How will public relations develop in the converging media world – and what will be the impact for journalism? What extent does the social Internet force journalists to rethink? Media convergence progresses: forces media consumers, cooperatives, tax-payers, foundations – which business models have future potential for journalism? Digital journalists, swarm intelligence and crowdsourcing – to what extent does the social Internet force journalists to rethink? Keynote: Killing journalism? The economics of media advertising vehicle while media convergence progresses? Research devoted world – and what will be the impact for journalism? Digital journalists, swarm intelligence and crowdsourcing – to what extent does the social Internet force journalists to rethink? Keynote: Killing journalism? The economics of media advertising vehicle while media convergence progresses? Research devoted world – and what will be the impact for journalism?

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**INVITATION**

**SOCIAL MEDIA AND SOCIAL INTERACTION: AN AFFORDANCES APPROACH**

**LECTURE**

**Prof. Dr. Nicole Ellison, University of Michigan**

*3 November 2015, 12-2 pm, Alte Mensa/Audi Max*

**Prof. Dr. Oliver Quiring**

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**Information**

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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.

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