

Platformization of Society
Power, Participation, and
Social Transformation

17|
18| 2026
SEPT



Platform ization

PhD Conference Program



INSTITUTE FOR
ADVANCED STUDIES
VIENNA

ÖFG //



WIEN

THURSDAY, SEPTEMBER 17TH, 2026

10:00 – 10:30 Registration and Coffee

10:30 – 11:00 Welcome and Opening Remarks

Dr. Laura Wiesböck, Head of Junior Research Group DigiTrans, IHS Vienna
Prof. Dr. Holger Bonin, Scientific Director, IHS Vienna
Fridolin Wenny, Msc, Head of Digital Affairs, Federal Chamber of Labour

11:00 – 12:30 Keynote “The Platformisation of AI:
Platforms, Dependency, and Power in the Digital Ecosystem”

Dr. Fernando van der Vlist, University of Amsterdam, Dr. Anne Helmond, Utrecht University

12:30 – 13:30 Lunch Break

13:30 – 15:00 ROOM E05

PANEL A: INFRASTRUCTURE & ECOSYSTEMS

Chair: Dr. Fernando van der Vlist,
University of Amsterdam

- **Beyond Platforms as infrastructures: GitHub as the meta-organisation of the open-source software industry** Sol Martinez Demarco, Harz University of Applied Sciences
- **System Prompts as Chatbot Moderation: Stable Identities of non-stable Objects?** Bastian August, University of Paderborn
- **Vibe Agent: The Interface Politics of “Democratized” Agent Building** Nuoyi Wang, University of Amsterdam; IHS Vienna

13:30 – 15:00 ROOM 101

PANEL B: WORKING PRACTICES & INSTITUTIONS

Chair: Dr. Anne Helmond, Utrecht University

- **From Media Logic to Platform Logic? – The Case of Journalism in the Platform Age** Nina Abrahams, Ludwig-Maximilians-Universität Munich
- **Creating communicative practices with AI – Prompting as a strategy of appropriation in the newsroom** Frieda Pauline Reitzer, University of Vienna; IHS Vienna
- **From Tools to Territories: Investigating Infrastructural Governance and Creative Agency in Game Engines** Camilla Rinciari, Politecnico di Milano
- **Prison by Numbers: Data-driven Management of Safety, Security and Rehabilitation** Marion Neunkirchner, University of Applied Sciences St. Pölten; Bertha von Suttner Private University

15:00 – 15:30 Coffee Break

15:30 – 17:00 ROOM E05

PANEL C: CONTENT CREATION & (IN)VISIBILITY

Chair: Dr. Elisabeth Lechner, University of Vienna

- **When pl@tform pr3carity becomes pl-symbol-form pr-three-carity: How TikTok content moderation and algospeak precaritize screen reader users** erynn young, University of Amsterdam
- **Monetization Logics** Adriann Anderson, University of Illinois at Chicago
- **Platformized Visibility: The Case of Romanian QueerTok** Irina Bănoiu, University of Vienna; IHS Vienna

15:30 – 17:00 ROOM 101

PANEL D: HEALTH & CARE

Chair: Dr. Laura Wiesböck, IHS Vienna

- **The “Liebscher & Bracht”-Controversy: Examining YouTube Health and it's Construction of Epistemic Authority** Marius Liedtke, University of Salzburg
- **One TikTok to Cure Them All: Believe, and You Shall Not Be Protected** Margje Camps, Utrecht University
- **Mental Health in the Digital Attention Economy** Laura Wiesböck, IHS Vienna

17:30

Guided Tour of the Historic Palais Strozzi

FRIDAY, SEPTEMBER 18TH, 2026

09:30 – 10:30 **Peer Exchange**

10:30 – 11:00 **Coffee Break**

11:00 – 12:30 ROOM 101

PANEL E: **AI FUTURES & RESISTANCE**

Chair: Dr. Eugenia Stamboliev,
University of Vienna

- **Absurd Behaviours in the Age of Platformization across English, German, and Russian Speculative Fiction** Vera Yakupova, *Trinity College Dublin*
- **After the X-odus: Networked connections of AI critical and skeptical users on Bluesky** Rahel Winter, *University of Bremen*
- **(Online) The Prosperity Promise of AI Platforms** Sara Reinis, *University of Pennsylvania*

11:00 – 12:30 ROOM E05

PANEL F: **LABOR & PRECARITY**

Chair: Dr. Barbara Haas, *WU Vienna*

- **Platformisation of Journalism in Serbia: Institutional Transformation and Professional Challenges** Snežana Bajčeta, *University of Belgrade*
- **Negotiating Participation: The EU AI Act, Worker Participation and its Discontents** Gwendolin Barnard, *University of Graz*
- **Workforce structure, self-presentation strategies and wage demands on the cleaning platform Putzperle. An analysis in the context of migration and gender** Anna Kühn, Hannah Rossmann, Leonie Schweikert & Jakob zur Heide, *University of Hamburg*

12:30 – 13:30 **Lunch Break**

13:30 – 15:00 ROOM 101

PANEL G: **AFFECT & INTIMACY**

Chair: Dr. Laura Wiesböck, *IHS Vienna*

- **Beyond Technical Functionality: The Platform Logic of Doubao** Wanting Zhang, *University of Vienna*
- **More-Than-Human Feelings: Algorithmic Intimacy and Emotional Structures of Human-AI Relationships** Anastasiia Osipova, *University of Milan*
- **Zeros, Ones, and Emotions: Can Algorithms Possess Emotional Power?** Bahaeddin Umur Yildirim, *Hacettepe University*

13:30 – 15:00 ROOM E05

PANEL H: **POLARIZATION & DISINFORMATION**

Chair: Dr. Linda Coufal, *University of Vienna*

- **All Extremes Point to the Norm: Femonationalist Convergence on Dutch Twitter** Sarah Burkhardt, *University of Amsterdam*
- **Disinformation under Surveillance Capitalism: A Critical Appraisal of the Digital Services Act Anti-Disinformation Framework** Clément Maertens, *UCLouvain*

15:00 – 16:00 **Closing Session**

16:00 **Coffee Break**

18:00 **Conference Dinner**



CONTACT



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