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MEDIT

Newsletter 2022 June

Dear friends and colleagues,

It's finally summer here in Estonia and thus time for the first of our two annual MEDIT newsletters. This year has certainly been challenging – the implications of the ongoing global pandemic have been compounded - perhaps in particular for scholars and students in Eastern-, and Central Europe – by Russia's unforgivable attack on Ukraine. We and our colleagues have been doing our best to support Ukrainian peers as well as Ukraine's efforts in general. If you are keen to help, please consider doing so [here](#) or [here](#). Despite the tragedy, our work has gone on. We're happy to share some of our joys and successes below. As always, if you feel like working with us or want to read / watch / engage with some of the content linked to below, but can't access it, do not hesitate to reach out! If you haven't yet, please subscribe to our newsletter [HERE](#), we only email you twice a year.

Best regards,
Katrín Tiidenberg and Ulrike Rohn



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1. News on Research Projects

filmeu

European Universities Alliance
for Film and Media Arts

Since the beginning of this year, BFM has been a full member of the FILMEU consortium. FILMEU brings together four European Higher Education Institutions. Together, these institutions collaborate around the common objective of jointly promoting high-level education, innovation and research activities in the multidisciplinary field of Film and Media Arts and, through this collaboration, consolidate the central role of Europe as a world leader in the creative fields. A large number of BFM employees and students are involved in this challenging project. But it's not BFM only – colleagues from other Tallinn University institutes contribute to the project. On 7-10th June 2022 FilmEU held its second annual summit in Dublin. This event was to showcase progress in the development of the project, share results with the broader academic community and explore topics the consortium considers pivotal. This year's theme was Environmental Sustainability in Film Education and the wider Film and Media Arts Industries.

FilmEU

Estonian Language and Culture in the Digital Age

Andres Kõnno got support to develop a project in the EKKD framework (Estonian Language and Culture in the Digital Age) from the Estonian Ministry of Education and Science: "Speech to text synthesis, NER-based generation of metadata and topic modelling on ERR's audiovisual archive from 2003 to 2021". Under the leadership of Andres Kõnno, the project will generate metadata with the help of NER-technology (geographical places, public persons, institutions and relevant

keywords for this period) and model topics that are necessary to establish a linked database format in the National Broadcasting archive. This project links to an existing project "The Public Value Chains of Cultural Open Data Solutions" lead by Indrek Ibrus.

The Public Value Chains of Cultural Open Data Solutions

Research team led by Indrek Ibrus secured funding for 5 more years from the Estonian Research Council. "Public Value Chains of Cultural Open Data Solutions" studies the complex ways in which cultural open data solutions could produce 'public value'. In conceptual terms, it builds on existing research traditions on (public) value creation, links these to work on innovation systems in media industries and investigates how new open data technologies such as the Semantic Web and blockchain could be seen as conditioning the emergence of new kinds of innovation systems. Researchers will study these technologies and experiment with them to develop new tools for understanding how value is produced within these systems. The work in this project will be conceptual, empirical and applied. The project is international (studying multiple case studies across the world) and interdisciplinary (combining network science and data science with media and innovation economics, media and communications studies and cultural semiotics).

Kinokroonika Exploration

Computational Data Enrichment and Distant Viewing of Estonian Newsreels (1922-1997). Under the leadership of Mila Oiva, the project has been enriching and sharing openly Estonian newsreel data provided by the Estonian Film Archive (EFA) and the Estonian Film Database (EFIS) and producing an online platform that allows scholars and film enthusiasts to distant view and explore the history of Estonian newsreels.

Workforce Development and Diversity in Australian Cinematography

CUDAN senior research fellow Vejune Zemaityte has been working in collaboration with colleagues at Deakin University and an industry partner Australian Cinematographers Society to analyze the major factors which enable and/or constrain career pathways to cinematography and occupational experiences of camera professionals working in the Australian film and television production sector. An associated industry report "A Wider Lens: Australian Camera Workforce Development and Diversity" comes out in July 2022.

Mind the Metaverse (MINT)

MINT (Mind the Metaverse) is an interdisciplinary research and development cluster coordinated by MEDIT junior research fellow Ermo Säks. The cluster received seed funding of 200 000 euros from the Tallinn University research fund. The cluster aims to promote innovation and knowledge transfer and to further improve the cooperation between the university and private and public stakeholders. The cluster combines our existing research and expertise towards the development, research, assessment and governance of the future internet, or what is broadly referred to as the metaverse.

2. New People joining MEDIT

Sean Branagan joined as Fulbright Specialist

Sean Branagan stayed with us during May and June as a Fulbright Scholar. Sean is the Director of the [Center for Digital Media Entrepreneurship](#) at the Newhouse School at Syracuse University in New York, and a serial entrepreneur himself. During his stay in Tallinn, Sean worked with Ulrike Rohn within the framework of the H2020 [ScreenME project](#) on Screen



Media Entrepreneurship. In this role, he did essential consulting and networking as part of setting up a ScreenME-hub that brings together researchers and startups. Most noteworthy, Sean led and moderated a workshop with media tech startups, brainstorming on the needs and best ways for such university-industry collaboration. Sean gave a talk to the faculty on his take on the “Metaverse” and what it means for the media industry, taught media entrepreneurship to our MA students, and consulted quite a few of them on their endeavors of starting their own businesses.

3. Career News

Madis Järvekülg defended his doctoral thesis titled “[Facebook as a digital music platform: Communicative reorganization of Estonian music Cultures](#)”. His supervisor is professor of Media Innovation Indrek Ibrus and his opponents were Dr. Nancy Baym and Dr. David Nieborg. His dissertation explored how local music cultures adapt to the recent trends in the digital media markets by focusing on the activities of Estonian music critics/journalists, music industry professionals, and music-specific communities on Facebook.

Elen Lotman defended her doctoral thesis "Experiential Heuristics in Fiction Film Cinematography". She produced a hybrid piece of work made up of classical research with an added creative research component. In the experimental part of the study, she explored the effect cinematography has on the viewer's feelings of empathy towards what they see on the screen. The creative part of the study consisted of an investigation into the experimental heuristics of cinematographers in developing the visual idiom of a film. The dissertation was supervised by Tallinn University research professor Pia Tikka and the opponents were Kingston University senior lecturer Alex Neville and director and cinematographer Cathy Greenhalgh.

4. Awards

A research paper titled "Auto-communicative reconstruction of meaningfulness in musical randomness: reclaiming musical order on Facebook", co-authored by **Madis Järvekülg** and **Indrek Ibrus**, received the first prize in the university-wide competition of the research papers of students of Tallinn University. The article competed in the category of digital and media culture.

BFM film arts teachers and students in the worlds' most coveted cinematographer's festivals competition programmes - Camerimage. **Elen Lotman's** film "Goodbye Soviet Union" was selected to the Director's Debuts competition programme and nominated for the Camerimage Golden Frog. "Kahe poole vahel", shot by film arts cinematography student Tanel Topaasia was in the Students' Etudes Competition.

Dirk Hoyer was awarded the Best Documentary Feature Award for his film "Hinterland Hideout" at the Artists Forum Festival of the Moving Image in New York.

5. Publications

Dairabekova, G. K.; **Zabrodskaja, A. N.**; Igilikova, S. I. (2022). Reduplication in the English word-formation system. Eurasian Journal of Philology Science and Education, 185 (1), 91–102. DOI: 10.26577/EJPh.2022.v185.i1.ph10.

Hoyer, Dirk (2022). The Mortgaged Miracle- Social Stratification in Contemporary Estonian Cinema. in Baltic Screen Media Review, 2022, Vol. 10 (Issue 1/April 2022) pp.180-192.

Ibrus, Indrek; Ojamaa, Maarja (2022). Lotman and Media Studies. In: Marek Tamm, Peeter Torop (Ed.). The Companion to Juri Lotman: A Semiotic Theory of Culture (432–445). London: Bloomsbury.

Ibrus, Indrek (2022). Public value of media innovation systems: Building on Stuart Cunningham's work on media industries and innovation policy. Media International Australia, 182 (1), 35–43. DOI: 10.1177/1329878X211043901.

Ojamaa, Maarja; **Ibrus, Indrek** (2022). Juri Lotman ja digitaalsed arhiivid. Akadeemia, 2, 295–312.

Ivanova, Olga; **Zabrodskaja, Anastassia** (2021). Family language policy in Russian-Estonian and Russian-Spanish multilingual settings. Russian Journal of

Linguistics, 25 (4), 1047–1070. DOI: 10.22363/2687-0088-2021-25-4-1047-1070.

Järvekülg, Madis (2022). Facebook as a Digital Music Platform: Communicative Reorganization of Estonian Music Cultures.

Kamińska, D.; Aktas, K.; Rizhinashvili, D.; Kuklyanov, D.; **Sham, A. H.**; Escalera, S.; Nasrollahi, K.; Moeslund, T. B.; Anbarjafari, G. (2021). Two-stage Recognition and Beyond for Compound Facial Emotion Recognition. *Electronics*, 10 (22), 2847. DOI: 10.3390/electronics10222847.

Karatzogianni, Athina, **Tiidenberg, Katrin** & Parsanoglou, Dimitrios. (2022). Multimodal research: Youth becoming digital citizens. (DigiGen-working paper series No 7). DOI: 10.5281/zenodo.6382187

Karatzogianni, Athina; **Tiidenberg, Katrin** & Parsanoglou, Dimitrios. (2022). The impact of technological transformations on the digital generation: Digital citizenship policy analysis (Estonia, Greece and the UK). Zenodo. <https://doi.org/10.5281/zenodo.6457932>

Karpava, Sviatlana; Ringblom, Natalia; **Zabrodskaia, Anastassia** (2022). Comparing Family Language Policy in Cyprus, Estonia and Sweden: Efforts and Choices among Russian-speaking Families. In: Michael Hornsby and Wilson McLeod (Ed.). *Transmitting minority languages: Complementary reversing language shift strategies* (279–304). Cham: Palgrave Macmillan. (Palgrave Studies in Minority Languages and Communities; 1). DOI: 10.1007/978-3-030-87910-5_11.

Karpava, Sviatlana; Ringblom, Natalia; **Zabrodskaia, Anastassia** (2021). Translanguaging space and translanguaging practices in multilingual Russian-speaking families. *Russian Journal of Linguistics*, 25 (4), 931–957. DOI: 10.22363/2687-0088-2021-25-4-931-957.

Kauber, Sten (2022). Pandeemiajärgsest kinokultuurist. *Sirp* [published in May].

Kauber, Sten (2022). The imagined affordances of cinema-going and national cinema. *Participations. Journal of Audience & Reception Studies* Vol. 19 (1) [published in May].

Nani, Alessandro and **Tiidenberg, Katrin**. "Rethinking Participatory Culture: Introduction" *Baltic Screen Media Review*, vol.10, no.1, 2022, pp.2-5. <https://doi.org/10.2478/bsmr-2022-0001>.

Sham, A. H.; Aktas, K.; Rizhinashvili, D.; Kuklyanov, D.; Alisanoglu, F.; Ofodile, I.; Ozcinar, C.; Anbarjafari, G. (2022). Ethical AI in Facial Expression Analysis: Racial Bias. *Signal Image and Video Processing*, doi:10.1007/s11760-022-02246-8.

Sham, A. H.; **Tikka, P.**; Lamas, D. R.; Anbarjafari, G. (2022). Automatic Reaction Emotion Estimation in a Human-Human Dyadic Setting Using Deep Neural Networks. *Signal Image and Video Processing*, 1 [forthcoming].

Zabrodskaia, Anastassia; Ivanova, Olga (2021). The Russian language maintenance and language contacts. *Russian Journal of Linguistics*, 25 (4), 828–854. DOI: 10.22363/2687-0088-2021-25-4-828-854.

Tiidenberg, Katrin (2022). The social media age, *Information, Communication & Society*, DOI: 10.1080/1369118X.2022.2039746

Tikka, Pia (2022). Enactive Authorship Second-Order Simulation of the Viewer Experience— A Neurocinematic Approach. *Projections: the Journal for Movies & Mind*, 16 (1), 47–66. DOI: 10.3167/proj.2022.160104.

Tikka, Pia; Kaipainen, Mauri (2022). Artificial Intelligence and Art. What's left after the hype? In: Kelomees, Raivo; Laas, Oliver; Guljajeva, Varvara (Ed.). The Meaning of Creativity in the Age of AI (123–149). Estonian Academy of Arts.

Tikka, Pia (2022). Narrative sense-making in the service of health – a neurocinematic approach. In: Mette Hjort and Ted Nannicelli (Ed.). The Wiley Blackwell Companion to Motion Pictures and Public Value (515–533). Wiley-Blackwell Press.

Tikka, Pia (2021). Tangential Points: Aleksandr Bogdanov and Sergei Eisenstein Revisited. *Cultural Science Journal*, 13 (1), 54–69.

Tlepbergen, Dinara; Akzhigitova, Assel; **Zabrodskaia, Anastassia** (2022). Language-in-Education Policy of Kazakhstan: Post-Pandemic Technology Enhances Language Learning. *Education Sciences*, 12 (5), 1–12. DOI: 10.3390/educsci12050311.

6. *Invited Talks and Keynotes*

Andres Jõesaar presented results of the Pan-Baltic media survey - "The role of media in the Baltics. To trust or not to trust?" at Baltic Centre for Media Excellence online seminar (January 24).

Andres Jõesaar made a presentation "Public service broadcasting in the Baltic" at EAAS (Estonian Academic Journalism Association) seminar (February 4).
Katrin Tiidenberg, "Internet research ethics," keynote at the SMART Data Sprint 2022 „Discussing methods making," Lisbon (January 31).

Katrin Tiidenberg "Sex and platform governance," invited talk for Rajapinta open seminar "Sex and social media platforms," Zoom (February 9).

Katrin Tiidenberg, „Sense of space and the internet: fieldnotes from digital environments," („Ruumitaju ja internet: välitöömärkmeid digikeskkondadest?"), keynote at the Tartu Planning Conference (Tartu Planeerimiskonverents 2022), Tartu (March 24).

Katrin Tiidenberg "Misinformation, conspiracies, propaganda and social media," („Väärinfo, konspiratsioonid, propaganda ja sotsiaalmeedia?"), invited lecture for the 11th and 12th graders of Ülenurme Highschool, Ülenurme (March 25).

Katrin Tiidenberg „From the flashing banner to meta-memes, how internet became visual" („Vilkuvast päise-banner'ist metameemideni: Kuidas internet visuaalseks sai"), public lecture for the Estonian Art Museum KUMU, Tallinn (April 30).

Sten Kauber "Post-pandemic Cinema Culture", invited talk, FilmEU Talks Experts on Air, online (March 15).

Vejune Zemaityte "Cultural Data Analytics for Understanding Today's Cinema" invited talk, FilmEU Talks Experts on Air, online (May 10).

Vejune Zemaityte "Network Analysis as a Tool for Studying Screen Media Industries", invited talk for Media, Management, and Transformation Centre (MMTC) Research Seminar, Jönköping International Business School, Jönköping University, Sweden (April 27).

Vejune Zemaityte "Using Social Network Analysis to Study Gender Inequality in Screen Media Industries", invited talk for ScreenME Early Stage Researcher Webinar, online (March 7).

Indrek Ibrus "Datafied stories: Linked data as a mode of narration" keynote at 14th International Conference on Interactive Storytelling: Interconnectedness and Social Impact, Tallinn (December 8).

Indrek Ibrus "Web 3.0, culture and heritage" keynote at CIDOC 2021, Tallinn.

7. Conference Presentations

Andres Jõesaar presented "Citizens' assessment of the activities of the media, in particular public service broadcasters, in the Baltics" at the Media Research Days, University of Turku, April 22.

Andres Jõesaar participated at the conference "Future Governance Models of the European Universities", Brussels, May 5

Anastassia Zabrodskaia presented "Everyday belonging in the post-Soviet borderlands: Russian speakers in Estonia and Kazakhstan", at the 26th Annual World Convention of the Association for the Study of Nationalities (ASN), 04.05.2022

8. Workshops, Seminars and Networking Events

Our Fulbright Professor **Elizabeth Losh** presented "Selfie Democracy: Barack Obama, Donald Trump, and the New Digital Politics" at Open MEDIT Seminar.

Through our ScreenME project, we organized two webinars for early-stage researchers. The first one, at which **Vejune Zemaityte** spoke as well, addressed some general tips for building a career in Academia and can be found [here](#). The second one addressed the question: How to make the most impact of your research on media entrepreneurship? You can find it [here](#).

9. Consultation and Editing

Indrek Ibrus has started to serve in the lead group monitoring and advising the Ministry of Culture on carrying out Estonian Culture Development Plan 2021-2030.

Katrin Tiidenberg and **Alessandro Nani** edited a special issue of the Baltic Screen Media Review "[Rethinking Participatory Culture](#)"

Tikka, Pia (Editor-in-Chief), John Biggart, Vesa Oittinen, Simona Poustilnik, Giulia Rispoli, Maja Soboleva. Special Thematic Section "[Eisenstein, Bogdanov](#),"

and the Organization of Culture", editorial board p 15-256. In Cultural Science Journal. Published Online: 22 Dec 2021 [NOTE: This editorial publication has not been yet sufficiently redited].

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