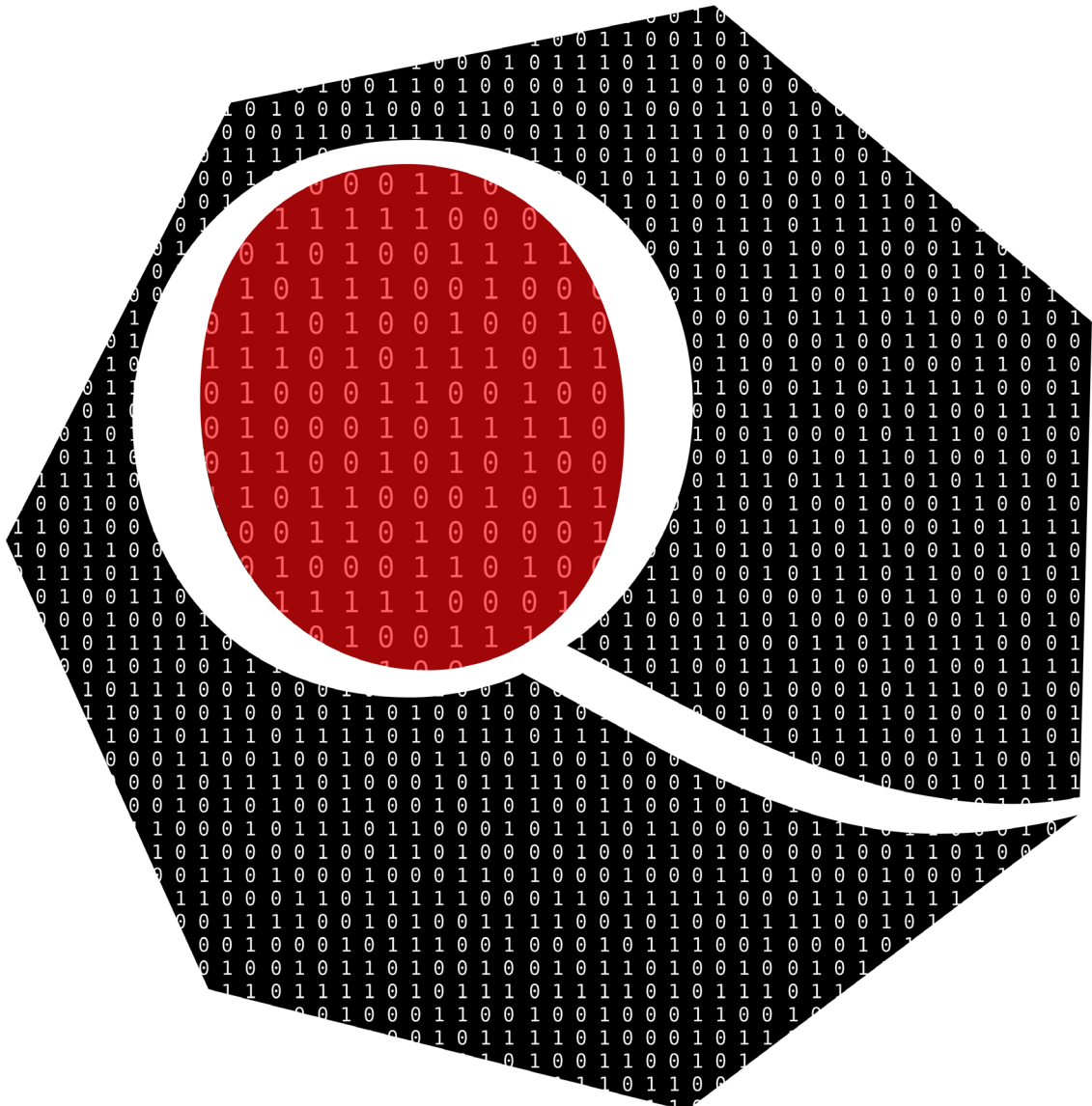


QUALITATIVE RESEARCH IN COMMUNICATION INTERNATIONAL CONFERENCE

4TH EDITION | BUCHAREST, SEPTEMBER 2019

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CONFERENCE PROGRAM



THURSDAY, SEPTEMBER 26TH

10:00 - 10:30 **Registration** (Lobby, ground floor)

10:30 - 11:00 **Welcome addresses** (Room P03, ground floor)

Remus Pricopie - Rector of the National University of Political Studies and Public Administration, Romania

Alina Bârgăoanu - Dean of the College of Communication and Public Relations, National University of Political Studies and Public Administration, Romania

George Tudorie - Conference chair, National University of Political Studies and Public Administration, Romania

11:00 - 12:00 **Keynote address** (Room P03, ground floor)

Debunking Disinformation: MIL Solutions

Divina Frau-Meigs (Université Sorbonne Nouvelle - Paris 3, France)

12:00 - 13:00 **Lunch** (mezzanine)

13:00 - 14:00 **Keynote address** (Room P03, ground floor)

The challenge of globalization for the ethnographic study of the value of speech

David Boromisza-Habashi (University of Colorado - Boulder, USA)

14:00 - 16:00 **Panel: Fake News and Digital Disinformation** (Room P03, ground floor)

Panel head: Alina Bârgăoanu (National University of Political Studies and Public Administration, Romania)

Shades of fake: Classification and assessment of anti-vax science

Ana Cosima Rughiniş (University of Bucharest, Romania)

Michael G. Flaherty (Eckerd College, Saint Petersburg, USA & ICUB, Bucharest, Romania)

Sorina Vasile (Emergency University Hospital Bucharest, Romania)

Towards a Divisive Internet? Public Perceptions on the Circulation of Fake News and the Existence of Online Echo Chambers in Romania

Flavia Durach (National University of Political Studies and Public Administration, Romania)

Loredana Radu (National University of Political Studies and Public Administration, Romania)

Alina Bârgăoanu (National University of Political Studies and Public Administration, Romania)

Digital natives and their ability to recognize fake news. Saving the jacalope experiment

Elena-Alexandra Dumitru (National University of Political Studies and Public Administration, Romania)

Propaganda Discourse on Energy Projects with Romanian Involvement in the Black Sea Region

Nicoleta Cristina Silitra (University of Bucharest, Doctoral School of Sociology, Romania)

THURSDAY, SEPTEMBER 26TH

Understanding Sputnik News Agency – internet traffic analysis

Bogdan Gabriel Ștefan (University of Bucharest, Doctoral School of Sociology, Romania)

Facebook vs Instagram - Competing for the love of users

Alexandra Huțanu ("Alexandru Ioan Cuza" University, Iași, Romania)

Patricea-Elena Berteau ("Alexandru Ioan Cuza" University, Iași, Romania)

Irina-Cristina Cojocariu ("Alexandru Ioan Cuza" University, Iași, Romania)

16:00 - 16:15 **Coffee break** (Room P03, ground floor)

16:15 - 18:00 **Panel:** Emotions in "Real" and "Virtual" Communication – The Hybrid Approach
(Room P03, ground floor)

Panel head: Mira Moshe (Ariel University, Israel)

To shame and not to be ashamed: a repertoire of civil tactics on the subject of sexual abuse on the social network Facebook

Matan Aharoni (Ariel University, Ariel, Israel)

Parole Hearings in Prison Spaces: Narratives of Rehabilitation and Shaming

Michael G. Flaherty (Eckerd College, Saint Petersburg, USA & ICUB, Bucharest, Romania)

Ana Cosima Rughiniș (University of Bucharest, Romania)

Communicating fear in post-communist Romania

George Ionuț Simion (University of Bucharest, Romania)

Identity in conflict: The conflict of identity among Arab adolescent girls in Israel as manifested in their discourse about the news

Michal Alon-Tirosh (The Max Stern Yezreel Valley College, Tel Adashim, Israel)

Dorit Hadar-Shoval (The Max Stern Yezreel Valley College, Tel Adashim, Israel)

Narmine Marshi-Sakran (The Max Stern Yezreel Valley College, Tel Adashim, Israel)

Seeking commitment on Tinder: emotion work on a digital dating market

Maria Stoicescu (University of Bucharest, Romania)

Ștefania Matei (University of Bucharest, Romania)

Online and offline sexual harassment. An intercultural comparison

Andreea Nemil (National University of Political Studies and Public Administration, Romania)

Valeriu Frunzaru (National University of Political Studies and Public Administration, Romania)

19:00 - 21:00 **Dinner** (Garden Restaurant @ 2 Emanoil Bacaloglu Street - info in conference folder)

FRIDAY, SEPTEMBER 27TH

9:30 - 11:30 **Panel:** Aging and Communication (Room P03, ground floor)

Panel head: Barbara Ratzenböck (University of Graz, Austria)

Older People and Technology use: The Importance of Using Video Stimuli in Group Discussions

Loredana Ivan (National University of Political Studies and Public Administration, Romania)

Florinela Mocanu (National University of Political Studies and Public Administration, Romania)

Productive (In)Consistencies. Potentials and Limitations of a Multi-method Design to Investigate Everyday Life Media Experiences of Women 60+

Barbara Ratzenböck (University of Graz, Austria)

Seniors' experiences of social inclusion through digitally delivered dance in rural Canada

An Kosurko (Trent University, Peterborough, Canada)

Mark Skinner (Trent University, Peterborough, Canada)

Rachel Herron (Brandon University, Brandon, Canada)

Rachel Bar (Ryerson University, Toronto, Canada)

Pia Kontos (University of Toronto, Canada)

Verena Menec (University of Manitoba, Canada)

Perceptions regarding ageism in commercials: A comparative research study

Dafna Halperin (The Max Stern Yezreel Valley College, Tel Adashim, Israel)

Michal Alon-Tirosh (The Max Stern Yezreel Valley College, Tel Adashim, Israel)

Sigal Pearl Naim (The Max Stern Yezreel Valley College, Tel Adashim, and Ben Gurion University of the Negev, Be'er Sheva, Israel)

The cognitive age vs. the chronological age. A Boomers' perspective

Adriana Manolică (Faculty of Economics and Business Administration, Iași, Romania)

Eliza Iuliana Hoșă (Doctoral School of Economics and Business Administration, Iași, Romania)

Elena-Andreea Bolotă (Faculty of Economics and Business Administration, Iași, Romania)

Discursive dimension of ageism in recruitment processes. Older employees' presentation of self

Georgiana Ilișanu (University of Bucharest, Romania)

11:30 - 11:45 **Coffee break** (Room P03, ground floor)

11:45 - 13:30 **Parallel panel:** Health Communication Approaches and Action Areas (I) (Room 305)

Chair: George Tudorie (National University of Political Studies and Public Administration, Romania)

The influence of patient characteristics on communication between the doctor and the patient

Dan F. Stănescu (National University of Political Studies and Public Administration, Romania)

They have needs, they have goals: using communication theories to explain health-related social media use and health behavior change

Dennis Rosenberg (University of Haifa, Israel)

Rita Mano (University of Haifa, Israel)

Gustavo S. Mesch (University of Haifa, Israel)

FRIDAY, SEPTEMBER 27TH

To vaccinate or not to vaccinate against HPV? A content analysis of vocabularies of motives
Simona-Nicoleta Vulpe (University of Bucharest, Romania)

Communication about pain in health-related context: a pilot study on the representation of pain among Romanian healthcare providers
Alina Duduciuc (National University of Political Studies and Public Administration, Romania)
Elena Negrea-Busuioc (National University of Political Studies and Public Administration, Romania)
Alexandra Nistoroiu (National University of Political Studies and Public Administration, Romania)

A critical analysis of Romanian media representations of nutrition
Silvia Branea (Faculty of Journalism and Communication studies, University of Bucharest, Romania)
Crînguța Pelea (Faculty of Journalism and Communication studies, University of Bucharest, Romania)

11:45 - 13:30 **Parallel panel:** Qualitative Approaches in Management (Room P03)
Panel head: Marta Najda-Janoszka (Jagiellonian University in Kraków, Poland)

Customer- and employee relationships as core elements of successful service and employer brand identities – the case of software- and IT-companies from Cluj-Napoca
Gyöngyvér Tóké (Sapientia Hungarian University of Transylvania, Cluj-Napoca, Romania)

Characteristics of SMEs in creative industries in Romania
Cristina Leovaridis (National University of Political Studies and Public Administration, Romania)
Gabriela Popescu (National University of Political Studies and Public Administration, Romania)
Roxana Antimiu (National University of Political Studies and Public Administration, Romania)

Social Media Communication of Museums – the Case of Southern Poland
Marta Najda-Janoszka (Jagiellonian University, Krakow, Poland)
Magdalena Sawczuk (Jagiellonian University, Krakow, Poland)

Employability and professionalism in Romanian public relations. Employers part of the story and their expectations from the academia
Andreea Roxana Răceanu (National University of Political Studies and Public Administration, Romania)

Internationalization in Higher Education
Hasan Arslan (Canakkale Onsekiz Mart University, Turkey)

Mapping knowledge transfer in museums
Alexandra Zbucea (National University of Political Studies and Public Administration, Romania)
Monica Bîră (National University of Political Studies and Public Administration, Romania)

13:30 - 14:30 **Lunch** (mezzanine)

FRIDAY, SEPTEMBER 27TH

14:30 - 16:15 **Parallel panel:** Health Communication Approaches and Action Areas (II) (Room 305)
Chair: Monica Bîră (National University of Political Studies and Public Administration, Romania)

Towards transparent and participative crisis communication infrastructures: a comparative study of RoAlert and Facebook Security Check

Denis Iorga (Faculty of Sociology, Bucharest, Romania)

Cosima Rughiniş (Faculty of Sociology, Bucharest, Romania)

Răzvan Rughiniş (Politehnica University, Bucharest, Romania)

Interpretative Repertoires of Immunization in Romania

Paul Cosmin Toth (University of Bucharest, Romania)

Story of Vietnamese Migrants Worker in Romania: Qualitative Research in Healthcare

Nguyễn Quốc Phương (Hue University, Vietnam)

Communication approaches within the National Program for Cervical Cancer Screening in Romania

Alexandra Hosszu (University of Bucharest, Romania)

Mihai Alexandru Botezatu (Romanian-American University, Romania)

Patterns of Empathy in Online Communication. A Comparison between Private Hospitals vs Public Hospitals in Romania

Eliza-Iuliana Hopşa (Doctoral School of Economics and Business Administration, Iaşi, Romania)

Ionela Carmen Boşoteanu („Alexandru Ioan Cuza” University, Iaşi, Romania)

14:30 - 16:15 **Parallel panel:** Qualitative Methodologies in Communication (Room P03)

Panel head: Loredana Ivan (National University of Political Studies and Public Administration, Romania)

The Language of Totalitarian Regimes: Problems in Analyzing Historical Sources. Case study: Securitatea
Florin Abraham (National University of Political Studies and Public Administration, Romania)

The Communicative Construction of Public Problems: Implications for a Research Agenda

Mălina Ciocea (National University of Political Studies and Public Administration, Romania)

Alexandru I. Cârlan (National University of Political Studies and Public Administration, Romania)

Bianca Florentina Cheregi (National University of Political Studies and Public Administration, Romania)

Challenges and Success Factors of CCUS implementation in Romania. A Stakeholder Approach/ Perception Review

Diana Maria Cismaru (National University of Political Studies and Public Administration, Romania)

Corina Buzoianu (National University of Political Studies and Public Administration, Romania)

Loredana Ivan (National University of Political Studies and Public Administration, Romania)

Raluca Silvia Ciochină (National University of Political Studies and Public Administration, Romania)

Adapting a cross-country methodology to investigate local CCUS stakeholder communities

Corina Buzoianu (National University of Political Studies and Public Administration, Romania)

Ioana Bird (National University of Political Studies and Public Administration, Romania)

Diana Maria Cismaru (National University of Political Studies and Public Administration, Romania)

Mihai Alexandru Ghigiu (National University of Political Studies and Public Administration, Romania)

FRIDAY, SEPTEMBER 27TH

Literacy and Socialist Culture

Raul Pavel (National University of Political Studies and Public Administration, Romania)

Psychology as an historical science

George Tudorie (National University of Political Studies and Public Administration, Romania)

16:15 - 16:30 **Coffee break** (hallway, 3rd floor)

16:30 - 18:15 **Panel:** Technology and Communication (Room 305, 3rd floor)

Chair: Corina Buzoianu (National University of Political Studies and Public Administration, Romania)

Beyond team's wins or defeats: discursive display of fans' support within sport online communities

Anna Pacak (Université de Bordeaux, France)

Diana-Luiza Simion (National University of Political Studies and Public Administration, Romania)

Elena Negrea-Busuioac (National University of Political Studies and Public Administration, Romania)

Empowering and Disempowering New Mothers on the Internet

Monica Bîră (National University of Political Studies and Public Administration, Romania)

Loredana Ivan (National University of Political Studies and Public Administration, Romania)

Elders using technology. A comparison of transnational and non-transnational subjects

Roberta Răducu (National University of Political Studies and Public Administration, Romania)

Typologies of Elderly People Using Technology Revealed by Telecommunication Campaigns in Romania

Mădălina Moraru (University of Bucharest, Romania)

What's up on Whatsapp: A Uses and Gratifications Approach

Nicoleta Corbu (National University of Political Studies and Public Administration, Romania)

George Tudorie (National University of Political Studies and Public Administration, Romania)

Ana Voloc (National University of Political Studies and Public Administration, Romania)

Olga Hosu (National University of Political Studies and Public Administration, Romania)

Fighting with the public. An analysis of the United Airlines' crisis on social media

Ligia-Elena Stroe (National University of Political Studies and Public Administration, Romania)

SATURDAY, SEPTEMBER 28TH

12:00 - Visit to the *Art Safari* exhibition (Oscar Maugsch Palace / BCR building @ University Square
- info in conference folder)