Annual Report 2016/2017

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

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

Dipl.-Kffr. Kristina Hein

Foreword

For our Institute, the research year 2016/2017 was characterized by special tasks that are structurally significant for the future. After many years of preparatory discussions regarding the question whether the Institute could be included in the Federal Government and Länder Funding and, thereby, join the Leibniz Association, the state of Hamburg initiated an according proposal in the scope of the Joint Science Conference of the Federal Government and the Länder (Wissenschaftskonferenz von Bund und Ländern – GWK) in September 2016. This was the beginning of two evaluation processes: one conducted by the Leibniz Association, primarily focusing on the question whether the Institute fits the institutional framework, and one by the German Council of Science and Humanities, concerning the scientific quality and relevance of the Institute's work. Both of them established working groups that paid visits to the Institute in the first half year of 2017. The employees presented the research programs and important lead projects – and our co-operations, the promotion of young researchers, and the organizational structures were assessed as well. Based on this, the GWK will make a decision in spring 2018; so these are exciting times for the Institute.

Of course, we didn't only present our research during the last year. We also conducted research to find answers to the questions we had specified in the research programmes. The profound mediatization of society continues, and we addressed this topic with regard to various aspects.

In 2017, we also had the opportunity to take a look at this development as a whole and to provide the Federal Government with a scientific analysis for its Media and Communications Report, allowing to identify longer-term trends and to develop regulatory concepts.

One of the consequences of the 'Leibniz Process', which is relevant to the Institute's strategy, is that its efficiency will increasingly be judged with regard to how successful the Institute will be when it comes to acquiring scientifically evaluated third-party funding from the German Research Foundation (Deutsche Forschungsgemeinschaft – DFG). The year 2017 is therefore also characterized by preparing applications for projects that will shape the profile of our research programmes for the years to come.

It is thanks to the continued support by the funding institutions that the Institute is able to follow through with this path. Unfortunately for the Institute, the media authorities of the Länder are no longer in a position to provide institutional support to us, and the Institute would like to express gratitude for the cooperation in recent years. It is especially worth mentioning the decision of the City of Hamburg to take care of the financial prerequisites for the Institute to develop further by joining the Leibniz Association. Accordingly, the Institute was able to sharpen its research profile and strengthen the personnel structure during the last year.

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Hans Bredow (1879 - 1959)

The Hans-Bredow-Institut –
Media Research Since 1950

The Hans-Bredow-Institut investigates the changes in the media landscape and the associated structural changes in public communication – independent, interdisciplinary, and from a cross-media perspective – combining basic research and transfer research and, thus, generating problem-specific knowledge for politics, 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 Germany. 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 is a so-called 'An-Institut' of Universität Hamburg: legally independent, but connected to Universität Hamburg in many ways.

Symposium on Big Data and Data Governance, 14./15.10.2016 in Hongkong:
Prof. Anne S. Y. Cheung und Dr. Henry Chang (University of Hong Kong), Malavika
Jayaram (Digital Asia Hub and Berkman Center for Internet & Society at the University
of Harvard), Jannik Domroes (HBI), Dr. Allen Au (Hong Kong Polytechnic University),
Dr. Marcelo Thompson (University of Hong Kong), Prof. Dr. Wolfgang Schulz (HBI)

Prof. Dr. Ingrid Paus-Hasebrink

Prof. Dr.
Bridget Griffen-Foley

Élise
Defreyne

National and International Research Collaborations

► International

In recent years, close cooperations with international partners have become more and more important to 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:

Since the end of 2014, the Institute coordinates 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,

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

The Institute is also 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). At the beginning of 2017, the NoC adopted a road map that provides for a platform for the European research institutes within the NoC. The Hans-Bredow-Institut will be involved as well – especially since one of our topics for the next two years will be 'Artificial Intelligence and Algorithmic Decision Making'. This aspect is also gaining importance in the area of public communication and, thus, for the Institute's work.

January 2016

► Meeting of the EUKidsOnline network:
Online Usage of Europe's children and adolescents in the focus of research

► Smart watches and digital tracks:
Michael Grimm on the potential and the risks of health-related data

February 2016

► How do social media platforms influence science communication?
Jan-Hinrik Schmidt puts the results of his expertise up for discussion

Dr. Katharina
Kinder-Kurlanda

Ass. Prof. Dr.
Nick Diakopoulos

Marta Protalés Oliva

Atilla-Filipe Cevik

Prof. Dr. Anne S. Y. Cheung

Prof. Dr. Maria Gomez y Patiño

Hamid Reza Akrami

Felix Victor Münch

In addition – partly arising from network cooperations – there are close relations with individual research institutes all over the world. For instance, the researchers' network 'Entangled Media Histories' (EMHIS), which is financed by the Swedish Foundation for International Cooperation in Research and Higher Education (STINT), 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 at the Hans-Bredow-Institut. Further, the network project 'Media and Migration in the Baltic Sea Region' (MeMiBaS), which received support in the scope of the Research Funding of the state 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). Since June 2017, the Research Centre Media History also cooperates with the Center for Information and Communication Studies at the Fudan University, Shanghai, China.

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 in New Delhi, India, led to a series of Summer and Winter Schools for students of the Law Faculty of Universität Hamburg. There, the topic of hate speech on the Internet was discussed at the beginning of 2017 – involving lecturers from the Berkman Klein Center and the Instituto de Tecnologia e Sociedade in Rio de Janeiro. Students from Hamburg had the opportunity to take a look at this topic, much discussed in Germany, from a global perspective.

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 2016, our Institute was able to welcome Hamid Reza Akrami from Tehran (Iran), Prof. Anne S. Y. Cheung of the Department of Law of the University of Hong Kong, Élise Defreyne of the University of Namur (Belgium), Prof. Dr. Maria Gomez y Patiño from the Department Periodismo of the Universidad de Zaragoza (Spain), Prof. Dr. Bridget Griffen-Foley, Director of the Center for Media History at Macquarie University, Sydney (Australia), Felix Victor Münch, of the Digital Media Research Center of the Queensland University of Technology, Brisbane (Australia), Univ.-Prof. Dr. Ingrid Paus-Hasebrink from the University of Salzburg (Austria), as well as Marta Portalés Oliva, Universidad Autónoma in Barcelona (Spain). Further, the research network 'Algorithmed Public Spheres', which was founded in October 2016, was joined by Ass.-Prof. Dr. Nick Diakopoulos, Director of the Computational Journalism Lab at the University of Maryland, College Park College of Journalism (USA), and Dr. Katharina Kinder-Kurlanda, Scientific Director of the Secure Data Center at the GESIS Leibniz Institute for Social Sciences, Cologne. Atilla-Filipe Cevik has been supporting the network as a junior fellow since the beginning of 2017, and further researchers will join in 2017/2018.
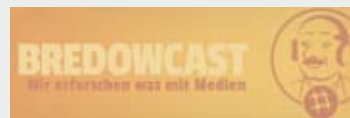
▶ Markus Oermann new senior researcher in the field of Media Law

▶ Hatred in social networks: Dr. Jan-Hinrik Schmidt on dealing with hate comments and shitstorms ('Treffpunkt' on NDR Radio 90.3)

▶ BredowCast #17: Framing in health communication

► 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 able to provide workspaces for some of them.

New cooperations were established in 2015, together with the Department of Informatics at Universität Hamburg, and in 2016, with the Department of Information and Communication Systems at the Hamburg University of Technology (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 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 network 'Algorithmed Public Spheres' as a Senior Researcher at the Institute since October 2016, was responsible for the content as Programme Chair.

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.

March 2016

► Are the media in the midst of a crisis of confidence that will change the job profiles of journalism? Uwe Hasebrink in an interview on medienmilch.de

► Dipl.-Soz.Päd. Sebastian Adrian joins the project team 'Media Usage of Persons with Disablities'

► Youtube: Who or what is integrated by communication science? A keynote speech by Uwe Hasebrink at the annual conference of the DGPuK

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 range of different scientific disciplines.

Communication Studies		Law
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 in Digital Media Environments	Public Service and Public Value	Health Communication	Media History
Research Network 'Algorithmed Public Spheres'		

April 2016

► Lies van Roessel joins the Institute and promotes the cooperation between the Hans-Bredow-Institut and the Department of Informatics at Universität Hamburg

May 2016

► Prof. Dr. Bridget Griffen-Foley from the Centre for Media History at Macquarie University, Sydney, joins the 'Forschungs-stelle Mediengeschichte' as a visiting researcher

► Media education – an app is not enough: An EU Kids Online report, focusing on technical aids in the scope of media education

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PD Dr. Wiebke Loosen

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 public opinion is formed in the current landscape of media-based public communication, which has experienced significant changes due to digitalization processes. 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.

Selected Projects in the Scope of this Programme

▶ The Impact of Online Platforms and and Intermediaries on Opinion Formation

Even though intermediaries like Google or Facebook have become omnipresent in information and communication practices, providing an essential basis for the processes of opinion formation, this study could serve to alleviate fears about one-sided processes of opinion formation due to algorithmically generated filter bubbles. Intermediaries are merely one of the building blocks in the process of opinion-making, with a varying extent of influence on different stages of this process: For the users, the intermediaries are individual sources of knowledge or information – some more suitable than others, depending

▶ 'Und nun zur Werbung!' How new technologies and new actors affect the financing of media content by advertisement: The 7th Hamburg Media Symposium, organized by the HBI, MA HSH, and the Hamburg Chamber of Commerce on June 13, 2016

▶ Declining news usage in the age group of the 18-to-24-year-olds: Hans-Bredow-Institut publishes German results of the 'Reuters Institute Digital News Report 2016'

▶ Creativity and inspiration or copying and plagiarism? Lies van Roessel on the aspect of intellectual property in video games culture (Deutschlandradio Kultur)

Lisa Merten

Amélie Heldt

Prof. Dr. Uwe Hasebrink

on the current need. It is especially Facebook and YouTube, partly also instant messaging platforms, that have influence on the perception of socially shared problems, on interpretations and opinions – especially in the interplay with journalistic offers – by making the reactions of parts of the audience visible. However, face-to-face communication with one's peer group and reports by trusted journalistic media are still important factors for the development of attitudes and opinions, as well as for the resulting actions. The study for the state media authorities is based on group interviews and individual interviews with a total number of 27 respondents, following an innovative repertoire-oriented approach that is based on visualized media repertoire maps of the individual interviewees. After the first results were published in November 2016, the scientific report was published online in March 2017.

> **Funding:** die medienanstalten (the media authorities)
Project duration: December 2015 to March 2017
Project participants: Prof. Dr. Uwe Hasebrink, Dr. Jan-Hinrik Schmidt, Lisa Merten
Publication: The results for 2017 were published as a working paper of the Hans-Bredow-Institut (No. 40, in German), which can be downloaded from the website.

► Control Over Predominating Power of Opinion – Idea and Reality

One of the central goals of public media law is to prevent predominating power of opinion. If one takes a closer look, however, it is quite uncertain what this concept means. What kinds of opinions? Which forms of influence could be seen as an "exercise of power'? And is it even possible that shifts in the public opinion could be interpreted as a 'predominance'

of a single company? The Institute aims to address these basic questions in a project – as a prerequisite for efforts to adapt the regulatory approach to the challenges arising from media convergence.

> **Project duration:** 2018/2019 (planned)
Project participants: Prof. Dr. Wolfgang Schulz, Stephan Dreyer, Amélie Heldt

► Reuters Institute Digital News Survey

Since 2013, the Hans-Bredow-Institut is the German partner of the Reuters Institute for the Study of Journalism at Oxford University, which conducts annual surveys regarding news reception across all potential platforms and services. The Reuters Institute Digital News Survey focuses on the question in what ways the news reception patterns of the

► NWDR and NDR as an integration factor in the refugee crisis of 1945: Alina Laura Tiews on 'Migration and Media'

July 2016
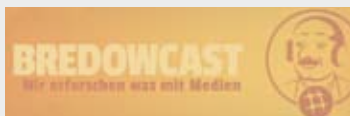
► BredowCast #21: Media socialization – Ingrid Paus-Hasebrink about her longterm study on the role of media in the socialization of socially disadvantaged children and adolescents

► Hans-Bredow-Institut is asked for an expert opinion for the Media Report of the Federal Government

Anne-Kristin Polster

Julius Reimer

Dr. Sascha Hölig

population or different population groups are changing – and what role the different technical platforms and news services play in this regard. In 2017, concurrent surveys were carried out in 36 European and non-European countries in order to identify general trends, but also national particularities. The German results for 2017 show that the people are still highly interested in news formats: 94 percent of the grown-up Internet users watch, read, or listen to news at least several times a week – and 87 percent do so every day. News formats on TV or in newspapers appear to be seen as more trustworthy than news in social media. In an international comparison of 36 countries, focusing on the question of how much the people trust the media, Germany reached rank seven. Here, it is rare that people decide to purposefully avoid information services. The data collected during the study are important for other research projects of the Institute as well – also in regard of attempts to evaluate changes in user behaviour, as a basis to substantiate recommendations in the field of media regulation.

i **Funding:** die medienanstalten, (the media authorities), ZDF
Project period: ongoing, since 2013
Project participants: Prof. Dr. Uwe Hasebrink, Dr. Sascha Hölig
Partners: Nic Newman, David Levy & Rasmus Kleis Nielsen (Reuters Institute for the Study of Journalism)
Publications: The German results for 2017 were published as a working paper of the Hans-Bredow-Institut (No. 42, in German), which can be downloaded from the website. The results of the English-language full report can be found at www.digitalnewsreport.org.

► **Journalism: New Organisational Models, Changing Audience Relationships, and Their Effect on Journalistic Output**

What influence does the development of the Internet and the social media platforms have on the way journalism is organised, on changing relationships with the audience, and on the way of reporting? This is what a project within the research group 'Communicative Figurations'

is all about. The way journalists report and produce content is influenced by their relations to the audience and by the organisation they are involved in. New media offers such as BuzzFeed, Correctiv, Edition F, Heftig.com, and Huffington Post, for example, tend to combine Internet and social media presence in new ways, different from the established media. The aim of this project is to examine the new journalistic institutions and new forms of organisation, how journalists in different organizations shape their relationship with their audience, and how this affects their work and, ultimately, their journalistic contributions.

i **Project duration:** 2017 to 2019 (planned)
Project participants: PD Dr. Wiebke Loosen, Julius Reimer

August 2016

► EU project MIRACLE successfully completed, including the development of a data model for interoperable age identifications

► KOKON: Launch of an information platform for complementary medicine
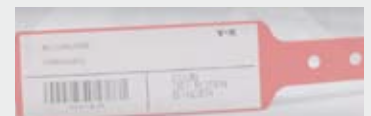
► The topic of cancer in a TV series: The new project aims to find out how the sensitive topic of cancer is treated in the entertainment TV series 'Club der roten Bänder'

Dr. Jan-Hinrik Schmidt

Lies van Roessel

▶ 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 characterized 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).

Selected projects in Research Programme 2

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

How can information processing be made transparent and controllable (again) for individuals and institutions by means of novel technical mechanisms? In order to better understand the governance structures, it is becoming increasingly important to analyse the 'code' factor – and competencies from the field of Informatics

are necessary for this. Last year, the Institute thus decided to broaden and intensify its cooperations in this direction. Together with the Departments of Informatics of Universität Hamburg and the University Hamburg for Technology, it was possible to acquire research funding for the project 'Information Governance Technologies'. The project is aimed at developing a common conceptual framework to address questions of governance from an interdisciplinary perspective. In the next phase, the consortium will develop specific examples of privacy-friendly technologies. Ultimately, a larger, longer-term research group is to emerge from the cooperation. The project was launched in the summer of 2017.
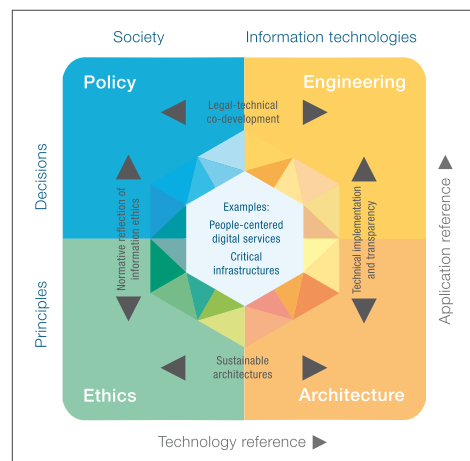
i **Funding:** Land of Hamburg (Landesforschungsförderung, 'Anschubförderung kooperativer Forschungsverbünde')
Project duration: 2017 to 2020 (planned)
Project participants: Lies van Roessel, Dr. Jan-Hinrik Schmidt, Prof. Dr. Wolfgang Schulz
Partners: Prof. Dr. Tilo Böhmann, Prof. Dr. Hannes Federrath, Prof. Dr. Ingrid Schirmer, Prof. Dr. Judith Simon (Universität Hamburg), Prof. Dr. Sibylle Schupp (TU Hamburg)

September 2016
▶ Marta Portalés Oliva joins the Institute as a visiting researcher

October 2016
▶ A new member of the Institute: Dr. Cornelius Puschmann, new Senior Researcher and Coordinator of the Research Network 'Algorithmed Public Spheres (APS)' at the Hans-Bredow-Institut

▶ 'The Rule of Algorithms? Forms, influence, and regulation of algorithmic decisions' – a conference in co-operation with the Department of Informatics of Universität Hamburg

Kevin Dankert

Tobias M. Mast

► Internet Governance: Constructing Normative Structures Inside and Outside Intermediary Organisations

Online intermediaries are key actors in the 'communicative figuration' of Internet Governance. Within the research group Communicative Figurations', this study aims to examine how normative structures are developed under the conditions of an increasing mediatisation in and around online intermediaries. The aim is to get an insight into the interconnected phases of standard-setting, the implementation of norms and their enforcement. Based on two case studies, examinations of search engine entries with personal references as well as automated entries on rating platforms are supposed to provide insight into constellations of key actors and the communicative practices of Internet governance.

► The Power of Information Intermediaries – Forms, Structures and Regulation Options

In order to substantiate the political discourse concerning services such as search engines and social networking services, the report shines a light on the structure of such services and describes possible approaches regarding their regulation. Information intermediaries such as search engines, micro-blog platforms, app portals, or social networking services are becoming increasingly relevant for the formation of public opinion. They take influence by selecting and sorting third party contents, meaning that they determine whether and how certain media can be accessed. The report examines to what extent the existing regulative structures, especially the antitrust laws, are sufficient to meet the potential impact on the individual and public formation of opinion. In this regard, the authors note that it is simply impossible to develop objective criteria to define a possible abuse of communicative power and, further, that the term 'search engine neutrality' can only be of limited use. Also, absolute

transparency (disclosure of algorithms) does not seem to be a promising option either. Instead, they recommend voluntary self-commitment in the form of a mandatory declaration, according to which the principles of programming must represent the interests of the user.

ECREA 2016 PRAGUE
9th–12th November 2016

November 2016
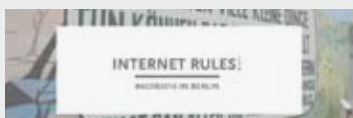
► AoIR2016 'Internet Rules!': an international conference on Internet research in Berlin, organized by the Hans-Bredow-Institut and the HIIG

► Project results: Media Usage of People with Disabilities – TV is enormously important!

► Six members of the Institute are presenting at the annual conference of the European Communication Research and Education Association ECREA2016

► 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. However, unlike its citizens, the state cannot lean on the basic right of free speech when it comes to its communication. In his PhD project, Tobias Mast examines 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.

> **i** Project duration: 2015 to 2017
> Project participant: Tobias Mast

► 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; (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.

Selected projects in Research Programme 3

► Expert Opinion for the Media and Communications Report of the German Federal Government 2016/2017

For the Federal Government Commissioner for Culture and the Media, the Hans-Bredow-Institut developed a scientific opinion focusing on the recent development of the German media landscape – published in June 2017. This opinion is now supposed to serve as a profound basis for the Media and Communications Report of the Federal Government 2017. The Hans-Bredow-Institut had already worked out an opinion on the development of the media landscape in 2008. Now, the aim is to compare the current situation to the findings of the earlier research work. Considering individual media spheres, the aim is to identify ongoing developments as well as emerging trends. Moreover, the aim is to discuss the causes of the developments, to size up the

► 'Make a Difference in the World' (G. L. Kreps): annual conference of the DGPuK working group on health communication, held at the Hans-Bredow-Institut (November 23-25, 2016)

December 2016

► What is it like – growing up with media in international comparison? A workshop at the Hans-Bredow-Institut

► Bucerius Lab Lunch Session # 3 with Bredow-Fellow Nick Diakopoulos, focusing on the question how Google and Facebook may have influenced the US election

Dr. Claudia Lampert

Hermann-Dieter Schröder

Marius Drosselmeier

Marcel Rechlitz

political, social, economic and cultural consequences and problems, and to discuss opportunities in the scope of media policy. The expert opinion was developed by an interdisciplinary team.

> **i** **Funding:** Federal Government Commissioner for Culture and the Media
> **Project duration:** June 2016 to February 2017
> **Project participants:** Hermann-Dieter Schröder (coordination), Kevin Dankert, Stephan Dreyer, Prof. Dr. Uwe Hasebrink, Dr. Sascha Hölig, PD Dr. Wiebke Loosen, Dr. Cornelius Puschmann, Lies van Roessel, Dr. Jan-Hinrik Schmidt, Prof. Dr. Wolfgang Schulz
> **Publication:** The expert opinion as well as a short summary can be downloaded from the website www.bundesregierung.de (in German).

► COST-Action 'The Digital Literacy and Multimodal Practices of Young Children' (DigiLitEY)

With regard to the digital competence of young children up to eight years, what are the requirements of multimodal and interactive media? And what kind of support can be given when it comes to using and interpreting these media offers? In the framework of the international COST-Action, these questions are examined from different perspectives, taking contexts such as parents' homes, day care centres, and schools into account – as well as media-related requirements in connection with reading and writing plus the children's patterns of Internet usage. Moreover, the COST-Action reflects methodological and ethical questions regarding the study of digital literacy skills. Claudia Lampert represents the Institute in the COST-Action. Together with colleagues from twelve European countries, she analysed the media coverage on the topic of the Internet of Toys in 2016/2017.

> **i** **Funding:** COST (European Cooperation in Science and Technology)
> **Project duration:** 2015 to 2019
> **Project participant:** Dr. Claudia Lampert
> **Partners:** Prof. Jackie Marsh, University of Sheffield (coordination), researchers from more than 30 European countries

► Youth Media Protection Index: Adolescents, Parents, and Educational Institutions – Dealing with Online-related Risks

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 important in the future development of youth media protection, the Hans-Bredow-Institut and the JFF – Institute for Media Research and Media Education are developing a reliable and valid standardized survey instrument – focusing on important aspects of knowledge, attitudes, and actions – which is bundled in a so-called 'Youth Media Protection Index' 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 Voluntary Self-Regulation of Digital Media service providers (FSM e.V.).

> **i** **Funding:** Voluntary Self-Regulation of Digital Media Service Providers (Freiwillige Selbstkontrolle Multimedia-Diensteanbieter – FSM e.V.)
> **Project duration:** 2016 to 2017
> **Project participants:** Stephan Dreyer, Dr. Claudia Lampert, Marcel Rechlitz, Marius Drosselmeier
> **Partners:** JFF – Institute for Media Research and Media Education

January 2017

► Hamburg's research grant for the project 'Information Governance Technologies: Ethics, Policies, Architecture'

February 2017

► 'Public, popular, egalitarian? Social Issues of Urban Pleasures 1890 – 1960': A joint conference of the Research Centre Media History and the Research Centre for Contemporary History in Hamburg

Dr. Alina Laura Tiews
with the free-to-get CD
about flight and expulsion

Dr. Hans-Ulrich Wagner
in an interview with
NDR television

► The Individual Value of Services offered by the Media

Different media offers are supposed to meet different individual needs, which is why they have an individual value. For a study on public value, initiated by the ORF, this area of expertise first devel-oped different access points of communication to the world, which people can follow with the help of services offered by the media: general observations of the world, thematic interests and preferences, group-related needs, and situational problem-related needs. These four access points to the world represent the eight basic functions of media: orientation, studying, entertainment, counselling, participation, confronting oneself, social confrontation, and protection.

> **i** **Funding:** Österreichischer Rundfunk (ORF)
> **Project duration:** 2015/2016
> **Project participant:** Prof. Dr. Uwe Hasebrink
> **Publication:** A short summary of the results was published in the Public Value Report 2015/2016 of the ORF: zukunft.orf.at/rte/up load/isabelle/pvb1516_klein.pdf (in German)

► Audiovisual Narratives in the Field of Health Communication

If patients search for information on a topic for which there is not a lot of information available, media contents can influence their perceptions and decisions. Here, audiovisual media (TV, for example) can play an important role as they provide verbal as well as visual information (primarily language and pictures). On the one hand, the dissertation project by Michael Grimm is focused on the audiovisual representations and the implicit potential of health-related topics with medical uncertainty. On the other hand, the project focuses on the way the patients take these representations into consideration.

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

► 'Ankunft im 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' 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.

> **i** **Funding:** Federal Government Commissioner for Culture and the Media
> **Project duration:** August 2015 to end of 2017
> **Project participants:** Dr. Alina Laura Tiews, Dr. Hans-Ulrich Wagner

► Publication of the study on the relevance of online intermediaries with regard to the formation of public opinion (conducted for the German media authorities)

► International Summer School in Delhi, India – focusing on 'Hate Speech Online' (initiated by the Hans-Bredow-Institut, the Faculty of Law of the University of Hamburg, and the Center for Communication Governance)

► To be ordered free of charge: CD 'Flucht und Vertreibung im Rundfunk' ['Flight and Expulsion in Broadcasting']

15

Dr. Cornelius Puschmann

Bucerius Lab
Lunch Session on
December 16, 2016, with
Ass. Prof. Dr. Nick Diakopoulos

Research Network 'Algorithmed Public Spheres'

In 2016, the Hans-Bredow-Institut established a new format to promote young researchers. The research network combines (temporary) positions and scholarships, funded by the Institute, as well as third-party projects of different 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 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 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 research network is coordinated by Dr. Cornelius Puschmann. The first two Fellows joined in December 2016: Nick Diakopoulos, Assistant Professor at the University of Maryland, and Katharina Kinder-Kurlanda, GESIS – Leibniz Institute for the Social Sciences. There were two public events and an internal workshop with Nick Diakopoulos, and a second funding phase with a total number of four Fellows was initiated. At the beginning of 2017, Atilla-Filipe Cevik joined the network as a Junior Fellow. He is now working on a project on news reception on online platforms, conducting research on information milieus and the connection between the socio-demographic backgrounds of the users, the use of the Internet, and the formation of political opinion.

April 2017

► 14 million US-$ for a better information concerning public communication: the Hans-Bredow-Institut is a founding member of the NEWS INTEGRITY INITIATIVE (NII)

► Statement by Prof. Dr. Wolfgang Schulz regarding the German Law Draft 'Netz-werkdurchsetzungsgesetz'

Science and the Media are Dependent on Dialogue

Prof. Dr. Karola Wille,
Director of the Mitteldeutscher Rundfunk,
Chairperson of the ARD

Prof. Dr. Karola Wille
© MDR/Martin Jehnichen

We are all witnesses to profound changes in the media landscape – and some even speak of the beginning of a new era. These times are a challenge for science and the media, as it is necessary to find answers to pressing questions. When technological and economic upheavals entail far-reaching social changes with regard to social communication, the actors, the individuals, and the process of public opinion formation, this also affects the basis of our democracy. Therefore, we have to find answers to questions concerning the structural changes of the public sphere and its consequences for the process of public opinion formation, the effect of algorithms, so-called 'filter bubbles' in social networks, and – last but not least – the consequences for the future of the purpose of public broadcasting. This requires basic research and new interdisciplinary approaches to research, like the approaches of the Hans-Bredow-Institut, but also new regulatory approaches, which are developed at the Institute as well. Further, this must have consequences for journalistic training and for practice-oriented approaches to vocational education.

In view of the situation described above, there appears to be no way around an interdisciplinary dialogue between representatives of the sciences who conduct research on the media as well as representatives of public service media, such as the ARD. Ultimately, this is about shaping a new communication system for our society.

A first step towards a dialogue like this took place under the ARD chairmanship of the MDR in Leipzig on January 19, 2017. In a meeting between researchers from different disciplines and from the entire Federal Republic of Germany – also from the Hans-Bredow-Institut – and representatives of the ARD institutions all of them agreed that we have to keep up the dialogue.

May 2017

▶ New doctoral students at the Institute: Amélie Pia Heldt and Anne-Kristin Polster are supporting the Institute in the field of legal science since April / May

▶ Strong presence at the ICA 2017: At the anniversary of the International Communications Association in San Diego, the Hans-Bredow-Institut was represented with ten lectures and presentations.

June 2017

▶ Issue 2/2017 of the M&K journal focuses on the aspect of 'Constructivism in Communication Science'

Prof. Dr. Anne S. Y. Cheung

ICA Young Scholars Preconference 'Communicating the Power of Visuals' on June 9, 2016, in Fukuoka (Japan) at Kyushu Sangyo University: Mitsuhisa Harada, Allison Kwesell (International Christian University, Tokyo), Giorgia Aiello (University of Leeds), Michael Grimm (Hans-Bredow-Institut), Akira Sano (Kyushu Sangyo University, Fukuoka). © Risa Maeda

Promoting Junior Researchers

For the Institute, it is an important aim to promote junior researchers. This mainly concerns doctoral students who contribute considerably 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 recognized 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 (in Puerto Rico), 2016 (in Japan), and 2017 (in San Diego, USA) 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.

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, it was possible to raise funds for a student exchange programme with the University of Hong Kong, including Summer Schools in Hong Kong and in Hamburg, in which German law students can take part. Further, Summer and Winter Schools are being held 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 post-doctoral 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 Research Network. 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 the research programmes of the Institute.

► 8th Hamburg Media Symposium: 'Artificial Intelligence Instead of Human Stupidity? How Digitization Changes Public Communication'

► Online since July 14: the Institute's new website

► Expert Opinion for the Media and Communication Report of the German Federal Government published

Joint workshop with the Department of Informatics of Universität Hamburg: 'The Rule of Algorithms? Forms, Influence, and Regulation of Algorithmic Decisions', held at Hamburg's representative office in Berlin on October 4, 2016.

Practical Cooperations and Transfer

For the Hans-Bredow-Institut, it is of importance to make its research results available in the scope of politics, business, for civil society groups and for the general public. This is what the website, which was redesigned in 2017, serves for. It contains project results as well as information on all relevant activities and publications. There are also events in which our research results are presented and discussed with different audiences. Often, results of larger-scale projects are not only published in reports and journal articles for the scientific community, but also in executive summaries aimed at interested laypersons. In 2016, the Hans-Bredow-Institut published seven 'Working Papers' that can be downloaded from the website.

Projects or events are often developed in cooperation with non-academic institutions – on the one hand to make the results available for practice, and on the other hand to help the Institute stick to its approach of conducting problem-oriented research. Examples are the regular media symposia that are organised in cooperation with the media authority of Hamburg / Schleswig-Holstein as well as the Hamburg Chamber of Commerce, including joint decisions on specific subject areas. In 2017, the 8th Media Symposium addressed the topic 'Artificial Intelligence Instead of Human Stupidity? How Digitisation Changes Public Communication'. Many projects in the scope of youth protection have a similar scope – such as the project 'Jugendmedien-schutzindex', which was initiated on behalf of the German Association for Voluntary Self-Regulation of Digital Media Service

July 2017

► Prof. Dr. Uwe Hasebrink: On the role of the media and reporting in connection with the G20 summit in Hamburg

► Historical Authenticity and Media: Conference of the Leibniz Research Alliance Historical Authenticity, the Center for Contemporary History Research Potsdam, and the Hans-Bredow-Institut (Potsdam, July 13 and 14, 2017)
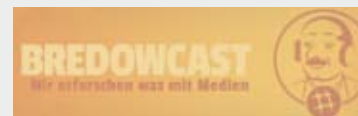
► When data become News: BredowCast on data journalism

International School of Law and Technology
on July 18, 2017, in Rio de Janeiro

Prof. Dr. Walid Maalej (Universität Hamburg),
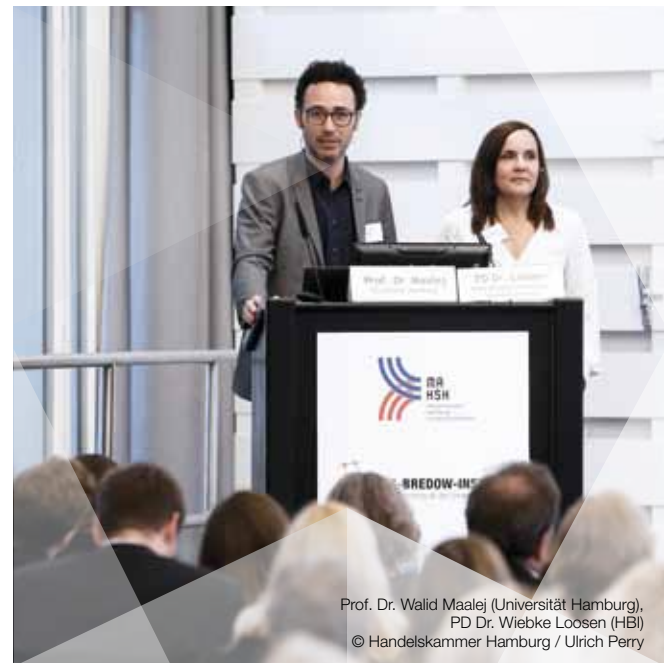PD Dr. Wiebke Loosen (HBI)
© Handelskammer Hamburg / Ulrich Perry

Providers ('Freiwillige Selbstkontrolle Multimedia-Dienstean-bieter' – FSM e.V.). To get an idea of the future developments in youth media protection, children or youths, parents and educators were asked about their respective views. The aim is to develop a reliable and valid standardized survey instrument that covers all important aspects of youth media protection with regard to knowledge, attitudes, and activities – bundled in the so-called 'Jugendmedienschutzindex'.

On the international level, the Institute is also involved in projects that combine research and practice. A recent example is the Institute's participation in the News Integrity Initiative (NII), which was initiated by the City University of New York and is supported by Facebook, Mozilla, and other companies. The NII aims to promote news competences, to strengthen confidence in journalism, and to fight 'fake news'. For the Hans-Bredow-Institut, taking part in the project is another opportunity to present its research findings on an international level, to exchange views with companies, journalism, and the civil society, thereby trying to ensure social self-reflexion and opinion-making will take place on a best informed basis.

Prof. Dr. Wolfgang Schulz

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

August 2017

► Prof. Dr. Wolfgang Schulz on radio DLF, talking about his UNESCO Chair on Freedom of Communication and Information

► The blog NiemanLab reports on Dr. Cornelius Puschmann's current research on the question to what extent personalized Google results lists lead to filter bubbles

Olga Lévay,
Lena Dammann, Cindy Hesse

Anja Herzog

Christiane Matzen

Daniela Friedrich

For the Institute, transfer orientation means that, in addition to keeping up a dialogue with the scientific community, it is also necessary to develop target-group-specific forms of transfer-oriented types of cooperation. Research Programme 3, 'Knowledge for the Media Society', addresses this task by identifying questions that arise from practice, using them as a basis for independent transfer research projects – thus going beyond transfer in the sense of a target-oriented sharing of research results. In addition, the Institute constantly reflects its role as a scientific actor so as to be recognized as a neutral body that provides in-depth information, e.g. for political decisions.

The continuous services of the Institute also include the library – one of the most important subject-specific libraries in the field of media and media research in northern Germany, featuring an extensive selection of journals – 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 Society for Journalism and Communication Sciences (Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft). The BredowCast, a monthly audio podcast with different guests, provides insight into the research topics at the Hans-Bredow-Institut and into our researchers' everyday lives. Further, the Institute uses Twitter (@BredowInstitut) and – in addition to the relaunch of the website, which took place in June 2017 – is currently working on its own blog-format.

September 2017
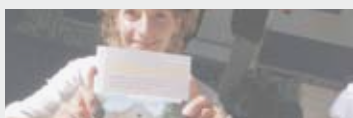
► Publication of Alina Laura Tiews' dissertation 'Integrationen von Flüchtlingen und Vertriebenen durch den deutschen Nachkriegsfilm 1945–1990'
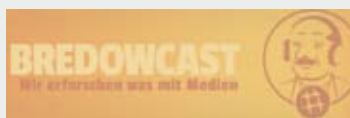
► Research for the ears: BredowCast #28 focusing on state communications today

Bodies and Scientific Advisory Council

► Bodies

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

The Curatorship meets in formal session at least twice a year. Members of the Board of Trustees 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. Dr. Irene Neverla**, Universität Hamburg; **Oliver Schenk**, Federal Government Commissioner for Culture and the 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 2016, the overall budget was about 2.6 million Euros, resulting from € 1,500,000 in grants from the City of Hamburg, € 533,000 from other funding bodies (NDR Media, the Media Foundation Hamburg, the media authorities, and the ZDF), € 574.000 in third-party funds, and € 4.000 of other income.

In 2016, the third-party funds were provided by the following organizations: EU, DFG, BKM, various foundations (Friedrich-Ebert-Stiftung, Bertelsmann Foundation, Deutsche Krebshilfe), Broadcasters and Media Institutions (ZDF, ORF, ALM), the DAAD, and others (FSM, Google, HIIG, LSE, Istituto Universitario Europeo).

Expenditure

Personnel costs: € 1.867.448   Material costs: € 743.161

71,53 %   **28,47 %**

Of which third-party funding:
€ 573.876
(Third-party quota: 22%)

Revenue

Third-party funds: Funding bodies:
€ 573.876   € 533.000

21,98 %   **20,42 %**   Others:
0,14 %
€ 3.733

57,46 %

City of Hamburg: € 1.500.000

The largest share of the Institute's expenses are 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 employment plan in order to open up new fields of research.

Overview of the Research Projects 2016/2017

More information on the individual projects can be found at https://hans-bredow-institut.de/en/projects_16-17.

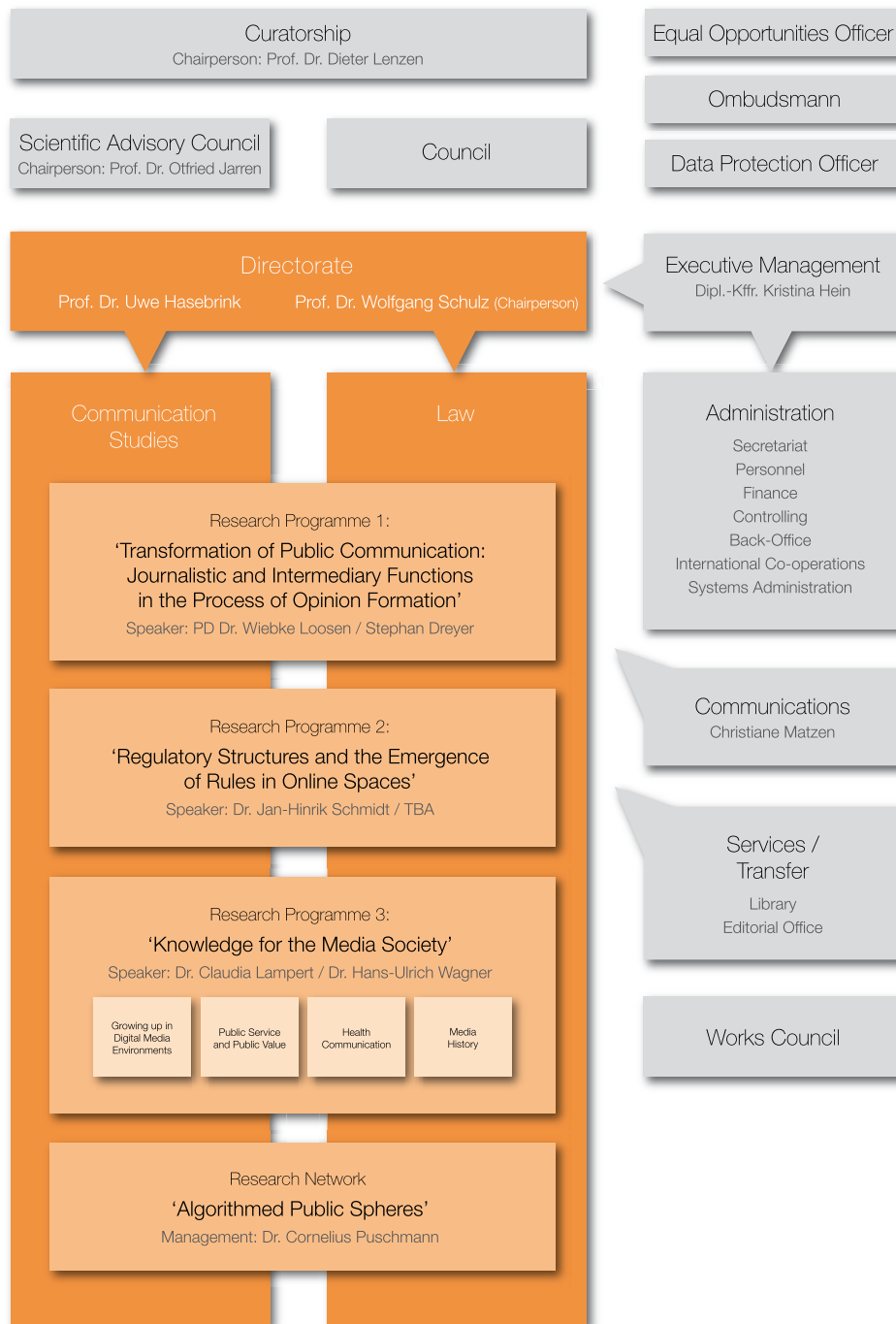| Project	Cooperation partners	Third-party funding
Projects in Research Programme 1		
European Media Audiences	Prof. Dr. Klaus Bruhn Jensen (University of Copenhagen, DK), Jean-Michel Lebrun (Ipsos Belgium) and teams from eight other European countries	
Research network 'Transforming Communications'		
Journalism Elsewhere	Prof. Dr. Tamara Witschge, Stefan Baack (Rijksuniversiteit Groningen, NL); Dr. Laura Ahva (University of Tampere, FI); Prof. Dr. Irene Costera Meijer (Vrije Universiteit Amsterdam, NL); Florence Le Cam, Prof. Dr. David Domingo, Victor Wiard (Vrije Universiteit Brussel, BE); Prof. Dr. Karin Wahl-Jorgensen, Dr. Andy Williams (Cardiff University, UK); Ass. Prof. Dr. Chris W. Anderson (City University New York, US); Prof. Dr. Mark Deuze (Universiteit van Amsterdam, NL); Prof. Dr. Folker Hanusch (Universität Wien, AT)	
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 (Institute for Comparative Media and Communication Studies, Wien, AT); Prof. Dr. Otfried Jarren (Universität Zürich, CH)	
Media Pluralism Monitor	European University Institute	European Commission / European University Institute
Media Usage of People with Disabilities	Jun.-Prof. Ingo Bosse (Faculty of Rehabilitation Sciences, TU Dortmund)	The media authorities, Aktion Mensch
Public Connection		
The Impact of Online Platforms and Intermediaries on Opinion Formation		The media authorities
Reuters Institute Digital News Survey	Dr. David Levy, Nic Newman, Dr. Rasmus Kleis Nielsen (Reuters Institute for the Study of Journalism, Oxford, UK)	The media authorities, Zweites Deutsches Fernsehen (ZDF)
SCAN – Systematic Content Analysis of User Comments for Journalists	Prof. Dr. Walid Maalej (Universität Hamburg)	Google Computational Journalism Research Programme
Profiles of Tweeting Twitter-Users		
Control over Predominating 'Power of Opinion' – Idea And Reality		
When Data become News: an Ongoing Content Analysis of Projects Nominated for the Annual Data Journalism Awards	Fenja De Silva-Schmidt (Universität Hamburg)	
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		

Project	Cooperation partners	Third-party funding
Projects in Research Programme 2		
The Power of Information Intermediaries – Manifestations, Structures and Regulatory Options		Friedrich-Ebert-Foundation
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 (Universität Hamburg); Prof. Dr. Sibylle Schupp (TU Hamburg-Harburg)	Land of Hamburg
MIRACLE (Machine-readable and Interoperable Age Classification Labels in Europe)	BBFC (British Board of Film Classification, UK), NICAM (Nederlands Instituut voor de Classificatie van Audiovisuele Media, NL), PEGI (Pan European Game Information, BE), FSM (Freiwillige Selbstkontrolle Multimedia-Diensteanbieter, DE), NCBI (Národní centrum bezpečnějšího internetu, CZ), JusProg (Verein zur Förderung des Kinder- und Jugend-schutzes in den Telemedien e.V., DE), Optenet (ES)	ICT Policy Support Programme of the EU-Commission
Privacy in Germany and China: A Legal Comparison		German Academic Exchange Service
Software Systems, the Public, and Participation		
Social Media and Networked Publics		
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		
Dissertation project (M. Oermann): Insuring 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 (L. Ziebarth): Net Neutrality on the Internet – Necessity and Provision by Existing German Law		
Projects in Research Programme 3		
Area of Competence 'Growing up in Digital Media Environments'		
COST-Action 'The Digital Literacy and Multimodal Practices of Young Children' (DigiLitEY)	Prof. Dr. Jackie Marsh (University of Sheffield, UK)	COST-Programme (European Coope-ration in Science and Technology)
Digital Audio Pens: Function and Use within the Family		
EU Kids Online – Children's Internet Use in a European Comparison	Researchers from 33 countries, London School of Economics and Political Science (UK)	
Youth Media Protection Index: Adolescents, Parents, and Educational Institutions – Dealing with Online-related Risks	JFF Institute for Media Education in Research and Practice	Freiwillige Selbstkontrolle Multimedia-Diensteanbieter (FSM e. V.)
Socialisation: Growing Up in a Changing Media Environment	Prof. Dr. Rudolf Kammerl (Universität Erlangen-Nürnberg)	
Dissertation project (S. Dreyer): Decisions under Uncertainty in Child Protection		
Dissertation project (M. Rechlitz): Smartphones in Parental Media Education		

Project	Cooperation partners	Third-party funding
Area of Competence 'Public Service and Public Value'		
Expert Opinion for the Media and Communications Report of the German Federal Government 2016/2017		Federal Government Commissioner for Culture and the Media
The Individual Value of Services offered by the Media		Österreichischer Rundfunk (ORF)
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		
A Market Analysis of Health Communication	Prof. Dr. Constanze Rossmann (Universität Erfurt)	Bertelsmann Foundation
Network 'Media and Health Communication'		
Dissertation project (M. Grimm): Audiovisual Narratives in the Field of Health Communication		
Area of Competence 'Media History'		
'Arrival on 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, SE); Prof. Dr. Hugh Chignell, Dr. Kristin Skoog (Bournemouth University, UK); Dr. Christoph Hilgert (Universität München)	Swedish Foundation for International Cooperation in Research and Higher Education (STINT)
Imagined Communities: Space-related Constructions of Cities' Collectivity in Times of Analogue Media		
Media and Migration in the Baltic Sea Region (MeMiBaS)		Landesforschungsförderung 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, AU)	Deutscher Akademischer Austauschdienst (DAAD)
Dissertation project (J. Finger): Watching the Holocaust on TV. The Recipient's Perspective on the Effects of Television on Mental and Collective Representations		

Projects in the Research Network 'Algorithmed Public Spheres'		
(Il)legal Drugs and Social Media	Dr. Julie Tieberghien (Department of Criminology, Criminal Law, and Social Law, Universität Gent, BE)	Research Foundation – Flanders (FWO)
Herrenhausen-Conference 'Society through the Lens of the Digital'	Florian Süssenguth (acatech – Deutsche Akademie der Technik-wissenschaften, München); Prof. Dr. Armin Nassehi (Institute of Sociology, Ludwig-Maximilians-Universität München)	VolkswagenStiftung („Herrenhausen Konferenzen")
Networks of Outrage: Mapping the Emergence of New Extremism in Europe	Prof. Dr. Jeanette Hofmann, Julian Ausserhofer (Alexander von Humboldt-Institute for Internet and Society); Markus Hametner, Noura Maan (Der Standard, AT)	VolkswagenStiftung („Wissenschaft und Datenjournalismus")

Organization and Structure of the Hans-Bredow-Institute

Curatorship
Chairperson: Prof. Dr. Dieter Lenzen

Equal Opportunities Officer

Ombudsmann

Scientific Advisory Council
Chairperson: Prof. Dr. Otfried Jarren

Council

Data Protection Officer

Directorate

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

Executive Management
Dipl.-Kffr. Kristina Hein

Communication Studies

Law

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 in Digital Media Environments | Public Service and Public Value | Health Communication | Media History |

Works Council

Research Network
'Algorithmed Public Spheres'
Management: Dr. Cornelius Puschmann

(September 2017)