

Contemporary Forms and Issues of Online Participation



Presented by PhD student : **Manar Alomran**

Supervised by prof : **Michel Marcoccia**

University of Technology of Troyes

Research unit : LIST3N / Team : Tech-CICO

manar.alomran@utt.fr

17th International Pragmatics Conference (IPrA), 28 Jun 2021 , Media discourse

This study aims to highlight the following five syntheses :

- Typology of definitions of online participation according to its six contemporary issues.
- Typology of user figures according to the issues of online participation.
- Distinction between "participation" and "contribution" in the world of digital communication.
- Relationship between digital discourse analysis and online participation analysis
- Synthetic typology of new conversation techniques according to participatory forms, forms of engagement, nature of interactions, levels of participation, psychosocial functions and types of participants.

Typology of definitions of online participation according to its six main issues

The question of online participation is linked to six main issues

- Political
- Educational
- Epistemic
- Marketing
- Media
- Economic

Typology of user figures according to the issues of online participation

Issues of online participation	User figures
Political	Citizen vs politician
Educational	Learner vs tutor
Epistemic	Professional vs amateur.
Marketing	Prosumer (consumer and producer of content at the same time)
Media	Produser (user and producer of content at the same time); co-designer, co-developer
Economic	Data provider, contributor

Distinction between "participation" and "contribution" in the world of digital communication

- **Contributions** correspond to the type of "active" participation : forms of engagement of the "visible" type in the participatory public space.
- **Participations** correspond to the two kinds of "passive" and "active" participation, and thus to "invisible" and "visible" forms of engagement.
- So, "participation" includes "contribution"; having a broader meaning, the term "participation" can therefore replace "contribution" in all contexts.

Relationship between digital discourse analysis and online participation analysis : digital discourse is part of online participation

- **Digital discourse analysis** is particularly interested in dealing with analysis data from a technolinguistic interactionist approach.
- **Online participation analysis** often tends to study data through a communicative and sociological approach that deals with social, economic and political mutation.
- Some studies related to online participation can go beyond the interactionist analysis of the contents of the statements.

Technodiscourse is one form of online participation

Synthetic typology of new conversation techniques

Kinds of digital participation	Participatory forms	Forms of engagement	Nature of interactions	Levels of participation	Psychosocial functions	Types of participants
Passive	Reading, listening	Access	Mute	Peripheral	Cognition	-Beginner participant -lurker participant
Active (contribution)	Gesture statements	Non-verbal reaction by simply clicking on a button ("like" for example).	- Phatic - Implicit	Superficial	Approval or disagreement	Contributor-evaluator
	- Emojis - Emoticons - Link	Comment (reactive message)	Relational	Medium	- Answer - Complement	Contributor-interlocutor
	- Verbal statements		Discursive	Strong	-Consensus or polemic	
	-Verbal statements -Photos -Remix -Videos	Auto-publication (message initial)	Diffusion	Central	Submission of a question, opinion, self-presentation, etc.	Contributor-poster

THANK
You!