

# COMMUNICATION & SOCIETY

## **Call for papers: “Social news diffusion: Platforms, publics, scenarios and dimensions of news sharing”**

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The internet, social media and mobile device have fueled an active role for publics in the dissemination, consumption and interpretation of media. The significance and influence of the news media in the flow of information to the public has been challenged by the emergence of networks where publics are no longer simple final recipients of a message but nodes in the selection, shaping and spreading of news and other media messages. In this new context it is vital to understand how publics participate and shape processes of the sharing and diffusion of news.

This call for paper addresses issues that have been relatively understudied, as well as seeking counterintuitive hypotheses which could contest established and widely accepted paradigms in research on news sharing, such as echo chambers, hate speech, news gaps or opinion leadership. While most of the research on social media has focused on Twitter, some studies have highlighted how audiences are sharing and commenting on the news on more private and small-sized environments such as instant messaging services (Whatsapp, Telegram, etc), Facebook groups and other private or semiprivate digital spaces. Moreover, there is a further gap in research on visual communication and social sharing, given the trend towards more graphically and visually-based cultural habits on social media platforms. In terms of studies on the sharing of news, these have tended to focus on the dissemination of political information, often related to concerns about democratic life, trust in the media or mis and disinformation. There has been less work to examine the sharing patterns of economic, science or health information.

This call for papers welcomes research that addresses the deficits identified and expands an understanding of how news and information flows in a fragmented and distributed digital media ecosystem. Studies could address how the impact of social diffusion on professional journalistic norms and practices, and the production, selection and promotion of news. We are also interested in research on the social diffusion patterns of information produced and distributed by non-traditional and/or peripheral media actors such as alternative media, policy or non-governmental groups and corporate actors such as businesses and companies.

This call for paper also invites studies to overcome the current Western bias in social media research which is dominated by Anglo-American notions of journalism.

Comparative works beyond Anglo-American or European contexts are expected to bring a more comprehensive and broader understanding of social news sharing in cultural environments like Latin America, Asia or Africa.

In sum, this call for papers welcome works preferably but no exclusively on the following issues:

- News sharing on closed (dark) social media and private or semiprivate communities
- Visual communication and social news sharing
- The sharing of news that is not overtly political in nature.
- The role of source and masthead in social news sharing, considering media produced by traditional and alternative media, corporate actors and other media sources.
- The diffusion of mis and disinformation on social media, particularly considering the role of news consumers in the diffusion and amplification process
- The pursuit of virality as a news value, assessing how social news sharing shapes content selection, production and promotion.
- Sociocultural features on news sharing, particularly in Non-European and Non-Anglo-American environments.

### **Submission deadline for proposals**

Original articles must be sent in before **November 30, 2021** to be submitted to the peer review process. Authors should indicate in the "author comments" section that this is an article for this special issue.

The articles submitted must comply with the journal's style guidelines:

<https://revistas.unav.edu/index.php/communication-and-society/about/submissions#authorGuidelines>

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