

International Conference  
*Qualitative Research in Communication*  
(QRC)  
September 23-25, 2015  
Bucharest, Romania

This conference will explore qualitative research as an approach to social scientific investigation that enriches our understanding of communication and of social phenomena. It will provide a venue for discussing and reflecting upon theories and methods currently used in qualitative research in communication, as well as trends likely to impact the work being done in this field. The conference will focus on sharing and examining qualitative research methodologies, research topics, questions and applications, with a consistent emphasis on their potential and limitations as inquiry tools for the study of communication. **QRC is not, however, limited to methods, methodologies or theoretical debates on methods; we welcome studies that focus on the results of qualitative research in communication and related fields.**

A primary goal of this conference is to provide a stimulating interdisciplinary environment for discussing current collaborations and planning future projects. QRC is an opportunity to exchange and expand ideas about the way we use qualitative research in our academic work.

We invite communication scholars and researchers and their colleagues in the humanities and the social sciences to contribute papers that address the theoretical and methodological aspects of qualitative research or empirical findings supported by qualitative methods and tools. Interdisciplinary studies using qualitative research in the following subfields are particularly welcome: **interpersonal communication mediated by technology; intergenerational communication; emotional and affective communication; language and social interaction; internet, communications technologies and ageing; communication, culture and ageing; digital media; social media; experimental methods and the art of communications, and applied communication.** The conference welcomes contributions from other areas of research in communication and related domains.

Papers accepted to this conference can be presented either within **one of the three panels** (see below), **or in the open sessions.** The three panels hosted this year by QRC are the following:

### **1. Ageing, communication and technologies**

Panel head: Mireia Fernández-Ardèvol, IN3 - Open University of Catalonia, Barcelona (Catalonia), Spain

We are experiencing a world that is increasingly mediated by digital devices and influenced by their proliferation. How do digital technologies mediate experiences and practices of older people? What role do Information and Communication Technologies (ICTs) and mobile communications play in older individuals' everyday lives? Does ICT use contribute to the development of personal autonomy of seniors (and if so, how)? How are ICTs perceived by these individuals? Are these technologies

useful, intrusive, necessary, essential? What are the motivations for adopting and rejecting different ICTs? What are the motivations for giving up using ICTs? What are the relevant generational and cultural differences? How are digital technologies affecting inequalities and digital divides? And how is the current economic crisis affecting these patterns?

Topics of the panel belong to different disciplines and will mainly, but not only, focus on:

- Ageing in the networked society;
- Ageing and digital mediated practices;
- Ageing and digital consumption, production, and presumption;
- Ageing and ageism related to digital technologies;
- Ageing and civil engagement.

This panel is organized in collaboration with the **ACT Project** [<http://actproject.ca/>]

## 2. Communication and the emotion economy

Panel head: Liz Yeomans, Leeds Business School, Leeds Beckett University, UK

Emotion viewed as social and cultural practices that take place outside the individual is well documented (e.g. Hochschild, 1983; Katz, 1999; Ahmed, 2004; Greco and Stenner, 2008; Wulff, 2008; Fineman, 2010). An 'outside in' perspective of emotion focuses on the patterns and functions of emotions when they are in circulation within different social and cultural contexts. This is in contrast to an 'inside out' perspective which is concerned with the psychological states of the individual (Ahmed, 2004; Fineman, 2010).

Within the emotion economy, public figures and private individuals alike 'open up' to reveal intimate details in exchange for audience approval; leaders and managers are advised to 'empathise' with their employees and customers to encourage feelings of loyalty; and on social media, codified patterns of emotional expression are rapidly circulated and established. An emotion economy perspective therefore urges us to view communication forms as part of a system of emotion regulation, exchange and distribution, while establishing new codes and rituals in doing so.

Contributions may include, but are not restricted to:

- Emotion economy and mass media;
- Emotion economy and organisational communication – advertising, corporate; communication, strategic communication and public relations;
- Emotion economy and interpersonal communication;
- Emotion economy and intercultural communication;
- Emotion economy and political communication;
- Emotions economy and online communication – YouTube, Twitter, Facebook, LinkedIn and other social networking sites.

### 3. Digital explorations: research with and about digital media

Panel head: Ana Adi, Quadriga University of Applied Sciences in Berlin, Germany

The rise in popularity and penetration of the Internet across the world, its increased adoption both by organisations and individuals as well as the rise of big data present numerous opportunities for researchers.

This panel seeks contributions that highlight ideas and techniques that can inform and shape future online research.

Topics can include but are not limited to:

- Traditional methodologies and their online application;
- New media methodologies – new methods, new designs?
- Digital humanities – methods and methodologies;
- Social media research;
- Digital media/social media research – reliability and validity implications;
- Online tools for data analysis;
- Crowd sourcing research and data;
- Co-creating research;
- Visualisation and interpretation of data and online data.

#### Keynote speakers

Kim Sawchuk, Professor in Communication Studies, Concordia University, Canada;

Bryan C. Taylor, Professor in Communication, University of Colorado Boulder, USA;

Eugene Loos, Professor at Amsterdam School of Communication Research ASCoR, Department of Communication Science, University of Amsterdam, The Netherlands.

#### Scientific committee

Ana Adi, Quadriga University of Applied Sciences in Berlin, Germany;

Hasan Arslan, International Association of Social Science Research, Turkey;

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

Bryan C. Taylor, University of Colorado Boulder, USA;

Alexandru Cârlan, National University of Political Studies and Public Administration, Romania;

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

Corina Daba-Buzoianu, National University of Political Studies and Public Administration, Romania.

Alina Duduciuc, National University of Political Studies and Public Administration, Romania;

Mireia Fernández-Ardèvol, IN3 - Open University of Catalonia, Barcelona (Catalonia), Spain;

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

Shannon Hebblethwaite, Concordia University, Canada;

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

Eugene Loos, University of Amsterdam, The Netherlands;

Elena Negrea-Busuioc, National University of Political Studies and Public Administration, Romania;

Remus Pricopie, National University of Political Studies and Public Administration, Romania;

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

Kim Sawchuk, Concordia University, Canada;

Liz Yeomans, Leeds Beckett University, UK.

### # Important deadlines

April 7<sup>th</sup>, 2015 abstract submission;  
May 15<sup>th</sup>, 2015 notification of authors;  
June 20<sup>th</sup>, 2015 full paper submission;  
August 30<sup>th</sup>, 2015 notification of authors.

### Abstracts

The abstracts (max. 300 words followed by 3-5 **keywords**) will be submitted for review in MS Word format (.doc, .docx) via e-mail. Please use the abstract template available on the conference website at [http://centrucomunicare.ro/qrc\\_2015/qrc\\_2015.html](http://centrucomunicare.ro/qrc_2015/qrc_2015.html). Also, please mention whether you are submitting the abstract for one of the three special panels. Only one paper for each participant (as a first author) will be accepted. Abstracts will be submitted to the following e-mail address: [corina.buzoianu@comunicare.ro](mailto:corina.buzoianu@comunicare.ro). The official language of the conference is English. The authors will receive confirmation via e-mail.

### Publication

All conference papers are subject to a peer-review process. All accepted papers will be published in the conference proceedings (hard copy volume with ISBN). Selected papers will be published in a special issue of the *Romanian Journal of Communication and Public Relations* ([www.journalofcommunication.ro](http://www.journalofcommunication.ro)), an academic journal which is indexed in the following research data-bases: EBSCO, ProQuest, DOAJ, CEEOL, Cabell's Directories, Genamics Journal Seek, and Index Copernicus. Please note that only the papers presented at the conference by one of the authors will be published.

### Conference fees

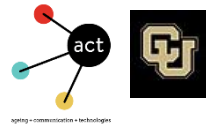
The conference fee is 100 Euro/participant. The fee includes conference attendance, conference bag, publication in conference proceedings and in the *Romanian Journal of Communication and Public Relations* (selected papers only), refreshments during coffee breaks and lunch.

### Conference venue

National University of Political and Administrative Studies, College of Communication and Public Relations, 30A Expozitiei Boulevard, Bucharest, Romania.

### Organizing committee

Monica Bîră, National University of Political Studies and Public Administration, Romania;  
Corina Daba-Buzoianu, National University of Political Studies and Public Administration, Romania;  
Alina Duduciuc, National University of Political Studies and Public Administration, Romania;  
Diana Dumitriu, National University of Political Studies and Public Administration, Romania;  
Loredana Ivan, National University of Political Studies and Public Administration, Romania;  
Rodica Săvulescu, National University of Political Studies and Public Administration, Romania;  
George Tudorie, National University of Political Studies and Public Administration, Romania.



### Partners

- National University of Political Studies and Public Administration, Romania;
- ACT project, Concordia University, Canada;
- University of Colorado Boulder, USA.

### Information & contact

Further information and updates regarding the conference will be available in due time on the conference website: [http://centrucomunicare.ro/grc\\_2015/grc\\_2015.html](http://centrucomunicare.ro/grc_2015/grc_2015.html)

For details and inquires please send an e-mail to: [corina.buzoianu@comunicare.ro](mailto:corina.buzoianu@comunicare.ro).