

ECREA TWG Affect, Emotion and Media

Beyond Information: Affective Strategies for impactful Media & Quality of Life

5th - 6th June, 2025
NOVA University of Lisbon

PROGRAM

VENUE

NOVA University of Lisbon | School of Social Sciences and Humanities

LOCATION

Avenida de Berna 26-C, LISBON

Room

Auditorium B3 (5th floor of Tower B)

Local Organization

Dora Santos-Silva | whatsapp: +351 961 087 279 | dorasantossilva@fcsch.unl.pt
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Organized by

Dora Santos Silva (ICNOVA/NOVA FCSH) | Gabriela Ferreira
(ICNOVA/NOVA FCSH) | Manuel Menke (University of Copenhagen) |
Dominique Wirz (University of Amsterdam)
Klara Langmann (YECREA)

09h30-12h30

PhD Workshop: Innovation, Creativity and Social Impact

Dora Santos-Silva (NOVA FCSH), Klara Langmann (YECREA) & Manuel Menke (University of Copenhagen)

11h30 - 12h45

Check-in (all participants)

12h45 - 14h00

Lunch (Ground floor | Tower B)

14h15 - 14h30

Welcome and Q&A

Organizing Committee

14h30 - 15h45

PLENARY SESSION Emotions and Well-Being in the Academy

Chair: Dora Santos-Silva (NOVA FCSH) | Keynote Speaker: Olga Cunha, Psychologist and coordinator of Social Inclusion and Personal Development Office at NOVA University

15h45 - 16h15

Coffee and Tea Break (Lounge of Auditorium B3)

16h15 - 18h15

PANEL 1: Affect, Activism and Identity Politics in Social Media

Chair: Manuel Menke (University of Copenhagen)

#Palestine: A Participatory Research on the Affective Economy of Instagram in Restructuring Stereotypes of Palestine in Online Communities
| Tamires Lietti (Católica University)

Social Media Facilitating Affective Co-Presence and Activism for Diasporic People: Iranian Women in Finland After the Woman, Life, Freedom Movement | *Golnar Gishnizjani (University of Turku)*

'BTS saved my life': K-pop Fans, Positive Parasocial Relationships and Political Potentiation on TikTok | *Rebecca King-O'Riain (National University of Ireland)*

Journalism, Emotions and Neurosciences. Understanding Readers by Reading Hersey | *Isabel Nery (CAPP/Lisboa University)*

How Media can Inspire Adolescents with Attention-Deficit Hyperactivity Disorder and Help them with Developing Character strengths – A Cross-cultural Qualitative Study | *Biqing Chi, Rebecca de Leeuw, Martine Hoogman & Marieke Fransen (Radboud University)*

Tensions and Ambiguities of Digital Presence in Mourning | *Ionara Silva, Ana Jorge & Filipa Neto (Lusófona University)*

**Welfare
Dinner**

19h30
**Maria Azeitona
restaurant**

Campo Pequeno
Square

9h30 - 11h15

PANEL 2: Digital Well-being: Affect and Identity in Online Spaces

Chair: Dominique Wirz (University of Amsterdam)

Confronting Societal Challenges with Affective Media Literacies | *Andrea Winkler-Vilhena (Bournemouth University)*

Feel Better, Live Well: Discourses on Well-Being by Young people on Instagram and TikTok | *Filipa Neto (Lusófona University)*

Unraveling the Power of Fitness influencers on Consumer Behavior and Well-Being | *Rebeca Dias (independent researcher), Carla Murteira & Ana Cristina Antunes (Polytechnic Institute of Lisbon)*

Tailoring Pro-Environmental Advertising: a Space for Emotional Stories | *Julian Manrique (Universidad Autonoma of Barcelona)*

Binge-watching TV Series vs. TikTok: Differences in Emotional States and Well-Being | *Dominique Wirz (University of Amsterdam), Hao Nguyen (University of Amsterdam), Michelle Möri (University of Zurich)*

11h15 - 11h30

Coffee and Tea Break

Lounge of Auditorium B3

11h30 - 12h45

PLENARY SESSION Emotion and Journalism: Are We Doing Enough?

Chair: Gabriela Ferreira (NOVA FCSH) | Keynote: Rita Araújo (Minho University)

12h45 - 14h00

Lunch (Ground floor | Tower B)

14h00 - 15h45

PANEL 3: Emotional Intelligence in Journalism: Ethics and Professional Well-Being

Chair: Klara Langmann (YECREA)

Emotional Narratives in Journalism Towards an Ethical and Responsible Practice: Case Study of the TV Show 'Outras Histórias' | *Patrícia Ascensão (ICNOVA/NOVA FCSH)*

Conceptualizing Emotional Processing Through News Discussions – a Work-in-Progress Theoretical Approach | *Désirée Hammer (University of Muenster)*

Affect, Black Diaspora, and Postdigital: Moving Towards a Theory of Black Digital Relational intimacies | *Tèmitópé lasade-anderson (King's College London)*

Digital Journalism: Teaching Practices about Mental Health | *Élmano Ricarte (Europeia University)*

15h45 - 16h00

Coffee and Tea Break
Lounge of Auditorium B3

16h00 - 17h45

**PANEL 4: Affective Dimensions of Public Communication
and Social Well-Being**

Chair: Dora Santos-Silva (NOVA FCSH)

Truth, Well-being, and the Future of Communication in Democratic Societies
Lydia Sánchez (Universitat de Barcelona)

**The Affective Dimension of Public Apologies: Navigating Past and Future in
Danish Welfare State Politics** | *Marie Meier (University of Copenhagen)*

The "Reality Show" and the Affective Economy of Democracy | *Rodrigo
Rocha Pereira (ICNOVA/NOVA FCSH)*

**Gender Differences in Attention and Emotional Reactivity Among University
Students** | *Vicente Villalba Palacin, Lydia Sánchez Gómez & Caterina
Calderón Garrido (Universitat de Barcelona)*

**Portrayals of Altruism in Online Entertainment: The Impact of Online
Altruistic Initiatives and Perceived Emotional Cost on Behavioural Intention**
*Ruşen Nurhayat Tanribilir (University of Amsterdam), Ruken Özgül Kılanç
(İstinye University)*

17h45 - 18h00

Goodbye