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# Crafting Theory. Methods of Theory Building in Communication

ICA 2019 preconference | Friday, 24 May, 2019 | Washington Hilton, Washington, D.C.

Organized by Benjamin Krämer and Felix Frey

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09.00 – 09.15 Welcome and introduction

09.15 – 10.45 **Panel 1: The Status Quo and the Path of Abstraction**

Are Our Social Science Theories Actually Theories? An Analysis of Top Cited Theories in Communication

*Serena Miller*

Teaching the Social science Theory Builders: Workshopping How to Think Abstractly  
*Serena Miller*

How to Deploy Systems Theory for Crafting Theories in Communication?  
*Nils S. Borchers*

10.45 – 11.00: Coffee break

11.00 – 12.30: **Panel 2: Playing, Talking, Narrating**

Theorizing as Narrative Construction

*Michael Etter & Peter Winkler*

From Theories of Play to Playing with Theory

*Zachary Sapienza*

The Discursive Construction of an Eco-Evolutionary Theory of Media and Social Change. New Conversations, Interlocutors and Concepts.

*Carlos Scolari*

12.30 – 13.30: Lunch break (lunch not included in the conference fee)

13.30 – 15.00: **Panel 3: Understanding: The Role of Concepts**

Key Concepts as Tools to Think With and/or Against

*Henrik Bødker*

A Typology of Theories—Theory Development in the Case of New Digital Media

*Niels Brügger*

Crafting Provisionalism: Virtualizing Creative Hubs through Assemblage

*Jandy Luik*

15.00 – 15.15: Coffee break

15.15 – 16.45: **Panel 4: Confronting Theory with Experience and Change**

What Does Going to the Cinema Mean? Missing Answers in Media and Communication Studies and the Way to a Grounded Theory

*Gabriele Mehling*

Theory Building in Historical Communication Research and Potential Challenges Posed by the Inclusion of Current Actors—a Case Study of Researching German Post-WWII-Chancellors

*Sebastian Mallek & Thomas Birkner*

Developing Theory on Media Populism

*Elena Maydell*