

2022

ROYSTER
GLOBAL

Universität Tübingen



July 24 - July 29

History of the Royster Global Conference

Through the Royster Global initiative, members of the Royster Society of Fellows at The University of North Carolina at Chapel Hill lead engagement with graduate education in an increasingly global academic community and professional marketplace. Since 2017, Royster Global aims to increase awareness and understanding of graduate education across international borders and help prepare doctoral students – at UNC-Chapel Hill and beyond – for unprecedented global opportunities for research, networking and employment. Previous conference topics and partner institutions include:

2017 – “Graduate Education in a Global Context: Barriers and Possibilities”

UNC-Chapel Hill welcomed doctoral students from King’s College London on July 26-30, 2017, for the inaugural Royster Global Conference.

2018 – “Civil Society and the Role of the University”

Kings College London welcomed doctoral students from UNC-Chapel Hill on July 8-11, 2018, for the second annual Royster Global Conference.

2019 – “Borders”

UNC-Chapel Hill welcomed doctoral students from partner institutions King’s College London, National University of Singapore, Universidad San Francisco de Quito, and Universität Tübingen on May 28-31, 2019, for the third annual Royster Global Conference.

2020 – “PhD and Me: The Third Degree”

In response to the COVID-19 pandemic, doctoral students from UNC-Chapel Hill and King’s College London created a new podcast in lieu of an in-person conference. “PhD and Me” is about the real-life experiences of PhD students walking this sometimes vexing but meaningful path towards the final (third) degree.

2021 – “Tenacity in Turbulent Times”

The conference, held online due to the COVID-19 pandemic, drew participants from UNC-Chapel Hill, King’s College London, Hamburg University, Universität Tübingen, Tampere University, and National University of Singapore on four Fridays in June 2021.

About the Royster Society of Fellows

The Royster Society of Fellows was created through the vision and generosity of Dr. and Mrs. Thomas S. Royster in 1996. This is the premier doctoral recruitment fellowship at the University of North Carolina at Chapel Hill. Royster fellows benefit from interdisciplinary learning and teaching, networking, service to campus and community, professional development, social opportunities, and generous funding.

Royster Global 2022 Conference Theme

“Disruption, Digitalization, and Disinformation: Communicating Research after COVID-19”

The COVID-19 pandemic has profoundly changed the academy and its work. Digital media were not only an effective means of confronting the pandemic and continuing the work of teaching and research, but also became a source of new problems and challenges.

Instructors and students worked and compromised to maintain conducive learning environments in two-dimensional space. Academic and scientific research were canceled, postponed, or adapted to fit new needs. Governments were challenged to meet the demands of a public fearful of the virus, yet also wary of government failure and skeptical of its achievements. Fascist forces burdened institutions, including the academy, by creating and capitalizing on digital mis- and disinformation. Expertise was questioned or, in some cases attacked, as ordinary citizens called for others to “do your own research.” Families were burdened with illness, death, loss of income, political division, and sheer exhaustion. Students, in particular, experienced considerable stress and burnout, with some having to abandon their original degree projects or postpone graduation. Many of us were asked to perform as if, after a certain time, life had returned to “normal.”

This summer conference addresses these challenges and considers the opportunities and obstacles for communicating academic research in a post-COVID world. It will address the issues new researchers face in a time of accelerated digitalization and will create a space for discussion about how to respond to these new problems and to capitalize on emerging opportunities. The summer conference will focus on three topics in particular:

- (1) the question of the legitimacy of academic research against the background of disinformation and public criticism,
- (2) the proliferation of new approaches to communicating the results of research via digital media, and the creative opportunities presented by disruption and the reimagination of academic research and its future, and
- (3) the transformation of the research working world in the course of advancing digitalization.

Conference Organizers



Dr. Tori Ekstrand

Caroline H. and Thomas S. Royster Distinguished Professor for Graduate Education, UNC-Chapel Hill

Victoria "Tori" Smith Ekstrand has been a media law and free expression scholar for more than two decades. Before that, she worked as a senior executive for The Associated Press at its headquarters in New York City. She is an associate professor in the UNC Hussman School of Journalism and Media.

Ekstrand began her research career exploring conflicts between copyright law and the First Amendment. More recently, her research has focused on critical and

interdisciplinary perspectives in media law and free expression, with research on anonymous speech, campus free expression debates, the trademarking of social movement hashtags, online accessibility, and online political advertising. She and her students often engage in mixed methods research, looking at the impacts of First Amendment regulation and case law on the public sphere.



Dr. Guido Zurstiege

Professor of Media Studies, University of Tübingen

Guido Zurstiege studied communication science, English and economic policy in Münster. Numerous monographs, anthologies and essays (Rowohlt Verlag, UTB, VS Verlag für Sozialwissenschaften, Herbert von Halem Verlag) have appeared on topics in media and communication studies, sociology of consumption and media culture studies.

After his dissertation (1997) on the representation of men in advertising, Guido Zurstiege was a research assistant at the Institute for Communication Studies at the University of Münster. After his habilitation (2004), Guido Zurstiege taught

at various universities in Germany, Austria and Switzerland.

In his research, Guido Zurstiege is currently concerned with disconnection studies and health communication.

Keynote Speaker



Dr. Christoph Bareither

*Professor of Empirical Cultural Studies,
University of Tübingen*

Christoph Bareither's research and teaching focuses on the ethnographic analysis of digital everyday cultures and combines the perspectives of empirical cultural studies (EKW) with those of digital anthropology. The aim of his work is to ethnographically illuminate the transformations of everyday practices and experiences in the course of digitalization (e.g. caused by social media, digital image technologies, computer games, artificial intelligence) and thereby make contributions to urgent socio-political debates. His research also integrates the fields of popular culture research,

research on memory, cultural heritage and museums, as well as ethnographic emotion research.

The topics he deals with include violence in computer games, digital image cultures on social media, digital transformations of Holocaust commemoration and populist truth formation in 'post-factual' societies. At the same time, he is further developing the methods of digital ethnography and computer-aided data analysis to strengthen EKW's contribution to the growing field of digital humanities (e.g. through cooperation with information science in the project curated digital images). This is followed by the development of new formats for digital science communication and public engagement (e.g., through the development of a museum app in the CHAPTER project).

At the Ludwig Uhland Institute he also heads the Digital Anthropology Lab, which sees itself as an international and interdisciplinary hub for the ethnography of everyday digital cultures.

Student Participants

Last name	First name	Email	Program	Institution
Altmaier	Nina	nina.altmaier@uni-tuebingen.de	Media and Communication Studies	Tübingen
Antes	Nicole	n.antes@iwm-tuebingen.de	Cognitive Science/Psychology	Tübingen
Baderman	Mandy	mandy.badermann@uni-tuebingen.de	Communication research	Tübingen
Böhme	Julius	julius.boehme@student.uni-tuebingen.de	Medicine, Philosophy	Tübingen
Brana	Monica	monica.brana@student.uni-tuebingen.de	Humanities	Tübingen
Cheema	Jaweria Sarfraz	sundas.cheema123@gmail.com	Health Communication (Media Studies)	Tübingen
Dave	Aashka	aashkad@email.unc.edu	Information and Library Science	UNC
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Kratel	Victoria	victoria.kratel@uni-tuebingen.de	Media Studies	Tübingen
Lane	Chris	chris_lane@med.unc.edu	Human Movement Science	UNC
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Miller	Joshua	josh.miller@unc.edu	Nutrition	UNC
Peak	Kierra	knpeak@email.unc.edu	Occupational Science	UNC
Romanyuk	Lyudmyla	rslv2008@gmail.com	Psychology/Education	Tübingen
Shahir	Jamshaid	jashahir@live.unc.edu	Bioinformatics & Computational Biology	UNC
Shaikh	Aalia	aalia.shaikh@student.uni-tuebingen.de	Media Studies	Tübingen

Royster Global Conference Schedule

Sunday, July 24

<p>19.30-22.00 (7:30 pm – 10:00 pm)</p> <p>Hotel Krone Vinothek Uhlandstraße 1</p>	<p>Welcome Dinner</p> <p><i>Dinner provided; alcoholic beverages paid individually.</i></p>
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Monday, July 25

<p>8.30-9.30 (8:30 am - 9:30 am)</p> <p>Alte Aula</p>	<p>Welcome Breakfast</p> <p><i>Coffee and pastries provided</i></p>
<p>9.30-11.30 (9:30 am - 11:30 am)</p> <p>Alte Aula</p>	<p>Introductions and Networking Activity</p> <p>Laura Pratt, Fellowship Programs Coordinator, UNC-CH</p> <p>Dr. Tori Ekstrand, Royster Distinguished Professor and Associate Professor, UNC-CH</p>
<p>11.30-13.30 (11:30 am - 1:30 pm)</p>	<p>Lunch on your own</p>
<p>13.30-15.00 (1:30 pm - 3:00 pm)</p> <p>Alte Aula</p>	<p>Student Workshop: Goals and Beginning Collaborations</p> <p>Dr. Tori Ekstrand, Royster Distinguished Professor and Associate Professor, UNC-CH</p> <p>Dr. Guido Zurstiege, Chair of Empirical Media Research Institute for Media Studies, University of Tübingen</p>
<p>15.00-15.30 (3:00 pm - 3:30 pm)</p>	<p>Networking break</p>

Monday, July 25 (continued)

<p>15.30-17.00 (3:30 pm – 5:00 pm)</p> <p>Alte Aula</p>	<p>Faculty Presentation Focus: Dr. Deen Freelon <i>Associate Professor, UNC Hussman School of Journalism and Media; and Principal Researcher, UNC Center for Information Technology and Public Life</i></p> <p>“Analyzing Social Media Information Quality with PIEGraph”</p> <p>Quantitative social media research has traditionally been conducted from what might be called a platform-centric view, wherein researchers sample, collect, and analyze data based on one or more topic- or user-specific keywords. Such studies have yielded many valuable insights, but they convey little about individual users’ tailored social media environments—what I call the user-eye view. Studies that investigate social media from a user-eye view tend to be rare because of the expense involved and a limited number of suitable tools. This talk introduces PIEGraph, a novel system for user-eye view research that offers key advantages over existing systems. PIEGraph is lightweight, scalable, open-source, OS-independent, and collects data viewable from mobile and desktop interfaces directly from APIs. The system incorporates an extensible taxonomy that allows for straightforward classification of a wide range of political, social, and cultural phenomena. The presentation will focus on how our research team is using PIEGraph to examine users’ potential levels of exposure to high- (academic/scientific) and low-quality (disinformation/hyperpartisan) information sources across the ideological spectrum.</p>
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Tuesday, July 26

<p>8:30-10:00 (8:30 am - 10:00 am)</p> <p>Alte Aula</p>	<p>Faculty Presentation Focus: Dr. Bernhard Pörksen <i>Professor of Media Studies, University of Tübingen</i></p> <p>“Digital Fever. Taming the Big Business of Disinformation”</p> <p>Terror warnings, fake news, spectacles, and scandals in real-time – the networked world has wound itself up into a nervous frenzy, where everything has become visible: the banal and the terrible, the uninhibited abuse and the anonymous attack. Bernhard Pörksen analyses in his lecture the patterns of outrage and agitation that have come to define social media and the internet. He argues that the intelligent use of information must become part of the general education provided by schools: the digital society must be transformed into an editorial one.</p>
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Tuesday, July 26 *(continued)*

<p>10.00-14.00 (10:00 am – 2:00 pm)</p>	<p>Bus trip to Hohenzollern Castle <i>Attendees will pay for their own lunch on site or bring their own meal.</i></p>
<p>14.00-15.30 (2:00 pm - 3:30 pm)</p>	<p>Networking break</p>
<p>15.30-17.00 (3:30 pm - 5:00 pm)</p> <p>Alte Aula</p>	<p>Keynote Speaker: Dr. Christoph Bareither <i>Professor of Empirical Cultural Studies, University of Tübingen</i></p> <p>“‘Compose Truth’: Digital Curation and Emotional Truth-Making in the Age of Social Media”</p> <p>On Donald Trump's social media platform "Truth Social," which functions very similarly to the better-known Twitter, a tweet is called a "truth." Consistently, the editing window for creating a post is titled with the headline "compose truth." This invitation to compose one's own truth(s) on social media might appear bizarre (or at least ironic) to many, but it also meaningfully reflects broader shifts in digital everyday cultures. While my presentation will not go into detail on the "Truth Social" platform (as a German user I am still blocked from using it), I will take the notion of "composing truth(s)" as a starting point for reflecting upon the role of digital curation as a practice of emotional truth-making in the age of social media.</p> <p>From the perspective of digital anthropology, digital curation is a set of practices that includes the creating, selecting, collecting, editing, contextualizing, displaying, sharing, and circulating of digital content. Social media platforms have become key infrastructures to afford practices of digital curation for millions of users worldwide. In contrast to other analytical approaches that see digital curation on social media platforms primarily as a way of self-representation, I propose to think of digital curation as a contemporary form of truth-making. As such, the purpose of digital curation is not merely to convey information. Digital curation also mobilizes and shapes emotions. Based on the anthropology of emotions and concepts of emotional/affective practices, I will argue that there is no clear distinction to be made between "knowing" and "feeling" the truth (at least from an anthropological perspective). The question of "disinformation," then, is not simply the question of how facts are manipulated, but the question of how knowledge is curated in a way that it feels true. I will give three brief examples for the digital curation as emotional truth-making that link to some of my ongoing multi-researcher projects and seminars: 1) (right-wing) populism, 2) Holocaust memory, 3) the Russian war on Ukraine. Throughout these examples, we witness shifting curatorial authorities: instead of established institutions, individual actors and everyday people gain influence in the making of truths. At the same time, increasingly complex algorithms (sometimes based on machine learning) become more and more powerful. In conclusion, I will ask what consequences the rise of digital curation and its connected forms of truth-making have for the communication of research in contemporary societies. What role do we as researchers play in a world where anyone can "compose truth"?</p>

Tuesday, July 26 *(continued)*

17.00-19.00 (5:00 pm - 7:00 pm)	Networking break
19.00-22.00 (7:00 pm – 10:00 pm) Freistil Brauwerk - Neckar terrace Wöhrdstraße 25	Barbecue and Beer Tasting <i>Dinner and beer tasting provided. Additional alcoholic beverages available for purchase.</i>

Wednesday, July 27

8.30-10.00 (8:30 am – 10:00 am) Alte Aula	Student Research Seminar #1: Anxieties, Effects, and Disparities Student participants present their own research. 8:30-8:45 – Kierra Peak (UNC) “Contextualizing Research: The Effect Events Have on Health” 8:50-9:05 – Sandip Kana (KCL) “Anxieties of Empire in the Digital Age” 9:10-9:25 – Nicole Antes (Tübingen) “The Effects of Metainformation About the Truthfulness of Information on Scene Memory” 9:30-9:45 – Chris Lane (UNC) “Racial Disparities in Physical Therapy Utilization among Fully Insured Older Adults with Rheumatoid Arthritis”
10.00-10.30 (10:00 am – 10:30 am)	Networking break
10.30-12.00 (10:30 am – 12:00 pm) Alte Aula	Faculty Presentation Focus: Dr. Susanne Marschall , Professor of Media Studies, Director of the Center for Media Competence, University of Tübingen Dr. Erwin Feyersinger , Senior Lecturer in the Institute for Media Studies, University of Tübingen “1001 Representations of a Virus: Visual Framings of the Pandemic” Public discourses on the COVID-19 pandemic have been strongly framed by various visual representations of the virus. One of the most prominent and influential visualizations was created in January 2020 by Alissa Eckert and Dan Higgins, two medical illustrators of the CDC (Center for Disease Control and Prevention). The photorealistic image with a shallow focus and a red and grey color palette in front of an abstract white background became omnipresent in newspapers, on television, and on the Internet.

Wednesday, July 27 (continued)

	<p>In addition to this common visualization, a wide range of image types and styles can be observed in the depictions of the virus. In our talk, we will examine common visual features in these representations, the image traditions that shape them, and the connotations that they evoke in the specific contexts they are used in. The talk is part of a larger research project that aims at understanding the essential impact of visual literacy in science communication.</p>
<p>12.00-14.00 (12:00 pm – 2:00 pm)</p>	<p>Lunch on your own</p>
<p>14.00-15.30 (2:00 pm – 3:30 pm)</p> <p>Alte Aula</p>	<p>Faculty Presentation Focus: Dr. Daniel Kreiss <i>Edgar Thomas Cato Distinguished Professor, UNC Hussman School of Journalism and Media; and Principal Researcher, UNC Center for Information Technology and Public Life</i></p> <p>“What Researchers Must Do Differently at a Time of Threats to Democracies”</p> <p>This talk outlines the need for new conceptual and methodological approaches to social scientific communication research at a time of threats to democracies around the world. Normatively, I argue that researchers should center and defend democratic processes and institutions in their work and clearly analyze threats to them. Conceptually and empirically, researchers should a) move from studying polarization to analyzing status threats; b) center analysis of power and interest; c) analyze media and communication in relation to political institutions; d) develop comparative cases; and, e) move from analysis of individuals to a political analysis of groups.</p>
<p>15.30-15.45 (3:30 pm - 3:45 pm)</p>	<p>Networking break</p>
<p>15.45-17.45 (3:45 pm - 4:45 pm)</p> <p>Alte Aula</p>	<p>Student-Led Workshop: Having Interdisciplinary Conversations</p> <p>Kierra Peak (UNC) will facilitate a discussion to help identify opportunities for collaboration among the student participants.</p>
<p>17.00-18.00 (5:00 pm – 6:00 pm)</p>	<p>Tübingen City and History Walking Tour</p>

Thursday, July 28

<p>9.00-10.45 (9:00 am – 10:45 am)</p> <p>Fürstenzimmer, Schloss Hohentübingen</p>	<p>Student Research Seminar #2: Emotions, Actions, and Technology</p> <p>Student participants present their own research.</p> <p>9:00-9:15 – ken tianyuan Ge (UNC) “That Funny Feeling: Climate Dysphoria, Peripheral Affect, and Subjective-Objective Interplay in U.S. Music Videos”</p> <p>9:20-9:35 – Nina Altmaier (Tübingen) “Communicating Presence with Online Participants”</p> <p>9:40-9:55 – Vignesh Kadasamy (KCL) “Disinformation and Social Media: Abrogation of Article 370 as a Case Study”</p> <p>10:00-10:15 – Mandy Badermann (Tübingen) “Machine Learning”</p> <p>10:20-10:35 – Jamshaid Shahir (UNC) “How to Heal a Broken Heart: An Overview of Stem Cell Therapeutics”</p>
<p>10.45-11.00 (10:45 am - 11:00 am)</p>	<p>Networking break</p>
<p>11.00-12.30 (11:00 am – 12:30 pm)</p> <p>Fürstenzimmer, Schloss Hohentübingen</p>	<p>Student-Led Workshop: Advancing the Work of Public Intellectuals in a New Era</p> <p>11:00-11:30 – Josh Miller (UNC) will facilitate a discussion on “Communicating Research and Engaging Audiences in the Digital Age”</p> <p>11:45-12:15 – Aashka Dave (UNC) will lead a workshop on “When Challenging Research Hits Home: Mental Health Care in the Academy”</p>
<p>12.30-14.00 (12:30 pm – 2:00 pm)</p>	<p>Lunch on your own</p>
<p>14.00-15.30 (2:00 pm – 3:30 pm)</p> <p>Fürstenzimmer, Schloss Hohentübingen</p>	<p>Faculty Presentation Focus: Dr. Stephan Zipfel <i>Professor, Director of the Department of Psychosomatic Medicine and Psychotherapy, University Medical Hospital Tübingen</i></p> <p>“Digital Media in the Prevention and Treatment of Target Groups in Medicine”</p> <p>I will highlight two areas in medicine: a) on the one hand, I will describe how the dramatic increase in childhood and adolescent obesity can be countered through the use of serious games, also in the context of the Covid- pandemic, b) as a further example of application, I will describe the use of a short film for the psychoeducation of post-traumatic disorders for target groups of war and forced displacement.</p>

Thursday, July 28 (continued)

	<p>What both approaches have in common is that we try to use digital media to make target group-specific offers that are low in barriers and can possibly be effective beyond local and regional use. In addition to the accessibility of the media, it is important for us to verify the effectiveness of the interventions. We use this to systematically re-evaluate and further develop our interventions.</p>
<p>15.30-16.00 (3:30 pm - 4:00 pm)</p>	<p>Networking break</p>
<p>16.00-16.45 (4:00 pm - 4:45 pm)</p> <p>Fürstenzimmer, Schloss Hohentübingen</p>	<p>Planning for Future Collaborations – Session #1</p> <p>Students and faculty will further discuss opportunities for collaboration among institutions over the next year.</p>
<p>17.00-18.30 (5:00 pm – 6:30 pm)</p>	<p>Museum of Ancient Cultures at the Hohentübingen Castle</p>

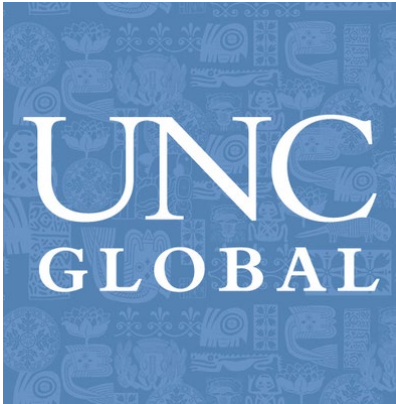
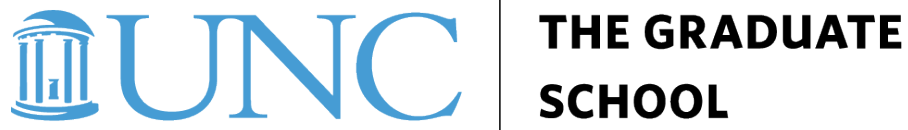
Friday, July 29

<p>9.00-10.00 (9:00 am – 10:00 am)</p>	<p>Walk through the Farmer's Market</p>
<p>10.00-12.00 (10:00 am – 12:00 pm)</p> <p>Fürstenzimmer, Schloss Hohentübingen</p>	<p>Student-Led Workshop: Communicating Research in a Time of Crisis</p> <p>10:00-10:45 – Monica Brana (Tübingen) will lead a workshop on “Navigating the Path Between Multi-Crisis Communication and Good Intentions Going Wrong”</p> <p>11:00-11:45 – Sam Eiffert (UNC) will lead a workshop on “Risky Business: Communicating Results from Post-Market Vaccine Safety Studies”</p>
<p>12.00-14.00 (12:00 pm – 2:00 pm)</p>	<p>Lunch on your own</p>
<p>14.00-15.30 (2:00 pm - 3:30 pm)</p> <p>Fürstenzimmer, Schloss Hohentübingen</p>	<p>Student Resource Connection</p> <p>Participants will network and connect with researchers and resources from the University of Tübingen. Topics to be covered include:</p> <ol style="list-style-type: none"> 1) working in higher education internationally and in Germany; 2) Teach@Tübingen and other funding in Germany and/or Europe for postdocs or recent graduates; and 3) support for PhD students and junior researchers

Friday, July 29 (continued)

	Dr. Sonja Großmann, Division II.2 Research Support Dr. Britta Hoyer, Division II.1.3 Graduate Academy
15.30-17.00 (3:30 pm – 5:00 pm) Fürstenzimmer, Schloss Hohentübingen	Planning for Future Collaborations – Session #2 Students and faculty will further discuss opportunities for collaboration across institutions over the next year.
17.00-18.00 (5:00 pm – 6:00 pm)	Networking break
18.00-19.00 (6:00 pm – 7:00 pm)	Neckar River Boat Tour
19.30-22.00 (7:30 pm – 10:00 pm) Historische Weinstube Forelle Kronenstraße 8	Closing Dinner <i>Dinner provided; alcoholic beverages paid individually.</i>

Conference Partners



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