



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

**19th Annual International Conference on
Communication and Mass Media
10-13 May 2021, Athens, Greece**

Edited by
Gregory T. Papanikos

2021

Abstracts
19th Annual International
Conference on
Communication and Mass
Media
10-13 May 2021, Athens,
Greece

Edited by Gregory T. Papanikos

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Preface

This book includes the abstracts of all the papers presented at the *19th Annual International Conference on Communication and Mass Media* (10-13 May 2021), organized by the Athens Institute for Education and Research (ATINER).

A full conference program can be found before the relevant abstracts. In accordance with ATINER's Publication Policy, the papers presented during this conference will be considered for inclusion in one of ATINER's many publications.

The purpose of this abstract book is to provide members of ATINER and other academics around the world with a resource through which to discover colleagues and additional research relevant to their own work. This purpose is in congruence with the overall mission of the association. ATINER was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet to exchange ideas on their research and consider the future developments of their fields of study.

It is our hope that through ATINER's conferences and publications, Athens will become a place where academics and researchers from all over the world regularly meet to discuss the developments of their discipline and present their work. Since 1995, ATINER has organized more than 400 international conferences and has published nearly 200 books. Academically, the institute is organized into 6 divisions and 37 units. Each unit organizes at least one annual conference and undertakes various small and large research projects.

For each of these events, the involvement of multiple parties is crucial. I would like to thank all the participants, the members of the organizing and academic committees, and most importantly the administration staff of ATINER for putting this conference and its subsequent publications together. Specific individuals are listed on the following page.

Gregory T. Papanikos
President

19th Annual International Conference on Communication and Mass Media, 10-13 May 2021, Athens, Greece

Organizing & Scientific Committee

All ATINER's conferences are organized by the Academic Council. This conference has been organized with the assistance of the following academic members of ATINER, who contributed by reviewing the submitted abstracts and papers.

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, U.K.
2. John Pavlik, Head, Mass Media & Communication Unit, ATINER & Professor, Rutgers University, USA.
3. Maria Konstantaki, Head, Sport, Exercise, & Kinesiology Unit, ATINER & Research Fellow, UK.
4. Chris Sakellariou, Head, Economics Unit, ATINER & Associate Professor of Economics, Nanyang Technological University, Singapore.
5. Yorgo Pasadeos, Ex-Associate Dean, College of Communication & Information Sciences and Professor Emeritus, Department of Advertising and Public Relations, University of Alabama, USA.
6. Sharon Claire Bolton, Vice President of Research, ATINER & Professor, The Management School, University of Stirling, Scotland.
7. Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Professor of Brand Management, University of Glasgow.
8. Valia Kasimati, Head, Tourism, Leisure & Recreation Unit, ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.
9. Christos Anagnostopoulos, Co-editor, Athens Journal of Sports, Associate Professor, Molde University College, Norway & Associate Lecturer, University of Central Lancashire, Cyprus.

FINAL CONFERENCE PROGRAM
**19th Annual International Conference on Communication and Mass
Media, 10-13 May 2021, Athens, Greece**

PROGRAM

Monday 10 May 2021

10.30-11.30
Registration

11.30-12.00
Opening and Welcoming Remarks:
○ **Gregory T. Papanikos**, President, ATINER
○ **John Pavlik**, Professor, Rutgers University, USA. ([Video](#))

12.00-12.30
Lisa Stansbie, Dean, The Leeds School of Arts, Leeds Beckett University, UK.
Title: Interdisciplinary Approaches: The Use of Technology in Arts and Sport during the COVID-19 Pandemic.

12.30-12.45 Break

12.45-13.15
Birgitta Bestari Puspita, Lecturer, Atma Jaya University, Indonesia.
Title: The Use of YouTube and Apps by Digital Moms to Support Early Childhood Learning.

13.15-13.30 Break

13.30-14:00
Sanne Holvoet, PhD Student, Ghent University, Belgium.
Title: How to Empower Parental Responsibility: Parent's Views on Personalised Advertising.

14:00-14:15 Break

14:15-14:45
Mario Nicolliello, Researcher, University of Genoa, Italy.
Title: The New Agenda 2020+5 and the Future Challenges for the Olympic Movement.

14:45-15:30 Lunch

15:30-16:00
Adam Miller, Professor, University of Guelph-Humber, Canada.
Title: Mutualism, Activism, and Community Performance in Wargaming's World of Tanks.

16:00-16:15 Break

16:15-16:45
John Pavlik, Professor, Rutgers University, USA.

Title: Engaging Emerging Media: Findings from a National Survey of Use of Augmented Reality and Virtual Reality in Qatar.

Tuesday 11 May 2021

12:00-12:30

Gregory T. Papanikos, President, ATINER.

*Title: The Economy of Greece and the FIFA Ranking of its National Football Team. (Slides)
(Full Paper)*

12:30-12:45 Break

12:45-13:15

Ricardo Cardoso, PhD Student, Llieda University, Spain.

Title: Image Rights of Sports Celebrities.

13:15-13:30 Break

13:30-14:00

Maria Konstantaki, Research Fellow, UK.

*Title: Environmental Sustainability of Olympic Games: A Review of Events, Initiatives,
Impact and Hidden Aspects.*

14:00-14:15 Break

14:15-14:45

**Seppo Suominen, Senior Lecturer, Haaga-Helia University of Applied Sciences,
Finland.**

Title: Sport and Cultural Events: Willingness to Pay, Facial Expressions and Skin Response.

14:45-15:30 Lunch

15:30-16:00

Krzysztof Pietroszek, Assistant Professor, American University, USA.

Title: Volumetric Storytelling: Merging Games and Immersive Filmmaking.

16:00-16:15 Break

16:15-16:45

Spiro Doukas, Associate Professor, Husson University, USA.

Title: Resident Perceptions of Former Olympic Cities: An Analysis of Athens, Sochi, and Rio de Janeiro.

Ricardo Cardoso

PhD Student, Lleida University, Spain

Image Rights of Sports Celebrities

To present the single concept of Image Rights of Sports Celebrities and the relevant protection regime as a legal solution, we need to define the several elements that form this concept. We will necessarily – although briefly – present the concept of Celebrity, in particular, the concept of Sports Celebrity, and defend what should be understood in this context by Image as a transition point for what should be recognised by Right to Image in general and especially in case of Sports Celebrities. It is also our aim to identify the most relevant legal regimes and how the image rights of sports celebrities are defined and protected, identifying contact points and frictions between them. Also aim to identify signs tending towards the transposition of a single regime of Image Rights of Sports Celebrities turning – even at a state level – to the study of the legal system of Guernsey, which presents a legal framework for the protection of Image Rights. This way, our objective is to present a solution to the problem we believe we have identified, namely by protecting the image rights of sports celebrities at two levels. First, with a minimum scope attached to the right to preserve self-image – absolute, inalienable, unavailable and imprescriptible. Second, an economic right to explore Image Rights associated with the status of Celebrity Sports. The ultimate purpose is based on a proposal to conceptualise the Image Rights of Sports Celebrities as an autonomous legal reality and revealing the verification of what the Image of a Sports Celebrity has of particular importance in our new contemporary society of mass consumption. But, also, the balance between which remains the essential core and minimum scope of the protection of the expression of the personality of the free and responsible individual embodied in his right to the image. And, the emergence, *ex novo*, of the economic exploitation right as an expression of the iconic function of your image and your essential characters. To achieve this aim, it will be necessary to travel in the most consolidated legal systems in this respect, but also in other legal regimes which, although less studied, are essential, either because of their population density or because of their economy under the Image Rights of Sports Celebrities.

Spiro Doukas

Associate Professor, Husson University, USA

**Resident Perceptions of Former Olympic Cities:
An Analysis of Athens, Sochi, and Rio de Janeiro**

NOT
AVAILABLE

Sanne Holvoet

PhD Student, Ghent University, Belgium

**How to Empower Parental Responsibility:
Parent's Views on Personalised Advertising**

NOT
AVAILABLE

Maria Konstantaki
Research Fellow, UK

Environmental Sustainability of Olympic Games: A Review of Events, Initiatives, Impact and Hidden Aspects

Sustainability has been coined 'one of the most successful concepts in tourism and event studies and has experienced exponential growth since the mid-1980s' (Hall, 2010). Despite its emergence as a popular concept, sustainability is a complex issue that has been poorly understood by stakeholders, policy makers and organisers of Olympic Games. Lohman and Dredge (2012) have noted that even though humans are a fundamental part of the natural environment leading policy makers such as the International Olympic Committee have created policies that solely consider impacts on the physical environment (i.e., transportation and pollution) while omitting other equally significant environmental impacts such as community displacement (Porter et. al., 2009), use of facilities after the event (Hiller, 2006) and uneven distribution of benefits within the host community (Gaffney, 2010). The aim of this review is: a) to present a historical account of the evolution of sustainability as a concept, b) to discuss the issues surrounding environmental sustainability of those Summer and Winter Olympic Games that have had an impact (positive or negative) on the natural environment and c) to discuss 'hidden' aspects of environmental sustainability e.g., population displacement, human rights, and changes to host city residents' quality of life. An overview of key events and developments to improve sustainability, including the Olympic Charter (IOC, 2007), the International Standards Organisation (ISO, 2010) and the Sustainable Sourcing Code (LOCOG, 2012) will be presented providing also an overview of the Tokyo 2020 Olympic Games environmental agenda. Even though the review focusses on Olympic Games, there are obvious implications for other mega-sport events such as the Commonwealth Games and the FIFA World Cup.

Adam Miller

Professor, University of Guelph-Humber, Canada

Mutualism, Activism, and Community Performance in Wargaming's World of Tanks

In the massively multiplayer online (MMO) game space, digital wars unite anonymized users with an interactive simulation that takes them well beyond the passivity of mere observation, and all from the protection of a padded gaming chair. Although gameplay is interactive, its consequences remain sheltered from the impact of the real, thus deriding the suggestion that MMOs empower the user that much more than, say, an engrossing film. Yet in the game called World of Tanks (WoT), a jewel in the crown of a Belarusian video game company headquartered in Cyprus, virtual combat begets a very real form of digital activism that offers empowerment and social agency to the user. In the spring of 2017, Latvian WoT player and prolific YouTuber known to his followers as, "SirFoch," became the unwitting instigator of coordinated user activism on a massive scale. Through extensive and proficient gameplay, SirFoch earned the coveted "community contributor" designation, which precipitated the genesis of a mutualistic relationship with the Wargaming organization. As a direct result of his player prestige, SirFoch was rewarded with advance access to Wargaming's new digital products, such as tank avatars and their many associated modifications, or "mods." Accessible only to a privileged few, these digital specifications became the focus of SirFoch's many YouTube videos featuring colorful reviews of Wargaming's forthcoming wares. Leveraging a substantial following of dedicated WoT enthusiasts, SirFoch monetized reviews based on exclusive content routinely branded with his seal of approval, a widely respected designation in the WoT community. The arrangement worked for both parties, right up until SirFoch's concern for the quality of WoT gameplay trumped his desire to maintain a symbiotic relationship with Wargaming. Citing Wargaming's ideological gravitation towards a "pay-to-play" model wherein player investment would negate the necessity of any real skill, SirFoch's condemnation of the new product in particular, but Wargaming in general, clearly incited a retributive corporate ire. Stripped of his contributor status and accused of copyright infringement despite hundreds of prior videos featuring largely favorable reviews of Wargaming content, SirFoch's honesty precipitated his seemingly permanent exile. Roused to action, scores of SirFoch disciples took to the forums with a strong anti-corporate

message, championing free speech, creative freedom and above all, the preservation of game purity. Despite the allure of SirFoch's weekly antics, these digital troops rallied not for him, but in protest of the hypocrisy that his ruin would ultimately represent. In a sociocultural environment where video games continue to be dismissed by their critics as distracting frivolities, it was an innocuous MMO that became the battleground for a kind of digital social justice. While SirFoch won the day, it was ultimately the varied members of the WoT community who benefited from an invaluable opportunity to perform democracy, mount a resistance, and have a measurable impact on their social environment. Ultimately, it was the didacticism inherent in a game that would reveal, for many users, their unleveraged potential as civic agents, capable of coordinating and implementing meaningful social change.

Mario Nicolliello

Researcher, University of Genoa, Italy

The New Agenda 2020+5 and the Future Challenges for the Olympic Movement

In March 2021, the Session of the International Olympic Committee (IOC) has approved a new strategic roadmap, Olympic Agenda 2020+5, consisting in 15 recommendations. The title, Olympic Agenda 2020+5, has been chosen to reflect the fact that this new roadmap is the successor to Olympic Agenda 2020 and will guide the work of the IOC until 2025. Olympic Agenda 2020+5 builds on the results of Olympic Agenda 2020 which, in the six years since it was adopted in December 2014, has had a profound impact. It has strengthened the IOC by introducing changes intended to make the Olympic Games fit for the future, safeguarded the Olympic values, and strengthened the role of sport in society. The 15 recommendations that make up Olympic Agenda 2020+5 are based on key trends concerning areas where sport and the values of Olympism can play a role in turning challenges into opportunities. The recommendations call upon the IOC to: strengthen the uniqueness and the universality of the Olympic Games; foster sustainable Olympic Games; reinforce athletes' rights and responsibilities; continue to attract best athletes; further strengthen safe sport and the protection of clean athletes; enhance and promote the Road to the Olympic Games; coordinate the harmonisation of the sports calendar; grow digital engagement with people; encourage the development of virtual sports and further engage with video gaming communities; strengthen the role of sport as an important enabler for the UN Sustainable Development Goals; strengthen the support to refugees and populations affected by displacement; reach out beyond the Olympic community; continue to lead by example in corporate citizenship; strengthen the Olympic Movement through good governance; innovate revenue generation models. The paper aims at analysing how principles contained in the Agenda 2020+5 can redesign a more inclusive model of the Olympic Games, with respect to all the stakeholders.

Gregory T. Papanikos
President, ATINER

The Economy of Greece and the FIFA Ranking of its National Football Team

The purpose of this study is to compare the performance of the Greek economy with the FIFA ranking of the Greek National Football in order to find out whether there exists some sort of statistical association. The period under consideration starts with the establishment of the European and Monetary Union in 1992 and ends with the current year of 2021. In 1992, FIFA started to rank national football teams which restricts the extent of time to be used in this study. The descriptive evidence presented in this paper shows that there exists strong positive association between the level of real Gross Domestic Product (GDP) of Greece and the ranking of its national football team.

John Pavlik

Professor, Rutgers University, USA

Engaging Emerging Media: Findings from a National Survey of Use of Augmented Reality and Virtual Reality in Qatar

Data from the first year of a multiyear study funded by a grant from the Qatar National Research Fund indicate public engagement with emerging media, including augmented reality (AR) and virtual reality (VR). The theoretical frameworks of the study are based on a synthesis of the technology acceptance and adoption model and the diffusion of innovation model. Data are collected via an Emerging Media Use survey instrument developed for the investigation. We surveyed nationally representative samples of citizens and foreign residents in Qatar. Year one fieldwork was conducted via telephone between early December 2020 and early January 2021, in Arabic or English, depending on the respondent's language preferences. The survey took about 10-15 minutes to complete. The questionnaire consists of approximately 50 questions or response items, focusing primarily on the measurement of emerging media usage in terms of time spent, frequency of use, and interest in content designed for emerging media platforms, as well as user demographics. We completed interviews with 606 respondents, including roughly half (46.86%) Qatari nationals (284) and half (53.14%) expatriate professionals (322). Slightly more than half (60.23%) are male. The age of respondents varies from 20s to 70s with a median of 37 and mean of 38. The largest portion (44.53%) of those surveyed are college educated. Two-thirds (66%) of respondents are employed, with expatriate professionals employed at a slightly higher rate than Qatari nationals (71% compared to 58%). These demographic patterns are similar to the overall population of Qatar, which includes roughly two million expatriate professionals and 300,000 Qatari nationals. Survey findings also provide preliminary evidence that Qataris and expatriate professionals have some awareness of and engagement with emerging media platforms. Qataris have slightly greater engagement with emerging media than expats. About a quarter of those surveyed (22%) report being aware of AR. Among those aware of AR, nearly half (40%) said they have experienced AR, with the portion higher among Qataris than expat professionals (53.19% vs. 32.95%). Nearly one-third (29.09%) have used social media to share their AR experiences, with the portion greater among Qataris than expat professionals (36.00% vs. 23.33%).

More than half (52.34%) reported being aware of 360-degree photos or video (a limited form of VR). Most of those (80.55%) said they had experienced 360-degree photos or video, with slightly more Qataris than expats having viewed professionally produced VR content. About a quarter of both groups (23%) have used social media to share 360-degree photos or video experiences. These findings provide preliminary support for both the technology acceptance and adoption model and the diffusion of innovation model with regard to the emerging media formats of AR and VR. Notably, Qatari nationals are found to report slightly higher acceptance of some emerging media (demonstrated through sharing on social media) and adoption (demonstrated by use of AR and VR content) rates than expatriate professionals. Further research is needed to test these findings over time and assess their robustness.

Krzysztof Pietroszek

Assistant Professor, American University, USA

Volumetric Storytelling: Merging Games and Immersive Filmmaking

Over the last 4 decades, video games have become very popular forms of entertainment. While originally it was a form of media engaging young male audiences, video games are now popular with audiences across all ages and genders. Technological developments in games influenced various aspects of filmmaking. In particular, volumetric capture (recording of “holograms”), real-time filmmaking, once a domain of science-fiction, is now becoming available to storytellers. Actors can be captured as holograms and placed to perform in virtual or real environments. Props, set decoration, or even entire sets can be turned into photorealistic 3D models through a process known as photogrammetry. Stories told in this manner can be viewed using cave system, head mounted displays or augmented reality glasses, creating experience similar to Star Trek’s Holodeck. While the technology is ready for new stories and storytelling techniques, our understanding of the language and grammar of this medium is very limited. In my talk, I will present a comparative analysis of the traditional film language with what we understand so far about the grammar of the volumetric filmmaking. I will show examples, including my own, of stories told using this new medium. I will also discuss how American University students learn volumetric filmmaking through experimentation and uses of new, low cost technologies. I will argue that volumetric filmmaking is a new form of storytelling, not a mere technological extension of the traditional cinema.

Birgitta Bestari Puspita

Lecturer, Atma Jaya University, Indonesia

The Use of YouTube and Apps by Digital Moms to Support Early Childhood Learning

This research aims to understand the use of ICT, in this context refers to internet, gadget, including apps and websites by digital moms as learning medium for early childhood. This is an explorative qualitative research. Four pairs of mother and child become the research subjects. The data show that digital moms as active users of ICT, including internet, also introduce and use the technology to support their children learning activities, even though it does not become the main and only medium. Early children skills include early mathematic skill, early literacy skill, socio-emotional development, and executive function. The result shows that those all four skills can also be developed with the help of ICT (internet, gadget, webs, dan applications). All children in this research access YouTube as their entertainment source as well as learning source. One child in this research accesses a game from the gadget to learn math. All moms in this research state that ICT is important and useful for children learning activities. It starts from a very simple thing such as introducing numbers, alphabet, colors, and shapes, which is really important for early children. However, not all informants agree that ICT can replace or fully function in children learning. For example, an informant says that early mathematic skill is better developed through formal learning at school. Early literacy skill and socio-emotional development are skills that could be well developed with the use of technology, for example by watching a video content about colors, numbers, typing in the search box, identify main actors in a video. The most prominent socio-emotional development is shown when the children are capable to express their happiness because of a funny video, or when they are afraid and close their face because of a scary video, and also when they express their curiosity on a content. Apparently, executive function is not easy to develop just by using technology, but it will with parents' accompaniment in using ICT so that children can learn to choose what good for them. Besides, age becomes an important factor that affects children skill in using ICT. For example, a 6 years old child can relate a YouTube content with the his surrounding reality, including if it is good or not, which can be included in socio-emotional development as well as executive function. With the same video, the younger children do not have the same ability.

Lisa Stansbie

Dean, The Leeds School of Arts, Leeds Beckett University, UK

**Interdisciplinary Approaches:
The Use of Technology in Arts and Sport during the
COVID-19 Pandemic**

The COVID-19 pandemic has shown “...how closely interconnected the world has become through globalisation. Economically, technologically and more and more culturally, life is often mediated or thematised by complex imagery” (Grau, 2021).

It is no surprise that arts and sports sectors have been one of the most badly hit by the current global pandemic, with access to organisations limited and mass audience events being halted for safety reasons. During 2020 through to 2021 sports and arts organisations have had to think imaginatively about engaging new and existing audiences and find unique methods to both practice and spectate arts and sports. The use of the digital has been central to this approach.

This necessity to develop innovative new ways of thinking about audience engagement and participation could change the way sports and arts are experienced in the future and might also provide a platform to bring the two disciplines together in hybrid ways. This proposal raises some fundamental considerations for both sports and arts. Can a digital experience replace liveness, interaction and audience participation? How can the use of innovation and creativity in the design of virtual tools offer a new hybrid experience that could align the disciplines of sport, culture and arts more closely?

Seppo Suominen

Senior Lecturer, Haaga-Helia University of Applied Sciences, Finland

**Sport and Cultural Events:
Willingness to Pay, Facial Expressions and Skin Response**

The topic of this particular study is to combine both facial expressions, skin response and willingness to pay (WTP) using an iMotions Platform. This software solution combines biosensors in human behaviour research. The WTP is first investigated by paper and pen and then the respondents watch a video that contains different music performances and sport events. To the knowledge of the author, no such study of the relation between willingness to pay and biosensor data.