

## IJ-7 The Seventh Conference on Innovation Journalism

is taking place at **Stanford, June 7-9 2010**. We are looking forward to a mix of keynotes, best practice workshops led by the innovation journalism fellows and others, as well as the Academic Track, which was first introduced at IJ-6 in 2009.

The IJ-7 conference keynotes and workshops is being planned by the InJo Fellows, who now are attending the introduction weeks at Stanford.

If you are interested in the Academic Track of IJ-7, look at the call for papers here below. The chair of the academic track this year is Kirsten Mogensen, Associate Prof Roskilde University, and Visiting InJo Researcher here at Stanford. You can contact her by email: [kirstenm@stanford.edu](mailto:kirstenm@stanford.edu)

If you are interested in what an IJ-X conference is like, look at previous years IJ-6 conference: <http://ij6.innovationjournalism.org>

Looking forward to the chance of seeing you here at Stanford in June!

best,

/David Nordfors

Executive Director, The VINNOVA-Stanford Research Center of Innovation Journalism & IJ-7 Chair

### Call for papers:

IJ-7 The Seventh Conference on Innovation Journalism - Academic Track  
Stanford University, Stanford CA  
June 7-9, 2010

**IJ-7 The Seventh Conference on Innovation Journalism is a venue for researchers from many disciplines and institutions to present work and ideas relating to the interplay of journalism and other forms of communication in innovation ecosystems.** IJ-7 is also a meeting place for researchers and journalism professionals to discuss the best ways of covering innovation in the news, the business of doing that work, and how innovation journalism interacts with society. The conference welcomes a varied set of participants: Working journalists, policy-makers in journalism and innovation, academic researchers, faculty and research students in related areas of commerce, communication and journalism, and other professionals connected to the media industry.

The Conference is hosted at Stanford University under the auspices of the Vinnova Stanford Research Center on Innovation Journalism. The Innovation Journalism Center welcomes faculty and graduate student submissions on all topics related to communication and innovation. **The Program Committee specifically welcomes strong theoretical and empirical contributions without regard to particular methodological approach, professional context (including journalism, advertising, public relations, strategy and innovation, and the standard social science disciplines) and overall orientation of the research (theoretical, descriptive, philosophical, pedagogical, methodological or practical).**

“The Prinjos” –The Prizes for Best Innovation Journalism Paper

The best papers in each of the following three categories will receive a recognition for “Best Paper at the Innovation Journalism Conference at Stanford 2010”:

1. The Grand Prinjo: best conference paper among all submissions.
2. The Junior Prinjo: best paper submitted by graduate students.
3. The Journalist Prinjo: best paper submitted by practitioners.

Manuscript Submission

Authors may submit paper proposals or full papers.

- Paper Proposal – 500-700 words. **Open until April 1, 2010**

- Full Paper – max 25 pages excluding bibliography and appendices. **Open until June 1, 2010.**

Please make the submission documents anonymous – author(s) identity must not be displayed. Please provide a separate page with paper title and an abstract of no more than 75 words; write name, affiliation and all contact information of the author(s) on that page with the abstract. Format should be Word, citations in Harvard Style. Paper and abstract must be sent as attachments in one email to [IJ7-mogensen@stanford.edu](mailto:IJ7-mogensen@stanford.edu)

### **SUBMISSION OF PAPER PROPOSALS**

If you want to test if your idea for a paper is welcomed by the Program Committee before undertaking the work of producing a paper, submit a paper proposal by April 1 and indicate that you would like to submit a complete paper. If our reviewers favor your proposal, you will receive an invitation to submit a paper before June 1. Your full paper will then be reviewed and given the status of either ‘reviewed paper’ or ‘paper in progress’ at the Conference.

### **SUBMISSION OF FULL PAPERS**

You may submit a paper directly, without first submitting a proposal. Your paper may be accepted as a ‘reviewed paper’, ‘paper in progress’, or – if it does not meet the criteria of the conference – ‘rejected’. Please submit full papers to [IJ7-mogensen@STANFORD.edu](mailto:IJ7-mogensen@STANFORD.edu) any time before June 1, 2010.

### **The Review Process**

All papers will undergo blind peer review. The review process is humane, including reasonable turnaround time on submissions and firm but polite critique. Papers are reviewed in the order they are received and authors will receive answers as soon as the paper has been evaluated. Authors of accepted papers are expected to present their papers at the Innovation Journalism Conference at Stanford University. Authors of rejected full papers are invited to participate in the conference without presenting their work. No conference fee is collected.

### **Main themes of IJ-7 Academic Track:**

- *How journalism and innovation interact.*
- *How journalism can cover innovation processes and innovation ecosystems.*
- *Towards a systems view: Public attention and attention work in innovation communication ecosystems, the stakeholders and audiences, and the interaction between these elements.*

### **Examples of research topics of interest:**

- *Professional norms, values, codes of ethics and principles of innovation journalism.*
- *How newsrooms and other professional organizations affect the coverage of innovation.*
- *Democracy and governance: The role of journalism in the innovation economy.*
- *Concept of attention work, the professional generation and brokering of attention.*
- *Concept of innovation communication systems; the flow of attention in innovation systems.*
- *How innovation processes and innovation ecosystems interact with public attention, with news media as an actor.*
- *Interdependencies between journalism and other actors in the innovation system.*
- *The roles of reputation and trust in the innovation ecosystem.*
- *Business Models for innovation journalism.*
- *Models of innovation and media, including firm, industry and economy-wide innovation systems.*
- *Governance, accountability and innovation in and by journalists and media actors.*
- *State of the art as well as theory and practice in the teaching of innovation journalism.*
- *Innovation journalism and feminism.*

### **Information about the conference and accepted papers will be posted on:**

<http://www.innovationjournalism.org> , the general InJo site, and the forthcoming conference sites <http://ij7.innovationjournalism.org> alias <http://ij7.stanford.edu>

Program Committee

IJ-7 Chair: David Nordfors, Executive Director, VINNOVA-Stanford Research Center of Innovation

Journalism.

IJ-7 Academic Track Chair: Kirsten Mogensen, Visiting InJo Researcher, Stanford University and Associate Professor, Roskilde University.

Turo Uskali, University of Jyväskylä, Finland and Senior Research Scholar. VINNOVA Stanford Center.

Marc Ventresca, University Lecturer in Strategy, Saïd Business School, University of Oxford; Senior Research Scholar, VINNOVA Stanford Center; and Research Faculty, Global Public Policy, Naval Postgraduate School

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