



Public Service Media Policies Working Group

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Table of Contents

Estonian and Russian speaking audience sections' opinion on media credibility and on the value of public service broadcasting in 2010-2019.....	2
Public Service Media in the Age of SVoDs: A Comparative Study of PSM Organisations' Strategic Responses.....	3
Public Broadcasting in the New Digital Environment: the Case of the National Public Radio.....	4
Can automated strategies work for PSM in a network society? Engaging digital intermediation for informed citizenry.....	5
European public television: Redefining content and scheduling strategies.....	6
PSM and VOD players: Challenges and Opportunities. The case of the BBC iPlayer.....	7
Media policy activism for public service media? The case of Switzerland.....	8
Third parties voices in a public service media negotiation of identity: "diversity" discourses and the Belgian PSM.....	9
The Public Service Media Ecosystem in Spain: How Are They Facing Digital Innovation and Audience Engagement?.....	10
To Hold Society Accountable? A Taiwanese governor nomination questioning to the problematics of PSM independence.....	11
Panel - Media Ethics of Communication During Public Health Crisis: Reporting Covid-19 in China and beyond.....	12
Logic & ethos of recommender systems in European public television: Strategies for preserving diversity.....	14

Estonian and Russian speaking audience sections' opinion on media credibility and on the value of public service broadcasting in 2010-2019.

Authors

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Abstract

In times of information overload and misinformation, ensuring adequate public awareness in democratic societies has become increasingly intricate. The success of social media has challenged traditional media, including public-service media. As a result of Estonia's geopolitical location and applied media policy, it is a special challenge to connect Estonian and Russian-speaking communities in a common information field. The aim of this paper is to analyse the changes of opinions of Estonian and Russian-speaking communities on the importance and credibility (trustworthiness) of different information sources in 2010-2019. Selection of information sources includes all Estonian media channels, main Russia's TV-channels and services offered by global players. Another important focus of the study is to explore the satisfaction of the two communities with the content and activities of the Estonian Public Broadcasting. Thirdly, this work analyses the impact of the launch of Russian-language public service television channel ETV+ on the viewing time of (Russia state) TV channels among the Russian-speaking audience in Estonia.

In the article, we will also examine the role of PSM (in Estonian, the ERR – Eesti Rahvusringhääling) based on the data collected in Estonia. We will analyse the role of ERR in their specific functions in content provision and the audience feedback to their role performance. One aim of the study is to explore the possible new roles that ERR can play in society and for audiences.

To provide the answers to our research questions, we will use the public data provided by Statistics Estonia on the changes in the broadcast programming, as well as original survey data collected by various studies conducted by ERR and Tallinn University (representative surveys among the Estonian population in 2014, 2017, and 2019, with approximately 1,000 respondents for each, organised in cooperation with TNS / Kantar Emor and SaarPoll). The conclusions we draw could be relevant to PSM in other EU countries as well since those systems face similar problems.

Submission ID

351

Public Service Media in the Age of SVoDs: A Comparative Study of PSM Organisations' Strategic Responses

Authors

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Abstract

The arrival of SVOD services is having a profound impact on TV industries worldwide because SVOD uptake is not only changing viewing patterns, but also altering established industry norms: around programme funding and distribution, business models, as well as national policy regimes (Baschiera and Re 2016; Doyle, 2016; S Lotz 2017; Lobato 2019). In this changing environment, public service media (PSM) like the BBC in the UK, RAI in Italy and VRT in Belgian Flanders are among the 'legacy' TV players who still occupy a central, yet pressured place in the domestic media landscape, where they represent the chief mechanism through which national policy-makers seek to advance societal goals, such as universal access, programme range and diversity, and the promotion of national cultures.

This paper analyses how PSM in these three countries are responding strategically to SVoD services. Given PSM organisations' distinctive funding regime, non-profit status, national roots and public service obligations, we expect their responses to be different from other legacy players, such as commercial broadcasters, Pay-TV operators, and independent production companies. Drawing on Philip Napoli's framework for analyzing the strategic responses used by established media organisations to counter the threat of competitive displacement by new media (Napoli 1998), we ask: What strategies have PSM adopted for TV drama in response to SVoD? We take a comparative approach across these three markets, one that takes account of highly divergent contextual factors and the different sizes and public service legacies within these countries. By focussing on the BBC, RAI, and a smaller language market in Flanders, VRT, we explore how organisational (level and type of funding) and contextual factors (market size, language/cultural proximity, national policy regimes, viewing habits, and industry formations) shape the strategic responses observed in these three cases. Applying Napoli's framework, to what extent are these PSMs, complacent, resistant, differentiated or diversified in their responses, and what are the implications for PSM?

In placing the analytical focus on SVoD services, we are mindful that SVOD represents only 'one line of development within a wider ecology' (Lobato 2019: 10) of Internet-distributed TV, which is complex and multifaceted in terms of services, platforms and business models. Focusing on curated content, made according to professionalised media practices we first conceptualise the role of Netflix and SVoD as a disruptive force before moving on to introduce Philip Napoli's framework for analysing organisational responses to disruptive media shifts. Drawing on comparative media studies, including a strand of literature on small versus big media markets, we justify the choice of

country and PSM-specific case-studies before discussing how consideration of contextual factors is necessary to account for variations in PSM organisations' strategic responses.

Submission ID

1406

Public Broadcasting in the New Digital Environment: the Case of the National Public Radio

Authors

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Abstract

National Public Radio (NPR), one of the several U.S. public service media institutions established after the enactment of the Public Broadcasting Act of 1967, has been a relatively small yet vital part of the American media landscape for the last half of century, complementing the programming of commercial networks with missionary cultural, educational, and public affairs broadcasts (in what is known as the monastic model of public broadcasting). The principal aim of this paper is to determine to what degree National Public Radio fulfills its ideals of “excellence” and “diversity” in the new technological conditions (taking into consideration the rapid development of the Internet and the emergence of digital audio broadcasters) and political circumstances of the present day (with the continued federal funding for public broadcasting a major source of controversy in Washington).

While the National Public Radio acknowledges the new challenges, undertaking initiatives such as the introduction of the NPR One app (launched in 2014) in order to stay relevant in the new digital environment, the question of the prolonged viability of the network still remains. The radio itself is sometimes seen as an increasingly obsolete medium, unable to effectively compete with the modern, more flashy technologies, and although its burial may well be premature (as it was the case several times in the past already), there is no denying that a major redefinition of many aspects of the functioning of contemporary audio broadcasters might be required for their long-term survival.

This proposal is based on an extensive query conducted by its author in the spring of 2019 in several public broadcasting institutions of Upstate New York (including WAMC Albany, WAER Syracuse, and WRVO Oswego) as a part of semester-long research and teaching mobility, made possible by a Joseph Furgal Fund grant, with the use of both quantitative and qualitative research methods, primarily intensive interviews and content analysis. The project is a continuation of the author's previous research on the American public television network (PBS).

Submission ID

1575

Can automated strategies work for PSM in a network society?

Engaging digital intermediation for informed citizenry

Authors

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Jannick Kirk Sørensen - Aalborg University

Abstract

The contemporary media environment presents a number of challenges for public service media (PSM) core values to maintain its audience and ensure it performs its core business in entertaining, educating and informing its citizenry. These challenges include segmented, niche audiences with a thirst for hyper-commercial content, user preference for commercially oriented social media platforms, and content which has been specifically targeted to users based on their historical data preferences. Within this media ecology, to have visible content that encapsulates the core values of PSM is difficult. It is the single most important challenge for PSM organisations around the globe. The opportunity for PSM, however, is to engage similar strategies that successful individuals and agencies have already demonstrated, while also leading an innovative charge towards socially responsible media automation practices.

Digital intermediation is a process that enables cultural production through the combination of technology (platforms), digital agencies (Multichannel Networks), and automation (algorithms) to increase the visibility of some users and their content, specifically through digital influencers. In this paper, we highlight how PSM can, and in some instances does, integrate cutting-edge digital intermediation strategies to increase its visibility through the combination of digital first personalities (Hutchinson, 2019) and innovative algorithmic strategies (Sørensen, 2019). Digital first personalities demonstrate significant skills in producing content which is platform ready and potentially highly visible, and when combined with the 'third-wave cultural intermediary' (Perry et al., 2016) approach, demonstrates how they could be touting the significance of PSM core values. Aligning digital first personalities with innovative algorithmic practices that are mobilised by PSM organisations can provide increased visibility and dissemination of crucial public affairs for users to ensure an informed citizenry.

Hutchinson, J. (2019). Digital First Personality: Automation and influence within evolving media ecologies. *Convergence: The International Journal of Research into New Media Technologies, Online First*. doi:org/10.1177/1354856519858921

Perry, B., Smith, K., & Warren, S. (2015). Revealing and Revaluing Cultural Intermediaries in the 'Real' Creative City: Insights from a dairy keeping exercise. *European Journal of Cultural Studies, 18*(6), 724-740.

Sørensen, J. K. (2019). Public Service Media, Diversity and Algorithmic Recommendation. In *7th International Workshop on News Recommendation and Analytics (INRA 2019)*.

Sørensen, J. K., & Hutchinson, J. (2018). Algorithms and Public Service Media. In G. F. Lowe, H. Van den Bulck, & K. Donders (Eds.), *Public Service Media in the Networked Society RIPE@2017* (pp. 91–106). Göteborg: Nordicom, Göteborg Universitet.

Submission ID

1896

European public television: Redefining content and scheduling strategies

Authors

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Abstract

European public television channels have had to constantly redefine their social role from the end of the European public monopolies until the digitalization and convergence of media causing significant transformations in the audiovisual industry (Dhoest & Simons, 2016). These changes have altered the European General-Interest Television content and have revealed relevant transformations. This study focuses on these changes in the five main television European markets (France, Germany, Italy, Spain and United Kingdom). We analyse the overall evolution of genres and the scheduling strategies, which have been challenged by the extremely high competitive context. In addition, the comparative approach of this research allows to showcase the significant similarities and differences among markets. Related to this, our main interest is to delve into the comparison between public and commercial channels.

This study has been carried out within the framework project “From Hegemony to Competition: Transformations of European Public Channels’ Programming Strategies Over the Last 30 Years (EU5)” of the Spanish National R&D Plan, funded by MICIU-FEDER (reference PGC2018-094863-B-100) developed by GRISS (Research Group on Image, Sound and Synthesis) of the Department of Audiovisual Communication and Advertising at the Universitat Autònoma de Barcelona (Spain). The focus of this project is to explore and explain the evolution of European television schedules during the last 30 years of the DTT general-interest television channels from the main European television markets which represent 25 channels: 11 public (Das Erste, ZDF, BBC One, BBC Two, France 2, France 3, Rai Uno, Rai Due, Rai Tre, La1 and La2) and 14

commercial (ProSieben, Sat.1, RTL, Channel 4, ITV1, TF1, M6, Canale 5, Italia 1, Rete 4, Antena 3, Cuatro, La Sexta and Telecinco).

Content analysis has been carried out to explore the schedules of the different channels using the categories and variables of Euromonitor, a permanent observatory of television in Europe. The generic analysis contemplates a triple classification level. First, the nature of the program (macrogenre) is identified, secondly, the program is classified according to its format (genre) and, finally, the main topic of the program is addressed (microgenre). The preliminary results highlight the consolidation of three macrogenres: Information, Fiction and Infotainment, with some relevant transformations in their genres. However, while public televisions have been forced to follow these general trends to maintain their influence, our results show that there are still quantitative and qualitative differences between public and commercial channels choices.

Submission ID

2036

PSM and VOD players: Challenges and Opportunities. The case of the BBC iPlayer

Authors

Maria Michalis - University of Westminster

Abstract

The paper assesses the challenges and opportunities that PSM face, in particular in view of the evolving transformations of the TV landscape notably internationalisation, platformisation and growing on-demand consumption (see Evens and Donders 2018, Lotz 2018, Lobato 2019, Johnson 2019).

Recent developments in the VOD landscape include the continuing expansion of Amazon Prime Video and Netflix, and the recent launch of new stand-alone VOD platforms by traditional media giants like Disney and technology companies like Apple. Having analysed these market changes and developments, the paper moves on to examine initiatives from Public Service Media organisations, focusing on the case of the BBC (Michalis 2018). In doing so, the paper maps the relational and power dimensions of VOD platforms, and goes on to consider implications for the notion of PSM (in particular the principle of universality) and the regulation of VOD platforms.

In terms of methods, the paper is based on extensive documentary analysis at this stage.

References:

Evens, T. and K. Donders (2018) *Platform Power and Policy in Transforming Television Markets*. Palgrave.

Johnson, C. (2019) *Online TV*. Routledge.

Lobato, R. (2019) *Netflix Nations*. New York University Press.

Lotz, A. (2018) *We now Disrupt this Broadcast*. MIT Press.

Michalis, M. (2018) "Distribution Dilemmas for Public Service Media: Evidence from the BBC." In G. F. Lowe et al. *Public Service Media in the Networked Society RIPE@2017*, Nordicom,

http://www.nordicom.gu.se/.../fil.../kapitel-pdf/12_michalis.pdf.

Submission ID

2107

Media policy activism for public service media? The case of Switzerland.

Authors

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Abstract

Public service media (PSM) are an important policy instrument for safeguarding pluralism and the public interest in the media (see e.g. McQuail 2007). However, in a time that some call the digital or platform age and others describe as post-democratic or post-factual, PSM organizations are under pressure (see e.g. Public Media Alliance 2019). This paper argues that PSM, aside from smart management strategies and government support, also need civil society advocacy on their behalf to strengthen their legitimacy. However, such advocacy is not only rather rare; there is also a lack of research conducted about the phenomenon (Aslama Horowitz/Nieminen 2017, Horz 2018).

A country that is ideally suited for such a study is Switzerland. In the last few years, several associations dedicated to media policy activism (see Freedman/Obar 2016, Freedman 2019) – e.g. Media Diversity, Media for All or Strong Media – have emerged. In addition, in 2018, the Swiss voted on a national referendum ('No Billag') on the abolition of public funding for the Swiss Broadcasting Corporation (SRG). While a 71.6% majority of voters rejected the referendum, it still triggered a broad public debate on PSM policies (Geiser 2018). Using the findings from a document analysis and interviews with leading activists, this paper provides an overview on seven Swiss associations dedicated to media policy activism. It asks about their aims, strategies and networks, as well as their relation to the SRG and the 'No Billag' referendum.

Findings are generally in line with conclusions from previous research on media policy activism. The 'No Billag' referendum was a 'window of opportunity' (Hintz 2018) as it triggered a large debate on media policy. However, due to the 'sheer breath, interrelatedness, and complexity' (Lentz 2011: 323) of the issue, media policy activism in Switzerland remains the usual alliance of media industry professionals (Fenton 2018). As expected, resources are scarce (Regan Shade 2011), which is why associations have to set clear priorities in their activities. In addition, media policy activism

in Switzerland is by no means free of tensions (Löblich 2016), which prevents long-term pooling of resources.

The study also shows that despite a temporal overlap, ‘No Billag’ has not triggered the foundation of new associations dedicated to media policy activism. Furthermore, while all associations studied are concerned with diversity and quality in the media sector, only one association – Media for All – was an active member of the opposition to the ‘No Billag’ referendum. Given that the SRG contains of a network of membership organizations including several regional councils, one might conclude that it should try fostering civil society advocacy by itself. However, authors (see e.g. Baldi 2008, Puppis/Künzler 2011, Tuchschnid 2015) have described the SRG management as rather ambivalent towards the SRG membership organisations.

Submission ID

2470

Third parties voices in a public service media negotiation of identity: “diversity” discourses and the Belgian PSM

Authors

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Abstract

European Public service media (PSM) are torn between different tensions such as the need to attract a large audience while having the mission to serve the population (Horsti & Hultén 2011). In the last years, corporate social responsibility (CSR) discourses emerged in European PSM (Tania Fernández-Lombao, Andrea Valencia-Bermúdez, and Francisco Campos-Freire 2017). The Belgian PSM, a key and influential actor in Belgian’s media landscape (Komorowski et al. 2018), is using “diversity”, which is often use in CSR discourses (Hou and Reber 2011), as a keyword of its current organizational change and its long-term vision. It develops a “diversity” policy not only because of obligations appearing in its management contract but also because it is pushed by the European Broadcasting Union (EBU) and other stakeholders.

“Diversity” can be understood (and used) by PSM (and third parties) in various ways, from organization management to social cohesion, through marketing use (Horsti & Hultén 2011) or innovation (Mayer et al. 2018). Using the perspective of the constitutive role of communication in organizations (CCO), in which communication is *making* the organization (Schoeneborn et al. 2018), communication around “diversity” is seen as one of the “sites” where the economic and social tensions are negotiated and therefore where the PSM is constituted. In the CCO perspective, the organizational boundary is continuously (re-)established through communication and involves third parties, which “becomes particularly evident in the case of CSR, where practices of

stakeholder involvement invite third parties to co-constitute these communicative boundaries” (Schoeneborn and Trittin 2013).

This study intends to understand the interplay between different third parties’ discourses of “diversity” and how the organization defines itself through this concept. An analysis of “diversity” discourses holders that are interacting with the PSM will be done in order to understand the third parties that might be co-constituting the organization. In order to catch and understand the variety of voices, a mixed methodology is used including discourse analysis through a variety of sources intended to communication (press releases, managerial discourses, social network and media content related to the topic, etc.) as well as in-depth interviews with key staff members responsible of (any form of) communication: PR, managers, HR, diversity manager, media content producers, etc.

Results are expected to show that, while a communication strategy about “diversity” might be found in the PSM (Maier and Ravazzani 2019), such organization has a polysemic and complex use of “diversity” in its communication, which is negotiated with several third parties. A mapping of the negotiation of the PSM’s identity through “diversity” discourses is expected to be created, integrating the PSM in its polyphony of voices, including third parties.

Submission ID

3206

The Public Service Media Ecosystem in Spain: How Are They Facing Digital Innovation and Audience Engagement?

Authors

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Abstract

Today Spanish Public Service Media are in a crossroads. PSM ecosystem consists of the national corporation (RTVE), twelve regional public media corporations, and several TV and local stations. They face many challenges: political, economic, and technological. Besides, young audiences are drifting away, and new digital platforms are setting the pace in the audiovisual ecosystem.

The current political context is affecting so much on their performance, as well as they are suffering significant financial constraints. From the technological perspective, Spain is behind schedule for the second digital dividend implementation. One of the biggest problems they are facing is that young audiences are drifting away from legacy media. Analytics and ratings give a clear snapshot of the current scenario.

The research question is: are Spanish Public Service Media responding accordingly to the new demands of the digital ecosystem? This paper analyses how these public corporations are developing new strategies to face new challenges. It overviews how they deploy new instruments to

engage audiences through social media and introduce new content to attract young audiences. It compares the different digital and innovation strategies of regional corporations. Final remarks will provide the singularities of the Spanish case, where there seems to be no common patterns and diversity is the norm. Besides, it is interesting to see how Digital Terrestrial Television is envisioning some concerns about its future. This fact is crucial for Spain because DTT is having the biggest audience and advertising market. A new scenario is approaching for PSM.

The theoretical framework is based on relevant European authors (Donders, Lowe, Puppis), as well as on previous works by Spanish academics (Alvarez Monzoncillo, Bustamente, Campos Freire, Marzal, Chaparro).

The methodology will include qualitative text analysis and gathering of quantitative data. These outcomes are part of a research project funded by the Spanish Ministry of Economy.

Submission ID

3454

To Hold Society Accountable? A Taiwanese governor nomination questioning to the problematics of PSM independence

Authors

Hamilton Cheng - Taiwan public Television Service Foundation

Abstract

The governance of Taiwan PSM is legalized by an independent governing board. This model is championed itself within the Asia-Pacific region recognized by RSF (Reporter sans Frontières) and Freedom House respectively. However, the system is failed to work well again in Sept. 2019. The biggest obstacle to nominate the board member is struggled with the minority vote. According to the Article 13, Public Television Act, the critical vote by minority is affirmed by the approval of board member casts the ballot upon receiving three-fourths of Review Committee Members' votes. The Committee, composed of social representatives, is appointed by General Parliamentary Proceedings. Now, the 7th term of PSM (named as Public Television Service, PTS) Governing Board is postponed to establish after the previous one expired already two quarters before. The disagreement against the candidates by minority of committee members is went without compromise due to different ideologies born with PSM governing.

Originally, the PTS Act stipulated the approval of board members into the hands of the Committee by nearly reaching the consensus on agreement. In defense of media independence, the mandate of PSM board is highly prevented any control from any infiltrate political forces by stepping up the votes of approval. In return, the establishment of each term of Board is time-consuming and revolving with the wrestling of political proxies behind the scene.

This particularity of PSM independence is studied by this research. The paper proposed to envision this local problematic of PSM with the international perspective. The methodology of researching the Taiwan problem is done through a comparative legal documenting analysis. The reform and solution to this impasse is the purpose of conducting the survey. Built on the mandate and remit of PSB regionally, the research will analyze the legal handbooks published by European Broadcasting Union, Commonwealth Broadcasting Association, UNESCO, World Bank, and Asia-Pacific Institute for Broadcasting Development (AIBD). It is presumably generalized out the necessary requirement of capability for being governor in PSM board as follows: mandate, nationalism, role-playing, ethics, knowledge, conflict interest avoidance. The result shall check balance against the current one in Taiwan PSM nomination.

This paper is working toward a reform criticism on Taiwan situation of PSM independence. By removing the parliamentary directly approval, the transparency is gradually under-performed for the sake of free from partisan influence. The benefits of such proxy politics nomination is not great enough to reject the international standard of appointing governor. The affirming independent and diversity of governing board representatives shall consider another perspective for the way of future in emphasizing the corporate control and political wills. Those two factors are the main goals of sustaining the PSM power and duty set out by Law and guiding Handbook generated by global or regional consensus.

Submission ID

3564

Panel - Media Ethics of Communication During Public Health

Crisis: Reporting Covid-19 in China and beyond

Authors

Yun Long - Communication University of China

Abstract

The panel will be organized as a collective presentation of the outcome of a 2020 IAMCR pre-conference under the same topic. Description and structure of the pre-conference are attached below:

Since the beginning of 2020, the coronavirus epidemic has been spreading globally while China is at the center of the outbreak. As a global public health emergency officially declared by the World Health Organization on January 30, the coronavirus (Covid-19) outbreak drew enormous media coverage and online expression in China, and entailed a great variety of discussions on a global basis about global perception of health crisis, cross-border health information flow, international collaboration, transparency and governance, as well as intercultural stereotyping. Among others, media ethics is at stake to assess these behaviors and offer an interdisciplinary space to rethink moral principles and standards (Chandler & Munday, 2011) in emergent communication during

public health crisis. Taking China as an example, a series of questions regarding the roles of both legacy media and social media are captured by scholarly attention in the coronavirus outbreak crisis including: how mainstream media report the outbreak and interact with people; how market media report the truth on site and rebuild professional authority; how the general public participate into online discussion, such as expressing individual experiences and sharing stories on social media; how digital platforms represent the entire event; and how official discourse and public discourse diverge or converge with each other, and etc. Underpinning these questions is both a holistic critique towards the capacity of China's media and governance system in responding to such a public health emergency, and a critical re-evaluation of ethical principles and practices for both legacy media and social media in today's China.

Beyond a national scope, media and information ethics are also facing challenges during the outbreak due to biased storytelling, misinformation, and fake news on multiple platforms. Combining both local and global perspectives on communication during public crisis, this pre-conference aims to build an international platform to discuss the following (but not limited to) issues on an interdisciplinary basis: media reporting, public service, and citizen rights during a major public health emergency; government information disclosure and public interest during a public crisis situation; online public opinion and agenda setting in epidemic outbreak; ethical principles for epidemic communication; crisis reporting and public sentiment; rumor, false statement and governance in disaster reporting; propaganda posters and slogans against epidemic; emotional expression and pursuit online during an epidemic outbreak; epidemic reporting and the promotion of public science literacy.

The conference will be organized into three streams including ethical principles for media reporting, social media and public participation in online expression, and regulatory challenges of multi-platform communication during public health crisis. Besides, the conference will feature a keynote speech section and a roundtable discussion on media reporting and online expression related to the 2020 coronavirus outbreak.

Confirmed speakers

Yun Long, Professor, Communication University of China

Yik-Chan Chin, Assistant Professor, Xi'an Jiaotong-Liverpool University

Benqian Li, Professor, Shanghai Jiaotong University

Hui Ye, Lecturer, Communication University of China

Submission ID

3760

Logic & ethos of recommender systems in European public television: Strategies for preserving diversity

Authors

Martín Vaz Álvarez - Universidade de Santiago de Compostela

José Miguel Túnñez-López - Universidade de Santiago de Compostela

Marta Rodríguez-Castro - Universidade de Santiago de Compostela

Abstract

Introduction

This article aims to analyze and compare the Video on Demand recommender system's strategies of 3 European Public Service Media (following Hallin and Mancini's media system classification: BBC for the liberal model, ZDF for the democratic-corporatist model and RTP for the polarized-pluralist model) in order to assess how these broadcasters are facing the challenge of organizing and distributing content in their online platforms. The objective is to define whether these broadcasters take into account notions of diversity and universality when recommending online content; and to what extent is the user capable of filtering its own content consumption.

Theoretical Framework

Diversity has largely been regarded as a fundamental part of news quality (McQuail, 1992; Strömbäck, 2005) and in the last years, as we have seen how audiences around the world have taken up new forms of content consumption following the blooming of VOD services (IHS Markit, 2019) and algorithmic automatizations (Túnñez, Toural, Valdiviezo-Abad, 2019), these algorithms now play a major role in preserving (or not) this diversity.

The use of algorithms to generate automatic recommendations is a method to retrieve and present personalized content to the user. This personalization can be explicit, that is, when the user proactively reveals its preferences; or implicit, when the personalization is based on the observation of a user's online behavior (Thurman, Schifferes 2012). In both cases the purpose is to deliver content that is more adjusted to its interests (Zhang, Wang, Yuan, Jin, 2019). This recommendation algorithms and content filters are the basis of search engines such as Google, social networks like Facebook or Instagram and 'Subscription Video On Demand' (SVOD) platforms like Netflix.

However, when applied to Public Service Media, these algorithms have raised concerns among scholars for their potential ability to block content diversity (Pasquale, 2015). As algorithms pretend to deliver more personalized, interest-narrowed content, they are presumably more likely to fall in what we know as 'filter bubble' (Pariser, 2011), where recommendations fall into what is presumed as a more 'engaging' content, filtering out other content that could be of valuable public service, and driving the user towards an 'echo chamber' (Sunstein, 2009) or 'sphericule' (Gitlin, 1998) where the

user feels it's not been sufficiently equipped to be an informed and rational democratic citizen (Haim, Graefe, Brosius, 2017).

Methodology

We will start by reviewing the statutes, the official web page description, and annual reports of the previous 5 years from all 3 broadcasters in search for the description of their mission, values and principles and how these have been applied in the last years.

This will be complemented with a qualitative method, using semi-structured interviews with the heads of innovation, content and technological development departments of the aforementioned mentioned broadcasters, understanding their strategies on content recommendation, the behavior of their recommender systems and the technological policies of each broadcaster.

The broadcasters will be analyzed and compared following previous works on algorithmic design (Diakopoulos, 2019) that include notions of journalistic values, public service values and interface design.

Submission ID

3785