

Since the 1980s, political campaigning of social movement actors has become increasingly professionalised and adjusted to the selection criteria of a commercialised media environment. According to the assumption of many scholars, this trend of professionalised campaigning politics might be reversed by the internet as its technical structures offer chances of des-intermediation of communication, circumventing the gate-keeper function of mass media. Online social media and social networks are perceived as enabling structures for new concepts of public spheres. Related to the latter, ICTs have been said to both empower subjects to raise their voice individually as well as collectively and to participate directly in the political arena. Corresponding to this, forms of digital 'peer to peer campaigning' have also been conceived to foster authenticity and as an 'antidote' against allegations of symbolic and performative politics.

Against the backdrop of the concept of public spheres, the workshop strives for a comparative analysis and theoretical review of campaigning politics on the net: Do online communication structures actually enhance the democratic potential of campaigning practices? How and to what extent do online political campaigns contribute to the establishment of a trans-national 'public of publics'? Are these publics reconnected and embedded into an overarching institutionalised public sphere?

## Changing Protest and Media Cultures

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## webcampaigning@public sphere(s)

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Workshop of the Research Project A6  
Changing Protest and Media Cultures  
SFB/FK 615 Media Upheavals

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## Programme

- 10:00 am Peter Gendolla, University of Siegen, Germany:  
*Welcome address*
- 10:15 am Sigrid Baringhorst, University of Siegen, Germany:  
*Presentation of the project 'Changing Protest and Media Cultures. Transnational Anti-Corporate Campaigns and Digital Communication'*

### @ Session I: Transnational Networking Public Spheres

- 10:30 am Johanna Niesyto, University of Siegen, Germany:  
*Transnational Anti-Corporate Campaigns on the Net*
- 10:50 am Rainer Winter, University of Klagenfurt, Austria:  
*The Rise of Transnational Public Sphere through Cyberprotest?*
- 11:10 am Alice Mattoni, European University Institute Florence, Italy:  
*Using the Internet within Movement Campaign Networks*
- 11:30 am *Discussion*
- 12:00 pm Lunch
- 1:00 pm Marion Hamm, University of Luzern, Switzerland:  
*Linking Up Online and Offline Realms of Public Spheres*

- 1:20 pm Mundo Yang, Social Science Research Center Berlin, Germany:  
*Can Social Movements Speak?*
- 1:40 pm *Discussion*
- 2:00 pm Coffee Break

### @ Session II: Democratic Potentials

- 2:20 pm Wainer Lusoli, University of Chester, England:  
*Internet's Effects on Political Participation*
- 2:40 pm Geert Lovink, Institute of Network Cultures Amsterdam, Netherlands:  
*Internet Culture and Postdemocracy*
- 3:00 pm *Discussion*
- 3:20 pm Coffee Break

### @ Session III: Conclusion and Discussion

- 3:40 pm Sigrid Baringhorst, University of Siegen, Germany (moderation)
- 4:15 pm End