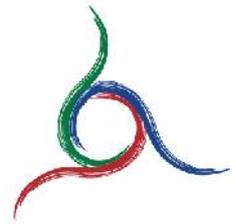




**IAMCR 2018**



## **Public Service Media Policies Working Group**

Abstracts of papers presented at the annual conference of the  
**International Association for Media and Communication Research<sup>1</sup>**

**IAMCR**

**Eugene, Oregon, USA  
20-24 June 2018**

Report any problems with this document to [support2018@iamcr.org](mailto:support2018@iamcr.org)

Version: 19/06/18

---

<sup>1</sup> We have endeavoured to ensure that these are the abstracts of the papers actually presented at the conference. Nevertheless, due to cancellations, additions and other factors, abstracts may be included here that were not presented and abstracts that were presented may not be included.

**Id:** 17295

**Title:** Can public broadcasters regain societal relevance via audience participation' An analysis of the Dutch public broadcaster NPO's 'The Monitor' initiative

**Session Type:** Individual submission

**Authors:**

Name: Anne-Sofie Vanhaeght

Email: avhaeght@vub.ac.be

Country: BE (Belgium)

Affiliation: Vrije Universiteit Brussel

Name: Karen Donders

Email: kdonders@vub.ac.be

Country: BE (Belgium)

Affiliation:

**Abstract:** Scholars report on a growing gap between politicians and media professionals on the one hand and the audience on the other. Public broadcasters might contribute to closing this gap, enabling audience members to participate in societal debates through radio, TV or online services (Carlsson, 2013; Enli, 2008; Jakubowicz, 2010). Audience participation in the production or distribution phase of media does not always contribute to societal objectives such as increasing diversity of opinions or being critical for the status quo, though (Vanhaeght & Donders, 2017). This observation, sustained also by research, has resulted in Dutch public broadcaster NPO focusing more on the involvement of the audience in the information gathering phase, thus meaning before production and distribution. Their investigative journalism project 'The Monitor' starts its research from audience input. People can upload ideas and information on e.g., local political wrongdoings, via their website. The aspiration is to stay in touch with diverse parts of the audience, while also making the journalistic process more transparent (NPO, 2017). The journalists have the policy to openly admit mistakes made during the writing process. Against this backdrop, we investigate how audience participation in the information gathering phase of The Monitor contributes to traditional (diversity, being critical for the status quo) and newly-identified (transparency, self-direction) societal objectives of public service media (Vanhaeght & Donders, 2015; Just et al., 2017). Findings are based on desk research, 10 expert interviews with journalists and 10 in-depth interviews with participating audience members of The Monitor. We confront the aspirations of The Monitor with the actual experiences of journalists and audience members as well as with the literature on audience participation in media in general and public service media in particular (Horowitz and Napoli, 2014; Sorochan, 2016). In the conclusion, we discuss whether audience participation before production can help journalists and public broadcasters to step out of their bubble and regain societal relevance.

**Id:** 17480

**Title:** Globalization, Deregulation and Public Service Broadcasting in Cameroon

**Session Type:** Individual submission

**Authors:**

Name: Gideon Tehwui Lambiv

Email: tehwui@msn.com

Country: CM (Cameroon)

Affiliation: Individual member (L)

**Abstract:** In April 2000 a new phenomenon became a reality in the broadcast media in Cameroon, – the deregulation of broadcasting. A number of internal and external factors led to this decision, which officially brought an end to the state broadcaster’s monopoly: As a prelude to this development, Cameroonians already had access to other sources of broadcasts thanks to the initiative of some nationals who dared into an activity that was then not authorised, and to the opportunities offered by globalization that commercially and technological bypassed government restriction. The existence of other broadcasters implied that things were no longer going to be the same again for the state broadcaster, the Cameroon Radio Television Corporation, CRTV. But how could this be ascertained or proven?

The principal research issue that this study set out to investigate was how globalization and deregulation has affected public service broadcasting in Cameroon. We sought to know what the role and performance of the public service broadcaster were, and whether these have changed because of the new liberalized framework. After tracing the development of broadcasting in Cameroon wherein the public service broadcaster was the main and only actor, we then looked at the present situation where others have come in. In the process, we consulted relevant documents and interviewed the key players.

We found out that the public service broadcaster in Cameroon, CRTV lost a significant share of its urban audience and advertisement to private broadcasters, particularly within the first months of liberalization when its urban audience share dropped to 40%, while private broadcasters had 38.5%. After some changes in the areas of programmes, programming and technology, amongst others, its audience share has increased by 20%, three years into liberalization. Given that the state broadcaster must now take into consideration the fact that there are other players in the media landscape, notably regulators and private challengers its role and performance have been affected accordingly. All of this would not have been possible before without deregulation.

**Id:** 17500

**Title:** Assessing Global Media Assistance for PSB Reform: The Case of Indonesia

**Session Type:** Individual submission

**Authors:**

Name: Masduki Masduki

Email: masduki@hotmail.com

Country: ID (Indonesia)

Affiliation: Department of Communication, Universitas Islam Indonesia, Yogyakarta, Indonesia

**Abstract:** The shift of former state broadcaster into public service broadcaster (PSB) in any of the new democracies is a part of democratizing media system after the collapse of both communist and authoritarian ideologies around 1989s-1990s which involves local and supranational players.

This paper traces history, motives and form of global assistances to media policy reform, with particular focus to the shift of Indonesian state owned broadcaster into public owned channels from 1998 to present. In particular, this paper examines both impacts and weaknesses of the intervention in reforming media policy with strong emphasis to the new policy adoption over Radio of The Republic of Indonesia (RRI) & Television of The Republic of Indonesia (TVRI) following the enactment of Broadcasting Act of 32/2002.

From the extensive study of relevant documents and interviews, in the last two decades, this study found, involvement of international agencies, both supranational level such UNESCO and European Union (EU) or some other organizations such as Internews and Article 19 play a key role in promoting public oriented broadcasting model in Indonesia. It influences policy formation on the shift of RRI and TVRI status from state to PSB. Most of the assistance projects connects with the media practitioners, regulator and civil society associations and are driven by a general platform of a Western perspectives of an independent and pluralism media environment as a pillar of democratic media and political system.

However, as happened in other similar transitional states such in Asia, the assistances mostly concentrate on the regulatory reviews and leave its implementation as the job of local players. In compare with advocacies to develop community based broadcasting channels, engagement of international advocates in the RRI and TVRI reform was very weak. As a result, change of two media stays on their legal status not in the practices.

This paper contributes to map out the impacts of media assistances organizing by global agencies to media policy reform in the new democracies and providing insight for the on-going discussion to redesign strategies and approaches for the future projects in the transitional states.

**Key World:** Media Assistance, PSB, Policy, RRI, TVRI, Indonesia

**Id:** 17857

**Title:** Mission Impossible' Public Service Media Policy Challenges for Media Development

**Session Type:** Individual submission

**Authors:**

Name: Minna Horowitz

Email: [minskiaslama@gmail.com](mailto:minskiaslama@gmail.com)

Country: FI (Finland)

Affiliation: University of Helsinki, St. John's University

Name: Davor Marko

Email: [dmarco007@gmail.com](mailto:dmarco007@gmail.com)

Country: HU (Hungary)

Affiliation: Central European University

**Abstract:** Public service broadcasting (PSB) has for long been one of the institutional and structural foci of media development and international media assistance. Despite the predictions of the demise of PSB as an ineffective and costly form of media, it has endured as a means of providing content and services. At its most idealistic reiteration, PSB is thought to provide diverse, independent and universal service and content, that, in turn, support a democratic public sphere. Given the increasing challenges of polarization and misinformation in the current media landscape, international donors are looking at public service models to provide a path to independent media and journalism (Abbott, 2016).

At the same time, donors and development agencies face several substantial challenges while designing and applying strategies to support PSB, and its digital variant, public service media (PSM), greatly due to political and policy responses in the countries they wish to engage with. Interestingly, many policy challenges to PSB/PSM are shared in democracies in transition, even in mature public media nations (Votmer 2013).

In this paper, we identify five distinct policy challenges that, regardless of specific political, economic, or cultural contexts, seem to hinder development of public service media and media development in various parts of the world.

“Imitative” policy transformation (Splichal 2001), following the models from mature PSB countries, that may not suit other contexts where the transition from state to public media is taking place;

Re-introduction of PSM after former colonial public broadcasting has, after independence, become de-facto state-administered media with various remits and elite oversight;

Overly deregulated and commercialized media landscape that leaves little room for public service media;

Multi-platform environment that often prompts both commercial and political stakeholder require re-justification of public service. In addition, resources are needed for utilization of digital opportunities. This all is often resulting in:

Challenges of creating clear, specific remits for PSM.

Our paper will elaborate on the challenges with specific cases, and with broader discussion on the global role of public service broadcasting and public service media.

References:

Abbott, S. (2016), “Rethinking Public Service Broadcasting’s Place in International Media Development”, Center for International Media Assistance. Available at: [http://www.cima.ned.org/wp-content/uploads/2016/02/CIMA\\_2016\\_Public\\_Service\\_Broadcasting.pdf](http://www.cima.ned.org/wp-content/uploads/2016/02/CIMA_2016_Public_Service_Broadcasting.pdf)

Splichal, S. (2001), “Imitative revolutions changes in the media and journalism in East-Central Europe“, *Javnost/The Public*, 8: 4, pp. 31–58.

Voltmer, K. (2013), *The media in transitional democracies*. Cambridge: Polity.

**Id:** 18016

**Title:** Where to now' The future public service broadcasting news online

**Session Type:** Individual submission

**Authors:**

Name: Amanda Oye

Email: aoye99@gmail.com

Country: CA (Canada)

Affiliation: York University

**Abstract:** Both journalism and public service broadcasting are struggling to regain their footing in an world that has vastly changed over a relatively short period of time. Facing more competition than ever before, and trying to make the best of a business model that is no longer viable, organizations that produce and distribute news, including public broadcasters, are finding it is essential to come up with new ways to sustain themselves and justify their existence.

Using Canada as a case study, this paper considers the role that public broadcasting can play in making sure that all citizens of a country have access to the news and information they need to fully participate in public life. This paper argues that the Canadian Broadcasting Corporation (CBC), Canada's national public broadcaster, has the potential to play a much bigger role than it currently does in ensuring that Canadian citizens have access to the news and information they need, but lacks the resources to do so. It further argues that official inquiries into the future of the media in Canada have had a lack of emphasis on and as such true understanding of how the CBC can be utilized to implement policy objectives related to news.

By considering the work of noted academics such as Robert McChesney, Natalie Fenton and Vincent Mosco, this paper starts by exploring the contributions that public broadcasting can make in online news from a theoretical perspective. It specifically uses a political economy of communications framework, through which contributions by public broadcasters to the wider media ecology can be considered.

This paper then goes into a discussion of Canada specifically. Canada provides an interesting opportunity for studying the future of online news because in the span of 2017, three major, government-backed reports that looked to the future of Canadian media were released. Each of the reports, Creative Canada, The Shattered Mirror: News, Democracy and Trust in the Digital Age, and Disruption: Change and Churning in Canada's Media Landscape, considered the news media to varying degrees, as well as the CBC. This paper analyzes how the three reports have framed the future of public broadcasting through recommendations and announced initiatives. This paper further looks at how these documents have discussed the CBC's news services and, more specifically, the Corporation's role in the wider Canadian news ecology.

The theoretical section of this paper serves to illustrate the potential of public service broadcasting while the analysis of the three documents demonstrates the vision those involved in the policy making process. Both taken together demonstrate that the CBC is underutilized as a tool of policy implementation.

**Id:** 18081

**Title:** Digital Switchover and the Public Service Communication Policies. The case of Mexico City

**Session Type:** Individual submission

**Authors:**

Name: César Bárcenas

Email: cesarbarcenascurtis@gmail.com

Country: MX (Mexico)

Affiliation: Universidad Autónoma de Tamaulipas

**Abstract:** The intention of this proposal is present the characteristics of Digital Switchover process that has been specifically developed in the case of Mexico City. In this case, the situation of the Public Service Policies is exposed, that includes a conceptual reflection on the conditions of the public interest, the citizenship, as well as the situation of the consumers, the media and telecommunications companies, and its implications in the Mexican economy.

In this proposal, the Public Service retakes the concept of citizenship and discuss their limitations, contradictions and imbalances in a capitalist environment. In the particular case of television, today continues to have importance in the discourse of public life, that includes experiences, points of view and arguments articulated in a specific way. In the case of the Public Service Media Policies it is necessary understand, in a digital context, how the universal rights extend their influence in the new spheres of social action. As well, the distribution of communication resources acquires a high level of social responsibility accompanied by universal rights.

From this frame of reference, this proposal presents series of variables related to factors such as the perception of communication policies in Mexico, the application of universal service, its relationship with public service and citizenship, including factors such as interactivity, the uses and practices among others. The research design correspond to an exploratory study, for identify the context of the phenomenon and the ways in which it is being generated, taking as central axis of interpretation the level of marginalization of the population in Mexico City.

In this sense, is descriptive and analytical study of a representative sample based on geostatistical areas, to enable the identification of usage patterns at first, but also, the objective is evaluate the characteristics and conditions of the Public Service Media Policies promoted by the Mexican government in the context of the introduction of DTT.

Finally, the results of the survey of inhabitants of Mexico City allow us to discuss the vision of Digital Terrestrial Television as a factor of universal access to public communication services, and as part of a communication policy that theoretically includes greater quantity and quality of audiovisual content, interactivity and pluralism to increase the choice of citizenship.

**Id:** 18282

**Title:** Sustaining pluralism through PSM partnerships ' democratic innovation or dangerous precedent' Case study of a BBC initiative.

**Session Type:** Individual submission

**Authors:**

Name: Steven Barnett

Email: s.barnett@westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Westminster

**Abstract:** Across the developed world, publishers are struggling with the traditional business model of journalism. As classified advertising – the mainstay of local journalism – all but disappears online and the big tech companies like Google and Facebook cannibalise national advertising revenues, media companies and governments are searching for new ways to bolster original journalism.

The problem is particularly acute at local level, where a precipitate revenue decline is forcing long-standing publishers to choose between protecting their profit margins, consolidating local papers or closing them completely. In most cases, profits are prioritised. While a few community groups or enterprising individuals try to fill the journalistic gap through online or social media initiatives, these are mostly shoestring operations without the resources to conduct the watchdog or informational roles of professional journalists.

Both democracy and pluralism are thereby endangered. Regional consolidation can result in powerful monopolies which outsource “local” reporting to distant regional hubs. Meanwhile, a severe democratic deficit leaves local people uninformed and local institutions such as hospitals, police forces, local courts or local councils unscrutinised and unaccountable.

Many countries are examining policy interventions to address the problem, from direct public subsidies to levies on aggregators and other tech giants for redistribution to new or established journalistic enterprises. One such approach is to leverage the funding and training resources available to PSM or PSB institutions into new partnerships with local publishers.

This is precisely what has happened in the UK. In concluding a new Charter, which guaranteed the BBC’s operational status and constitution for 11 more years, the government imposed a new duty on the BBC to “work collaboratively and seek to enter into partnerships with other organisations... where to do so would be in the public interest” (Article 13).

As part of this duty, the BBC has agreed to fund 150 local reporters who will be attached to local newspapers or other local media but will operate within the BBC Code of Practice. While in theory an important contribution to local democracy, in practice early indications suggest that these journalists have primarily been engaged by established newspaper groups that have recently made their own reporters redundant.

This paper will critically assess both the benefits and drawbacks of that scheme within the context of PSM's role in sustaining democracy and plurality. It will establish the economic and structural context for such initiatives, and examine some of the policy solutions being canvassed involving PSM institutions.

It will then assess the efficacy of the BBC's local reporter scheme against those criteria, in particular asking whether BBC money and resources have essentially been "captured" by corporate publishers seeking to exploit public money for commercial gain. It will ask, finally, whether such schemes are potentially dangerous "Trojan horses" which will encourage private sector competitors to claim more access to PSM funds and governments to pursue top-slicing strategies, thus permanently damaging the resource base of PSM institutions.

**Id:** 18326

**Title:** Public Service Media, Pluralism and Cultural Diversity in Portugal

**Session Type:** Individual submission

**Authors:**

Name: Francisco Cádima

Email: frcadima@gmail.com

Country: PT (Portugal)

Affiliation: Universidade Nova de Lisboa (UNL)

Name: Luís Oliveira Martins

Email: lf.martins@fctsh.unl.pt

Country: PT (Portugal)

Affiliation: Universidade Nova de Lisboa (UNL)

Name: Marisa Torres Silva

Email: marisatorresilva@gmail.com

Country:

Affiliation: Universidade Nova de Lisboa (UNL)

Name: Carla Baptista

Email: carlamariabaptista@gmail.com

Country:

Affiliation: Universidade Nova de Lisboa (UNL)

**Abstract:** In this communication we will present the preliminary data of two research studies that we have been conducting and which complement each other: on the one hand, we will present the first global data of the project DIVinTV - Public television and cultural diversity in Portugal: a study on the programming of the Portuguese public generalist channels concerning the plurality of content and cultural expression, diversity, and inclusiveness; on the other hand, we will contextualize this data with the analysis that we have done over the last years on the monitoring of pluralism in Portugal within the framework of the European project MPM – Media Pluralism Monitor (<http://cmpf.eui.eu/media-pluralism-monitor/mpm-2016-results/portugal/>) The main objective of these studies is to give a new contribution to a realignment of media content towards the major cultural and societal challenges that the European Digital Agenda and the global Agenda 2030 include; i. e., respectively, the consolidation of an inclusive and diverse knowledge society; and a developed and sustainable global community. The study of the Portuguese media intends only to be a case study in this context, particularly in the scope of PSM programming precisely in the sense of rethinking the role and purpose of PSM in a changing society, fostering inclusiveness, gender equality, the diversity of voices and the plurality of cultural expressions. The project DIVinTV is focused on a general content analysis of the programming schedules during almost two years (2016/17) in the two public channels, structuring and analyzing the offer under the main content categories, with a particular focus on cultural diversity and inclusiveness, i.e.: youth issues, gender and discrimination; people with disabilities and individuals with special needs; elderly people, representations, identities and experiences of ageing; expressions of diversity, voices

from different backgrounds, ethnicities and multiculturalism. Finally this is a project that aims at identifying the program types and formats that lie under the categories of cultural diversity, studying its specific content and its general contribution to the promotion of pluralism, diversity and inclusion, and to fostering an inclusive and multicultural society, through qualitative and quantitative content analyses that cover the program schedules for the period.

In the last decades the generalist channels of the Portuguese public broadcaster (RTP) rarely integrated these kinds of purposes and contents into their programming schedules, since we can only find some examples of these issues in the second public channel (RTP2), and rarely in the main public channel (RTP1). But in the last years something is changing. Our first data allows us to deduce that those agendas and the new European policies have somehow changed the Portuguese Public Service Media. It is now more clear that PSM is following and is more attentive to those agendas, under penalty of losing their own legitimacy if it does not do so.

**Id:** 18539

**Title:** Public Service Media in the Age of Online Video Streaming: A Comparative Study of PSM Organisations' Discourses and Strategies

**Session Type:** Individual submission

**Authors:**

Name: Alessandro D'Arma

Email: A.Darma02@westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: U of Westminster

**Abstract:** The growing popularity of Internet-distributed television and the rapid expansion of transnational subscription-based streaming services are having a profound impact on national television industries around the world. The impact is felt across production, distribution and consumption as well as on domestic and supranational policy regimes. Netflix, the poster child for the over-the-top video streaming revolution, has been aptly characterised as both a 'business and policy disruptor' (Zboralska and Davis 2017).

Public service media (PSM) organisations are among the legacy television institutions that are deeply affected by the growth of online video streaming services. In this paper I set out to examine how PSM organisations are discursively positioning themselves vis-à-vis transnational streaming services and the actual initiatives and strategies they are putting in place in order to respond to the perceived threats (as well as opportunities) that the growth in online video is confronting them with.

This is an analytical task worth attending to given the central, and yet threatened, place occupied by PSM within national media landscapes in Europe and beyond, and the fact that these organisations represent the chief mechanism through which national policy-makers seek to secure key media policy goals such as universality of access and promotion of national cultures.

In this paper I will undertake a comparative analysis of three large European PSM organisations – France Télévisions (France), RAI (Italy) and the BBC (UK). The aims are threefold:

1. To examine the discursive strategies deployed by these three PSM organisations in order to counter the discourses of choice, personalisation, convenience, affordability and quality that Netflix and other streaming services heavily deploy in their marketing and policy lobbying efforts;
2. To examine the actual production, distribution and promotional strategies (of confrontation vs. cooperation; of imitation vs. differentiation) that these organisations are implementing;
3. To explore how organisational (e.g., level and type of funding) and environmental factors (e.g., national policy regimes, viewing habits; industry configurations) shape the discourses and strategic responses observed in the three cases.

Methodologically, the paper is based on interviews with senior managers at the three PSM organisations, as well as analysis of a range of publicly-available documents produced by these organisations including speeches, strategy documents and submissions to public consultations.

**Id:** 18653

**Title:** The changing TV distribution context: implications for PSM and evidence from the BBC

**Session Type:** Individual submission

**Authors:**

Name: Maria Michalis

Email: M.Michalis@westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: university of westminster

Name: Maria Michalis

Email: m.michalis@westminster.ac.uk

Country: GB (United Kingdom)

Affiliation: University of Westminster

**Abstract:** This paper uses critical infrastructure studies (e.g. Parks and Starosielski 2015, Plantin et. al. 2016, Sandvig 2015) to draw attention to the growing importance of distribution of PSM content in the networked society and to encourage citizen-user engagement in such matters. For a long time, media studies have tended to focus on production, reception processes, and textual analyses of media content. The infrastructure that makes all this possible has received surprisingly little attention, seen largely as neutral and technical and thus not a priority for media studies.

Critical infrastructure studies view an infrastructure not as stand-alone, static or a neutral technical system but rather as a dynamic socio-technical system that reflects existing knowledge, social structures and power relations but at the same time is critical in shaping the production, circulation and consumption of information, knowledge and culture, and ultimately it underlies competing visions of society. The paper argues that the distribution of, and the terms of access to, PSM content has significant public interest implications, and goes on to assess if, and if yes how, regulatory intervention might be able to support this.

More and more PSM organizations do not own or control distribution infrastructure, and responsibility for transmission, exchange, termination, findability of and access to digital content traffic rests increasingly with private commercial players - often big technological platforms with considerable yet vital and unaccountable power over the foundations of our economies, societies and politics. Some of these platforms have become so powerful and essential that can be seen as an infrastructure. The paper goes on to examine areas where regulatory intervention might be warranted, placing this within existing policy discussions where applicable, notably the regulation of platforms debate.

The last part of the paper concentrates on the case of the BBC and analyzes in concrete terms the continuities and changes in the domestic television environment, and associated responses and dilemmas.

In terms of methods the paper relies on document analysis of relevant policy and consultation documents, industry reports and media coverage. The discussion also benefited from informal discussions with relevant professionals.

References:

Parks, L. and N. Starosielski (eds) (2015) *Signal Traffic. Critical Studies of Media Infrastructures*, Chicago: University of Illinois Press, Champaign, IL.

Plantin, JC et al. (2016) "Infrastructure Studies Meet Platform Studies in the age of Google and Facebook." *New Media & Society*, 18(7), pp. 1-18.

Sandvig, C. (2015) "The Internet as the Anti-Television. Distribution Infrastructure as Culture and Power." In L. Parks and N. Starosielski (eds.) *Signal Traffic. Critical Studies of Media Infrastructures*, Chicago: University of Illinois Press, Champaign, IL. pp. 225-45.

**Id:** 18675

**Title:** Fake News, Social media and the Declining of Quality News in China

**Session Type:** Individual submission

**Authors:**

Name: Yik Chan Chin

Email: yik-chan.chin@xjtlu.edu.cn

Country: CN (China)

Affiliation: Xi'an Jiaotong-Liverpool University

**Abstract:** The Internet and the technological convergence of media have created many new forms of disseminating information and opinions in public. Because many new online media do not follow strict editorial standards, fake news is widely spread over the Internet. In China, Social media has been criticised for being the major sources of disseminating fake news. According to the data released by Chinese Academy of Social Sciences (CASS) (“New Media Bluebook: China’s New Media Development Report No.6, 2015), 59% of the fake news started from the Chinese Micro blog Weibo, 32% from other web media and 7% from online messenger app WeChat. Traditional media such as broadcast media and newspapers, on the other hand, amplified the fake news by repeating them from unreliable online sources, resulting in the decline of professional media’s credibility in China.

While public service broadcasters in mature markets are functioning to ensure quality journalism in a truthful and politically independent manner. In China, the situation is different, to understand the emergence and spread of fake news, it is necessary to examine how social media affects the news production of traditional media and the struggling of news media in providing public service and trustful news, and the mechanisms of combating fake news in China. It is also necessary to contextualize fake news within the debate of news media’s professionalism and how the power is embodied in the classification of fake news.

This paper studies these questions by using case studies and interview methods. It focuses on online fake news spreading site, i.e. Qianlong.com and Beijing District Joint Anti Online Rumor Platform that deals with fake news from a variety of traditional media and its corresponding anti-fake news platform. It will also review the top 10 fake news in China over past 15 years and the change of its patterns to set up a context for the whole discussion.

**Id:** 18689

**Title:** Public service media and ecosystem sustainability in small markets: the case of TV fiction

**Session Type:** Individual submission

**Authors:**

Name: Tim Raats

Email: traats@vub.ac.be

Country: BE (Belgium)

Affiliation: imec-SMIT, Vrije Universiteit Brussel

**Abstract:** The role and position of Public Service Media over the past decade have been increasingly linked to sustainability of their surrounding media ecosystem (Wauters and Raats, 2018; Raats, Donders and Pauwels 2014). Supported by new insights in media economics, and evidence from commissioned market research (Ofcom, 2010; Econopolis 2017), media researchers in recent years (see e.g. Collins, 2011; Barwise and Picard 2014) supported the case of strong and well-funded public service broadcasters as part of sustaining domestic and original programming. Public broadcasters themselves have increasingly emphasized (quantifiable) economic impact, return-on-society, and their role as ‘motor’ or ‘standard’ for domestic original programming (e.g. EBU 2014). This is especially the case for small media ecosystems (Puppis, 2009), where a combination of shifted media use, new players entering the market, a migration of advertising revenues and budget-cuts on the level of policy support, have placed significant pressure on financing of domestic television programming (Caudron et al. 2014; Raats, Evens and Ruelens, 2016). Small television markets have always been characterized by limited potential for domestic distribution and export due to lack of scale, and significant dependence on different forms of public support (Picard, 2011; Lowe and Nissen, 2011).

From a policy point of view, an increased emphasis on ecosystem sustainability resulted in stronger obligations for public broadcasters towards private media (see e.g. VRT, 2016) or increased commitments for public broadcasters to commission programs with independent producers (Redvall, 2017). From a strategy point of view, an emphasis on sustaining original domestic television programming also has repercussions for production, financing and distribution strategies of public broadcasters. This is very much the case for high-end TV drama production, which, since the inception of PSB in the 1920s, has been a core part of the public remit. This paper analyses the shifting roles and strategies of Public Service Media with regard to producing and distributing television fiction. We therefore combine a twofold angle. On the hand, the paper questions to what extent PSM are important today in sustaining original local television production in small markets today. This part of the analysis is based on a comparison of the total volume of television fiction (including high-end drama, sitcom, soaps, children’s television fiction) in six small media markets (Denmark, Flanders, Ireland, Norway, Sweden, Netherlands and Wallonia). The data derives from a benchmark of television fiction conducted by the author between November 2017 and February 2018. On the other hand, we question how an emphasis on sustainability of the market has effectively led to shifted production, financing and distribution strategies on the level of PSM. Evidence for the second part of the analysis is based on a document analysis (management contracts, vision statements and charters) of PSM obligations with regard to ecosystem

sustainability, as well of interviews conducted with PSM management representatives in Denmark and Flanders (conducted between January 2017 and April 2018).

**Id:** 18739

**Title:** Social Television in the European big five: The audience response to public and commercial strategies

**Session Type:** Individual submission

**Authors:**

Name: Matilde Delgado

Email: matilde.delgado@uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Name: Rosa Franquet

Email: rosa.franquet@uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Name: Belén Monclús

Email: belen.monclus@uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Name: Celina Navarro

Email: celina.navarro@uab.cat

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

Name: Elisa Paz

Email: elisa.epz@gmail.com

Country: ES (Spain)

Affiliation: Universitat Autònoma de Barcelona

**Abstract:** The constant changes of the audiovisual market are affecting the role and strategies of European public service media corporations. Social television, commenting and reading about television content on social media while watching it (Deuze, 2012; Gross, Fetter & Paul-Stueve, 2008), is also challenging their practices to reach and engage viewers in new environments and scenarios such as Facebook and Twitter. Therefore, strategies to generate audience interaction are becoming essential to secure engagement and maintain high ratings.

In this communication we will compare how viewers interact with the twitter strategies of public and commercial television corporations. With this purpose, the sample includes the DTT general-interest television channels from the main European television markets (France, Germany, Italy, Spain and United Kingdom) 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).

This study has been carried out within GRISS (Research Group on Image, Sound and Synthesis) at the Universitat Autònoma de Barcelona (Spain). It has been developed within the framework project “Social Networks and European General-Interest Television (EU-5): Screen Uses and Network Activity of Audiences” (RSTV), of the National R&D Plan, funded by the Spanish Ministry of Economy and Competitiveness (MINECO-FEDER) (ref.: CSO2015-65350-R). The focus of this project is to explore and explain the synergies that allow broadcasters to innovate in their social networks’ strategies through the most popular European television content, and to identify correlations between the broadcaster’s actions and the social audience’s response.

Focusing on the most successful programs of Information, Fiction and Infotainment of the public and commercial channels in each market, in this research we used the ‘Digital methods initiative - twitter capture and analysis toolset’ (Dmi-tcat) to access twitter’s API to analyze all the tweets that mention the official hashtag of the programs. This allowed us to classify them by their formal characteristics and content. With this sample, our aim is to explore and describe how audiences interact with television and, specifically, with the social media strategies set out by the corporations during programs. Furthermore, we try to find patterns and strategies between the viewers’ response on social media of the most successful programs of European public and commercial channels.

**Id:** 18806

**Title:** OMBUDSMAN AND PUBLIC SERVICE MEDIA IN BRAZIL AND PORTUGAL: survivors of changings and challenges

**Session Type:** Individual submission

**Authors:**

Name: Jairo Coelho

Email: jairofaria@gmail.com

Country: BR (Brazil)

Affiliation: Universidade de Brasília

Name: Fernando Oliveira Paulino

Email: fopaulino@gmail.com

Country: BR (Brazil)

Affiliation: Universidade de Brasília

Name: Madalena Oliveira

Email: madalena.oliveira@ics.uminho.pt

Country: PT (Portugal)

Affiliation: Universidade do Minho

**Abstract:** This paper analyzes the survival context of the ombudsman mechanisms in the two Public Service Media (PSM) companies from Brasil (Empresa Brasil de Comunicação – EBC) and Portugal (Rádio e Televisão de Portugal – RTP). Both pass through challenges associated to specific and general changes in the communication panorama in the last two years. To do this, the study focuses on structural and conjectural factors that produce changings and challenges for the companies' ombudsman services.

The research is based on the Depth Hermeneutics (DH) studies and draws on the comparison method to reach some particular similarities and differences of the two contexts that could contribute in other PSM cases. In the course of pursuing this goal, authors first look for contribution within the available bibliography about ombudsman service in PSM. Then the specific legislation applicable in Brazil and Portugal context is examined and finally the administrative reports and media contents produced by the ombudsman service of EBC and RTP are object of in depth analysis. Interviews with the ombudsmen from both institution complement this material.

Both ombudsman services were created in contexts of PSM reformulations. In Brazil, the creation of EBC in substitution of the preceding State company (Radiobras), in 2008, aimed to structure the PSM in the country, and the establishment of the ombudsman service of the company (Ouvidoria da EBC) is part of this process. In Portugal, the implementation of RTP's ombudsman service (Provedores da RTP) is a resulted of the development of accountability mechanisms into the company.

In a scenario where traditional newspapers and other media institutions have abandoned or minimalized accountability systems, the regulated ombudsmanship in PSM companies presents

itself as a mechanism to be preserved and studied, as it has several challenges and threats. In Brazil's case, the more recent political crisis and the advance of a neoliberal vision through public institutions have affected participation mechanisms at EBC with the extermination of the company's Curator Council. In Portugal, some conjuncture factors associated to the ombudsmen nomination have influenced for a period without activities in the sector.

Concerning to the legislative analysis, we can conclude that EBC's ombudsman service is more complex than RTP's rules because it adds many functions for the Brazilian PSM ombudsman. On the other hand the Portuguese company ombudsman service does satisfy completely the regulatory standards producing reports and regular radio and TV programmes. When it comes to the contents, we can apprehend that Ouvidoria da EBC concentrates its activities on administrative production while Provedores da RTP focuses on the media production.

**Id:** 18950

**Title:** Fate of Multiple Minority Voices in the Interactions between Broadcasting and Social Media in Japan: by case study of NHK Educational TV and its welfare program

**Session Type:** Individual submission

**Authors:**

Name: Akira Tanaka

Email: tanaka-akira829@g.ecc.u-tokyo.ac.jp

Country: JP (Japan)

Affiliation: the University of Tokyo

**Abstract:** This research aims to demonstrate how and to what extent Japan's public broadcaster NHK incorporates social media into their programs, particularly for the purpose of making unknown voices heard to a wider public. I analyze this new attempt by conducting content analysis of its welfare information program "Heart-Net TV", which incorporate their own portal site "Heart-Net" and Twitters as sources of information and dialogues. This move is very unique since most of NHK programs are still very distanced from using social media as sources.

Most of NHK programs have been criticized for avoiding controversial issues like politics and reporting the administrative issues more in terms of their "politically neutral" norm (Krauss, 2000). However, nowadays the welfare information program, which picks up various issues such as disability, sexual minority, elderly, addiction etc. and mainly broadcast for Educational TV (Channel 2), intends to make use of interactive functions of social media, to visualize personal voices of the weak as "welfare issues" to invite participation of ordinary people. Because of constructing and posing social problems, this practice is considered as an attempt to establish and represent the "pluralistic public spheres" proposed by Fraser (1997), Gitlin (1998) etc.

How is it possible for welfare information program to construct such a counter public sphere? From the result of my computational textual analysis, I find out that this program predominantly uses verbs such as "collect", "think" and "distribute" in their narrative texts. Namely, it is important for the program producers to think about a problem from a socially collective voice and distribute a packaged message to people who have little interest in minority issues. On the other hand, my investigation makes clear two challenges. Firstly, there are no discussions among the people having problems on the portal. People tell about themselves but not interact and discuss each other. In addition, it is not clear how the outsider opinions should be represented while respecting voice's reality. Secondly, TV program can't represent these voices' multiplicity fully because of lack of time, so needs collaboration with other TV programs which target is majority for influencing more generalized public sphere.

Nowadays, in Japan, it is often claimed that NHK should have minimum and simple function specialized for general needs (like news reports) and other function should be privatized. However, in conclusion, for resolving these challenges and activating voices as a social problem, various substructures inside NHK should be kept and journalists should play a role to facilitate online discussion among people. So, for considering sustainability of public broadcasting service, we should think about these targets more.

**Id:** 18963

**Title:** Proving public value in a fast-changing world : digital labs in public service media

**Session Type:** Individual submission

**Authors:**

Name: Alexander Barclay

Email: alexander.barclay@unisg.ch

Country: CH (Switzerland)

Affiliation: University of St.Gallen - Institute for Media and Communications Management

**Abstract:** Public service media (PSM) face the perfect storm, as consumer habits and digitisation disrupt the support for their traditional funding model. Global, well-funded technology companies, including Netflix and Amazon, increasingly compete on local content in European markets with entertainment content. Binge-watching series, immediate access throughout devices to a wide catalogue, content streaming all reflect Tom Loosemore's definition of digital : «Applying the culture, practices, processes & technologies of the Internet-era to respond to people's raised expectations.» (2016). Netflix raises citizen's expectations of its media, including PSM. To maintain their legitimacy, PSM must in turn respond to enhanced expectations by providing a quality user experience.

In a first wave, PSM scholars have extensively applied the public value concept to PSM, as have the media organisations themselves (Raats & Pauwels, 2011), including through various public value tests for introducing new services – to little avail (Lowe & Martin, 2014).

In a current, second wave, the rising trend for digital labs in government to ensure user-centered public service delivery is mirrored by emerging digital labs in PSM. Large tech companies use agile development methods and user data to refine their service and content. Government digital units such as the UK's Government Digital Service (GDS) disrupt the traditional approach to government IT (Clarke, 2017). PSM digital lab include for instance Switzerland's RTS Lab, Belgium's RTBF Storytelling, and SR Innovation (Sweden).

This paper compares digital labs of public service media organisations members of a dedicated group at the European Broadcasting Union (EBU) based on semi-structured interviews, using different levels of Haven and Lotz' (2016) industrialisation of culture framework, particularly social trends, trends & traditions, mandates, conditions and practices, with a double aim : first, to identify key success factors for PSM digital labs ; second, to propose a typology of digital labs at PSM along two dimensions : focus (user experience, content, storytelling technology) and visibility (instrumental to legitimising PSM communication or behind-the-scenes value enhancement).

**Id:** 19016

**Title:** Algorithmic Public Service Media' The role of automation to sustain socially relevant content distribution

**Session Type:** Individual submission

**Authors:**

Name: Jonathon Hutchinson

Email: jonathon.hutchinson@sydney.edu.au

Country: AU (Australia)

Affiliation: The University of Sydney

**Abstract:** While PSM has consistently come under fire in the past from conservative governments and neoliberal media moguls, it has maintained its relevance through quality media production and digital services. The latest assault on Switzerland with its No Billag vote for its citizens to maintain an annual license fee represents a threat not only to Switzerland but to all of the European Broadcasting Union members, along with other public broadcasting countries beyond European borders. Yet, across many countries that have public media, audience trust is high for its ability to produce true and accurate accounts of events (EBU, 2017). However, the new sustainability threat for PSM appears in networked media environments that are driven by young media influencers that have amassed large audiences. These media producers absorb the majority of the 'digital bandwidth' with their content production and publication, making essential PSM unable to find traction and an audience. This paper proposes a new theory on sustaining PSM within a neoliberal, networked media environment that is at its core commercially oriented.

Striphas (2016) highlighted the terrain of 'algorithmic culture' as inevitable and potentially problematic for digital societies if incorrectly managed by those institutions who facilitate media and culture. Two years on and public media is increasing its algorithm use to produce content, and, more importantly, to publish and distribute its content production. Recent work by Sørensen and Hutchinson (2018) highlights the broad European public media adoption of automated media recommender systems, while also highlighting a number of issues that require addressing to avoid media populism and maintain its core public service remit. Ford and Hutchinson (2018) focus on the efforts of the Australian Broadcasting Corporation (ABC) and its 'ChatBot' News Messenger Service and highlight this is not only algorithmic journalism, but an innovative method for PSM to educate its audience on effective information retrieval.

This paper builds on these two research projects to construct a new public service media theory that embodies the core principals of public broadcasting, while aligning this with new large-scale algorithmic processes. Algorithmic Public Service Media is a process that enables PSM organisations to remain visible across a number of social media platforms, especially visually based platforms dominated by social influencers such as Instagram and YouTube. Instead of publishing and distributing content that is commercially motivated on these platforms, Algorithmic Public Service Media embodies the processes and dynamics of social influencers, and distributes socially relevant content to maintain a healthy public sphere. This paper draws on two years of digital media research across YouTube and Instagram in an Australian context, along with one year of ethnography in the ABC.

**Id:** 19117

**Title:** Building the concept of Public Radio Service in Mexico in the XXI Century

**Session Type:** Individual submission

**Authors:**

Name: Lenin Martell

Email: leninmartell@gmail.com

Country: MX (Mexico)

Affiliation: University of the State of Mexico (UAEM)

**Abstract:** In 2014, a new constitutional Telecommunications and Media reform was enacted in Mexico. This law especially provided a new legal frame to the public media; in effect, it was the first time a law recognized the existence of public media service in Mexico.

This achievement was very well received by the Mexican society, especially by those who had been more active at demanding public media service in the country for more than 30 years. These social groups expected to have immediate access to radio or TV programs with better quality in their productions and more diverse, plural, and independent information in their contents. However, four years from the enation of the law, this was not necessarily true. In fact, some radio or TV stations did not experience any major changes in their production, nor they became more independent and autonomous from the State.

This proposal aims at explaining the reasons why in specific State radios have not been able to become public radio stations albeit the State has provided them with a new law. In 2018, they have now the conditions to become public, but many of them do not offer a satisfactory content quality and production standards.

The hypothesis is related to the fact that the radio stations have not experienced those changes in their everyday production and administrative routines mainly due to the lack of programming and production policies. Another hypothesis is that the concept of public radio service has many dimensions. One stems from its legal status, but there is another one-and probably more important-related with fact that the notion is constructed in the everyday routines of the stations. The radio workers build this concept in relationship with the audiences.

This work addresses the case of Radio Educación. A radio station which has been an exception in the history of the Mexican media system.

To conduct this research, I first studied the Radio Educación contributions to the public sphere in Mexico. I theoretically supported this premise by studying some authors, especially in Latin America, such as Patricia Ortega (2006), Javier Esteinou (2007), Nora Rabortnikof (2007), and some others. They have studied in-depth the relationship between the media and the public sphere in Mexico.

I later built an empirical methodological frame, which consisted of two main phases:

1) I studied the Radio Educación programming through statistic data in order to analyze if the contents were making a meaningful contribution to expand the public conversation in the public sphere.

2) I conducted in-depth interviews with producers, script writers, programmers, and other workers within the station in order to find out about their views and meanings on their own work. Also, I intended to find out how they considered they were helping build the notion of public radio service in Mexico.

These theoretical and methodological frames helped me understand the way Mexico is building its own notion of public radio service in this century-a concept which has a different meaning in every country.