RIPE@2021: "Public Service Media's Contribution to Society"

Program & Working Groups (Version 25.09.2021)

Program

Day 1: Monday, September 27, 2021

14:00 CET	**Address of Welcome** (open to all registered participants)
	Manuel Puppis (University of Fribourg) & Roberto Suárez Candel (South 180)
14:10 CET	**Discussion of Keynote Speech 1** (open to all registered participants)
	Abraham Bernstein (University of Zurich, Director Digital Society Initiative): *Society Rules* Session Chair: Manuel Puppis (University of Fribourg)
14:40 CET	Switch to Rooms for Working Group Sessions

| 14:45 CET | **Working Group Sessions 1** (open only to Working Group members; video presentations available to all registered participants) |

Working Group 1 Session 1: "Audiences and New Ways of Serving Them"

WG1 Chair: Seamus Simpson (University of Salford, UK)

- Seamus Simpson (University of Salford, UK) & Imir Rashid (Ravensbourne University London, UK):
  Public Service Media, Social Value and New Ways of Delivering Content Over the Airwaves in the 21st Century
- Charles H. Davis, M.V. Freedlander & Frauke Zeller (Ryerson University, Canada):
  Audience Perceived Value of a Public Service Broadcaster: The Case of CBC's English-Language Services
- Annika Sehl (University of the Bundeswehr Munich, Germany):
  Public Service Media's Role in a Digital News Environment: An Audience Survey in Three European Countries
- Gisela Reiter (University of Applied Sciences Vienna, Austria):
  "Having a Broad Range of Different Political Viewpoints is Important for Me": Trust in Media and the Relevance of PSM before Political Elections

Respondent: Jo Bardoel (University of Amsterdam & Radboud University Nijmegen, Netherlands)

Working Group 2 Session 1: "Public Service (and) Platforms I"

WG2 Chair: Maria Michalis (University of Westminster, UK)

- Eleonora Maria Mazzoli (London School of Economics and Political Science, UK) & Tiziano Bonini (Università di Siena, Italy):
  Public Service Media in a Platform Society: Theorizing Public Service Platforms
- Marko Milosavljević (University of Ljubljana, Slovenia), Hilde Van den Bulck (Drexel University, USA) & Minna Aslama Horowitz (University of Helsinki, Finland):
  The Use of AI Tools by Public Service Media: Comparative Analysis of Current State of Affairs and of Views on Opportunities and Threats
- Stefano Pedrazzi (University of Fribourg, Switzerland), Franziska Oehmer-Pedrazzi (University of Zurich, Switzerland) & Manuel Puppis (University of Fribourg, Switzerland):
  Social Bots as Public Service? The Potential of Automated Software Agents Operated by Public Service Media for Healthier Online Discourses

Respondent: Jannick Kirk Sørensen (Aalborg University, Denmark)

	Working Group 4 Session 1: "Scrutinizing the Contribution Concept"
	WG4 Chair: Minna Aslama Horowitz (University of Helsinki, Finland)
	▪ Manuel Puppis (University of Fribourg, Switzerland) & Christopher Ali (University of Virginia, US): *Communication Strategy or Alternative Vision? "Contribution to Society" between Legitimacy Management and Organizational Change*
	▪ Fiona Fehlmann, Ulla Autenrieth (University of Applied Sciences of the Grisons, Switzerland) & Matthias Künzler (Freie Universität Berlin, Germany): *What Contribution to Which Society? Public Service Media and Conflicting Theoretical Frameworks: A Suggestion for a Change of Perspective*
	▪ Christopher Ali (University of Virginia, US), Hilde Van den Bulck (Drexel University, US) & Bo Lee (Columbia University, US): *Islands of Trust in a Sea of Fake News: The Paradox of American Public Service Broadcasting*
	Respondent: Barbara Thomass (Ruhr University of Bochum, Germany)
15:40 CET	Break

Working Group 2 Session 2: "Public Service Streaming I"

WG2 Chair: Maria Michalis (University of Westminster, UK)

- Maria Michalis (University of Westminster, UK):
  Do We Need PSM VOD Players? Challenges, Policy and Contributions to Society: The Case of the BBC iPlayer
- Jp Kelly (Royal Holloway University of London, UK) & Jannick Kirk Sørensen (Aalborg University, Denmark):
  "What's on the Interface Tonight?" A Comparative Analysis of PSM Streaming Services in the UK and Denmark
- Julie Mejse Münter Lassen (University of Copenhagen, Denmark) & Jannick Kirk Sørensen (Aalborg University, Denmark):
  From Broadcast Volume to On-Demand Value: DR's Strategic Response to Changes in Danish Media Policy
- Tim Raats (Vrije Universiteit Brussel, Belgium):
  Balancing Different Kinds of Contribution to Society: The Case of a "Flemish Netflix"

Respondent: Marko Milosavljević (University of Ljubljana, Slovenia)

Working Group 3 Session 2: "Citizen Participation and Young Audiences"

WG3 Chair: Matthias Künzler (Freie Universität Berlin, Germany)

- Javier Marzal-Felici, Maria Soler-Campillo & Antonio Loriguillo-López (Universitat Jaume I, Spain):
  Citizen Participation and Valencian Public Media: Results of Focus Groups in Public Service Media in Spain
- Ulla Autenrieth, Fiona Fehlmann (University of Applied Sciences of the Grisons, Switzerland) & Matthias Künzler (Freie Universität Berlin, Germany):
  Contributions without an Audience? Young Target Groups and Their Ambivalent Relationship to Public Service Media Offerings
- Lizzie Jackson (London South Bank University, UK), Charles Davis (Ryerson University, Canada), Christine Horz-Ishak (TH Köln – University of Applied Science, Germany), Rachel Phillips (University of Cardiff, UK) and Alexandra Pavliuc (University of Oxford, UK):
  Public Media for Good: Learning to be Led by Generation Z

Respondent: Michał Głowacki (University of Warsaw, Poland)

	Working Group 4 Session 2: "PSM, Capture and Instrumentalization" WG4 Chair: Minna Aslama Horowitz (University of Helsinki, Finland) ▪ Marius Dragomir (Central European University, Austria) & Minna Aslama Horowitz (University of Helsinki, Finland): *Modeling Political Media Capture of Public Service Media* ▪ Guilherme Strozi & Fernando Paulino (University of Brasília, Brazil): *The Instrumentalization of Empresa Brasil de Comunicação after the Extinction of its Curator Council's in 2016* ▪ Anna Jupowicz-Ginalska, Ksenia Wróblewska & Krzysztof Sokół (University of Warsaw, Poland): *Between Scylla and Charybdis: Editorial Self-Promotion in Polish Public and Commercial TV Evening News* Respondent: Hilde Van den Bulck (Drexel University, US)
16:45 CET	Break / Switch to Plenary Hall for Keynote Speech 2 and Virtual Reception
16:50 CET	**Discussion of Keynote Speech 2** (open to all registered participants)
	Gilles Marchand (Director General SRG SSR): *SRG SSR Public Value Approach: Managing Our Contribution to Society – A Swiss Perspective* Session Chair: Manuel Puppis (University of Fribourg)
17:20	Virtual Reception

Day 2: Tuesday, September 28, 2021

09:00 CET	**iaPMR/RIPE Business Meeting**

Lizzie Jackson (London South Bank University, UK), Maria Michalis & Alessandro D'Arma (University of Westminster, UK)

The business meeting will introduce the new "International Association of Public Media Researchers" and the new leadership team, and explain how you can get involved. We look forward to seeing you there!

10:00 CET	**Address of Welcome**

Manuel Puppis (University of Fribourg), Lizzie Jackson (London South Bank University, UK), Maria Michalis & Alessandro D'Arma (University of Westminster, UK)

10:05 CET	Switch to Rooms for Working Group Sessions

10:10 CET	**Working Group Sessions 3** (open only to Working Group members; video presentations available to all registered participants)

Working Group 1 Session 3: "PSM and Diversity"

WG1 Chair: Seamus Simpson (University of Salford, UK)

- Sabri Derinöz (Université Libre de Bruxelles, Belgium):
  A Public Service Media Negotiation of Identity at the Crossroad of Social Responsibility and Modernization: The Belgian PSM's Communication about "Diversity"
- Linards Udris, Mark Eisenegger, Andrea Häuptli, Brigitte Hofstetter (University of Zurich, Switzerland), Olaf Jandura (Heinrich Heine University Düsseldorf, Germany), Melanie Magin (Norwegian University of Science and Technology, Norway), Andreas Riedl (Austrian Academy of Sciences, Austria), Birgit Stark & Miriam Steiner (University of Mainz, Germany):
  Contribution to Diversity? A Comparative Analysis of Different Notions of Diversity in Public Service Media and the Press in Germany, Austria, and Switzerland

Respondent: Uwe Hasebrink (Leibniz Institute for Media Research | Hans-Bredow-Institut, Germany)

Working Group 2 Session 3: "Public Service (and) Platforms II & Public Service Streaming II"

WG2 Chair: Maria Michalis (University of Westminster, UK)

- Yu-Peng Lin (National United University, Taiwan) & Hui-Ju Tsai (National Taiwan Normal University, Taiwan):
  New Challenges of Public Service Media in a Streaming Era: The Case of PTS+ in Taiwan
- Yang Lee & Hamilton Cheng (Taiwan PTS Foundation, Taiwan):
  Analysis of the Working flow and Service Differentiation Strategy of PSM OTT Service: A Case Study from Taiwan Public Television Service

Respondent: Eleonora Maria Mazzoli (London School of Economics and Political Science, UK)

Working Group 3 Session 3: "PSM and Innovation"

WG3 Chair: Matthias Künzler (Freie Universität Berlin, Germany)

- Matthias Künzler (Freie Universität Berlin, Germany), Fiona Fehlmann & Ulla Autenrieth (University of Applied Sciences of the Grisons, Switzerland):
  The Attempt to be Up Front despite Major Challenges – Innovation in PSM as a Contribution to Society
- Henning Eichler (Hochschule Darmstadt & Catholic University of Eichstätt-Ingolstadt, Germany):
  Digital Change, Cross-Media and Journalism Innovation at ARD

Respondent: Lizzie Jackson (London South Bank University, UK)

	Working Group 4 Session 3: "PSM and Democracy"
	WG4 Chair: Minna Aslama Horowitz (University of Helsinki, Finland)
	- Barbara Thomass (Ruhr University of Bochum, Germany): *What (Digital) Media Deliver to Democracy: The Media for Democracy Monitor 2020 (MDM) and the Public Service Media*
	- Marina Kevkhishvili (Ivane Javakhishvili Tbilisi State University, Georgia): *Challenges of Public Service Broadcasting (PSB) in Managing Contribution to Society Policy in Georgia*
	- Tim Raats (Vrije Universiteit Brussel, Belgium), Karen Donders (Vrije Universiteit Brussel & VRT, Belgium) & Phil Ramsey (Ulster University, UK): *Public Service Media in Ireland: An Analysis of Politics, Funding, Digitization and Societal Divides at RTÉ*
	Respondent: Alessandro D'Arma (University of Westminster, UK)
11:05 CET	Break
11:10 CET	**Working Group Sessions 4** (open only to Working Group members; video presentations available to all registered participants)
	Working Group 1 Session 4: "Serving Changing Societies"
	WG1 Chair: Seamus Simpson (University of Salford, UK)
	- Uwe Hasebrink (Leibniz Institute for Media Research | Hans-Bredow-Institut, Germany): *Media Use and Social Integration: An Explorative Study on Public Service Media's Contribution to Societal Cohesion*
	- Jo Bardoel (University of Amsterdam & Radboud University Nijmegen, Netherlands) & Huub Wijfjes (University of Amsterdam & University of Groningen, Netherlands): *Serving Dutch Society: Netherlands' PSB Policies in the Interplay of Technology, Societal Communities and Commercial Interest, 1919-2020*
	- Corinne Schweizer (University of Zurich, Switzerland): *Public Service Media's (Missing) Contribution to Gender Equality: The Case of Switzerland*
	Respondent: Seamus Simpson (University of Salford, UK)

Working Group 2 Session 4: "Different Ways of Contribution"

WG2 Chair: Maria Michalis (University of Westminster, UK)

- Masduki Masduki (Universitas Islam Indonesia Yogyakarta, Indonesia):
  Public Service Media and Civic Engagement in Digital World: An Indonesian Case Study
- Cathrin Bengesser (Aarhus University, Denmark):
  Public Value after the News: The Role of TV Drama in European PSBs' Legitimacy
- Aura Lindeberg & Marko Ala-Fossi (Tampere University, Finland):
  Embracing Digital Audio in Nordic PSM
- Laeed Zaghlami (Algiers University, Algeria):
  Algerian Public Service Media: From Failure to Survival and Eventual Renewal

Respondent: Tim Raats (Vrije Universiteit Brussel, Belgium)

Working Group 3 Session 4: "Citizen Involvement and Communities"

WG3 Chair: Matthias Künzler (Freie Universität Berlin, Germany)

- Naomi Sakr (University of Westminster, UK):
  Engaging Citizens, Growing Constituencies: Public Interest Media Experiments in Jordan
- Michał Głowacki (University of Warsaw, Poland):
  From Public Service Media to Public Service Media Communities
- Marta Rodríguez Castro & Francisco Campos Freire (Universidad de Santiago de Compostela, Spain):
  Public Value Tests and Citizen Participation in PSM's Decision-Making: Story of a Missed Opportunity
- SunWook Choi (KBS, South Korea):
  Citizen Involvement for Political Independence and Decision-Making within PSM

Respondent: Ulla Autenrieth (University of Applied Sciences of the Grisons, Switzerland)

Working Group 4 Session 4: "Dilemmas and Expectations"

WG4 Chair: Minna Aslama Horowitz (University of Helsinki, Finland)

- Hilde Van den Bulck (Drexel University, US), Tim Raats (Vrije Universiteit Brussel, Belgium), Jurgen Minnebo (Indiville, Belgium) & Aaron Hyzen (University of Antwerp, Belgium):
  Three Sides of the Same Coin? Matching Audience, Stakeholder and Government Expectations of PSM's Role in Market and Society
- Marina Urbanikova (Masaryk University, Czech Republic):
  "They Don't Know What Public Service Is About": A Case Study of the Newsroom Conflict in the Public-Service Radio and Television of Slovakia (RTVS)
- Dominik Speck (TU Dortmund University, Germany & EBU, Switzerland):
  Enabling Visibility: Online Transparency Practices of German PSM Organizations
- Alessandro D'Arma (University of Westminster, UK), Minna Aslama Horowitz & Hannu Nieminen (University of Helsinki, Finland):
  Key Dilemmas and Collaborative Opportunities for PSM Policies: Analysis of the InnoPSM Project

Respondent: Karen Donders (Vrije Universiteit Brussel & VRT, Belgium)

12:05 CET	Break / Switch to Plenary Hall for Practitioners' Session and Closing Plenary
12:15 CET	**How Practitioners and Scholars Can Work Together to Demonstrate the Value of PSM** (open to all registered participants)
	PSM organizations need to demonstrate their value and their impact in order to secure their legitimacy and build new relations not only with the audience but also new stakeholders. This requires looking into new research questions, using new methodologies and obtaining new types of results. How could academic scholars become an asset for PSM organizations and help them meet their research and knowledge needs? What are the key future topics PSM organizations are looking into? And why has collaboration between PSM organizations and scholars not yet reached its highest potential? In this panel discussion we will address these questions and point out the future needs and trends regarding research on PSM. Panelists: Tomas Coppens (Senior Researcher, VRT, Belgium) & Klaus Unterberger (Head of Public Value Department, ORF, Austria) Session Chair: Roberto Suárez Candel (South 180)
12:45 CET	Virtual Coffee or Lunch Break

13:00 CET	**Closing Plenary** (open to all registered participants)
	The Closing Plenary will bring together the results and insights of the four working groups, trying to provide answers to the overarching conference questions. Moreover, the EBU Best Paper Awards (for both emerging and established scholars) will be announced. Session Chair: Gregory Ferrell Lowe (Northwestern University in Qatar; RIPE Continuity Director)
13:40 CET	Farewell