

## **FlexMediaLives**

*Appel à projets générique 2015*

### **A Big Data Initiative for the Assessment of Biographical Risk in Flexible Labor Markets : the Case of Journalists' Careers and Career Narratives in France and Brazil**

*Scientific Document*

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## Executive Summary

*[1 page maximum]*

**FlexMediaLives** aims to provide new data and new analytical frameworks to understand the adjustments made by individuals throughout their careers in social worlds governed by flexible labor markets, such as those for journalists in the media. The journalists' labor market will be analyzed from comparative point of view contrasting the case of France and Brazil.

This project has a very strong methodological dimension. It notably draws on the collection, coding and analysis of very large volumes of data drawn from public profiles of journalists and former journalists on the social and professional network LinkedIn. These data will be analyzed using longitudinal methods to monitor the career of quasi-cohorts of journalists since the 1980's. As part of **flexMediaLives**, another database will be constituted from professional life stories stories extracted from autobiographies of and interviews with journalists. Both methods are innovative and have a high potential for breakdown in the social sciences.

**FlexMediaLives** finally has a high potential for social impact because the practice of documenting one's career online is spreading today. LinkedIn platform for instance claims 300 million users worldwide in 2014. However, the social sciences still have not very much considered these practices and lack methodological tools, databases and concepts to do so.

## Researchers involved in the project

Partner	Family Name	First Name	Position	Implication pers*mois	Responsibility	Funding asked to the ANR	Funding asked to the FAPESP
Pacte CNRS / Grenoble Alpes University - Sciences Po Grenoble (France)	Bastin	Gilles	Assistant Professor, On leave for a 1 year CNRS delegation	18 mois	Project coordinator French national scientific coordinator Co-Leader of WP 1 & 8 Leader of WP 4	-	-
Grenoble Alpes University (France)	Francony	Jean-Marc	Assistant Professor	8 mois	Leader of WP3		
Pacte CNRS	Benoît	Anne-Marie			Leader of WP 2	-	-
Pacte CNRS	<i>Not yet recruited</i>	<i>Not yet recruited</i>	Post-doc	12		47280	-
Grenoble Alpes University - Sciences Po Grenoble (France)	Naulin	Sidonie	Assistant Professor	8 mois			
GRESEC / Grenoble Alpes University (France)	Ringoot	Roselyne	Assistant Professor	12 mois	Leader of WP 6	-	-
GRESEC / Grenoble Alpes University (France)	<i>Not yet recruited</i>	<i>Not yet recruited</i>	Post-doc	12		47280	-
University of Sao Paulo (Brazil)	Lago	Claudia			Brazilian national scientific coordinator Co-Leader of WP 1		
Federal University of Santa Catarina (Brazil)	Mick	Jacques			Leader of WP 5		
Vale do Rio dos Sinos University (Brazil)	Marocco	Beatriz	Assistant Professor	10 mois	Leader of WP 7		

## 1. Context, position and objectives of the project

*[5-10 pages max]*

### 1.1. Context and general presentation

*[General presentation of the question addressed by the proposal]*

Only few professional labour markets have experienced a similar evolution over the XXth century to that which affected the journalists' labour market. In most countries — as is established in the first comparative study carried on on journalists by the International Labor Organization at the end of the 1920's — journalists experienced very poor employment conditions at the beginning of the XXth century. It is only after a slow professionalization process (that guaranteed some protection against amateur work), the development of new media in the audio-visual sector and the expansion of the written press (mostly due to the magazine and specialised press) and the rise in size of media organizations that job opportunities in this sector multiplied and employment conditions got better for journalists. However, since the 1990's the crisis in the written press market and a reconfiguration of the relations between professional and amateur work again reduced number of available positions. The simultaneous development of the communications field opened up job opportunities outside the profession for mid/end of career journalists. Besides, the development of journalism training programmes considerably modified the profile of new entrants (more women, higher levels of qualification, etc.). Because of the increase in freelance work, the low pay levels in the media industry, and beginning to mid-career lay-offs, the journalist's social status is again challenged in most democratic countries.

The precarity of journalists' professional status and more generally of journalists' work today contrasts with the social imagery of the « power » associated with this group in most societies. In his 1919 conference on the politician's profession and vocation (« Politik als Beruf »), the sociologist Max Weber emphasized the need for a sociological study of the discrepancy between journalists' objective social status and their perceived one. Pointing out that they lack « a fixed social classification », he compares them in his text to a « pariah caste » (Weber, 1946, 96). At that time many journalists were undergoing various forms of social and moral segregation, suffering from a situation of absolute job insecurity, at the mercy of the demands of what the sociologist then tentatively called, the « market », and suffering from frequent inner tension provoked by the contrast between this insecurity on the market and the common representations of the supposed power of this profession. Weber soberly concluded his presentation with the following words: « [Journalism] is not a road for everybody, least of all for weak characters, especially for people who can maintain their inner balance only with a secure status position.» (Weber, 1946, 98).



The objective of this research project is to empirically re-examine this « paria paradox », one century after Weber and with a comparative ambition. As the volume of available work in the news sector is declining in the vast majority of countries and the use of freelancers is spreading, this issue of journalists' « life and career project » has again taken centre stage in most democratic societies. We strongly believe that it is necessary to undertake a longitudinal analysis of journalists' career models in the media worlds to understand what pushes individuals towards journalism, how they join the media labor market as well as what often pushes them away from it. **flexMediaLives** is based on a digital social sciences strategy and a comparative stance to approach the issue of the life conduct of journalists in two countries : France and Brazil.

Our project is important not only for the understanding of the way journalism functions but also for a better understanding, based on empirical evidences, of a democratic issue : that of the quality of the products of the media sector. Indeed, securing biographical trajectories in this sector is a very big issue to make sure that well trained and experienced professionals deal with the information of the general public.

## 1.2. Objectives, originality and novelty of the project

*[Describe the project **objectives** and the **scientific and technical barriers** that will be lifted by carrying out the project. Emphasise the original and/or innovative nature of the project. If applicable, describe **the project end-product(s)**, present the **expected results**, with if possible appropriate evaluation and success criteria to determine the end-of-project results]*

With the support of the wealth of research from the art world, we propose to detail the changes taking place in the media worlds by observing the professional careers of those who enter them. The hypothesis on which this project is founded is that social worlds — including that of the media — are characterised by their varying ability to « attract » professionals (Strauss, 1978) and keep them within their orbite. In other words, social worlds can be morphologically characterised by their capacity to produce « convergence » (Abbott, 2001) in the actors' professional careers or, on the contrary, to favour their « divergence » (Bastin, 2012a). The divergence phenomena can end up distancing them from the central activities of the media worlds. This entails important issues linked to the continuity of this social world, such as the issue of young recruits' socialisation in organisations which lose — through divergence — their oldest employees (Grugulis et Stoyanova, 2011) or the quality of production in these conditions.

The main research question that this project aims to answer is thus the following : to what extent is the media world going through a clear (observable in its protagonists' careers) alteration of the attraction possibilities of the information professionals that commit themselves to it ? And this question leads to several others that we will attempt to respond to :

- Can a historical evolution be identified in journalists' typical career models ? And if yes, can a generation effect be isolated which would differentiate individuals according to when they first entered the work market ?
- Which factors explain the divergence in professional careers in the media worlds ? For individuals, is it gender, training ? ; For organisations, do the economic situation and the structuring of job offers have an impact on career models ?
- Do the ways in which the media world is regulated by the public authorities (regulation of training, support to the employment market, etc.) and by the journalism profession (deontological regulation, the rhetoric around the vocation of journalist) have an impact on career models ?
- If yes, does this lead to an increase or decrease in divergence ?
- Do career models end up having an impact on what is produced by media worlds as certain studies have suggested, notably, those which focus on the introduction of « creative competition » on television, whose impact seems to have been a limitation of the variety of programmes (Deakin, et al., 2009; Turner et Lourenço, 2012; Ursell, 2001) ?

This last question is obviously at the heart of the « paria paradox » and of this research project. This issue requires careful handling using the support of the results of the « creative work » model which allows individuals' divergence to be considered in terms of the value of what they produce (Menger, 2009) but also in terms of the media specificities within which numerous mechanisms limit the divergence of what is produced also and prevents, methodologically-speaking, « value » from being measured as it is on the art market. Having said this, the evolution of what is produced by the media world has too frequently been reduced to cultural or technical factors (for example concerning information on the internet) and a morphological viewpoint would allow these limits to be overcome. That being said, the problem which is at hand here is in fact similar to that identified by Powell and DiMaggio in organisations: the homogenisation of organisational cultures and their rationalisation — named « institutional isomorphism » by these authors (DiMaggio et Powell, 1983) — who deem it to be a result of the circulation of professionals from one organisation to another. The divergence of actors (their circulation from one organisation to another but also perhaps from one professional world to another) can therefore produce convergence in the product of their activity. So this project would boil down to the following question : does the structure of professional information markets lead to « heteromorphic »

mechanisms as in the art worlds in which there is an increasing differentiation between individuals as time goes on (Menger, 1994) or between networks of individuals (Faulkner et Anderson, 1987) ? Or on the contrary, does the structure produce an « isomorphic » phenomenon by making the individuals who produce the information less differentiated, because less stable career-wise , therefore having a knock-on effect on the news itself?

This research programme proposes to rely on the constitution of international-scale contexts, careers and career-narratives databases to measure how long-lasting individuals are in the media worlds.

#### A « netnographic » survey

Among the hurdles which have long stood in the way of knowledge of employment in the media world feature the aforementioned theoretical problems but also methodological issues. Most of the data currently available come from professional journalism organisations. These data have led to the mapping out of the sociography of the profession (Devillard, et al., 2001; Leteinturier, 2003; Leteinturier et Mathien, 2010) but they stem from a rather restrictive definition of who works in the media world and do not allow complete careers to be described. They do not for example include non-journalistic activities and do not allow the monitoring of individuals after they may leave the profession. The development of professional social networks like LinkedIn, on which individuals can display their curriculum vitae, now enable us to envisage a longitudinal survey approach which is better adjusted to the issues dealt with in this project. Initial research of this kind was conducted between 2010 and 2012 using a sample of 1171 journalists (or ex- journalists) whose profiles were collected from the LinkedIn network. This initial project paved the way for the definition of a data coding protocol and allowed us to test data treatment methods notable from optimal matching analysis (Abbott et Hrycak, 1990).

Now the project needs to move up a gear to a higher level of data collection which will require the implementation of automatic information collection « netnographic » (Kozinets, 2009) or « digital humanities » (Svensson, 2010) protocols, meaning with the help of IT applications capable of exploring social networks and extracting pertinent information. The media.corpus work-group at Pacte research lab (<http://mediacorpus.hypotheses.org>) has acquired considerable expertise in this research field which will be highly useful for this project, whether it be in the for the structured extraction of data from the web (Papa et Francony, 2011), for the ethical aspects of research techniques (one of the Pacte lab's strong points) or more generally methodological questions linked to the prosopography of the media world (cf. the ANR

Reanalyse project for which we managed the exploitation of archives of interviews with journalists about their careers).

Thanks to funding from the Scientific Commission of Sciences Po Grenoble, 30,000 profiles of French journalists are currently being developed parsed on LinkedIn, using a self-extracting methodology developed with Jean-Marc Francony (Bastin & Francony, 2013 Bastin, 2013c). As far as the career profile analysis methods are concerned, the project will use the TraMineR software which allows longitudinal data to be analysed in the R environnement. A partnership is being developed with Matthias Studer from the University of Geneva who is an expert in this field of research.

L'évolution des produits du monde des médias a trop souvent été ramenée à des facteurs culturels ou techniques (par exemple à propos de l'information sur Internet). Un point de vue morphologique sur les carrières des journalistes permettrait de dépasser ces limites.

On abordera ici les deux aspects principaux de la méthode retenue, à savoir a) une démarche de traitement à grande échelle de données collectées sur le réseau social LinkedIn et b) la constitution de bases de données de récits (auto)biographiques.

*Une enquête « big data » sur LinkedIn* : parmi les obstacles qui se sont longtemps opposés à la connaissance de l'emploi dans le monde des médias figurent des problèmes d'ordre méthodologique. La plupart des données disponibles actuellement en France sont issues des organismes professionnels de journalistes. Ces données ont permis le développement d'une sociographie de la profession (Devillard et al. 2001; Leteinturier and Mathien 2010; Leteinturier 2003) mais elles reposent sur une définition restrictive des acteurs du monde des médias (les titulaires de la carte de presse) et ne permettent pas de décrire des carrières complètes. Elles n'intègrent en effet pas les activités non journalistiques et ne permettent pas de suivre les individus après une éventuelle sortie de la profession. Dans le cas du Brésil, une seule enquête sociographique de grande ampleur a été menée en 2012 par un des membres de ce projet (Mick et Lima, 2013), ce qui ne permet pas d'envisager une approche longitudinale. Le développement des réseaux sociaux professionnels comme LinkedIn, sur lesquels les individus rendent visible leur curriculum vitae, permet d'envisager aujourd'hui une démarche d'enquête longitudinale mieux ajustée à la problématique de ce projet. Une première recherche dans ce sens a été réalisée entre 2010 et 2012 à partir d'un échantillon de 1171 journalistes (ou anciens journalistes) dont les profils ont été collectés sur le réseau LinkedIn. Ce premier projet a permis de définir un protocole de codage des données. Il s'agit désormais de passer à une autre échelle qui suppose aussi la mise en oeuvre de protocoles automatisés de collecte des informations dans une perspective « d'humanités digitales » (Svensson 2010), c'est-à-dire à l'aide d'applications informatiques capables d'explorer les réseaux sociaux et d'en extraire les informations pertinentes (extraction des URL des pages LinkedIn correspondant à des critères de recherche précis, interprétation du code HTML de ces pages, collecte systématique des données

(scraping), normalisation automatique d'une partie de ces informations et supervisée à l'aide d'un programme de clustering pour le reste, recodage des données). L'élaboration de ces protocoles est déjà avancée pour le cas français et sera adaptée au cas brésilien en 2015 pour une collecte de l'ordre de 20 à 30.000 profils dans chaque pays en 2016.

*Une base de données de récits (auto)biographiques de journalistes* : la constitution de la base de données de carrières individuelles permettra d'analyser le versant « objectif » des carrières des journalistes. Pour reprendre une analyse de Hughes, les carrières ont cependant aussi un versant « subjectif » dont la portée ne doit pas être négligée. Les mondes de l'information produisent en effet des représentations des parcours de leurs membres qui ont des effets sur le recrutement et les parcours « réels » qui y sont accomplis. Une tâche de ce projet consistera à produire dans les deux pays une base de données de récits autobiographiques afin de documenter l'évolution des principaux schémas discursifs employés pour décrire une vie de journaliste. Cette base sera constituée par la recherche et le dépouillement systématique des autobiographies de journalistes dans la production éditoriale des deux pays, la documentation de ces publications (auteur, éditeur, extraits significatifs). Elle sera aussi augmentée par des entretiens biographiques menés avec des journalistes (dont certains ont déjà été collectés dans le cadre de l'ANR Reanalyse mais sans pouvoir être exploités). Un outil d'exploration et de visualisation de ces données sera développé (recherche critérielle, outils de statistique lexicale simples). Les méthodes d'analyse de discours appliquées aux rhétoriques professionnelles notamment seront utilisées pour interpréter ces données. L'analyse discursive du journalisme tend en effet à articuler d'une part la production de discours au sein des médias d'exercice relative à leur identité éditoriale et d'autre part les discours tenus au nom de la profession ou à titre individuel. Plusieurs formes d'auctorialité journalistique sont ainsi à prendre en compte (Ringoot, 2014). L'exploitation de cette base de données permettra de mieux comprendre les mouvements observés dans les données de carrières et de les rapporter à des systèmes de valeurs professionnelles fortement contextuels.

This project therefore contributes to the academic community's growing interest for comparison in the analysis of the media world (AIM Research Consortium, 2007; Hanitzsch, 2008; Örnebring, 2009) though journalists as a professional group has been little studied comparatively in sociology (Bourgeault, et al., 2009). So our research aims to fill this void on the French side as the French case is neither part of the international panorama drawn up in 2006 by the International Federation of Journalists (Walters, Warren and Dobbie, 2006) nor the comparative « Worlds of Journalism » project directed by par T. Hanitzsch at the University of Munich (Hanitzsch, et al., 2011).

### 1.3. State of the art

*[Present current state of knowledge on the subject.*

*Show any contributions by the French and foreign project partners to the state of the art.*



*Show any preliminary results.*

*Include the necessary bibliographic references.]*

*State of the art sur flexibilité, en particulier dans les médias (Gilles)*

At the beginning of the 1970s, Herbert Gans qualified social science research into the media as being in a state of « famine », due, according to him, to the epistemological state of the object, often viewed in a derogatory manner by the Académie and yet very close to it (Gans, 1972). Therefore, studies on the media for a long time looked down on the media world and showed a clear penchant for theorising. And the dominant issues were continuously focussed around the question of the impact of media content. The combination of these characteristics led to the avoiding of issues concerning the political economics of information and issues regarding the conditions in which media content is produced (Janowitz and Schulze, 1961). The media world remained at a certain distance from the issues which allow us to understand how the supply of media jobs is distributed, how this supply interacts with demand, the links between training and employment, the legal framing of work contracts of the organisation of professional careers. Like the worlds of art or knowledge, it has therefore always been a true « challenge » for sociological analysis (Freidson, 1986).

A whole host of research work has since filled this gap identified by Gans, however it is striking to realise that most of the research has not focussed on the analysis of journalists' working conditions. Two other directions have more often been explored. The first is the ethnography of the media world and the situated analysis of practices in this world (Boyer et Hannerz, 2006; Cottle, 2007). The second is the sociology of the journalists' professional group. A great deal of research work has particularly focussed on whether the journalists' professional group corresponds to the model of the established professions (Nolan, 2008) and to the professionalisation of this group (Aldridge and Evetts, 2003). So the research concentrated more on groups (profession or employer organisations) than on the « information workers » (Hardt et Brennen, 1995) and more generally the individuals who « carry out » the activity of journalist (Dickinson, 2007) along with their working or career-plan conditions (Örnebring, 2010). Research also developed considerable « mediacentrism » (Schlesinger, 1992) thereby often reproducing the indigenous limiting for professional categories despite the continually evolving nature of the latter.

Under the impact of these recent changes in the media worlds, empirical research has lately focussed on the convergence of these worlds towards new forms of flexible employment on an international scale. The development of freelance work has been particularly well documented in Europe (Baines, 1999; Storey, et al., 2005), as has the spreading of atypical types of contract (Walters, et al., 2006). Other research works have highlighted the increasing number of skills required of new recruits (Aviles, et al., 2004),

the low pay levels (Dear, 2004), the competitive use of networks (Antcliff, et al., 2007), « personal branding » and the spreading of a « competitive ethos » between protagonists in the media worlds (Ehrlich, 1995). This research notably enables us to provide an added perspective for understanding the media « crisis » other than merely considering it a question of media organisational management issue or sociology of audience practices (Hlyer, 2003). The research also harks back to the recurring media debate about the frontier between amateurism and professionalism (Flichy, 2010; Leadbeater and Miller, 2004; Van Dijck, 2009).

The research has sometimes nourished a fairly theoretical on the general evolution reflection of «late capitalism » (Jameson, 1990), « reflexive modernity » (Beck, 1992), « liquid » societies (Bauman, 2000) or the « new spirit » of capitalism (Boltanski and Chiapello, 1999). Recent changes in the nature of capitalism have often been linked to supposed changes in the information and knowledge economy (Boutang et Aigrain, 2008; Castells, 1996) and analysed through individuals' relationship with information (Cottle, 1998) and their « life in the media », especially when they work in the media worlds (Deuze, 2007). To quote but a few examples, studies have for example shown, in different contexts, the impact of spreading freelance work and of the use of information technology in the media : dispersion at work (Datchary, 2010), self-management when life resembles a « sales pitch » (Gill, 2010), self-exploitation (Hesmondhalgh and Baker, 2011) or, in a less critical vein, strategies for adapting to the work market (Ryan, 2009).

However, these studies also underline the need to reassess the links which unite markets, profession and organisations in the media worlds. Research conducted on the opposition between professional markets and internal work markets (Eyraud, et al., 1990) have underscored that the latter are currently on the decline, notably in the cultural, knowledge and media worlds (Marsden, 2007). This inevitably entails a downgrading of working conditions for those entering the profession and the increasing use of « tournaments » when organisations recruit, which has been exacerbated by the increasingly widespread use of internships in the media, and that has been described as the constitution of a «pool » of qualified graduates who may only aspire to a more stable position after several years of low-paid employment (Sales, 1998), that is if they do not « burn out » beforehand (Reinardy, 2011). Sociology of the art worlds has cleverly described the aggregation mechanisms of individuals and employing organisations throughout their career (and not only at the beginning of a career). When using the « tournament » metaphor, Pierre-Michel Menger applies it to the whole reputational phenomenon which leads artists, like scientists to « accomplish despite uncertainty » (Menger, 2009). And with this increasing selectivity and testing which come up against the judgement of the arts and science worlds (art works markets or bibliometrical databases), differences between individuals tend to accentuate in such worlds, as has also been shown by Rosen in the culture and sports economy (Rosen, 1981; Rosen and Sanderson, 2000). A minority (of artists, sportsmen and women or scientists) ends up

grabbing the bulk of the available resources in this universe, whether they be monetary or not.

Obviously, this new relationship between market and organisations — if it is operating in the media worlds as the different (notable comparing career prospects for comédiens intermittents and freelance journalists on « transitional » (Haak and Schmid, 2001; Schmid, 2002) or « uncertain » (Pilms, 2008) markets — also affects the journalism profession, being an institution which aspires to regulate the practices of its members. Though this profession used to more or less resist employing organisations in the past (Bagdikian, 1974), today it has to prove its efficiency by resisting the paretian phenomena which characterise the work market (increase in the pay gap, individualisation of contracts...).

*State of the art sur les études comparatives dans les médias (Jacques)*

(à compléter)



## 2. Scientific programme and project organisation

*[8-12 pages]*

### 2.1. Scientific programme

*Présentation de la répartition des tâches entre pays et des différentes tâches détaillées au 2.2 ; des aspects multidisciplinaires : comment est-ce coordonné? ; des aspects éthiques*

*A faire à la fin (Gilles)*

### 2.2. Description by WorkPackages

#### 2.2.1. WP 1 : Overall Project Management

Title	Overall Project Management
Timetable	Month 1 - Month 36
WP Leader	Gilles Bastin
WP Participants	Gilles Bastin, Claudia Lago

#### *Objectives*

The management of multi-partner projects with a strong international dimension requires an efficient management structure. Given their importance for the overall impact of the project we consider these activities as a WorkPackage in its own right.

#### *Work Program*

The project will be coordinated by PACTE. Gilles Bastin will be responsible for the overall project coordination, especially for — but not limited to — its scientific aspects. The coordinator will a) Act as intermediaries between the beneficiaries and the ANR ; b) Supervise the scientific, technical, financial and administrative progress of the project ; c) Submit to the ANR all reports, project deliverables and financial statements prepared and duly certified by the beneficiaries ; d) Organize and ensure appropriate communication among partners. In particular, the WP leaders will meet twice a year for a one-day project meeting in Grenoble (with visioconferencing facilities for the brazilian WP leaders).

Each WorkPackage will be led by a WP leader who will be responsible for : a) Coordinating and monitoring of the progress of the tasks included in their WP ; b)

Organization, collection and quality control of the deliverables ; c) Coordinating with the other WP leaders and the project coordinator in order to ensure information exchange ; d) Informing the coordinator and the partners of any event within their WP that may affect the work schedule.

*Milestones (M) and Deliverables (D)*

M1	Kickoff meeting	Month 1
M2-M6	Project meetings	Month 7, 13, 19, 25, 31
M7	Closing conference	Month 36
D1-D3	Project reports	Month 13, 25, 37
D4-D6	Expenses statements	Month 13, 25, 37

**2.2.2. WP 2 : Securing the Methodological and Ethical Aspects of the Data Management**

Title	Securing the Methodological and Ethical Aspects of the Data Management
Timetable	Month 1 - Month 25
WP Leader	Anne-Marie Benoît
WP Participants	

*Objectives*

Our project is based on the constitution of important data collections. These collections will result in 5 databases to be produced (1 on contextual data, 2 on careers and 2 on career narratives, see WP 3). Prior to their constitution, the management of these databases raise both methodological and ethical issues that we consider to be very important for both the success and the impact of the project. As far as the success of the project is concerned, issues of data access, storage and protection will be very important. As far as its impact is concerned, we wish to seize the opportunity of flexMediaLives to anticipate on new practices that develop in digital social sciences regarding issues like data anonymisation. We thus consider securing these activities as a WorkPackage in its own right.

*Work Program*

Our approach consists in :

- a. Establishing a Data Management Plan (DMP) for all the data collected, processed and generated by the research project (in accordance with the new H2020 Pilot

on Open Research). We will devote the first three months of the project to set up an effective DMP that all researchers taking part to flexMediaLives, notably WP leaders will approve and enforce. This DMP will...

- b. Organizing three one-day data management training seminars for all the researchers in order to share the DMP (seminar 1), check databases (seminar 2) and publication strategy (seminar 3).
- c. Organizing a series of workshops with partner institutions and researchers who share our concerns, notably the french CNIL and a group of researchers in the field of social networks research (Cardon). Plus invite LinkedIn (?) The objective is to assess the needs of research and confront it to the regulatory context (data protection) and the data business.

### *Methods*

The DMP

### *Contribution of the partners*

Due to its experience in research ethics, Pacte will be leading this task.

(...)

### *Milestones and Deliverables*

Mx	Data Management Training Seminar	Month 1, 13, 25
Mx	Ethical Issues Workshop	Month 18
Dx	Data Management Plan	Month 4

### *Risks and Back-up solutions*

Les risques sont limités du fait des interactions avec CNIL.

### ***2.2.3. WP 3 : Enhancing our capacities to gather, explore and visualize big career and career narratives databases for the analysis of flexibility in the media***

Title	Enhancing our capacities to gather, explore and visualize big career and career narratives databases for the analysis of flexibility in the media
Timetable	Month 1 - Month 12
WP Leader	Jean-Marc Francony
WP Participants	

## Objectives

...

## Work Program

...

## Methods

...

## Contribution of the partners

...

### *Milestones (M) and Deliverables (D)*

M1	Kickoff meeting	Month 1
M2-M6	Project meetings	Month 7, 13, 19, 25, 31
M7	Closing conference	Month 36
D1-D3	Project reports	Month 13, 25, 37
D4-D6	Expenses statements	Month 13, 25, 37

## Risks and Back-up solutions

Limited due to the fact that the data collection methodology has already been tested on the french case.

### *2.2.4. WP 4 : Analysing journalists' careers in France*

Title	
Timetable	
WP Leader	Gilles Bastin
WP Participants	

## Objectives

...

## Work Program

...

## Methods

...

Contribution of the partners

...

Milestones and Deliverables

...

Risks and Back-up solutions

...

#### ***2.2.5. WP 5 : Analysing journalists' careers in Brazil***

Title	
Timetable	
WP Leader	Jacques Mick
WP Participants	

Objectives

...

Work Program

...

Methods

...

Contribution of the partners

...

Milestones and Deliverables

...

Risks and Back-up solutions

...

#### ***2.2.6. WP 6 : Analysing Career Narratives in France***

Title	
Timetable	

WP Leader	Roselyne Ringoot
WP Participants	

Objectives

...

Work Program

...

Methods

...

Contribution of the partners

...

Milestones and Deliverables

...

Risks and Back-up solutions

...

### ***2.2.7. WP 7 : Analysing Career Narratives in Brazil***

Title	
Timetable	
WP Leader	Beatriz Marocco
WP Participants	

Objectives

...

Work Program

...

Methods

...

Contribution of the partners

...

Milestones and Deliverables

...

Risks and Back-up solutions

...

### **2.2.8. WP 8 — Dissemination**

Title	Dissemination
Timetable	Month 30 to Month 36
WP Leader	
WP Participants	

Objectives

The scientific dissemination of **flexMediaLives** results will rely on the publication of papers in academic journals. All researchers will publish their results in peer-reviewed journals. In addition to this, WP8 aims at disseminating **flexMediaLives** results towards a broader audience

Work Program

...

Methods

...

Contribution of the partners

...

Milestones and Deliverables

...

Risks and Back-up solutions

...

## **2.3. WP schedule, Milestones and Deliverables**

### **2.3.1. WorkPackages schedule**

Year	1						2						3					
Month	1-2	3-4	5-6	7-8	9-10	11-12	13-14	15-16	17-18	19-20	21-22	23-24	25-26	27-28	29-30	31-32	33-34	35-36
WP 1	M1.1			M1.2			M1.3 D1.1			M1.4			M1.5 D1.2			M1.6		M1.7 D1.3
WP 2	M2.1	D2.1					M2.2		M2.3				M2.4					
WP 3																		
WP 4																		
WP 5																		
WP 6																		
WP 7																		
WP 8															D8.1		M8.1	M8.2

### 2.3.2. List of Milestones (M) and Deliverables (D)

Milestones	Deliverables
M1.1. Kickoff Meeting	D1.1. Project report & Expenses statement (1)
M1.2. Project Meeting (1)	D1.2. Project report & Expenses statement (2)
M1.3. Project Meeting (2)	D1.3. Project report & Expenses statement (3)
M1.4. Project Meeting (3)	D2.1. Data Management Plan
M1.5. Project Meeting (4)	
M1.6. Project Meeting (5)	
M1.7. Closing Conference	
M2.1. Data Management Training Session (1)	
M2.2. Data Management Training Session (2)	
M2.3. Data Management Workshop with partners	
M2.4. Data Management Training Session (3)	



## 2.4. Scientific justification of the requested funding

### 2.4.1 PACTE

Pacte is co-leading WP 1 and 8 and is leading WP 2, 3 and 4. 8 researchers and staff members will take part to this project. The requested funding will be used to :

- hire a Post-doc... (12 months)
- hire a web developer to develop the project's web site (3 month)
- cover travel and organization costs for a) the project management milestones ; b) the Grenoble seminar on data ; c) the final conference
- cover dissemination costs such as a) the organization of training sessions ; b) the editing / translation of research papers ; a subvention for a book
- buy equipment (hard and software, documentation)

### 2.4.2. GRESEC

2.4.3....

## 2.5. Consortium description

### 2.4.1. *Relevance and complementarity of the research partners*

**flexMediaLives** is a collaborative project, bringing together a consortium of five academic partner institutions. The size of the consortium and the choice of the partner institutions are justified by the international and comparative dimension of the project (which implies a significant amount of data collection), as well as the complementarity between approaches and methodologies.

The researchers involved in the **flexMediaLives** project have complementary expertise, and are highly engaged in international collaborations. Collectively, the research team brings together an exceptional experience of working on journalism (see below). Cutting across disciplinary boundaries (sociology, discourse analysis, IT), **flexMediaLives** has the potential to significantly develop research capacity on an emerging research area which is of major importance for journalism studies, as well as for the future of democratic societies.

Moreover, several researchers involved in the **flexMediaLives** project have previously worked together on research projects. They have also previously collaborated with a network of scholars who will be solicited for contributions at various stages of the

project (names? Matthias...) and scholars who are interested in replicating the project in their own country (names?).

### *2.5.2. Qualifications of the partners in relation to their contribution*

Partner 1 : PACTE

PACTE is a multidisciplinary research laboratory affiliated to the CNRS and to the University of Grenoble Alpes, which gathers more than 100 researchers in sociology, political science, geography and economics. Its « Organizations & Markets » department has a recognized expertise in the area of organizations studies, economic sociology and the sociology of the professions, as well as a long experience in the management of national and international research projects. The PACTE researchers involved in **flexMediaLives** are :

Gilles Bastin : see « Qualifications of the project coordinator » below.

Jean-Marc Francony :

Sidonie Naulin : Sidonie Naulin is Assistant Professor of Sociology at the Institut d'Études Politiques de Grenoble (Pacte). She received her Ph.D. in 2012 from Sorbonne University with a dissertation entitled « Food Journalism: The Sociology of a Market Device ». Her primary research interests include sociology of journalism, economic sociology, sociology of culture and social inequalities.

Partner 2 : GRESEC

Roselyne tu peux mettre quelques mots sur le Gresec et toi?

Partner 3 :

### *2.5.3. Qualifications of the project coordinator*

Gilles Bastin is an associate professor of sociology at Sciences Po Grenoble (Grenoble Alpes University). He is on leave in 2014-15 for a one-year full-time research delegation at PACTE (UMR 5194 CNRS). His main areas of expertise cover the sociology of journalism, the professions and the media. He is the co-director of the « Organizations and Markets » Department at PACTE and has already participated in one interdisciplinary ANR research program focusing on the secondary use of research interviews for career analysis (ANR Reanalyse, WP7). He has a strong expertise in longitudinal research and lexical statistics using R. He successfully managed two research grants aiming at testing the methodology that is at the core of this project (2010 and 2013, 12,000 €).

He has published 1 book, 18 articles in peer-reviewed journals, 10 book chapters. He supervised one post-doctoral researcher and one PhD candidate. He is a board member of the *Revue française de sociologie*. More information can be found on the following websites : <http://www.sciencespo-grenoble.fr/blog/membres/bastin-gilles/>  
<https://iep-grenoble.academia.edu/GillesBastin>

### 3. Dissemination strategy

*(rq: 2 pages maximum)*

As previously described, a full Work Package (WP 8) of **flexMediaLives** will be dedicated to the dissemination strategy. Being part of a broader strategy for a new scientific approach to comparative journalism research on one side and comparative labor market research on the other we consider the dissemination of our results within the scientific community as a priority. But our project also entails many possible broader social outcomes including a) new data for the public discussion on the role of journalists in democratic societies and knowledge economies (WP 4 & 5) ; b) new tools to visualize data extracted from the web (WP 3 & 5) or from big text corpora (WP 6) ; c) new approaches to the use of social-personal data in social sciences in compliance with data protection laws and in relation to the « data deluge » issue (WP 7). We intend to tackle those issues by specific training actions and with the creation of a website dedicated to the dissemination of our research.

#### 3.1. Dissemination within the scientific community

An important part of WP 8 will be dedicated to the organization of an international closing conference. The project's main results will be debated during this conference not only among researchers directly involved in the project but also with colleagues bearing an expertise in the field of comparative labor markets analysis, big data and longitudinal research strategies for the comprehension of new biographical risks in professional activities and national models of journalism. This conference will be a very good opportunity to build a community of researchers interested in duplicating our research design in their own country and thus enlarge the number of countries included in the comparison. We have already targeted colleagues in The United Kingdom, Denmark and Portugal who are very interested by our new approach to comparative journalism studies. We will try to secure fundings with them in the coming months to have them join **flexMediaLives** within the 36 months period of this projet. In any cases, inviting them (and others) to the closing conference will help pave the way for a new and more ambitious international project.

Contributions to the workshop will serve as a basis for proposing a special issue to a major journal in the field of journalism and media studies (such as *Journalism*,

*Journalism studies* or *Media, culture and society*). In addition to WP's results published in peer reviewed journals (see above), this special issue will help us raise a debate in the scientific community on the relevance of traditional « values-oriented » international comparisons in this field and the global issues media worlds are facing.

### 3.2. Dissemination among professionals and policy-makers

The issue of securing professional trajectories in an age of flexible work conditions is of course central to the equilibrium of society. Due to the very specific nature of journalism within a democracy this imperative has very complex implications in the case of the media (such as why — and with what consequences — should journalists or the media receive public fundings?). The cases of France and Brazil can be contrasted on this point with a very high level of public funding in one country (France) and a low one in the other one (Brazil).

We would like to take the opportunity of **flexMediaLives** to raise a public debate in both countries on the issue of why securing journalists' careers matter in a democratic society and an advanced knowledge economy. For that purpose we will make sure that flexMediaLives results will be disseminated among professional stake-holders in the media industry and policy-makers. For that purpose WP X includes training sessions with professional organisations such as journalists trade unions (the International Federation of Journalists — that represents more than 100 national journalists' unions, including the FENAJ and the french SNJ — will be targeted), corporate media working parties such as GEN (the Global Editors Network), professional gatherings (such as the Assises du journalisme in France and... in Brazil) and directly interested stakeholders such as the major journalism schools in both countries. In addition to those sessions and to reach a wider audience, **flexMediaLives** researchers will publish position papers based on their results in national newspapers.

### 3.3. A website to publicize and promote our research

We also plan to develop a website fully dedicated to our comparative research design. This website will serve as a platform for the dissemination of our methodology, ethical reflection and main results. But we will also use it as a tool to help users visualize our databases and thus develop specific search engines and graphical representations that will be available on this website on an open source basis. The website will clearly identify **flexMediaLives** as an ongoing research scheme and will be used also by new colleagues who could join that scheme in the future for the publication of their results.

## References

