave in Taiwan: (Digital) Cultural Identity and Cultural Economy.
Ming-yeh RAWNSLEY, Research Associate at the SOAS, University of London, UK.

2. Dialogue between communication rights and news professionalism: Exploring the rise of citizen journalism both in China and Taiwan.
TSAI Shiou-Fen. Assistant Professor, Mass Communication Department, Hsuan Chuang University, Taiwan.

3. Media industries and cultural creative industries: Industrialisation of cultural policy in the digital era.
KU Shu-shiun. PhD researcher at the University of Leeds, UK.

4. The Internet and Taiwan's new civic movement in the information age: Hung Chungchiu's case.
Bernard Chin-fu HUNG. Associate Professor at the Department of Political Science & Graduate Institute of Political Economy, National Cheng Kung University, Tainan, Taiwan.

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Chair/Discussant: Chris GOTO-JONES

1. Dialectic of Utopia: Visualizing Future Politics in the Anime Psycho-Pass.
Mari NAKAMURA. PhD researcher at Leiden University, the Netherlands.

2. Reflected Self vs. Self-Reflection: Nuclear Power, Genetic Engineering, and their Emotional Manifestations in Coppelion.
Carl LI. PhD researcher at Leiden University, the Netherlands.

3. Emancipating Research: Creating Gamic Expression as Academic Intervention.
Martin ROTH. PhD researcher at Leiden University, the Netherlands.

14:30 – 15:00   Coffee break

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Chair/Discussant: HWANG Yih-Jye (Jay)

1. The aesthetics of microblogging: How the Chinese state controls Weibo.
Jonathan BENNEY. Postdoc at Institute for US-China Issues, University of Oklahoma.

2. Becoming numb with myriad tragedies: Rights protection, tragicness competition, and Sina Weibo.
ZENG Guohua, Adjunct researcher at the Amsterdam Centre of Globalisation Studies, University of Amsterdam, the Netherlands.

3. From Web 2.0 to SOLOMO (From Sina Weibo to Weixin).
Gianluigi NEGRO. PhD researcher at the Università della Svizzera Italiana, Switzerland.

16:45 – 17:00   Coffee break

17:00 – 17:45   Concluding discussion: *Who do digital media emancipate? The view from Asia.*

17:45 – 18:00   Closing note

18:00   Drinks at English Pub North End (corner Noordeinde/Rapenburg) – all are welcome

Panel 1: Converging Media, Converging Cultures

Chair/Discussant: BARENDREGT, Bart

1.1 Convergence and media freedom in Indonesia and Malaysia
TAPSELL, Ross

This paper addresses the media in Indonesia and Malaysia, where new mobile and digital technologies are pushing the media industry in new directions of integration, synchronisation and conglomeration. In particular, *convergence:* seen here as the process by which media companies which previously specialised in one platform (such as print, radio, television or online) are now forming larger, multi-platform media conglomerates. The technological convergence of platforms occurs due to the digitalisation of media content, causing "old and new media to collide" (Jenkins 2006) which spurs commercial convergence, where increasingly monopolistic media corporations are forming powerful multi-platform oligopolies. Media scholars are debating the implications of this trend for media freedom in Asia, with some believing it is opening new possibilities for a greater range of voices to be heard, and others identifying new threats it poses. In Indonesia and Malaysia, convergence is providing an opportunity for information to become more concentrated, controlled and cartelised. But citizen journalism is fast becoming incorporated into mainstream news media content, increasingly produced for mobile devices such as the iPad, iPhone or Blackberry. This might indeed provide greater diversity of opinion and expression. In both Indonesia and Malaysia, media freedom is viewed as absent or threatened, but where the nature and source of the threats to media freedom are radically different. Convergence in Indonesia and Malaysia requires urgent investigation with regard to the increasing formation of oligopolies in media production, which affects the provision of information, opinion, and the articulation of reality as assessable by the public. Thus, the key question for this paper is: what are the implications of convergence on media freedom in Indonesia and Malaysia?

Bio:

Dr Ross Tapsell is a lecturer at the School of Culture, History and Language, College of Asia and the Pacific at the Australian National University. He researches the media in Indonesia and Malaysia. Ross was a recipient of the Australian Government Endeavour Postdoctorate Award, where he conducted research on press freedom and media ownership in Indonesia. He has been a Visiting Fellow at The University of Indonesia, Airlangga University (Surabaya) and the Centre for Strategic and International Studies (Jakarta). He has also worked with *The Jakarta Post* and the *Lombok Post*. He has published on issues pertaining to media freedom in *Asian Studies Review, Journal of Contemporary Asia, Media Asia* and others. He writes regularly for the ANU's Southeast Asia website - *New Mandala,* which amongst other initiatives covered the 2013 Malaysian General Election.

1.2 Make lulz, not war: How online remix and meme culture are empowering civic engagement in the Socialist Republic of Vietnam
SHARBAUGH, Patrick E.

Although social media platforms have garnered much attention in recent years for their putative role in dramatic social and political movements around the world, scholars such as Clay Shirky and Ethan Zuckerman have suggested that the real potential of such tools for change exists in the way they empower citizens to publicly articulate and debate a welter of conflicting views throughout society. In this view, social media matters most not in the streets and squares but in the social commons that Jurgen Habermas termed the public sphere. New image-based social media platforms and creative practices in Vietnam are emerging as powerful tools in this regard, offering a voice to a citizenry who since 1975 have lived under an authoritarian, and not clearly delineated, legal order restricting the opinions and views eligible for public expression.

In the past year, Vietnamese netizens have turned to the digital techniques of remix and memetic culture to indirectly express and debate sentiment on issues of often-sensitive social and political relevance. Using several case studies, we argue that this widespread practice constitutes a culturally-

specific form of civic and political engagement that appears to be exerting a subtle but real influence upon state policy in this rapidly developing Southeast Asian nation.

Patrick E. Sharbaugh is on the faculty of the Centre of Communications and Design at RMIT International University Vietnam in Ho Chi Minh City, where he teaches cybercultures, Asian studies, and communication theory. His most recent research is into Vietnamese conceptions of online personal privacy, which he presented at the International Communications Association's 2012 conference in Phoenix, AZ.

1.3 Digital technology in the Wild and Every day: Case Studies from the Slums of Urban India
RANGASWAMY, Nimmi & ARORA, Payal

The goal of this abstract is to highlight the centrality of leisure spaces as an active producer of critical digital literacies. While development, as we understand it, is not focused on purposive outcomes of informal learning, engagements such as these are a powerful precursor to developing technology literacies, skills and ecologies of learning (Arora & Rangaswamy, 2013). To explore everyday information and digital technologies for entertainment, pleasure, and play, we touch upon, 1. How, mundane repetitive everyday use of technology holds tremendous potential for immersive adoption 2. How, 'digital labor' is repositioned through the everyday dominant search for and enjoyment of leisure driven content 3. How, this separation of leisurely use and developmental use is artificial, and by and large, a facile one. To examine the dynamics of use for leisure and use for development we leverage evidence embedded in the social life of things and these, we argue, can reveal the processes underlying self-driven organic and proactive adoption towards technologies. Using ethnographic studies of the use of digital media in the urban slums of India, the authors examine how purposive behaviors and preferences shape and produce relationships between people, digital media, and informal learning. It's indeed astounding to find relative affluence in the uptake of digital technologies by user populations least likely to afford and access them.

With a focus on Facebook use among the youth, mostly young adult & male, in the slums of Hyderabad and Chennai, the themes we explore to frame this paper will be a departure from research approaches studying 'perpetually connected' [Katz & Aakhus 2002] spaces and persons in the domain of new media youth practices [Ito et al 2009, boyd & Ellison 2007, boyd 2008]. Facebook at the lower economic spectrum in India allowed a hitherto unavailable trans-hierarchical class/caste social experience. The ways that these constrained users are being acculturated into Facebook and into the global community are subtle, layered and culturally coded. While our young informants, by joining Facebook, seem to have been introduced simultaneously to the internet and its many splendored affordances, they reported learning English, typing with a keyboard, developing sociable personalities and acquiring general knowledge via Facebook mediated interactions.

More powerful themes such as idealizations of social qualities, such as romantic relationships, persona building, communication/ netiquette patterns, emerged as we dwelled deeper into both the manifest on-line behaviors and the ethnographic off-line contexts intermediating social media use. This work serves as an opportunity to re-situate notions of digital labor, prosumption and digital privacy that are for the most part, driven by Western concerns and values. Our insights strongly suggest an aspirational appropriation of Facebook beyond the more grounded and local social affordances, a small example being friending young women of a higher class and from international locations. Not only is social media familiarizing these aspirations, but offering a new materiality to view and articulate a global aesthetic and life chances in unaccustomed, sometimes revolutionary ways.

Bio:

Nimmi Rangaswamy is Adjunct professor in the department of Liberal arts, Indian Institute of Technology, Hyderabad. She was formerly a researcher in the technology for emerging markets group at Microsoft Research India in Bangalore. She is a social scientist, with a PhD in Social Anthropology from the University of Mumbai. Her interests focus on understanding ICT adoption in urban slums, middle class Indian consumption of domestic media, and shared ICT access centers such as Internet cafés and rural PC kiosks.

Payal Arora is an Assistant Professor in the Department of Media and Communication, Erasmus School of History, Culture and Communication, Erasmus University, Rotterdam. Her expertise include social informatics, digital leisure, new media spaces/cultures, edutainment and IT for international development. She earned her doctorate in Language, Literacy and Technology from Columbia University in New York City and a Masters in International Policy from Harvard University.

1.4 Critical Analysis of the Power Relations between the Global and the Local in Korea's Smartphone Wave
JIN, Dal Yong

Since the early 2000s, Korea has become one of the emerging local forces for digital technologies, including smartphones. Although the country lagged behind in the penetration of smartphones and the popularity of smartphone applications, Korea has rapidly advanced in developing cutting-edge smartphones and become a curious test-bed for the future of smartphone technology and culture from which other countries are keenly learning. The experience of Korea in developing smartphones illustrates how the once peripheral country now has the foresight to recognize and join the smartphone revolution in a big way, realizing advanced smartphone technologies for both Koreans and foreigners at the same time. Many countries, both Western and non-Western, have developed their own smartphones, including Apple in the U.S., Nokia in Finland, and HTC in Taiwan; however, Korean-made smartphones, including Samsung's Galaxy III and IV and LG's Optimus and G2 have competed with these smartphones and increased their global market share. Korean smartphones have also changed people's smartphone activities worldwide, which is a symbol of the digital Korean Wave alongside online gaming. This momentum generated by "the digital Korean wave has been harnessed to support and enhance a parallel phenomenon—*Hallyu*—aiding the dissemination of indigenous popular culture at home and across the globe" (Goldsmith 2011, 70). The Korean Wave is not only about cultural flows but also about the popularity of Korean fashion, food, tourism, digital technologies, even cosmetic surgery, and smartphones have advanced their links to *Hallyu* 2.0.

This article analyzes several distinctive elements of the digital Korean Wave with the case of smartphones, compared to the mobile era until 2008. In this article, the digital Korean Wave refers to the rapid growth of digital technologies, in particular, smartphones, and the export of domestic-made smartphones to the global markets. However, the digital wave also means the convergence of technology and culture in order to boost the rapid penetration of cultural genres, such as animation and K-pop in the global markets. It is connected to the significance of several services, in particular, intellectual property (IP) rights, which are crucial for capital accumulation. Through the lens of technological hybridization, it discusses whether the global penetration of Korean smartphones resolves the uneven power logic between Western, in this case, the U.S. and non-Western, of course, Korea.

Bio:

Dal Yong Jin is Associate Professor at Simon Fraser University, Canada, and Korea editor of *Asiascape: Digital Asia*.

Panel 2: The Politics of Digital Communication

Chair/Discussant: SCHNEIDER, Florian

2.1 Towards a typological theory of e-government in China
GÖBEL, Christian & CHEN, Xuelian

Modern ICT, the Internet in particular, has been a game-changer in state-society relations in China. To a much greater degree than before can people access information about their government's performance, publicize evaluations and complaints of government performance online, and organize collective action. Whereas previous studies have provided valuable insights into the big picture of how modern ICT challenge the government, how they are regulated, and how they are employed for propaganda purposes, much less is known about how local governments integrate them into the public administration apparatus, and to what effect. By formulating a typology of e-participation in China and providing three case studies to both illustrate the typology and gain first insights into why localities opt for certain types and not others, this study provides vital insights into the logics and incentives driving political reforms in China, and highlights potential benefits and limitations of the "Chinese model" of decentralized regime adaptation.

Specifically, the study sets out to show that: 1) government use of the internet is not restricted to monitoring public opinion, but that the internet, and indeed other communication technologies, are being integrated into the administrative apparatus to conduct public opinion surveys, to monitor government performance, to improve bureaucratic performance, and to enhance government responsiveness to popular demands; 2) there is no unified central government program for enhancing China's public administration with the help of ICT. Instead, local governments come up with e-participation programs by themselves and as a result of the central government's imperative to maintain social stability and prevent public unrest; 3) some local governments use ICT to aggregate demands, others to monitor government performance, and yet others to do both at the same time. Hence, ICT can be employed to enhance three distinct functions in public administration: e-consultation, e-accountability, e-bureaucracy, and e-participation.

Bio:

Christian Göbel is Professor at the Department for East Asian Studies, University of Vienna.

2.2 Cosmopolitans all washed-up at the language barrier? Facts, potentials and challenges of digital media use in transnational migrant advocacy
KREMERS, Daniel

This paper is on the use of digital media in organizing and advocating migrant workers interests in East Asia, using as a case study an advocacy organization from Japan (SMJ) that aims at influencing Japan's immigration policies and has started to build networks with like-minded organizations and activist in the PRC, SAR Hong Kong and the Republic of Korea (ROK), the US-Government and the United Nations. The paper present results of a qualitative analysis of the SMJ's website and its content with a special focus on translation and translatability. I will show how the Japanese pro-migrant interest activists have used the internet as medium for informative and symbolic advocacy as defined by Keck and Sikkink. Their efforts will be put into contexts with popular and legal language in Japan, their cooperation and information exchange with migrant interest organizations in the ROK and SAR Hong Kong and their influence on foreign governments and international organizations. I will show that migrant advocacy from Japan lacks far behind what is possible in employing digital media and compared to the professionalism the activists display in making use of other media channels such as printed matter. Potentials and obstacles will be expressed in reference to the forms of capital as defined by Bourdieu. Migrant advocacy organizations lack specific forms of capital to act more strategically on the internet. In terms of cultural capital one obstacle is an internal and an external language barrier, which hinders them to make their concepts, arguments and demands more accessible to a potentially interested audience.

Bio:

Daniel Kremers is a Japan scholar with a focus on politics and media, currently living in Leipzig, Germany. He is also a filmmaker (Sour Strawberries, documentary G/J 2008), musician and cultural activist but since graduating from Leipzig University, where he studied Japan Studies, Political Science, and Journalism, his energies focus on his dissertation project at Halle University, »Migration, a public good? The discussion on Japan's Technical Intern Training Program between 'human rights' and 'human resources'«, in which he analyses the interwoven effects of interest groups, diplomacy, media, ideology and socio-economics on immigration policy changes in Japan, taking as a case study the 2009 reform of the so-called Technical Intern Training Program (TITP).

His main academic interests are policy processes, pressure groups, and the history of ideas, especially the construction of legitimacy, a common good and social justice. His main sources of inspiration (and sometimes estrangement) are the works of Antonio Gramsci, Pierre Bourdieu, Alexis de Tocqueville and Norman Mailer. His academic supervisors are Gesine Foljanty-Jost (Japan Studies) and Harald Bluhm (Political Science).

2.3 *Songfan* (Meal Delivery): Developing Civic Consciousness through E-Commerce
KUNZE, Rui

Despite the prevalence of the government's control and censorship, the Chinese Internet manifests itself as an increasingly complex and heterogeneous social space. Whereas its landscape features the heavy involvement of the government, it is becoming more and more clear that the dichotomies of oppression vs. emancipation, evil regime vs. good netizens are insufficient, if not misleading, concepts for understanding the Chinese Internet as well as for exploring its role in the larger offline context. This paper proposes to conduct a case study of "*Songfan* 送飯," or the "Meal Delivery," a civic action participated by ordinary Internet users to donate money for the families of persecuted dissidents and natural disaster victims. I attempt to argue that interactive digital media make it possible for ordinary Internet users to get involved into civic actions with relatively low risk and thereby activate their individual agency. In such actions, the Internet users develop their civic consciousness through their constant negotiations with the state power, their desire for social justice, and self-interest.

Initiated by the Dalian-based popular blogger Xu Zhirong 徐志戎 (Internet handle: Meaty Monk), the "Meal Delivery" was first organized through the "private message" function of *Weibo* in 2011. In order to reduce the cost of labor and time managing the donation and make the action more attractive to ordinary Internet users, Xu opened the "Meat Shop," an e-commerce platform on the website of *Taobao* 淘寶, in March 2013. Following the principles of "little sum, more participants," "decentralization," "commercial logic," and "self-ruling," this platform allows donors to auction their items and normal sellers to sell their items for profit. The participant may pay 1 yuan to have the chance to win an expensive donated item. Shoppers may pay 1 yuan to read an e-article posted in the shop or to buy items sold at the fixed prices. Normal sellers pay their commission to the "Meat Shop," which goes to the cash pile of the "Meal Delivery." The information of the users will be collected into the database of donors of the "Meal Delivery." When 120,000 RMB (a fixed sum for each family of dissident) is raised, a nine-person selection committee will be randomly chosen from the database, who meet online, making decision of and supervising the use of the donation.[1]

What is the significance of the "Meal Delivery" carried out through the "Meat Shop?" One important point is that this civic action is organized on an e-commerce platform and operated on commercial logic. It makes use of the commercial design of the platform (e.g. automatic record of users' information and transaction details) and takes into consideration the participants' economic interests while keeping them anonymous to a large extent. The commercial pattern enables the action to have a decentralized, flat organizational structure, which has the good prospect of keeping the interference of the organizer to the minimum (i.e. making the action ultimately function on its own).

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[1] For an illustration of how the Meat Shop functions, see Chloe Whiteaker, "Small Actions Speak Loud in China," *Bloomberg*, Aug. 13, 2013: http://go.bloomberg.com/multimedia/the-meat-shop/. Last accessed on Sept. 19, 2013.

This structure, combined with the small sum of money in transaction, lowers the risk for the participants, who, through their shopping behaviors, are able to express their will and wish to look for a meaningful life, to support justice, as well as to engage in social/political participation, a fact that in turn increases the commercial attraction (hence value) of the "Meat Shop." Therefore, refusing to put itself and its users in the opposition to the state power and using the possibilities provided by e-commerce, the "Meal Delivery" is part of the efforts of Chinese netizens to look for an effective way to push the boundaries of the government's tolerance of civic articulation and action on/offline.

Bio:

Rui Kunze received her PhD in Chinese Studies at the University of Erlangen-Nuremberg (Germany) in 2012. Her research focuses primarily on literature and culture in China, with a special interest in observing cultural changes and continuities in the twentieth and twenty-first centuries. She is the author of the book *Struggle and Symbiosis: the Canonization of the Poet Haizi and Cultural Discourses in Contemporary China* (2012) and two articles: "Karnevaleske Sprachpraxis chinesischer Netzbürger" in S*prache und Wirklichkeit in China* (Wiesbaden: Harrassowitz Verlag, 2011), 289-302; and "Displaced Pleasure: Pulp Science Fiction in the Early Reform Era of the PRC" (accepted by *East Asian History*).

2.4 Finding appropriate theories to study political communication on the Chinese Internet: using traditional dichotomies to assess differences between political speech on Facebook and Weibo
BOLSOVER, Gillian

Internet connectivity is rapidly being extended to new populations; however, communication theories remain highly Western biased. In studying political communication on the Chinese Internet, many researchers apply theories generated in the West without questioning their applicability in different social, cultural and political contexts. Others argue that new bodies of theory must be generated, with most of these efforts drawing heavily from traditional Chinese philosophy. This paper compares political speech on news stories on social media sites, finding that traditional dichotomies of Eastern and Western communication do not apply in this case. Users on Weibo are no more subtle or harmonious than users on Facebook; if anything, they are more individualistic and divisive. The differences found between speech on Weibo and Facebook are more likely explained by current political, social and developmental conditions than traditional communication dichotomies and it is on these considerations that the sorely needed theories should be based, rather than continuing to look into the past for inspiration.

Bio:

Gillian is a second year PhD student at the University of Oxford's Oxford Internet Institute. She completed a double masters in Global Media and Communications, in the Media and Communications Department at the London School of Economics and Political and in the Journalism School at Fudan University, Shanghai. Having lived and worked in China for two years, Gillian speaks fluent Chinese. The paper she presented at the 11th Chinese Internet Research Conference, which concerned networks of information dissemination and discussion on Weibo, was one of three papers to be recognized in award in the conference's graduate student paper competition. Gillian also works as a research assistant on several projects at the Oxford Internet Institute including on the Global Internet Values Project, which examines worldwide patterns and trends in individual attitudes and behaviours related to online trust, privacy, security and freedom based on a large-scale survey of Internet users in more than 60 countries. Contact: Oxford Internet Institute, University of Oxford, gillian.bolsover@oii.ox.ac.uk.

Panel 3: Digital Media in Taiwan – A Spotlight Taiwan Event

Chair/Discussant: DAMM, Jens

3.1 Korean Wave in Taiwan: (Digital) Cultural Identity and Cultural Economy
RAWNSLEY, Ming-Yeh T.

Aided by the advance of digital technologies, South Korean popular cultural products and their associated celebrities and merchandise have been popular in East and Southeast Asia since the late 1990s. The first phase of the Korean Wave across Greater China reached a new peak with the airing of a TV soap opera, *Dae Jang Geum* (2003, aka *The Great Jang Geum* or *Jewel in the Palace*). If Ien Ang (1985: 20) is correct in her assertion that 'popular pleasure is first and foremost a pleasure of recognition', *Dae Jang Geum* must have offered something that is recognisable and identifiable for its Asian audiences to receive such popularity. This paper will discuss the representation of cultural identities of *Dae Jang Geum* by analysing the comments posted by fans in Baidu (http://tieba.baidu.com/f?kw=%B4%F3%B3%A4%BD%F1) and Fashion Guide (http://forum.fashionguide.com.tw/post_list.php?topic_id=1017896). While I will not go as far as to argue that there is one Asian culture, imagined or otherwise, I will argue that *Dae Jang Geum* has touched a chord of Chinese sentiment such as Confucianism and family values. This is the reason why the programme was embraced enthusiastically by the Chinese communities from Asia to America.

On the other hand, since the airing of *Dae Jang Geum* in 2004, Korean drama serials have suffered from a steady decline in Taiwan. Thus the second section of this paper will contextualise the rise and fall of the Korean Wave through the perspectives of cultural economy. I argue that creativity will always be the essential factor for the sustainability of a cultural industry. My observation is that the major forces driving the Korean Wave simply shifted from films to TV productions in the late 1990s and the early 2000s, and more recently from TV soaps to pop music, which constitutes the second phase of the Korean Wave. In fact, in its attempt to upgrade the country's global image, South Korean government announced an ambitious 10-point action plan in 2009 including 'to adopt the Korean Wave programme' (Sung, 2010: 39). While creativity may be difficult to be directly engineered by politicians, a lot can be learned from the South Korean administration in its efforts to facilitate an environment that is enticing for a wide range of creative talents and cultural activities.

Bio:

Ming-Yeh T. Rawnsley is Research Associate at the Centre of Taiwan Studies, SOAS, University of London.

References:

Ang, Ien (1985). *Watching Dallas: Soap Opera and the Melodramatic Imagination.* London: Methuen.

Sung, Sang-Yeon Sung (2010). 'Constructing a New Image, Hallyu in Taiwan', *European Journal of East Asian Studies* 9 (1): 25–45.

3.2 Dialogue between Communication Rights and News Professionalism: Exploring the Rise of Citizen Journalism both in China and Taiwan
TSAI, Shiou-Fen

In view of the effects of "state failure" (cause by dictatorship government) or "market failure" (commercial interests first) in media systems, more and more citizen journalists are engaging in alternative communication via internet technology, social media, video-sharing, or micro-blogging sites, echoing the news with citizen voices which differ from the mainstream media. Over the past decade, the emergence of numerous citizen journalists both in China and Taiwan, stemming from the effects of "state failure" and "market failure" respectively, proclaim the communication rights of

the people. This challenges the profession of mainstream news, and even exceeds or replaces the public agenda of mainstream media.

In China, under the strict control of "propaganda discipline" by the central government, there have still been numerous large-scale social movements since 2007, almost mobilized by citizen reporters. A documentary film named *High Tech, Low Life* (which won the Best Documentary Award at the Independent Film Festival of Boston and the Little Rock Film Festival), directed by Stephen Maing, followed the journey of two of China's first citizen reporters, 57-year-old "Tiger Temple" and 27-year-old "Zola" who reported on sensitive news throughout China. With very poor living conditions, these citizen reporters adopted various incredible strategies to overcome news blackouts by the official government.

Different from the citizen reporters in China who initially come from the bottom of society, the citizen journalists in Taiwan are generally mobilized by academic intellectuals. Inspired by the disciplines of the Political Economy of Communications and Alternative Media, some academic intellectuals and students have engaged in citizen journalism and encouraged local citizens to report citizen's news on some alternative media such as *Civil Media Database*, *Morakot Independent News Network, PeoPo of Public Television Service* (only for citizen journalism) in Taiwan. Since 2010, there have been many significant social movements in Taiwan, mostly initiated by citizen journalists.

Through the research processes of case studies, in-depth interviews, literature review and analysis, this essay is intended as an investigation of the following issues. First, since the rise of citizen journalism, what's the discourse dialogue between the philosophy of communication right of journalism and traditional news professionalism as seen through the ideal and praxis? Second, against the background of different government systems, what's the difference between the citizen journalism of China and Taiwan with regard to development history, news content, citizens' demands, action strategies, report channels, and their purposes? Third, why does some news released by a few citizen reporters "speak louder" than news of the mainstream media, and even change the "agenda setting" of the mainstream media? Are there any particular factors or conditions within the issue or release process? Fourth, in news presented by citizen reporters which initiated large-scale social movements such as *PX Event in Xiamen* in 2007 (in China), and *Dapu incident* in 2010 (in Taiwan), what are the "structures of felling" (named by Raymond Williams) within the civil society, and how did they further arouse the "return of actors" (named by French sociologist Alain Touraine)?

Bio:

Shiou-Fen Tsai is currently an Assistant Professor of the Mass Communication Department at Hsuan Chuang University (Taiwan). In 2011 she obtained her doctoral degree from the Graduate Institute of Communication at the Shih Hsin University in Taiwan. Her research interests including critical communication political economies, cultural studies, cultural activism, independent/alternative media studies, communication policy, cultural policy, cultural governance, media reform studies, and China communication studies, etc.

3.3 Media industries and cultural creative industries in Taiwan: Industrialisation of culture policy in the digital era
KU, Shu-shiun

This research investigates the industrialisation of cultural policy in Taiwan in the contemporary information society. It focuses on two main changes: how the media industries and cultural creative industries have become such important ideas in Taiwan's cultural policy and what drove these major changes. It adopts the perspective of Cultural Political Economy to analyse the co-constitution of cultural discourses and structures on these changes surrounding the industrialisation of cultural policy. The research argues that in the context of neo-liberalism and knowledge-based economy, media industries and cultural creative industries which emphasise mass culture, fashion design and digital content, have extended the scope of cultural policy from narrow Chinese culture and classical arts. On the one hand, their emphasis on economic value has influenced the economic imaginaries

of cultural policy. On the other hand, with the integration of state discourse in cultural creative industries policy which stresses competitiveness and flagship-projects, market discourse has become the hegemonic discourse in the realm of cultural policy. However, the emerging civil discourse based on the network of digital social media and diverse social and cultural movements has questioned and challenged the overwhelming emphasis on economic value in cultural policy. This research aims to improve our understanding of the relationship between culture and economics, as well as promote a new conceptualisation of cultural policy in the digital era.

Bio:

Ku Shu-shiun is a PhD researcher at the University of Leeds, UK.

3.4 The internet and Taiwan's new civic movement in the information age: Hung Chungchiu's case
   HUNG, Bernard Chin-fu.

Using the case of the death of a 24-year old Taiwanese soldier, Hung Chung-chiu (洪仲丘), this article investigates the evolving phenomenon of Taiwan's new civic movement that is highly mediated and empowered by Information and Communications Technologies (ICTs). Examining the case of a tragic death of Army Corporal Hung, this article argues that enhanced public engagement and awareness of citizens' rights in the military will ultimately further strengthen Taiwan's civil society and will eventual help consolidate Taiwan's young democracy.

Bio:

Bernard Chin-fu Hung *(洪敬富)* is Associate Professor in the Department of Political Science and Graduate Institute of Political Economy at National Cheng Kung University (NCKU), Taiwan. He holds a PhD in Politics and International Studies from the University of Warwick, United Kingdom. Hung's main research interests include the political and economic transitions of China, the impact of information and communication technologies upon political development and democratization with special reference to the People's Republic of China (PRC), and the socio-political development in East and Southeast Asia. He has published extensively on Internet politics and cyber participation in the PRC and some other Asian states.

Panel 4: Beyond Utopia: the Emancipatory Potential of Science Fiction in Digital Japan

Chair/Discussant: GOTO-JONES, Chris

4.1 Dialectic of Utopia: Visualizing Future Politics in the Anime *Psycho-Pass*
NAKAMURA, Mari

New science and technology have inspired people's imagination about their future, and science fiction literature has addressed such desires and fears. Science fiction envisages an alternative society: some are utopian, and others are dystopian. No matter imagination is a dream or a nightmare, they all offer food for thought in considering one's present social and political life. This paper aims to study the Japanese science fictional animated TV series *Psycho-Pass* (2012-2013), and explore the ways in which this animation could potentially contribute to our understanding of political idea of domination and emancipation in a utopian narrative. The objective of this paper is twofold. First, it examines how the concept of "domination" and "emancipation" play out in the technologically enhanced surveillance society set in future Japan. *Psycho-Pass* is an interesting example to examine these issues since it articulates a double-edged attitude to the powerful control system through the eyes of its guardians as well as its rebellion and their struggles, rather simply portray dichotomies. Second, the paper analyzes how animation as an expressive medium presents the notion of domination in its own specific way. In conclusion, the paper suggests the relation between domination and emancipation is dialectical one. Domination is not only a negative condition to be overcome but also something far more complex and possibly can be even seen as a form of emancipation, which can result in a more robust understanding of the concept of domination, emancipation and utopia.

Bio:

Mari Nakamura is PhD student at the Leiden University Institute for Area Studies. Her PhD research project entitled 'Emancipation in Postmodernity: Political Thought in Japanese Science Fictional Animation' studies the ways in which the philosophical notion of 'emancipation' has been conceptualized in Japanese science fictional animation. Her fields of research interest include political thought and visual culture with a focus on East Asia.

4.2 Reflected Self vs. Self-Reflection: Nuclear Power, Genetic Engineering, and their Emotional Manifestations in *Coppelion*
LI, Carl

While *Barefoot Gen* and its depiction of the horrors of the atomic bomb in Hiroshima is the most well-known example of criticism of nuclear energy in Japanese manga, in recent years it is the manga *Coppelion* (2008-present) which has been at the forefront due to its narrative proximity to the Fukushima disaster in 2011. Premised around an Earthquake and meltdown in Tokyo, *Coppelion* portrays the relationship between the Survivors still living in Tokyo and the titular Coppelions, radiation-immune human clones tasked with rescuing the Survivors. This paper looks at this relationship, arguing that *Coppelion* modifies the emotional focus of this relationship throughout its run in accordance with changes in its strategies for criticizing nuclear power and the societal structure around it. In utilizing different strategies across the manga, this creates an internal debate within *Coppelion* which more broadly concerns the mishandling of power in general.

Bio:

Carl Li is a PhD researcher at Leiden University who specializes in the study of manga (Japanese comics). His research topic is concerned with how techniques used to depict emotion affect and interact with the ideas that are conveyed by works of science fiction in manga.

4.3 Emancipating Research: Game Design as Academic Intervention
ROTH, Martin

How can media technologies help us envision a different future? Critical voices rightly point out that the recent trend towards global networks, user generated content, interactivity, and more and more tools for creating and editing media does not automatically lead towards more critical interventions and political art. On the contrary, some believe they contribute more to a decline of our imaginative abilities, thus reinforcing the general crisis of alternative imagination we are facing today.

In this paper, I examine the potentials contemporary videogame design may have for exploring ideas and conducting radical thought experiments in novel ways. Against the background of methodological considerations in science fiction studies and my own experience with creating games in a recent project, I look at game design as a creative, iterative activity merging digital technologies with concepts of play and game. Due to the emergent, contingent and player-driven character of digital games, this process necessarily involves uncertainties, which are enhanced by a series of structural features of contemporary software and the dominant paradigm of object-oriented programming.

Discussing these moments of creativity, in which imagination is superfluous, I argue that the process of creating a videogame can be understood as a speculative, only partly imaginative method for inventing, exploring and developing alternative worlds and scenarios. Despite their strong foundation in logical rules and calculated boundaries, game creation is capable of escaping exact predictability. With its distinct mix of pre-defined elements and non-imagined speculation, game design as a method might contribute to emancipating research in the broadest sense further towards creativity and art, offering new playing spaces for disruptive political interventions in the present.

Bio:

As a PhD student at the Leiden University Institute for Area Studies, Martin Roth works on videogames and digital media culture in Japan. He recently submitted his PhD thesis "Disruptive Conflicts in Computopic Space" on the political potentials of Japanese sf videogame expression, written as part of Chris Goto-Jones' VICI project "Beyond Utopia."

Panel 5: The Evolution of Chinese Microblogging

Chair/Discussant: HWANG, Yih-jye (Jay)

5.1 The aesthetics of microblogging: How the Chinese state controls Weibo
BENNEY, Jonathan

Microblogs, epitomized by Twitter in the West and Weibo in China, have attracted considerable attention over the past few years. There have been a number of optimistic accounts about their potential to stimulate political activism and social change, juxtaposed with suggestions that their networks are too weak and that they are too easily censored for such change to occur. Yet in this debate, little attention has been paid to the medium itself; microblogs have too often been treated as mere conduits for information, and the practical and aesthetic experience of microblogging has been marginalised.

This article addresses this imbalance in two ways. First, it argues that the microblog is a distinctive medium with special potential for political communication. It applies Rancière's "politics of aesthetics" and Baudrillard's "private telematics" to microblogs, suggesting that the particularly immersive quality of microblogs provide new and distinct opportunities for the promotion of opinions and social movements. Second, it argues that by allowing, re-modelling, monitoring and censoring the Weibo service, the Chinese party-state is deliberately manipulating the medium of the microblog to reduce the risk of activism, controversial use, and network formation. Thus, the medium of Weibo differs from Twitter in several important ways, each of which, the article argues, are intended to maximise the cacophonous spectacle of entertainment and to minimise reasoned discussion and debate. Furthermore, while pure censorship of information can be evaded in many ways, it is more difficult for dissenters to evade state control when it is applied to the medium itself.

Bio:

Jonathan Benney is a postdoctoral fellow at the University of Oklahoma's Institute for US-China Issues. His research interests are centred on social activism, political communication, and the use for political purposes of new media in contemporary China. His first book, Defending Rights in Contemporary China, was published by Routledge in 2013. He has a doctorate from the University of Melbourne, and has most recently worked as a research fellow at the Asia Research Institute at the National University of Singapore, and as a visiting fellow at the Goethe University in Frankfurt, Germany.

5.2 Becoming Numb with Myriad Tragedies: Rights Protection, Tragicness Competition, and Sina Weibo
ZENG, Guohua

Since 2011, Sina Weibo has been one of the most important platforms for political contention and for various activisms in mainland China. Global media eagerly report on how Sina Weibo has facilitated changes in the real life, activists believe that the power of "onlooking" (weiguan) will "change" China, and academic articles optimistically explore how Sina Weibo may work as a public sphere, foster civil society and facilitate democratization. Through the examination of qualitative and quantitative data of the exposures and reposts of forced demolition and migrant worker rights protection cases on Sina Weibo, this article explores the diffusion patterns in which rights protection cases circulate on Sina Weibo, and examines how these patterns change as time passes by. I propose that the exposures and reposts of rights protection cases have been impacted by four factors: the governmental control, the attention span of Weibo circulation, the personal interests and online influence of Big Vs (Weibo celebrities), and the consequences of previous akin cases. I argue that, as time passes by, the frequent recurrence of resultless rights protection cases have transformed the exposure of these cases into a "competition of tragicness." Only can the winner gain large number of reposts, and, therefore, obtain a slim chance for positive changes. This alienation substantially offsets the anticipated "emancipating" power of social media in China, and works to maintain the status quo of authoritarian governance.

Bio:
Guohua Zeng received his PhD from the Department of Media Studies, University of Amsterdam in 2013. Before that, he received his BA and MA in Cultural Anthropology from Sun Yat-sen University in China. His research interests include new media, social class, governmentality, mega-sports events, night-time economy, and China.

5.3 From Web 2.0 to SOLOMO (From Sina Weibo to Weixin)
NEGRO, Gianluigi

The latest data provided by the China Internet Network Information Center published in July 2013 show how mobile is overtaking desktop as the device used by Chinese users to access the Internet. At the end of June 2012, of the 591 million Chinese Internet users, 463 million were mobile users (CNNIC 2013).
The growth in mobile Internet access also supports the development of SOLOMO in China (Mashable 2013), promoting more social, localized and mobile-based communication. This new trend has also had an important impact on the Chinese Internet market in which the success of Weixin (We Chat) began to erode the hegemony of Sina Weibo in the field of SNS.
This paper describes the main stages of Weixin's success in China but also in other foreign markets. An historical and comparative analysis between Sina Weibo and Weixin will be provided in order to contextualize their impact on the nascent and co-evolutionary civil society (Yang, 2003), their communication model (Negro & Zhan, 2011) and their business model strategy.
OTT applications like Weixin are threatening the traditional telecommunication system. From an economic perspective the last part of the paper will describe the emerging competition between the main Chinese telecommunication operators and Weixin, identifying the most crucial issues in their contrast and analyzing a future scenario.

Bio:
Gianluigi Negro got his B.A. and M.A. in *Language Economics and Legal Institutions of East Asia* at Ca' Foscari University. He obtained a second master in *Global Management: Society and Institutions of the Contemporary China* at Roma Tre University. In 2008 ha has been working at the General Consulate of Italy in Guangzhou. His second professional experience in China was at the China-Italy Chamber of commerce as Publications & Media Executive in 2010. Since September 2011 he is PhD candidate at Università della Svizzera Italiana (USI), faculty of Communication Sciences and assistant editor at China Media Observatory (USI). Mr. Negro researches focuses on the Internet in China and its impact on the nascent Chinese civil society.

Original Call for Papers

International Conference: Revisiting the Emancipatory Potential of Digital Media in Asia
24 – 25 January 2014 at Leiden University, the Netherlands

The academic journal *Asiascape – Digital Asia* (DIAS), in collaboration with the Goto-Jones VICI project "Beyond Utopia" funded by the Netherlands Organization for Scientific Research (NWO), welcomes scholars from the area studies, communication sciences, cultural studies, humanities, and social sciences, as well as from multi-disciplinary backgrounds, to this international conference on digital media in Asia.

Introduction:
Over the past decade, new forms of information and communication technologies have shaped the way people relate to each other, engage in social activities, conduct commerce, and participate in political processes. The inception of so-called Web 2.0 services such as Facebook in 2004, Youtube in 2005, and Twitter in 2006, has introduced a degree of interactivity to communication processes that surpasses that of previous technologies.
Numerous companies from around the world have since imitated the success of these large networking, video-sharing, and micro-blogging sites. The popularity of such interactive digital media has meanwhile generated much debate regarding the emancipatory potential of these tools – a debate that has largely focuses on American and European experiences, and that in its extreme revolves on the one hand around the arguments of liberal scholars like Clay Shirky or Yochai Benkler, who emphasize the potential of such technologies to empower citizens, and on the other hand around the concerns of cultural critics like Evgeny Morozov or Sherry Turkle, who see these innovations as exploitative, domineering, and potentially damaging.
This international conference moves such debates to Asia, and confronts them with the realities of digital media usage in this vibrant region. How does citizen journalism work in countries like China, Malaysia, or Singapore, where citizens have constructed information networks through blogs and tweets that run parallel to official mainstream media, and where states and ruling parties attempt to control such processes through sophisticated information and communication technologies? What are we to make of citizen consultation in light of the Indonesian case, where politicians use social media to shore up support from online communities by prompting them to take over social responsibilities that were originally part of the state's social service portfolio? How should we assess the contentious nature of digital media in light of Indian examples, where such media help coordinate anti-corruption movements while at the same time entrenching the middle-class interests that inform these movements? Meanwhile, in Japan how do we gauge the political and social impact of alternative forms of journalism and novel forms of protest facilitated by digital media in the wake of the March 2011 triple disaster, as well as the subsequent use of social media as a platform for revisionist politicians? In South Korea, how do youth groups come together on international social networking sites and on local alternatives like Cyworld or me2day as they develop alternatives to mainstream Korean culture, and what role do smartphones and other mobile technologies play in these processes?
By analysing such cases, this conference critically asks how we can overcome dichotomies such as emancipation vs. domination in the study of digital media, and how we can instead explain the transformative role of such media in all its complexity.

Conference Themes:
The conference will address the questions regarding the emancipatory potential of digital media in Asia by focusing in particular on issues such as:

• Citizen journalism in the forms of blogs and micro-blogs,
• Social and political participation through global as well as local social networking services,
• Coordination of cultural and political activities through new ICT, such as smartphones, tablet computers, portable gaming devices.
• Knowledge construction, information sharing, and social bookmarking through wikis and media sharing,
• Social and political critique in digital networks,

- Social and political control through Web 2.0 architecture.

DIAS particularly encourages contributions that approach these issues from a theoretically informed and empirically grounded perspective, and that use digital methodologies to study these digital issues.

Deadlines for Abstracts and Papers
Scholars working in the above-mentioned fields are invited to submit abstracts of proposed papers along with a short biographical note by 1 October 2013. The organizers will inform applicants of their decision by mid-October. Conference papers should be submitted by 6 January 2014, and should not exceed 8000 words, including notes and references.

Publication:
Papers that distinguish themselves through their academic rigor may later also be submitted for peer-review and publication in *Asiascape: Digital Asia*. For more information on the journal, please see the following introduction: http://www.asiascape.org/dias.html.

Contact
For questions and submissions, please contact the conference organizer Dr. Florian Schneider (f.a.scheider@hum.leidenuniv.nl) or the conference manager Mrs. Esther Truijen (E.P.W.Truijen@hum.leidenuniv.nl). For more information on Chris Goto-Jones' VICI project "Beyond Utopia", see http://www.asiascape.org/beyondutopia.html.

Registration and Travel:
While DIAS does not subsidize travel and accommodation, conference registration fees will be waived for paper presenters.
For registration and up to date conference information, please visit the DIAS conference page http://www.asiascape.org/diasconference.html.