Responsible Communication and Media Freedom

Democracy International - Germany

Theo Wenzler - 02 June 2023

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Basic Law for the Federal Republic of Germany

State of press freedom worldwide in 2023

Changes in 180 countries and territories evaluated by RSF since 2013

Filter:
Year :

| 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | **2023** |

Good situation:8 countries
4.4 %

Satisfactory situation:44 countries
24.4 %

Problematic situation:55 countries
30.6 %

Difficult situation:42 countries
23.3 %

Very serious situation:31 countries
17.2 %

Source : World Press Freedom Index, Link to share
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RSF

Article 5
[Freedom of expression, arts and sciences]

(1) Every person shall have the right freely to express and disseminate his opinions in speech, writing and pictures and to inform himself without hindrance from generally accessible sources. Freedom of the press and freedom of reporting by means of broadcasts and films shall be guaranteed. There shall be no censorship.

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Responsible Communication and Democracy

Challenges

- Scandals in public-sector broadcasters

- Print media: job cuts and cost pressure

- 2022: 103 registered attacks on media representatives

- Russian state media still receivable

- Source: REPORTERS WITHOUT BORDERS

1. OPERATE AND APPLY	2. INFORM AND RESEARCH	3. COMMUNICATE AND COOPERATE	4. PRODUCE AND PRESENT	5. ANALYSE AND REFLECT	6. PROBLEM SOLVING AND MODELLING
1.1 Media equipment (hardware)	**2.1 Information research**	**3.1 Communication and cooperation processes**	**4.1 Media production and presentation**	**5.1 Media analysis**	**6.1 Principles of the digital world**
Know, select and use media equipment (hardware) in a reflective way; handle it responsibly.	Carry out targeted information searches and apply search strategies.	Design communication and cooperation processes with digital tools in a targeted manner and share media products and information.	Plan, design and present media products in a way that is appropriate for the target group; know and use possibilities of publishing and sharing.	Know, analyse and reflect on the diversity of the media, their development and meanings.	Identify, know, understand and consciously use basic principles and modes of operation of the digital world.
1.2 Digital tools	**2.2 Information evaluation**	**3.2 Rules of communication and cooperation**	**4.2 Design tools**	**5.2 Formation of opinion**	**6.2 Recognise algorithms**
Know and select various digital tools and their range of functions and use them creatively, reflectively and purposefully.	Filter, structure, transform and prepare topic-relevant information and data from media offers	Know, formulate and comply with rules for digital communication and cooperation.	Know and reflectively apply design means of media products and assess them with regard to their quality, effect and intended message.	Recognise the interest-driven setting and dissemination of topics in the media and assess them in relation to the formation of opinion.	Recognise, understand and reflect on algorithmic patterns and structures in different contexts.
1.3 Data organisation	**2.3 Information assessment**	**3.3 Communication and cooperation in society**	**4.3 Source documentation**	**5.3 Identity formation**	**6.3 Modelling and programming**
Securely store, retrieve and access information and data from different locations; collate, organise and store information and data in a structured way.	Recognise and critically evaluate information, data and their sources as well as the strategies and intentions behind them.	Shape and reflect communication and cooperation processes in the sense of active participation in society; observe ethical principles and cultural-social norms.	Know and apply standards for citing sources when producing and presenting their own and other people's content.	Recognise and analyse opportunities and challenges of the media for the perception of reality and use them for their own identity formation.	Describe problems in a formalised way, develop problem-solving strategies and plan a structured, algorithmic sequence for this purpose; also implement these by programming and evaluate the solution strategy found.
1.4 Data protection and information security	**2.4 Information Criticism**	**3.4 Cyber violence and -crime**	**4.4 Legal basis**	**5.4 Self-regulated media use**	**6.4 Importance of algorithms**
Deal responsibly with personal and external data; observe data protection, privacy and information security.	Recognise inappropriate and harmful media content and assess it with regard to legal principles and social norms and values; know about youth and consumer protection and use help and support structures.	Identify personal, societal and economic risks and effects of cyber violence and cyber crime, and know and use contacts and response options.	Check, evaluate and observe the legal basis of personal rights (including image rights), copyright and rights of use (including licences).	describe media and their effects, reflect critically and regulate their use in a self-responsible way; support others in their use of media	Describe and reflect on the influence of algorithms and the impact of automation of processes in the digital world.
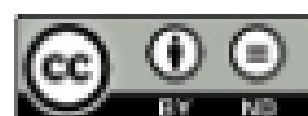
EP Election 2019

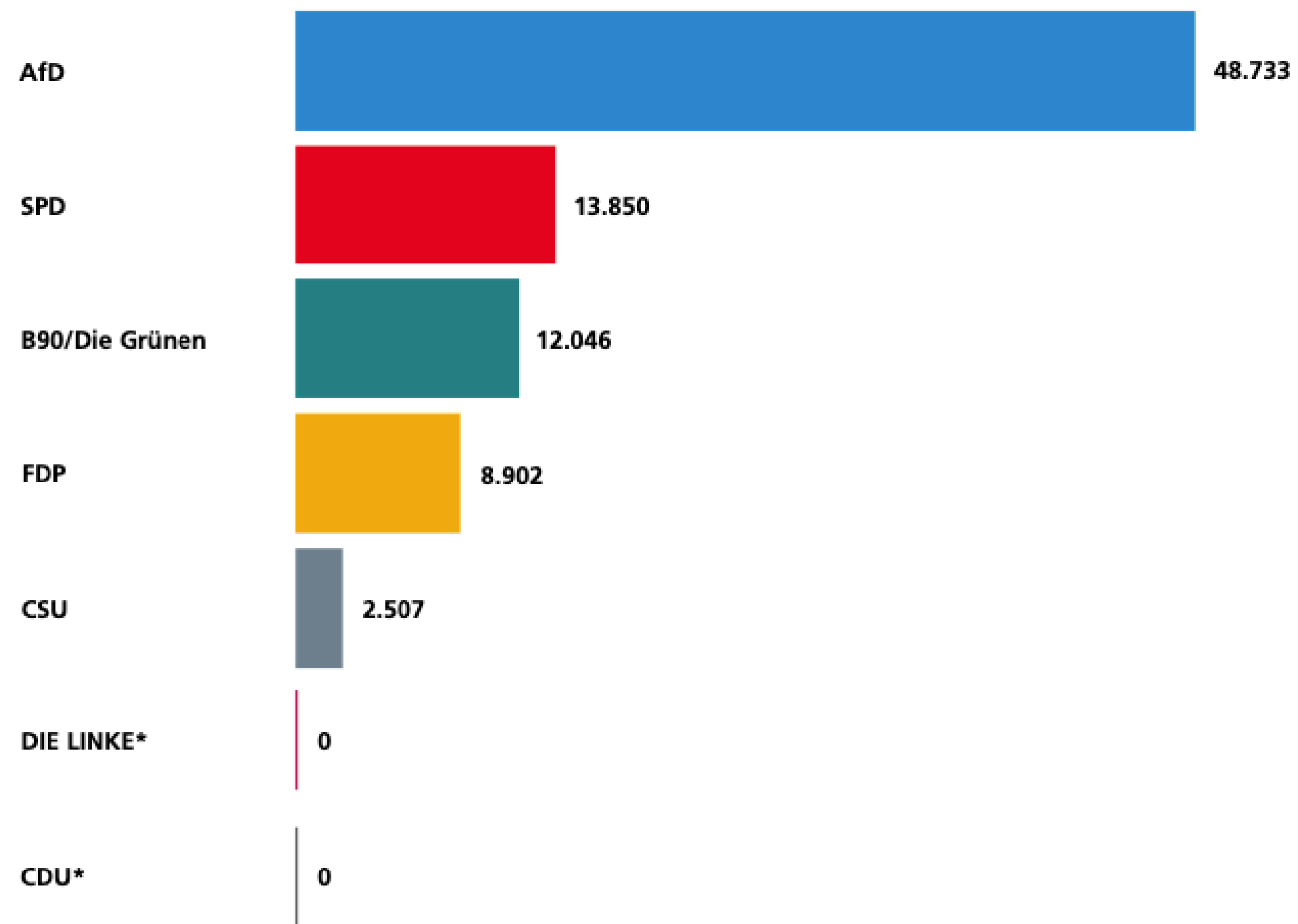## Friedrich-Ebert-Foundation: Social Media and Campaigning

- Populist parties:

  - Reached more people than any other party

  - Longterm community building on social media as basis

  - Clear, recurring messages and an entertaining, emotional address led to more interactions.

- Major parties tend to struggle to mobilize by the use of social media

- Source: Friedrich-Ebert-Stiftung

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Abbildung 8
YouTube-Abonnent_innen der Parteien

Partei	Abonnent_innen
AfD	48.733
SPD	13.850
B90/Die Grünen	12.046
FDP	8.902
CSU	2.507
DIE LINKE*	0
CDU*	0

* Abonnent_innenzahlen ausgeblendet.

Abbildung 2
Facebook-Fans der Parteien

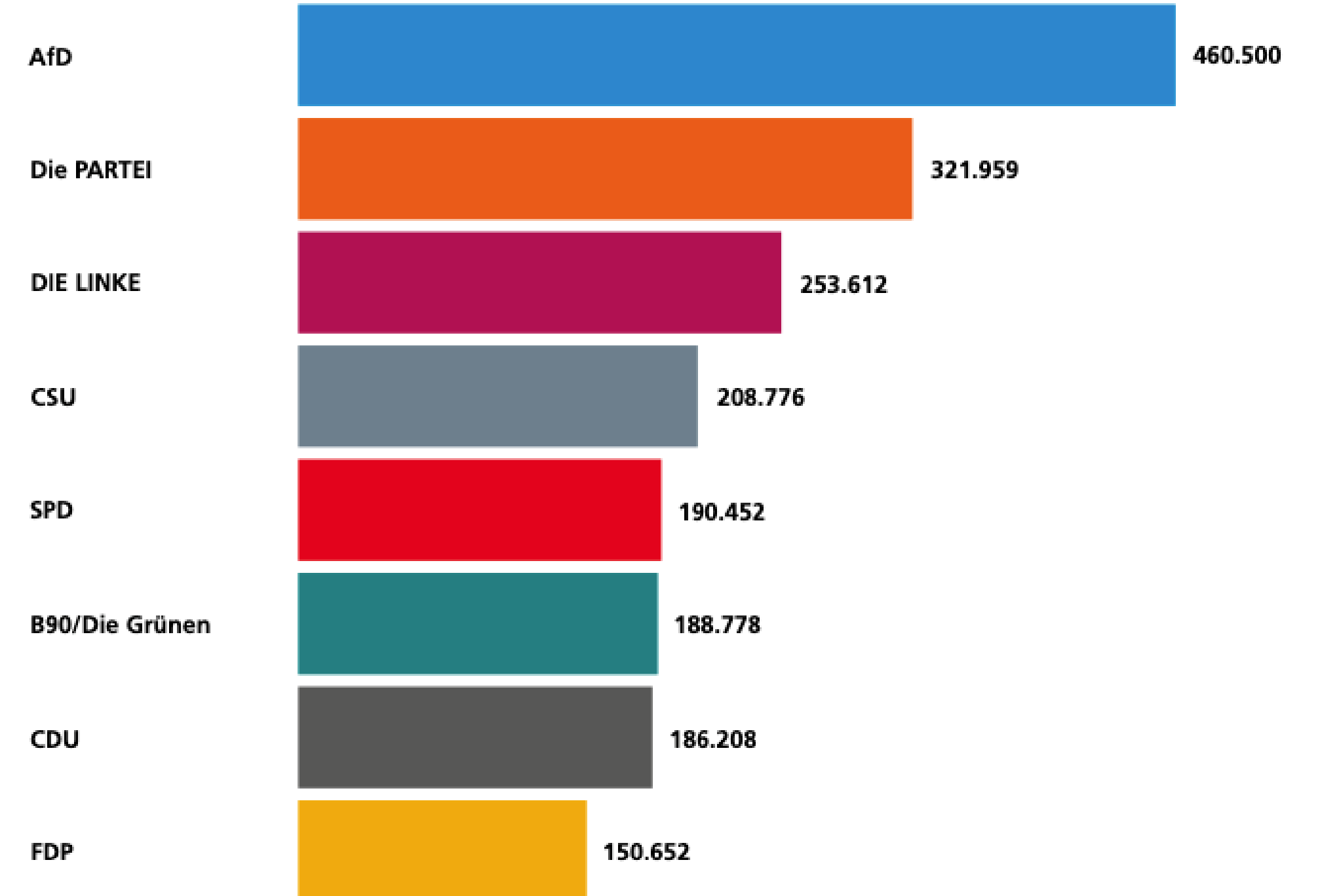| Partei	Fans
AfD	460.500
Die PARTEI	321.959
DIE LINKE	253.612
CSU	208.776
SPD	190.452
B90/Die Grünen	188.778
CDU	186.208
FDP	150.652

Abbildung 22
Durchschnittliche Interaktionen der Facebook-Postings der Parteien

Partei	Posts	Average Shares	Average Likes	Average Comments
AfD	147	1.799	2.563	1.084
B90 / Die Grünen	113	182	557	250
CDU	89	88	313	582
CSU	168	53	339	196
DIE LINKE	70	215	694	227
Die PARTEI	160	151	1.024	81
FDP	170	70	396	112
SPD	77	145	535	374

Abbildung 31

Dialogue ability of the parties on Facebook

Party	Comments by party	Comments by users	Anteil in %
FDP	1.613	15.504	10,4 %
SPD	1.189	20.598	5,8 %
B90/Die Grünen	471	15.912	3,0 %
DIE LINKE	279	13.680	2,0 %
CSU	130	9.289	1,4 %
CDU	48	42.434	0,1 %
Die Partei	12	12.201	0,1 %
AfD	97	141.102	0,1 %

Open Questions

- Who needs media literacy?

- Is there a difference between media and (social) media literacy?

- Is it on us to "help" media?

- Thank you for listening!

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