SUMMARIES OF THE ARTICLES

Tommi Aho & Pekka Isotalus

Symbolic convergence theory in researching Twitter: Case #nokia

Stories are part of people's shared realities, which are built in interaction with others. Currently, increasing number of stories arise in social media, for its significance for human interaction is constantly growing. In this article, we aim to demonstrate the possibilities of Symbolic convergence theory, which refers to stories as fantasies, in studying communication in social media service Twitter. We will apply the theory to so called #nokia conversation, which broke out in Twitter after the transaction between Nokia and Microsoft was announced in September 2013. The theory will be exhibited concurrently with analyzing the conversation using central terms of the theory. Finally, we will evaluate the theory and possibilities to utilize it in communication research also in the future.

Minna Saariketo

Negotiations on the architectural power of social media
How users and non-users view Facebook as a technologically mediated space

Digitally enabled networked environments such as Facebook have become integrated in people's everyday lives. This raises the question of how these spaces shape people's activities and, more particularly, of how people think that the platforms condition their possibilities of action. I approach this question by applying the classic encoding/decoding model by Stuart Hall in the analysis of Facebook user and non-user focus groups. I argue, in line with Hall's model, that in the research of social media one should simultaneously consider how the sites are constructed, how they prefer meanings and how people understand these sites and their role in affording and moulding one's activities. In my empirical analysis, I construct five negotiation positions in relation to Facebook: the positions of approval, belittlement, normativity, compliance and disapproval. Focus group participants preferred in their negotiations the possibilities of social connectedness that Facebook offers. Facebook's role in shaping connec-

tions and the platform's architectural power were not considered relevant for one's action. An exception was the position of disapproval, which was adopted by non-users, quitters as well as users who considered quitting. Thus, the research suggests that the everyday engagement with social media and the positive user experiences dispel any concern over the potentially negative influence of the material-economic conditions of the platforms. Instead, the operational logic, based on algorithmic collecting and selling of data, is taken as given and alternatives that would challenge the profit-driven model are not called for.

Janne Matikainen & Mikko Villi

An active audience?
The Finnish media audience's attitudes toward participation, content generation and distribution in the online environment

Online communication and social media have altered the composition of media content production, distribution and consumption. Due to the changes, the media audience is often described as an active one. Most of the studies and surveys emphasizing the active audience have concentrated on examining usage practices in online and social media. In this paper, the focus is on the attitudes of the audience, especially how the audience values its own role as active participants. The aim is to study, in particular, the audience's attitudes toward online content generation and distribution. The data consists of an extensive survey among Finnish online users. Factor analysis, sum variables and crosstabs have been used as statistical methods. According to the results, the Finnish media audience is not very eager to participate in news media practices and they rather want to be invisible. The results are also analyzed by using the framework of social representations. Based on this, three social representations describing the Finnish media audience are formulated: the traditional media consumer, the active citizen and the digital native. The key finding of the study is that on the attitudinal level the audience regards itself mostly as a traditional media audience.