

English abstracts

Piia Jallinoja and Esa Väliverronen

Trust in institutions and experts in the COVID19 pandemic in Finland

In this study, we examine trust in institutions, experts and the news media in dealing with the Covid-19 crisis, as well as attitudes towards individual freedom and responsibility, among Finns. The study is based on two surveys conducted in April (n=1138) and June 2020 (n=1127). The data was collected with an online questionnaire, directed to members of a consumer panel, adequately representative of 15–90-year-old Finns.

We found that Finns had quite strong confidence in the government, national authorities, including the National Institute of Health (THL) as well university researchers in dealing with the crisis. Likewise, national broadcasters Yle News and MTV News were trusted in crisis reporting. In April 2020 92,6 percent sought to follow official guidelines and 85,4 percent accepted that the protection of population health must be prioritized over freedom of individuals. In June, 70,5 percent thought that it would be irresponsible to refuse to take vaccinations suggested by the authorities but at the same time 67,4 believed that Covid-19 vaccinations should be voluntary. We took a closer look at those who trusted or did not trust these national institutions. Women hold more positive attitudes towards THL's activities and Yle News, while men had more positive attitude towards social media influencers. Supporters of the (right-wing populist) Finns Party differed from other parties in almost all aspects studied: they were most critical of THL, the Ministry of Social Affairs and Health, Yle News and vaccine information provided by the authorities.

Our results do not support the idea that Covid-19 particularly would have increased skepticism towards experts, authorities or institutions such as THL. The criticism and even conspiracy theories presented in social media are not yet reflected in the overall attitudes among the public.

Key words: Covid-19, trust, expertise, Finland

Pauliina Lehtonen and Sanna Tuurnas

The forms, spaces, and possibilities of participation in co-production of knowledge

Views on participatory budgeting and neighbourhood co-creation processes

The article scrutinises co-production of knowledge in the context of neighbourhood development. In neighbourhood development, diverse actors, forms of knowledge and ways to participate meet. This evokes a need to analyse what kind of knowledge becomes utilised as knowledge that guides the development of neighbourhoods. It also emphasises a need to distinguish what kind of methods and capabilities neighbourhood development entails. In the article we look at co-production of knowledge in two local neighbourhood development processes in the city of Tampere, Finland. We collected data using qualitative case study methods, action research and participatory observation in participatory budgeting in the neighbourhood of Tesoma and in a co-creation process of the neighbourhood of Annala-Kaukajärvi.

In this article, we view the examined neighbourhood development processes as issue arenas of knowledge co-production. We use the notion of issue arena to distinguish issue-related aspects, actors, places of interaction, and course of the debate in the co-production of knowledge. Results of the study show that co-producing knowledge assumes organisations to have ability for handling uncertainty and to understand co-production as a two-way interaction. Co-production of knowledge makes demands for organisational resources, identifying responsibilities and strategic planning. The intra-organisational interaction and communication as well as the expertise of professionals facilitating co-production are key for managing the co-production of knowledge in neighbourhood development.

Key words: co-production of knowledge, participatory budgeting, neighbourhood development, issue arena, governance, participation

Laura Saarenmaa

Sehr Geehrter Kollege, Lieber Freund!

East German communication with the Finnish Broadcasting Company (Yle) 1966-1990

This article brings light to the relations between the Finnish Yle and East Germany through exploration of the documents archived in the Deutsches Rundfunkarchiv (DRA). The miscellaneous collection of contracts, reports, minutes, policy documents, press cuts and personal letters show, that East Germans pursued active contacts and communication with the Finnish Yle from the mid60s to the 1990s. Furthermore, the archive material show that television was particularly important object of knowledge and interest area in East German cold war foreign policy. While the documentary value of the documents for history writing is remains ambiguous, the documents are read through Actor Network Theory as texts that demonstrate determined, persistent action.

Key words: The German Democratic Republic (GDR), The Finnish Broadcasting Company (Yle), television, Actor Network Theory

Heidi Hirsto, Merja Koskela and Kaisa Penttinen

When information is measured in euros

Earnings calls as arenas of negotiating knowledge

This article focuses on the genre of earnings calls, which is an Investor Relations event where listed companies announce their interim results and analysts can ask questions of the management. Our aim is to increase understanding of the practices of transparency and secrecy that emerge in earnings call interaction and the ways in which they may support or prevent fair access to information. The data consists of the question-and-answer parts of six earnings calls of Finnish companies. With a discourse analytic approach, we show how practices of transparency and secrecy are employed to share and withhold information and to refine information into knowledge. Our results indicate that strict secrecy requirements seem to lead to new transparency practices that allow, for example, incomplete and unstructured information to be brought to light. We conclude that transparency of the knowledge constructed in the discussion is partial and perspective-dependent, and as such an outcome of micro-politics of economic information.

Key words: Investor relations communication, earnings call, secrecy, transparency, fair disclosure

Tomi Slotte Dufva and Pekka Mertala

Electricity and alchemy

AI discourses in Finnish Broadcasting Company's online articles

This article discusses how artificial intelligence (AI) is presented in Finnish public discussion, who gets to tell about AI and how AI is understood in these discussions. The material consists of AI-related articles in Yle - The Finnish Public Service Media Company's- news site. Based on the research results, we assert that the most dominant group talking about AI are men working in the fields of business and industry. Moreover, the future views of AI mostly adhere to a western capitalist worldview. In other words, the future views of AI do not challenge or overcome the status quo but rather see AI futures as a linear progression from the current state of AI development. Based on earlier research, the general comprehension of AI and possibilities is mostly comprised of how AI is depicted in public discussion. Therefore, our research calls for multiple voices and views on multidimensional and complex processes, such as AI, into public discussion.

Key words: artificial intelligence, machine learning, Yle

Tero Pasanen and Jaakko Suominen

From a Demo Group to a Public Company

The Framing of Remedy's Success Story in Newspapers and Game Magazines 1997–2019

This article examines the newspaper and game magazine reporting of Remedy's game publications between 1997 and 2019. The focal point of the analysis is on Death Rally, Max Payne, Alan Wake, Quantum Break and Control games. We will explore how various media frames have been utilised to build a narrative about Remedy's success as a part of the development of the Finnish game industry. The article will also pay attention on the cultural continuum of these frames i.e., to the ways they have evolved during the three decades. Furthermore, we will scrutinise how game journalism articulates success, how Remedy's corporate image has transformed over the years and how the game industry is compared to the other fields of cultural industry.

Key words: Remedy, game industry, game journalism, frame analysis

Ville Kumpu

Climate communication as ecological communication

The problem of society and communication in climate communication research

This article examines Niklas Luhmann's treatise *Ecological Communication* as a perspective on climate communication. Climate communication and climate communication research share the ambition to use communication as means to bring about the societal response needed to mitigate climate change. In climate communication research, communication and society are rarely theorized, conceptualized, or problematized. In *Ecological Communication* Niklas Luhmann provided a system theoretical interpretation of ecological problems and communication in modern society. From this perspective, ecological problems are fundamentally connected to the nature of society as a social system. Ecological communication in modern society is conditioned by its functionally differentiated structure. In this article, Luhmann's sociological theorization of ecological communication is used to problematize the undertheorized assumptions concerning the potential of communication in climate communication research.

Key words: climate change, communication, climate change communication, ecological communication, systems theory

Mirva Salminen

Everyday digital security in the European High North: A case study from Fjeld Lapland

Digitalisation significantly transforms the everyday life of individuals and communities in the European High North. How do people experience these transformations? What kind of opportunities, wishes, challenges and threats they associate with the development? This article examines digitalisation and cybersecurity from a human security perspective. Its empirical evidence comes from two workshops organised in 2018 in Enontekiö to discuss the effects of digitalisation in the inhabitants' everyday life. While the referent objects of cybersecurity are becoming standardised as information and infrastructure or functions evaluated as critical to society, this article uses digital security as a concept which referent objects are individuals and communities amidst their digitalising everyday life. People are also pivotal producers of digital security for which reason they should participate in the specification of and decision-making about desirable societal values, threats against these values and security measures. The main conclusion from the workshops is that the direction of societal digitalisation should take better into account people's needs and restrictions as well as locality.

Key words: digitalisation, everyday security, digital security, cybersecurity, sparsely populated areas