SMiD 2026 "From Print to Prompt: Media and Communication Research and Education in the Era of AI"

Venue: Roskilde University, Building 40 and 41

Thursday, May 7th, 2026

<table>
<tr><td>11.00 – 11.30</td><td colspan="2">Arrival: Coffee & fruits</td></tr>
<tr><td>11.30 – 11.45</td><td colspan="2">Welcome note (Martina S Mahnke, SMiD, Chair of Advisory Board, RUC & Ida Willig, Dean, DCA, RUC) - 41.1-14 (biograf)</td></tr>
<tr><td>11.45 – 13.15</td><td colspan="2">Room 41.1-14 (biograf)

MedieKultur – Journal of media and communication research - The past, the present and the future (Panel debate)
Chair: Stinne Gunder S. Krogager & Anette Grønning
Short presentations followed by a general discussion (with Klaus Bruhn Jensen, Kirsten Drotner, Susana Tosca, Kim Schrøder, Stine Liv Johansen, Anne Scott Sørensen, Maja Klausen, Julie Mejse Münter Lassen and Leif Hemming Pedersen)</td></tr>
<tr><td>13.15 – 14.00</td><td colspan="2">Lunch - 41.1 (foyer) & celebration of MedieKultur and SMiD</td></tr>
<tr><td>14.00 – 15:15</td><td>Room: 40.2-25

Data, Dependency, and Power in AI-Driven Media Systems
Chair: Elisabetta Petrucci (RUC)

Infrastructural TPS Dependency of the News Media: Data as a Resource (Aske Kammer, RUC)

The Adaptive Turn in Journalism: Conceptualizing the algorithmic co-constitution of the news media-audience relationship (Jannie Møller Hartley & Liisa Ovaska, RUC)

Old algorithm strategies, new AI strategies: what can we expect from public service media organisations? (Julie Mejse Münter Lassen, DMJX)

Anti-systemic media practices in an AI-infused media ecology (Julie Uldam & Christina Neumayer, CBS)</td><td>Room: 40.3-25

Generative Aesthetics: AI, Genre, and Cultural Production
Chair: Steffen Moestrup (DMJX)

The Celebrity Deepfake as Memetic Media Genre: AI videos, star image and intertextuality (Helle Kannik Haastrup, KU)

Narration in Streaming Fiction Series: A Quantitative Content Analysis of Plot, Style, and Characters in Netflix Originals 2013–2024 (Thomas Spejlborg, DMJX)

Campaigning with AI images: media debates and dilemmas (Iben Bredahl Jessen, AAU)

AI Detection as Cultural Practice: Heuristics, Frames, and Metacommunication in AI-Mediated Communication (Mark Friis Hau, Julie Vulpius & Sylvester Tønnesen, RUC)</td></tr>
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15.15 – 15.40	*Coffee break and cake (40.2-25)*	
15.40 – 16.55	***Room: 40.2-25*** **Studying Media in the Age of AI: Methods, Access, and Measurement** *Chair: Aske Kammer (RUC)* MESM-C: A Framework for Advancing the Mobile Experience Sampling Method with Children *(Lene Heiselberg, Thomas Enemark Lundtofte & Freja Sørine Adler Berg, SDU)* Digital analysis of large-scale news media content: Legality, access and two separate ways to go *(Mark Blach-Ørsten, Mads Kæmsgaard Eberholst & Dina Nørgaard, RUC)* Target groups in an era of algorithms and AI *(Pernille Almlund, RUC)* Automating Publics: A Multi-Level Framework for Analysing Algorithmic Public Formation *(Sarah Feldes, Jannie Møller Hartley & Andreas Birkbak, RUC)*	***Room: 40.3-25*** **Living with Platforms: Identity, Practice, and Algorithmic Mediation** *Chair: Martina S Mahnke (RUC)* Police Representations on TikTok: A comparative, explorative study of police-related content in Denmark and Germany *(Jochen Karl Kinast & Sif Sneum, KU)* Family Imagery as Strategy: Sharenting Practices in Danish Politicians' Use of Instagram *(Maja Sonne Damkjær & Janne Nielsen, AU)* Media and Masculinities: Adolescents' Experiences of Gendered Media: Discourses in Denmark, Australia, and Italy *(Pia Majbritt Jensen, AU)* The Rise of AI-Therapists: A Systematic App Review of an Emerging Digital Care Industry *(Amanda Boddum, AU)*
16.55 – 17.00	*Short break*	
17.00 – 18.15	SMiD awards & general assembly *(for all conference participant)* **Room: *41.1 (foyer), 41.1-14 (biograf)***	
18.38 (or 18.54)	Train to Copenhagen main station and short walk to the restaurant	
19.30	**50 years SMiD celebration dinner - Belanja, Gl. Kongevej 33b, 1610 København**	

Friday, May 8th, 2026

09.00 - 10.15	***Room: 40.2-25*** *Roundtable:* Generative AI in the academic classroom *(Martina Skrubbeltrang Mahnke, RUC & with input from Karen Borgnakke, professor emerita, KU, who will present her new book 'AI and ChatGPT Technology in Education: An Ethnographic Encounter', Springer)*	***Room: 40.3-25 (session in Danish)*** *Roundtable:* Digital børnemagt diskuterer børn og AI *(Stine Liv Johansen, AU & Thomas Enemark Lundtofte, SDU)*
10.15 – 10.30	*Coffee break and fruits (40.2-25)*	
10.30 – 11.45	***Room: 40.2-25*** **Knowing and Trust in the Age of AI: Misinformation, Detection, and Power** *Chair: Julie Mejse Münter Lassen (DMJX)* Navigating AI and Misinformation: Young Danish Citizens' Reflections on AI, Trust, Social Media and Democratic Engagement *(Gitte Bang Stald, ITU)* Bridging the Trust Gap: Affective Social Ties and the Ethical Integration of AI in Fact-Checking *(Paulo Ferracioli Silva, Hanken School of Economics, Finland)* Platformized Generative AI: Mundane adoption processes in communication and knowledge work contexts *(Martina S Mahnke, RUC)*	***Room: 40.3-25 (session in Danish)*** **Generativ AI på tværs af praksisser: Undervisning, visuel kultur og deltagelse** *Chair: Jannie Møller Hartey (RUC)* Generativ AI som kvasi-teknologi i undervisning og bedømmelse *(Jesper Tække, AU)* Danske avisers visuelle fremstilling af ældre voksne, digitale teknologier og sundhed 2017-2022 *(Anette Grønning, SDU)* Comics og AI: Et studie i appropriation af kunstig intelligens i tegneserier som medie og som branche *(Tem Frank Andersen, AAU)*
11.45 – 12.00	Break	

12.00 – 13.00	***Room: 40.2-25*** **Algorithmic Publics in the Age of Climate Crisis: Transforming News Logics** *Chair: Anette Grønning (SDU)* Clicks, Conflict, and Climate in the Age of AI: Rethinking Local Media Logics and Citizen Participation *(Morten Ploug Henriksen & Lars Pynt Andersen, SDU)* People and Animals: Green populism as posthuman subjectivity on digital media (Mette Marie Roslyng, AAU) Hidden in plain sight: Journalistic Strategies for Making Climate News in Datafied News Organizations *(Elisabette Petrucci, RUC)*	***Room: 40.3-25*** **Living and Working with AI** *Chair: Thomas Enemark Lundtofte (SDU)* Rhetorical AI Literacy in Theory and Practice *(Rafaela Pfeil et al., University Tübingen, Germany)* Sleeping and dreaming as a lens on GenAI: Rest, optimisation, and wildness *(Yokun You, Maja Klausen & Sofie Exner Koch, SDU)* What are the potentials and limitations of AI-generated human portraits, and to what extent can AI replace the human photographer? *(Lisbeth Thorlacius, RUC)*
13.00 – 14.00	Concluding lunch and *tak for denne gang - Room 41.1 (foyer)*	