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Dear Reader,

with great pleasure we present to you the newest annual report of the Nordic Centre for Internet and Society. Now being in our fourth year, we are more and more resembling a well-established Internet and Society center, with known routines and research agendas. To wit, we are beginning to know what we are doing: We were busy again this last year to work on more publications, exploring new avenues such as for instance robotics and ethics, responsible artificial intelligence or dignified platform work, to name just a few. We also began closing old chapters, and for instance finally published our first special issue in the Journal of Business Ethics, on the Responsibilities of the Sharing Economy, which was part of our first major research project, Fair Labor in the Digitized Economy, that started off the center four years ago.

The Fair Labor project has now, as our first, successfully come to a close. We did not rest, however, and were busy crafting new applications, some of which we will happily report on in our next annual report. We were already lucky to learn that we were granted a new research on the governance and accountability of artificial intelligence, which we will launch with our friends at the KIN Center for Digital Innovation in Amsterdam in 2020. While speaking of friends, again we were happy to have been visited by amazing people over the year and learning from their research. You will find all of this, and more, on the following pages, retelling our 2019.

Sincerely Yours,
YEAR IN REVIEW

Workshop on the responsibilities of influencer marketing

17th January

Last January, we were part of an interdisciplinary workshop on the regulation of social media influencers, organized by the Maastricht European Private Law Institute and the University of Groningen. The workshop brought together a number of scholars and regulators from across Europe to discuss the increasing practice of popular individuals on the Internet, influencers, to make a living from their channels or accounts. Several implications were discussed, ranging from emerging new career trajectories, to new forms of person-based endorsement and advertisements, to the legal and ethical challenges of for instance advertising to minors or the non-disclosure of the advertorial nature. We contributed with a talk on whether the notion of being an influencer is a broadly achievable career goal, and highlighted how the free labor of aspirational influencers, invested in the hope of a future pay off, can be exploited to fulfill the platform-goals of data capture, as well as to fulfill the personal ambitions of other, more successful influencers. The results of the workshop will be published as part of an edited volume in 2020.

Dr. Crystal Abidin presented her research on social media influencers

12th March

Leading social media researcher Dr. Crystal Abidin visited the Nordic Centre for Internet and Society on Tuesday, 12th March 2019. Crystal gave a lunch talk about Instagram’s influencer culture and stressed underlying cultural and commercial dynamics. In particular, she presented her ongoing ethnographic research into social media celebrity culture in Singapore and beyond, giving rich behind-the-scenes insights into the influencer industry and its ongoing professionalization. The talk touched upon strategies such as corporate takeovers, astroturfing and clickbait, illustrating how influencers navigate the complications of authenticity and control.
with many examples. The presentation was well attended and ended with an engaged discussion. It also received substantial attention on Twitter. In addition to the lunch talk, Crystal gave a workshop to Bachelor students in the course "Social Networks and Communities". The students discussed their own experiences of social media culture and Crystal shared insights about her research.

The presentation was part of her ongoing research on Internet celebrity culture. More details are available in her recently published or forthcoming books "Internet Celebrity: Understanding Fame Online", "Microcelebrity around the Globe" and "Instagram".

Presentation at the Swiss Association of Communication and Media

8th April

In April 2019, we presented our research on holding algorithms accountable via discourse principles at the Swiss Association of Communication and Media Research. The conference was a gathering of scholars and practitioners concerned with the opportunities and the state of the art in the digital transformation of media and communication. In our contribution we argued that algorithms can be designed to contribute to or undercut better decisions – the question we were interested in was, how good are we as a discursive society at identifying, judging and correcting such mistakes. Influenced by discourse ethics, we argued for rational communication process through which a continuous and tentative assessment of the development, workings, and consequences of algorithms can be achieved over time. We spent interesting days in St. Gallen discussing these propositions and the numerous interesting other contributions by our colleagues and incorporated the feedback in a journal article on the same topic that was later published in the Journal of Business Ethics.

Dr. Jim Spohrer visited the Nordic Centre for Internet and Society

8th May

On May 2019, the Nordic Centre for Internet and Society had the privilege to host distinguished researcher Jim Spohrer, Director of Cognitive OpenTech at IBM. Jim Spohrer is a renowned expert on artificial intelligence, service science and business model design. The Nordic Centre’s Peder Inge Furseth organized the visit. Jim Spohrer gave two talks to a large audience of managers and business leaders across various industries in Norway. The two talks showed the value of artificial intelligence and discussed future opportunities for business and society, for example AI's role in making human resource management more efficient and helping individuals with disabilities. At the same time, Jim Spohrer stressed some challenges in AI systems, for
example in terms of explainability and fairness. In both presentations, Jim Spohrer highlighted the need for a balanced and customer-centric perspective to AI. He also discussed the importance of open source communities for AI development at IBM and in the tech industry more generally. The presentations were very well received and sparked engaged discussions with the audience. After the two talks, the members of the Nordic Centre for Internet and Society had the opportunity to meet Jim Spohrer for a conversation about the ongoing research at the Centre. The meeting showed several points of common interest, for example in terms of the future of work, automatization and algorithmic accountability.

Two presentations at the 2nd Weizenbaum Conference

16th-17th May

Gemma Newlands and Christoph Lutz presented two papers at the 2019 Weizenbaum Conference. The conference took place in Berlin from 16-17 May 2019 and was organized by the Weizenbaum Institute, the German Internet Institute. It convened about 200 international researchers in the interdisciplinary area of Internet and society under the conference theme "Challenges of Digital Inequality. Digital Education, Digital Work, Digital Life".

Gemma’s talk covered ongoing research, in collaboration with Christoph Lutz, on the role of mobile devices in crowdwork. In the presentation, the limitations of crowdwork platforms, such as Amazon Mechanical Turk, for mobile devices were discussed and the role of the requesters was problematized. Taken together and based on rich survey data from the US and India, the findings indicate that mobile first and mobile only users are systematically disadvantaged on mainstream crowdwork platforms. The presentation was well attended and positively received.

Christoph Lutz presented a paper in collaboration with Christian Hoffmann from the University of Leipzig. In their survey-based study, Christoph and Christian investigated how privacy concerns affect German Internet users’ online political participation. Given the expressive nature of online political participation, particularly on social media, a negative effect of privacy concerns on online political participation was expected. However, the results showed a positive effect.

20th May

Isabel Ebert spent a week with us in Oslo during May and offered a fascinating talk where she pointed out that some combinations of datafication at work may turn out to be toxic for the organisational climate and may intimidate particularly lower status employees. Case-study of her working group has shown pathways to ameliorate such detrimental effects, through for instance stakeholder consultation and better communication. We were very happy to learn from their insights, and are looking forward to an exchange in the future.

Eight presentations and three awards at the 2019 ICA conference!

24th-28th May

The Nordic Centre for Internet and Society had a strong presence at leading communication conference. Gemma Newlands, Eliane Bucher, Christian Fieseler, Christoph Lutz and Alexander (Alex) Buhmann had a total of nine contributions and three awards at this year's Annual Conference of the International Communication Association (ICA) in Washington DC. The conference took place from May 24 to May 28 and gathered more than 3500 leading communication scholars from around the world. It is the largest and most prestigious conference in this discipline and this year’s edition was the largest ever.

Gemma not only presented her research but also received a best student paper award in the Organizational Communication division for her contribution "Algorithmic Surveillance in the Gig Economy: The Organisation of Work Through Lefebvrian Conceived Space". In addition, the paper won the best presentation award within her session. Alex won the best paper award in the Public Diplomacy Interest Group for his paper "Rearranging Deck Chairs on the Titanic: Explicating Motivations Behind Evaluation Behavior in Public Diplomacy". The article is co-authored with Erich Sommerfeldt from the University of Maryland and emerged during a research stay of Erich at the Nordic Centre in 2018. The paper has a new title ("Explicating Motivations behind Evaluation in U.S. Public Diplomacy").


In addition to her best paper award winning contribution and in collaboration with Christoph, Gemma presented the article "Crowdwork and the Mobile Underclass:
Visiting research fellow Valentin Clemens
presented work on (triadic) relationships in the sharing economy

May – June 2019

In May and June 2019 Valentin Clemens from the University of Münster joined NCIS as a visiting research fellow. Valentin is currently finishing up his PhD, which tackles key questions surrounding platform design and platform-actor relationships in the sharing economy. Valentin used the time at NCIS to further his PhD projects and to engage with the center’s researchers active in the gig economy – he also participated in the Department's summer research summit.

On Thursday, June 20th, Valentin presented and discussed his experimental design for a study on principal-agent relationships in the sharing economy titled: ‘More Agents More Opportunism – A Principal-Agent Perspective in a Triadic Framework’. The presentation was followed with great interest by scholars from NCIS and other research centres at the Department of Communication and Culture at BI. We were very happy to host Valentin at the Centre are looking forward to see his exciting research being published and discussed within the digital work and platform economy community.
Presentation at the European Network on Digital Labour Meeting in Paris

13th-14th June

As a newly invited member of the ENDL, Gemma Newlands presented her ongoing research at the two-day summit in Paris. Her presentation ‘Recognition, Reification, and Human Dignity in the Gig Economy’ was well received and led to multiple interesting discussions and prospects for future collaboration.

The ENDL (European Network on Digital Labour) is a multidisciplinary network of researchers from fields as diverse as media studies, geography, sociology, law, and economics. ENDL’s primary goal is to help discuss and explore the multiple definitions and nuances of “digital labour” and of germane notions: crowd-work, collaborative economy, gig-work, automation, online labour, algorithmic work, non-standard employment, virtual work and platform labour.

Guest talk at the University of Twente

21st June

Gemma Newlands delivered a guest talk at the HRM Department of the University of Twente. The talk, entitled ‘Workplace Dignity and the Gig Economy: Recognition, Heteromation, and Pseudo-AI’, explored a variety of issues connected to the use of
AI in the gig-economy. The talk went into particular detail about the rise of ‘pseudo-AI’ and implications for workers behind ‘false artificial intelligence’. Gemma was invited to give this talk by Dr. Jeroen Meijerink, Assistant Professor of Human Resource Management at the University of Twente, as a result of their overlapping research interests. Gemma is excited to continue this collaboration in the future and is already in discussions on how to fruitfully combine their research.

Presentation at the 2019 IAMCR Conference

8th July

Christoph Lutz presented the paper "Digital Inequalities in the Age of Artificial Intelligence and Big Data" at the 2019 Conference of the International Association for Media and Communication Research (IAMCR). The conference took place in Madrid, from 7 July to 11 July 2019, and convened over 1500 leading media and communication researchers. It is one of the largest and most prestigious conferences in the field. The conference had the theme "Communication, Technology and Human Dignity".

Christoph's paper was part of the session "Old and New Divides within the Digital World" and discusses inequalities in emerging technologies, such as smart speakers and online labor platforms. It critically reflects on how such technologies pose new challenges in terms of access, use and outcomes in the form of benefits and harms. The presentation was well attended and well received. In the meantime, the article has been published in the new journal Human Behavior and Emerging Technologies.


Main EGOS Colloquium – Research on “enlightening the future” in Edinburgh

4th-6th July

This year’s main colloquium of the European Group for Organizational Studies was hosted from July 4th-6th at the University of Edinburgh Business School under the theme ‘Enlightening the Future: The Challenge for Organizations’.

Our research was presented within the sub-theme of ‘Organizing in the Age of Digitalization and Datafication: Surveillance, Transparency and Power’ hosted by Cristina Alaimo, Mikkel Flyverbom and Nanna Bonde Thylstrup. Here, Eliane Bucher together with Peter Schou from the Norwegian School of Economics in Bergen discussed their paper on behavioral control and self-discipline vis à vis surveillance algorithms on
digital work platforms. In particular, they argued that algorithms act as unseen observers that evaluate, judge and potentially punish workers on digital work platforms which leads to workers self-disciplining as they internalizing the rationality of power.

We are most grateful to Richard Weiskopf who acted as principal discussant for the paper and who provided nuanced and actionable feedback for the further development of this research stream.

Two papers presented at the 2019 Social Media & Society Conference

22th-24th July

Christoph Lutz presented two papers at the 2019 Social Media & Society Conference in Toronto last year. Both papers deal with aspects of privacy and data protection. In "Explaining the Privacy Paradox with Privacy Cynicism: Scale Development and Structural Equation Model", Christoph and his co-authors Christian Hoffmann (University of Leipzig) and Giulia Ranzini (Free University of Amsterdam) develop the concept of privacy cynicism based on rich survey data in Germany. Privacy cynicism is understood an attitude of uncertainty, powerlessness and mistrust towards the handling of personal data by online services, rendering privacy protection behavior subjectively futile.

In "Chilling Effects of Profiling Activities: Exploring the Consequences of Big Data-Driven Surveillance", Christoph and his co-authors Shruthi Velidi (BI), Aurelia Tamò-Larrieux, Moritz Büchi (University of Zurich), Eduard Fosch Villaronga (University of Leiden) and Salome Viljoen (Harvard University) provide an in-depth literature review on the connection between big data-based profiling and chilling effects, that is, behavioral deterrents and inhibitions due to surveillance. Both presentations were well received and sparked engaged discussions.

The Social Media & Society Conference, has become the flagship conference for interdisciplinary research about social media. It is organized by the Social Media Lab at Ryerson University, Toronto. Last year, in its 10th edition, the Social Media & Conference conference took place in Toronto from July 22-24. It featured one day of workshops on social media analysis tools and two days of conference presentations, with the conference theme of "Rethinking Privacy and Trust in the Social Media Age". Around 300 scholars from various disciplines participated in the conference and enjoyed the program, including excellent keynotes by Valerie Steeves and Tarleton Gillespie.
Strong participation from the NCIS at the 79th Annual Meeting of the Academy of Management

9th-13th August

The 2019 Annual Meeting of the Academy of Management was held in Boston from Aug 9th-13th under the conference theme ‘Understanding the Inclusive Organization’. The Nordic Centre for Internet and Society was able to mark a strong presence, presenting four papers, chairing one paper session, co-organizing a symposium, hosting and participating in several PDWs as well as winning one award.

In the Organizational Communication & Information Systems division (OCIS) we presented work on user perceptions in the sharing economy, algorithmic management as well as isolation in virtual team environments. OCIS Papers:

- The Dilemma of Data’s Future Value: User Perceptions of the Sharing Economy (Authors: Gemma Newlands, Christoph Lutz, Michael Etter)
- The Emergence of Self-disciplinary Practices in the Face of Algorithmic Governance (Authors: Eliane Bucher, Peter Kalum Schou and Fabian Frischherz)
- When Feeling Isolated Working in Distributed Teams: Its Antecedents and Consequences (Authors: Sut I Wong, Steffen R. Giessner, Marthe Nordengen Berntzen and Gillian Warner-Søderholm)

As part of the Technology and Innovation Management division (TIM) we presented work on resilience in crowdwork careers. TIM paper:

- From Crafting What You Do to Building Resilience for Crowdwork Career (Authors: Sut I Wong, Dominique Kost and Christian Fieseler)


Lastly, we are very happy and honored to have won the first annual AMD “Shark-Tank” PDW at AOM 2019. In this new format, scholars have 3 minutes to ‘pitch’ their paper ideas to a panel of leading management scholars (Paul Adler, Teresa Amabile, Tima Bansal, John Hollenbeck, Chet Miller, Nancy Rothbard) who will then, along with the audience, vote for the most promising paper ideas.

The project pitch by Eliane Bucher, Matthias Waldkirch (EBS Business School) and Peter Kalum Schou (NHH Bergen) on a longitudinal analysis of voice behavior among gig workers was not just selected to be one of 12 finalists, but – thanks to a convincing and passionate pitch by Matthias Waldkirch – also won the overall competition.
We are excited to bring home the shark trophy and look forward to seeing this innovative and fun PDW format thrive in the conferences to come.

Presentation at the Society for Social Studies of Science (4S) Annual Meeting

4th - 7th September

At the beginning of September 2019, Gemma Newlands presented the paper 'Pseudo-AI: The Workplace Implications of Ontological Obfuscation' at the Annual Meeting of the Society for Social Studies of Science (4S). The conference took place in New Orleans, USA, from the 4th to the 7th of September 2019. It convened leading STS scholars from across the globe and is the largest and most prestigious STS conference. This year’s conference had the theme ‘Innovations, Interruptions, Regenerations’. Gemma’s paper was part of the panel 'Disturbances, Recreation of Labor: AI, Robots, Platforms, and Algorithms’. The abstract of her presentation is provided below:

One argument against widespread Keynesian ‘technological unemployment’ is the ongoing secret reliance on human labour in the execution of many ‘AI’ services. This phenomenon, referred to as ‘pseudo-AI’, involves a process of ontological obfuscation whereby technological deficiencies are bootstrapped through the use of human workers masquerading as AI. Although AI systems are ontogenetic, consistently upgrading in a process of extended-beta, pseudo-AI goes beyond the standard use of human workers to oversee the AI-training. Instead, human workers (in usually remote call-centres) either a) fulfil the tasks explicitly described as automatic/algorithmic and/or b) communicate to users pretending to be the AI in a process reminiscent of a reverse Turing Test.
In current discussions, pseudo-AI has been frequently conflated with the ‘Wizard of Oz technique’. However, aligning pseudo-AI with experimental simulations glosses over the significant implications which pseudo-AI has for labour recognition, business ethics, STS theory, and communication theory. The purpose of this paper, therefore, will be to explore the broader implications of pseudo-AI, while focusing on the implications for the invisible workforce who are not only labouring alongside AI systems in an increasingly posthuman workplace, but are in fact labouring in the place of AI systems in an ironic process where the humans have in effect stolen the AI’s job. This paper will also examine how workers can resist processes of reification and technological sublimation through attempts at ‘breaking’ the façade and asserting their own humanity to users and other external stakeholders.

Dr. Eduard Fosch Villaronga presenting at the Nordic Centre about responsibility and robotics

17th September

On September 2019, Dr. Eduard Fosch Villaronga visited the Nordic Centre for Internet and Society and presented his ongoing research on responsibility and robotics. Eduard is a Marie Skłodowska-Curie Postdoctoral Researcher at eLaw - Center for Law and Digital Technologies of the University of Leiden and is a leading expert in law and robotics in Europe. He has published widely in law and robotics and is a close collaborator of the Nordic Centre. His presentation was part of a one-month research stay at the University of Oslo within the VIROS (Vulnerability in the Robot Society) project, funded by the Research Council of Norway.

At the Nordic Centre, Eduard gave an overview of current debates on the legal status of social robots, particularly in healthcare. Given the autonomy, technological sophistication and opacity of such robots, how should responsibility be assigned to different stakeholders? Should robots have legal personhood? Eduard approached these questions from an interdisciplinary perspective, including legal, ethical and technical considerations. The enlightening presentation was well received and sparked engaged discussions with the audience. It was attended by BI faculty and external visitors alike.
Tackling Sustainability Challenges through Digitally Enabled Forms of Organizing: A Panel Debate

20th September

Last September, we participated in the 5th CSR Communication Conference, that was hosted by the Stockholm School of Economics. The CSR Communication Conference is traditionally concerned with matters of global sustainability and with the communication thereof. This time, the conference explored these aspects also under a digital lens – how does the communication of sustainability change in digital media, and might digital technologies pose new sustainability challenges? During the conference, we presented our work on organizational responsibilities in the age of algorithmization, written by Alexander Buhmann, Eliane Bucher, and Christian Fieseler. We also served as moderators in a panel debate on the Shaping and Forming of Communication in the Digital Age. The conference provided for a lively debate and numerous inputs into our ongoing work on algorithms and accountability, and we are looking forward to the next CSR Communication Conference in two years in Lüneburg.

Guest visit and presentation from Philip Meier

24th September

Philip Meier from the Alexander von Humboldt Institute for Internet and Society (HIIG) visited the Nordic Centre for Internet and Society in September 2019. Philip is a doctoral researcher at the HIIG in Berlin and was in Oslo for two weeks as part of a collaboration and exchange initiative within the Global Network of Internet and Society Research Centers.

During his visit in September 2019, he gave a presentation on "Mittelstand Digital - What We Learned about Digitalization in German SMEs and What We’re Working on in the Coming Years". The presentation showed the experiences and future plans in a large-scale project funded by the German Federal Ministry for Economic Affairs and Energy. This project addresses how small and medium-sized enterprises (SMEs) in Germany face the digital transformation and provides useful resources for SMEs in that regard. In the coming years, the research team will explore the experiences and challenges of German SMEs relating to artificial intelligence in particular. The presentation was followed by a fruitful discussion on the opportunities and challenges of applied research projects. We thank Philip for his visit and presentation and are happy to see the already strong ties between the Nordic Centre and the HIIG further strengthened.
30th September

We had the privilege to host distinguished executive Martin Schwirn, Vice President of Strategic Planning and Foresight from Strategic Business Insights Menlo Park. The Nordic Centre's Peder Inge Furseh organized and facilitated the visit. In his work, Martin Schwirn is helping organizations to become better equipped at understanding consumers, markets, trends, and technologies. During his time in Oslo, he shared his insights and methodologies with a number of practitioner and students in lectures and meetings during the Oslo Innovation Week. We also had the opportunity to meet Martin for a conversation about the ongoing research at the Centre. The meeting showed several points of common interest, for example in terms of the future of work, and artificial intelligence.

The Nordic Center at the Reshaping Work Conference in Amsterdam

24th-25th October

The Reshaping Work Conference is an international and multidisciplinary conference which offered a platform for academics, policy makers, business leaders, as well as workers in the platform economy to discuss the future of work. Eliane presented ongoing research, conducted with the Nordic Centre's Christian Fieseler and Ana Alacovska from CBS, on visual representation of working on online labor platforms. Presenting artworks from numerous platform freelancers, Eliane argued in her presentation that online freelancers create elaborate representations of the software systems that govern platforms, and not only attribute agency, but also motives and even personality to these algorithms.
Workshop on the Platform Economy at the University of Twente

20th November

This November, we attended the international multidisciplinary symposium on “Platform Economy Puzzles: Unraveling the Gig Work Paradox” organized by Victoria Daskalova, Jeroen Meijerink and Giedo Jansen of the University of Twente in the Netherlands. The symposium took place on November 19, 2019 at the University of Twente in Enschede, the Netherlands, where we met academic researchers, platform workers, representatives of online platforms and policy makers. Christian and Gemma participated with a keynote on the perceptions of power within the platform economy.

Session on Inclusion online at the Internet Governance Forum in Berlin

29th November

This year, we organized a session at the 2019 Internet Governance Forum in Berlin. The session explored the need to ensure the internet can be an inclusive space that fosters diversity and access to knowledge for everyone. Over the course of the event, participants from Europe, the US and the Global South discussed the designing internet governance rules that are both flexible enough to allow newcomers and a diversity of people with different needs and expectations to engage online and strong enough to promote respect for human rights. The event concluded with a proposition of how future newcomers can participate in shaping the governance systems that we put in place today and what the different sectors and stakeholder groups should contribute to those systems.

New NFR Research Project on Algorithmic Accountability

1st December

A new research project will look at how businesses, regulators and users should deal with algorithms that cannot be understood. The research project ‘Algorithmic Accountability: Designing Governance for Responsible Digital Transformation’ sets out to create a framework that organizations, regulators and communities can use to take concrete steps towards accountable decision-making processes. In order to do this, we will investigate how both organizations and stakeholders can shape and implement AI and algorithmic technologies in a way that is transparent, comprehensible and ultimately accountable. The project has been awarded NOK 10 million from the Research Council of Norway and will run until the end of 2023.
The project is being carried out in collaboration with the KIN Center for Digital Innovation at the Vrije Universiteit Amsterdam (VU) where Professor Marleen Huysman and Assistant Professors Mark Boons and Ella Hafermalz research organisational implementations of algorithmic accountability. External partners are Harvard’s Berkman Klein Center for Internet and Society, the Humboldt Institute for Internet and Society, the University of St. Gallen, the University of Surrey, the University of Groningen and the University of Leipzig.
PUBLICATIONS

Journal Articles


**Books and Book Chapters**


**Conference Presentations**


Gemma Newlands (2019, June): “Workplace Dignity and the Gig Economy: Recognition, Heteromation, and Pseudo-AI”. Presented at the University of Twente.


Alexander Buhmann, Maltseva Kateryna & Patrick Haak (2019, September) “The charging and discharging of agency in corporate communication: Investigating the role of corporate metaphors and their effects on individual attributions of organizational actorhood” presented at the EUPRERA Annual Congress.
OUR TEAM

Professor Christian Fieseler
Director

Christian received his PhD in Management and Economics from the University of St. Gallen, Switzerland, in 2008. Before joining BI in 2014, Christian worked as a postdoctoral researcher at the University of St. Gallen and at the Berkman Klein Center for Internet and Society at Harvard University. Christian’s research interests center on organizational identity, corporate social responsibility and computer-mediated-communication.

Professor Sut I Wong
Director

Sut I holds a PhD in Organizational Psychology and has been a visiting scholar at SCANCOR, Stanford University. Her research interests include micro- and macro- labor relations. Sut I investigates industrial democracy practices, characteristics of job design, leader-follower relationships, human resource practices for individual innovative, and proactive behaviors.
Professor Peder Inge Furseth

Peder Inge Furseth holds a PhD in Economic Sociology from the University of Oslo. He has been a Fulbright visiting scholar at the Department of Sociology and the Haas School of Business at the University of California, Berkeley. He has also been a visiting fellow at the Said Business School at the University of Oxford. Peder Inge Furseth does research, executive education and runs business networks in Norway and abroad on digital transformation, new business models, and innovation culture. Peder Inge became a full professor at BI in year 2018.

Associate Professor Christoph Lutz

Christoph holds a PhD in management from the University of St. Gallen (completed in 2015, summa cum laude). Christoph’s research interests are broad and lie in the field of social media and Internet-mediated communication. More specifically, he investigates online participation, privacy, serendipity, scientists’ use of social media (altmetrics), the sharing economy, and robots.

Assistant Professor Eliane Bucher

Eliane completed her doctorate in management at the University of St. Gallen, where she is currently also a lecturer in Media- and Communications Management. Eliane has been a one-year visiting researcher at the Berkman Klein Center for Internet and Society at Harvard University. Her current research interests centre on corporate communications, fairness in digital labor, platform capitalism, modes of collaborative/access-based consumption and sharing as well as digital media literacy, and participation.
**Associate Professor Alexander Buhmann**

Alexander Buhmann holds a PhD in communication from the University of Fribourg. He is currently a research fellow at the USC Annenberg School of Communication and Journalism’s Center on Public Diplomacy. Alexander’s current interests centre on public diplomacy, performance evaluation in corporate communications, and algorithmic accountability.

**Kateryna Maltseva**

Kateryna is a PhD candidate in Marketing at BI Norwegian Business School. She has Bachelor of Science degree in Sociology and Master of Science degree in Strategic Marketing Management. Kateryna’s research is focused on gamification as an approach for consumer engagement and self-quantification, as a new trend in consumer behavior.

**Gemma Newlands**

Gemma is a Doctoral Stipendiary Fellow at the Nordic Centre for Internet and Society and a PhD candidate at the University of Amsterdam. Gemma completed her MA and MPhil at the University of Oxford, before working in the City of London in a number of technology start-ups. Gemma’s current research focuses on AI, human-computer interaction, and work quality in the on-demand economy.

** Shruthi Velidi**

Shruthi is a U.S. Fulbright Research Scholar at the Nordic Centre for Internet & Society. She received her Bachelor’s in Cognitive Science with a concentration in human-computer interaction, from Rice University in Texas, in 2018. Her research interests center on data privacy, artificial intelligence, corporate data surveillance, and algorithmic profiling – from an interdisciplinary social science and legal perspective.
The Nordic Centre is a member of the Global Network of Interdisciplinary Internet & Society Research Centres.

The Global Network is the umbrella organisation for research on the social implications of the Internet and currently includes, among others, The Alexander von Humboldt Institute, The Berkman Klein Centre, The MIT Media Lab, and The Oxford Internet Institute.

Various members of the NCIS have strong ties across the network. We are collaborating with The Berkman Klein Centre on our project: Fair Labour and the Digitised Economy. For our Toppforsk project, we have extended these partnerships within the network with the University of Oxford and the Digital Asia Hub.
The Nordic Centre would like to gratefully acknowledge the financial support of the Research Council of Norway and the European Commission, without whom the Nordic Centre would not be able to carry out the same level of cutting-edge research.

Specifically, the Nordic Centre would like to draw attention to the following ongoing grants:

**Algorithmic Accountability: Designing Governance for Responsible Digital Transformations**

The centre received funding from the Research Council of Norway within the SAMANSVAR project "Algorithmic Accountability: Designing Governance for Responsible Digital Transformations" (299178).

**Fair Labor in the Digitized Economy:**

The centre received funding from the Research Council of Norway within the SAMANSVAR project "Fair Labor in the Digitized Economy" (247725).

**Future Ways of Working in the Digital Economy:**

The centre received funding from the Research Council of Norway within the TOPPFORSK project "Future Ways of Working in the Digital Economy" (275347).