Global Media Forum

Session

Breaking up filter bubbles. How to retain diversity?

World Conference Center Bonn
19 June 2017, 2.30pm - 3.45pm

Language
English
BACKGROUND

People rely more and more on information shared on social media. To many, blogs and sometimes dubious news channels seem equivalent to traditional media. They are often not aware that algorithms cater news according to their interests. As a consequence, it seems that many people are less exposed to conflicting opinions. To make matters worse, groups of like-minded people tend to function as resonance rooms with similar opinions reinforcing each other. There is a risk that these peer groups drift further apart, leading to a rupture of public opinion.

But do filter bubbles really change and challenge public opinion? Or are we missing the real challenges behind? How can the potential negative impacts of digital technologies be countered? What can journalists and the media do to reach people across political attitudes? How can diversity of opinion be retained?

Chair

**Ute Lange**
Moderator, trainer, communication coach
i3kommunikation, Bonn

INPUTS

**Dr Andreas Jungherr**
Assistant Professor for Social Science Data Collection and Analysis
University of Konstanz

**Frederik Fischer**
Chief Editor
piqd.com, Munich

INTERACTIVE PLENARY DISCUSSION

END OF SESSION
Ute Lange
Moderator, trainer, communication coach
i3kommunikation, Bonn

Ute Lange works as a moderator and trainer. The journalist has, among other things, worked for the Berlin “Tagesspiegel”, the “Washington Post”, the “Californian” in Salinas, online editorial teams of the Federal Armed Forces and the “Deutsche Welle” in Bonn. For more than 10 years she was responsible for the public relations of development policy organisations such as “InWEnt – Capacity Building International”, “Engagement Global gGmbH” and “DW Academy”. She works in a voluntary capacity for the “International Democracy Award Bonn” and is a member of the executive board.

Dr Andreas Jungherr
Assistant Professor for Social Science Data Collection and Analysis
University of Konstanz


Frederik Fischer
Chief Editor
piqd.com, Munich

Frederik Fischer is chief editor of piqd.de and piqd.com, an alternative to Facebook, build around the idea of promoting and distributing the best journalism on the web. The website is accompanied by a newsletter, a podcast and a messenger bot. Apart from piqd, Frederik is director of the media innovation think tank Vocer and teaches digital journalism at the Hamburg Media School. Prior to his current position, Frederik worked as head of audience engagement at Krautreporter, Germany’s biggest crowdfunded newsroom. In 2012 Frederik founded the context search engine Tame, which is used by newsrooms worldwide. He studied journalism and finance in Hannover, Aarhus, Amsterdam and London. As a technology journalist he worked 10 years for the leading German broadcasters and publishing houses.
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