



If they care they share

Pluralism in a Digital Environment
30.09.2015

Vox Populi goes Selfie

1990, Thuringia

Chancellor Kohl with voters in Eastern Germany



2015, Berlin

Chancellor Merkel with Syrian refugee



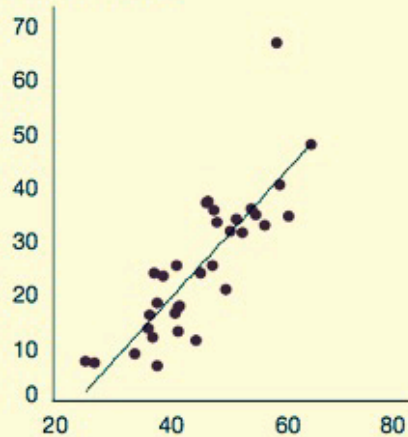
Digitization – Media Pluralism – Quality of Life

Exhibit 2

The correlation between digitization and quality of life is high

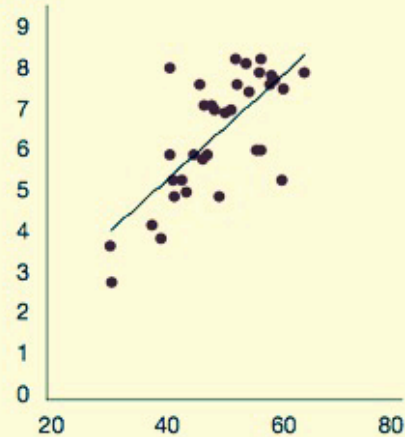
GDP per capita
(37 European countries)

GDP per capita
(in US\$ thousands)



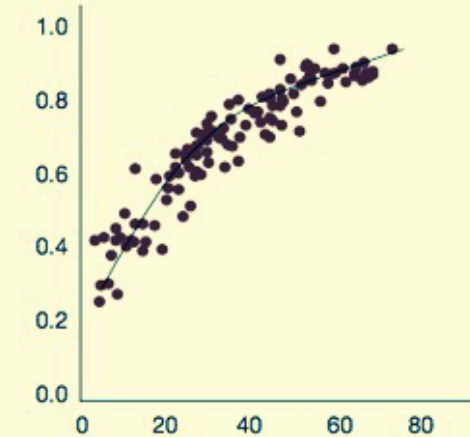
Better Life Index
(34 OECD countries)

Better Life Index



Human Development Index
(120 countries)

Human Development Index

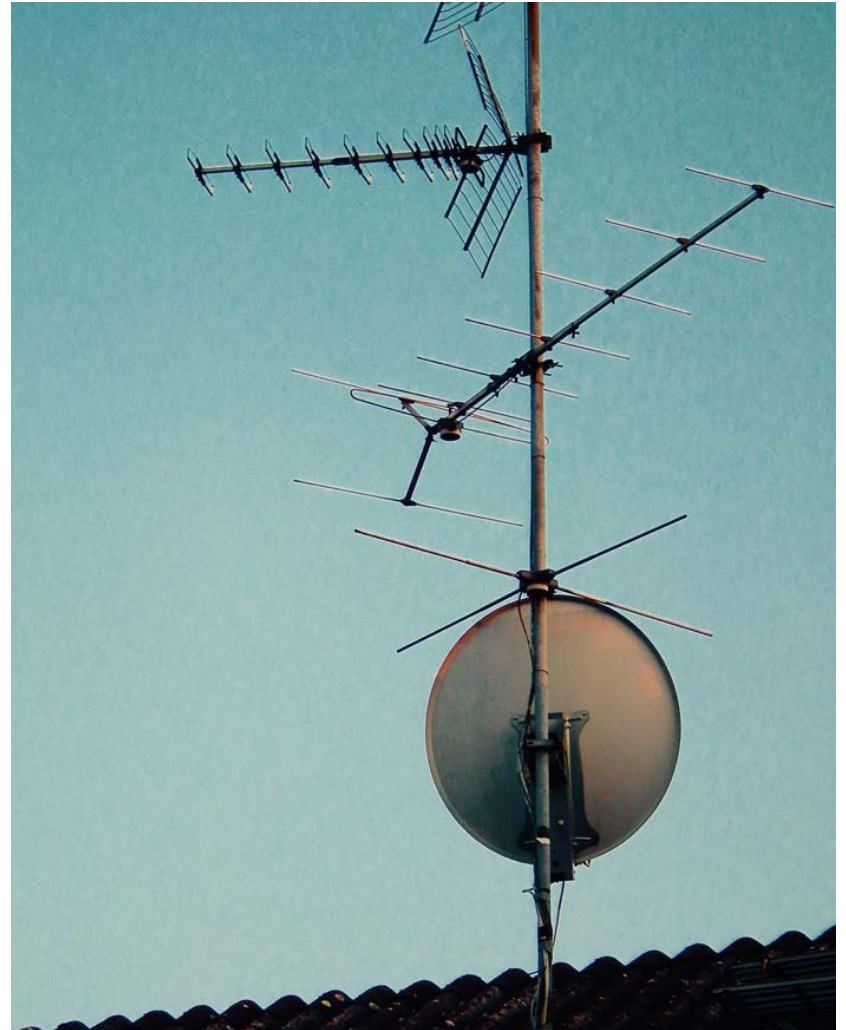


**Digitization in Media:
Prophecies fulfilled, more
opportunities emerge**

Prophecies fulfilled:

Digitalisation is transforming the whole television system, but terrestrial platform has certain particularities that endanger the pace and the outcome of its own transformation process.

(2008)



Different
paces

Production

Distribution

Audiences

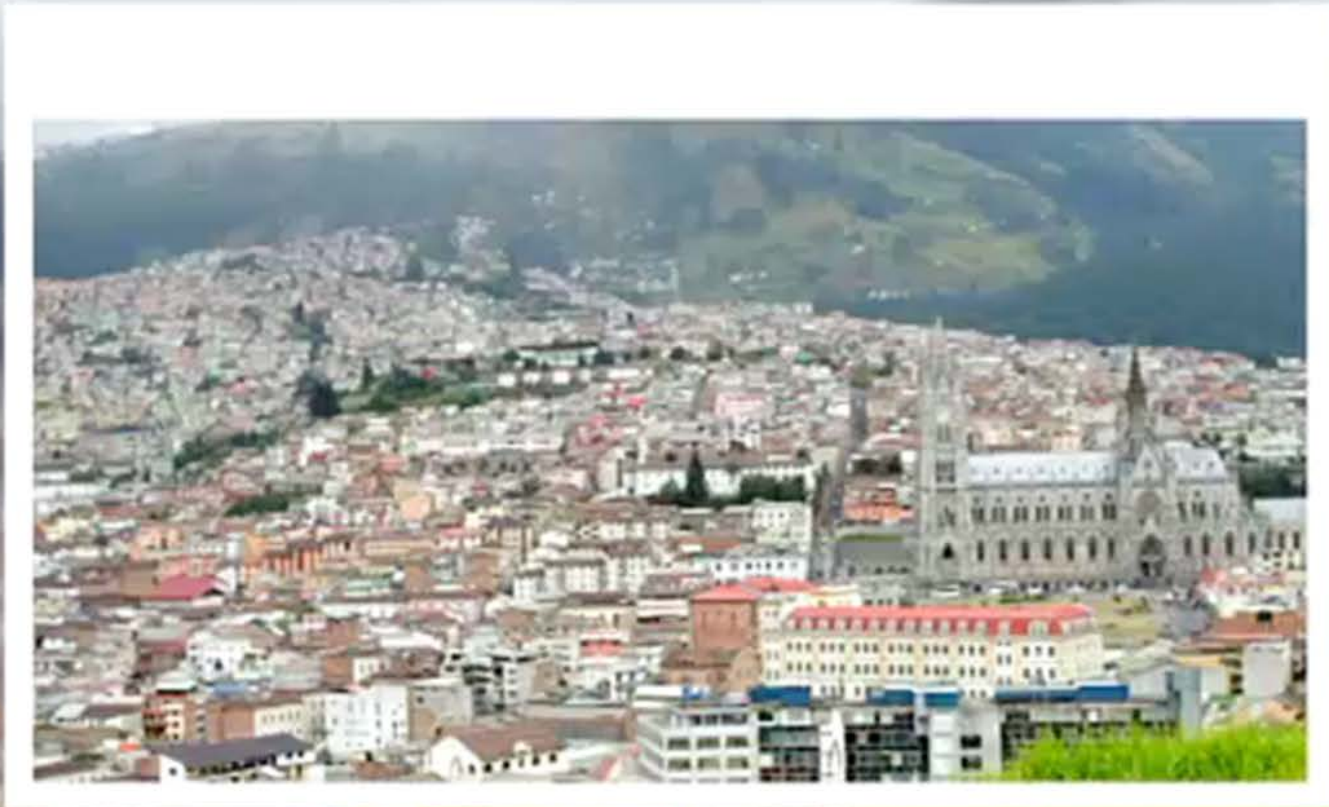
Viewing patterns

Equipment

Newsroom structure

Standard practice: News from social media on TV

7



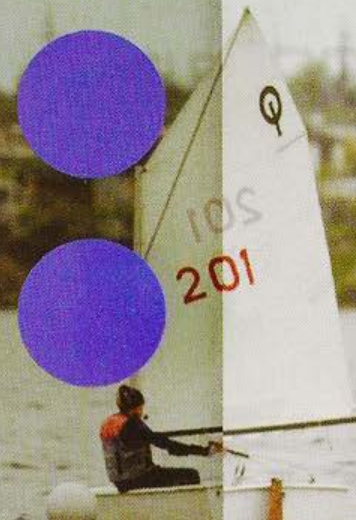
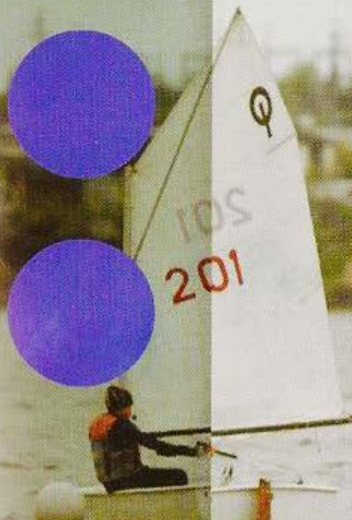
**UA: СУСПІЛЬНЕ
МОВЛЕННЯ**

PUBLIC SERVICE
BROADCASTING
OF UKRAINE

**UA: СУСПІЛЬНЕ
МОВЛЕННЯ**

СУСПІЛЬНЕ
МОВЛЕННЯ
УКРАЇНИ

Progress very uncertain



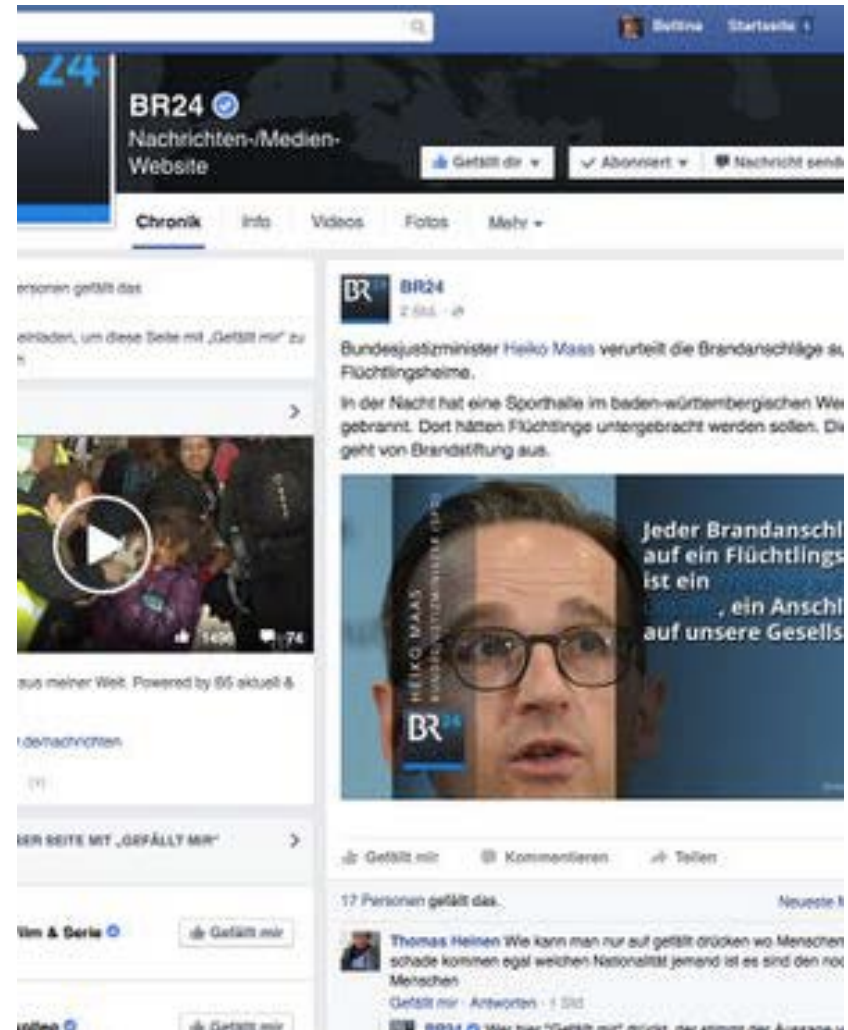
Digital Gaps?



Difficulties to seize the new opportunities:

- Long planning
- Commitment very uncertain
- No resources for converged newsroom
- Resistance to digitize in the newsroom

- New journalistic attitude: News with journalistic standards for mainstream channels.
- Different rules in SoME: Journalists publish their personal opinion and are direct in contact with their community.



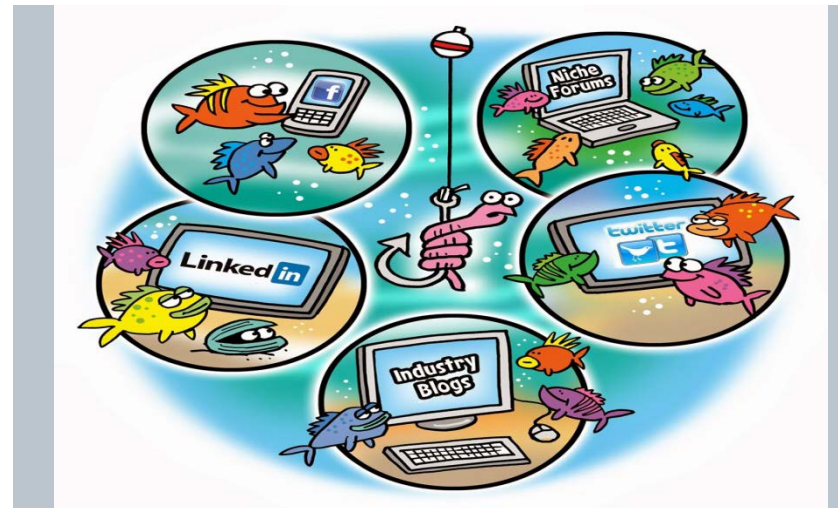
New critical success factors:

Distributed content instead of exclusivity:

„Today the news lives where you live“

„ If it cares, it shares“

~~If it Bleeds,
it Leads~~



- New roles for journalists:
- No longer gatekeeper of information,
- but community relationship manager
- Verification of sources on both sides



5th Power against 4th Power?

- Journalists in newsrooms, are overwhelmed by dealing with commentaries, receive threats
- **Instead of useful comments from users there is hate speech and conspiracy theory**
- Dealing with trolls is on the expense of dealing with good comments



In newsrooms: early warning systems for shitstorms & behaviour codices

- Media Journalism

- Media self regulation institutions

- MIL





Perlen aus Freital

Besorgte Bürger zeigen sich von ihrer allerbesten Seite.
Gesammelt von Christopher (^cm) und Frederik (^fo)

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 **Dennis Wienecke** soo jetzt schnell mit einem Panzer drüber rollen
Gefällt mir · Antworten · 7 · 2 Std.

Mit einem Panzer drüber rollen

- [Quelle](#)
- [Profil von Dennis Wienecke](#)

Verpasse niemals einen Eintrag!

Propaganda defeats itself?

17

- Public anger caused by anonymous haters
- Russians shocked as banned Western food destroyed



- Media users are not passive and should be integrated in media development
- Support for new functions in the newsroom
- The biggest changes are still to come..





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