



LEIBNIZ-INSTITUT  
FÜR MEDIENFORSCHUNG  
HANS-BREDOW-INSTITUT

# ANNUAL QUALITY REPORT



2020 – 2022

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# ANNUAL REPORT 2020-2022

IMPRINT

LEIBNIZ INSTITUTE FOR MEDIA RESEARCH | HANS-BREDOW-INSTITUT (HBI)  
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*Retreat of HBI employees in June 2022*

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## CHANGE AND GROWTH IN THE CORONA YEARS



Today, as you stroll through the institute, you find yourself greeted by the familiar and friendly faces of colleagues from various departments. Others, however, remain largely present through the virtual lens of Zoom windows. The pandemic, mirroring its impact elsewhere, has substantially redefined our work methodologies within the institute, causing a disruption in our plans. As a small, independent institute, the HBI has had to navigate through the COVID crisis largely on its own, and even had to close its doors at times. New Bredows met their more established colleagues for the first time at the closed meeting in 2022, which heralded the return to a new normality for the institute.

The growth of the HBI's research team has matched its growth in productivity. Other significant changes occurred simply as a consequence of the passing of time: In October 2021, longtime institute director Uwe Hasebrink retired. The form of his farewell was more in keeping with his character than his role at the institute and its work: celebration substituted intellect and hyperbole took a back seat. A bench installed in Uwe's honour in the institute's garden bears the question, in celebration of his enduring spirit, "What would Uwe do?" This question highlights the pivotal role he maintains within the institute. He continues to steer the HBI's development over several decades; his intelligence, forward-looking perspective, cooperative nature, and empathy persist unchanged. Retiring with

a sense of assurance, he leaves behind a lasting legacy built upon remarkably solid foundations - a legacy that leaves a palpable void in his absence.

In February 2023, to our great delight, Judith Möller assumed the role of his successor in the professorship jointly established by HBI and the Universität Hamburg. Leaving behind the research-intensive environment of the University of Amsterdam, her alignment with HBI through her work is impeccable. Furthermore, her background in collaborating with computer science introduces a progressively significant facet to our research pursuits.

The institute's embrace of the computational field can be seen in the establishment of a Media Research Methods Lab (MRML) which bundles the methodological expertise at the HBI within an organisational unit that places a special focus on linking established social science methods with new types of digital processes. In addition, we are working with colleagues from the Department of Computer Science at Universität Hamburg on several projects focused on methods that will help us better understand the socio-technical ecosystems in which communication takes place today.

In view of the tasks ahead of us, we will probably sit down on Uwe's bench for a long time to come. Current planning for increasingly sophisticated research proj-



Board of Directors: Prof. Dr. Wolfgang Schulz (Chair) and Kristina Hein (Managing Director)



New professor at the HBI and the University of Hamburg since February 2023: Prof. Dr. Judith Möller

ects has seen the institute apply for assistance with a strategic expansion in 2022, the assessment of which will take place in 2023 and 2024. This expansion also aims to go beyond individual media and capture the socio-technical environment to establish the necessary competencies and procedures at the institution. It aims to enable a more flexible transfer of knowledge.

The institute is very grateful to the Authority for Science, Research, Gender Equality, and Districts of the

Free and Hanseatic City of Hamburg, the Federal Ministry of Education and Research, and the members of the Board of Trustees and the Scientific Advisory Board for their support in developing the concept for our strategic expansion.

Alongside these significant strategic developments, the institution fulfilled its mission during the reporting period, conducting relevant research on communication and making the findings available to the public. More about this in this report.



# THE LEIBNIZ INSTITUTE FOR MEDIA RESEARCH | HANS-BREDOW-INSTITUT

## MEDIA RESEARCH SINCE 1950



The Leibniz Institute for Media Research | Hans-Bredow-Institut is dedicated to studying media change and the associated structural transformations in public communication. With a cross-media, interdisciplinary, and independent approach, it blends fundamental research with applied studies, generating relevant insights for politics, business, and civil society.

The Institute's research is driven by a focus on addressing specific problems, with a particular interest in understanding and shaping the dynamics of "new" media. This area of inquiry necessitates interdisciplinary collaboration. Therefore, the Institute incorporates a variety of academic disciplines, with a primary emphasis on empirically grounded social sciences and legal studies oriented towards regulatory processes. This combination of perspectives sets the Institute apart from other research institutions in Germany and abroad. The Institute is steadfastly dedicated to maintaining the highest standards of academic excellence and upholds the principle of conducting independent research.

The institute is named after Hans Bredow, who played a crucial role in the advancement of broadcasting technology. On the day of the National Socialists' rise to power, he resigned from his position as the Weimar Republic's "Broadcasting State Secretary" and later played a major role in establishing a public broadcasting system in the early Federal Republic of Germany.

During this period, the significance of media development became increasingly evident, prompting the need for an independent institution dedicated to its research. Consequently, in 1950, Universität Hamburg and the then Nordwestdeutscher Rundfunk [Northwest German Broadcasting] jointly established the Hans-Bredow-Institut as an independent foundation with a specific focus on this research mission. Since its inception, the Institute has functioned as an "An-Institut" at Universität Hamburg, meaning that it is legally autonomous but maintains various connections and affiliations with the university.

In 2019, the institute was accepted into the Leibniz Association and has since borne the name Leibniz Institute for Media Research | Hans-Bredow-Institut (HBI).



Hans Bredow (1879–1959)

# COOPERATIONS

## NATIONAL AND INTERNATIONAL RESEARCH PARTNERSHIPS

CLOSE COOPERATION WITH INTERNATIONAL PARTNER INSTITUTIONS IS A VITAL PART OF THE INSTITUTE'S WORK. MEANINGFUL COMPARATIVE RESEARCH CAN ONLY BE ACHIEVED THROUGH THESE KINDS OF COLLABORATIONS IF WE ARE TO ACCURATELY CARRY OUT RESEARCH FROM A GLOBAL PERSPECTIVE. THE SPECIFIC EXPERTISE OF PARTNER INSTITUTIONS OFTEN COMPLEMENTS OUR OWN WITH THE RESULT THAT DATA-BASED SYNERGIES CONTINUE TO DEVELOP.

## INTERNATIONAL

Through cooperative projects at both the European and global levels, along with the exchange of scientists and participation in international conferences and specialist events, the institute has successfully positioned itself as a central node within an extensive international network of research institutions.

The institute actively participates in several networks, including the **Network of Internet and Society Research Centers (NoC)**. Within this network, the HBI collaborates with institutions such as the Oxford Internet Institute, the Nexa Center for Internet & Society in Turin, and the Berkman Klein Center for Internet and Society at Harvard University. The primary focus of the NoC is cooperative research. The institute coordinates its German activities with the Humboldt Institute for Internet and Society (HIIG). Since 2017, the European research institutes, including the HBI,

have united under the NoC to establish a European Hub. This initiative aims to enhance regional networking, facilitate scientific exchange, and foster collaboration among internet researchers across Europe. By joining forces, these institutes seek to strengthen their collective efforts and promote advancements in the field of internet research within the European context.

With Amélie Heldt and Clara Iglesias Keller, the HBI has also been integrated into the **Platform Governance Research Network** founded in 2020. The network aims to advance research on platform regulation and promote international cooperation.

**EU Kids Online**, established in 2006 by the London School of Economics (LSE) and co-coordinated by the HBI since 2014, comprises research institutions from





*Dr. Jakob Hartl (DE)*



*Prof. Dr. Anne Kaun (SE)*



*Magdalena H. Górska (PL)*



*Torben Klaus (DE)*



*Dr. David Morar (US)*



*Eliana Quiroz (BO)*



*Marta Rodriguez-Castro (ES)*



*Leonardo Suárez-Montoya (ES)*



33 European countries. This consortium has become a prominent participant in recent years, making significant contributions through comparative studies on the online behaviour of children and adolescents as well as the corresponding opportunities and risks. It has actively engaged in media policy and educational discussions at both the European and national levels. In recent years, this association has emerged as a significant contributor in the realm of children and young people's media use in its explorations of the associated opportunities and risks. It has also made numerous noteworthy contributions to the discourse on media policy and media education, both on the European and national fronts.

Since January 2020, the HBI has been overseeing the international initiative **Children Online: Research and Evidence (CO:RE)**. This project has brought together leading research institutions from Italy, the UK, Finland, Norway, and Ireland to establish a comprehensive pan-European knowledge platform focused on the media experiences of adolescents.

The EU project, **European Media Platforms**, launched in 2021, revolves around the central inquiry into the role of digital platforms in shaping European culture and identity. The HBI is one of the participating institutions, joined by eleven others from nine European countries.

Since 2013, as a collaborative partner with the Reuters Institute (Oxford), the Institute has been responsible for the **Reuters Institute Digital News Report's** data gathering in Germany. This annual international survey, spanning 46 countries, offers insights into general trends and specific national nuances regarding the evolving consumption of news.

Further robust collaborative relationships have been cultivated with various global research institutes, with some of these connections stemming from network partnerships. **The Entangled Media Histories (EMHIS)** research network, for instance, fosters cooperation between the Section for Media History at Lund University's Department of Communication

and Media (Sweden), the Department of Theatre, Film and Television Studies at Aberystwyth University (UK), and the "Research Centre Media History" at the HBI. Since June 2017, the Research Centre has also engaged in collaboration within the research network **Transnational Media Histories**, backed by the support of the German Academic Exchange Service (DAAD). This initiative involves partnerships with the Centre for Information and Communication Studies at Fudan University, Shanghai (China), and the Centre for Media History at Macquarie University, Sydney (Australia).

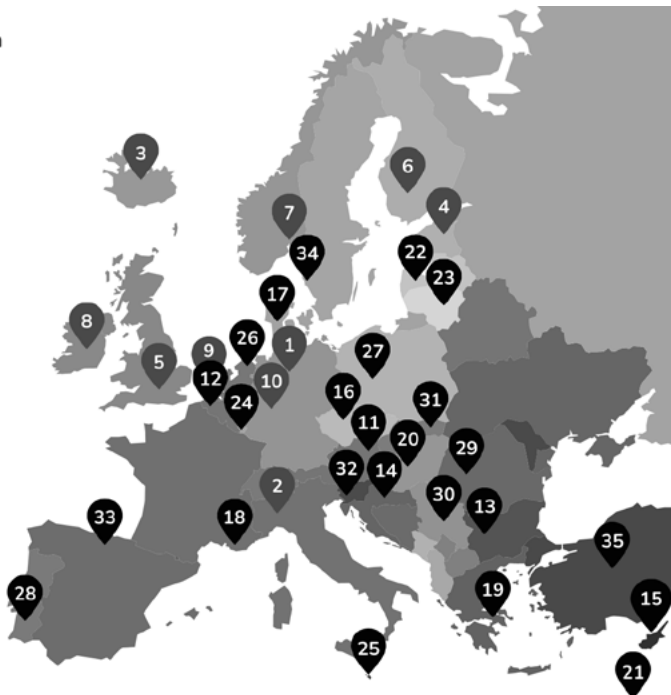
The Media Research Methods Lab (MRML), launched at the HBI in 2020, has forged a close partnership with the Language Technology and Data Analysis Laboratory (LADAL) at the School of Languages and Cultures, University of Queensland, Australia. The objective of the collaboration is to curate interactive tutorials, linguistic resources, and software components, such as those designed for network analysis, computer-aided content analysis, and data visualization.

A methodology workshop, orchestrated by the HBI, convened twenty-five international experts in Hamburg in May 2022. The workshop focused on ways of gleaned fresh insights into media consumption and opinion shaping by amalgamating survey data and digital trace data. Notably, two US scholars delivered keynote addresses: Kjerstin Thorson (Michigan State University) and Magdalena Wojcieszak (University of California Davis) shared insights on the methodological intricacies attached to recording information-centric online engagement and the impact of news consumption and other interactions with political subjects online on opinion formation.

Whenever possible, the institute makes a point of ensuring that young researchers and students benefit from research collaborations. A project partnership with the National Law University (NLU) in Delhi, India, resulted in a series of **Summer and Winter Schools** for students of the Faculty of Law at Universität Hamburg (UNESCO Chair on Freedom of Communication, held by HBI Director Wolfgang Schulz). In March 2020, the theme "Governing Data and Infor-

## CO:RE Consortium

- 1 LEIBNIZ INSTITUTE FOR MEDIA RESEARCH HANS-BREDOW-INSTITUT
- 2 UNIVERSITÀ CATTOLICA del SACRO CUORE
- 3 Háskólinn á Akureyri University of Akureyri
- 4 UNIVERSITY of TARTU
- 5 LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE
- 6 Tampere University
- 7 UiO University of Oslo
- 8 DUBLIN CITY UNIVERSITY
- 9 European Schoolnet Transforming education in Europe
- 10 TAKEPART



## CO:RE National Partners

11. Paris Lodron University of Salzburg, Austria
12. Vrije Universiteit Brussel, Belgium
13. Sofia University, Bulgaria
14. Zagreb University, Croatia
15. Cyprus Neuroscience & Technology Institute
16. Masaryk University, Czechia
17. IT University of Copenhagen, Denmark
18. Université Côte D'Azur | University of Nice, France
19. National and Kapodistrian University of Athens, Greece
20. TKSZI: Centre for Social Sciences, Hungary
21. University of Haifa, Israel
22. University of Latvia
23. Vilnius University, Lithuania
24. University of Luxembourg
25. University of Malta
26. Windesheim University of Applied Sciences, Netherlands
27. Adam Mickiewicz University in Poznan, Poland
28. Universidade NOVA de Lisboa, Portugal
29. Association Digital Lives. Research, Education and Intervention (NGO), Romania
30. University of Belgrade, Serbia
31. Catholic University in Ruzomberok, Slovakia
32. Univerza v Ljubljani, Slovenia
33. Universidad del Pais Vasco / Euskal Herriko Unibertsitatea, Spain
34. NORDICOM, Sweden
35. Middle East Technical University, Turkey

34 countries are involved in the research project "Children Online: Research and Evidence" (CO:RE)

mation on the Internet – A Human Rights Perspective" was addressed with lecturers from the Instituto de Tecnologia e Sociedade in Rio de Janeiro (ITS Rio) and from the Global Network of Internet & Society Research Centers. Students from Hamburg had the opportunity to explore the topic from a broader perspective. The summer schools were unable to take place in 2021 and 2022 due to the pandemic.

The demand for **guest stays** at the HBI is high. However, the pandemic and associated travel restrictions initially limited the opportunities to facilitate them. Galician communication researcher Marta Rodríguez-Castro from the University of Santiago de Compostela had to prematurely end her four-month stay at HBI in March 2020, after just one month, shortly before the first lockdown began. She continued her research on public value tests in public service media organizations in her home country.


To ensure international networking efforts continued despite the pandemic, the HBI introduced "Virtual Fellowships" from 2021 onwards. Researchers who were unable to travel could engage in their guest stays virtually by regularly participating in video conferences and online lectures. The first fellow of this kind was David Morar (1–9/2021), a three-time ICANN Fellow and Postdoctoral Fellow at New York University (USA). Over the following months, often with at least a few days on-site at HBI, Eliana Quiroz (6–11/2021) from Universidad Mayor de San Andrés in La Paz (Bolivia), Leonardo Suárez-Montoya (6–10/2021) from the University of Valencia (Spain), Prof. Dr. Anne Kaun (2–7/2022) from Södertörn University Stockholm (Sweden), and Magdalena H. Góralaska (Poland, 11/2022–2/2023) from the University of Warsaw were virtual fellows. In addition, Torben Klaus (5/2022) from the University of Bielefeld and Dr. Jakob Hartl (5–6/2022) from the Research Institute for Social Cohesion (RISC) in Halle

# COOP ERAT IONS

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## NATIONAL

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Universität Hamburg stands as the primary and pivotal scientific collaborator for the institute. Our partnership encompasses diverse areas of research and education, spanning across the faculties of Economics and Social Sciences, Humanities, Law, as well as Mathematics, Computer Science, and Natural Sciences. Notably, a shared focus on algorithmic decision-making and the influence of technology within internet regulatory frameworks is fostered in conjunction with the Department of Informatics. This is evidenced by the “STEAM” project, which delves into enhancing transparency and controllability of information processing for individuals and institutions through innovative technical mechanisms. Furthermore, collaborative ties extend to the computer science department at TU Hamburg, further enriching our collaborative landscape.

The HBI has maintained a collaborative partnership with the Humboldt Institute for Internet and Society (HIIG) in Berlin since its establishment in 2011. This collaboration has led to a broadening of disciplinary horizons for the HBI and facilitated enhanced

engagement within the global community of internet-focused research. Notably, the appointment of Wolfgang Schulz to the HIIG’s directorate has established a direct link at the managerial level. A shared research agenda revolves around the exploration of regulatory frameworks that influence online behaviour, a focal point that aligns with Research Programme 2 at the HBI.

In collaboration with the University of Bremen and Universität Hamburg, the institute has launched the research network “Communicative Figurations/ Transforming Communications.” This network is dedicated to understanding the shifts in societal realities shaped by media dynamics. Employing the concept of communicative figurations, the research probes the intersection of contemporary media evolution with structural changes in the societal construction of realities across various domains. The Institute’s specific areas of interest encompass public spheres, journalism, family-based socialization, and legislative processes. Progress in this realm is propelled by three projects funded by the DFG.



Heads of the RISC, Hamburg Section: Prof. Dr. Wiebke Loosen and PD Dr. Jan-Hinrik Schmidt

Since 1 June 2020, our engagement has encompassed five distinct projects, spanning the domains of media use research, journalism research, and the role of public service media. These efforts are based at the Hamburg branch of the Research Institute Social Cohesion (RISC), a venture supported by funding from the BMBF. We are also in the process of establishing a Social Media Observatory and transfer services. The RISC represents a consortium of eleven academic and research institutions spanning ten federal states. This collaborative network underscores its commitment to embracing Germany's regional diversity while focusing on the critical theme of social cohesion. With the collective expertise of over 100 scholars hailing from diverse disciplines, the aim is to leverage empirical studies and extensive comparisons to generate practical proposals that contribute to

addressing societal challenges. They cover aspects such as identity and regional experiences, inequalities and solidarity, media and conflict culture, polarization, and populism, as well as anti-Semitism and hate crimes, all addressed in European and international contexts. In addition to the HBI, the consortium includes the Technical University of Berlin, the universities of Bielefeld, Bremen, Frankfurt, Halle-Wittenberg, Hanover, Konstanz, and Leipzig, as well as the Soziologische Forschungsinstitut Göttingen and the Institute for Democracy and Civil Society Jena. Over an eighteen-month preliminary phase, a founding concept for the RISC was developed starting in late 2018. The extensive research and transfer program comprises more than 70 sub-projects and cross-institutional working areas.

# PROFILING THROUGH RESEARCH PROGRAMMES

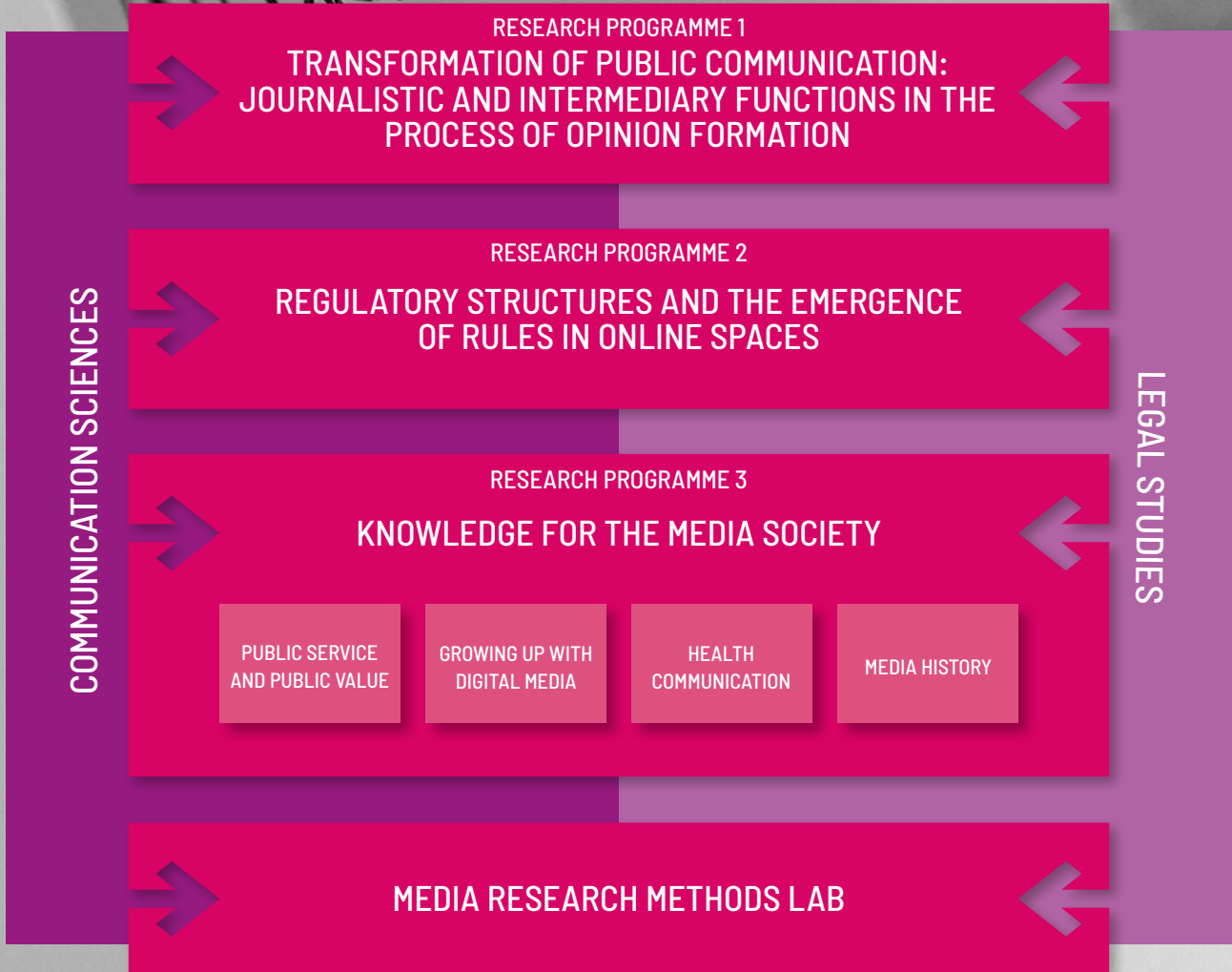


The Leibniz Institute for Media Research | Hans-Bredow-Institut benefits from foundational funding for its research endeavours. This financial stability allows the institute to plan and execute research projects over extended periods without exclusive reliance on third-party funding. To enhance organization and give distinct direction to its work, the institute employs a research planning approach structured around research programmes. These research programmes are aimed at addressing fundamental inquiries over several years and foster an interconnected blend of proprietary and externally funded research. This symbiotic relationship between the institute's initiatives ensures a progressive continuum of exploration. These programs are intentionally designed to foster interdisciplinary collaboration, bridging diverse fields of study.

Central to the institute's mission of studying the evolution of public communication in a media-centric society, four ongoing research programmes span across various disciplinary foundations. These programmes are underpinned by specific guiding questions that drive concerted efforts and investigations.



INFORMATION



COMMUNICATION SCIENCES

LEGAL STUDIES


Who is the...

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## RESEARCH PROGRAMME 1:

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### TRANSFORMATION OF PUBLIC COMMUNICATION: JOURNALISTIC AND INTERMEDIARY FUNCTIONS IN THE PROCESS OF OPINION FORMATION



Research Programme 1 is dedicated to the exploration of communication processes as the foundational cornerstone and essential prerequisite for societal self-understanding. This research program is characterized by a triad of investigations encompassing the study of communications, journalism's dynamics, and governance mechanisms grounded in jurisprudence. Notably, across 2020 to 2022, the program expanded its scope of research inquiries to address the growing significance of automated communication modalities.

Integral to our work has been our participation in the Research Institute for Social Cohesion (RISC), where research delves into the intricate interplay between media and public communication, aiming to facilitate socially shared knowledge and foster social cohesion. A consistent emphasis has been placed on

studies concerning media use patterns, particularly among young individuals, and their connections to the broader public sphere. Another focal point of investigation has been the transformation of the relationship between journalism and the public, including the concept of pioneer journalism. Furthermore, our regulatory lens has honed in on the examination of governance strategies, particularly in the context of addressing disinformation. Additionally, we have undertaken the scientific facilitation of the media conference during the German EU Presidency, a platform aimed at ensuring diverse and reliable information dissemination amidst the challenges posed by the COVID-19 pandemic.

Spokespersons 2020-2022: Dr. Stephan Dreyer • Prof. Dr. Wiebke Loosen





Dr. Stephan Dreyer



Prof. Dr. Wiebke Loosen



Anna von Garmissen

## SELECTED PROJECTS IN THIS PROGRAMME

### JOURNALISM UNDER DURESS: RISK AND UNCERTAINTIES IN A CHANGING MEDIASCAPE

Within the framework of “Worlds of Journalism”, the world’s most extensive journalism study encompassing over 100 nations, a comprehensive investigation into the realm of journalism unfolds. In Germany, the Hans-Bredow-Institut assumes a pivotal role in this international effort, overseeing the realization of the project. This remarkable endeavour involves research teams from across the globe engaging in representative surveys of journalists within their respective countries, utilizing a collaboratively crafted questionnaire. Ipsos, an esteemed opinion research institute, will lead a representative survey of full-time

journalists under the guidance of the HBI, commencing in the autumn of 2022. This pioneering collaboration in the realm of journalism research enjoys the endorsement and support of esteemed organizations including UNESCO, Reporters Without Borders, and the International Federation of Journalists. By contributing to this study series, stakeholders in the fields of media, research, and policy gain access to a vital source of information to enrich their understanding of the challenges and dynamics inherent in contemporary journalism.



**Third-party funder:** German Research Foundation (DFG) **Project period:** 2021–2023

**Project participants:** Prof. Dr. Wiebke Loosen • Anna von Garmissen

**Cooperation partners:** Prof. Dr. Thomas Hanitzsch, LMU Munich • Prof. Dr. Vinzenz Wyss, Zurich University of Applied Sciences (Switzerland) • Dr. Josef Seethaler, Austrian Academy of Sciences (Austria) • Researchers in over 100 countries

**Project page:** [www.worldsofjournalism.org](http://www.worldsofjournalism.org)



Dr. Sascha Hölig



Leonie Wunderlich



Prof. i. R. Dr. Uwe Hasebrink

## #USETHENEWS: NEWS USAGE AND NEWS LITERACY IN THE DIGITAL AGE

How do individuals in Germany access information in the digital age, and what knowledge do they retain? The nationwide initiative #UseTheNews delves into the news consumption habits and news literacy of young individuals, simultaneously crafting novel educational resources. In a sustained effort, the Hans-Bredow-Institut places special emphasis on scrutinizing the demographic under 30 years old. Within a dedicated News Literacy Lab, the HBI leverages its research outcomes to conceptualize innovative news offerings. This collaborative endeavour is enriched by the involvement of journalism experts

from the Hamburg University of Applied Sciences (HAW). Operating under the banner of Open News Education (ONE), the initiative is developing educational materials, teaching resources, and training sessions aimed at enhancing news literacy education within schools. The impetus behind #UseTheNews originated from the German Press Agency (Deutsche Presse-Agentur, dpa) and the Hamburg Ministry of Culture and Media (Behörde für Kultur und Medien). Notably, the project benefits from the guidance of an advisory board composed of esteemed figures from the media and political landscapes.



Third-party funder: German Press Agency dpa

Project duration: 2020-2025

Project participants: Dr. Sascha Hölig • Leonie Wunderlich • Prof. Dr. Uwe Hasebrink

Cooperation partners: dpa, Hamburg Senate (Ministry of Culture and Media), BDZV, ZEIT Foundation, SPIEGEL, VRM, NOZ; Hamburger Abendblatt, MAHSH, LFK, SWR a. o.

Project page: <https://www.usethenews.de>

Project findings: Hasebrink, Uwe; Hölig, Sascha; Wunderlich Leonie (2021): #UseTheNews: Studie zur Nachrichtenkompetenz Jugendlicher und junger Erwachsener in der digitalen Medienwelt [#UseTheNews. Study on the News Literacy of Adolescents and Young Adults in the Digital Media World]. April 2021. Hamburg (Working Papers of the Hans-Bredow-Institut | Project Findings No. 55), <https://doi.org/10.21241/ssoar.72822>



Dr. Clara Iglesias Keller



Keno Christoffer Potthast



Dr. Amélie Pia Heldt



Valerie Rhein



Verena Albert



Louise Sprengelmeyer



Martin Fertmann

## DIGITAL DISINFORMATION HUB

The Digital Disinformation Hub at the HBI serves as a focal point for the institute's research and collaborative efforts in the realm of digital disinformation.

In recent years, disinformation has emerged as a complex and pertinent research subject deeply embedded in contemporary communication, manifesting in various, nuanced forms. Given the intricate nature of this phenomenon, interdisciplinary media research is imperative, an area in which the institute boasts a longstanding legacy. The Digital Disinformation Hub further bolsters the institute's contributions to this discourse by facilitating interdisciplinary cooperation among researchers, uniting both internal and external expertise in the domain of digital disinfor-

mation. The project's objectives encompass mapping and systematically consolidating the disinformation landscape, developing conceptual and epistemological frameworks to comprehend disinformation, and establishing external collaborations.

A significant milestone for the Hub occurred in February 2022 when it hosted an expert workshop titled "Opportunities in Disinformation Research from a Governance Perspective." This event culminated in a three-part open access article series that explores strategies for addressing conceptual challenges, presenting empirical insights, and delving into the potential of novel institutions for governing disinformation.



**Project duration:** 2020-2023

**Project participants:** Dr. Stephan Dreyer • Dr. Amélie Pia Heldt • Dr. Sascha Hölig •

Dr. Clara Iglesias Keller • Hannah Immler • Prof. Dr. Matthias C. Kettemann • Katharina Mosene •

Dr. Felix Victor Münch • Keno Christoffer Potthast • Jan Rau • Valerie Rhein • PD. Dr. Jan-Hinrik Schmidt •

Martin Fertmann • Dr. Claudia Lampert • Kira Thiel

**Project findings:** Series of articles in Internet Policy Review

<https://leibniz-hbi.de/en/news/article-series-on-the-governance-of-desinformation>



Julius Reimer



Hannah Immler



Dr. Lisa Merten

## POLITICAL POLARIZATION AND INDIVIDUALIZED ONLINE INFORMATION ENVIRONMENTS



The project explores the intricate relationship between the diversity of our online information consumption and the phenomenon of political polarization, which entails the intensification of differing viewpoints within certain topics and societal groups over time. This collaborative investigation merges methodologies from computational social science with theoretical frameworks and research methods from the realms of communication and political science. At its core, the project relies on a comprehensive approach. It involves a year-long web tracking initiative that encompasses a representative sample of approximately 1,500 German citizens drawn from an online access panel. These participants undergo

a series of five surveys, focusing on demographics, political stances, and media consumption patterns. Importantly, participants provide consent for the automated tracking of their visited websites. Through the deployment of automated crawling techniques and text analysis of website content, the project ascertains the diversity encompassing the sources, topics, and actors shaping the information landscape to which participants are exposed. The resultant insights gleaned from this analysis contribute to the academic and policy dialogues concerning issues such as echo chambers, societal cohesion, and the potential regulation of online environments.



**Third-party funding:** Leibniz Association (Leibniz Cooperative Excellence Competition)

**Project duration:** 2022–2025

**Project participants:** Dr. Lisa Merten

**Cooperation partners:** Dr. Sebastian Stier • Dr. Katrin Weller (GESIS – Leibniz Institute for the Social Sciences) • Prof. Dr. Juhi Kulshrestha (University of Konstanz) • Prof. Dr. Cornelius Puschmann (University of Bremen)



PD Dr. Jan-Hinrik Schmidt und Dr. Wiebke Schoon

## TRANSFER OFFICE “MEDIA AND SOCIAL COHESION”

The Transfer Office at the Hamburg section of the Research Institute Social Cohesion (RISC) plays a pivotal role in harmonizing coordination efforts and transfer initiatives across RISC projects situated within the HBI.

Within the context of the Research Institute Social Cohesion (RISC), the HBI contributes a significant dimension by establishing the link between media dynamics and social cohesion. The transfer efforts in Hamburg are built upon this foundation, tackling essential inquiries surrounding the ramifications of media transformation on societal comprehension, conflict resolution, and the equilibrium between diversity and unity.

Operational at RISC-Hamburg, the Transfer Office functions as a hub for both coordination tasks and transfer activities within the Hamburg location. These activities encompass the conception, organization, and evaluation of cross-project transfer activities primarily targeted at an engaged public audience. Additionally, the Transfer Office extends support for transfer-related initiatives occurring within projects situated at the Hamburg branch. The intended recipients of these activities vary, with a particular emphasis on journalists and stakeholders within the media industry.

These initiatives are closely aligned with the overarching transfer activities orchestrated by RISC, thereby enabling the harnessing of potential synergies.



**Third-party funder:** Federal Ministry of Education and Research (BMBF)

**Project duration:** 2020–2024

**Project participants:** Christiane Matzen • PD. Dr. Jan-Hinrik Schmidt • Johanna Sebauer • Dr. Wiebke Schoon

**Cooperation partners:** Research institutions in the Research Institute Social Cohesion


# RRP2

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## RESEARCH PROGRAMME 2:

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### REGULATORY STRUCTURES AND THE EMERGENCE OF RULES IN ONLINE SPACES



The core focus of Research Programme 2 revolves around the exploration of regulatory frameworks and the establishment of rules within the realm of digital communication spaces. The increasing shift of socially relevant communication to privately organized and algorithmically designed online platforms and services underscores the urgency of this inquiry. These emerging platforms and practices significantly influence democratic processes and the equitable distribution of rights and resources within digital contexts.

Within this programme, researchers delve into the dynamics of communication power and the potency of communicative regulations, guided by three overarching questions: (1) What discernible normative factors manifest within digital communication spaces, culminating in the creation of regulatory structures

that shape the practices of various actors, including algorithmic and design elements? (Structural). (2) How do rules come into existence within digital communication spaces, including under the purview of the EU Digital Package, and what interplay occurs between the processes of rule formation within these spaces and those external to them? (Processual). (3) Which entities participate in shaping rules and/or regulatory structures within distinct constellations, how are corresponding power dynamics established, and how does the notion of responsibility and legitimacy evolve and transform within these contexts? (Actor-centric).

Spokespersons 2020–2022: Prof. Dr. Matthias C. Kettemann, LL.M. (Harvard) • PD. Dr. Jan-Hinrik Schmidt (until the end of 2021) • Dr. Tobias Mast (since 2022).



Prof. Dr. Matthias C. Kettmann, LL.M. (Harvard)



Dr. Tobias Mast

## SELECTED PROJECTS IN THIS PROGRAMME

### PLATFORM://DEMOCRACY: PLATFORM COUNCILS AS TOOLS TO DEMOCRATIZE HYBRID ONLINE ORDERS

The current landscape of our involvement in decision-making processes regarding communication on digital platforms reflects a significant shift of public discourse to these platforms. However, the application of established democratic principles to facilitate user participation in shaping private selection algorithms and moderation practices presents challenges. The overarching objective of the project is to investigate strategies for aligning discourse rules on platforms with public values. This prompts the exploration of the viability of mechanisms like platform councils for achieving this objective.

Through the establishment of four regional research clinics spanning the Asia/Australia, Americas, Africa, and Europe regions, the project seeks to formulate proposals that promote the democratization of online communication spaces. The ultimate goal is to engender rules and practices that are more socially sustainable. The culmination of this initiative will be marked by a prominent closing event that offers a comparative analysis of regional best practices. A final synthesis paper and high-profile event will encapsulate the outcomes of the project, providing a comprehensive summary of its findings.



**Third-party funding:** Stiftung Mercator

**Project duration:** 2022-2023

**Project participants:** Prof. Dr. Matthias C. Kettmann, LL.M. (Harvard) • Martin Fertmann • Vincent Hofmann • Christina Dinar • Josefa Francke

**Cooperation partners:** Alexander von Humboldt Institute for Internet and Society (HIIG) • Department of Legal Theory and Future of Law, University of Innsbruck



Prof. Dr. Wolfgang Schulz

Josefine Spürkel

Anna Sophia Tiedeke

Magdalena Stratmann

## INFORMING REGULATORY REASONING ON ALGORITHMIC SYSTEMS IN SOCIETAL COMMUNICATION WITH STEAM

In the context of digital media, the determination of which news reaches us involves intricate dynamics. This project, supported by the Volkswagen Foundation and undertaken jointly by the Department of Informatics at Universität Hamburg and the HBI, aims to unveil the intricacies of media ecosystems and formulate protective measures for societal communication.

The evolution of public communication in relation to digitization has led to significant transformations, often outpacing the adaptation of relevant media regulations. Novel stakeholders are engaged, frequently employing algorithmic systems and other technologies to wield influence. These processes encompass a vast array of actors, systems, and algorithms, often more intricate than what is outwardly apparent. This

presents fresh challenges in safeguarding effective societal communication. While the emphasis has historically been on preserving media diversity, the spotlight has shifted to encompass the complexities inherent in intricate systems.

Drawing from specific instances such as “Facebook News,” the project is pioneering a novel methodology named the “Socio-Technical Ecosystem Architecture Method”(STEAM). This innovative approach sits at the intersection of computer science, ethics, and legal studies. STEAM is poised to provide a comprehensive perspective on news dissemination within these novel ecosystems. By doing so, it contributes to a deeper understanding of these multifaceted ecosystems, their diverse actors, and intricate relationships, thus paving the way for innovative regulatory paradigms.



Third-party funding: Volkswagen Foundation: “Artificial Intelligence - Its Impact on Tomorrow’s Society”.

Project duration: 2022–2026

Project participants: Prof. Dr. Wolfgang Schulz • Prof. Dr. Matthias C. Kettmann, LL.M. (Harvard) • Dr. Tobias Mast • Josefine Spürkel • Magdalena Stratmann

Cooperation partners: Prof. Dr. Tilo Böhmann • Prof. Dr. Ingrid Schirmer • Prof. Dr. Judith Simon (Department of Informatics, Universität Hamburg)





Kick-off event for the Ethics of Digitalisation project with Federal President Frank-Walter Steinmeier

## THE ETHICS OF DIGITALISATION: FROM PRINCIPLES TO PRACTICE

How can digital platforms be thoughtfully designed to safeguard individual liberties and foster social cohesion? This project, under the patronage of Federal President Frank-Walter Steinmeier, aimed to address this critical inquiry by formulating comprehensive responses. These insights are intended to establish a bedrock of knowledge for international discussions on the ethical dimensions of digitization. International luminaries spanning academia, politics, civil society, and business converged to explore the ethical intricacies inherent in digitization, including the utilization of artificial intelligence and algorithms. Central to the project's framework was an emphasis on the societal ramifications of digitization, yielding tangible and pertinent outcomes with broad societal

significance. The initiative's nucleus revolved around four "Research Sprints," accompanied by three "Clinics," interspersed with interim assessments and multifaceted dialogues involving diverse stakeholders.

On 7 February 2022, Federal President Frank-Walter Steinmeier unveiled the project's conclusive report. This comprehensive document offers a panoramic overview of the efforts undertaken across various sub-projects, research sprints, and clinics. Topics explored include the role of artificial intelligence in content moderation, equitable access to educational spaces during the pandemic, and the mitigation of gender stereotypes in online advertising.



**Project duration:** 2020–2022

**Project participants:** Prof. Dr. Matthias C. Kettemann, LL.M. (Harvard) • Katharina Mosene • Prof. Dr. Wolfgang Schulz

**Cooperation partners:** Alexander von Humboldt Institute for Internet and Society (HIIG) • Global Network of Internet and Society Research Centers (NoC) - Berkman Klein Center at Harvard University • Digital Asia Hub

**Project findings:** [https://leibniz-hbi.de/uploads/media/default/cms/media/or0u3hi\\_EdD\\_Abschlussbericht\\_digital.pdf](https://leibniz-hbi.de/uploads/media/default/cms/media/or0u3hi_EdD_Abschlussbericht_digital.pdf)



Katharina Mosene



Johannes Schmees



Vincent Hofmann



Florian Wittner

## COVID-19 TRACING APPS

In response to the COVID-19 crisis, a multitude of new digital infrastructures emerged worldwide, extending well beyond contact tracing applications. The effectiveness of such infrastructures is significantly influenced by individual design choices and legal frameworks. Under the banner of the project “Developing the Socio-Technical Architecture Method to Inform Policy Choices in the Shaping of COVID-19 Digital Infrastructure,” funded by the Volkswagen Foundation, the HBI collaborated with project partners from the Department of Informatics at Universität Hamburg and the Buchmann Faculty of Law at Tel Aviv University in Israel.

This collaborative initiative delved into the intricate socio-technical digital infrastructures that materialized during the global COVID-19 crisis, with a specific emphasis on tracking and tracing applications like the

German Corona-Warn App. The overarching goal of the project was to construct an analytical framework that empowers policymakers to comprehend how individual design decisions reverberate throughout the entire infrastructure. This framework is designed to facilitate informed and targeted decision-making, with the additional aim of pinpointing potential hindrances to the effectiveness of the infrastructure.

By fostering a holistic understanding of the intricate interplay between technical design, legal parameters, and societal dynamics, this study aspired to equip policymakers with valuable insights crucial for the development and optimization of robust and impactful COVID-19 digital infrastructures.



Third-party funding: Volkswagen Foundation

Project duration: 2021-2022

Project participants: Prof. Dr. Wolfgang Schulz • Florian Wittner

Cooperation partners: Prof. Dr. Tilo Böhmman (Department of Informatics, Universität Hamburg) •

Prof. Dr. Niva Elkin-Koren (University of Tel Aviv)



Christina Dinar

## NUANCED ORDERS OF TRUTH? SYSTEMIC COMPETITION USING THE EXAMPLE OF WIKIPEDIA'S COMMUNITY-BASED CONTENT MODERATION

Among the internet's largest platforms, Wikipedia stands out as a nonprofit entity solely reliant on donations. It operates within a self-governed framework characterized by participatory practices within its community.

Remarkably, Wikipedia has successfully transitioned to the dynamic Web 2.0 landscape, retaining its status as a prominent and trusted source of information for online users. What remains less recognized is the efficacy of its content moderation system, which relies heavily on voluntary contributions.

The Seed Money Project embarks on an exploration of the intricate dynamics of "truth" generation within the Wikipedia ecosystem and the creation and negotiation of community-based content. Central to the project is an examination of content moderation within the broader spectrum of content regulations. This includes analyses of activities such as content

deletions and determinations regarding the blocking of user accounts or user-generated content. To unravel these complexities, the project employs qualitative interviews with key actors central to Wikipedia's knowledge production and normative-regulatory framework. Individuals such as administrators, checkusers, and bureaucrats are engaged in interviews that delve into the realm of systemic competition within knowledge production and the subsequent evolution of truth systems.

The outcomes of this study are envisaged to contribute significantly to the establishment of nuanced content moderation guidelines, aligning with democratic norms and values. By shedding light on the intricacies of community-driven content generation and truth establishment, this project strives to foster a greater understanding of how participatory platforms can adhere to democratic ideals.



Project duration: 2022-2023

Project participants: Christina Dinar • Prof. Dr. Matthias C. Kettemann, LL.M. (Harvard)

# RESEARCH PROGRAMME 3:

## KNOWLEDGE FOR THE MEDIA SOCIETY

Research Programme 3 delves into the application of evidence-based media and communication studies to tackle the challenges that arise from media evolution. Central inquiries encompass: How can media transformation be methodically and consistently evaluated? In what ways does media evolution manifest across different societal domains and shared knowledge landscapes? How can the scientific community effectively facilitate knowledge transfer within the media society?

This programme operates around four competence areas: Growing Up with Digital Media, Public Service and Public Value, Health Communication, and Media History. It encompasses both foundational and practical projects, aimed at furnishing empirically grounded responses to contemporary issues. Collaborative efforts with pertinent stakeholders are a hallmark of the programme's approach, ensuring the real-world applicability of its findings.

The programme engages in an introspective examination of research process organization, aligned with

its conception of transfer research. The overarching aspiration is to establish a sustainable framework for disseminating scientific knowledge that caters to diverse information demands.

Over the past three years, notable research initiatives have investigated transformative shifts in communicative dynamics during the COVID-19 pandemic (Communication in Times of Crises, funded by the BMBF; Kids' Digital Lives in Corona Times, by the JRC); an exploration of the impact of digital changes on children's socialization (Socialisation in a Changing Media Environment, funded by the DFG) and the establishment of a knowledge platform for researchers, educational stakeholders, and policymakers (CO:RE - Children Online: Research and Evidence, funded through H2020) were also undertaken. A fresh dimension was introduced in 2022 through the Leibniz Media Lectures series, spotlighting international actors and strategies in the realm of transfer research.

Spokespersons 2020–2022: Dr. Claudia Lampert • Dr. Hans-Ulrich Wagner.



Dr. Claudia Lampert



Dr. Hans-Ulrich Wagner



Irene Broer



Hermann-Dieter Schröder

## SELECTED PROJECTS FROM THIS PROGRAMME

### COMMUNICATION IN TIMES OF CRISIS

The dynamics of information behaviour during crisis scenarios such as the Covid-19 pandemic underwent scrutiny in a project sponsored by the BMBF (Federal Ministry of Education and Research). This study encompassed the analysis of communicative processes within crises, a comprehensive review of existing studies, and qualitative interviews with subject matter experts.

Amidst the interplay of science, politics, media, and civil society actors, along with the intricacies of uncertainty, this project sought to unravel the roles each entity plays. In response, the following insights were established: **Holistic Outlook:** It is crucial to consider the viewpoints of all pertinent actors involved in crisis communication. **Transparency and Recognition:** Each entity should establish transparency, making their own stance apparent within their respective

contexts. **Targeted Strategies:** Tailored communication strategies, catering to diverse target audiences, are pivotal for effective crisis communication. **Dialogic Communication:** The continuity of dialogic communication strategies is instrumental in maintaining effective crisis response. **Cross-Sectoral Collaboration:** Constructing cross-sectoral committees or communication structures can systematically identify distinct communication needs across groups, thereby facilitating a more comprehensive and responsive approach. By adhering to these recommendations, the aim is to bolster the efficacy of crisis communication. This objective serves to enhance crisis resilience through transparent, informed, and precisely targeted communication across diverse sectors. Ultimately, the goal is to cultivate a well-informed society capable of navigating challenges more effectively in times of crisis.

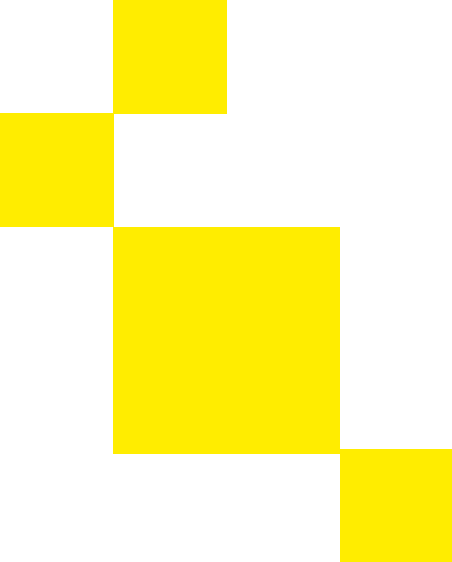


**Third-party funding:** Federal Ministry of Education and Research

**Project duration:** 2020-2021

**Project participants:** Irene Broer • Prof. Dr. Uwe Hasebrink • Dr. Claudia Lampert • Hermann-Dieter Schröder • Dr. Hans-Ulrich Wagner

**Project findings:** Broer, Irene; Hasebrink, Uwe; Lampert, Claudia; Schröder, Hermann-Dieter; Wagner, Hans-Ulrich; with the collaboration of Corinna Endreß (2021): *Kommunikation in Krisen [Communication in Crisis]*. Hamburg: Hans-Bredow-Institut, September 2021 (Working Papers of the Hans-Bredow-Institut | Project Findings No. 59), <https://doi.org/10.21241/ss0ar.74139>



Kira Thiel



Sünje Andresen

## KIDS' DIGITAL LIVES IN COVID-19 TIMES



The impact of the COVID-19 crisis on families, children, and their digital media usage was explored through a collaborative effort involving the HBI. This project was part of a German sub-survey within a larger European comparative study overseen by the Joint Research Centre of the European Commission (JRC).

The study focused on the digital practices, safety, and overall well-being of children and adolescents aged 11 to 18. The widespread repercussions of the COVID-19 virus prompted significant measures across European countries, including lockdowns and quarantine protocols. In response, various aspects of daily life – such as schooling, learning, leisure activities, and social interactions – were increasingly channelled

through digital media platforms during these periods of confinement. Notably, the lockdowns brought about a substantial surge in children and adolescents' engagement with digital media and content, surpassing previous levels. This research was carried out through online surveys conducted across more than ten countries during the summer of 2020. In select countries, these surveys were supplemented by qualitative guided interviews conducted with families. By delving into these dynamics, the study aimed to unravel the multifaceted impact of the pandemic on digital media use patterns among the youth, shedding light on how families and children navigated the changing landscape brought about by the crisis.

**Area of competence:** Growing Up with Digital Media and Youth Media Protection

**Third-party funding:** Unicef Innocenti

**Project duration:** 2020–2020

**Project participants:** Prof. Dr. Uwe Hasebrink • Dr. Claudia Lampert • Kira Thiel

**Cooperation partners:** Stephane Chaudron, Joint Research Centre of the European Commission (JRC)

**Project findings:** Claudia Lampert / Kira Thiel (2021): Mediennutzung und Schule zur Zeit des ersten Lockdowns während der Covid-19-Pandemie 2020. Ergebnisse einer Online-Befragung von 10- bis 18-Jährigen in Deutschland [Media Use and School at the Time of the First Lockdown during the 2020 Covid-19 Pandemic. Findings from an Online Survey of 10- to 18-year-olds in Germany]. In collaboration with Begüm Güngör. Hamburg: Verlag Hans-Bredow-Institut, January 2021 (Working Papers of the Hans-Bredow-Institut | Project Findings No. 53) <https://doi.org/10.21241/ss0ar.71712>





## SOCIALISATION IN A CHANGING MEDIA ENVIRONMENT: A QUALITATIVE PANEL STUDY

In the course of mediatization processes, the conditions under which adolescents grow up, establish relationships with others, and position themselves within various social contexts (such as family and school) are changing. Media developments and the increasing use of media in families, peer groups, and schools impact the actor constellations and communicative practices within these social contexts and contribute to their blurring boundaries.

As part of a qualitative panel study involving two age cohorts, this DFG-funded project examines the con-

sequences of the changing media environment for the socialization process of children and adolescents. Classic agents of socialization such as family, peer groups, or school are considered as “communicative figurations,” in which adolescents actively influence their shape and within which media play an important role as technical communication channels alongside subject areas or thematic fields. The project focuses on the role played by media in negotiation processes related to belonging and differentiation, as well as changes over time.



**Area of competence:** Growing Up with Digital Media and Youth Media Protection

**Third-party funding:** German Research Foundation (DFG)

**Project duration:** 2018–2023

**Project participants:** Paulina Domdey • Dr. Claudia Lampert

**Cooperation partner:** Prof. Dr. Rudolf Kammerl et al. (FAU Erlangen-Nuremberg).

**Project findings:** Kammerl, R., Lampert, C., Müller, J. (eds.) (2022): Sozialisation in einer sich wandelnden Medienumgebung. Zur Rolle der kommunikativen Figuration Familie [Socialization in a Changing Media Environment: On the Role of the Family's Communicative Figuration]. (Series Media Education; 6). Nomos, Open Access, <https://doi.org/10.5771/9783748928621>.



Parts of the CO:RE team at the Safer Internet Forum in Brussels, October 2022

## CO:RE – CHILDREN ONLINE: RESEARCH AND EVIDENCE

The landscape of international data concerning children and online media is vast, diverse, and occasionally contradictory. To address this challenge, the coordination and support project “CO:RE - Children Online: Research and Evidence” spearheaded the creation of an extensive pan-European knowledge platform. This initiative, championed by international researchers and vital stakeholders, offers a comprehensive overview of research advancements and facilitates access to empirical data. The orchestration of this effort was led by the HBI.

The primary objective of CO:RE is to furnish robust and current insights across a wide spectrum of domains pertaining to the influence of technological evolution on children and adolescents. These encompass areas such as health, lifestyle, participation, digital citizenship, well-being, and safety. Notably, CO:RE aims to encompass research emanating from all European Union member states, alongside a number of other European nations, while remaining attuned to parti-

nent cultural, political, and media-specific contexts. Beyond presenting its empirical findings, CO:RE also aspires to provide theoretical and methodological interpretations, ethical reflections, and guidelines. This holistic approach aims to empower researchers and research institutions to identify pivotal research gaps, effectively harness existing research outcomes, and exploit available data resources. In essence, the ambitious vision of CO:RE goes beyond mere synthesis; it strives to comprehensively encapsulate the intricate realm of children’s online media engagements. However, its aspirations extend further. the project aims to empower researchers with the necessary tools and profound insights essential for navigating this intricate landscape. By providing this invaluable support, CO:RE seeks to foster a deeper, more informed understanding of the subject matter. Ultimately, the project’s overarching goal is to enhance our collective comprehension of children’s interactions within the digital media sphere, promoting a well-rounded and holistic perspective.



**Area of competence:** Growing Up with Digital Media and Youth Media Protection

**Third-party funding:** European Commission / Horizon 2020, DT-TRANSFORMATIONS-07-2019: The Impact of Technological Transformations on Children and Youth.

**Project duration:** 2020-2023

**Project participants:** Valentina Dopona • Prof. Dr. Uwe Hasebrink • Dr. Claudia Lampert

**Cooperation partners:** The consortium is made up of experts from ten partner institutions in nine European countries, plus cooperation partners from 25 other countries (see picture on p. 9).

**Project findings:** <https://core-evidence.eu/>





Christina Leppin

## HEALTHY DIGITAL – FIT FOR APPS AND THE INTERNET

This transdisciplinary project delves into the digital health experiences of older adults and aims to enhance their digital health literacy. The HBI leads this initiative, focusing on individuals aged 60 and above, by investigating their attitudes towards and encounters with digital health services.

As digitalization continues to reshape various sectors, including healthcare, an array of health-related offerings has emerged. Effective utilization of these technologies necessitates a certain level of digital health literacy. This entails competencies such as discerning and assessing health information, safeguarding or disclosing health-related personal data as required, comprehending the functionalities and outcomes of digital health applications, as well as critically evaluating their merits and drawbacks before taking informed actions.

In collaboration with Share to Care GmbH, the University Hospital Schleswig-Holstein (UKSH), and TAKEPART Media & Science GmbH, a tailored framework to

enhance digital health literacy is under construction. This framework is attuned to the unique information needs, preferences, and media consumption patterns of older users, offering them convenient access to digitized health services via analogue and digital channels.

The HBI contributes by conducting a comprehensive needs assessment among individuals aged 60 and above. This includes an exploration of their media habits and health-related information-seeking behaviour. Moreover, the HBI assumes the responsibility of formatively evaluating the proposed framework and its constituent components. This project, financially supported by the Verband der Ersatzkassen e. V. (vdek) [Association of Substitute Health Funds], is slated to span a duration of two years. Throughout this project, the aim is to empower older adults with the competencies and confidence to navigate digital health applications effectively, fostering a digitally healthy and empowered demographic.



**Area of competence:** Health Communication

**Third-party funding:** Verband der Ersatzkassen e. V. (vdek)

**Project duration:** 2021-2023

**Project participants:** Dr. Claudia Lampert • Christina Leppin

**Cooperation partners:** Share to Care GmbH • Universitätsklinikum Schleswig-Holstein (UKSH) • TAKEPART Media & Science GmbH



April 2021 to February 2022, part of a Social Media Memory Project on Instagram: “@ichbinsophiescholl”.  
Image provided by the Bavarian Broadcasting Corporation (Bayrischer Rundfunk – BR)

## VALORISING THE PAST: PRACTICES OF APPROPRIATING THE PAST

The historical narrative is a subject of ongoing negotiation involving various actors, and it is consistently imbued with contemporary relevance through emerging communicative methods. Within the framework of the Leibniz Research Alliance “Value of the Past,” Research Lab 3.2 collaborates with the HBI to explore innovative communicative approaches to history’s appropriation, particularly within the context of media evolution. This inquiry encompasses diverse forms such as historical memes, TikTok videos, and historical Instagram and Twitter accounts.

Through a series of collaborative projects, this initiative delves into the dynamic negotiation processes that surround historical narratives and their relevance in the public sphere or specific sub-publics. The focus is on understanding which historical events and themes are deemed pertinent by various actors in the present moment. Notably, research outcomes from the Social-Media-Memory project “@ichbinsophiescholl,” conducted by public broadcasters Südwestrundfunk (SWR) and Bayerischer Rundfunk (BR) on Instagram, have been featured on the HBI’s Media Research Blog. Episode 75 of the BredowCast also explored this project in depth. Through these initiatives, a comprehensive exploration of the intricate interplay between history, media, and contemporary communication practices is now documented and archived.



**Area of competence:** Media History

**Third-party funding:** Leibniz Association WGL Project

**Project duration:** 2021 to 2026

**Project participant:** Dr. Hans-Ulrich Wagner

**Cooperation partner:** Dr. habil. Barbara Christophe, Leibniz Institute for Educational Media | Georg Eckert Institute (GEI)


**Project page of the Leibniz Research Network:** <https://www.leibniz-wert-der-vergangenheit.de/en/about-us/about-the-leibniz-research-alliance>



Dr. Sascha Hölig

Dr. Gregor Wiedemann

## MEDIA RESEARCH METHODS LAB



The Media Research Methods Lab (MRML) serves as a focal point for methodological expertise at the HBI with three interconnected objectives. First, MRML drives methodological advancement through its own research. Second, it leverages existing methodological proficiency at the HBI to provide support to other projects and programme areas through consultation and infrastructure, particularly in the domain of analysing digital traces. Third, MRML contributes its expertise to public debates concerning sociological and information science methods and developments.

A primary focus of MRML's work involves the exploration of digital social media in relation to critical topics such as the spread of disinformation, the evolution of societal cohesion, and the quality of argumentative

and deliberative discussions. Methodological challenges addressed in the lab's projects encompass the collection and analysis of big data, amalgamating traditional social science methods (survey, observation, content analysis, and experimentation) with innovative computer-assisted techniques (for example, automated content analysis, network analysis, log data analysis, and experience sampling). By merging established and cutting-edge methodologies together with diverse data sources, MRML has the potential to yield optimal outcomes in empirically investigating contemporary challenges and shifts in media dynamics.

Spokespersons (2020–2022): Dr. Sascha Hölig • Dr. Gregor Wiedemann



Philipp Kessling




Dr. Felix Victor Münch

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## SELECTED PROJECTS AT THE MRML

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### NOTORIOUS: THE ROLE OF CELEBRITIES IN DISINFORMATION CAMPAIGNS



The proliferation of misinformation through “celebrity” communication on social media is said by some to do the work of eroding professional journalism’s gate-keeping role. This collaborative project, funded by the Federal Ministry of Education and Research (BMBF), aims to uncover underlying mechanisms of disinformation campaigns to gain a better understanding of the role played by celebrities. This comprehension can then be harnessed to develop and implement more effective countermeasures to support fact-based and democracy-enhancing communications,

which have become increasingly vital for a democratic society in the face of a widespread increase in misinformation. This work is built upon the observation that celebrities are commonly present across multiple digital platforms, rendering them valuable indicators for the spread of misinformation across these the media landscape. By conducting a detailed, scientific analysis of the dissemination pathways of misinformation originating from celebrities, the underlying communicative patterns are explored and methodically examined.



Third-party funding: Federal Ministry of Education and Research (BMBF)

Project duration: 2021-2024

Project participants: Philipp Kessling • Dr. Felix Victor Münch • Dr. Gregor Wiedemann

Cooperation partners: Prof. Dr. Christian Stöcker, HAW Hamburg • Institute for Strategic Dialogue GmbH, Berlin

Video: [https://static1.bmbfcluster.de/5/4/3/7/3\\_36d9f18a4b15214/54373\\_ba23d6b0dce17b7\\_web.mp4](https://static1.bmbfcluster.de/5/4/3/7/3_36d9f18a4b15214/54373_ba23d6b0dce17b7_web.mp4)



Moritz Fürneisen



Jan Philipp Rau

## DATA PORTAL RIGHT-WING EXTREMISM – TRUST AGENCY FOR THE SECURE DATA EXCHANGE OF SOCIAL MEDIA ACCOUNT LISTS BETWEEN RESEARCH PROJECTS

The HBI is currently developing a research data infrastructure for the *Data Portal for Research on Racism and Right-Wing Extremism* in collaboration with the Leibniz Institute for the Social Sciences (GESIS). The primary objective of this collaborative project is to establish and operate a data portal dedicated to supporting research on racism and right-wing extremism. This platform aims to facilitate the search for and access to existing datasets while also enabling researchers to share their own research data. As part of this larger initiative, the HBI leads the subproject titled *Trust Agency Directory of Right-Wing Extremist*

*Actors and Networks (VrAN)*. Its focus is to produce a robust research data infrastructure that enables a secure and privacy-compliant exchange of social media actor directories. In pursuit of this aim, the project involves engaging external expertise to address legal considerations and establish requirements for a data exchange process through a trust agency based at GESIS. This will be followed by the technical implementation of a data exchange process, accompanied by the development of legal document templates for participation in the data exchange.



Third-party funding: Federal Ministry of Education and Research (BMBF)

Project duration: 2022-2023

Project participants: Moritz Fürneisen • Jan Philipp Rau • Dr. Gregor Wiedemann

Cooperation partner: Dr. Pascal Siegers, GESIS – Leibniz Institute for the Social Sciences



Dr. Jonas Rieger

## FEW-SHOT LEARNING FOR AUTOMATED CONTENT ANALYSIS IN COMMUNICATION SCIENCE

FLACA integrates two computer science methodologies, namely Few-Shot Learning and Argument Mining, into empirical communication science. These methodologies are harnessed to conduct automated content analyses (ACAs) on extensive datasets with minimal manual coding. The project's primary focus is on examining positions and argument patterns concerning the COVID-19 pandemic on Twitter. Through an exemplary study, the project develops the nec-

essary procedures and technical infrastructure for conducting ACAs. The aim is to provide the communication science field with accessible tools, including scientific publications, best practices, software, and e-learning resources. By doing so, the project facilitates the adoption and tailored advancement of these emerging computer science technologies within the domain of communication science.

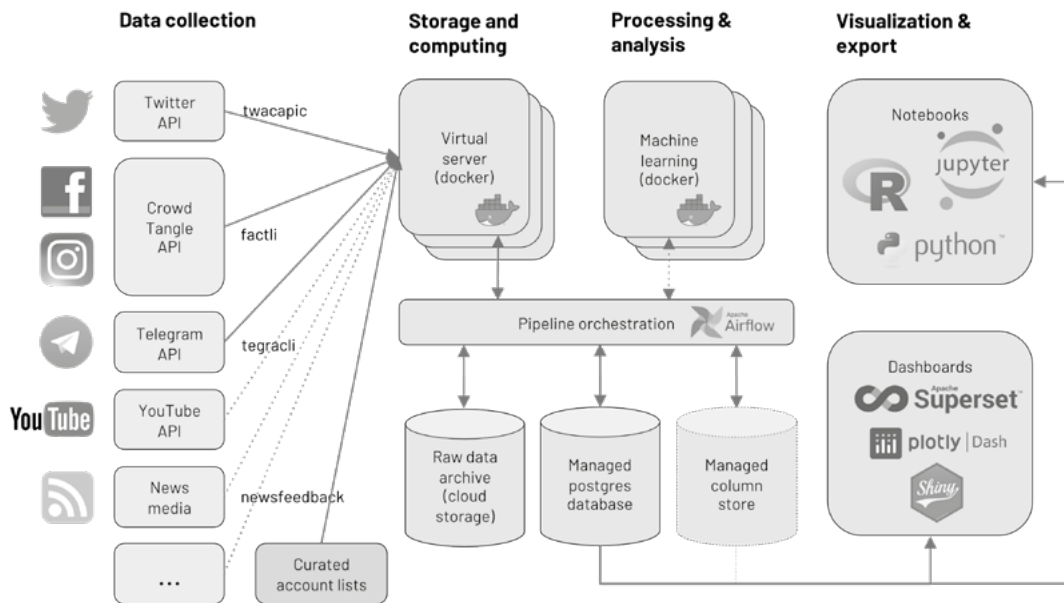


Third-party funding: Federal Ministry of Education and Research (BMBF)

Project duration: 2022-2025

Project participants: Dr. Jonas Rieger • Dr. Gregor Wiedemann

Collaboration partner: Prof. Dr. Katharina Kleinen-von Königslöw (Universität Hamburg)



Technical infrastructure of the Social Media Observatory

## (SOCIAL) MEDIA OBSERVATORY (SMO)

The aim of this project within the framework of the Research Institute Social Cohesion (RISC) is to establish a “(Social) Media Observatory” (SMO). Serving as a central organizational unit within the RISC, the SMO provides a dataset for the systematic observation of

media-based public discourse that can be utilized by other projects. The project’s task is to provide data, tools, and expertise to all interested RISC projects, enabling them to independently address questions related to media-based public discourse.



**Third-party funding:** Federal Ministry of Education and Research (BMBF)

**Project duration:** 2018–2024

**Project participants:** Philipp Kessler • Dr. Felix Victor Münch • Jan Philipp Rau •

PD Dr. Jan-Hinrik Schmidt • Dr. Gregor Wiedemann

**Collaboration partners:** Prof. Dr. Cornelius Puschmann (University of Bremen) • Dr. Matthias Quent & Dr. Axel Salheiser (Institute for Democracy and Civil Society, Jena) • Dr. Katrin Weller (GESIS Cologne)



Mattes Ruckdeschel

## A FRAMEWORK FOR ARGUMENT MINING AND EVALUATION

This project is focused on developing techniques for the automated identification of arguments or components of arguments through the application of Natural Language Processing (NLP) technologies. The objective is to employ these methods rooted in computer science to facilitate both logical assessment and con-

tent analysis of argument utilization across extensive datasets of news and social media texts. Within the project, arguments within the realm of public political discourse are modelled and appraised, utilizing news texts and corresponding user comments that pertain to a chosen array of five contentious topics.



External funding: German Research Foundation (DFG)

Project duration: 2020-2022

Project participants: Mattes Ruckdeschel • Dr. Gregor Wiedemann

Collaboration partner: Institute of Computer Science, University of Leipzig



# MEINOLF ELLERS: PROMOTING NEWS LITERACY & STRENGTHENING THE INFORMED SOCIETY



Meinolf Ellers

## PROMOTING NEWS LITERACY & STRENGTHENING THE INFORMED SOCIETY

The digital transformation of media, particularly the emergence of social platforms, has profound societal implications. How do the formation of political opinions and perspectives on broader societal debates develop when platforms like TikTok and Instagram influence the perspectives of children and young adults? What contributions can education and the media make to counter the risks of misinformation?

The Leibniz Institute for Media Research | Hans-Bredow-Institut provides crucial data and insights to face this challenge. Leveraging its exceptional international reputation and network, the institute engages in examining the relationship between the transformation of digital media and the aspiration for an informed citizenry – a global phenomenon that necessitates interdisciplinary collaboration.

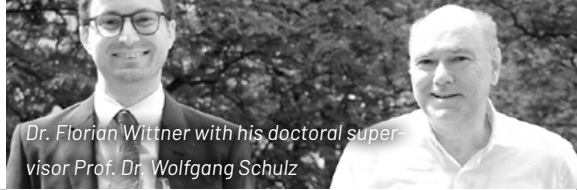
Under the #UseTheNews initiative ([usethenews.de](https://www.usethenews.de)), prominent media organizations, educational institutions, and public partners unite to jointly promote news consumption and news literacy. The emphasis is placed on translating research findings offered by the Leibniz Institute for Media Research | Hans-Bredow-Institut into practical applications within schools and newsrooms.

The foundational study on news consumption and news literacy among 14- to 24-year-olds in Germany, introduced in 2021, has set benchmarks, as has the exploration into the role of social media content creators in the news consumption habits of youth and young adults (2022).

*Meinolf Ellers serves as the Managing Director of UseTheNews gGmbH and oversees Strategic Business Development at the German Press Agency (dpa).*



Dr. Lisa Merten



Dr. Florian Wittner with his doctoral supervisor Prof. Dr. Wolfgang Schulz



Dr. Matthias Klatt



Dr. Amélie Heldt



Guiding young researchers through the latter stages of their academic lives remains a central focus of the institute.

Dr. Jan-Hinrik Schmidt, Senior Researcher in Digital Interactive Media and Political Communication, now holds a pivotal position at the institute, despite only recently completing his habilitation at Universität Hamburg in the summer of 2020. Diverse career trajectories are cultivated for qualified senior researchers within the institute, guided by regular discussions to foster progress.

The institute prioritizes nurturing doctoral candidates who significantly contribute to research programmes, areas of expertise, or specific projects. Alongside their scholarly pursuits, doctoral candidates accumulate experience in scholarly publishing, organizing research, and communicating science. Florian Wittner successfully completed his doctorate in 2021, while Amélie Heldt, Matthias K. Klatt, and Lisa Merten achieved successful dissertation defences in 2022. Lisa Merten's accomplishments also include winning the prestigious Digital Journalism journal's Best Article of 2021 award.

## NURTURING YOUNG TALENT



Retreat in Tetenbüll: The HBI PhD students in April 2022

# YOUNG



ECREA Summer School 2022 in Cadiz

The institute facilitates research trips for young scholars, enabling early network establishment and recognition. For example, Keno Christoffer Potthast participated in the International Summer School on Governing Data and Information on the Internet – A Human Rights Perspective, co-organized by the HBI, in Delhi, India, just before the 2020 lockdown. Verena Albert and Louise Sprengelmeyer attended the ECREA European Media and Communication Doctoral Summer School in Cadiz, Spain, in July 2022, presenting their projects to an international forum. Martin Fertmann, an HBI doctoral candidate, coordinated a networking project involving six international PhD candidates during the 6th GIG-ARTS Conference in Nicosia, Cyprus, in April 2022, documented through a blog series on online human rights protection perspectives on our Media Research Blog.

The institute sponsored a “writing week” organized by doctoral candidates in April 2022. Eleven candidates travelled to Tetenbüll on the North Sea coast of Schleswig-Holstein, immersing themselves in focused dissertation work within a tranquil environment, free from distractions.


Through the institute directors’ chairs, Uwe Hasebrink and Wolfgang Schulz, the professorship of Wiebke Loosen, and Jan-Hinrik Schmidt’s private lectureship

at Universität Hamburg, along with teaching assignments by research associates, the institute maintains close integration into various media-related bachelor’s and master’s programmes. This seamless connection ensures research findings directly impact education.

Our student assistants benefit from valuable research experience and substantive contributions to the institute’s scientific work. Guided by experienced colleagues, they create independent scholarly publications. Student assistants like Mara Barthelmes, Julia Behre, Julius Böke, Hermann Breitenborn, Daria Chepurko, Friederike Deichsler, Corinna Endreß, Vivienne Gold, Max Gradulewski, Lena Hinrichs, Sandra Hofmann, Nicolas Koerrenz, Ken Phan, Louisa Pröschel, Felicitas Rachinger, Jan Reschke, Linda Schleif, Leif Thorian Schmied, Marie-Therese Sekwenz, Tim van Olphen, and Daniel Wehrend have co-authored several publications and presented research findings at conferences.

The institute’s robust collaboration with the business sector and law practitioners facilitates engaging “fireside chats” with experts in the field. These interactions allow law students to explore diverse professions and career paths.

# TRANSFER AND PRACTICAL COOPERATION



Transferring our research findings to politics, the business sector, civil society groups, and the general public is of paramount importance to us.

## ENGAGING WITH POLITICAL STAKEHOLDERS

For the institute, a focus on knowledge dissemination entails developing targeted and audience-appropriate communication methods to effectively convey our research. Research Programme 3, *Knowledge for the Media Society*, tackles this responsibility in a unique manner by identifying practical inquiries and transforming them into independent transfer research projects. This approach goes beyond the mere dissemination of research findings to specific audiences; the institute consistently reflects on its role as a scientific entity, aiming to be recognized as an impartial authority that provides well-grounded information for policy decision-making.

The **Insights and Power** event series, co-organized by the HBI, brought together leading internet researchers and platform stakeholders in 2022. They delved into the potential success of interdisciplinary and international platform research. Distinguished guests included Susan Wojcicki, CEO of YouTube; Renate Nicolay, Chief of Staff to EU Commission Vice-Pres-

ident Věra Jourová; Dr. Tobias Schmid, Director of the North Rhine-Westphalia State Media Authority; and Dr. Wilhelm Eschweiler, Vice President of the Federal Network Agency. These discussions were live-streamed on TIDE Hamburg's YouTube channel, allowing viewers to engage through the YouTube chat and Slido. The series was organized by the Leibniz Institute for Media Research | Hans-Bredow-Institut (HBI), the Humboldt Institute for Internet and Society (HIIG), and the Global Network for Internet and Society Research Centers (NoC).

In February 2022, HBI Director Prof. Dr. Wolfgang Schulz and Prof. Dr. Matthias C. Kettemann discussed strategies for addressing the ethical challenges of digitalization with German Federal President Frank-Walter Steinmeier. This conversation marked the conclusion of the two-year **Ethics of Digitalisation** project, which, within an international and interdisciplinary team, explored strategies to navigate the ethical challenges posed by digitalization. The discussion with the German Federal President was live-streamed on the website of the Federal Presidential Office.



*Presentation of the findings of the Ethics of Digitalisation project with Federal President Frank-Walter Steinmeier*

## SERVICES

The institute offers a comprehensive range of ongoing services, including access to our specialized **library** – one of Northern Germany’s most significant collections on media and media research, featuring an extensive array of journals. In addition, we publish the esteemed journal **Medien & Kommunikationswissenschaft (M&K)**, the institute’s in-house publication since 1950. Since 2001, M&K has been available as an open access publication through the Nomos Verlag eLibrary. Notably, M&K is among the three journals covered by the membership fee of the German Communication Association (DGPuK). In 2021, we introduced the new M&K section “Software Reviews,” which provides comprehensive discussions on research software.

We communicate our research findings extensively and through diverse channels. Our comprehensive **website** provides access to project outcomes, relevant activities, and publications. In addition to newsletters, we engage with **social media** platforms like Twitter and YouTube.

In 2020, we launched our **Media Research Blog**, aimed not only at a scientific audience but also at making HBI research accessible to a broader public. Through blog posts, researchers share insights from their projects, present interim findings, or engage in current debates from the perspective of media research. Thematic contributions are organized into “Dossiers.”

Recognizing the potential of podcasts early on, in 2014, we introduced the **BredowCast**. Released monthly, it features institute members engaging in conversations about their research with Johanna Seibauer.

For larger projects, we often present research findings not only through reports and scientific articles but also in user-friendly summaries for the general public. The current “Working Papers of the Hans-Bredow-Institut” can be downloaded from our website.



*BredowCast # 78 “Influencers: Their Success with Young People”: Leonie Wunderlich*



The Science Communication Team: Johanna Sebauer, Christiane Matzen, Cindy Hesse and Dr. Wiebke Schoon



## EVENTS

Through our tailored events for different target audiences, we showcase our research findings and engage in discussion.

In our event series, **Leibniz Media Lunch Talks** and **Leibniz Media Lectures**, experts from Germany and around the world, invited by the HBI, present ongoing research projects. These lectures, open to all interested parties, are conducted online.

An HBI-organized methods workshop in May 2022 gathered twenty-five international experts in Hamburg. The workshop focused on exploring the combination of survey data and digital trace data used to glean fresh insights into media use and opinion formation. Keynotes were delivered by two guests from the USA: Kjerstin Thorson (Michigan State University) and Magdalena Wojcieszak (University of California Davis).

We also collaborate with non-academic institutions to develop projects or events. This practical approach ensures our research findings are applicable while fulfilling our commitment to problem-oriented

research. One example is the annual **Hamburg Media Symposium**, conducted in partnership with the Media Authority Hamburg/Schleswig-Holstein and the Hamburg Chamber of Commerce. Symposium themes are jointly developed by the organizers. The 11th Media Symposium, cancelled in 2020 due to the pandemic, took place on 27 May 2021, and explored what media law can do to promote social cohesion. The 12th Media Symposium, held on 5 July 2022, focused on disinformation and the potential and limitations present in the tools that exist in countering it.

Since 2020, the HBI has regularly participated in the Leibniz Initiative “Book a Scientist.” Curious citizens can book individual 25-minute conversations with researchers from the Leibniz Association, gaining insights into their respective fields and addressing their inquiries.

The HBI also engaged in the initiative “Leibniz in the Bundestag,” where members of the German Bundestag engage in one-on-one conversations with researchers from the Leibniz Association on a wide spectrum of topics.

# BODIES AND SCIENTIFIC ADVISORY COUNCIL

## BODIES

The Hans-Bredow-Institut (HBI), as an independent foundation, operates with four organizational bodies as stipulated in its statutes: the **Board of Trustees**, the **Board of Directors**, the **Institute Council**, and the **Scientific Advisory Board**.

The Board of Trustees assumes the supervisory role for the Leibniz Institute for Media Research | Hans-Bredow-Institut (HBI). It provides counsel to the Executive Board, oversees its management, and ensures the foundation's mission is upheld. It holds comprehensive rights to access information. Notable members of the Board of Trustees from 2000 to 2022 include: **Dr. Eva Gumbel (Chair)**, State Councillor, Authority for Science, Research, Equality, and Districts Hamburg; **Dr. Maximilian Müller-Härlin** (Deputy Chair), Federal Ministry of Education and Research (BMBF); **Tim Angerer**, Ministry of Culture and Media Hamburg; **Thomas Fuchs**, Media Authority Hamburg/Schleswig-Holstein, Data Protection Officer from 2022; **Prof. Dr. Hauke Heekeren**, Universität Hamburg (from 3/22); **Susanne Kayser**, Zweites Deutsches Fernsehen (until 6/22); **Joachim Knuth**, Norddeutscher Rundfunk; **Dr. Florian Kumb**, Zweites Deutsches Fernsehen (since 6/22); **Prof. Dr. Dr. Dieter Lenzen**, Universität Hamburg (until 3/22); **Christian Mihr**, Reporters Without Borders e.V. (from 2021);

**Oliver Schenk**, Office of the Federal Government Commissioner for Culture and Media (BKM).

The institute's management and legal representation are vested in the **Board of Directors**, now consisting of two members following Prof. Dr. Uwe Hasebrink's departure in October 2021: Scientific Director Prof. Dr. Wolfgang Schulz (Chair) and Managing Director Dipl.-Kffr. Kristina Hein. The Board of Directors shapes research planning, and the institute's Scientific Directors are appointed for five-year terms by the Board of Trustees.

The execution of its responsibilities is aided by the Institute Council, which comprises senior scientific staff and representatives from both scientific and non-scientific personnel.

An internationally composed **Scientific Advisory Board** advises the institute on scientific endeavours and strategic matters. Among the members during the 2020–2022 period were: **Prof. Dr. Helena Bilandzic**, Professor of Communication Sciences with a focus on Media Reception and Media Effects at the University of Augsburg; **Prof. Dr. Irene Costera Meijer**, Professor of Journalism Studies at the Journalism Studies Department of the University of Amsterdam (until 7/2020); **Prof. Dr. Boris P. Paal**, M.Jur. (Oxford), Professor of Civil Law and Information Law, Data and Media Law at the University of Leipzig; **Prof. Dr. Barbara Pfetsch**, Professor of Communication Theory, Media Effects, and Media Use Research, and Managing Director of the Institute for Media and Communication Studies at Freie Universität Berlin; **Prof. Dr. Manuel Puppis**, Professor of Media Systems and Media Structures at the Department of Communication and Media Research DCM at the Université de Fribourg; **Prof. Dr. Gabriele Siegert** (Chair), Professor of Media Economics & Management at the Department of Communication and Media Research at the University of Zurich and Vice President for Education and Student Affairs at the University of Zurich; **Prof. Dr. Florent Thouvenin**, Professor of Information and Communication Law at the University of Zurich.

# ADVISORY


# BOARD

# BODIES

## FUNDING

# FUNDING

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The Leibniz Institute for Media Research | Hans-Bredow-Institut operates as a non-endowed foundation with an exclusive focus on charitable objectives, devoid of profit generation. The institute's financial sustenance stems from a combination of funding sources, notably including partial support from the Federal Ministry of Education and Research (BMBF), as well as collaborative research funding from the local authority. Since its integration into the Leibniz Association in 2019, the institute has received funding from the city of Hamburg, represented by the Authority for Science, Research, Equality, and Districts (BWFGB) of the Free and Hanseatic City of Hamburg. Moreover, the institute's financial inflow encompasses additional contributions, donations, income from third-party projects, and revenues from published works. Given its status as a charitable foundation, the institute holds the authority to issue donation receipts.

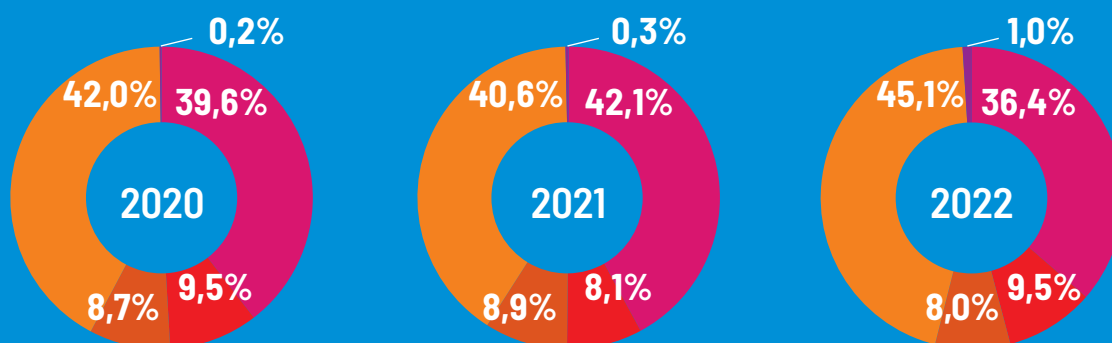
In 2020, the aggregate budget reached €4,929,578. This included €1,950,000 in institutional funding from the BMBF and the BWFGB, €469,623 in special financing from the BWFGB, €427,671 in supplementary contributions and donations (from NDR. Media, Media Foundation Hamburg, ZDF), €2,072,125 in third-party funds, and €10,159 in other income.

In the subsequent year, 2021, the total budget amounted to €4,702,113. This comprised €1,980,000 in institutional funding from the BMBF and the BWFGB, €379,285 in special financing from the BWFGB, €417,486 in supplementary contributions and donations (from NDR. Media, Media Foundation Hamburg, ZDF), €1,909,158 in third-party funds, and €16,184 from other revenue streams.

For the year 2022, the total budget reached €5,530,891, financed by €2,012,000 in institutional funding from the BMBF and the BWFGB, €526,752 in special financing from the BWFGB, €443,864 in supplementary contributions and donations (from NDR. Media, Media Foundation Hamburg, ZDF), €2,493,367 in third-party funds, and €54,909 € in other income.



## REVENUE

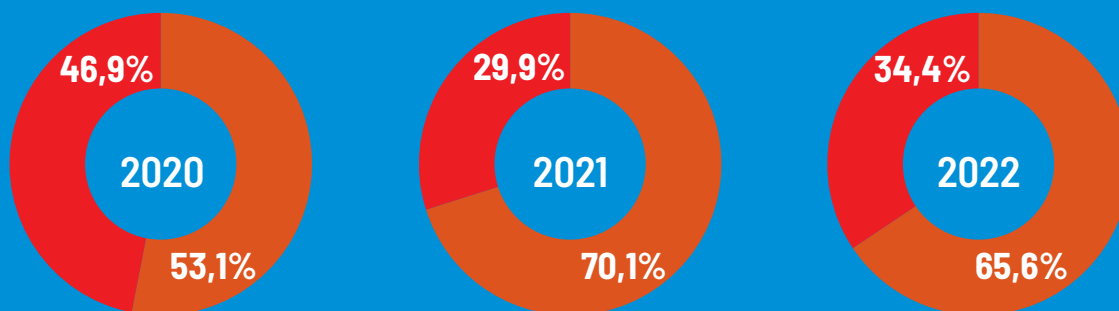


INSTITUTIONAL FUNDING:	€ 1,950,000		€ 1,980,000		€ 2,012,000
SPECIAL FINANCING:	€ 469,623		€ 379,285		€ 526,752
ADDITIONAL CONTRIBUTIONS AND DONATIONS:	€ 427,671		€ 417,486		443,864
THIRD-PARTY FUNDS:	€ 2,072,125		€ 1,909,158		€ 2,493,367
OTHER INCOME:	€ 10,159		€ 16,184		€ 54,909

TOTAL: € 4,929,578 | € 4,702,113 | € 5,530,891

Please note that these figures represent the financial contributions and sources of income for the Leibniz Institute for Media Research | Hans-Bredow-Institut (HBI) for each respective year.

## EXPENDITURE



PERSONNEL COSTS (PERSONALKOSTEN):	€ 2,617,105		€ 3,297,262		€ 3,628,687
MATERIAL COSTS:	€ 2,312,472		€ 1,404,851		1,902,205

These figures represent the expenditures of the Leibniz Institute for Media Research | Hans-Bredow-Institut (HBI) for each respective year.

# OVERVIEW OF RESEARCH PROJECTS 2020 – 2022

YOU CAN FIND MORE INFORMATION ON THE INDIVIDUAL PROJECTS AT <https://hbi.to/projects22>



PROJECT	COOPERATION PARTNER	THIRD PARTY FUNDER
<b>PROJECTS IN RESEARCH PROGRAMME 1: TRANSFORMATION OF PUBLIC COMMUNICATION</b>		
#UseTheNews – News Usage and News Literacy in the Digital Age (2020–2025)	dpa, Hamburg Ministry of Culture and Media, HAW Hamburg, German Newspaper Publishers and Digitalpublishers Association (BDZV), ZEIT Foundation, SPIEGEL, VRM, NOZ; Hamburger Abendblatt, LFK, SWR, BLM, ARD, NDR. a. o.	German Press Agency (dpa) / #UseTheNews GmbH
Digital Disinformation Hub (2020–2022)		Seed Money HBI
Research Institute Social Cohesion FGZ (2018–2024)	Leipzig University, University of Konstanz, University Hannover – Leibniz Research Centre TRUST, University of Halle, Soziologische Forschungsinstitut Göttingen (SOFI), University of Frankfurt, University of Bremen, University of Bielefeld, Centre for Research on Antisemitism/TU Berlin, Institute for Democracy and Civil Society Jena	Federal Ministry of Education and Research (BMBF)
Political Polarization and Individualized Online Information Environments (2022–2025)	Dr. Sebastian Stier & Dr. Katrin Weller (GESIS – Leibniz Institute for the Social Sciences, Cologne); Prof. Dr. Juhi Kulshrestha (University of Konstanz); Prof. Dr. Cornelius Puschmann (ZeMKI, University of Bremen)	Leibniz Association (Leibniz Cooperative Excellence Competition)
Journalism and Its Audience: The Re-Figuration of a Relationship and Its Influence on News Production (2019–2022)		German Research Foundation (DFG)
Journalism Under Duress: Risk and Uncertainty in a Changing Mediascape (2021–2023)	Prof. Dr. Thomas Hanitzsch (LMU Munich, Germany); Prof. Dr. Vinzenz Wyss (ZHAW Zurich University of Applied Sciences, Switzerland); Dr. Josef Seethaler (Austrian Academy of Sciences, Vienna, Austria)	German Research Foundation (DFG)
Media Use and Social Cohesion (2020–2024)	Research institutions within the “Research Institute Social Cohesion”	Federal Ministry of Education and Research (BMBF)
Use and Understanding of (Severe) Weather Forecasts (2019–2022)		Seed Money HBI
Pioneer Journalism: The Re-Figuration of Journalism’s Organizational Foundations (2019–2025)	Prof. Dr. Andreas Hepp (ZeMKI, University of Bremen)	German Research Foundation (DFG)
Transfer Office “Media and Social Cohesion” (2020–2024)	Research institutions within the “Research Institute Social Cohesion”	Federal Ministry of Education and Research (BMBF)
What Journalists Want and What They Ought to Do – The Transformation of the Journalism/Audience-Relationship and Its Relevance for Social Cohesion (2020–2024)	Research institutions within the “Research Institute Social Cohesion”	Federal Ministry of Education and Research (BMBF)
Disinformation: Risks for Legal Protection Objectives, Regulatory Gaps and Appropriate Approaches to Close Them (2020–2021)		Media Authority of North Rhine-Westphalia
Use of Automation Tools in Journalistic Investigation and Production in German Newsrooms (ComRobs) (2020–2021)		

PROJECT	COOPERATION PARTNER	THIRD PARTY FUNDER
Media Performance and Democracy (2018–2021)	Team Germany: Prof. Dr. Ralf Weiß, Prof. Dr. Olaf Jandura, PD Dr. Merja Mahrt and Raphael Kösters, M.A. (University of Düsseldorf); Prof. Dr. Birgit Stark and Miriam Steiner, M.A. (University of Mainz); Dr. Melanie Magin (Norwegian University of Science and Technology) Team Austria: Dr. Josef Seethaler, Maren Beaufort, M.A. and Andreas Riedl, M.A. (Austrian Academy of Sciences and the University of Klagenfurt); Prof. Dr. Josef Trappel (University of Salzburg) Team Switzerland: Prof. Dr. Mark Eisenegger, Prof. Dr. Otfried Jarren, Dr. Linards Udris and Andrea Häuptli, M.A. (University of Zurich)	German Research Foundation (DFG)
Public Connection: The Contribution of Individuals to the Construction of the Public (2019–2023)		German Research Foundation (DFG)
Coherent Media Order: Accompanying the EU Media Conference 2020 (2020)		Federal Government Commissioner for Culture and the Media (BKM)
The Peoples' Internet (PIN) (2019–2020)	Coordinators: Prof. Dr. Klaus Bruhn Jensen, Dr. Rasmus Helles, Jacob Ørmen (University of Copenhagen, Denmark); James Webster, Harsh Taneja (Northwestern University, Chicago, USA); Tianxiao Zhao (Chinese Academy of Social Sciences, Beijing, China); Miklos Suklosd (University of Copenhagen, Denmark), Nicoletta Vittadini (Catholic University of Milan, Italy), John Downey (Loughborough University, UK)	Carlsberg Foundation (DKK 11 million) – Semper Ardens Research Project 2016–2020
Tinder the City: Software-Related Scenarios for Overcoming the Crisis of Mediatized Public Spheres (2017–2020)	Prof. Dr. Andreas Hepp (ZeMKI, University of Bremen), Prof. Dr. Andreas Breiter (ifib, University of Bremen)	Federal Ministry of Education and Research (BMBF)

## PROJECTS IN RESEARCH PROGRAMME 2: REGULATORY STRUCTURES AND THE EMERGENCE OF RULES IN ONLINE SPACES

COVID-19 Tracing Apps (2021–2022)	Prof. Dr. Tilo Böhmann (Universität Hamburg); Prof. Dr. Niva Elkin-Koren (Tel Aviv University)	Volkswagen Foundation
Deciding About, by and Together with Algorithmic Decision-Making Systems (2019–2023)	Prof. Dr. Anja Achtziger, social and economic psychologist (Zeppelin University); Prof. Dr. Georg Wenzelburger, political scientist (TU Kaiserslautern); Prof. Dr.	VolkswagenStiftung, Förderlinie "Künstliche Intelligenz – Ihre Auswirkungen auf die Gesellschaft von morgen"
Karen Yeung, legal scholar and ethicist in the Departments of Law and Computer Science (University of Birmingham); Prof. Dr. Katharina A. Zweig, biochemist and computer scientist (TU Kaiserslautern)	Volkswagen Foundation, funding line	Stiftung Mercator
"Artificial Intelligence – Its Impact on Tomorrow's Society".	Prof. Mart Susi (University Tallinn) und 40 weitere europäische Universitäten	EU COST
Informing Regulatory Reasoning on Algorithmic Systems in Societal Communication with STEAM (2022–2026)	Prof. Dr. Tilo Böhmann, Prof. Dr. Ingrid Schirmer and Prof. Dr. Judith Simon (all Department of Informatics, Universität Hamburg)	Volkswagen Foundation
Norms of the Net (2019–2025)	HIIG Berlin, Sustainable Computing Lab of WU Vienna, Department of Legal Theory and Future of Law, University of Innsbruck	
Nuanced Orders of Truth? Systemic Competition Using the Example of Wikipedia's Community-Based Content Moderation (2022–2023)	Wikimedia Foundation	Seed Money HBI
Platform://Democracy: Platform Councils as Tools to Democratize Hybrid Online Orders (2022–2026)	Alexander von Humboldt Institute for Internet and Society (HIIG); Department of Legal Theory and Future of Law, University of Innsbruck	Mercator Foundation
Enforcement of Rules in the Context of Community-Involved Social Media Platforms – User Courts and Other Participation Formats as Stabilising Moments of the Ownerships (2022)		Seed Money HBI
Software Systems, the Public and Participation (2015–2037)		

PROJECT	COOPERATION PARTNER	THIRD PARTY FUNDER
TETRIS: Technology, (Media) Economy and Transformation: Research Impact Sprints (2021-2022)	Universität Hamburg: Centre for Law in the Digital Transformation (ZeRdiT)	Seed Money HBI
Journalistic Use of Algorithmic Information Environments (2020-2021)	Maren Schuster, Martin Luther University Halle-Wittenberg	Seed Money HBI
Private Ordering Observatory (2021)	Dr. David Morar (Visiting Scholar with the Digital Trade and Data Governance Hub at the Elliott School, Georg Washington University, Washington DC); Dr. Christian Katzenbach, Alexander Pirang (Humboldt Institute for Internet and Society, Berlin); Affiliated Experts: Robert Gorwa (University of Oxford), Ben Wagner (Vienna University of Economics and Business)	Seed Money HBI, Stiftung Mercator
The Law of Digitality (2019-2020)	University of Frankfurt/Main (Prof. Peukert, Prof. Spiecker gen. Döhmman, Prof. Brömel, Prof. Maultzsch, Prof. Vesting)	Cluster of Excellence "The Formation of Normative Orders", University of Frankfurt
The State of the Internet in Germany (2020-2020)		German Commission for UNESCO
Information Governance Technologies: Ethics, Policies, Architectures, Engineering (2017-2020)	Prof. Dr. Tilo Böhmman, Prof. Dr. Hannes Federrath, Prof. Dr. Ingrid Schirmer, Prof. Dr. Judith Simon (all Universität Hamburg); Prof. Dr. Sibylle Schupp (TU Hamburg-Harburg)	State Research Promotion Hamburg. Funding programme "Anschubförderung kooperativer Forschungsverbünde" [Start-up Support for Cooperative Research Networks]
Platform Governance in the Super Election Year 2021 (2021-2021)		reset.tech
T-REX - Taxonomy of Rights and Expressions for Freedom of Expression Governance Research (2019-2020)	Ass. Prof. Dr. Ben Wagner, Vienna University of Economics and Business (WU)	Seed Money HBI
<b>PROJECTS IN RESEARCH PROGRAMME 3: KNOWLEDGE FOR THE MEDIA SOCIETY</b>		
Communication in Times of Crisis (2020-2021)		Federal Ministry of Education and Research (BMBF)
Media and Science Communication (2018-2021)	Prof. Dr. Isabella Peters (ZBW - Leibniz Information Centre for Economics Kiel), Dr. Athanasios Mazarakis (Christian-Albrechts-Universität Kiel), Dr. Meik Bittkowski (Science Media Center Cologne), Dr. Christian Zinke (Competence Centre Digital Service Systems, University of Leipzig)	Federal Ministry of Education and Research (BMBF), funding programme "Quantitative Science Research"
<b>Area of Competence "Public Service and Public Value"</b>		
Coding Public Value: Public Service Media and Software for the Common Good (2020-2022)	Science & Technology Studies: PD Dr. Jan-Hendrik Passoth (PI), TU Munich; Software Engineering: Assoc. Prof. Dr. Daniel Mendez (PI), Blekinge Institute of Technology, Sweden, and fortiss GmbH, Munich; Communication Science: Prof. Dr. Hans-Bernd Brosius (PI) & Dr. Julian Unkel, Ludwig-Maximilians-Universität München	Bavarian Research Institute for Digital Transformation (bidt) of the Bavarian Academy of Sciences and Humanities
Euromedia Ownership Monitor (2021-2022)	Prof. Dr. Josef Trappel (University of Salzburg, Austria, project leader); Prof. Dr. Karin Raeymaeckers (Universiteit Gent, Belgium), Josef Slerka (Nadační fond nezávislé žurnalistiky, Czech Republic), Prof. Dr. Ida Willig (Roskilde Universitet, Denmark), Dr. Marko Ala-Fossi (Tampereen yliopisto, Finland), Prof. Dr. Stylianos Papathanassopoulos (National and Kapodistrian University of Athens, Greece), Prof. Dr. Peter Bajomi-Lázár (Budapest Business School, Hungary), Prof. Dr. Christian Ruggiero (University of Athens, Hungary), Dr. Christian Ruggiero (La Sapienza Università di Roma, Italy), Prof. Dr. Aukse Balčytienė (Vytautas Magnus University, Lithuania), Prof. Dr. Leen d'Haenens (KU Leuven, Belgium), Prof. Dr. Elsa Costa e Silva (University of Athens, Greece), Elsa Costa e Silva (Universidade do Minho, Portugal), Jonas Ohlsson (Nordicom, Göteborgs Universitet, Sweden), Prof. Dr. Marko Milosavljević (Univerza v Ljubljani, Slovenia), Prof. Dr. Ruth Rodríguez Martínez (Universitat Pompeu Fabra, Spain)	EU Connect (2020)7319235-Pilot

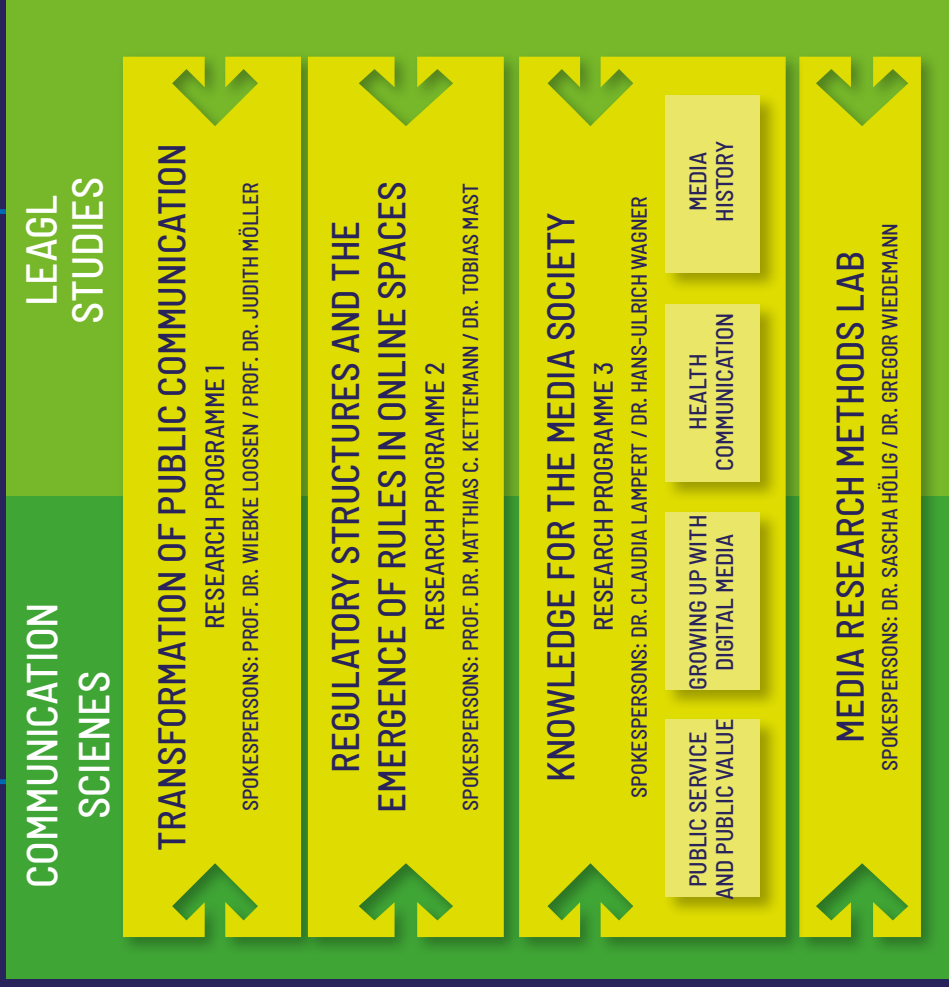
PROJECT	COOPERATION PARTNER	THIRD PARTY FUNDER
European Media Platforms (EuMePlat): Assessing Positive and Negative Externalities for European Culture (2021-2024)	Andrea Miconi (Coordinator; IULM – Libera Università di Lingue e Comunicazione, Italy), Dessislava Liubomirova Boshnakova (New Bulgarian University Bulgaria NBU), Raniero Chelli (UNIMED – Unione delle Università del Mediterraneo, Italy), Francisco Lupiáñez Villanueva (FUOC – Fundació per a la Universitat Oberta de Catalunya, Spain), Daniel Biltreyst (UGent – University of Ghent Belgium), Lutz Peschke (Bilkent University Bilim Kenti, Turkey), Stylianos Papathanasopoulos (NKUA – National and Kapodistrian University, Greece), Cláudia Alvares (ISCTE – Instituto Universitário de Lisboa Portugal), Walter Quattrocioni (UNIVE Università Ca' Foscari Venezia, Italy), Thomas Andersson (International Organisation for Knowledge Economy and Enterprise Development IKED, Sweden), Nico Carpentier (Karlsuniversity of Prague, Czech Republic)	EU Horizon 2020 No 101004488
Integration-Related Remit and Functions of Public Service Media (2020-2024)	Research Institutions within the “Research Institute Social Cohesion”	Federal Ministry of Education and Research (BMBF)
Social Cohesion in the MDR. Broadcasting Area (2020)		Central German Broadcasting (MDR)
<b>Area of Competence “Growing Up with Digital Media”</b>		
BIK Policy Map – Analysis of the EU-Better Internet for Kids Strategy (2019-2023)	European Schoolnet (EUN), Brussels; Dublin Institute of Technology (DIT), Technological University Dublin, Ireland; Brian O'Neill, independent expert, Ireland	European Commission
CO:RE – Children Online: Research and Evidence (2020-2022)	Università Cattolica del Sacro Cuore, Italy; University of Akureyri, Iceland; University of Tartu, Estonia; London School of Economics and Political Science (LSE), United Kingdom; Tampere University, Finland; University of Oslo (UiO), Norway; Technological University Dublin, Ireland; European Schoolnet, Belgium; TAKEPART Media & Science GmbH, Germany	European Commission / HORIZON 2020
Connected Kids: Socialisation in a Changing Media Environment (2018-2023)	Prof. Dr. Rudolf Kammerl, Friedrich-Alexander University Erlangen-Nuremberg	German Research Foundation (DFG)
Index for Youth Media Protection 2022 – Handling Online-Related Risks by Children, Young People, and Their Parents (2022)	Dr. Niels Brügger, Christa Gebel & Achim Lauber, JFF – Institute for Media Education in Research and Practice	Voluntary Self-Regulation of Multi-Media Service Providers (FSM e. V.)
Security for Children in the Digital World: Improving Regulation, Networking Stakeholders, Implementing Children's Rights (2021-2024)	PD Dr. Jessica Heesen & Dr. Ingrid Stapf (University of Tübingen); PD Dr. Jan Pfetsch (Technical University Berlin); Federal Centre for Child and Youth Media Protection (BzKJ, formerly BPjM); Maria von Salisch (Leuphana University Lüneburg); JFF Institute for Media Education in Research and Practice (JFF), Munich	Federal Ministry of Education and Research (BMBF)
EU Kids Online – Internet Use of Children and Young People in Europe (2018-2022)	Scientists from over 30 European and non-European countries	UNICEF, Deutsche Telekom Foundation, Lower Saxony State Media Authority (NLM), Medienpädagogischer Forschungsverbund Südwest (mpfs)
Kids' Digital Lives in Corona Times (2020)	Stephane Chaudron, Joint Research Centre of the European Commission (coordination) and scientists from 14 European countries	UNICEF Innocenti
<b>Area of Competence “Health Communication”</b>		
Healthy Digital – Fit for Apps and the Internet (2021-2023)	Share to Care GmbH; University Hospital Schleswig-Holstein; TAKE-PART Media & Science GmbH	Verband der Ersatzkassen e. V. (vdek)
<b>Area of Competence “Media History”</b>		
Valorising the Past: Practices of Appropriating the Past (2021-2026)	Dr. habil. Barbara Christophe, Leibniz Institute for Educational Media   Georg Eckert Institute (GEI)	Leibniz Association WGL
The Value of News: The History of the German Press Agency (dpa) (2022-2024)		German Press Agency (dpa)

PROJECT	COOPERATION PARTNER	THIRD PARTY FUNDER
Siegfried Lenz: How the Author Uses the Media (2019–2020)	Historical Commission of the ARD; Siegfried Lenz Foundation	North German Broadcasting (NDR)
<b>PROJECTS IN THE MEDIA RESEARCH METHODS LAB</b>		
(Social) Media Observatory (2020–2024)	Research institutions within the “Research Institute Social Cohesion”; Prof. Dr. Cornelius Puschmann (ZeMKI, University of Bremen); Dr. Matthias Quent & Dr. Axel Salheiser (Institute for Democracy and Civil Society Jena); Dr. Katrin Weller (GESIS – Leibniz Institute for the Social Sciences, Cologne)	Federal Ministry of Education and Research (BMBF)
A Framework for Argument Mining and Evaluation (2020–2022)	Institute for Computer Science, University of Leipzig	German Research Foundation (DFG)
Data Portal Right-Wing Extremism – Trust Agency for the Secure Data Exchange of Social Media Account Lists between Research Projects (DP-Rex VrAN) (2022–2023)	Dr. Pascal Siegers (GESIS – Leibniz Institute for the Social Sciences, Cologne)	Federal Ministry of Education and Research (BMBF)
Few-Shot Learning for Automated Content Analysis in Communication Science (FLACA) (2022–2025)	Prof. Dr. Katharina Kleinen-von Königslöw (Universität Hamburg)	Federal Ministry of Education and Research (BMBF)
NOTORIOUS: The Role of Celebrities in Disinformation Campaigns (2021–2024)	Prof. Dr. Christian Stöcker (Hamburg University of Applied Sciences) Institute for Strategic Dialogue GmbH, Berlin	Federal Ministry of Education and Research (BMBF)
Overview Study Digital Methods (2022–2023)	Dr. Linda Nierling (Institute for Technology Assessment and Systems Analysis – ITAS)	Karlsruhe Institute of Technology (KIT)
Migrating the Pluragraph Project to the MRML (2020–2023)		Seed Money HBI
<b>ANOTHER PROJECT</b>		
UNESCO Chair on Freedom of Communication and Information (since 2014)		

# ORGANIZATION AND STRUCTURE



## ORGANIZATIONAL CHART (AS OF JUNE 2023)





LEIBNIZ-INSTITUT  
FÜR MEDIENFORSCHUNG  
HANS-BREDOW-INSTITUT