

# GAINING A **DIGITAL EDGE:** FREEDOM OF EXPRESSION

Vienna, 14-15 September, 2016

The Fourth digital media and journalism conference for journalists, CSOs representatives, media lawyers, representatives of the government institutions, IT experts, academics, artists and human rights defenders from 14 countries from South Eastern and Central Europe.

*TIMETABLE*

*ABSTRACTS*

*#DigitalEdge*



# TIMETABLE

## Day 0 - 13.09.2016 (Tuesday)

**Location: Augustiner Keller's Vinothek room, Augustinerstraße 1**

20:00 / *Social - Location: Augustiner Keller's Vinothek room, Augustinerstraße 1*

***Social Event: Encouraging Pluralism and Participation Online***

**Ross LaJeunesse**, Global Head of International Relations, Google

## Day 1 - 14.09.2016 (Wednesday)

**Location: Hofburg Palace, Kongresszentrum**

9:00 / *Social*

***Registration and welcome coffee***

9:30 / *Opening*

**Dunja Mijatovic**, OSCE Representative on Freedom of the Media

9:40 *Welcome speeches (Ratsaal meeting room)*

**H.E. Peter Burkhard**, Head of the OSCE Mission to Serbia

**H.E. Desirée Kopmels**, Netherlands Ambassador to the OSCE

> Moderator: Gordana Jankovic, Head of OSCE Mission to Serbia's Media Department

10:00 / *Keynote speech (Ratsaal meeting room)*

***From the Promised Land to the Wilderness: Is Internet Freedom Dead?***

**Jacob Mchangama**, Founder and Director of Justitia, Denmark

10:30 / *Open Discussion (Ratsaal meeting room)*

***Re-thinking journalism***

**Prof. Dr. Natali Helberger**, Professor of Information Law, University of Amsterdam's Faculty of Law, Netherlands

**Igor Bozic**, Executive producer N1 TV, Serbia

**Andrew Finkel**, Platform for Independent Journalism, P24, Turkey

**Fredrik Laurin**, "Uppdrag granskning", Swedish Public Broadcaster's investigating journalism team, Sweden

> Moderator: Tihomir Loza, South East European Network for Professionalization of Media, Executive Director, Bosnia and Herzegovina

12:00 *Social*

***Lunch & Group Photo***

13:00 / *In conversation (Ratsaal meeting room)*

***Digital Whistleblowing and Cybersecurity: Partnership of Journalists and Hackers in Public Interest (Panama Papers, WikiLeaks, Snowden and Alike)***

**Fabio Pietrosanti**, Hermes Center for Transparency and Digital Human Rights, President, Italy

> Anchor: **Bojana Barlovac**, freelance journalist and media researcher, Serbia

13:30 / *Talk (Ratsaal meeting room)*

***Women in the Media - From Portraying to Harassing***

**Tamara Skrozza**, Vreme weekly journalist, Serbia

/ *Talk (Room 201) - Video Call*

***Virtual Realities: the rapid rise of immersive journalism - hype or hope?***

**Mandy Rose**, Associate Professor, Director - Digital Cultures Research Centre, University of the West of England, United Kingdom

14:00 / *Talk (Ratsaal meeting room)*

***Constructive journalism: The power of the future-oriented question***

**Cathrine Gyldensted**, Director of Constructive Journalism at the Journalism School at Windesheim University of Applied Sciences, Netherlands

14:30 / *Talk (Ratsaal meeting room)*

***The Page View is a Zombie***

**Dejan Nikolic**, Content Insight, Serbia

/ *Presentation (Room 201)*

***Inside the Facebook Algorithmic Factory***

**Vladan Joler**, SHARE Foundation, Serbia

15:00 / *Social*

***Coffee break***

15:30 / *Open discussion (Ratsaal meeting room)*

***The Internet We Have to Save: Are algorithms the new form of censorship?***

**Hossein Derakhshan**, Independent author/researcher, Iran/Canada

**Ben Wagner**, Center for Internet and Human Rights, European University Viadrina, Germany

**dr Radim Polcak**, Head of the Institute of Law and Technology Masaryk University, Faculty of Law, Czech Republic

**Lenart Kucic**, Delo, Slovenia

> Moderator: **Vladan Joler**, SHARE Foundation, Serbia

17:00 *Free Time*

***Afternoon break***

21:00 / *Social - Location: WIRR Brunnenmarkt, Yppenmarkt*

***Social Event: Meeting digital rights community from Vienna***

**Thomas Lohninger**, Executive Director of the AKVorrat, Austria

## Day 2 - 15.09.2016 (Thursday)

**Location: Hofburg Palace, Kongresszentrum, Vienna**

9:00 *Social*

*Morning coffee*

9:30 / *Talk (Ratsaal meeting room)*

### ***Online Safety of Journalists: the OSCE's Response***

**Jennifer Adams**, Office of the OSCE RFoM, **Deniz Yazici** and **Jürgen Heissel**, Permanent Mission of Austria to the OSCE

10:00 / *Panel Discussion (Ratsaal meeting room)*

### ***Content regulation on the Internet: State, rights and freedoms, public interest***

**H.E. Daniel Baer**, U.S. Ambassador to the OSCE

**Joe McNamee**, European Digital Rights – EDRI, Executive Director, Belgium

**Marius Dragomir**, The Center for Media, Data and Society, CEU, Director, Hungary

**Djordje Krivokapic**, SHARE Foundation, Serbia

> Moderator: **Thijs Berman**, Office of the OSCE Representative on Freedom of the Media

11:30 *Social*

*Coffee break*

12:00 / *Talk (Ratsaal meeting room)*

### ***The Journalism Crisis is a Public Policy Problem***

**Dean Starkman**, journalist, media critic and editor at Columbia Journalism Review, USA

/ *Talk - Room 201*

### ***Why Net Neutrality matters for Freedom of Speech***

**Thomas Lohninger**, Executive Director of the AKVorrat, Austria

12:30 / *In Conversation (Ratsaal meeting room)*

### ***Working with readers creates richer journalism***

**Caroline Bannock**, The Guardian, Head of community journalism, United Kingdom

> Anchor: **Domen Savic**, DrzavljaniD, Slovenia

/ *Presentation - Room 201*

### ***South-East European Dialogue on Internet Governance: Bottom-up Approach***

**Aida Mahmutovic**, SEEDIG, Bosnia and Herzegovina

13:00 *Social*

*Lunch break*

14:00 / *Presentation (Ratsaal meeting room)*

**#newmednet project 1: Digital Sustainability: Understanding the Needs of Online Local Media in Serbia and Croatia**

**Ilir Gasi**, Slavko Curuvija Foundation, Serbia

/ *Presentation (Room 201)*

**#newmednet project 2: Journalism sources in the digital age**

**Zuzanna Warso**, Helsinki Foundation for Human Rights, Poland

14:30 / *In conversation (Ratsaal meeting room)*

**Startups and entrepreneurial journalism: Building sustainable business models for digital journalism**

**Valer Kot**, Media Development Investment Fund, Czech Republic

**Tamas Bodoky**, Atlatszo.hu, Hungary

Anchor: Milos Stojkovic, Center for Media Transformation, Serbia

/ *Movie projection - Talk with a director (Room 201)*

**Journalism and Art: Complementing and Collaborative Storytelling**

**Zelimir Gvardiol**, movie director, Serbia

15:00 / *Panel Discussion (Ratsaal meeting room)*

**The Balkans: What is the current state of media telling us about today's societies?**

**Jovanka Matic**, Institute of Social Sciences, Belgrade, Serbia

**Tihomir Loza**, The South East European Network for Professionalization of Media (SEENPM), Executive Director, Bosnia and Herzegovina

**Hajrudin Hromadzic**, Faculty of Social Sciences and Humanities, University of Rijeka, Croatia

**Snezana Trpevska**, Institute of Communication Studies, Skopje, former Yugoslav Republic of Macedonia

> Moderator: Gjergj Erebara, BIRN Albania

16:30 / *Closing session (Ratsaal meeting room)*

**Amy Brouillette**, The Center for Media, Data and Society, Central European University, Hungary

**Thijs Berman**, Office of the OSCE Representative on Freedom of the Media

**Gordana Jankovic**, OSCE Mission to Serbia, Head of Media Department



# Abstracts

## **Keynote speech**

### **From the Promised Land to the Wilderness: Is Internet Freedom Dead?**

While the spread of the internet and social media promised a new dawn for the unrestricted flow of information between borders the past years has seen both dictatorships and democracies impose ever more restrictions on internet freedom in terms of censorship, criminalization of content and surveillance. More people are punished for expressions than ever before. This poses the question of if and how freedom of expression will survive online.

## **Panel session 1**

### **Re-thinking Journalism**

The business model of traditional media continues to crumble. Media consumers are using free of charge information offered by online news portals and social networks. Advertisers follow the movement of the audience. These processes strongly affect journalism. One aspect of a crisis of journalism is a crisis of its traditional business model. Do we, in our concern for survival of traditional media's business model, forget that we should pay an equal care for preserving the purpose of journalism itself - to act in the public interest? Since different interpretations of the same facts are increasingly present, the question is whether it is possible to determine what is objective and does the public still looking for objectivity from journalists? This alleged drift from objectivity towards subjectivity in journalism is driven by social media and the increasingly personalized way in which people consume news. Have we reached the edge from where only way forward is to re-think role and nature of journalism?

## **In Conversation**

### **Digital Whistleblowing and Cyber security: Partnership of Journalists and Hackers in Public Interest (Panama Papers, WikiLeaks, Snowden and Alike)**

As any information has become digital, investigative journalists often rely on cyber security tools to communicate and protect Whistle-blowers. How Digital means for Whistleblowing and Safe communication change the attitude and behaviours of those involved in Investigation? How effectively Digital Whistleblowing and Cyber security tools are used and diffused to enhance the safety of sources and journalists? In which way the digital acquisition of information can change a Source into a Leaker? When "leaking" become digital and anonymous, how can journalists effectively protect sources?

## **Talk**

### **Virtual Realities: the rapid rise of immersive journalism - hype or hope?**

Thirty years since the term Virtual Reality was coined, developments in hardware and software have made VR viable as a mass-market consumer proposition. Influenced by pioneering work by

the Knight Foundation Fellow, Nonny de la Pena, 2015 saw VR take off as a journalism platform with the New York Times launching its own VR app and distributing Google Cardboard headsets to a million plus subscribers. This interest in immersive journalism is influenced by factors including the drive to reach new and younger audiences and a widespread belief in VR as an “empathy machine” (Chris Milk TED March 2015). This talk will map this emerging landscape and point to some of the creative and ethical challenges that arise where Virtual Reality meets Journalism.

### **Talk**

#### **Women in the Media - From Portraying to Harassing**

Women portrayal in both traditional and online media is generally based on their looks, age, and family status. Whether a woman is a winner of Olympic games medal, housewife or a famous pop-singer, in most of the cases she is depicted through the story of her "as a women", and not her as a human being who achieved something, who is unique in some way. Media coverage of women in general, is still dominated by traditional gender roles, and highly influenced by personal stereotypes of the editors and journalists. At the same time, women engaged in newsroom are themselves victims of discrimination and judged primarily by their looks and age, and not professional qualifications. Women employed in media have to sacrifice their personal life in order to climb the newsroom ladder and often suffer sexual, verbal and other forms of harassment.

### **Talk**

#### **Constructive journalism: The power of future oriented question**

Mistrust in institutions and politicians is a growing tendency in Western countries. What role does news journalism play in that? Could the eternal mudslinging in political debate have a role to play? Can news journalism act differently in order to facilitate a more future oriented, productive and visionary debate? Yes, states the speaker of this session. Cathrine Gyldensted serves as the world's first Director of Constructive Journalism at Windesheim University, The Netherlands. In this talk she will present brand new research around the power of the future oriented question. In order to strengthen a visionary political debate that aims to lessen mistrust and polarization.

### **Talk**

#### **The Page View is a Zombie**

Driven by speed and page views, journalism and content production fell into bottomless pit of chasing growth of irrelevant numbers while losing touch with audience and business rationale. Content Insights project offers a paradigm shift that allows for old-school ethics and dignity of journalistic profession to thrive in a digital environment where everything is measurable and comparable.

## **Presentation**

### **Inside Facebook Algorithmic Factory**

In our on-going SHARE Lab research, we are investigating how our behaviour, actions and information is collected, stored, analysed and finally transformed into the products within Facebook. There are many reasons why we should be interested in these black boxes mediating and recording our interaction, our deepest personal communications, our behaviour and activities. Within those invisible walls, in every moment algorithms are deciding which information will appear in our info sphere, how many and which of your friends will see your posts, what kind of content will become part of your reality and what will be censored or deleted. On other hand, this black box define new forms of labour, exploitation and generation of enormous amount of wealth and power (17.93 Billion dollars in 2015) for the owners of this invisible immaterial factory creating deep economic gap between the ones who owns and control the means of production and their users who really often live below the poverty line. Somewhere deep under the layers of algorithms there can be hidden new forms of potential human rights violation, new forms of exploitation and mechanisms of manipulation on the large scale influencing billion of people every day.

## **Panel session 2**

### **The Internet We Have to Save: Are algorithms new form of censorship?**

Throughout history, censorship was present as a mechanism for controlling information that circulated within a society, and they were mainly attributed to those governing societies. Today, Facebook algorithms are deciding which information will appear on our newsfeed, how many of our friends will see our posts, what kind of content will become part of our reality and what will be censored or deleted. Google's algorithms also process your search queries and turn them into answers among hundreds of thousands, if not millions, of webpages with helpful information. The problem here is that it is really difficult to understand how these algorithms actually work and who decides what each of us get informed about. It seems like there are no transparent information on these algorithms and how they are designed, and even the engineers who develop algorithms are not always completely sure how they work. What information governance on the Internet we fight for and what values are guiding them?

## **Talk**

### **Crowdsourcing: How to include citizens in investigative journalism**

CORRECTIV has conducted an investigation on 400 mutual banks in Germany. Where are their problems, what are their difficulties, what are their challenges. To get the tasks done, they involved more than 600 citizens in a crowdsourcing project, with success. Together citizens and reporters were able to analyse all business reports, extract relevant information and secure reliable data. David will explain, how to use this kind of investigative crowdsourcing – where are its chances and risks.



## **Presentation**

### **Online Safety of Journalists: the OSCE's Response**

More and more, the world of journalism is taking place online with journalists more reliant than ever on social media for reporting, sharing news and interacting with readers. However, as digital media proliferates, so too does online harassment. For many journalists, online harassment is part of the job, but in some cases, it has led to self-censorship, threatening pluralism and silencing voices online. The Office of the OSCE Representative on Freedom of the Media has taken up this issue, bringing international attention to and initiating a dialogue at the highest-level on this dangerous threat to media freedom. In this session, staff members from the Office and from the incoming Austrian Chairmanship of the OSCE will talk more about this topic and the OSCE's future plans for countering online harassment.

## **Panel session 3**

### **Content regulation on the Internet: the state, rights, freedoms, and public interest**

Who can post what on the Internet is becoming an increasing issue. As users engaged more with the content, challenges and threats to freedom of expression, as well as other forms of potential abuse emerged. In order to cope with this, social media platforms in certain cases started removing content deemed not in accordance with their Terms of Service, often under vague provisions and with little transparency of these processes. The involvement of state actors in, for example, addressing hate speech and extremism online could affect users' rights to freely impart and receive information online. Limitations of what we can write online or which photos and videos we can post could represent serious threat to freedom of expression if used contrary to the rules set out in international human rights documents. Since there are many issues surrounding online content regulation, what kind of approach should companies, states and other actors take when considering what is legal or illegal speech on the Internet?

## **Talk**

### **The Journalism Crisis is a Public Policy Problem**

The journalism crisis unraveling the news-gathering infrastructure of the United States -- is coming to a country near you! Dean Starkman will deconstruct the destruction of legacy news business models in the U.S., why new digital startups offer little hope, and why few (if any) countries will be immune to the digital dilemma. Starkman argues that it's time to give up on hopes for a market-based solution for journalism in the near to intermediate term and turn to public subsidy models.

## **Talk**

### **Why Net Neutrality Matters for Freedom of Speech?**

Unrestricted connectivity to a global infrastructure that treats all ideas and voices equally is a precondition for a free society. Without a neutral internet, democratic participation, social innovation and the enforcement of our fundamental rights are very hard to achieve. The fight

about keeping the internet free and open has sparked huge public debates around the world in Latin America, the USA, India and recently in Europe with more than 500,000 comments on the new guidelines submitted to the European Regulator BEREC. This talk will explain why the concept of Net Neutrality is so relevant to Freedom of Speech and what could happen if we lose it. We will take a look at the companies and politicians that have argued for lowering net neutrality protections and show how a diverse coalition of activists, startups, academics and librarians fought for three years to enshrine strong Net Neutrality rules in Europe. Net Neutrality is a fundamental principle of the internet and the reason for its diversity and innovative capacity. This principle leaves the decision about the importance, legality and correctness of any data package to the applications at either end. Or as Lawrence Lessig put it: "Like a daydreaming postal worker, the network simply moves the data and leaves the interpretation of the data to the applications at either end. This minimalism in design is intentional. It reflects both a political decision about disabling control and a technological decision about the optimal network design."

### **In Conversation**

#### **Working with readers creates richer journalism**

What happens when readers who care about a topic find a space where they can share their views and experiences, photos, and videos with other people? Community: the holy grail of interactivity, chock full of people who are now committed to your values and cause. In this conversation, we'll discuss the elements of a successful community based on the Guardian's experience: GuardianWitness and UGC, participatory journalism and crowd sourcing news, finding audiences, listening, comments...

### **Presentation**

#### **South Eastern European Dialogue on Internet Governance: Bottom-up Approach**

Curious about Internet governance processes in South Eastern Europe (SEE) and the neighboring area? In this 30 minutes flash session we will give a quick overview of how the Internet governance community in SEE and the neighboring area has coalesced around SEEDIG - a sub-regional IGF initiative aimed to foster discussions on Internet-related issues particularly relevant for the region. We will explain the principles and processes behind the initiative, and will also talk about our previous activities (with an emphasis on the 2016 meeting) and our plans for the future. We would also want to hear your views about SEEDIG as a process, and your views on the future of the initiative. Linkages between SEEDIG and other IGF initiatives (the global IGF, EuroDIG, and national IGFs from the region) will be discussed as well.

### **Presentation**

#### **#newmednet project 1: Digital Sustainability: Understanding the Needs of Online Local Media in Serbia and Croatia**

Research „Understanding the needs of local online media in Serbia and Croatia“ provides the most comprehensive insight into the daily situation of digital media outlets in these two countries so far. The research team tried to identify their managerial, HR, financial, technological, security-

related and other capacities, worries and needs.

## **Presentation**

### **#newmednet project 2: Journalism sources in the digital age**

The need to protect the confidentiality of journalistic sources is a well-established principle, crucial for the exercise of the freedom of expression. At the same time, in many countries there is a growing trend to empower law enforcement and intelligence agencies with more surveillance competences. Regrettably this is not always accompanied by effective guarantees for journalistic secrecy. As a result the surveillance of electronic communication has been considered one of the leading contemporary threats to the free media. In the course of the project “Protecting journalistic sources in the age of digital surveillance” researchers from Poland, Bulgaria and Romania are analyzing legal frameworks and cases that occurred in their countries and are related to the surveillance of journalists, in order to identify adequate legal standards and possible remedies for the victims. The aim of the presentation will be to give an overview of the issues which lie at the heart of the project, as well as present the methods and initial results.

## **In Conversation**

### **Startups and entrepreneurial journalism: Building sustainable business models for digital journalism**

Media industry is undergoing one of the most intensive periods of disruption in its history. With various challenges that technology and digital media has brought to the media industry, more journalists are transitioning to a more entrepreneurial career path. In order to make their ideas sustainable, journalists are learning about different business models, management, marketing and other concepts that traditionally belong to the startups: uncertainty and occasional risk of failure. However, the flip side of the risk is an opportunity: what are the necessary preconditions for a success for digital journalistic start-up?

## **Movie projection and Talk:**

### **Journalism and Art: Complementing and Collaborative Storytelling**

The importance of cooperation between journalism and cinematography is best observed in their differences. Journalism deal with, or is supposed to deal with, facts without emotions and personal interpretation. Art or film deal with such facts by determining the angle from which events and people are represented. Film, just like journalism, does not have the right to manipulate the facts for political reason, because that would lead to film and journalism becoming propaganda, which has nothing to do with movie or art. Journalism and art together can contribute to revealing the truth about some event. Journalism influences the creative process of investigation. It's important to know that journalism cannot pretend to be a film, and that artists need to have a certain distance and different angle of looking at journalistic report but also to give the facts the artistic reason and emotion.

### **Panel session 4**

## **The Balkans: What the current state of media is telling us about today's societies?**

We are living in a world that we practically know through means of mass-communication that serve to inform us, entertain us or convince us in something. On the other side, the development of the internet and communication technologies has led to the media indulging in the habits and needs of the audience in the race for likes and other criteria of high audience share. Due to obtaining more likes and higher ratings that bring commercial success, journalistic principles are jeopardized. It seems that media and society are shifting their positions in the traditional understanding of the information system. To some extent, it could be said that the influence of media on society is decreasing while the influence of society on media is increasing. Why our societies do not have better media (traditional and online)? Being the way we are, could we have better media? What the way the media in the Balkans report is telling us about our societies? To what degree media in the Balkans are able to contribute to development of the democratic institutions and values of our societies?

*This project is supported by Permanent Representation of the Netherlands to the OSCE*