

# ● 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

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## 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

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## INPUTS

### **Dr Andreas Jungherr**

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

### **Frederik Fischer**

Chief Editor  
piqd.com, Munich

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## INTERACTIVE PLENARY DISCUSSION

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## END OF SESSION

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## SPEAKERS' BIOS



### **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 gmbH” 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

Andreas Jungherr is assistant professor for Social Science Data Collection and Analysis at the University of Konstanz, Germany. His research focuses on the role of digital technology in political communication and the use of digital trace data in the social sciences. He is author of the books “Analyzing Political Communication with Digital Trace Data: The Role of Twitter Messages in Social Science Research” (Springer: 2015) and “Das Internet in Wahlkämpfen: Konzepte, Wirkungen und Kampagnenfunktionen” (with Harald Schoen, Springer VS: 2013). His articles have appeared in, among other places, Journal of Communication, Journal of Computer-Mediated Communication, The International Journal of Press/Politics, Politische Vierteljahresschrift, Zeitschrift für Parlamentsfragen, and Internationale Politik.



### **Frederik Fischer**

Chief Editor  
piqd.com, Munich

Frederik Fischer is chief editor of piqd.de and piqd.com, an alternative to Facebook, built 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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