



COMUNICAÇÃO DIGITAL NO SETOR PÚBLICA

O plano de ensino poderá sofrer alterações por parte do professor.

INSTITUTO BRASILEIRO
DE ENSINO,
DESENVOLVIMENTO E
PESQUISA

PROGRAMA DE
MESTRADO EM
COMUNICAÇÃO
DIGITAL

Carga Horária: 36h
Créditos: 02
Categoria: Optativa

Ementa

Este curso tem como objetivo abrir uma porta para Comunicação Digital Pública unindo teoria e pesquisa. As transformações trazidas pela nova mídia nas últimas décadas aumentaram exponencialmente a quantidade de dados gerados ou administrados por governos, ou então por plataformas de tecnologia que às vezes competem com o Estado pela primazia da esfera pública. Isso gera um potencial para ampliar o acesso e aumentar a qualidade de serviços e bens públicos, como também melhorar a transparência e prestação de contas dos governantes, permitindo que os governos sejam mais responsivos às necessidades dos cidadãos, enquanto estes têm a oportunidade de participar mais do debate público. No entanto, a nova mídia também gera riscos para a democracia, com a polarização de segmentos da sociedade e a emergência de setores que antes estavam mais à margem do debate político, com maior aumento na circulação de informações falsas e o crescimento de movimentos nacionalistas e populistas.

Além de todos os desafios que encontramos para navegar neste novo ambiente de comunicação, precisamos ao mesmo tempo ampliar a capacitação de profissionais em habilidades de programação e tecnologia da informação. Por isso, este curso oferece, junto com as principais teorias de Comunicação Digital Pública, um laboratório para o aprendizado de ferramentas básicas para mineração, tratamento e análise das informações que servem de base para o debate político.

Objetivos de aprendizagem

- Fornecer aos alunos uma compreensão aprofundada das principais teorias de comunicação digital com aplicação na esfera pública, governo e sociedade.
- Treinar os alunos com habilidades básicas de programação para mineração, tratamento, análise e visualização de dados relacionados à comunicação pública digital, seja em plataformas de dados abertos ou de mídias sociais.
- Preparar os alunos para elaboração de projetos de pesquisa em comunicação digital, oferecendo uma análise crítica para elaboração de perguntas, escolha de casos, desenho de pesquisa e uso de ferramentas de análise.

Módulo I – Composto por um encontro remote e três presenciais

Tópicos

- INTRODUÇÃO A COMUNICAÇÃO PÚBLICA DIGITAL
 - O Estado da Arte em Comunicação Pública Digital
 - Dados Abertos, Lei Geral de Proteção de Dados Pessoais, Lei de Acesso à Informação.
- TRANSPARÊNCIA, PRESTAÇÃO DE CONTAS, ESFERA PÚBLICA
 - Introdução ao R
 - Análise exploratória de dados
 - Estudo de caso: Gastos de deputados - Dados Abertos da Câmara
- AGENDA-SETTING (AGENDAMENTO)
 - Análise com Tesauro, Ontologia ou Dicionário de termos
 - Estudo de caso: Projetos de lei - Dados Abertos da Câmara
- ENQUADRAMENTO (FRAMING)
 - Análise de tópicos
 - Estudo de caso: @jairbolsonaro no Twitter (atual X)
- VIÉS COGNITIVO E SENTIMENTOS
 - Análise de sentimento
 - Estudo de caso: Facebook de Fernando Haddad na campanha eleitoral de 2018
- AÇÃO COLETIVA E AÇÃO CONECTIVA
 - Análise de Redes Sociais
 - Estudo de caso: Os ministros de Lula no X (ex-Twitter)

Leituras

Boyd, D., & Crawford, K. (2012). Critical questions for big data: Provocations for a cultural, technological, and scholarly phenomenon. *Information, communication & society*, 15(5), 662-679.

Comitê Gestor da Internet no Brasil (2015). Guia de dados abertos.

de Vreese, C., & Tromble, R. (2023). The data abyss: How lack of data access leaves research and society in the dark. *Political Communication*, 40(3), 356-360.

Duffy, B. E., & Meisner, C. (2023). Platform governance at the margins: Social media creators' experiences with algorithmic (in) visibility. *Media, Culture & Society*, 45(2), 285-304.

Helmond, A. (2015). The platformization of the web: Making web data platform ready. *Social media+ society*, 1(2), 2056305115603080.

Klinger, U., Kreiss, D., & Mutsvairo, B. (2023). Platforms, power, and politics: An introduction to political communication in the digital age. John Wiley & Sons.



Robinson, L., Cotten, S. R., Ono, H., Quan-Haase, A., Mesch, G., Chen, W., ... & Stern, M. J. (2015). Digital inequalities and why they matter. *Information, communication & society*, 18(5), 569-582.

Zarouali, B., Dobber, T., De Pauw, G., & de Vreese, C. (2022). Using a personality-profiling algorithm to investigate political microtargeting: assessing the persuasion effects of personality-tailored ads on social media. *Communication Research*, 49(8), 1066-1091.

Amsalem, E., Merkley, E., & Loewen, P. J. (2022). Does talking to the other side reduce inter-party hostility? Evidence from three studies. *Political Communication*, 39(1), 61-78.

Dahlgren, P. (2005). The Internet, public spheres, and political communication: Dispersion and deliberation. *Political communication*, 22(2), 147-162.

Eisenegger, M., & Schäfer, M. S. (2023). Reconceptualizing public sphere (s) in the digital age? On the role and future of public sphere theory. *Communication Theory*, 33(2-3), 61-69.

Raphael, C., & Karpowitz, C. F. (2013). Good publicity: The legitimacy of public communication of deliberation. *Political communication*, 30(1), 17-41.

Bennett, W. L., & Pfetsch, B. (2018). Rethinking political communication in a time of disrupted public spheres. *Journal of communication*, 68(2), 243-253.

Gilardi, F., Gessler, T., Kubli, M., & Müller, S. (2022). Social media and political agenda setting. *Political communication*, 39(1), 39-60.

Langer, A. I., & Gruber, J. B. (2021). Political agenda setting in the hybrid media system: Why legacy media still matter a great deal. *The International Journal of Press/Politics*, 26(2), 313-340.

McCombs, M. (2005). A look at agenda-setting: Past, present and future. *Journalism studies*, 6(4), 543-557.

Van der Pas, D. J., Van der Brug, W., & Vliegenthart, R. (2017). Political parallelism in media and political agenda-setting. *Political Communication*, 34(4), 491-510.

Boukes, M. (2022). Episodic and thematic framing effects on the attribution of responsibility: The effects of personalized and contextualized news on perceptions of individual and political responsibility for causing the economic crisis. *The International Journal of Press/Politics*, 27(2), 374-395.

Chen, K., Molder, A. L., Duan, Z., Boulianne, S., Eckart, C., Mallari, P., & Yang, D. (2023). How climate movement actors and news media frame climate change and strike: Evidence from analyzing twitter and news media discourse from 2018 to 2021. *The International Journal of Press/Politics*, 28(2), 384-413.

Guenther, L., Jörges, S., Mahl, D., & Brüggemann, M. (2024). Framing as a bridging concept for climate change communication: A systematic review based on 25 years of literature. *Communication Research*, 51(4), 367-391.

Nelson, T. E., Clawson, R. A., & Oxley, Z. M. (1997). Media framing of a civil liberties conflict and its effect on tolerance. *American Political Science Review*, 91(3), 567-583.

Scheufele, D. A., & Tewksbury, D. (2007). Framing, agenda setting, and priming: The evolution of three media effects models. *Journal of communication*, 57(1), 9-20.



- Shehata, A., Glogger, I., Djerf-Pierre, M., Zuiderveld, M., Åhrén, C., & Hedenus, F. (2024). Same News Frames, Different Issues: Issue Familiarity and Dynamic Framing Effects. *Communication Research*, 0(0).
- Bimber, B., Labarre, J., Gomez, D., Nikiforov, I., & Koc-Michalska, K. (2024). Media Use, Feelings of Being Devalued, and Democratically Corrosive Sentiment in the US. *The International Journal of Press/Politics*, 19401612241253455.
- Flaxman, S., Goel, S., & Rao, J. M. (2016). Filter bubbles, echo chambers, and online news consumption. *Public opinion quarterly*, 80(S1), 298-320.
- Hasell, A., Halversen, A., & Weeks, B. E. (2024). When Social Media Attack: How Exposure to Political Attacks on Social Media Promotes Anger and Political Cynicism. *The International Journal of Press/Politics*, 19401612231221806.
- Humprecht, E., Amsler, M., Esser, F., & Van Aelst, P. (2024). Emotionalized Social Media Environments: How Alternative News Media and Populist Actors Drive Angry Reactions. *Political Communication*, 1-29.
- Kim, S. J., Villanueva, I. I., & Chen, K. (2023). Going beyond affective polarization: How emotions and identities are used in anti-vaccination TikTok videos. *Political communication*, 1-20.
- Knobloch-Westerwick, S., Mothes, C., & Polavin, N. (2020). Confirmation bias, ingroup bias, and negativity bias in selective exposure to political information. *Communication research*, 47(1), 104-124.
- Young, L., & Soroka, S. (2012). Affective news: The automated coding of sentiment in political texts. *Political communication*, 29(2), 205-231.
- Bennett, W. L., & Segerberg, A. (2012). THE LOGIC OF CONNECTIVE ACTION: Digital media and the personalization of contentious politics. *Information, Communication & Society*, 15(5), 739–768.
<https://doi.org/10.1080/1369118X.2012.670661>
- Kahne, J., & Bowyer, B. (2018). The political significance of social media activity and social networks. *Political communication*, 35(3), 470-493.
- Riedl, M. J., Lukito, J., & Woolley, S. C. (2023). Political influencers on social media: an introduction. *Social Media+ Society*, 9(2), 20563051231177938.

Módulo II – Composto por um encontro remote e três presenciais

Tópicos

- POPULISMO E POLARIZAÇÃO
- CRISES E DESASTRES NA COMUNICAÇÃO DIGITAL PÚBLICA
 - Sistemas de Informação Geográfica;
 - Estudo de caso: Barragens com risco de rompimento.
- DESINFORMAÇÃO

- IMAGENS NA COMUNICAÇÃO DIGITAL PÚBLICA
- INTELIGÊNCIA ARTIFICIAL
 - Estudo de caso: Supremo Tribunal Federal;
 - Entrega de projetos de pesquisa;
 - Apresentação de trabalhos de pesquisa e discussão sobre trabalho.

Leituras

Baum, M. A., & Groeling, T. (2008). New media and the polarization of American political discourse. *Political Communication*, 25(4), 345-365.

De Bruycker, I., & Rooduijn, M. (2021). The people's champions? Populist communication as a contextually dependent political strategy. *Journalism & Mass Communication Quarterly*, 98(3), 896-922.

De Vreese, C. H., Esser, F., Aalberg, T., Reinemann, C., & Stanyer, J. (2018). Populism as an expression of political communication content and style: A new perspective. *The international journal of press/politics*, 23(4), 423- 438.

Engesser, S., Ernst, N., Esser, F., & Büchel, F. (2017). Populism and social media: How politicians spread a fragmented ideology. *Information, communication & society*, 20(8), 1109-1126.

Fernandes, J. M., & Won, M. (2023). The Unintended Consequences of Amplifying the Radical Right on Twitter. *Political Communication*, 40(6), 742-767.

Finlayson, A. (2022). YouTube and political ideologies: Technology, populism and rhetorical form. *Political Studies*, 70(1), 62-80.

Garrett, R. K., Long, J. A., & Jeong, M. S. (2019). From partisan media to misperception: Affective polarization as mediator. *Journal of Communication*, 69(5), 490-512.

Gerbaudo, P. (2018). Social media and populism: an elective affinity?. *Media, culture & society*, 40(5), 745-753

Kreiss, D., & McGregor, S. C. (2024). A review and provocation: On polarization and platforms. *New Media & Society*, 26(1), 556-579.

Lelkes, Y. (2016). Mass polarization: Manifestations and measurements. *Public Opinion Quarterly*, 80(S1), 392-410.

Marchal, N. (2022). "Be nice or leave me alone": An intergroup perspective on affective polarization in online political discussions. *Communication Research*, 49(3), 376-398.

Moffitt, B., & Tormey, S. (2014). Rethinking populism: Politics, mediatization and political style. *Political studies*, 62(2), 381-397.

Post, S. (2019). Polarizing communication as media effects on antagonists. *Understanding communication in conflicts in digital media societies. Communication Theory*, 29(2), 213-235.

Wojcieszak, M., de Leeuw, S., Menchen-Trevino, E., Lee, S., Huang-Isherwood, K. M., & Weeks, B. (2023). No polarization from partisan news: Over-time evidence from trace data. *The International Journal of Press/Politics*, 28(3), 601-626.

- Yarchi, M., Baden, C., & Kligler-Vilenchik, N. (2021). Political polarization on the digital sphere: A cross-platform, over-time analysis of interactional, positional, and affective polarization on social media. *Political Communication*, 38(1-2), 98-139. <https://journals.sagepub.com/page/psx/collections/populism>
- Altay, S., Kleis Nielsen, R., & Fletcher, R. (2022). Quantifying the “infodemic”: People turned to trustworthy news outlets during the 2020 coronavirus pandemic. *Journal of Quantitative Description: Digital Media*, 2. <https://doi.org/10.51685/jqd.2022.020>
- Dam, L., Basaran, A. M. B., & Atkin, D. (2021). Fear of COVID-19 opinion expression: Digitally mediated spirals of silence and the situational theory of problem solving. *Journal of Broadcasting & Electronic Media*, 65(4), 457-478.
- Mellado, C., Hallin, D., Cárcamo, L., Alfaro, R., Jackson, D., Humanes, M. L., ... & Ramos, A. (2021). Sourcing pandemic news: A cross-national computational analysis of mainstream media coverage of COVID-19 on Facebook, Twitter, and Instagram. *Digital Journalism*, 9(9), 1261-1285.
- Valenzuela, S., Puente, S., & Flores, P. M. (2017). Comparing disaster news on Twitter and television: An intermedia agenda setting perspective. *Journal of Broadcasting & Electronic Media*, 61(4), 615-637
- Armitage, R., & Vaccari, C. (2021). Misinformation and disinformation. In *The Routledge companion to media disinformation and populism* (pp. 38-48). Routledge.
- Chambers, S. (2021). Truth, deliberative democracy, and the virtues of accuracy: is fake news destroying the public sphere?. *Political Studies*, 69(1), 147-163.
- Erlich, A., & Garner, C. (2023). Is pro-Kremlin disinformation effective? Evidence from Ukraine. *The International Journal of Press/Politics*, 28(1), 5-28.
- Selnes, F. N. (2024). Fake news on social media: Understanding teens’(Dis) engagement with news. *Media, Culture & Society*, 46(2), 376-392.
- Freelon, D., & Wells, C. (2020). Disinformation as political communication. *Political communication*, 37(2), 145-156.
- Hameleers, M., Humprecht, E., Möller, J., & Lühring, J. (2023). Degrees of deception: The effects of different types of COVID-19 misinformation and the effectiveness of corrective information in crisis times. *Information, Communication & Society*, 26(9), 1699-1715
- Haugsgjerd, A., Karlsen, R., & Steen-Johnsen, K. (2023). Uninformed or misinformed in the digital news environment? How social media news use affects two dimensions of political knowledge. *Political Communication*, 40(6), 700-718.
- Humprecht, E., Esser, F., & Van Aelst, P. (2020). Resilience to online disinformation: A framework for cross-national comparative research. *The international journal of press/politics*, 25(3), 493-516.
- Labarre, J. (2024). Epistemic Vulnerability: Theory and Measurement at the System Level. *Political Communication*, 1-21.
- Norris, P. (2023). Cancel culture: Myth or reality?. *Political studies*, 71(1), 145-174.
- Sangalang, A., Ophir, Y., & Cappella, J. N. (2019). The potential for narrative correctives to combat misinformation. *Journal of communication*, 69(3), 298-319.



Van der Linden, S., Panagopoulos, C., & Roozenbeek, J. (2020). You are fake news: political bias in perceptions of fake news. *Media, culture & society*, 42(3), 460-470.

Zilinsky, J., Theocharis, Y., Pradel, F., Tulin, M., de Vreese, C., Aalberg, T., ... & Zoizner, A. (2024). Justifying an Invasion: When Is Disinformation Successful?. *Political Communication*, 1-22

Chen, Y., Sherren, K., Smit, M., & Lee, K. Y. (2023). Using social media images as data in social science research. *New Media & Society*, 25(4), 849-871.

Dan, V., Paris, B., Donovan, J., Hameleers, M., Roozenbeek, J., van der Linden, S., & von Sikorski, C. (2021). Visual mis-and disinformation, social media, and democracy. *Journalism & Mass Communication Quarterly*, 98(3), 641-664.

Farkas, X., & Bene, M. (2021). Images, politicians, and social media: Patterns and effects of politicians' image-based political communication strategies on social media. *The international journal of press/politics*, 26(1), 119-142.

Haßler, J., Wurst, A. K., & Pohl, K. (2023). Politicians over issues? Visual personalization in three Instagram election campaigns. *Information, Communication & Society*, 1-21.

Mendonça, R. F., & Caetano, R. D. (2021). Populism as parody: The visual self-presentation of Jair Bolsonaro on Instagram. *The International Journal of Press/Politics*, 26(1), 210-235.

Moffitt, B. (2024). How do populists visually represent 'the people'? A systematic comparative visual content analysis of Donald Trump and Bernie Sanders' Instagram accounts. *The International Journal of Press/Politics*, 29(1), 74-99.

Pearce, W., Özkula, S. M., Greene, A. K., Teeling, L., Bansard, J. S., Omena, J. J., & Rabello, E. T. (2020). Visual cross-platform analysis: Digital methods to research social media images. *Information, Communication & Society*, 23(2), 161-180.

Peng, Y. (2021). What makes politicians' Instagram posts popular? Analyzing social media strategies of candidates and office holders with computer vision. *The International Journal of Press/Politics*, 26(1), 143-166.

Ahmed, S. (2022). Disinformation sharing thrives with fear of missing out among low cognitive news users: A cross-national examination of intentional sharing of deep fakes. *Journal of Broadcasting & Electronic Media*, 66(1), 89-109.

Barabas, C., Beard, A., Dryer, T., Semel, B., & Solomun, S. (2020). Abolish the# TechToPrison-Pipeline. Coalition for Critical Technology. Available at: <https://medium.com/@CoalitionForCriticalTechnology/abolish-the-techtoprisonpipeline-9b5b14366b16>

Broussard, M. (2018). *Artificial unintelligence: How computers misunderstand the world*. mit Press.

Broussard, M., Diakopoulos, N., Guzman, A. L., Abebe, R., Dupagne, M., & Chuan, C. H. (2019). Artificial intelligence and journalism. *Journalism & mass communication quarterly*, 96(3), 673-695.

Cheng, Y., & Jiang, H. (2020). How do AI-driven chatbots impact user experience? Examining gratifications, perceived privacy risk, satisfaction, loyalty, and continued use. *Journal of Broadcasting & Electronic Media*, 64(4), 592-614.



Dobber, T., Metoui, N., Trilling, D., Helberger, N., & De Vreese, C. (2021). Do (microtargeted) deepfakes have real effects on political attitudes?. *The International Journal of Press/Politics*, 26(1), 69-91.

Erman, E., & Furendal, M. (2024). Artificial intelligence and the political legitimacy of global governance. *Political Studies*, 72(2), 421-441.

Gil de Zúñiga, H., Goyanes, M., & Durotoye, T. (2024). A scholarly definition of artificial intelligence (AI): advancing AI as a conceptual framework in communication research. *Political communication*, 41(2), 317-334.

Guzman, A. L., & Lewis, S. C. (2020). Artificial intelligence and communication: A human-machine communication research agenda. *New media & society*, 22(1), 70-86.

Jacobsen, B. N., & Simpson, J. (2023). The tensions of deepfakes. *Information, Communication & Society*, 1-15.

Jungherr, A. (2023). Artificial intelligence and democracy: A conceptual framework. *Social media+ society*, 9(3), 20563051231186353.

Laba, N. (2024). Engine for the imagination? Visual generative media and the issue of representation. *Media, Culture & Society*, 0(0). <https://doi.org/10.1177/01634437241259950>

Ricarte, P. (2022). Ethics for the majority world: AI and the question of violence at scale. *Media, Culture & Society*, 44(4), 726-745.

Vaccari, C., & Chadwick, A. (2020). Deepfakes and disinformation: Exploring the impact of synthetic political video on deception, uncertainty, and trust in news. *Social media+ society*, 6(1), 2056305120903408.

Weikmann, T., Greber, H., & Nikolaou, A. (2024). After Deception: How Falling for a Deepfake Affects the Way We See, Hear, and Experience Media. *The International Journal of Press/Politics*, 19401612241233539.

Yang, S., Krause, N. M., Bao, L., Calice, M. N., Newman, T. P., Scheufele, D. A., ... & Brossard, D. (2023). In Ai we trust: The interplay of media use, political ideology, and trust in shaping emerging AI attitudes. *Journalism & Mass Communication Quarterly*, 10776990231190868.