



EUROPEAN COMMISSION
RESEARCH DIRECTORATES
HUMAN POTENTIAL PROGRAMME
HIGH-LEVEL SCIENTIFIC
CONFERENCES PROPOSAL FORM

EN A 2 FP5SCO

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For guidelines see in relevant "Guide for Proposers"

Proposal submission form for financial support from the EC:

HIGH-LEVEL SCIENTIFIC CONFERENCES

If possible, these forms should be prepared using the Proposal Preparation Tool (ProTool), which is available via the Commission Internet site <http://www.cordis.lu/fp5/protocol> or on CD-ROM. Use of the Proposal Preparation Tool is preferred by the Commission. However applicants may also use the forms in the Guide for Proposers. Using the ProTool, forms may be submitted electronically, or printed out and returned on paper.

Information on the Proposal

Proposal Full Name ²	New media and everyday life in Europe: Living and working in the Information Society.			
Proposal Acronym ³	NEMAEL			
Call Identifier ⁴	IHP-CNF-99-1			
Research Programme ⁵	1.4.1			
Thematic priority(ies) ⁵	1.4.1.-3.1			

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Reception date

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Proposal Acronym ³

NEMAEL

A1.**General Proposal Information ¹**Proposal Full Name ²

New media and everyday life in Europe: Living and working in the Information Society.

Discipline Codes ⁷
(In order of relevance)

1

S07

2

S03

3

S09

4

Name and Postal Address of the Proposal Co-ordinator ⁸

Title (Dr, Prof., ...)

Prof.

Gender ⁹M

Family Name

Silverstone

First Name

Roger

Organisation Legal
Name ¹⁰

The London School of Economics and Political Science

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High-Level Scientific Conferences Proposal Form – Form A2



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Proposal Acronym³

NEMAEL

A2.

Operational Summary of Events¹⁷

Event No	Activity Type of Event ⁶	Short Title of Event ¹⁸	Starting Date (DD/MM/YYYY) ¹⁹	Duration (in days) ²⁰	Location of Event ²¹	Country Code ²²	Less-Favoured Region (YES/NO) ²³	Total Number of Participants ²⁴	Total Costs (in euro) ^{25a}	EC Contribution Requested (in euro) ²⁵
1	ECONF	NEMAEL	23/04/2003	4	LONDON	UK	NO	96	57233	48819
2										
3										
4										
5										
6										
7										
8										
9										
10										
Totals									57233	48819

I, the Proposal Co-ordinator, certify that the information contained in this proposal is accurate and that my organisation has agreed to act as the responsible legal entity. I further certify that Part A2 is consistent with the information contained in the Individual Event Profile/Information sheets.

Date (DD/MM/YYYY)

08/01/2002

Signature



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Proposal Acronym³

NEMAEL

A3.**Proposal Summary**

Give below a brief summary of the objectives and content of the proposed events and, where appropriate, the relation between individual events. Also describe briefly the training content. Use plain typed text, avoiding formulae and other special characters, preferably in English.

Scientific / Technological Objectives and Content (maximum 2000 characters)

The 5th RTD Framework Programme of the EU is presented under the heading Creating a user-friendly information society. It has as its main objective the realisation of “benefits of the information society for Europe both by accelerating its emergence and by ensuring that the needs of individuals and enterprises are met”. New media and everyday life in Europe Conference addresses this agenda directly.

The Conference will investigate the social dynamics of the Information Society from the point of view of the user, the consumer, and the citizen. It will advance understanding of the relationship between, technology (use), market (consumption) and the polity (citizenship) by examining the dynamics of the new ways of living and working promised by the transition to the Information Society.

The field itself is a new one in Europe. Research on technology grounded in interdisciplinary social scientific approaches to the new media is just beginning to have significant effects on the ways in which innovation is understood, and managed. It is possible to suggest that European research leads the world in this area. However, expertise is limited to a small number of Research centres, most of which are spread over different EU Programs, Actions or Network.

Our first objective is to create a forum for the high-level encounter of leading European academics in the field of new media and society, who are spread in Europe on a myriad of national, international and EU research projects (see sections on European added value for details). Conversely, little funding and opportunity is available to scholars to transcend the physical and intellectual borders of their networks, and create a truly European Res Publica Literarum in the field of Information Society. The main objective of our conference is to bring together this diasporic intellectual elite, to discuss, debate and struggle over the meaning of everyday life in the European information society. At the centre of the discussion will be the results of those research projects (details of which are provided in the main body) focusing on the issue of everyday life in the Information Society.

The second, important objective of the conference is to challenge the US perspective of the field, and the dangerous standardisation of research protocols and practices in the in the field. We believe that the peculiarities of the European information society require and deserve more than research centred on the buzz-word ‘digital divide’. With this conference we plan to explore and discuss the routines and the complexities that new and changing media engender in everyday life, in the specific social setting of a multiethnic, socially fragmented Europe. The topics of work, disability, youth, minorities, gender, participation, inclusion/exclusion in the Information Society will be explored in the context of seven broader session themes. These are community, exclusion, citizenship, quality of life, flexibility, consumption, and domesticity, covering crucial but diverse aspects of information technologies an everyday life. Way beyond the ‘digital divide’ slogan, New media and everyday life in Europe Conference will be an ensemble and synergy of leading minds, intended to cope with and make sense of the many social complexities of the burgeoning European (Information) society.

Training Content (maximum 1000 characters)

The need for sophisticated and well-trained social science researchers in the issues raised by the emerging Information Society has been a consistently strong theme within FP4 and FP5. New media and everyday life in Europe Conference will train young researchers to interdisciplinary and comparative social scientific research. The prototype young researcher who will attend the Conference is an enthusiastic young scholar, with at least two significant research works completed, and a genuine will to integrate his ideas, and work, in the wider academic community of new media studies, for the first time gathered for a prolonged period of time.

The conference will provide top-level training for young scholars in an entirely bottom-up fashion (see programme for details). The conference will allows post-doctoral researchers spread over Europe to present their work – via six poster session – and obtain peer-scrutiny and comments from affirmed scholars in the field during main sessions and roundtables. A selected number of young researchers will be asked, in advance, to co-chair Sessions and to present in order to acquire the self-confidence and experience they would not otherwise acquire, given the novelty and multi-disciplinarity, and therefore geographical rarefaction of this cutting-edge field of study.

The Conference provides them a valuable opportunity to capitalise on the atmosphere of a high-level scientific meeting for four days, without distractions, and a crucial possibility to network famous academics, at a very early stage of their research career, and to establish links that will be invaluable in their professional future. Conference events, not solely academic sessions, are programmed to favour the mixing of and the exchange of ideas, and scientific perspectives.

High-Level Scientific Conferences Proposal Form – Form A4



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Proposal Acronym ³

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A4.

Previous Proposals and Contracts

If the present proposal represents a continuation of a conference, school or course already financed in the frame of the current Human Potential Programme or of the earlier Training and Mobility of Researchers or Human Capital and Mobility Programmes, give the programme name, reference number of the contract and the contract period :

Programme Name ²⁶		Contract No	
Contract Period	From (DD/MM/YYYY)	To (DD/MM/YYYY)	

If the present proposal represents a resubmission of the same or a similar proposal previously rejected by the earlier Training and Mobility of Researchers or the current Human Potential Programmes, give the proposal reference number and indicate briefly the main differences from the previous proposal : (Use plain typed text, avoiding formulae and other special characters, preferably in English)

Proposal No	
Main Differences ²⁷ (maximum 1000 characters)	

If the same or a similar proposal has been submitted before to another Community programme or to any other European programme for support (including non-Community programmes such as EUREKA and COST), please indicate below which programme, the proposal reference number and whether or not the proposal was accepted :

Programme Name	
Proposal No	
Evaluation Result ²⁸ (FUNDED, REJECTED)	

High-Level Scientific Conferences Proposal Form – Form A5



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Proposal Acronym ³

NEMAEL

A5.

Responsible Organisation Information

Responsible Organisation (legal entity):

Registration No with the European Commission's Research Programmes ²⁹

Organisation Legal Name ³⁰

The London School of Economics and Political Science

Short Name ³¹

LSE

Legal Registration No ³²

Activity Type ³³

Legal Status ³⁴

If 'PRC', Specify ³⁵

Business Area ³⁶ (NACE)

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Post Code ¹³

WC2A 2AE

Cedex ¹⁴

Town/City

London

Country Code ¹⁵

UK

Country Name ¹⁵

UNITED KINGDOM

Less-Favoured Region ²³ (YES / NO)

NO

Name of Less-Favoured Region ²³

Telephone No ¹⁶

Fax No ¹⁶

E-mail

r.silverstone@lse.ac.uk

I certify that the information in this proposal about my organisation is accurate and that my organisation has agreed to act as the responsible legal entity ³⁷

Authorised Signatory ³⁸
(Full name in capitals)

Position in Organisation

Date (DD/MM/YYYY)

Signature

1. PROJECT TOPIC

The Fifth RTD Framework Programme of the EU is presented under the heading *Creating a user-friendly information society*. It has as its main objective the realisation of “benefits of the information society for Europe both by accelerating its emergence and by ensuring that the needs of individuals and enterprises are met”.

The *New Media and Everyday Life in Europe* Conference addresses this agenda directly. But it will ask three crucial questions which technology-driven conferences generally fail to address:

- What does a user-friendly society mean?
- What are the facilitators of, and the obstacles to, its realisation?
- What are the consequences for markets and policy making?

Through a series of carefully planned, interrelated and co-ordinated sessions, the individual and social dimensions of the emerging Information Society will be investigated. The Conference will focus on the everyday life of the European citizen and consumer. It will examine the realities of the new ways of living and working that are seen to be at the core of the Information Society. It will explore the ways in which new technologies can be more effectively integrated into the social fabric of the EU, and the ways in which the citizens and consumers of the EU can be effectively integrated into the Information Society.

The speed of technological change goes on unabated. Societies change more slowly. Impacts are never uniform or consistent. Markets emerge unpredictably and disappear as fast. Competition is intense. New policies are required to manage and to steer the complex interrelationship of technological and social change. Information policies and social policies may need to converge.

Considerable research has been devoted to the economic and commercial aspects of the Information Society. So far very little attention has been given to the social implications of these potentially revolutionary developments: to the ways in which individual citizens and consumers adapt to, and adopt, new technologies and services. We urgently need to understand the implications of their willingness to do so, as well as the sources of their resistance. For their quality of life, for their capacity to work, for their social institutions, especially the family, the community, and for their meaningful participation in all aspects of European society.

The Conference builds on and expands a range of research activities funded by the EC 4th and 5th Framework Programme (2000-03), Cost actions and IST Programme. Drawing on an emerging global research agenda to which it has already made a significant contribution, it will deepen and integrate socio-economic research on the Information Society in order directly to affect policy making and market management in the twenty-first century. The main aim is to create a forum for the high-level encounter of leading European academics in the field of new media and society. Outstanding scholars are spread all over Europe, on a number of national and EU research projects, with little funding available to get beyond the borders of their networks. The main objective of our conference is to bring together this diasporic intellectual elite, to discuss, debate and struggle over the meaning of everyday life in the European information society.

2. SCIENTIFIC ORIGINALITY

The proposed Conference emerges from, and will contribute significantly to, an increasingly important body of social scientific work that has its starting point the need to address technological and media change as a social process.

The society in which Europeans now live is one impregnated by technologies, and especially those that we know as information and communication technologies. These technologies and services are deeply embedded in the fabric of everyday life. Digitalisation is having an increasingly significant impact on the conduct of everyday life, and our mediated and non-mediated relationships to each other are having, in their

turn, significant consequences for the ways new information and communication technologies and services are being developed and used.

New Media and Everyday Life in Europe would be grounded in this radical and interdisciplinary approach to innovation. It recognises the significant shift in the centre of gravity in the process of innovation from production to consumption (Silverstone and Hirsch, 1992). It also recognises that the inter-relationship between technological and social change requires new forms of analysis and theory, as well as more sensitive methodologies, if its full complexities are to be understood.

Information and communication technologies have both material and symbolic significance. They have functional and aesthetic characteristics. They change the world in which they are introduced. But they also changed by that world and by the ways in which users confront them. We will deal with domestication (Lie and Sorensen, 1996). By that is meant the capacity of individuals, families, households and other institutions to bring new technologies and services into their own culture, to make them their own. Domestication involves concerns with the learning of skills, practice, and the construction of meaning. It is a dialectical process, for these technologies and services change the way things are done in everyday life.

Evidence suggests that, rhetoric apart, the process of technological change runs neither in a smooth nor in a straight line. Some products never reach market, or when they do, do not always succeed. Users and consumers impose their own meanings and practices on those technologies and services that do reach market. The home computer, the answerphone, e-mail, the mobile telephone have all had unpredictable careers as consumer goods. The information and communication industry currently manifests many examples of the ways in which, as it converges both technologically and industrially, uncertainties prevail: the struggle over the portal and over integrated mobile communications are cases in point (Mansell and Silverstone, 1996).

The research work on which the Conference will be based is interdisciplinary. It recognises that the relationship between social and technological change in this area has political as well as economic implications, and cultural as well as social implications. It draws on the appropriate and relevant social science disciplines. It recognises that the particular character of European society requires a comparative approach, sensitive to differences across states but also rigorous enough to recognise similarities. And it recognises the need to combine both qualitative and quantitative methodologies (Dutton, 1999).

Recent work in different institutional settings has involved the definition of a new field of research: *new media and society*. This has been represented in the publication of a new international journal with that title on whose editorial board a number of field scholars sit. It addresses the implications of technological change, and especially the digitalisation of new media, from an interdisciplinary social scientific perspective. Sociology, economics, political science and anthropology contribute to this research agenda whose aim it is to make sense, and to enable the guidance, of the innovation process.

This process involves convergence: of technologies, industries and patterns of use. It also involves changing relationships between the global and the local as sites for social, economic and political activity, as well as the changing relationship between public and private spaces. It involves, finally, changes not just in industrial structures but also in the structures that underpin everyday life: those of community and family, work and leisure.

The theory that drives this innovative work draws on, and extends, work undertaken in recent years in the social shaping of technology, in the anthropology of everyday life, in the study of the regulation of new media, and in the market analysis of new media industries and products. The aim of the proposed research Conference is to build on this converging field of academic and policy oriented research.

A Conference covering these topics is seen as urgent. The rapid spread of access to the Internet within European households and institutions; the explosion in television, cable and satellite channel availability, the rapid advances in mobile telephony, are together changing the communicative infrastructure of Europe, with potentially profound but unknown consequences for everyday life. The issues to be addressed, those of access to new media technologies and services, but also those of participation in economic and political life possibly transformed by those technologies and services, are of vital importance. They have consequences for the European communication and information industry struggling to maintain or enhance its position in the global marketplace. And they have consequences too for the governance of the EU.

The study of these issues requires a focus on the users of new media in a number of different contexts and from a number of different, but interrelated perspectives. *New Media and Everyday Life in Europe* will

therefore consider the user as an active participant in the innovation process. It will consider the temporal and spatial co-ordinates of everyday life, and how those both constrain, and are affected by, the emergence of new media. It will examine both inclusion in, and exclusion from, the Information Society and their cultural and social consequences. It will examine the emergence of new forms of consumption and political action that are seen to be being facilitated by the new media. It will investigate the relationship between supply and demand in the new world of e-commerce. It will address how such technologically informed social changes affect the quality of life.

At this crucial point in the emergence of the Information Society it is essential that European social scientists achieve a firm grasp on the both the frame and the detail of the consequences of new media change for consumers and citizens in the EU (Ducatel, Webster and Hermann, 1999). It is our intention to provide a high-level forum for an informed and critical analysis of these changes and to extend the understanding of the processes involved through new empirical research, developed theory and advanced methodologies.

References

- Ducatel, K.J., Webster, J and Herrmann, W (eds.) (1999) *The Information Society in Europe: Work and Life in an Age of Globalization*, Rowman Littlefield, Boulder, CO.
- Dutton, William H (1999) *Society on the Line: Information Politics in the Digital Age*, Oxford, Oxford University Press
- Mansell, R. and Silverstone R (eds.) *Communication by design: the politics of information and communication technologies*, Oxford, Oxford University Press
- Lie, Merete & Knut H. Sørensen, eds. (1996): *Making technology our own? Domesticating technology in everyday life*, Oslo, Scandinavian University Press
- Silverstone, R and Hirsch E. (eds.) (1994) *Consuming Technologies: media and information in domestic spaces*, London, Routledge

3. PROGRAMME CONTENT

A number of Reports and Green Papers from the Commission have identified key areas where more research and a deeper understanding of the social dimensions of the information society is called for. Seven interrelated thematic areas have been identified, which are crucial for the conceptual and empirical investigation of the character and dynamics of the Information Society, as it is experienced by individuals in their everyday lives. The Conference programme thus develops through seven sessions which cover the following thematic areas: *community, exclusion, citizenship, quality of life, flexibility, consumption, and domesticity*. Each of these thematic areas will be presented in a discrete, but comparative perspective, clustered in the framework of two *Substantive Themes*. Below is found a brief introduction to the Substantive themes, thematic areas and a series of specific questions which will be specifically address.

Substantive theme 1: Inclusion and Exclusion in the Information Society

Key concerns of both policy makers and scholars in the EU is *social exclusion and inclusion*, and in particular the possible consequences of the *informatisation of society* for marginal and minority groups. This major concern is reflected in three proposed session within the Conference programme:

- *Community*: some recent research investigating how minority groups in Europe have appropriated both new and old technologies in their projects of self-expression and development. In an increasingly multi-cultural and fragmented European culture, how have émigré and ethnically distinct groups used new technologies, and with what consequences for their own culture and their relationship to their host societies and to European culture as a whole?
- *Exclusion*: large proportions of Europe's population are thought to be in danger of being bypassed by the Information society. The disabled and the elderly are clearly key concerns. But what are the realities of social exclusion and how far do the technologies and services of the emerging Information Society perpetuate existing patterns of exclusion, ameliorate them or create new ones?
- *Citizenship*: participation in the Information Society is not just a matter of access to new technologies and services. It requires the creation and sustaining of a political culture and a range of skills and competences amongst the citizenry. What role will new technologies and media, especially the Internet, have in the project of enhancing democratic participation in the Information Society?

Substantive theme 2: Living and Working in the Information Society

A second key concern of scholars and policy makers in the EU is that of the new ways of living and working which are seen to be possible in the Information Society. This agenda is reflected in four proposed session within the Conference :

- *Flexibility*: flexible working arrangements are becoming increasingly prominent in the shift towards the Information Society. Flexible patterns of work will affect different groups of the population in different ways and have a wide range of so far unexamined consequences on the relationship between home and work, on the management of time and on the quality of life. So in what ways and with what consequences?
- *Domesticity*: the household is a principle site for the emerging Information Society, and the quality of private life is crucially affected by the ways in which and individuals and families access, and participate in, electronically delivered culture and commerce. How will households respond to the new opportunities and with what consequences for the relationship between public and private space, as well as for the future of the family?
- *Consumption*: e-commerce is set to expand rapidly, but it is far from clear who will be the innovators, and how far and how fast different markets will emerge. E-commerce will have profound consequences for patterns of consumption and for life-style choices across the Community. Young

people are a key group in the emergence of e-commerce. How will these new patterns of consumption develop amongst this key group, and with what consequences both for commerce and for the quality of life?

➤ *Quality of life*: over the next decade information and communication technology use is expected to move from being commonplace to being both ubiquitous and embedded. These developments are likely to be most significant in the realm of mobile communications and in the so-called *smart home*. How can the potential of these new developments be mobilised effectively to enhance the quality of life of the European citizen and consumer and what are the social consequences of this ubiquity?

As documented in the programme draft, each day is designed as a balanced mix of Sessions (lectures), round tables and posters, to favour the critical discussion of often cutting edge developments. Each Session will be under the responsibility of an appointed Chair, who will kick off discussion with a short paper. This will introduce the participants to the state of the art of the specific sub-field. A discussant will deal with the same subject from a different perspective, and a first stream of discussion will follow the presentation. Each of the seven cycles of lecturing and discussion, that constitutes the main body of the conference, will be followed by concurrent round tables and poster session on the same topic, to allow the in-depth consideration of empirical aspects (posters) and meta-theoretical aspects (roundtables) of the sub-field. Participants will be equally assigned, according to their field of interest, either to a round table or to a poster session. Young researchers will be solicited to present their work-in-progress at poster sessions, and invited researchers from industry and information technology centres will update roundtable participants on latest developments of ICT. Policy makers will be invited to join, and provide their perspective. Discussion and debate should be the main feature of this second, less structured phase. In more detail:

Function of the main sessions: participants, especially, young researchers, are given the opportunity to learn about the state-of-the-art in the field covered by session. Outstanding speakers (see attached list) communicate to the audience their visions and research insights in the everyday life of information society, focusing on the seven main themes highlighted. On each day, a different keynote speakers will address questions of broader importance and help maintain the necessary holistic cohesion in the structure of the Conference. Along with high level lecturing and keynote presentations, a substantial share of main Session time is reserved for discussion, since the transmission and sharing of research experiences are perceived to be crucial in the emerging field of new media and Society.

Function of poster sessions: posters tackle specific problems of the everyday life from an empirical viewpoint. Poster sessions deal with seven specific topics, introduced in the presentation: work, disability, youth, minorities, gender, participation, inclusion/exclusion. They are intended for the presentation of empirical research in an informal setting, to suit both young researchers' completed research and top-level scientists' work-in-progress. A call for papers will be issued nine months in advance of the Conference, open to Young Researchers only; papers will be screened by two reviewers, one senior and one young researcher, revised, and finally presented to the Conference. Leading scientists will be asked to present their latest research in snappy, post-it presentations. Discussion will inevitably follow.

Functions of round tables: investigation of meta-theoretical, controversial and counter-intuitive ideas, designed to stimulate heated and controversial debate. Each round-table will be moderated by a Young Researcher. Six meta-theoretical themes are proposed:

- methodologies for the study of the Information Society
- issues of policy in the Information Society
- comparative research on the Information Society
- a European way to the Information Society?
- the evolution of technology in Europe
- social service providers in the Information Society

Round-tables will be lively struggles over meaning, building and deconstruction, followed by a coffee breaks offered in the same room to cool down opinions and recollect ideas. The participation of attendees

from media and new media industry, and from IT research centres in Europe will contribute to a balanced mix of views.

Functions of informal discussion meeting (coffee breaks, lunch breaks): exchange of ideas, cross-fertilisation of different fields, discussion of methodologies and research protocols when studying cutting edge, and evolving technologies (wireless, digital, computing) in a relaxed setting. Crucial moment for Young Researchers' networking.

The Conference will provide for a multi-disciplinary, joint academic-industry environment. On the third day, a special round-table on new media evolution (wireless applications, Internet2, Digital TV) will be planned. It will link researchers trained in a number social sciences (sociology, political science, economics, geography, information systems) and new media technologists, sharing a concern with the dynamics of the Information Society and the need to make better sense of its technological roots and consequences. Two speakers from the telecommunications industry have been contacted, and have expressed interest in this conference proposal. Their active presence at the Conference, along with traditional academics and the participation of experts from the EC JRC IPTS will embed the social science perspective of the Conference in the reality of the technological evolution. We firmly believe that an informed view on the market evolution of wireless ICTs, digital TV, and mobile computing technology is a prerequisite for non-trivial research on new media and society.

Tentative draft Programme

Wednesday, 23 April

- 09:00 Arrival and registration.
Reception and Welcome
- 10:00 Conference Opening and Welcome (Chair and Co-Chair)
Introduction of Conference themes, contributing fields, state of the art.
Substantive theme 1: Inclusion and Exclusion in the Information Society
- 11:00 Coffee break
- 11:30 Session 1: Community
Chaired by Professor Roger Silverstone (co-chaired by a Young Researcher, as for the following)
Director, Media@LSE
London School of Economics and Political Science
- 13:00 Lunch
- 14:00 Session 2: Exclusion
Chaired by Professor François Pichault
Director, Laboratoire d'Etudes sur le Nouvelles Technologies de l'Information and Communication (LENTIC)
Universite de Liege
- 15:30 Coffee break
- 16:30 Poster session 1: inclusion / exclusion in the information society.
Thematic round table 1: methodologies for the study of the Information Society.
- 17:30 Short break
- 17:45 First day keynote speaker Professor Anthony Giddens.
Questions & discussion.

19:00 Reception

Thursday, 24 April

- 09:00 Session 3: Citizenship
Chaired by Professor Kees Brants
The Amsterdam School of Communications Research (ASCoR)
University of Amsterdam
- 10:30 Break
- 11:00 Poster session 2: participation in the Information Society.
Round table 2: issues of policy in the Information Society.
- 12:00 Second day keynote speaker Professor Manuel Castells
Questions & discussion.
- 13:00 Reception - Lunch
- 14:00 Introduction of *Substantive theme 2: Living and Working in the Information Society*
Chair and co-Chair. Discussion.
- 14:30 Session 4: Flexibility
Professor Knut Sørensen
Centre for Technology and Science
Norwegian University of Science and Technology
- 16:00 Coffee break.
- 16:30 Poster session 3: work in the Information Society.
Round table 3: comparative research on the Information Society.
- 17:30 End of the day

Friday, 25 April

- 09:00 Third day keynote speaker Professor Sonia Livingstone
Questions & discussion
- 10:00 Session 5: Domesticity
Professor Paschal Preston
Director, Communication Technology and Culture Research Centre (COMTEC)
University of Dublin
- 11:30 Coffee break
- 12:00 Poster session 4: minorities and their media in the Information Society
Round table 4: a European way to the Information Society?
- 13:00 Lunch
- 14:00 Session 6: Consumption
Professor Jean-Claude Burgelman – Co-Chair
Institute for Perspective Technological Studies (IPTS)
EC Joint Research Centre, Seville

- 15:30 Coffee break
- 16:00 Poster session 5: youth in the Information Society.
Round table 5: the evolution of technology in Europe.
- 17:30 End of the day

Saturday, 26 April

- 09:00 Session 7: Quality of life
Mr. Marc Bogdanowicz
Institute for Prospective technological Studies (IPTS)
EC Joint Research Centre, Sevilla
- 10:30 Coffee break
- 11:00 Poster session 6: gender and disability issue in the Information Society.
Round table 6: social service providers in the Information Society.
- 12:00 Final roundtable session. Chair and co-Chair, plus panel chairs and invited speakers.
Outcomes of the Conference. Situation of IT and society studies in Europe, and further
developments. Conferences in the field, and possibility of joint research activities. Presentation of
the permanent web-site, containing audio-visual excerpts from the conference. Final greetings.
- 13:00 Departure.

4. KEYNOTE SPEAKERS

The protracted contact between leading scientists, as keynote speakers, and brilliant young researchers, in an informal yet stimulant environment provides a unique opportunity for the transfer of experience and skills that are still scarce in developing field of ICT and society. The central location of the Conference, it is planned to hold it in an intellectual centre of excellence, in a well-equipped Conference venue, will provide the ideal interactive space for the necessary networking and diffusion of knowledge.

Well-planned social events will encourage the informal interaction essential to the inclusions of worthy young researchers in the wider academic community. The possibility of a prolonged and frequent interaction with high-level experts, not only from the academia, and away from the lights of big cities and departmental constraints will allow for the intellectual growth of young researchers in new media.

Provisional list of Keynote speakers

Anthony Giddens, Director, London School of Economics and Political Science

Director of the LSE, Professor Giddens is a leading sociologist and social theorist, who has been working *ante litteram* on concepts such as globalisation and risk society; he has delivered the 1999 BBC Reith Lectures on Globalization. He will be asked to open the first day of the Conference with a lecture on the influence of the Information Society on the structures of everyday life. Contacts will be established at due time to ensure his attendance.

Manuel Castells, Professor of Sociology @ University of California, Berkeley

The author of the trilogy, "The Information Age: Economy, Society and Culture" (Oxford: Blackwell Publications, 1996), that has fostered the debate about the information society, is one of the most influential scholars in the field. Professor Castells was appointed in 1995/96 to the European Commission's High Level Expert Group on the Information Society and is a member of the European Academy.

He will be asked to open the second day of the Conference, with a lecture on the specificities of European Information Society, in relation with changing patterns of everyday life. Contacts will be established at due time to ensure his attendance.

Sonia Livingstone, Professor of Social Psychology @ London School of Economics and Political Science

Professor Livingstone is a leading academic in the field of social and psychological aspects of media and communications, and new media. She sits in the Scientific Committee of the ESF Programme *Changing Media - Changing Europe*. She will be asked to open the third day of the Conference with a lecture on Media and minority users, drawing on her recent and influential cross-national research on new media and children in Europe. Contacts will be established at due time to ensure her attendance.

Provisional list of Lecturers

Title, name and nationality	Affiliation	
Dr. Anne-Jorunn Berg (Norway)	SINTEF Industrial Management, Institute of Social Research In Industry (IFIM)	<u>Female lecturer, Industry</u>
Mr. Marc Bogdanowicz (Belgium)	Institute for Prospective technological Studies (IPTS), European Commission Joint Research Centre, Sevilla	<u>Seventh Session Chair</u>
Prof. Kees Brants (Netherlands)	The Amsterdam School of Communications Research (ASCoR) University of Amsterdam	<u>Third Session Chair</u>
Prof. Jean-Claude Burgelman (Belgium)	Director, Studies on Media, Information and Telecommunication (SMIT)	<u>Conference Co-Chair</u>

	Free University of Brussels	
Dr. Valerie Frissen (Netherlands)	TNO Strategy, Technology and Policy Studies	<u>Female lecturer, Industry</u>
Dr. Leslie Haddon (United Kingdom)	City University, London	
Prof. Robin Mansell (Canada)	Dixon's Professor of Internet and New Media, London School of Economics and Political Science	<u>Female lecturer</u>
Prof. François Pichault (Belgium)	Director, Laboratoire d'Etudes sur le Nouvelles Technologies de l'Information and Communication (LENTIC) Université de Liege	<u>Second Session Chair</u>
Prof. Paschal Preston (Ireland)	Director, Communication Technology and Culture Research Centre (COMTEC), University of Dublin	<u>Fifth Session Chair</u>
Dr. Yves Punie (Belgium)	Institute for Prospective technological Studies (IPTS), European Commission Joint Research Centre, Sevilla	
Dr. Paul Rutten (Netherlands)	TNO Strategy, Technology and Policy Studies	<u>Industry</u>
Professor Roger Silverstone (United Kingdom)	Director, <u>Media@LSE</u> , London School of Economics and Political Science	<u>Chair</u>
Professor Knut Sørensen (Norway)	Centre for Technology and Science, Norwegian University of Science and Technology	<u>Fourth Session Chair</u>

5. ORGANISATION AND MANAGEMENT

A Scientific Committee (SC) will be set up, to overview the academic and organisational aspects of the Conference. The will comprise the organizers – the seven scientist chairing the main sessions (see List of lecturers, above), and will be directed by the Conference Chair. As a collateral measure, the SC will informally include a Young Researcher and a representative of IT industry, in order to integrate the main frame of the event with substantial training aspects and a healthy co-operation with industry researchers from the inception. As an additional high-level training aspect, a second Young Researcher will assist the Chair, in his function of scientific coordinator. The Chair will carry the overall responsibility for efficient planning and logistics at the Conference site, communications, and links with keynote speakers and industry participants and for the overall monitoring of progress. The SC will meet approximately every 5 months – either face to face or via electronic means – and will decide on the structural and management issues (fine tuning of scheduling, invited speakers, training of young researchers, eligibility of applicants and posters, etc.). The SC as a whole will have the responsibility to:

- advertise the Conference within the scope of their Institutions, research networks and personal contacts;
- draft and distribute a Call for papers, eight months before the date of the Conference; establish contacts with Journals covering the field to advertise the call; activate networks for the widest electronic distribution of the call;
- monitor Young Researchers' applications for the Conference. In case applications should exceed the number of available places (with the financial support of the EC), try and find alternative funding solution, respecting the principle of equal opportunities throughout the process;
- organise and overview the blind review of papers submitted for presentation at the Conference;
- disseminate the results of the Conference, including contacts with publishers as regards the possibility of publish of the proceedings;
- ensure that equal opportunities are enacted during the whole process leading to the Conference, and in the subsequent stage of dissemination;

Planned SC meetings

	Major issues
April 2002	Conference status; discussion of work plan; call for papers; resourcing.
October 2002	Invited speakers; presentations: content and presenters; advertising; review of papers.
February 2003	Recruitment and selections of young scholars; critical evaluation and final adjustments to sessions; dissemination of results.

Communications between the co-ordinator, members of the SC and all other involved parties will be carried out mainly electronically. A Website will be set up within one month of receiving a response from the EU. A domain name will be rented for three years, to allow both the organisation of activities and the subsequent dissemination of results. The website will serve as a closed-access database for the communication within the SC: for instance, the papers received following the call, and the relative review notes will be available to all SC members online; additionally, it will store the contact details of applicants to the conference, and the state of their application. Second, the site will serve as an external communication platform for (chronological order):

- 1) the publication of information about the Conference, the call for papers and relative deadlines; an archive of a conference mailing list;
- 2) the collection of paper abstracts, and the online management of applications;
- 3) the possibility to submit papers electronically following the call;
- 4) the provision of conference information to attendees at times comes;
- 5) the provision of training material, both printable and in electronic format, to the Young Researchers attending the Conference (and, additionally, to all those who cannot attend it),
- 6) the storage of conference audio-visual proceedings for the wider academic community,
- 7) the dissemination of results: presented papers will be stored online

At the end of the Conference, an online discussion board will be set up which includes participants, to keep the channels open with a view for further co-operation / interaction between researchers. The co-ordination of the Conference will be managed by Media@lse, the Media and Communications Programme at the London School of Economics, supported by the Research and Contracts Office and the Department of Sociology. The co-ordinator, Professor Roger Silverstone, is Head of the Programme and a Full Professor in the Department. He was the co-ordinator of the EU EMTEL Network (1995-8), and has been previously Head of Department and Director of two Research Centres in the field (at the University of Sussex and Brunel University).

Provisional timeline

	Activity
May 2002	<ul style="list-style-type: none"> ▪ First SC meeting. ▪ Speakers and keynote speakers are contacted to ensure their presence.
June 2002	<ul style="list-style-type: none"> ▪ Conference is announced and advertised, a basic version of the website (information) is set up.
July 2002	<ul style="list-style-type: none"> ▪ 1, Registration process initiated.
August 2002	<ul style="list-style-type: none"> ▪ 15, Call for papers (Young Researchers), distributed via electronic and traditional means.
September 2002	<ul style="list-style-type: none"> ▪ 1, Website is upgraded to allow online registration and paper submission.
October 2002	<ul style="list-style-type: none"> ▪ 15, Deadline of call for papers. Revision process initiated: papers are distributed to senior and YR reviewers.
November 2002	<ul style="list-style-type: none"> ▪ Second SC meeting, monitoring of application flow. ▪ Training material is drafted, and circulated to SC members for approval and improvement.
December 2002	<ul style="list-style-type: none"> ▪ 15, End of paper review, feedback is returned to Young Researchers. ▪ LSE Conference office is contacted and rooms allocated to the Conference. ▪ IT and Library access are negotiated with relevant LSE units.
January 2002	<ul style="list-style-type: none"> ▪ 15, Deadline for applications to the Conference.

	<ul style="list-style-type: none"> ▪ Details on accommodation, catering options and transport to the LSE are circulated to participants. Selected accommodation structures are alerted.
February 2003	<ul style="list-style-type: none"> ▪ Third SC meeting. Seven Young Researchers are selected to co-chair the main Sessions. ▪ 15, Deadline for revised papers (Young researchers) and outlines of presentations by leading scientists. General rules of engagement are circulated to speakers. ▪ Session Chairs are contacted and invited to establish contact with session, roundtable and poster speakers. ▪ Hotels and accommodation structures booking is finalised. ▪ Stationery needs are assessed according to the number of participants, and met.
March 2003	<ul style="list-style-type: none"> ▪ 1, Final version of the Conference Programme is circulated. IT and Library information are circulated. ▪ Final revision of presenters, participants, and keynote speakers. ▪ Selected Young Researcher are instructed as to moderation (roundtables) and co-chairing session. Constant communications are set up between all involved parties.
April 2003	<ul style="list-style-type: none"> ▪ Catering and special Reception (keynote speakers) are finalised.
23-26 April	<ul style="list-style-type: none"> ▪ Conference, see Programme.
May-October 2003	<ul style="list-style-type: none"> ▪ Dissemination of results. Website is refocused.

6. LOCATION AND INFRASTRUCTURE

The Conference will take place on the campus of the London School of Economics (LSE), in London. The LSE is located in the heart of London, between the City and Westminster (see <http://www.lse.ac.uk/School/maps/map1.htm>). It can be reached rapidly from the three main London Airports, Heathrow, Gatwick and Stansted, express train services are available at all airports to the city centre, and run frequently including weekends. A train timetable is available online (<http://www.railtrack.co.uk/>), and Conference travel information will be circulated to participants in due time, both electronically and by ordinary post. The three main Airports manage almost one fifth of European air traffic, and can be reached from virtually anywhere in Europe, cheaply and conveniently (<http://www.baa.co.uk/ar2001/ar2001toc/ar2001toc.htm>). Apart from being a central European location in terms of transport, central London offers a range of infrastructural services at the top of European the range (<http://www.london.gov.uk>). London was indeed chosen following consideration of mobility and infrastructure, as Conference participants will be from a large number of European countries (expectedly in excess of 12), due to the nature of the topic and the novelty of an event of this sort (please refer to *European added value*, below). As a matter of fact, the half-century UK PSA Conference – which attracted over a thousand scholars from all over the world – was successfully held at the LSE in April 2000. In terms of flexibility, it can be noted that both the Birbeck College and the Open University make use of the LSE premises for their teaching needs.

The LSE offers a huge and flexible variety of rooms for Conference purposes. Meeting rooms are reserved via a centralised booking system – electronic submission forms and feedback - up to one year in advance of the scheduled event. Once rooms are allocated – depending on the number of participants and purpose of the meeting – the progress of the booking is tracked monthly, and reminders are sent as times comes by as regards the provision of specific audio-visual facilities and special requirements of attendees. Should any difficulty arise, the computerised system is staffed and backed up by qualified personnel, while experience in the past suggests that the emergency service is effective (more details at <http://www.lse.ac.uk/admin/secretariat/Services/events.htm>). The co-ordinating team will inspect the allocated rooms upon booking and two weeks before the meeting, to ensure that the logistics of the Conference are optimised. Needless to say, all Conference rooms will be equipped with OEP, Internet connectivity and standard presentation devices. Given the nature of the topic, should any speakers need specific AV hardware, this will be made available on ad-hoc basis. The School provides full disabled access to its premises, according to British Law. In addition, should it be required, the LSE offers a state-of-the-art service for videoconferencing. A list of recommended Hotels and Accommodation opportunities is available through the Services Office of the LSE; the list is frequently updated according to the feedback from academic visitor. It features accommodation in the surrounding area and will be made available to guests well in advance of the Conference. Contacts will be especially made with three Hotels – routinely used – which cover different comfort and budget exigencies, in a value-for-money perspective. Finally, catering is available either through the Catering service of the LSE, or through affiliated external providers. However organised, lunches will be served on the premises of the LSE, to optimise the time available for scientific activities. Dinners and reception will be organised more flexibly. Different possibilities will be considered as time comes by.

The timing of the Conference does help organise activities effectively. The Conference is scheduled on the week preceding the beginning of the LSE Summer Term. Demands on rooms can therefore be expected to be low, and a wide pool of rooms can be scrutinised. As well the academic environment, usually vibrating with student life, will be quiet enough to allow a smooth running of the works. ICT facilities and Internet access will be set up and available to attendees of the Conference for its duration. The nearby British Library of Political and Economics Sciences provides a range of services to visiting academics. Contact will be established in due time with their Membership Office to provide participants with library access and information. A temporary Secretary will be set up on the premises of Media@LSE, on the second floor of St. Clements Building, centrally located in the School. Both the co-ordinator of the Conference and his young researcher collaborators have a long experience in organising seminar, meeting and Conferences on the LSE premises: among other events, a successful Media@LSE seminar, October; the initial EMTEL II meeting,

June 2000, a one-day seminar on occasion of the launch of Manuel Castell's latest book. Different series of research seminars are routinely run during term-time by Media@LSE, which are attended by visiting faculty from all over the World.

7. TRAINING NEED

The need for sophisticated and well-trained social science researchers in the issues raised by the emerging Information Society has been a consistently strong theme within FP4 and FP5. The field itself is a new one in Europe. Research on technology grounded in interdisciplinary social scientific approaches to the new media is just beginning to have significant effects on the ways in which innovation is understood, and managed. It is possible to suggest that European research leads the world in this area. However expertise is limited to a small number of Research centres, most of which are spread over different EU Programs, Actions or Network.

Recent years have seen a new and increasingly urgent interest in social scientific approaches to new media from within the relevant industries in Europe. The industry's competitiveness in a global market-place is increasingly being seen as in significant ways dependent on an understanding of the complexities of consumption and use of new information and communication technologies and services.

In particular the supposed enhanced power of the user of new media is encouraging industrialists in media and communication to look for different and innovative ways of making sense of the environment in which they are operating. Policy making at governmental and European level is also becoming increasingly dependent on the understanding of the social dynamics of technological innovation, particularly from the point of view of inclusion and exclusion. All members of the network have experience of collaborating with industry and policy makers in these respects.

It is essential that a body of social scientific researchers be created to apply social scientific approaches currently being developed in the academic study of new information and communication technologies and services and everyday life to the problems of policy and market making in the EU. There is no doubt that there is, and will continue to be, a demand for highly trained researchers in this field: from government, industry, and the academy.

The objective of *New Media and Everyday Life in Europe* is to give 45 plus young researchers the skills and experience necessary to enable research on the social dimensions of new information and communication technologies and services to be conducted more effectively, and for these skills to be spread.

8. TRAINING IMPACT

Responding to this urgent training need, the Conference will involve Young researchers from its very inception. Young Researchers (YR) will benefit the active presence of leading scholars in the field of IT and society, who would be otherwise hardly accessible, due to time and space constraints. The seven main thematic sessions will give YR an insight into dimensions which could well not be related to their specific research field, thus enriching their conceptualisation of the Information Society. Multidisciplinary is well catered for, YR will benefit from roundtables on respectively, new media research methods, comparative research in the Information Society, policymaking in the Information Society and an overview on the state of new media development in the EU (see *Programme*). YR will have the occasion to participate to the first Conference organised around the *whole* issue, and meet face-to-face key players of the IT industry and policymakers at the six round-tables.

Most important though, YR will play an *active* role throughout the Conference. Forty-five researchers will be invited to attend the Conference for its full length, at no cost (crucial, as they can be expected to be at the beginning of their career). A further 15 open seats will be reserved for YR who do not need financial support. A call for paper - specifically addressing scholars at an early stage of their career – will be issued nine months in advance of the Conference. Papers will be reviewed by the Scientific Committee (SC, see *Organisation and Management*, above), and substantive feedback produced. Seven YR will be involved in the double-blind review process, along with conference organisers. After revision, about 15 papers will be selected, and subsequently presented by their authors in the framework of the six poster sessions scheduled in the programme, alongside leading scientists. It can be expected that the feedback from the leading scientist will be challenging and constructive. Seven YR will be given the possibility to co-Chair the seven main sessions, therefore gaining indispensable skills for their career. A Young researcher will be selected to follow the work of the SC; two YR will assist the co-ordinator in the preparation and scientific management

of the Conference. Additionally, YR who have presented their work will be actively involved in the dissemination of results: they will be asked to produce a revised, camera ready copy of their paper for the website, and, possibly, for a book edited by the SC (arrangements will be defined in due time). Finally, the conference web site will reach all those YR who cannot attend the meeting, providing transcripts of the proceedings and selected papers and a conference mailing list (upon *free* subscription). At the end of the meeting, a discussion board will be set up on the website, participants and website subscribers invited to join, to ensure the continuity of the training benefits over time.

Summary table of training activities

	<i>YR No</i>
Full-paid YR attending the conference	45
Open seats for YR at the conference	15
YR assisting the co-ordinator	2
YR sitting in the SC	1
YR presenting a paper	15
YR peer-reviewing papers	7
YR co-chairing main sessions	7
YR chairing poster session	6
Total YR playing an active role	38

9. EUROPEAN ADDED VALUE OF TOPIC

In socio-economic context, action will be needed to identify social needs more clearly and to improve understanding of the social impact of research work, the changes taking place in European society and the diverse nature of its component parts and foundations, e.g. by increasing capacity for foresight and the study of various scenarios resulting from the introduction of technology at work and in the economy, education and culture (CEC Communication from the Commission, *Inventing Tomorrow: Europe's Research at the Service of the People*, Com (96) 332 Final).

The term *Information Society* is an European intellectual product. It is a culturally rich concept, which acknowledges demographic, social and economic differences and, at the same time, it implies the crucial role of information technologies in shaping and being shaped in everyday life. In this framework, the Conference effort is articulated in two main directions.

Our first objective is to create a forum for the high-level encounter of leading European academics in the field of new media and society, who are spread in Europe on a myriad of national, international and EU research projects (see sections on European added value for details). Conversely, little funding and opportunity is available to scholars to transcend the physical and intellectual borders of their networks, and create a truly European *Res Publica Literarum* in the field of Information Society. The main objective of our conference is to bring together this diasporic intellectual elite, both senior and YR, to discuss, debate and struggle over the meaning of everyday life in the European Information Society. At the centre of the discussion will be the results of those research projects (the details of which are provided below) which focus on seven main thematic areas related to everyday life in the Information Society. Apart from training, the conference will have two important heuristic spill-over effects. First, the synergy between different units allows for the creation of a wider, pan-European knowledge network capable of understanding the complexities of information society. Second, it would allow the co-ordinated promotion of the Information Society, as a field of study, in the research agenda of EU national countries.

The second, important objective of the conference is to challenge the US perspective of the field, and the dangerous standardisation of research protocols and practices in the field. We believe that the peculiarities of the European information society require and deserve more than research centred on the buzz-word 'digital divide'. With this conference we plan to explore and discuss the routines and the complexities that new and changing media engender in everyday life, in the specific social setting of a multiethnic, socially fragmented Europe. The topics of work, disability, youth, minorities, gender, participation, inclusion/exclusion in the

Information Society will be explored in the context of seven broader session themes. These are, again, community, exclusion, citizenship, quality of life, flexibility, consumption, and domesticity, covering crucial but diverse aspects of information technologies an everyday life. Way beyond the 'digital divide' slogan, New media and everyday life in Europe Conference will be an ensemble and synergy of leading minds, intended to cope with and make sense of the many social complexities of the burgeoning European (Information) society.

10. EUROPEAN ADDED VALUE FOR PARTICIPANTS

An increasing number of researchers is engaged in the field of Information Society. Given the nature of the field, concerned with the social consequences of new media, they are young and motivated. Without any doubt, this is a positive spillover of the resourceful research effort of the EU, in its attempt to devise adequate social policy in times of rapid technological change. The Conference SC alone is composed of scholars coming from six different European countries, often working in a country different from their own. Many research networks are working in the field of new media and society, mainly but not solely funded by the EU under the 5th Research Framework or Cost Actions. The European Science Foundation has just started to fund research in the field of new media, explicitly in the European context. Our point of view, the concern with the everyday application and consequences of new media, is a shared concern among researchers, who will find the Conference of extreme interest. Below is a list of Networks, mainly transnational, working on the social aspects of new media.

- Cost Action A14 - *Government and democracy in the Information age*. (in progress)
- Cost Action 219 Bis - *Access for elderly and disabled people to the information society*.
- Cost Action 16A - *Policy and regulatory responses to the use of electronic communication technologies by trans-national communities in Europe*.
- EU 4th Framework Programme Network EMTEL (completed 1998)
- EU 5th Framework Programme Network *European Media, Technology and Everyday Life II*.
- EU Information Society Technologies Programme (IST) <http://www.cordis.lu/ist>.
- ESF Multidisciplinary Research Programme, *Changing media - Changing Europe* (in progress)
- COST Action A4 : *The Social Shaping of Technology*, (completed, 1993-1998)
- UK PICT Programme (completed 1998)
- UK ESRC Programme E-society (launched in 2002, a Director is being selected at the time of writing).

Furthermore, the recent decision of the Leverhulme Trust to fund a 1.2 million British pounds on European research on Information technologies and Society (see <http://www.leverhulme.org.uk/>), the field covered by the Conference, testifies the growing concern for our field, and exacerbates the urgent necessity for a high level meeting of leading experts, that our Conference is sure to provide. Although the 6th EU FP is still in its preliminary stage, it can be expected that it will include the Information Society among its headings (see http://europa.eu.int/information_society/eeurope/index_en.htm). The main of this conference is to bring together this diasporic intellectual elite, and finalise the effort of single and institutions in researching their Information Society.

11. FINANCIAL INFORMATION

The larger entry in the proposed budget is by far "Travel and maintenance" of YR, and it is deliberately so. The need to attract to the Conference highly motivated researchers at the *beginning* of their careers in a *new field*, from the larger possible proportion of European countries requires the undertaking, on the part of the organisers, and indirectly the EU, of the financial and administrative burden. The conference schedule allows participants from less favoured regions, where the benefits of the Information Society might be greater, to attend the event. Given the strong emphasis on *active* training (see *Training* above), the YR will need to be on site for the whole length, or the best part of the conference. The Category A figure includes travel - calculated from an average European location; hotel / B&B accomodation in the affiliated, cost-effective structures, (see above); and meals as detailed above over the four days, thus slightly below market prices in London. The sum thus pays for 45 YR who will remain at the Conference location for 4 days; as a consequence, an additional 15 YR who do not need financial help will benefit the spill-over effects, in terms of venue and training costs (full economy of scale thus apply to the EU 64%). As required, they are reported

in table F3 under "non fundable participants", even though they will effectively avail the same training opportunities of funded YR. Part of YR conference fees will be used to establish an emergency hardship fund for such participants, to ensure maximum leverage (see Table F1). Costs for lecturers-keynote speakers are charged (50%) at market price for 11 expected participants; three Category C participants are expected to be from London and just need the provision of a daily allowance (included in the figure). Costs calculated are the minimum standard that guarantees the presence of leading speakers, who in turn will mobilise other leading category non-fundable colleagues (Table F3), who would generate additional conference income - to be spent on the YR open seats hardship fund. Costs of personnel include the hiring of a Young Researcher to build the first template of the website, and secretarial costs (personnel) as the conference date approaches. In the latter case, it is estimated an average need of 4 hours per week in the last six months, as one YR will also assist the co-ordinator in the management of the event. Venue costs can be broken down to two rooms for four days, one large conference room for the main Sessions (and posters) and a medium room for roundtables, are charged at internal LSE prices (which allow a substantial and necessary reduction of costs, the cost of central London office space is no second to Brussels, in this respect. This is the minimum necessary for the occurrence of the conference. Publication costs cover the advertisement of the Conference, and the cost involved in negotiation with publishers, at the end of the Conference. Training costs include a lump sum for the training section of the website, and the production and distribution of a YR brochure in advance of the event. Both are calculated at LSE internal reprographic/graphical prices. Please note that costs reported in Category D are relatively low and allow saving due to internal LSE pricing structure, and applied to the conference co-ordinator (costs in the same London area would be three times higher, on the average). Finally, the financing of the project is strictly no-profit, and time and effort of all the organisers, leading professionals in the field, is provided voluntarily, and free of charge.

{tc ""}Financial Information on Requested EC Contribution

Event ¹ No.	Table F1 Costs (in euro)									
	Category A ²		Category B ²		Category C ³	Category D ⁴				Total EC Contribution for Event
	Travel & Subsistence	Other Spec. Costs: Participation Fees (if any) ⁵	Travel & Subsistence	Other Spec. Costs: Participation Fees (if any) ⁵	Travel & Subsistence	Renting of Venue/Equip.	Publications	Training Material	Event Secretariat	
1	32470	2581	2200	116	4510	1476	1530	2460	1476	48819
2										
3										
Total of Column	32470	2581	2200	116	4510	1476	1530	2460	1476	
Total A		35051	Total B	2316	Tot C	4510	Total D		Total A+B+C+D	48819

Notes: 1) Use one row of the table for each event. Insert further rows as required.
2) Up to 100% per eligible individual.
3) Up to 50% per eligible individual.

4) Proportional contribution towards eligible costs for the four indicated organisational items.
5) **Only** Participation Fees may be entered here as Other Specific Costs.

Event ¹ No.	Table F2 Costs (in euro)				
	Category D ²				
	Personnel	Consumables	Subcontracting	Other Specific Costs ⁴	Total ³
1	2460	4482	0	0	6942
2					
3					
Total	2460	4482	0	0	6942

Notes: 1) Use one row of the table for each event. Insert further rows as required.
2) Additional breakdown of the organisational costs (Category D) according to the standardised cost structure used in contractual provisions. Note that only organisational costs (Category D) which at the same time fall under tables F1 and F2 are eligible. For details see Chapter 8.
3) **The overall total at the bottom of this column must be identical to the "Total D" of table F1.**
4) Do **not** enter Participation Fees here.

Event ¹ No.	Table F3 Number of Participants					
	EC-Funded in Cost Category				Funded by Other Sources	Total ²
	A	B	C	All (A+B+C)		
1	45	2	14	61	35	96
2						
3						
Total	45	2	14	61	35	96

Notes: 1) Use one row of the table for each event. Insert further rows as required.
2) The figures given in this column should be identical to those entered into the Administrative Form(s) B under "Participants - Total". There is a separate Form B for each event.

*To be completed by the proposal co-ordinator.
Please complete positions (a) and (b) and return this form to the Commission with the proposal
(except for electronic submission).*

EUROPEAN COMMISSION
Science, Research & Development
Human Potential Programme DG RTD-F1
High-Level Scientific Conferences
Rue de la Loi 200
B-1049 Brussels

(a) Write your name and your address in the box below

Professor Roger Silverstone
Department of Sociology
London School of Economics
Houghton Street
London, WC2A 2AE
United Kingdom

Dear Sir or Madam,

We are pleased to acknowledge receipt of your proposal with the following short title (b):

NEMAEL

This proposal has been given the following reference number (c):

You are requested to quote this reference number in all future correspondence relating to this proposal. Please ensure that all other parties in your proposal are also made aware of this reference number.

After a check for eligibility, your proposal will be evaluated. It is expected that the final result of the evaluation will be communicated to you within 4 month following the corresponding deadline (see indicative roadmap of Chapter 2).

On behalf of the Commission, we would like to thank you for your proposal and your interest in High-Level Scientific Conferences.

Yours faithfully,

Proposal registered on (d): , **by:**

- a) Name and postal address of the proposal co-ordinator - to be completed by the applicant;
b) Short title or acronym of the proposal - to be completed by the applicant;
c) Reference number of the proposal - to be completed by the Commission;
d) Date of registration of the proposal - to be completed by the Commission.*