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| **Title of Paper** | Digital Narcissism within the Newspaper Industry: Findings from an Ethnographic Excursion |
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| **Title** |  Dr **√** **Mr**  Mrs  Other Specify: |
| **First Name** | Jacob |
| **Family Name** | Stenberg |
| **Position** | Ph.D-student |
| **Affiliation** | Department of Strategic Communication, Lund University |
| **Country** | Sweden |
| **E-mail** | jacob.stenberg@isk.lu.se |
| **Telephone(s)** | 0046 708 28 35 33 |
| **Fax** | - |
| **Abstract** | This article seeks to find out how the current newspaper crisis is embodied through praxis within a large newspaper’s digital media department. In order to grasp these practices I have conducted fieldwork at a large newspaper’s digital media department in Sweden. I wanted to pinpoint and observe characteristics and consequences of what I, and many others, have labeled the *new economy* or the *hybrid age*, a perhaps historical event in capitalism where (especially in media) companies, entrepreneurs, producers, users and technologies come together in unique, unexpected and almost promiscuous manners. I wanted to see how this flux of people and things find stability – or *meaning* – within such a schizophrenic climate. By taking the social constructivists' critique of never-static roles seriously and applying Nigel Thrift's notion of *place* in order to find an understanding of stability within a given context, I argue that stability is performed by digital media actors by an extreme adaptation to its own digital discourse rather than adapting to the actual consumers, thereby running the risk of creating a media bubble (what I will label *digital narcissism*). The broader question I will answer is: How is the digital media department seeking stability or meaning within a fluctuating information media economy and how is this economy embodied in the praxis of the department’s everyday life? This article will therefore provide an understanding of (1) how the popular digital media discourse in a newspaper setting is in a process of consumer-exclusion, (2) the possible risk of digital narcissism and (3) how this may affect newspaper industries in general and digital media departments in particular.\*  \*This article is based on material gathered from fieldwork conducted in 2010 for my MA-thesis entitled *A Process of Becoming: A Digital Media Department’s Place within the Swedish Newspaper Industry*. |
| **Keywords** | Digital media, newspaper industry, ICT, new economy, digitization, ethnography |

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