Annual Report 2017/2018

HANS-BREDOW-INSTITUT
for Media Research at the University of Hamburg

Dipl.-Kffr. Kristina Hein,
Prof. Dr. Uwe Hasebrink,
Prof. Dr. Wolfgang Schulz

Foreword

It's done: In April 2018, the Joint Science Conference of the Federal Government *(Gemeinsame Wissenschaftskonferenz von Bund und Ländern – GWK)* and the individual federal states *(Länder)* decided to include the Institute in the funding programme of the Federal Government and the Länder. The Institute can now apply for membership in the Leibniz Association. This is to be seen as the most important change since the Institute was founded. The Institute will become part of a renowned network, and its financing is now on a secure footing.

The decision was made after the Hans-Bredow-Institut was successful in two evaluations in 2017: According to the German Council of Science and Humanities *(Wissenschaftsrat)*, the highest national authority for the evaluation of scientific excellence, the Institute is characterised by a unique and very fruitful combination between social science communication and legal regulatory research. In addition to trend-setting basic research and
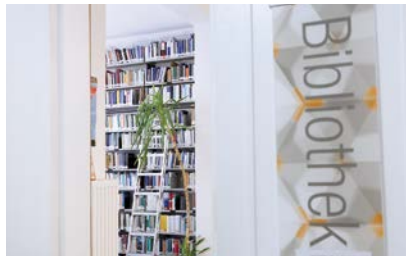
important empirical studies, for example on the question how children use the Internet, the Council of Science and Humanities also praised the wide range of transfer topics.

In this context, the Institute would particularly like to thank the Free and Hanseatic City of Hamburg – not only for increasing the funding, which made this process possible in the first place, but also for its competent advice and its consistent support throughout the entire process. We would also like to thank the members of the Curatorship, especially those who voted for a new statute that no longer secures them a seat in the Curatorship. With its constructive-critical reflection, the Scientific Advisory Council played an important role in process as well.

This annual report shows that, in addition to the successful evaluations and our work on the research programme, we were also able to produce relevant scientific findings and knowledge transfer.

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Our administrative team (from left to right): Erik Pfeiffer, Sebastian Schieke, Kristina Hein, Christina Ojelabi, Elfrun von Schutzbar, Mila Weber, Jana Lemke

Hans Bredow (1879 - 1959)

The Hans-Bredow-Institut – Media Research Since 1950

The Hans-Bredow-Institut investigates changes in the media landscape and the associated structural changes in public communication – independently, interdisciplinarily, and from a cross-media perspective – combining fundamental scientific research and transfer, thus generating problem-specific knowledge for political decision-makers, the economy, and the civil society.

The fact that the research activities are problem-oriented also leads to a distinct interest in the 'new' media – and it is the Institute's aim to contribute to their understanding as well as to their future shape. This subject area requires interdisciplinary research, and, consequently, the professional backgrounds of the Institute's researchers are adequately diverse. The organisational structure of the Institute is based on the subject areas of Communication Science and Law – whereby the latter is not only focused on legal matters as such, but also on research concerning regulatory structures. In order to facilitate international comparative research, the Institute is actively involved in several international research networks.

The Institute is named after Hans Bredow, who played an important role in the development of broadcasting technology in general. He served as the 'Rundfunkstaatssekretär' (State Secretary of Broadcasting) in the Weimar Republic, but stepped down from his office on the day the National Socialists took power. Later, he contributed a lot to the development of a public broadcasting system in the young Federal Republic of Germany.

At that time, it also became clear that the area of media development is so important that it should be covered by an independent research institution. In 1950, the Universität Hamburg and the broadcasting corporation 'Nordwestdeutscher Rundfunk' thus founded the Hans-Bredow-Institut as an independent institution focusing on this field of research. Since then, the Institute has been a so-called 'An-Institut' of Universität Hamburg: legally independent, but connected to Universität Hamburg in many ways.

Dr. Hans-Ulrich Wagner and Professor Dr. Huang Dan, Director of the Center for Information and Communication Studies, Fudan University, China.
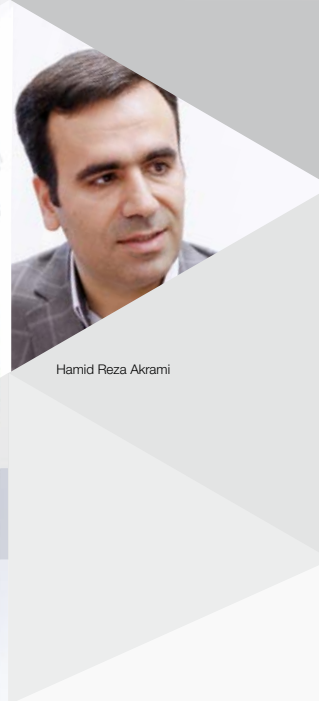
Hamid Reza Akrami
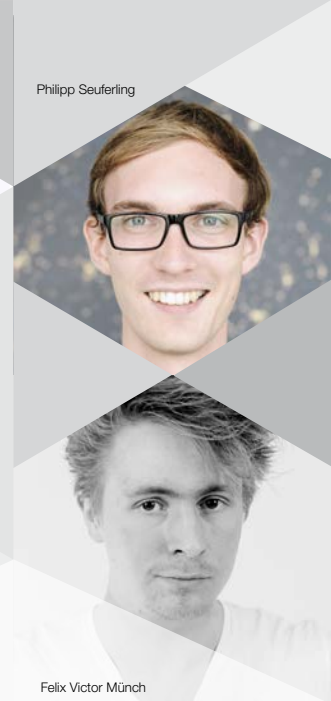
Philipp Seuferling

Felix Victor Münch

National and International Research Collaborations

▶ International

Close cooperation with international partners is becoming increasingly important for the Institute. Thanks to them, it is possible to establish substantial comparative research projects with a global perspective – and, often enough, the specific skills complement each other and serve to create synergies. The Hans-Bredow-Institut is involved in numerous networks:

For example, the Institute is actively involved in the Network of Internet and Society Research Centers (NoC). Other partners in this network are, for example, the Oxford Internet Institute (Great Britain), the Nexa Center for Internet and Society in Turin (Italy) as well as the Berkman Klein Center for Internet and Society at Harvard University (United States). Comparative research is also a key aspect of the NoC. The activities in Germany are coordinated in cooperation with the Humboldt Institute for Internet and Society (HIIG). In October 2017, a total number of 15 European research institutes, including the Hans Bredow Institut, established a European Hub within the NOC in order to promote regional networking, scientific exchange, and

cooperation between Internet researchers in Europe. The Hub's first tasks will be to develop a common European research agenda, to organize regional workshops and conferences, and to develop guidelines and ethical standards in the scope of Internet research. At present, the common research focus is the topic of 'Artificial Intelligence'. The Hub's first annual meeting will take place in Haifa in November 2018.

Since the end of 2014, the Institute has been coordinating the research network EU Kids Online, which was founded by the London School of Economics (LSE) in 2006 and which connects research institutions in 33 European countries. By carrying out comparative studies concerning the use of online media by children and adolescents (including the chances and risks), and thanks to numerous contributions in the fields of media policy and media education, this network has become a key player in the respective fields of research – on a European and on a national level. Following a first representative survey, there are plans for follow-up surveys in the participating countries,

January 2017

▶ Research grant („Landesforschungsförderung") for a project in cooperation with the Department of Computer Science of Universität Hamburg and the TU Hamburg on „Information Governance Technologies: Ethics, Policies, Architecture"

February 2017

▶ "Öffentlich, populär, egalitär? Soziale Fragen des städtischen Vergnügens 1890 – 1960": Joint Meeting of the Research Center for Media History and the Research Center for Contemporary History in Hamburg (Forschungsstelle für Zeitgeschichte, FZH)
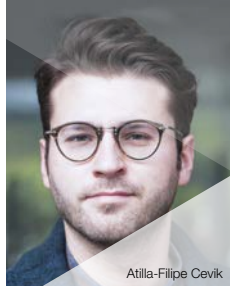
Dr. Judith Möller

Atilla-Filipe Cevik

Dr. Jing Zeng

Ass. Prof. Dr. Cédric Courtois

Dr. Jannick Sørensen

Dr. Juhi Kulshrestha

Dr. Mariëlle Wijermars

also taking current developments and subject areas (e.g. hate speech, digital citizenship, the Internet of Things, and e-health) into account.

In addition – partly arising from network cooperations – there are close relations with individual research institutes all over the world. The network project 'Media and Migration in the Baltic Sea Region' (MeMiBaS), which received support in the scope of the Landesforschungsförderung Hamburg in 2017/2018, focuses on the historical and the current role of the media in the Baltic Sea region and aims to analyse the historical development of migration processes. It connects our Institute to colleagues in the fields of Communication and Media Science as well as Media and Contemporary History at the University of Lund (Sweden), in Aarhus (Denmark), and in Jyväskylä (Finland). Further, the researchers' network 'Entangled Media Histories' (EMHIS), which is financed by the Swedish Foundation for International Cooperation in Research and Higher Education (STIN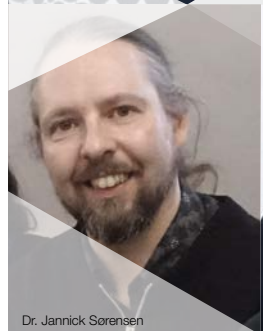T), promotes collaborative work between the Department of Communication and Media at the University of Lund (Sweden), the Centre for Media History at the Bournemouth University (United Kingdom), and the Research Centre Media History (Forschungsstelle Mediengeschichte) at the Hans-Bredow-Institut. Since June 2017, the Research Center has also been cooperating with the Center for Information and Communication Studies at Fudan University, Shanghai (China), and – in the scope of the Transnational Media Histories research network, supported by the DAAD – with the Centre for Media History at Macquarie University, Sydney (Australia). Wherever possible, the Institute emphasises that it is important for junior researchers and students to be able to benefit from research collaborations. Thus, a project cooperation with the National Law University (NLU) in New Delhi, India, led to a series of Summer and Winter Schools for students of the Law Faculty of Universität Hamburg. In March 2018, the topic 'Embedding Human Rights in Cybersecurity' was discussed, also involving lecturers from the Instituto de Tecnologia e Sociedade in Rio de Janeiro, Brazil. Here, students from Hamburg had the opportunity learn more – and from a global perspective – about a topic that is much discussed in Germany. As there is high demand for research stays, the Institute is able to select colleagues who can contribute to the research programmes and the areas of competence in special ways. Our experience with research stays like this shows that the Institute will benefit from any fresh impetus due to the guests' different points of view that are rooted in the different research traditions. In 2017, our Institute was able to welcome Hamid Reza Akrami from Tehran (Iran), Dr. Jeannine Baker and Dr. Justine Lloyd from the Centre for Media History, Macquarie University in Sydney (Australia), Felix Victor Münch from the Digital Media Research Centre at Queensland University of Technology in Brisbane (Australia), and Philipp Seuferling from Södertörn University in Stockholm (Sweden).

The next-generation course of lectures 'Algorithmed Public Spheres' (as of the beginning of 2017) was joined by Atilla-Filipe Cevik from Freie Universität Berlin / Audience Development of ZEIT Online, Ass. Prof. Dr. Cédric Courtois from the School for Mass Communication Research at the Katholieke Universiteit Leuven (Belgium), Juhi Kulshrestha from the Max Planck Institute for Software Systems in Saarbrücken, Dr. Judith Möller from the Amsterdam School of Communication Research (Netherlands), Ass. Prof. Dr. Jannick Kirk Sørensen from the Department of Communication, Media, and Information Technologies at Aalborg University, Copenhagen (Denmark), Dr. Mariëlle Wijermars from the Aleksanteri Institute of the University of Helsinki (Finland,) and Dr. Jing Zeng, Digital Media Research Centre at Queensland University of Technology (Australia).
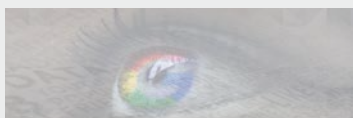
► Study on the relevance of online intermediaries for opinion building, on behalf of the German media institutions

► International Summer School of the Hans-Bredow-Institut, the Faculty of Law of Universität Hamburg, and the Center for Communication Governance „Hate Speech Online" in Delhi, India

► The CD „Flucht und Vertreibung im Rundfunk („Flight and Expulsion on the Radio") can be ordered free of charge

▶ National

Universität Hamburg is one of the closest research partners. The joint research activities with the colleagues at Universität Hamburg are coordinated by the 'Research Center for Media & Communication' (RCMC), in which six faculties of the university are involved. There are currently about 30 young scientists working on their doctorates in the scope of the Graduate School Media and Communication (GMaC), which is organized by the RCMC. The Institute is currently able to provide workspaces for some of them. New cooperations were established in 2015, together with the Department of Computer Science at Universität Hamburg, and in 2016, with the Department of Computer Science of the TU Harburg (see the project Information Governance Technologies, which focuses on the question how new technical mechanisms can serve to make information processing transparent and controllable for individuals and institutions).

The Hans-Bredow-Institut has also been an 'integrated cooperation partner' of the Humboldt Institute for Internet and Society (Humboldt Institut für Internet und Gesellschaft – HIIG) since its founding in Berlin in 2011. For the Hans-Bredow-Institut, this collaboration is primarily about extending the range of scientific disciplines – but also about better access to the community of Internet-oriented international research. As Wolfgang Schulz is also a member of the board of directors of the HIIG, there is a personnel link on the management level.

There are common research interests, particularly in the area of attempts to develop a better understanding of the regulatory structures that influence the way the Internet is used. Together, the two institutes were able to bring the largest international conference on Internet research – the annual conference of the Association of Internet Researchers (AoIR) – to Germany (in October 2016). The conference under the motto 'Internet Rules' in Berlin was the largest annual conference of the AoIR so far, with more than 570 internet researchers from all over the world. Dr. Cornelius Puschmann, who has been coordinating the new research programme 'Algorithmed Public Spheres' as a Senior Researcher at the Institute since October 2016, was responsible for the content. Together with the University of Bremen and Universität Hamburg, the Hans-Bredow-Institut also initiated the research network 'Transforming Communications', which aims to investigate changes in social realities that are determined by media use. Based on the concept of communicative figurations, it is to be examined whether – or to what extent – the current changes in the media landscape are connected to structural breaks or merely to minor changes in the construction of social realities. The Institute is primarily interested in public spheres, journalism, socialisation in families, as well as in law-making processes. Several applications to the DFG are supposed to help promote the topic.

April 2017

▶ 14 million USD for better informed public communication: The Hans-Bredow-Institut is a founding member of the NEWS INTEGRITY INITIATIVE (NII)

▶ Statement by Prof. Dr. Wolfgang Schulz on the Netzwerkdurchsetzungsgesetz ("Network Enforcement Act")

Prof. Dr. Wolfgang Schulz,
Prof. Dr. Uwe Hasebrink, Anja Herzog

Profiling Through Research Programmes

Since the Hans-Bredow-Institut receives basic financing for its research, it is not solely dependent on third-party funds and is therefore able to prepare and carry out long-term research projects. In order to structure the Institute's work and to sharpen its profile, the research planning activities are organized in specific research programmes. These programmes are driven by overarching questions that are to be answered in the scope of project research. Partly, the questions can be answered by smaller in-house projects that lead to scientific papers – but others will require larger-scale research projects that need to be implemented with third-party funds. To find answers to the questions, the Institute is able to draw on its vast range of scientific disciplines.

Communication Studies	Law Studies
Research Programme 1: 'Transformation of Public Communication: Journalistic and Intermediary Functions in the Process of Opinion Formation'	
Research Programme 2: 'Regulatory Structures and the Emergence of Rules in Online Spaces'	
Research Programme 3: 'Knowledge for the Media Society'	
Growing Up with Digital Media — Public Service and Public Value — Health Communication — Media History	
Postdoc Research Network 'Algorithmed Public Spheres'	

May 2017

► New doctoral students at the Institute: Amélie Pia Heldt and Anne-Kristin Polster joined the Institutes Law Department (April / May)

► Strong presence at the ICA 2017: at the annual meeting of the International Communications Association in San Diego, the Hans-Bredow-Institut was represented with ten lectures and presentations

June 2017

► Issue 2/2017: A special issue of M&K on „Konstruktivismus in der Kommunikationswissenschaft" („Constructivism in Communication Science")

Prof. Dr. Wiebke Loosen

Dr. Stephan Dreyer

► Research Programme 1: 'Transformation of Public Communication: Journalistic and Intermediary Functions in the Process of Opinion Formation'

Research Programme 1 focuses on the question of how – in the current landscape of media-based public communication, which has experienced significant changes due to digitalisation processes – public opinion is formed. Our starting point is the transformation of media-based public communication as a consequence of the digitalisation of media production, distribution, and usage. Due to the consequential dissolution of boundaries, the once relatively clearly defined types of media and information functions are becoming less and less distinct – from a user perspective, but also from a normative or societal perspective: Next to professional journalism and the traditional mass media, this development has given rise to new actors, new algorithm-based intermediaries, and new types of users, which are becoming more and more influential in the public sphere. Specifically, the aim is to examine how established and new providers in the field of journalism are adapting to the increasingly differentiated field of media environments and media use, to the automation and algorithmisation of their own work processes, but also to competition from functionally equivalent services of non-journalistic services and providers. The aim is to develop a conceptual, theoretical, and methodological framework to distinguish 'journalistic-editorial' offers from other forms of communication.

Current Projects in this Research Programme

► Pioneer Journalism: The Role of Pioneer Communities Regarding the Transformation of Journalism

How do journalistic pioneers and pioneer communities shape the future of the field, and how do they envision the future of journalism? The transformation of journalism is entangled with the development of media technologies and is increasingly maintained 'beyond the newsroom' by actors outside traditional media organisations situated at the periphery of the journalistic field. When referring to historical work on the internet, it becomes clear that certain groups or communities can play a crucial role in these processes. We call them 'pioneer communities': groups of people who do not only possess a sense of mission but who also develop ideas about media-related change that can orientate broader social discourses. For a couple of examples, one can look to the 'Hacks/Hackers movement' who

► 8th Hamburg Media Symposium on „Artificial Intelligence instead of Human Stupidity? How Digitisation Changes Public Communication"

► The Institute's new website went online on July 14

► Publication of the Institute's expert opinion for the Federal Government's Report on Communication and Media.

Lisa Merten

Dr. Sascha Hölig

Prof. Dr. Uwe Hasebrink

are engaged in data- and technology-driven journalism or the 'Constructive Journalism Project', developing new forms of media coverage that integrates 'solution-focused elements'.

In this project, the Institute – together with the Center for Media, Communication, and Information Research (University of Bremen) – investigates the role these pioneering communities play in the transformation of journalism. Based on qualitative interviews, the project investigates how journalistic pioneers and pioneer communities imagine the future of the field, as well as the question how they (try to) shape it.

The project proposal was submitted to the DFG at the beginning of 2018.

> **Project duration:** 2018 to 2021 (planned)
> **Project participants:** Prof. Dr. Wiebke Loosen, Julius Reimer

► Tweeting Tweeters in Profile

Twitter has become an important source of information for journalists, and it is also popular among politicians as an informal barometer of public opinion. Thereby, however, attempts to estimate the significance of the topics and opinions on the short message service can easily fall short. This carries the danger that journalistic reports that were inspired by the respective representations of reality might turn out quite far away from actual lifeworld of the population. The question therefore arises as to the extent to which the mood observed on Twitter can correspond to that of the population.

Possible indicators can be socio-demographic, political, and personal aspects. The project is based on studies in which people who regularly use Twitter are compared with a representative sample of grown-up Internet users in Germany. The results indicate that active Twitter users differ from the average Internet user in demographic, political, and, above all, personality traits. In comparison, the general atmosphere on Twitter is characterized more by people who have a tendency towards narcissism, who are stronger in personality, more extroverted, and less anxious. Thus, the opinions and trends on Twitter can suggest distorted frames of relevance and representations of public opinion that might have little to do with the overall population.

> **Project duration:** 2017/2018
> **Project participant:** Dr. Sascha Hölig
> **Project results:** Hölig, S. (2018): Eine meinungsstarke Minderheit als Stimmungsbarometer?! Über die Persönlichkeitseigenschaften aktiver Twitterer [Sensing the Atmosphere?! On the Personal Characteristics of Active Twitter Users]. In: Medien & Kommunikationswissenschaft 66(2), pp. 140-169.

► Prof. Dr. Uwe Hasebrink discusses the role of the media and reporting at the G20 summit in Hamburg

► Historical authenticity and media: Conference of the Leibniz Research Group on Historical Authenticity, the Center for Contemporary History Potsdam, and the Hans-Bredow-Institute (July 13-14, 2017, in Potsdam)
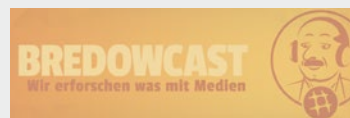
► When Data Becomes Journalism: a BredowCast on data journalism

Anne-Kristin Polster

Julius Reimer

Amélie Heldt

► Algorithms and Opinion Formation

The Office for Technology Assessment (Büro für Technikfolgen-Abschätzung) of the German Bundestag has commissioned the Hans-Bredow-Institut to work out a report focusing on the effects of algorithms in digital media on individual opinion formation among users.

Algorithms have a significant influence on the selection, prioritisation and arrangement of media content on the Internet. For example, they determine which websites are relevant for a search query and in which order the results are displayed. User behaviour is taken into account as well. Personalized algorithms have a significant influence on the selection of messages (and advertisements) that are displayed to users. This does not necessarily mean that they have direct influence on the formation of opinion – but there is a clear potential for possibilities to influence users. As this also affects the formation of opinion regarding socially relevant topics, a research team of the Hans-Bredow-Institut is working on a summary of the research findings for the German Bundestag – combining a systematic review of the state of research as well as

Dr. Jan-Hinrik Schmidt

an own empirical analysis – identifiying regulatory problems and providing initial recommendations for possible action.

Funding: Committee on Education, Research and Technological Development of the German Bundestag

Project duration: 2017/2018

Project participants: Dr. Stephan Dreyer, Prof. Dr. Uwe Hasebrink, Amélie Pia Heldt, Dr. Sascha Hölig, Prof. Dr. Wiebke Loosen, Lisa Merten, Dr. Cornelius Puschmann, Prof. Dr. Wolfgang Schulz, Dr. Jan-Hinrik Schmidt

Cooperation partner: Dr. Judith Möller (University of Amsterdam)

► Lisa Merten at the **Summer School Series on Methods for Computational Social Science** in Sardinia

August 2017
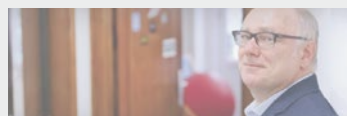
► Prof. Dr. Wolfgang Schulz talks about about his UNESCO Chair on Freedom of Communication and Information (on DLF)

► The NiemanLab blog reports on Dr. Cornelius Puschmann's recent research results on the question of how personalized Google results lead to filter bubbles

► Research Programme 2: 'Regulatory Structures and the Emergence of Rules in Online Spaces'

This research programme is based on research interests regarding regulatory structures and the emergence of rules in web-based environments that arise in the process of digitalisation. Communication is increasingly characterised by the use of web-services and apps, which leads to new forums and practices of social self-reflection. Digital communication spaces and their rules can be analysed from different perspectives, which are reflected by the basic research questions of the programme: Which normative aspects of digital communication spaces can be distinguished – and what are the resulting regulatory structures with regard to the practices of the actors (structural perspective)? What processes and practices lead to the creation of rules in digital communication spheres, and what are the interactions between rule-making processes within and outside these spheres (process perspective)? Who are the actors – and in which constellations are they involved in the rule-making and the emergence of regulative structures? How is the power structure constituted, and how are responsibility and legitimacy attributed (stakeholder perspective)? In this regard, the Institute can draw on its own research projects, focusing on four influence factors of online behaviour, namely state-enacted law, contracts, social norms, and 'code' (hardware and software structures).

Current Projects in this Research Programme

► What Are the Benefits of the General Data Protection Regulation for Automated Decision-Making Systems

Software systems that are designed to make algorithm-based automated decisions (Algorithmic Decision Making Systems, or ADM systems for short) are increasingly coming into the focus of politics, law, and ethics – because of the consequences of their decisions for individuals, groups, and society as a whole. Algorithms like this are used to evaluate people and to make decisions about them – for example in the scope of granting loans, pre-selecting applicants, police work – but so far almost without any means of social control. It is not known which algorithmic decision systems are used for what purposes and with which effects. Pre-selection of job applications is an example for a task that is done by fully automated ADM systems without a person being involved: in some companies, software programs sift through CVs and sort out applicants without an employee ever looking at their documents.

The EU General Data Protection Regulation (GDPR), which came into force on May 25, 2018, and the amendment to the German 'Bundesdatenschutzgesetz' (BDSG), which came into force at the same time, have introduced new data protection requirements, including specific provisions for automated decision-making. For example, the GDPR provides that unsuccessful applicants are entitled to be informed which of their data had led to a negative reply. The GDPR does, however, not apply to the majority of ADM systems in which people are involved in the decision-making process.

Against this background, the report for the Bertelsmann Foundation examined the extent to which the provisions of the GDPR and the new BDSG are suitable to address the identified risk potentials – or whether there is further need for action with regard to ADM systems, and whether further regulations in data protection law or in other legal areas may be necessary and helpful. One of the results was that the GDPRs provisions regarding the individual right to information will not necessarily help to reveal any systematic deficiencies or discrimination against entire groups of persons.

> **i** **Project duration:** 10/2017 to 5/2018
> **Project participants:** Dr. Stephan Dreyer, Prof. Dr. Wolfgang Schulz, Florian Wittner
> **Cooperation Partner:** Humboldt Institute for Internet and Society *(Humboldt Institut für Internet und Gesellschaft – HIIG)*
> **Project results:** Report for download via the website: Dreyer, S.; Schulz, W. (2018): What Are the Benefits of the General Data Protection Regulation for Automated Decision-Making Systems? Potentials and Limits of the Protection of Individual, Group and Social interests. Gütersloh: Bertelsmann Stiftung.

September 2017
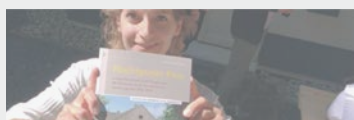
► The dissertation of Dr. Alina Laura Tiews is mentioned on the shortlist of the Volkswagen Foundation's „Opus Primum" for the best scientific newcomer publication
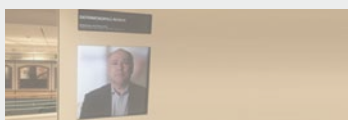
► 21 Köpfe denken Zukunft: Prof. Dr. Wolfgang Schulz's video statement on the regulation of data monopolies is part of the permanent exhibition at the Museum of Communication Frankfurt

► Dr. Judith Möller of the Amsterdam School of Communication Research joins the Institute as a fellow in the Postdoc Kolleg „Algorithmed Public Spheres"

Florian Wittner

Tobias Mast

► Information Governance Technologies: Ethics, Policies, Architectures, Engineering

Currently, the use of algorithms and their consequences are a much-discussed topic among experts as well as the general public. From the point of view of the interdisciplinary teams of the Information Governance Technologies (IGT) project – in the scope of which the Institute cooperates with colleagues from the Department of Computer Science at Universität Hamburg and the TU Hamburg, the discourse tends to fall short: it should not only focus on algorithms, but also on their technical embedding, for example with regard to database structures. The socio-technical dimension plays an important role as well, for example the organizational structure of a company that uses algorithms. Last but not least, technical systems are often part of a larger 'eco-system': thus, an app runs on a platform that in turn uses a specific operating system. The IGT project assumes that it is only possible to develop a regulatory structure that can effectively protect values such as privacy if the complexity of the topic is addressed adequately.

Algorithm

Technical Level

Socio-technical Level

Eco-System Level
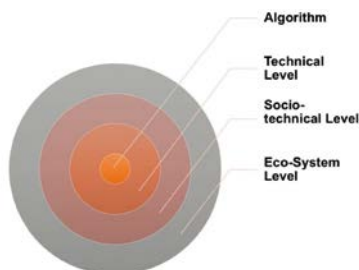
The IGT project is also interested in the peculiarities of learning systems, not only focusing on 'machine learning' (following the current trend), but also on learning social systems.

The IGT project has already led to concrete results, for example with regard to the formal examination of data processing systems. We exemplarily answered the question how it is possible to prove whether a system fulfills certain requirements with regard to basic data protection regulation. The resulting interdisciplinary essay contains both jurisprudential interpretations and mathematical formulas – the latter being a new experience for the interdisciplinary lawyers of the Institute.

► Content-Related and Procedural Principles of Information Activities of the State

On the social media platforms, the style of language used in official statements has changed dramatically. Instead of formal sternness, we now find quips and banter. But where do attempts to show closeness to the citizens start to create an impression of ingratiation? And is this aspect open to (constitutional) regulation, or should other requirements – such as, for instance, effectiveness and perceptibility – have priority? This doctoral thesis aims to examine which constitutional requirements the state has to comply with when addressing the general public. Despite the relevance and actuality of the subject matter, the aspect of constitutional content- and quality-related requirements has so far hardly been addressed in detail. The aim is, therefore, to help rationalise and standardise official information activities by examining general constitutional principles, by comparing the subject area to other legal areas, and by considering other findings of media and information theory.

► A new project: A report for the Office of Technology Assessment at the German Bundestag, focusing on the impact of algorithms in digital media on individual opinions

► Dr. Jan-Hinrik Schmidt publishes the 2nd edition of his book „Social Media - ein wissenschaftliches Grundlagenwerk über Soziale Medien" (Springer Fachmedien Verlag)

► A project for the Federal Ministry of Education and Research: „Tinder die Stadt: Software-bezogene Szenarien zur Überwindung der Krise mediatisierter Öffentlichkeit"

► Research Programme 3: 'Knowledge for the Media Society'

What makes Research Programme 3 special is that it aims to agree on specific research questions in close cooperation with stakeholders from various spheres of society (e.g. from the spheres of media policy, health, or education), in order to identify and adequately react to current problems. Thematically, the focus lies on the following areas of competence in which the Hans-Bredow-Institut has acquired particular expertise over the past decades, making it a centre of competence for scientific, societal, and political actors: (a) growing up in digital media environments and the protection of minors; (b) public service and public value; (c) health communication; and (d) media history. Following a transdisciplinary approach, the Institute systematizes, analyses, and reflects present findings, processes the results of different studies so that they can be used in different practical contexts, and systematically reflects the importance of science in a media society. Specific examples are the Media and Communication Report of the Federal Government, expertises on questions of optimising communication orders for political decision makers, or evaluation studies on different communication measures.

## Current Projects in this Research Programme

► Children's Socialisation in a Changing Media Environment: A Qualitative Study

Children and young people use media in order to position themselves within their social groups and contexts. Together with colleagues of the FAU Erlangen-Nuremberg (as part of a DFG project) we are conducting a longitudinal study to examine the role of their media repertoire and their communicative practices – and how these change over time.

Due to mediatisation, the conditions under which adolescents form relationships or position themselves in different social contexts are changing. Medial development and an increasing use of media in the family, in peer groups, at school etc. have an effect on the constellation of actors and communicative practices within these social contexts, contributing to their dissolution.

Against this backdrop, the project examines the consequences for the socialisation processes of children and adolescents in a changing media environment. Classical socialisation agents such as the family, peer groups, and school will be considered as Communicative Figurations, which are shaped actively by adolescents and in which media is considered as communication channels, but which also play an important role as subject areas in a range of topics.
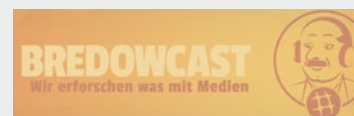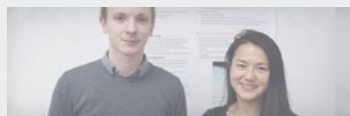
► A new cooperation project with the TU Dortmund, focusing on **media literacy at the Behindertenhilfe Bremen** (a charity project for disabled people)

► Dr. Jing Zeng and Dr. Cédric Courtois join the Postdoc-Kolleg „Algorithmed Public Spheres"

► BredowCast # 31: „Der öffentlich-rechtliche Rundfunk – unnötig oder wichtiger denn je?" Prof. Dr. Wolfgang Schulz talks about important functions of public service broadcasting

Dr. Claudia Lampert

Hermann-Dieter Schröder

Michael Grimm

Marcel Rechlitz

The project focuses on the role of the media for negotiation processes concerning aspects of belonging and exclusion, and how they change over time. Being the first and most important basis of socialisation, the family serves as a starting point.

> **i** **Funding:** Deutsche Forschungsgemeinschaft (DFG)
> **Project duration:** 2018 to 2020
> **Project participants:** Dr. Claudia Lampert, Marcel Rechlitz
> **Cooperation partner:** Prof. Dr. Rudolf Kammerl (FAU Erlangen-Nuremberg)

► Index for Youth Media Protection (Jugendmedienschutzindex): Handling Online-Related Risks Among Young People, Parents and Educational Institutions

What do children and parents know about media protection? What risks and challenges with regard to using online media are they aware of, and how do they deal with them? In order to find out what is im-portant in the future development of youth media protection, the Hans-Bredow-Insti-tut and the JFF Institute for Media Educa-tion in Research and Practice *(JFF – Insti-tut für Medienpädagogik in Forschung und Praxis)* are developing a reliable and valid standardized survey instrument – focusing on important aspects of knowledge, atti-tudes, and actions – which is bundled in a so-called Index for Youth Media Protec-tion (Jugendmedienschutzindex) that can also be used in follow-up studies in order to interpret changes. The presentation of the 'Jugendmedienschutzindex'-study will take place in Berlin on November 7, 2017, on the occasion of the 20th anniversary of the German Association for Voluntary Self-Regulation of Digital Media Service Providers (Freiwillige Selbstkontrolle Multi-media-Diensteanbieter – FSM e.V.).

> **i** **Funding:** Freiwillige Selbstkontrolle Multimedia-Diensteanbieter (FSM e. V.)
> **Project duration:** 2016 to 2018
> **Project participants:** Dr. Stephan Dreyer, Prof. Dr. Uwe Hasebrink, Dr. Claudia Lampert, Marcel Rechlitz
> **Cooperation partner:** JFF – Institute for Media Education in Research and Practice
> **Project results:** Brüggen, N.; Dreyer, S.; Drosselmeier, M.; Gebel, C.; Hasebrink, U.; Rechlitz, M. (2017): Jugendmedienschutz-index. Der Umgang mit onlinebezogenen Risiken. Ergebnisse der Befragung von Heranwachsenden und Eltern [Index for Youth Media Protection – Handling Online-Related Risks. Findings of the Survey of Adolescents and Parents]. Edited by FSM – Freiwillige Selbstkontrolle Multimedia-Diensteanbieter e. V. Berlin: FSM.

► HealthApps4Teens

As mobile online-capable devices have become more and more popular, the range of apps has also expanded significantly in recent years – and it is especially the health-related apps that have become increasingly popular, in connection with a trend towards self-optimization and self-monitoring. At the same time, the app market can be characterised as very dynamic and not very transparent – and this is also true for the range of apps for children and adolescents: there is a large number of offers aimed at adolescents, but (health-related) apps of higher quality are still rare.

In 2017, as part of a seed-money-project, the range of health apps aimed at children was analysed in order to gain an initial overview. Between March and August 2017, a keyword search in Google Play and iTunes brought about a total of 66 health-related offers for children – mostly focusing on nutrition and dental hygiene. It was difficult to assess the quality of the apps, however, due to a lack of transparency (partly incomplete or incorrect information in the app description) and also due to a lack of common and binding quality standards.

In June 2018, a follow-up study was launched in cooperation with the APOLLON University in Bremen, focus-ing on health apps that are aimed at youths. In addition to an offer analysis, we carried out an online survey that was

December 2017

► Dr. Alina Laura Tiews is granted a scholarship from the Leibniz Research Association „Historical Authenticity"
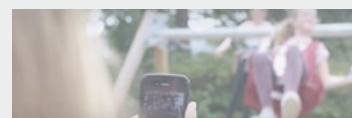
► DFG approves a cooperation project focusing on **socialization in a changing media environment** (together with the FAU Erlangen-Nuremberg)

Dr. Alina Laura Tiews with the CD about „Flight and Expulsion", available for free.

Dr. Hans-Ulrich Wagner in an interview with the NDR Television

► Arrival on the Radio– Flight and Expulsion in West German and East German Radio Programmes 1945-1961

Can the media help to integrate immigrants? In the course of the Second World War, masses of people were forced to give up their homes, including 12 million Germans from Eastern Europe who fled to the remaining territory of post-war Germany. Approximately three to four million refugees and displaced persons stayed on the territory that became the GDR, and eight to nine million found refuge in the Western zones, which later became the Federal Republic of Germany. The media history project 'Ankunft im Radio' [Arrival on the Radio] examines the consequences of flight and expulsion of Germans from Eastern Europe in the two German states of the post-war era, focusing on a fairly uninvestigated player: the radio. The project's goal is to analyse radio programmes from West Germany and East Germany, the context in which they were produced, as well as their reception. The research objective (until the end of 2017) is to find out more about the role of radio-based media content regarding the integration of German refugees in their new living environments. The project was completed at the end of 2017. Currently, we are preparing the results for publication.

> **ℹ Funding:** State Minister for Cultural and Media Affairs
> **Project duration:** 8/2015 to end of 2017
> **Project participants:** Dr. Alina Laura Tiews, Dr. Hans-Ulrich Wagner

supposed to shed light on the question which role health-related apps play for young people.

> **ℹ Funding:**
> Techniker Krankenkasse (health insurance company)
> **Project duration:** 6/2018 to 12/2018
> **Project participants:** Dr. Claudia Lampert
> **Cooperation partner:** Prof. Dr. Viviane Scherenberg (APOLLON-Hochschule der Gesundheitswirtschaft, Bremen)
> **Project results:** The results of the study on health-related Apps for children were published as a working paper of the Hans-Bredow-Institut (No. 43), which can be downloaded from the website: Lampert, C.; Voß, M. (2018): Gesundheitsbezogene Apps für Kinder – Ergebnisse des Projekts HealthApps4Kids.

► Audio-Visual Framing in Health Communication

In the scope of health communication, images are used in many contexts. They can catch attention faster than texts, and they can help to understand and remember information. At the same time, images are more open to interpretation. Therefore, it is necessary to critically reflect on how they are used to visualise abstract concepts (e.g. evidence).

This doctoral project investigates which types of images occur in health-related television programmes and which possible interpretations go hand in hand. It analyses how different groups of people interpret such images and connect them to related medical narratives. Further, the project advocates for a critical reflection of journalistic imaging practice and the promotion of visual health literacy.

> **ℹ Project duration:** 2015 to 2019
> **Project participant:** Michael Grimm

January 2018

► Statement by Prof. Dr. Wolfgang Schulz, Chairman of the Technical Committee for Communication and Information of the German Commission for UNESCO, regarding the NetzDG
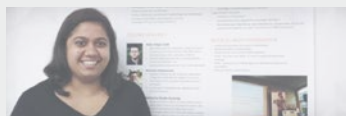
► Dr. Juhi Kulshrestha joins the Hans-Bredow-Institut for three months as a Research Fellow (Postdoc-Kolleg „Algorithmed Public Spheres")
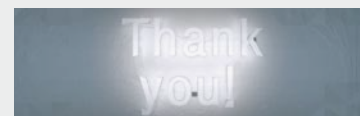
► Positive Evaluation: The German Council of Science and Humanities approves of making the Hans-Bredow-Institut a member of the Leibniz Association

From left to right: Dr. Juhi Kulshrestha, Dr. Jannick Kirk Sørensen, Dr. Jing Zeng, Dr. Cornelius Puschmann, Ass.-Prof. Dr. Cédric Courtois

Dr. Cornelius Puschmann

'Algorithmed Public Spheres' (Postdoctoral Research Network)

The Hans-Bredow-Institut has established a new format to promote young researchers: The postdoctoral research network combines (temporary) positions that are funded by the Institute, scholarships, as well as third-party projects of different duration: The network combines institute-financed (temporary) positions and scholarships as well as third-party-funded projects of varying duration. It is subject-specific and, thus, suitable to broaden the spectrum of means to promote young researchers, which the Institute aims to do in all areas of its work. In addition to the research programmes, the postdoctoral research network is intended to provide innovative impulses and impetus for future programmes.

The Institute defined 'Algorithmed Public Spheres' (APS) as the topic for the first phase – a subject area that is up-to-date and innovative, and it also fits the existing competences and research programmes of the Institute very well: Algorithms are in effect wherever information is processed in digital form, which, in the age of smartphones and tablet PCs, means just about everywhere. But what are algorithms? Who develops them, and how do they affect our ways of communicating and our understanding of public spheres? Our focus lies on the increasing importance of algorithms for the prioritisation, classification, association, and the filtering of media content and digital communication – for example with regard to search engines (Google), recommendation systems (Amazon), and the selection of news and postings (Facebook, Twitter). In the postdoctoral research network, international researchers from different disciplines examine the implications for communication and the public, which are interconnected by means of algorithmic data processing on digital platforms.

The postdoctoral research network is coordinated by Dr. Cornelius Puschmann. Following Ass. Prof. Dr. Nick Diakopoulos of the University of Maryland, Dr. Katharina Kinder-Kurlanda, GESIS, and Atilla-Filipe Cevik, Freie Universität Berlin, the following researchers joined the project in 2017 and 2018: Ass. Prof. Dr. Cédric Courtois of the School for Mass Communication Research at the Katholieke Universiteit Leuven (Belgium), Juhi Kulshrestha of the Max Planck Institute for Software Systems in Saarbrücken, Dr. Judith Möller of the Amsterdam School of Communication Research (Netherlands), Ass. Prof. Dr. Jannick Kirk Sørensen from the Communication, Media and Information Technologies Department at Aalborg University, Copenhagen (Denmark), Dr. Mariëlle Wijermars from the Aleksanteri Institute of the University of Helsinki (Finland), and Dr. Jing Zeng, Digital Media Research Center at Queensland University of Technology (Australia).

February 2018
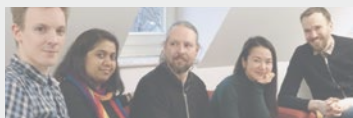
▶ International workshop „Algorithm Research: Concepts and Innovative Initiatives" at the Institute
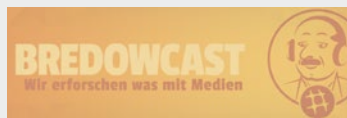
▶ BredowCast #32: The NetzDG and its siblings: Amélie Heldt and Stephan Dreyer explain the Network Enforcement Act („Netzwerkdurchsetzungsgesetz")

▶ Dr. Mariëlle Wijermars from the Aleksanteri Institute of the University of Helsinki joins the Postdoc-Kolleg „Algorithmed Public Spheres" as a guest scientist

Medial Change as a Topic
for the Leibniz Association

Professor Dr. Martina Brockmeier is Head of the German Council of Science and Humanities (Wissenschaftsrat), the most important scientific policy advisory body in Germany. It was founded in 1957 by the federal government and the 'Länder', and it addresses the framework conditions for studying, teaching, and conducting research in Germany.

The media lansdscape of public communication is subject to constant change – and in order to be able to react appropriately and promptly, political decision makers and the general public are dependent on sound scientific analysis and competent advice. The Hans-Bredow-Institut has been very successful in fulfilling this demand for years: it conducts research on public communication in the media society on a high scientific level. The Institute is characterised by a unique and very fruitful combination of social science communication and regulatory research.

In addition to pioneering basic research and important empirical studies, for example on the question how children use the Internet, the Hans-Bredow-Institut also stands out in terms of various forms of knowledge transfer. By combining interdisciplinary media research and expert advice for political decision makers and the public, the Institute contributes to a constructive examination of the social and legal challenges of media change – making it an important source of inspiration for scientific discourses, but for also political and public discussions.

Thus, it seems natural that the Hans-Bredow-Institut should join the Leibniz Association from 2019 onwards – as recommended by the Wissenschaftsrat and decided by the Joint Science Conference of the German federal and state governments (Gemeinsame Wissenschaftskonferenz) – to ensure that it will be able to keep up and develop its interdisciplinarity approach and its efforts to observe current developments in the media landscape.

Prof. Dr. Martina Brockmeier
© Alex Schwander

March 2018

▶ Debate on freedom of the press and opinion following a preview of „Die Verlegerin" with Prof. Dr. Wolfgang Schulz at the Abaton Cinema in Hamburg (February 19, 2018)

▶ The International Summer School „Embedding Human Rights in Cybersecurity" takes place in Delhi

Promoting Junior Researchers

The Student Council and the Hans Bredow Institute organized a media discussion for students of the Master's course in Journalism and Communication Science at Universität Hamburg: „Mobile Reporting - Journalismus aus der Hosentasche?" (April 5, 2018, in the library of the Institute). Left to right: Michael Fetter Nathansky (film director), presenter Jessica Szczakiel, Björn Staschen (NDR, Mobile Reporter) and Christiane Brandes-Visbeck (PR Manager), © Lisa Santos

For the Institute, it is an important aim to promote junior researchers. This mainly concerns doctoral students who contribute to the Institute's working areas in the scope of research programmes, specific areas of competence and individual projects. Their dissertation projects provide insight for relevant research questions – and they become familiar with project work, with scientific publishing, organising research projects and science communication.

Further, the Institute provides possibilities for research trips, as a chance for the young researchers to build up their personal networks at early career stages and to be recognised as research personalities. Thus, Michael Grimm – who was elected as the Division Secretary of the ICA Visual Communication Studies Division in the autumn of 2015 – was able to organise and carry out a pre-conference for doctoral candidates in the run-up to the annual meeting of the International Communication Association for 2015, 2016, and 2017 (2015 in Puerto Rico, 2016 in Japan, and 2017 in San Diego) with support from the Institute. Lisa Merten was able to attend a Summer School in Brisbane, Australia (in 2016) and a Summer School Series on Methods for Computational Social Science in the south of Sardinia (in 2017). By participating in the Graduate School Media and Communication, the Institute also promotes media-related doctoral training programmes at Universität Hamburg.

For example, Michael Grimm, who has served as Division Secretary of the ICA Visual Communication Studies Division since autumn 2015, has again been able to organise and conduct a preconference for the International Communication Association for PhD students in San Diego in 2017 (as in 2015 in Puerto Rico and 2016 in Japan). Lisa Merten was able to participate in the 2017 Summer School Series on Methods for Computational Social Science in southern Sardinia, as well as in the training course 'Computational Communication Science: Towards A Strategic Roadmap' in Hanover in February 2018. At the beginning of May 2018, Amélie Heldt spent two weeks at the Center for Cyber Law and Policy at our Israeli partner institute at the University of Haifa, as part of a so-called 'Desk Swap' by the Network of Centers (NoC). By participating in the Graduate School Media and Communication, the Institute is also involved in media-related doctoral studies at the University of Hamburg.

Thanks to the chairs of the two Institute Directors Prof. Hasebrink and Prof. Schulz at Universität Hamburg, and thanks to teaching assignments of some of the researchers, the Institute is closely connected to various media-related Bachelor's and Master's degree programmes at the university. Thus, new scientific knowledge can be incorporated into academic education directly. Students are also substantially involved in the scientific work at the Institute, where they can gather valuable experience in the scope of practical research. Student employees can rely on support concerning their own scientific publications, under the guidance of experienced colleagues.

In addition, the students can benefit from international cooperations. In the field of Law, for example, there are summer and winter schools in cooperation with the National Law University in New Delhi (NLU), India. Thanks to close contacts to the industry, to law firms and practitioners, it was possible to organise fireside talks in which law students were able to gather insight on different job profiles and career paths.

For the postdoctoral senior researchers, the Institute provides various career paths that are developed in regular discussions with the persons concerned. Additionally, the Hans-Bredow-Institut established a new form of programme: the 'Postdoc-Kolleg'. For the first phase, the Institute agreed on the topic 'Algorithmed Public Spheres' (APS), which is new and innovative, but, at the same time, matches the existing areas of expertise and research programmes of the Institute.
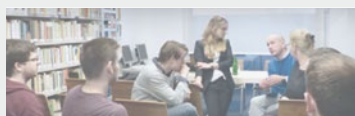
© Lisa Santos

April 2018

► "Mobile Reporting - Journalismus aus der Hosentasche?" - a media discussion for students of Universität Hamburg (April 5, 2018, in the library of the Institute)

► The Joint Science Conference of the Federation and the Länder (GWK) unanimously decides to include the Hans-Bredow-Institut in the joint promotion of the Leibniz Association

► Dr. Wiebke Loosen is appointed Professor at Universität Hamburg

Practical Cooperations and Transfer

For the Hans-Bredow-Institut, it is a priority to make its research results available in the scope of politics, business, for civil society groups and for the general public. It is the Institute's duty to assess the practical relevance of the results obtained in the projects, and to actively address the respective target group with these results. Target groups include the scientific community and representatives from the fields of politics and the economy, ministries and supervisory authorities, self-regulatory institutions, journalists, but also parents and teachers (especially in the context of media education issues) and other civil society organisations.

► Long-Term Areas of Competence Serve to Provide Knowledge Transfer and Advice

Many of the Institute's projects are based on an interdisciplinary approach. This is especially true for all projects in the Institute's competence areas within Research Programme 3. For the Institute, focusing on interdisciplinarty transfer means that, in addition to communicating within the scientific community, it is also necessary to develop means to adequately communicate with other relevant target-groups. Research Programme 3 ('Knowledge for the Media Society') addresses this task by identifying questions from the respective field and using them as a basis for independent transfer research projects – thus going beyond transfer in the sense of target-group-oriented mediation of research results. For example, projects focusing on the protection of minors often have an according character, such as the project 'Jugendmedienschutzindex' (Youth Media Protection Index) on behalf of the Freiwillige Selbstkontrolle Multimedia-Diensteanbieter (FSM e.V., see above).

► Expertise on Current Issues and Problems in the Field of Media Policy

In order to be recognised as a neutral entity that provides profound information – with regard to policy decisions, for example – the Institute constantly reflects on its role as a scientific actor. The Institute's expertise is important in the scope of media policy and practice, and it provides advice concerning current questions by means of, for example, hearings, statements, and expert opinions.

Additionally, projects or events are also brought about in cooperation with non-scientific institutions. This ensures that the results are suitable for practical application – and at the same time, it helps the Institute to fulfill its ambition to conduct problem-oriented research. Examples of this are the media symposia that are regularly held in cooperation with the Medienanstalt Hamburg / Schleswig-Holstein and the Hamburg Chamber of Commerce, the topics of which are jointly developed by the organisers. In

May 2018

► Three disputations in one day: Markus Oermann, Stephan Dreyer, and Florian Seitz successfully defended their doctoral theses
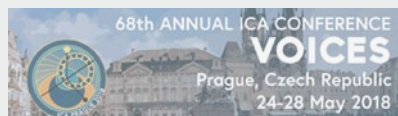
► Opening the Black Box: Investigating the Algorithmization of Journalism: Julius Reimer is responsible for planning the panel of the Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaften (DGPuK) at the annual conference of the International Communication Association (ICA) in 2018

► As of May 2018, Johanna Sebauer is in charge of the Institute's digital communication and of hosting the BredowCast

9th Hamburg Media Symposium, organized by the Hans-Bredow-Institut, MA HSH, and the Hamburg Chamber of Commerce (June 7, 2018): Prof. Dr. Wiebke Loosen and Julius Reimer present the project „Tinder die Stadt" © Handelskammer Hamburg / Ulrich Perrey

Presentation of the Youth Media Protection Index Berlin, November 7. From left to right: Dr. Niels Brüggen (JFF), Prof. Dr. Uwe Hasebrink, Martin Drechsler (FSM eV), © Thomas Imo / photothek.net

2018, the title of the 9th Media Symposium was 'Das könnte Sie auch interessieren: Meinungsvielfalt programmieren?' ('This Could Also Interest You: Programming the Diversity of Opinions'). The symposium addressed the question of how algorithmic recommendation systems can be programmed in such a way that they, despite increasing personalisation, will also be able to represent a variety of opinions. Around 200 experts discussed diversity as the key concept of the media order, and the possibility of implementing diversity in technology 'by design'.

► BredowCast / Twitter / Website

The website, which contains project results as well as information on all relevant activities and publications, serves as a transfer platform – as well as a portal that lists events for different target groups. In the scope of larger projects, the Institute often publishes the results in additional abstracts that can be understood by laypersons – not only in reports or essays for the scientific community. The 'Working Papers' of the Hans-Bredow-Institut can be downloaded from the website. In the BredowCast, our monthly audio podcast, host Johanna Sebauer discusses current (media) topics with different guests. The Institute is also active on Twitter (@BredowInstitut).

► Services for the Scientific Community: Journal 'Medien & Kommunikationswissenschaft' (Media & Communication Science)

The Institute's range of services includes the library – one of the most important specialist libraries focusing on media studies/ media research in Northern Germany, with an extensive journal department – as well as the high-impact journal 'Medien & Kommunikationswissenschaft' (M&K), which is published at the Institute since 1950. M&K is one of three journals that are included as subscriptions in the membership fee of the German Communication Association *(Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft)*.

June 2018

► **9th Hamburg Media Symposium** at the Chamber of Commerce: Experts from science and practice discuss the aspect of diversity of opinion in the algorithmic social web

► **The Reuters Digital News Report 2018 is presented to the public in Berlin.** The results for Germany are presented by Dr. Sascha Hölig
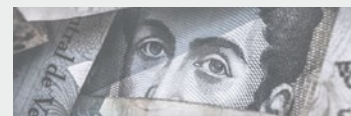
► A team around Prof. Dr. Michel Clement (Universität Hamburg) and Prof. Dr. Wiebke Loosen investigates eight alternative funding models for investigative journalism

Our library: Olga Lévay,
Cindy Hesse , Lena Dammann

Anja Herzog

Christiane Matzen

Johanna Sebauer

▶ Press Inquiries: Staff Members and Employees in the Media

The Institute answers questions from journalists and arranges contacts within and outside the Institute. The staff are available to answer questions about literature, factual information, speakers, and advice regarding research questions. This type of 'informal' service is often used by reference groups and, quite frequently, by journalists. This often involves a professional assessment of current media developments – in the scope of interviews for TV broadcasts, radio features, online or print articles, but also as background information for editors, news agencies, and associations.

Since 2017, we provided information for journalists at dpa, Süddeutsche Zeitung, spiegelonline, heute journal, Tagesschau and Tagesthemen, Deutschlandfunk, the media magazine ZAPP (Norddeutscher Rundfunk), the media service epd medien, and many other editorial offices. We also provided information for journalists from abroad.

Considering the increasing relevance of changes in the media landscape for all areas of life, it is expected that journalists and other social groups will show an increasing demand for information in this regard.

July 2018

▶ BredowCast 33 - Football and Media: On the occasion of the 2018 World Cup, the new BredowCast-hostess Johanna Sebauer talks to Dr. Hans-Ulrich Wagner about the connections between football and the media

▶ In an interview for the Handelsblatt, Prof. Dr. Wolfgang Schulz comments on the Federal Constitutional Court's judgement on the "Rundfunkbeitrag"

▶ BredowCast #34: Breitbart, Epoch Times & Co - Alternative Medien im Fokus: Dr. Cornelius Puschmann explains the phenomenon of the so-called "alternative media"

Bodies and Scientific Advisory Council

► Executive Bodies

As a legally responsible foundation, the Institute has three bodies: the Curatorship, the Board of Directors, and the Council.

The Curatorship meets in formal sessions at least twice a year. Members of the Curatorship are: **Prof. Dr. Dieter Lenzen**, Universität Hamburg (Chairman); **Fikret Abaci**, NDR-Rundfunkrat; **Prof. Dr. Michel Clement**, Universität Hamburg; **Dr. Nico Fickinger**, NDR-Rundfunkrat; **Thomas Fuchs**, ALM; **Dr. Rolf Greve**, Ministry of Science and Research, Land Hamburg; **Susanne Kayser**, ZDF; **Lutz Marmor**, NDR; **Prof. em. Dr. Irene Neverla**, Universität Hamburg; **Oliver Schenk**, Federal Commissioner for Cultural Affairs and Media, and **Prof. Dr. Hans-Heinrich Trute**, Universität Hamburg.

The Board of Directors, led by the communication researcher **Prof. Dr. Uwe Hasebrink** and the legal scholar **Prof. Dr. Wolfgang Schulz** (Chairman), exists since 2001. The board is supported by the Institute's Council, which – apart from the members of the Board of Directors – consists of representatives of the Institute's scientific and non-scientific employees.

► Scientific Advisory Council

The Scientific Advisory Council advises the Institute's Board of Directors on strategic issues, currently especially regarding the Institute's expansion. The members of the Scientific Advisory Council are: **Prof. Dr. Otfried Jarren** (Chairman), Vice-Rector of Humanities and Social Sciences at the University of Zurich and Professor of Media Studies at the Institute of Mass Communication and Media Research, University of Zurich; **Prof. Dr. Nico van Eijk**, Professor of Media and Telecommunication Law at the Institute for Information Law at the University of Amsterdam; **Prof. Dr. Barbara Pfetsch**, Professor of Communication Theories/Media Effects and Research of Media Use and Managing Director of the Institute for Media and Communication Studies at FU Berlin; **Prof. Dr. Klaus Schönbach**, Associate Dean of Research at the Northwestern University in Qatar; **Prof. Dr. Gunnar Folke Schuppert**, Professor of Political Science and Science of Public Administration, particularly Public and Administrative Law, Faculty of Law, Humboldt University Berlin, and Research Professor of New Forms of Governance at the Social Science Research Center Berlin; **Prof. Dr. Gabriele Siegert**, Professor of Media Studies (focussing on Media Economics & Management the Institute of Mass Communication and Media Research) at the University of Zurich and Vice Dean for Research at the Faculty of Arts, University of Zurich; **Prof. Dr. Gerhard Vowe**, Professor and Chair of Communication and Media Studies at the Heinrich-Heine-University Düsseldorf.

Financing

The Hans-Bredow-Institut – as a foundation – does not have any funds of its own. It pursues projects that are of social benefit, and it does not make any profit. The Institute's financing is based on donations, income from projects funded by third parties, as well as on the revenues of its publishing house. As a non-profit organisation, the Hans-Bredow-Institut is able to issue receipts for donations.

In 2017, the overall budget was about 2.6 million EUR, resulting from € 1,500,000 in institutional grants from the Free and Hanseatic City of Hamburg, € 454,000 in other grants and donations (NDR Media, Medienstiftung Hamburg, Medienanstalten, ZDF), € 594,000 in third-party funding, and € 3,000 of other income.

In 2017, the third-party funds were provided by the following organizations: EU, BWFG, BKM, BMBF, Bertelsmann Foundation, the Radio and Media Institutions (ALM, ZDF, brema, MDR), and others (FSM, HIIG, Landesfilmdienst Thüringen).

Expenditure

Personnel costs: € 2.008.328   Material costs: € 542.338

78,74 %   **21,26 %**

Financed by third-party funding:
€ 594.041
(Percentage of third-party
funding: 23%)
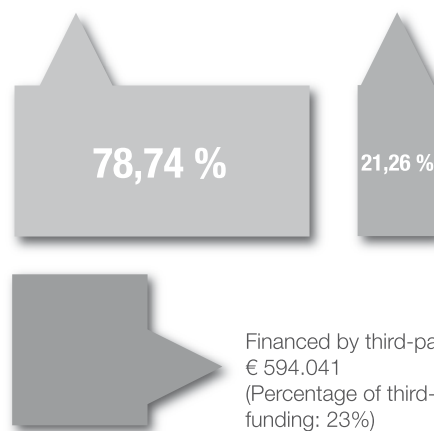
The largest share of the Institute's expenses is due to staff costs. Due to the increased contributions made by the City of Hamburg in the last few years, it was possible to extend the establishment plan in order to open up new fields of research.

Revenue

Third-party funding:
€ 594.041

Additional funding /
donations: € 453.557

23,29 %   **17,78 %**

Other sources
of income :
0,12 %
€ 3.068

58,81 %

Institutional grants: € 1.500.000

More information on the individual projects can be found at https://hans-bredow-institut.de/en/research/research-projects/projects_17-18

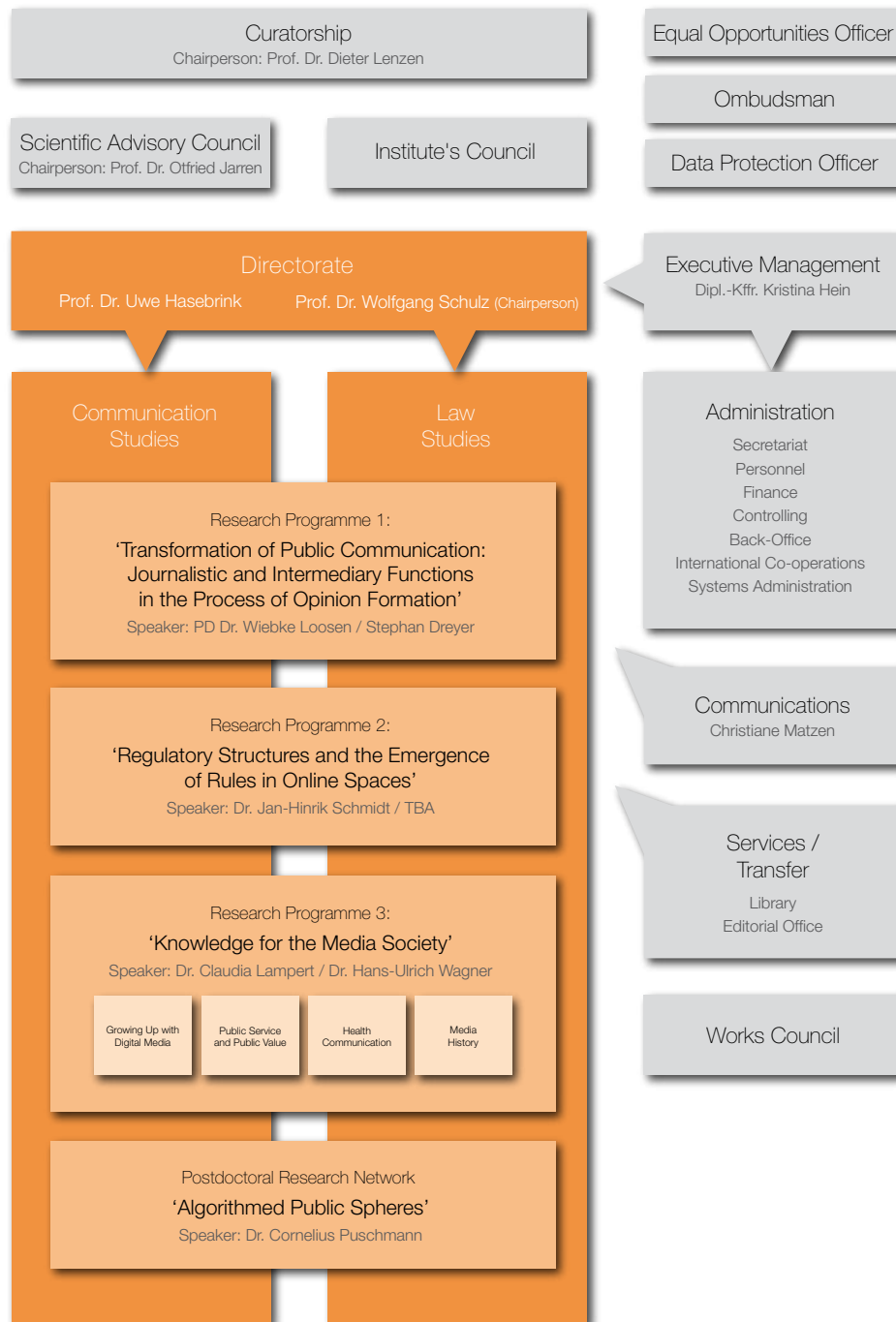| Project	Cooperation Partner	Third-party Funding
Projects in Research Programme 1: Transformation of Public Communication		
Breaking News		Zweites Deutsches Fernsehen (ZDF)
Research Network 'Transforming Communications'		
Journalism Elsewhere	Prof. Dr. Tamara Witschge, Stefan Baack (Rijksuniversiteit Groningen, Netherlands); Dr. Laura Ahva (University of Tampere, Finland); Prof. Dr. Irene Costera Meijer (Vrije Universiteit Amsterdam, Netherlands); Florence Le Cam, Prof. Dr. David Domingo, Victor Wiard (Vrije Universiteit Brussels, Belgium); Prof. Dr. Karin Wahl-Jorgensen, Dr. Andy Williams (Cardiff University, UK); Ass. Prof. Dr. Chris W. Anderson (City University New York, USA); Prof. Dr. Mark Deuze (Universiteit van Amsterdam, Netherlands); Prof. Dr. Folker Hanusch (University of Vienna, Austria)	
Journalism: New Organisational Models, Changing Audience Relationships, and their Effect on Journalistic Output		
Media Performance and Democracy	Prof. Dr. Ralph Weiß, Prof. Dr. Olaf Jandura (Universität Düsseldorf); Prof. Dr. Birgit Stark, Dr. Melanie Magin (Universität Mainz); Dr. Josef Seethaler (Institut für Vergleichende Medien- und Kommunikationsforschung, Wien); Prof. Dr. Otfried Jarren (Universität Zürich)	
Media Literacy in Care Facilities for People with Disabilities in Bremen	Jun.-Prof. Ingo Bosse, Dr. Nadja Zaynel (TU Dortmund)	Bremische Landesmedienanstalt
Media Usage of People with Disabilities	Jun.-Prof. Ingo Bosse (Fakultät für Rehabilitationswissenschaften, TU Dortmund)	die medienanstalten, Aktion Mensch
Power of Opinion in the Age of Algorithms: Reconstruction of a Media Law Concept		
The Role of 'Pioneer Communities' in Transforming Journalism		
Public Connection		
The Impact of Online Platforms and Intermediaries on Opinion Formation		die medienanstalten
Reuters Institute Digital News Survey	Dr. David Levy, Nic Newman, Dr. Rasmus Kleis Nielsen (Reuters Institute for the Study of Journalism)	die medienanstalten, Zweites Deutsches Fernsehen (ZDF)
SCAN – Systematic Content Analysis of User Comments for Journalists	Prof. Dr. Walid Maalej (Universität Hamburg)	Google Computational Journalism Research Programme
Social Media and Networked Publics		
Tinder the City: Software-Related Scenarios on Overcoming the Crisis of the Mediatised Public Sphere	Prof. Dr. Andreas Hepp (ZeMKI Bremen), Prof. Dr. Andreas Breiter (ifib, Universität Bremen)	Federal Ministry of Education and Research (BMBF)
Profiles of Tweeting Twitter-Users		
Dissertation Project (J. Reimer): Personal Branding in Journalism. Theoretical Conception and Empirical Exploration of Brand Management in Journalism		
Dissertation Project (L. Merten): News Usage on Social Networking Platforms		
Dissertation Project (A. P. Heldt): The Effect of Freedom of Expression in Social Networks		

Project	Cooperation Partner	Third-party Funding
Projects in Research Programme 2: Regulatory Structures and the Emergence of Rules in Online Spaces		
Doing Internet Governance: Constructing Normative Structures Inside and Outside Intermediary Organisations		
Information Governance Technologies: Ethics, Policies, Architectures, Engineering	Prof. Dr. Tilo Böhmann, Prof. Dr. Hannes Federrath, Prof. Dr. Ingrid Schirmer, Prof. Dr. Judith Simon (alle Universität Hamburg), Prof. Dr. Sibylle Schupp (TU Hamburg)	Research grant by the land of Hamburg
Software Systems, the Public, and Participation		
What Are the Benefits of the General Data Protection Regulation for Automated Decision-Making Systems?	Alexander von Humboldt Institute for Internet and Society (HIIG)	Bertelsmann Foundation
Dissertation Project (M. Oermann): Ensuring the Possibilities of Internet-based Communication – an Assessment of the Concept of Protection in German Basic Law		
Dissertation Project (T. Mast): Content-Related and Procedural Principles of Information Activities of the State		
Dissertation Project (K. Dankert): Code as a Critical Point for Internet Regulation		
Dissertation Project (F. Krupar): Treatment of Agorithmic Communication in German Constitutional Law		
Dissertation Project (F. Seitz): School Regulations and the Fight Against Cyberbullying – a Comparative Analysis		
Dissertation Project (J. Domroes): The Legal Concept of Interference Liability – Discussion with Regards to the Limits of Judicial Development of the Law		
Projects in Research Programme 3: Knowledge for the Media Society		
Area of Competence "Growing Up with Digital Media"		
COST-Action 'The Digital Literacy and Multimodal Practices of Young Children' (DigiLitEY)	Prof. Jackie Marsh (University of Sheffield)	COST-Programme (European Cooperation in Science and Technology)
EU Kids Online – Children's Internet Use in a European Comparison	Researchers from 33 countries, London School of Economics and Political Science (UK)	
Evaluation of the Project 'MEIFA – Media Worlds in the Family'		Landesfilmdienst Thüringen
Index for Youth Media Protection – Handling Online-Related Risks Among Young People, Parents and Educational Institutions	Dr. Niels Brüggen (JFF – Institute for Media Education in Research and Practice)	German Association for Voluntary Self-Regulation of Digital Media Service Providers (FSM e. V.)
Children's Socialisation in a Changing Media Environment : A Qualitative Study	Prof. Dr. Rudolf Kammerl (Universität Erlangen-Nürnberg)	DFG
Dissertation Project (S. Dreyer): Decisions under Uncertainty in Child Protection		
Dissertation project (M. Rechlitz): Smartphones in Parental Media Education		
Area of Competence: "Public Service and Public value"		
Algorithmic Recommendations	Dr. Jannick Kirk Sørensen (Aalborg University)	Mitteldeutscher Rundfunk (mdr)
Expert Opinion for the Federal Government Report on Communications and Media 2017		Federal Government Commissioner for Culture and the Media

Project	Cooperation Partner	Third-party Funding
Area of Competence: "Health Communication"		
Big Data & Health Communication		
'Club der roten Bänder' [Red Band Society] – Addressing the Topic of Cancer in a Fictional Entertainment Format		
HealthApps4Kids - Health-Related Apps for Children		
HealthApps4Teens - Health-Related Apps for Young People	Prof. Dr. Viviane Scherenberg, (APOLLON-Hochschule der Gesundheitswirtschaft, Bremen)	Techniker Krankenkasse
A Market Analysis of Health Communication	Prof. Dr. Constanze Rossmann (Universität Erfurt)	Bertelsmann Foundation
Network 'Media and Health Communication'		
Dissertation Project (M. Grimm): Audio-Visual Framing in Health Communication		
Area of Competence: "Media History"		
Arrival on the Radio. Flight and Expulsion in West German and East German Radio Programmes 1945-1961		Federal Government Commissioner for Culture and the Media
Entangled Media Histories (EMHIS)	Dr. Marie Cronqvist (Lund University); Prof. Dr. Hugh Chignell, Dr. Kristin Skoog (Bournemouth University); Dr. Christoph Hilgert (Unviersität München)	Swedish Foundation for International Cooperation in Research and Higher Education (STINT)
Media and Migration in the Baltic Sea Region (MeMiBaS)		Research grant by the land of Hamburg
Media Memory: Communication about the Past		
Private and Public Service Broadcasting: The Introduction of the 'Dual System' in Germany		
'Sounds like…': Sounds from the Past and Historical Communications Processes	Prof. Dr. Ines Bose, Jun.-Prof. Dr. Golo Föllmer (Martin-Luther-Universität Halle a.d.S.)	
Transnational Media History – A Cooperation with the Macquarie University, Sydney	Prof. Dr. Bridget Griffen-Foley (Macquarie University)	German Academic Exchange Service (Deutscher Akademischer Austausch- dienst – DAAD)

Organization and Structure of the Hans-Bredow-Institut

Curatorship Chairperson: Prof. Dr. Dieter Lenzen	Equal Opportunities Officer
	Ombudsman
Scientific Advisory Council Chairperson: Prof. Dr. Otfried Jarren — Institute's Council	Data Protection Officer

Directorate

Prof. Dr. Uwe Hasebrink   Prof. Dr. Wolfgang Schulz (Chairperson)

Executive Management
Dipl.-Kffr. Kristina Hein

Communication Studies   **Law Studies**

Administration
Secretariat
Personnel
Finance
Controlling
Back-Office
International Co-operations
Systems Administration

Research Programme 1:

'Transformation of Public Communication: Journalistic and Intermediary Functions in the Process of Opinion Formation'

Speaker: PD Dr. Wiebke Loosen / Stephan Dreyer

Communications
Christiane Matzen

Research Programme 2:

'Regulatory Structures and the Emergence of Rules in Online Spaces'

Speaker: Dr. Jan-Hinrik Schmidt / TBA

Services / Transfer
Library
Editorial Office

Research Programme 3:

'Knowledge for the Media Society'

Speaker: Dr. Claudia Lampert / Dr. Hans-Ulrich Wagner

Growing Up with Digital Media	Public Service and Public Value	Health Communication	Media History

Works Council

Postdoctoral Research Network

'Algorithmed Public Spheres'

Speaker: Dr. Cornelius Puschmann

(August 2018)