

## English abstracts

*Elina Vaahensalo*

### **Same kind of othering, different others**

#### **Forms of othering online discourse in anonymous Finnish online discussion cultures**

In the article, I identify different forms of othering online discourse from anonymous, Finnish-speaking online discussion cultures. The research material consists of three sets of online discussions saved from three different platforms - Tumblr, Reddit and Ylilauta. From these sets, I analyze the means of community building and exclusion using the theory of othering online discourse. Othering online discourse is a social process of online interaction and is about defining and reinforcing the polarizing dichotomy between “us” and “them.” The theory of othering online discourse, on the other hand, is a way of analyzing and categorizing such content through its various attributes and surrounding contexts. The discussion cultures analyzed in the article differ in many respects, and the aim of the article is to compare how the exclusionary dynamics take form in different ways. On the other hand, this comparative study shows that othering also takes very similar forms in very different discussion cultures. In the analyzed online discussion cultures, forms of othering online discourse based on humor, suspicion, dominance, values, national identity, as well as self-othering peer support, appeared in all discussion cultures. Each culture also has its own forms of othering.

**Key words:** Online discourse, online communities, online discussion cultures, otherness, othering, Tumblr, Ylilauta, Reddit

*Timo Harjuniemi*

## **The hierarchy of credibility among economic experts through the eyes of Finnish economic and political journalists**

Economic experts working in, for example, banks, research institutes and government institutions are sources frequently used by journalists covering economic policy. As public authorities, experts pass judgements on economic policy decisions and define the possibilities of policy making. With the help of a survey (N = 42) conducted among journalists and 19 thematic interviews, this article analyses how Finnish journalists following economic policy assess the credibility of economic experts and how the credibility of an economic expert is constructed in the eyes of journalists. Theoretically, the article draws from literature on the “hierarchy of credibility” and argues that journalists regard experts working for research institutes and government authorities as more credible than economic experts who work for private banks. The position of an expert in the hierarchy of credibility is largely determined by their institutional affiliation. However, journalists are sceptical about the idea of neutral or apolitical expertise and argue that economic policy making and economic expertise are intertwined.

**Key words:** Economic policy, economic expertise, expertise, economic journalism, hierarchy of credibility, credibility

*Saara-Maija Kallio*

## ***Commodified faces of children***

### **Sharenting phenomenon on mothers' blogs**

Sharenting has become an intriguing phenomenon on social media platforms due to the mediatization of families, and the digitalization of family photography. This article investigates how blogger mothers represent their children on social media. The data consists of ten thematic interviews with Finnish blogger mothers, and through content analysis, reveals the ways blogger mothers make meanings. The theoretical framework applies the study of the face, and the study of children's fashion photography. The findings suggest that there are four themes of meaning making that are related to the faces of children: facial change, facial commercial value, facial recognizability, and facial controllability. The study shows that especially the faces of infants and toddlers are part of the visuality of these blogs. Yet, interestingly, as the children get older their representations disappear from the blogs. The research provides a new understanding of the interface between the sharenting phenomenon and promotional culture, highlighting that children's facial images have special value for maternal blog brands. Further, it is argued that social media platforms have influence on how mothers control their sharenting practices, and whether they share recognizable photographs of their children.

**Key words:** sharenting, promotional culture, face, children, blogs