

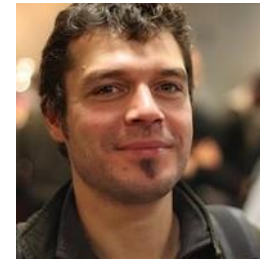


Organizationnal communication
Escalator papers session

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Civil society organisations' advocacy discourses on Covid-19 contact tracing applications:

Prolepsis in hybrid civil societies organisations' rhetoric and identity



Covid-19 public policies by French authorities: Nation-wide implementation of a contact-tracing mobile app

Beginning of April 2020:

*“a politically and philosophically slippery ground”
says someone close to the President.*



Pdt Emmanuel Macron and Cédric O, State Secretary in charge of digital issues

The French context:

- Historically rooted major privacy concerns since early 1970's
- Distrust towards the State and centrally managed personal data
- One of the few countries with no state-issued electronic identity card



The **dividing lines** as regards to the Stop-covid app:

- The data centrality
- The desirable responsible actors debate
- The territoriality
- The economy and the work law
- The data protection and the possible leaks
- The consent / ownership rate of mobile / efficiency





Covid-19 and French authorities : Nation-wide implementation of the contact-tracing mobile app “StopCovid”

A large public debate about :

- the balance between medical usefulness and privacy implications
- but also about the doubts on the conditions of efficiency of the app and its global efficiency

A DEBATE really?

State actors : president, head of the government, health ministers, independent data controller (CNIL), head of the scientific council, party leaders

Business actors : Telcos and software developers.

Civil society organisations / Intermediate bodies best theoretically described as “hybrid” civil societies organizations : Clubs, unions, activists NGOs, and think tanks : The Institut Montaigne, Terra Nova, La Quadrature du Net, La Fing, DataRainbow, Think Tank Economie Santé, Le Club des Juristes, Le Conseil national de l’ordre des médecins, la Ligue des droits de l’homme, Génération Libre, L’Hétairie, Les collectifs Attention-stopcovid...

Hybrid civil societies organizations / intermediary bodies public discourses

A legitimacy issue for intermediary bodies

Political clubs', unions and advocacy NGOs:

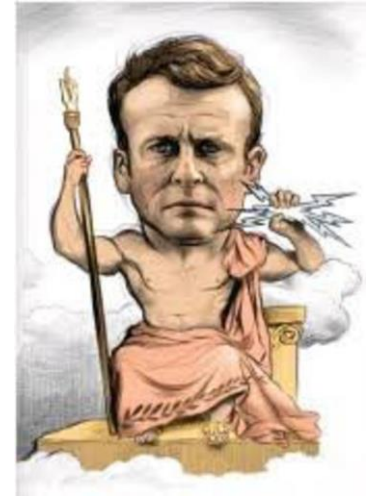
subjectivity, partisanship, lack of scientificity, shallow, not hard working

Think tanks: state heteronomy and partisanship, lack of transparency as regards to their methodology, ivory tower thinking,

Emmanuel Macron on intermediate bodies the 2020/02/21 after the failure of negotiations on temporary work between the European social partners said publicly to the heads of the conseil of all French provinces :

- *A number of you have talked about intermediate bodies, it has become very fashionable. I believe in the intermediate bodies, especially since the first reform carried out in this five-year period with the work orders gave them more space. **But the responsibility is not always shared.** We just had an example (...) how difficult it is, (...). We are in a strange system all the same, where, every day in the country, we say “intermediary bodies, territorial democracy, social democracy, let us do it”, and **when we give them space, they say “sorry, sir. , it's hard, take it back ”.***

Macron mocked
as Jupiter



THEORETICAL APPROACHES

- CCO and French ACO (Communicational Approaches of Organizations)
- Cognitive approaches in/of public policies, framing theories.
- Political influence oriented writing process, collective writings, strategic editorialization for the web, post foucauldian conceptions of auctoriality / authority, constitutive writings.
- Critical approaches of think tanking, lobbying, advocacy, strategic com' and PR

METHODOLOGY & CORPUS:

- Exhaustive qualitative discourse analysis of intermediate bodies' outputs on the topic
- National and regional press content analysis from the first mention of a project to implement a "Stop-Covid app" in the press the 9th of April 2020 to the announcement the 21st of October 2020 of the release of a "new enriched" version of the application renamed "AllAgainstCovid" ("TousAntiCovid").
- Yet to come : analysis of "AllAgainstCovid" discourses and interviews with intermediate bodies' leaders and with... journalists.

First hypothesis: intense production of outputs by intermediary bodies as organizing and legitimizing

Many outputs and many formats : reports, pamphlets, position papers, infographies, twitts, et cetera

Intermediate bodies' discourses covering all dividing lines

Influence discourses being both organizing and legitimizing

Hybrid civil societies organisations' willing to take part in the framing of a technical, medical, economical and philosophical discourse on contact-tracing smartphone-based apps as results of both:

- An influence goal
- An identity affirmation strategy



An unexpected inductive result :

Intermediary bodies' outputs were hardly quoted in the press, hence a late second hypothesis

The poor access of all intermediary bodies to the mass media echo chamber as a success of the government's strategy to occupy the media stage and use prolepsis in its rhetoric :

"As we expected it. [...] It is not a failure, it just didn't work".



Thank you very much for your attention, comments and advices on this research project !