

Data and methods

We analyze the full website log data of six regional newspapers in the Netherlands over a period of 13 weeks. While often overlooked in communication research in favor of national newspapers, regional newspapers play a very important role in citizens' news diets. Our comprehensive dataset of all visits to all articles for each minute within the time frame allow us to reconstruct the trajectory of visits. To do so, we combine time series analysis with Natural Language Processing and Machine Learning techniques.

Preliminary findings

Even though there is huge variation between the overall popularity of individual articles, over-time patterns are remarkably consistent: For instance, articles hardly ever stay relevant for much longer than two days. At least for the subset of the data that we analyzed so far, we confirmed that articles that are highly popular directly after their publication tend to stay popular for at least some hours. Yet, this advantage often vanishes again. By a comparative analysis of the same articles published on different news sites we will test the robustness of this finding.

PS1 - POSTER SESSION

PS35 **Parental mediation divide: a multilevel analysis of the importance of origin and migration status on parental mediation**

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Access to digital media is an essential part of everyday life in high-income countries. However, a closer look reveals that access to information and communication technologies, the necessary skills to use them, and outcomes are unequally distributed. Our presentation focuses on the role of origin and migration status in the context of parental media education as a possible explanation for digital inequalities between natives and immigrants in Germany. We argue that the conditions under which parents have grown up and socialized with media in their childhood essentially determine their parental mediation practices. The migration status of a person, on the other hand, can be an indicator of how likely it is that parental mediation will be adapted to the conditions of the German media system. With this in mind, we examine whether origin and migration status have an impact on parental mediation and subsequently children's media use.

We test these considerations using survey data from 902 German families with children aged between six and eleven years whose country of origin was either Germany, Turkey, Russia, Poland, Italy, or Romania. Looking at the country of origin level, we supplemented the dataset with information from the CIA World Factbook, the joint dataset of the World Value Survey and the European Value Study, and the rank of each country in the RSF press freedom index.

Results from a multilevel structural equation modeling show differences between immigrants and non-immigrants in their children's internet use. Furthermore, we found inequalities concerning parents' education, age, and gender regarding parents' media use. In terms of parental mediation, parents' media use and parents' education, age, and gender play an important role. For children's media use parental mediation, parents' media use, educational background, age, and gender are of importance. While these results align with the research literature on digital divide and parental mediation, we found no empirical support with regard to a correlation between country-specific indicators of origin and migrations status regarding parents' media use, media education, and children's time spent watching television.

Although the results of our analysis do not show any significant correlations with regard to the country of origin, we conclude that further studies should nevertheless focus on this factor. For example, a larger number of countries that are more heterogeneous in terms of their political and media systems should be included. Further additions could also be made with regard to indicators of the characteristics of the respective media systems. This could also help to further differentiate the migration factor. As in other studies on parental mediation, this is a significant factor, but its content remains largely underspecified. Further implications are discussed.

PS1 - POSTER SESSION

PS36 **Parenting in a world of deep mediatization**

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Children are handed digital technologies at a very early stage of their lives (Elias and Sulkin 2019). Based on the theory of social construction (Couldry and Hepp 2017) and research on media socialization (Trueltzsch-Wijnen 2020) media must be considered to have a major impact on children's sense of reality, their acquisition of knowledge and

their acting in society. As such children as media recipients are not considered to play a passive role but are active contributors that have the power to influence and co-shape social processes (Bachmair 2010).

It is this impact on social processes that this communication will further explore by focusing on how parents need to adopt critical "digital parenting" skills (Mascheroni et al) in order to raise children to be not only critical towards media reception and production but also to use media to create an impact that shapes a more just, democratic and healthier society (Mihailidis et al. 2021).

The research project presented here proposes to elaborate a media educational experience that makes parents more knowledgeable and critical about the impact of media on their children's lives and teaches them ways to mediate their children "to be critical of media representations and discourses" and at the same time stresses "the importance of learning to use the media as modes of self-expression and social activism" (Kellner and Share 2005:372). By using the concepts "communicative figuration" and "recursive transformation" (Breiter, Hasebrink, and Hepp 2018) this communication will show how media education can create a useful and highly relevant impact on children and young adults and the society they live in.

Bachmair, Ben. 2010. "Mediensozialisation: Entwicklung von Subjektivität in Medialen Und Kulturellen Figurationen." Pp. 67–92 in *Mediensozialisationstheorien: Modelle und Ansätze in der Diskussion*, edited by D. Hoffmann and M. Lothar. VS. Verlag für Sozialwissenschaften.

Breiter, Andreas, Uwe Hasebrink, and Andreas Hepp, eds. 2018. *Communicative Figurations: Transforming Communications in Times of Deep Mediatization*. 1st ed. 2018. Cham: Springer International Publishing; Imprint: Palgrave Macmillan.

Couldry, Nick, and Andreas Hepp. 2017. *The Mediated Construction of Reality*. Cambridge, UK; Malden, MA: Polity Press.

Elias, Nelly, and Idit Sulkin. 2019. "Screen-Assisted Parenting: The Relationship Between Toddlers' Screen Time and Parents' Use of Media as a Parenting Tool." *Journal of Family Issues* 40(18):2801–22. doi: 10.1177/0192513X19864983.

Kellner, Douglas, and Jeff Share. 2005. "Toward Critical Media Literacy: Core Concepts, Debates, Organizations, and Policy." *Discourse: Studies in The Cultural Politics of Education* 26:369–86. doi: 10.1080/01596300500200169.

Mihailidis, Paul, Srividya Ramasubramanian, Melissa Tully, Bobbie Foster Bhusari, Emily Riewestahl, Patrick Johnson, and Sydney Angove. 2021. "Do Media Literacies Approach Equity and Justice?" *Journal of Media Literacy Education* 13:1–14. doi: 10.23860/JMLE-2021-13-2-1.

Trueltzsch-Wijnen, Christine. 2020. *Media Literacy and the Effect of Socialization*. Cham, Switzerland: Springer.

PS1 - POSTER SESSION

PS37 Perception of the appeal of COVID-19 vaccination in the social media. Preliminary results of an eye-tracking study

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The presentation will focus on the partial results of a project on the effectiveness of social media posts by medical experts to encourage them to get vaccinated against COVID-19 (project conducted within the "New Ideas" grant, no. 622-62/2021, financed by the University of Warsaw). In the project, the following main hypothesis has been set: There is a type of message (independent variable) by a medical expert that is more effective than other types in persuading people to vaccinate against COVID-19 (dependent variable) who are sceptical about these vaccinations.

The study is carried out on three experimental groups and a control group (approx. 30 persons each), composed of students of social studies and humanities, divided according to their attitudes towards COVID-19 vaccination: 1. Unvaccinated, 2. Sceptical about vaccinations to some extent, but vaccinated, 3. Enthusiastic about vaccinations and fully vaccinated.

As part of the project, several types of posts convincing to COVID-19 vaccinations will be assessed by users. In the experimental part of the study, respondents will view the stimuli (social media posts of physicians) displayed on the screen and rate them by answering the questionnaires. At the same time, eye tracking and face tracking measurements will be performed, using the iMotions software.

The presentation will demonstrate the preliminary eye tracking measurements' results, considered critical as they allow for analyzing eyesight attention (Duchowski 2007; Holmqvist et al. 2011). Therefore, this part of the study aims to conclude whether and how the attention concentration (of eyesight) on particular elements of the stimuli (posts) differ (also statistically) in the three groups and how it possibly affects the posts' evaluation and understanding. The presentation will indicate the most important eye tracking measures for the highlighted areas of interest (the