

## Short presentation

I research user engagement, digital economy, and research methods.

## Employment

### Assistant professor, tenure track

Department of Communication

København S, Denmark

31 Aug 2011 → nu

### Associate Professor

Department of Communication

København S, Denmark

1 Sep 2011 → nu

### Assistant lecturer

Department of Anthropology, Study Council

København K, Denmark

12 Sep 2011 → 26 Oct 2011

## Research output

### Diamond Hands to The Moon: Idiocultural Mobilization and Politicization of Personal Finance on r/wallstreetbets

Gregersen, Andreas Lindegaard & Ørmen, Jacob, 2023, (E-pub ahead of print) In: *Convergence: The International Journal of Research into New Media Technologies*. 18 p.

### Institutional Polymorphism: Diversification of Content and Monetization Strategies on YouTube

Ørmen, Jacob & Gregersen, Andreas Lindegaard, 2023, In: *Television & New Media*. 24, 4, p. 432-451 20 p.

### The Output Imperative: Productivity and precarity on YouTube

Gregersen, Andreas Lindegaard & Ørmen, Jacob, 2023, In: *Information, Communication & Society*. 24, 4, p. 432-451 20 p.

### Towards the engagement economy: Interconnected processes of commodification on YouTube

Ørmen, Jacob & Gregersen, Andreas Lindegaard, 2023, In: *Media, Culture & Society*. 45, 2, p. 225-245 21 p.

### How to do things with media

Leguina, A., Ørmen, Jacob, Zeng Skovhøj, F. H., Lai, Signe Sophus, Pagh, Jesper, Downey, J., Helles, Rasmus & Jensen, Klaus Bruhn, 29 Nov 2022, *Comparing communications systems: The internets of China, Europe, and the United States*. Jensen, K. B. & Helles, R. (eds.). Routledge, p. 108-140 33 p.

### The internet and other media of communication

Ørmen, Jacob, Hölig, S., Lai, Signe Sophus, Pagh, Jesper, Zeng Skovhøj, F. H., Hasebrink, U., Behre, J., Helles, Rasmus & Jensen, Klaus Bruhn, 29 Nov 2022, *Comparing communications systems: The internets of China, Europe, and the United States*. Jensen, K. B. & Helles, R. (eds.). Routledge, p. 46-76 31 p.

### At the mercy of the objects, we study: Approaching the implications of relying on commercial and proprietary data sources and tools for critical research

Lai, Signe Sophus, Flensburg, Sofie & Ørmen, Jacob, 20 Oct 2022.

### Nyhedsmedierne er på vej op af sumpen

Morten Stenholt Dehlbæk, M. S. D., 29 Jul 2021, In: *Dagbladet Politiken*.

**Converging cultures of communication: A comparative study of Internet use in China, Europe, and the United States**  
Ørmen, Jacob, Helles, Rasmus & Jensen, Klaus Bruhn, 27 Jul 2021, In: *New Media & Society*. 23, 7, p. 1751–1772

**The social uses of the Internet: Introduction to the special section**

Ørmen, Jacob, Helles, Rasmus & Jensen, Klaus Bruhn, 15 May 2021, In: *New Media & Society*. 23, 7, p. 1739–1750

**Explicating engagement: An exploratory mapping and critical discussion of a contested concept**

Ørmen, Jacob, 11 May 2021, In: *Participations: Journal of Audience & Reception Studies*. 18, 1, p. 244-65 22 p., 14.

**Netværksteori**

Ørmen, Jacob, Jan 2021, *Klassisk og Moderne Medieteorier*. Eskjær, M. & Mortensen, M. (eds.). København: Hans Reitzels Forlag, p. 471-494

**Quantitative approaches to media and communication research**

Ørmen, Jacob, 5 Dec 2020, *A Handbook of Media and Communication Research*. Bruhn Jensen, K. (ed.). 3 ed. Routledge , p. 255-285 31 p. (A Handbook of Media and Communication Research).

**Big data and explanation: Reflections on the uses of big data in media and communication research**

Helles, Rasmus & Ørmen, Jacob, 25 Jun 2020, In: *European Journal of Communication*. 35, 3, p. 290-300 11 p.

**News as Narratives**

Ørmen, Jacob & Gregersen, Andreas Lindegaard, 1 Feb 2019, *Oxford Research Encyclopedia of Communication*. Oxford University Press

**From Consumer Demand to User Engagement: Comparing the Popularity and Virality of Election Coverage on the Internet**

Ørmen, Jacob, 1 Jan 2019, In: *The International Journal of Press/Politics*. 24, 1, p. 49-68 20 p.

**Not So Distinct After All: Assessing Social Stratification of News Users on the Web**

Ørmen, Jacob, 2019, In: *Journalism Studies*. 20, 11, p. 1653-1670

**A generation divided: (Dis)engagement towards news among Danish youth(Dis)engagement towards news among Danish youth**

Ørmen, Jacob, 5 Dec 2018, *Youth and News in a Digital Media Environment*. Andersson, Y., Dalquist, U. & Ohlsson, J. (eds.). Göteborg: Nordicom, p. 141-147 7 p.

**The aura of face-to-face communication**

Ørmen, Jacob, Jensen, Klaus Bruhn & Helles, Rasmus, 1 Nov 2018.

**Two faces of collective attention: Comparing the popularity and virality of news stories during an election campaign**

Ørmen, Jacob, 1 Nov 2018.

**COMBINING DIGITAL TRACE DATA WITH RESEARCH METHODS ON A GLOBAL SCALE**

Helles, Rasmus, Ørmen, Jacob, Lai, Signe Sophus & Jensen, Klaus Bruhn, 11 Oct 2018.

**Testing the Myth of Enclaves: A discussion of research designs for assessing algorithmic curation**

Ørmen, Jacob, 1 Aug 2018, *The Routledge Handbook of Developments in Digital Journalism Studies*. Eldridge II, S. A. & Franklin, B. (eds.). London: Routledge, p. 132-142 11 p.

**Popular Politics: Comparing Popular Stories across News Media in Election Seasons**

Ørmen, Jacob & Petersen, C., 1 Jun 2017.

### **Digitale Metoder**

Ørmen, Jacob, 15 Mar 2017, *Medie- og kommunikationsleksikon online*. Kolstrup, S., Agger, G., Jauert, P. & Schrøder, K. (eds.). Frederiksberg: Samfundslitteratur

### **Engagement: Engagement**

Ørmen, Jacob, 1 Feb 2017, (Accepted/In press) *Medie- og kommunikationsleksikon online: Medie- og kommunikationsleksikon online*. Kolstrup, S., Agger, G., Jauert, P. & Schrøder, K. (eds.). Samfundslitteratur

### **A Public Conversation in Private Settings: Engaging with News across Media**

Ørmen, Jacob, 2016, Det Humanistiske Fakultet, Københavns Universitet. 236 p.

### **Are You Paying Attention? Keeping Up with News in Daily Life**

Ørmen, Jacob, 2016, *News Across Media: Production, Distribution and Consumption*. Linaa Jensen, J., Mortensen, M. & Ørmen, J. (eds.). New York: Routledge, p. 162-179 18 p. (Routledge research in journalism, Vol. 16).

### **Googling the news: Opportunities and challenges in studying news events through Google Search**

Ørmen, Jacob, 2016, In: *Digital Journalism*. 4, 1, p. 107-124 18 p.

### **News Across Media: Production, Distribution and Consumption**

Linaa Jensen, J. (ed.), Mortensen, Mette (ed.) & Ørmen, Jacob (ed.), 2016, New York: Routledge. 187 p. (Routledge research in journalism, Vol. 16).

### **The use of Twitter in the Danish EP elections 2014**

Jensen, J. L., Ørmen, Jacob & Lomborg, Stine, 2016, *The Routledge Companion to Social Media and Politics*. Bruns, A., Enli, G., Skogerbø, E., Larsson, A. O. & Christensen, C. (eds.). New York: Routledge, p. 503-517 15 p.

### **欧洲受众媒介格局研究**

Helles, Rasmus, Ørmen, Jacob, Radil, C. H., Jensen, Klaus Bruhn & Yu, G. (Translator), 2016, In: *新闻与传播研究*. B12, p. 85-101 17 p.

### **"Would you like to set the agenda?": Investigating the motivations of Danish Twitter users during the European Parliament election 2014**

Ørmen, Jacob, 6 Feb 2015.

### **Smartphone log data in a qualitative perspective**

Ørmen, Jacob & Thorhauge, Anne Mette, 21 Jan 2015, In: *Mobile Media & Communication*. 3, 3, p. 335-350 16 p.

### **A collision of standards? Ethical concerns in studying politicians and ordinary users on social media**

Lomborg, Stine & Ørmen, Jacob, 2015.

### **The Media Landscapes of European Audiences**

Helles, Rasmus, Ørmen, Jacob, Radil, C. H. & Jensen, Klaus Bruhn, 2015, In: *International Journal of Communication*. 9, p. 299-320 12 p.

### **Engaging and Disengaging with Political News**

Ørmen, Jacob & Linaa Jensen, J., 2014.

### **Historicizing Google Search: A Discussion of the Challenges Related to Archiving Search Results**

Ørmen, Jacob, 2014, *Society of the Query Reader: Reflections on Web Search*. König, R. & Rasch, M. (eds.). Amsterdam: Institute of Network Cultures, p. 188-202 15 p.

### **Smartphones, data collection and cross media use**

Thorhauge, Anne Mette & Ørmen, Jacob, 3 Oct 2013.

**"Being There, Everywhere": How to Trace Interactions on Social Media in Real-Time**  
Ørmen, Jacob, 19 Jun 2013.

**The Issue Network as a Deliberative Space: A Case Study of the Danish Asylum Issue on the Internet**  
Ørmen, Jacob, 2012, In: C E U Political Science Journal. 7, 1, p. 1-31 31 p., 1.

## **Activities**

**Nordmedia pre-conference workshop: Digital methods**  
Ørmen, Jacob (Speaker)  
12 Aug 2015

**"Would you like to set the agenda?": Investigating the motivations of Danish Twitter users during the European Parliament election 2014**  
Ørmen, Jacob (Lecturer)  
6 Feb 2014

**"Being There, Everywhere": How to Trace Interactions on Social Media in Real Time**  
Ørmen, Jacob (Panel member)  
19 Jul 2013

**Assessing the role of algorithms as autopoietic tools of governance.**  
Ørmen, Jacob (Lecturer)  
18 Oct 2012