How willpublic relations develop in the converging media world - and what will be the impact engines - how are they developing further and what are the consequences for journalism? ADVERT o what extent does the social Internet force journalists to rethink? MEDIA Keynote: Killing journal COMPANET we have a social internet force what is the future for journalistic media as an area in consume a social social internet, foundations - which business models have future notents.

## SOCIAL MEDIA AND SOCIAL INTERACTION: AN AFFORDANCES APPROACH

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e **LECTURE**, world - and what will be the impact for journalism? DIGITAL JOURNALISTS Social network where the consequences for journalism? ADVERTISING Citizen journalism, swarm intelligence a co **PROF. DR. NICOLE ELLISON, UNIVERSITY: OF MICHIGAN**? TECHNOLOGY The economics of med as **NOVEMBER 2015, 12=2pm, ALTELMENSA/AUDIMAX** rtising vehicle while media convergen rs, foundations - which business models have future potential for journalism? RESEARCH DEVOTED WOR



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## Ladies and Gentlemen, Dear Students,

The affordances lens offers technology scholars a useful framework for theorizing about how platform characteristics shape social interaction. Focusing on higher-order action possibilities enables us to synthesize findings from multiple studies, across disparate platforms and over time, and helps produce enduring insights even after the sites under investigation have changed. In this talk, Nicole Ellison provides a short overview of the affordances approach and then describes a series of studies that investigate relevant characteristics of social media such as anonymity and ephemerality. Specifically, she will be sharing recent research on the benefits of anonymous interaction via *ask.fm* for adolescents, perceptions of emotional and social support associated with use of Snapchat for college students, and characteristics and outcomes of social capital "mobilization requests" shared via Facebook.



## CONVENORS

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