



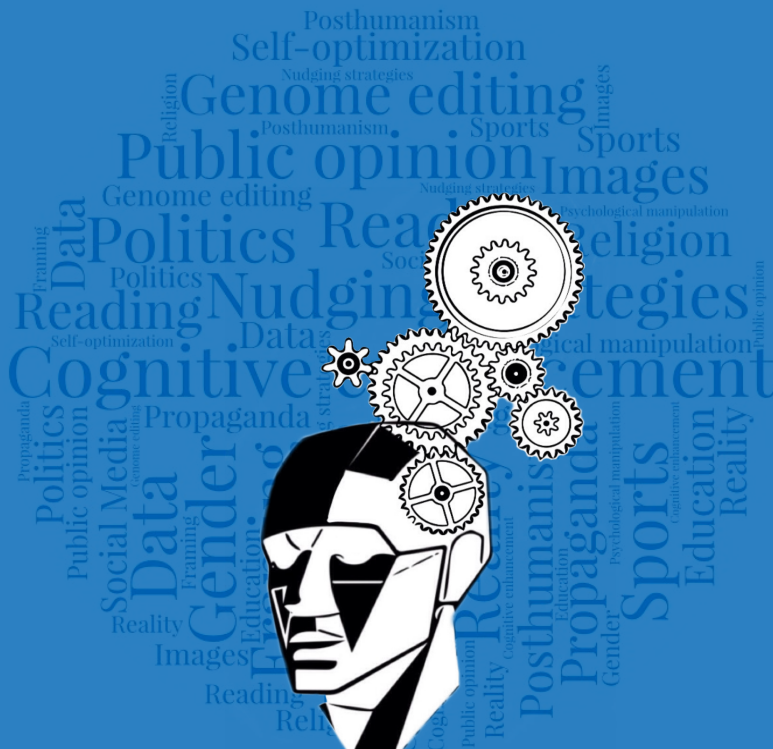
INTERNATIONAL
ICON
STUDENTS' CONFERENCE **MAINZ**

The 2nd International Students' Conference at JGU Mainz

THE APPEAL OF MANIPULATION

INTERDISCIPLINARY
PERSPECTIVES

8. – 9. November 2019



Introduction

The Appeal of Manipulation. Interdisciplinary Perspectives

Dear participants,

We are extremely delighted that you have come to Johannes Gutenberg University Mainz to be a part of the Second International Students' Conference at JGU – ICON Mainz 2019. We are going to explore and discuss interdisciplinary facets of manipulation.

Manipulation is a great danger but also an opportunity; it is omnipresent, but we are not necessarily aware of all of its manifestations, and we do not yet understand many of its forms; it offers insights into human nature, communication, and culture; it is abused by some, tamed by others. For all these reasons, it has such an appeal from many different perspectives, and for various motives.

We define the concept of manipulation very broadly in the context of our conference: manipulation encompasses every form of (mostly or necessarily?) conscious influence on the thinking, emotions, and acting of others or of ourselves.

Negative examples of manipulation are legion in our days: politicians' Tweets, social bots, frauds of the car industry, lobbyism and bribery, or manipulated data in scientific research. As a consequence, we associate manipulation above all with strategy, domination, control, and in many cases deception. It can be used to dominate, influence, control, or exploit others, but also to support them, for their own good.

Yet, while the concept of manipulation has a rather negative connotation, it should not be overlooked that there are also neutral or positive uses: for example learning and using a language, child raising, formal education, or many forms of communication, i.e. beyond political rhetoric.

Which forms of manipulation are to be condemned ethically, which are illegal, which are morally justifiable or just desirable? Which depend on specific media and certain means of communication? These and many other questions will occupy us on these two days.

We are very much looking forward to your talks and contributions to the discussions. Please also consider attending the [World Café](#) at the end of the conference. This will give you all the opportunity to recap and discuss the results of the two-day event as well as express further thoughts on manipulation.

Please be sure to also take part in the [online survey](#) after the conference. This helps us, the ICON team, to make the next conference even better by considering your suggestions.

Goals of ICON Mainz

- to attract international and home students and motivate them to participate in the conference
- to exchange cutting edge scientific knowledge
- to share interdisciplinary perspectives
- to promote international networking and exchange
- to meet renowned scholars
- to represent JGU, thereby getting non-JGU students interested in studying at JGU
- to offer a variety of scientific events to participants
- to compile and edit the contributions and outcomes of the conference events
- to issue confirmation of participation
- to offer an attractive social program



Campus - Bibliothek im GFG, Foto: Thomas Hartmann, @ JGU Mainz

**THE APPEAL OF
MANIPULATION**

All events on November 8th will take place here: **SBII Colonel-Kleinmann-Weg 2.**

Time	Nov 8 th , 2019	
9:00	Reception Café 02-132	
10:00	Official Welcome 05-432	
10:30	Keynote Talk: Dr. Alexander Fischer Clouded Thinking. On Manipulation and its Ethics 05-432	
12:00	Lunch break	
13:00	K. HAFNAUE "Beneath the veil": Seeing through representations of Muslim women in mainstream western media 03-153	L. HRYTSAI The role of nudging in sustainable energy consumption 03-436
14:00	E. S. RENMAUR Positive identity manipulation of Javanese to achieve community resilience 03-153	S. SCHMIDT Philanthropy or PR stunt? Social engagement and corporate social responsibility 03-436
15:00	Coffee break 02-132	
15:30	I. FROUINI Manipulated Subjectivities: Power, Body, and Resistance 03-153	D. GRISALES BETANCUR Not even the dead will be safe from the enemy, if he is victorious. 03-436
16:30	D. SIDYK Watching the watchdog as a method of tackling manipulation. An overview of Polish fact-checking organisations and initiatives 03-153	N. GÓMEZ HERNÁNDEZ Manipulation through languages: rewriting and ideology in Hispanic American history 03-436
18:00	Conference Dinner for speakers	

All events on November 9th will take place here: **GFG Jakob-Welder-Weg 12.**

Time	Nov 9 th , 2019	
9:00	Coffee and Foto Exhibition 01-731	
10:00	S. PORTH Suggestion of false memory under blind interviewing conditions 01-701	K. KRÓL An anthology of SS-manns' poems – How manipulated language changes people into non-human beings 01-721
11:00	M. VERETILNYKOVA Nudging children and adolescents towards more online privacy: an ethical view 01-701	S. KUSZ One of the biggest manipulations in literature, or the short history of realism 01-721
12:00	Lunch Break	
13:00	Lecture Concert Manipulation and Music 01-701	
14:30	C. M. LISS Wolf in sheep's clothing: disguised hate speech in political discourses 01-701	M. CH. WIKSTROEM The translator as a mediator: potential intentional or unintentional manipulation during the translation process 01-721
15:30	Greetings: Vice President for Learning and Teaching, Prof. Dr. S. JOLIE 01-701 Coffee Break 01-731	
16:00	CH. R. JONES Spiritual abuse: a psychological look 01-701	J. F. SPINDLER On the manipulation of light 01-721
17:00	World Café Discussion and Wrap-up 01-731	

Keynote Talk

Dr. Alexander Fischer (University of Basel)

Clouded Thinking. On Manipulation and its Ethics

Manipulation confronts us with a loss of control by unfolding its influence beyond our rationality. But we want to decide freely, guided by a clear, rational mind. Manipulation therefore has a bad reputation: it appeals to feelings and thus obfuscates our thinking. It challenges our already limited ability of acting autonomously a bit more. In his talk Dr. Alexander Fischer is going to offer a philosophical-psychological perspective on how manipulation works and how we should evaluate it ethically.



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Students' Talks

Daniel Grisales Betancur (University of Antioquia, Colombia)

Not Even the Dead Will Be Safe From the Enemy, If He Is Victorious. And This Enemy Has Not Ceased to Be Victorious: Understanding Historical Narratives and the Role of Archaeology As the Angelus Novus.

How does archaeology affect our perception of current events? Can the interpretation of the archaeological record validate mechanisms of social control? In other words, can the past be used to manipulate the present? In this talk, the role of archaeology is going to be explored through the light of Marxist theory, showing the often overlooked part it plays in the maintenance of historical narratives, but most importantly, the underlying critical potential that it has as the science of heritage.



Ismail Frouini (Chouaib Doukali University, Morocco)

Manipulated Subjectivities: Power, Body, and Resistance

The overwhelming violence and ubiquitous power relations, that the post-colonial Moroccan political prisoners' body was subject to, presuppose and provoke resistance. This talk addresses this interplay of power relations, the body and resistance. It probes how power relations that circulate the bodies of the post-colonial Moroccan subjects (re)shape their subjectivities and resistance inside the prison repressive apparatus. Departing from Foucault (1978) "where there is power, there is resistance", this talk analyses the different means and forms of resistance offered by the Moroccan political prisoners to subvert and dismantle the hegemonic coercive discourse that mitigates and denies their subjectivities.

Norman Darío Gómez (Johannes Gutenberg University Mainz)
**Manipulation Through Languages: Rewriting and Ideology
in Hispanic American History**

Not knowing the language of the other represents a serious deficiency in any conflictual relationship (Payás and Garbarini, 2012: 349). For that reason, policy-makers, teachers and other stakeholders should be aware of the implications that their decisions bring about when promoting particular languages or adopting specific rewriting tendencies (Lefevere, 2004).

In this talk, the capacity of manipulation associated to the selection and use of a given language within a given community will be discussed. For this, rich examples of how stakeholders take advantage of the power of language to obtain/manipulate specific social, political or ideological outcomes in three particular moments of the Latin American history will be provided.

Kaoutar Hafnaue (Johannes Gutenberg University Mainz)
**“Beneath the Veil:” Seeing Through the Representations
of Muslim Women in Mainstream Western Media**

We shape the media, and the media shape us. Additionally, the media also portray, in a simplified and particular frame, “they,” the world outside the west as well as minorities in the west. One frame involves the narrative on Muslims and their barbaric behavior, including how Muslim women are treated. The stories we read, see and listen to on Muslim women being the victims of violent acts by their fathers, husbands, or even a whole society (if outside of the west) have led to a standard and generalized pattern of representing the female Muslim in the mass media. The veil, termed as the symbol of oppression, is the main subject of discussions on the female Muslim, making her the object of debates. The monolithic portrayal of these women distorts their individual realities and experiences and undermines actual problems and actual misogyny among the Muslim and non-Muslim community. I aim to present how the Muslim woman is represented in western media by analyzing given visuals and the language of texts, and what effects this has on our society.

Liliia Hrytsai (Maria Curie-Skłodowska University Lublin, Poland)

The Role of Nudging in Sustainable Energy Consumption

Nowadays environmental topics are becoming more and more popular around the globe. The sustainable energy consumption takes special place among them. The term 'sustainable energy consumption' refers to both reduction of the total energy consumption, as well as the use of renewable energy sources instead of fossil fuels. Governments promote the sustainable energy consumption in different ways, including nudging, which is very similar to the well-known manipulation. My research analyzes the methods of nudging in this area, as well as the moral aspect of nudging answering the question: "Could the end justify the means?"

Christopher Ryan Jones (Johannes Gutenberg University Mainz)

Spiritual Abuse: A Psychological Look

Using an interdisciplinary approach which combines both theology and psychology, this paper will discuss the cognitive facets that make individuals susceptible to spiritual abuse and explains why this control is desirable to clergy. It will also look at some of the theological distortions and manipulations of the biblical text that make such abusive behavior possible. Furthermore, the paper concludes with suggestions on how to help those who have been spiritually abused find the confidence to once again approach areas of spiritual development which is an essential part of an individual's overall wellbeing.

Karolina Król (Adam Mickiewicz University Poznań, Poland)

An Antology of SS-Manns' Poems – How Manipulated Language Changes People Into Non-human Beings

The talk will be focused on a book *Antologia wierszy SS-mańskich* (An antology of SS-manns' poems) written by a polish poet, Piotr Macierzyński, which presents atrocities of a concentration camp from two standpoints: victim's and SS-mann's. My aim is to search for traces of manipulation presented in the poems. The research will provide new knowledge not only on the way the Third Reich is presented in modern Polish literature, but also the means of how studies on the language of the Polish socialist times have been absorbed.

Sara Kusz (Jagiellonian University Cracow, Poland)

One of the Biggest Manipulations in Literature or the Short History of Realism

Realism in literature, especially when it comes to prose, is regarded as a neutral, transparent convention. Moreover, this paradigm strongly contributed to arising and development of a novel. Nowadays it is considered to be constituted mostly by an objective, omniscient narrator who is able to see everything everywhere and is familiar even with characters' thoughts and feelings. Such narration is usually viewed by readers as both natural and compliant with their habits. But is not that common conviction one of the biggest manipulation in literature?



Caroline Liss (Johannes Gutenberg University Mainz)

Wolf in Sheep's Clothing: Disguised Hate Speech in Political Discourses

Alexander Gauland talked about the crimes against humanity by the NS-regime as being a speck on an otherwise successful German past, while Donald Trump called Hilary Clinton a "nasty woman". These examples illustrate that right-wing populist elocutions seem socially acceptable once again. Disguised strategies of discourse function as a camouflage tactic and as instruments of manipulation. I want to look at if and how hate itself 'speaks' in political discourses. Here I follow Judith Butler's theoretical considerations from *Haß spricht: zur Politik des Performativen*. Furthermore, I aim at deconstructing the problem of censorship and at proposing a solution for countering hate speech.

Sören Porth (Johannes Gutenberg University Mainz, alumnus)

Suggestion of false memory under blind interviewing conditions

The false memory paradigm states that the human memory can be manipulated into believing fake memories. The study to be presented tested if suggestive techniques lead to the report of significantly more false childhood memories. Fifty-two participants were interviewed about two fake and two real childhood events in three sessions, each one week apart. The interviews were conducted by an interviewer blind to the memories' conditions so that the outcome would not be biased due to the experimenter-expectancy effect. It was shown that the use of suggestive factors and repeated interviewing lead to the suggestion of false autobiographic memories to adults.



Edward Renmaur (Indonesia Defense University)

Positive Identity Manipulation of Javanese to Achieve Community Resilience in Bumi Wonorejo, Nabire, Papua

Javanese transmigrants that are spread over several regions in Indonesia appear as part of government's priority program to realize welfare and equitable development among people. Characteristics of Javanese people who are known to be friendly, adaptive and hardworking are the key of their success as transmigrants. Nabire Regency, Papua Province is one example of a potential region that becomes a good evidence of the success of Javanese ethnic transmigrants. This talk aims to find out how the Javanese adapt to different environments and cultures so they can exist and be accepted into indigenous society in Nabire.

Anna Sophie Schmidt (Johannes Gutenberg University Mainz)

Philanthropy or PR Stunt?

Social Engagement And Corporate Social Responsibility in Times of Profit And Cost Leadership, Do The “Big Players” Really Care?

Today's consumers want companies not only to behave ethically, but to also conduct business fairly, operate transparently, protect the environment and support worthy causes. Corporate social responsibility (CSR) and social engagement are no longer „nice to have“, but rather seen as mandatory. Companies which fail to meet these expectations (or refuse to engage in them) risk a loss of image as well as customers. However, companies have realized to use their philanthropic obligations to their advantage: What was once seen as a burden or additional expense is now an even greater marketing tool than the usual repertoire consisting of commercials and advertisements.

In my presentation, I will discuss how CSR and social engagement found their way into big and small companies alike, how some companies „beat“ others in the perception that they behave more ethically than the rest of the competition, and present strategies on how to decide between mere greenwashing and actual philanthropy.

Dagmara Sidyk (University of Warsaw, Poland)

Watching the Watchdog as a Method of Tackling Manipulation. An Overview of Polish Fact-Checking Organizations And Initiatives

Nowadays, when substantive value, journalistic reliability and good research slowly but surely fade away, fact-checking appears in the spotlight: facing challenges of the excess of messages and the blurred line between facts and opinions, and hence: mass disinformation and increasingly frequent media manipulations. The aim of this speech will be to present the importance of activities carried out by fact-checkers. The basis of empirical studies and content analysis will be carried out in order to identify, present and systematize the mechanisms regarding the methodology of actions taken by Polish fact-checking organisations and initiatives, such as Stowarzyszenie Demagog, OKO.press or Konkret24.

Johann Friedrich Spindler (Royal College of Art London, UK)
On the Manipulation of Light

How is manipulation inherent to the photographic process? How is the real experienced differently from the fictional? Can an image be created or experienced without viewpoint or the necessity of narrative?

As a photographer with a degree both in Fine Arts and Physics I will seek to answer some of these questions that I have encountered from these interdisciplinary viewpoints and to untangle the complicated relationship of images to our reality. Finding such answers has gained urgency in a time in which we consume, experience and understand much of the world through images while increasingly disregarding authorship, origin and context.



Mariana Veretilnykova (Johannes Gutenberg University Mainz)
**Nudging Children And Adolescents Towards More Online Privacy:
An Ethical View**

Due to the increasing use of SNSs among children and adolescents, scientists are raising alarm over online privacy protection. Nudging seems to be a promising alternative intervention to make users more privacy sensitive. However, nudging heats controversies over its ethical acceptability. It is considered being manipulative and reducing people's autonomy in decision-making. The aim of this talk is to determine ethical acceptability of nudging application towards online privacy of children and adolescents. We analysed, using a literature review, if the ethical principles of self-determination (autonomy), human dignity and sustainable well-being towards children and adolescents are equally violated as towards adults.

Malin Christina Wikstrøm (University of Aberdeen, UK)

The Translator as a Mediator:

Potential Intentional or Unintentional Manipulation During The Translation Process

Considering how well the translator is hidden from the target text reader in today's society, it can be difficult for the reader to realize that the text they are reading is in fact a translation. This presentation will argue that it is important for society at large to acknowledge the presence of the author in the target text. Both to (1) acknowledge the work the translator puts into the translation, in order to ensure they are adequately compensated for their work, and (2) to make sure the readership is aware of the second voice in the text and the potential risk of intentional manipulation.



Conference Dinner

All active participants who give a presentation are invited to the conference dinner.

Baron Gastronomie GmbH | Johann-Joachim-Becherweg 3 | 55128 Mainz
Tel. +49 (0) 61 31 - 38 58 50 | E-Mail: info@baron-mainz.de

Information on public transportation in Mainz

From Mainz main station (Hauptbahnhof)

On foot: Take back exit ("Ausgang West"). Walking distance 15 min.

By bus/tram:

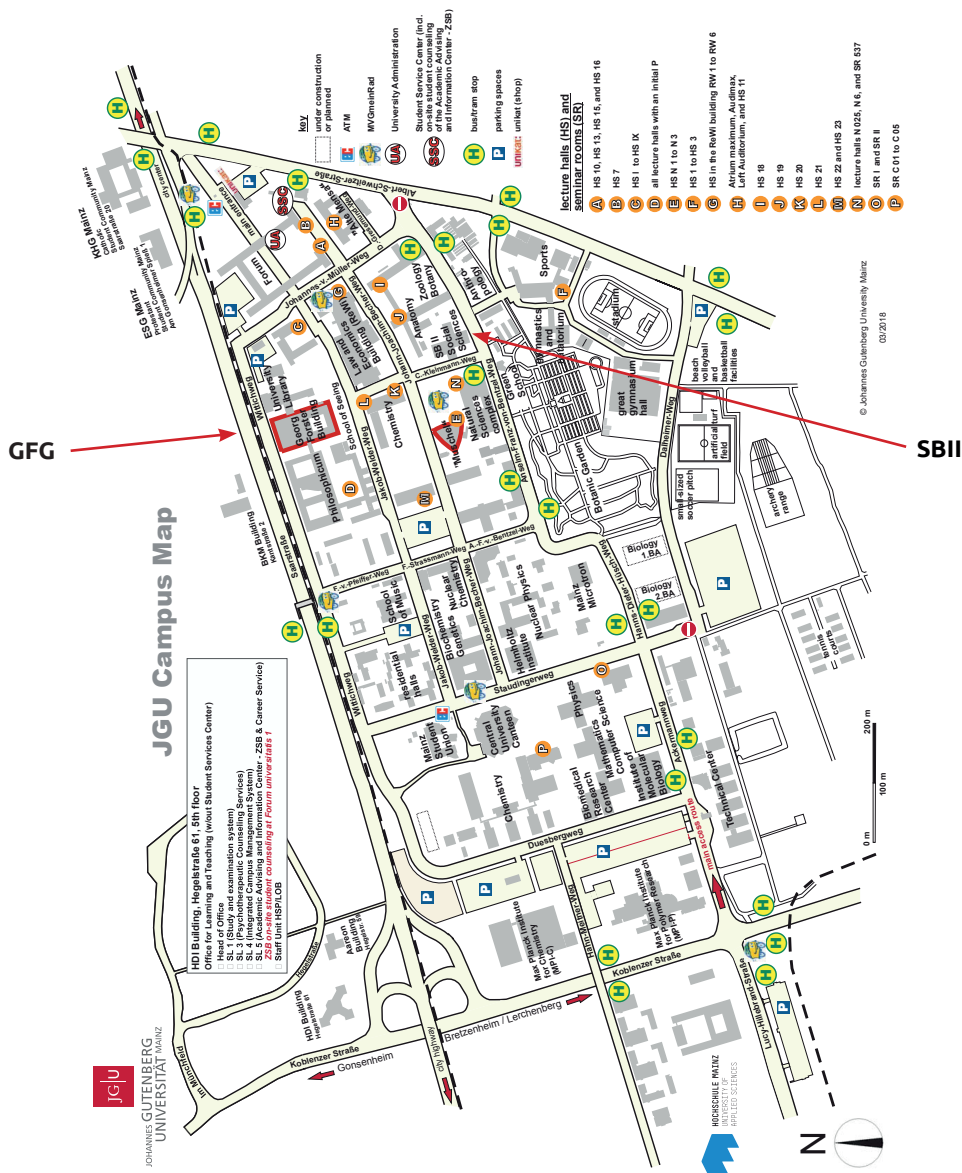
- 51 (dir. Lerchenberg)
- 53 (dir. Lerchenberg)
- 54 (dir. Klein-Winternheim)
- 55 (dir. Finthen)
- 56 (dir. Finthen/Wackernheim)
- 57 (dir. Bretzenheim)
- 59 (dir. Hochschule Mainz)
- 6 (Richtung Münchfeld/Gonsenheim)

Buses leave every few minutes. Exit „Universität“ (2 stops). Travel duration 5 min.

We suggest taking 51, 53 or 59, which directly stop at the main entrance of the university.

Short-trip tickets (1,75 €) can be bought from the driver (cash) or from ticket machines at the bus stop (cash, EC card).

Campus map (marked: SBII, GFG with canteen/refectory/commons/mensa, bus stops)



Impressum



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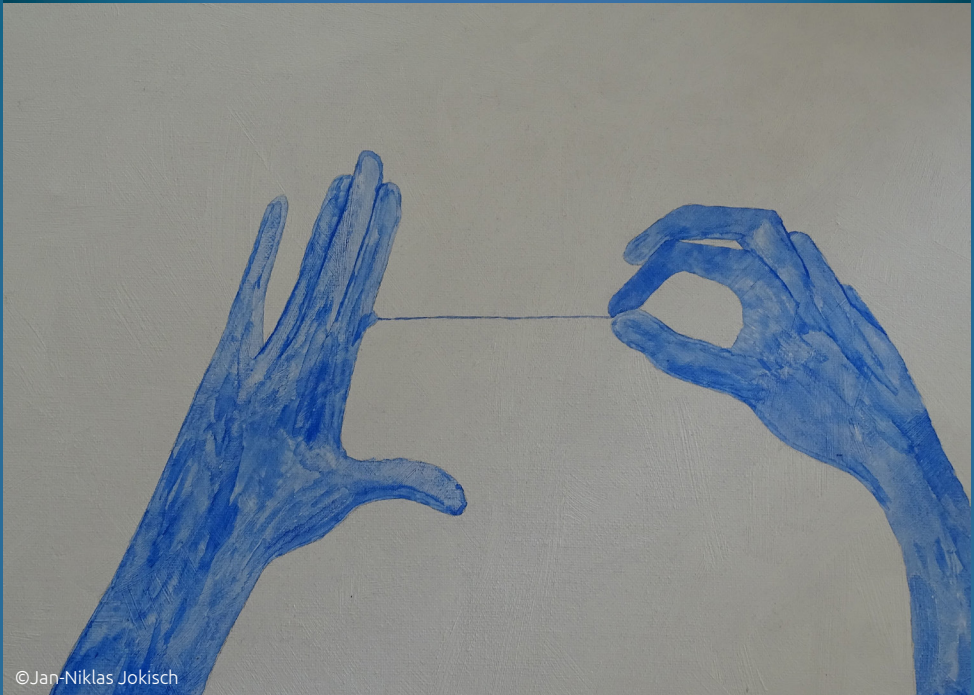
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**THE APPEAL OF
MANIPULATION**

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ICON Mainz is an interdisciplinary and international students' conference at the University of Mainz. It wants to offer students from all over the world a platform to exchange ideas about their research projects, to get to know current topics from other fields of research and to broaden their horizon by exchanging ideas with other students.

A further goal of ICON is to raise awareness that students can make a valuable contribution to research worldwide. This is why ICON gives students the opportunity to present their research and discuss it with a wider audience.

What is special about ICON is that the organization team is made up of students from different disciplines and nationalities: It is a conference organized by students for students.