### Welcome Address by the Organizers

Sandra Braman, Manuel Puppis & Hilde Van den Bulck

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### Session 1: “Research Design: Finding the Right Method(s) for Communication Policy Research”

**Chair**

Christopher Ali (U of Virginia, Charlottesville/USA)

**Presenters**

Signe Sophus Lai & Sofie Flensburg (U of Copenhagen/Denmark): *Between Internet and Media Policy: Mapping regulatory regimes of digital communication*

Dmitry Epstein (U of Illinois at Chicago/USA): *Research Methods in Internet governance research: A systematic literature review 1992-2016*

Luzhou Nina Li (U of Queensland, Brisbane/Australia): *Loophole with Some History: Financial Regulation of the Chinese Internet and Its Challenges for Methods*

Jana Wilbricht (U of Michigan, Ann Arbor/USA): *Finding Methods for Communication Policy Research with Vulnerable Populations: The Example of Rural, Low-Income Indigenous Communities*

Rita Zajacz (U of Iowa, Iowa City/USA): *The case for a combination of scientific and historical research*

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### Coffee Break

### Session 2: “More than Close Reading: Analyzing Qualitative Data”

**Chair**

Luzhou Nina Li (U of Queensland, Brisbane/Australia)

**Presenters**

Martine van Selm & Natali Helberger (U of Amsterdam/Netherlands): *Principles for analyzing qualitative data: interconnections between data collection and data analysis are key*

Christopher Ali (U of Virginia, Charlottesville/USA): *Critical discourse analysis: Epistemological and methodological expectations for critical media policy scholars*

Manuel Puppis (U of Fribourg/Switzerland): *Qualitative Content Analysis: Methods for Analyzing Talk and Text*

Christian Herzog & Christian Handke (Erasmus University Rotterdam/Netherlands): *Thematic Analysis of Policy Data*
12:15-13:15  Lunch


Chair
Daeho Kim (Inha University, Incheon/South Korea)

Presenters
Stuart Cunningham (Queensland University of Technology, Brisbane/Australia): Establishing the research base for the economic case for the creative industries
Marta Rodríguez-Castro (U of Santiago de Compostela/Spain), Francisco Campos-Freire (U of Santiago de Compostela/Spain) & Olga Blasco-Blasco (U of València/Spain): The development of a performance indicator on the funding of PSM regarding its audience, governance and pluralism
Helle Sjøvaag (U of Stavanger/Norway), Truls André Pedersen (U of Bergen/Norway) & Samia Touileb (U of Oslo/Norway): Operationalizing Diversity for Big Data Media Policy Research


Chair
Sarah Ganter (Simon Fraser University, Vancouver/Canada)

Presenters
Hilde Van den Bulck (U of Antwerp/Belgium): Into the Black Box: Methods for (and Pitfalls of) Getting to the Heart of Media Policy Decision Making
James Losey (Stockholm University/Sweden): Critical Policy Research Through Interviewing Outside-In
Christian Handke & Christian Herzog (Erasmus University Rotterdam/Netherlands): Experimental Methods in Media Policy Research
Balázs Bodó & R. N. van de Velde (U of Amsterdam/Netherlands): Prague, we have a problem – the challenges of building a research infrastructure for the social sciences in the digital era

15:40-15:55  Coffee Break

15:55-16:35  Session 5: “How to Bring Research to Policy-Making”

Chair
Natascha Just (Michigan State University, East Lansing/USA)

Presenters
Krisztina Rozgonyi (U of Vienna/Austria): Public consultation of communications policy-making as an object of research and as a way of communicating research findings
Sandra Braman (Texas A&M University, College Station/USA): Representation vs Evidence: Implications for Communication Policy Research

16:35-17:00  Concluding Debate

Sandra Braman, Manuel Puppis & Hilde Van den Bulck
Venue
Hilton Prague (ICA Conference Hotel), Pobrezni 1, 18600 Prague
Room: Ballroom Foyer (Mezzanine Level)

(Figure: Source: OpenStreetMap)

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Organizers
Sandra Braman (Texas A&M University/USA)
Manuel Puppis (University of Fribourg/Switzerland)
Hilde Van den Bulck (University of Antwerp/Belgium)

The preconference is co-sponsored by ICA’s Communication Law and Policy Division.