

Datafication, Media and Democracy

Media Futures ●

Transformation of news work in datafied society

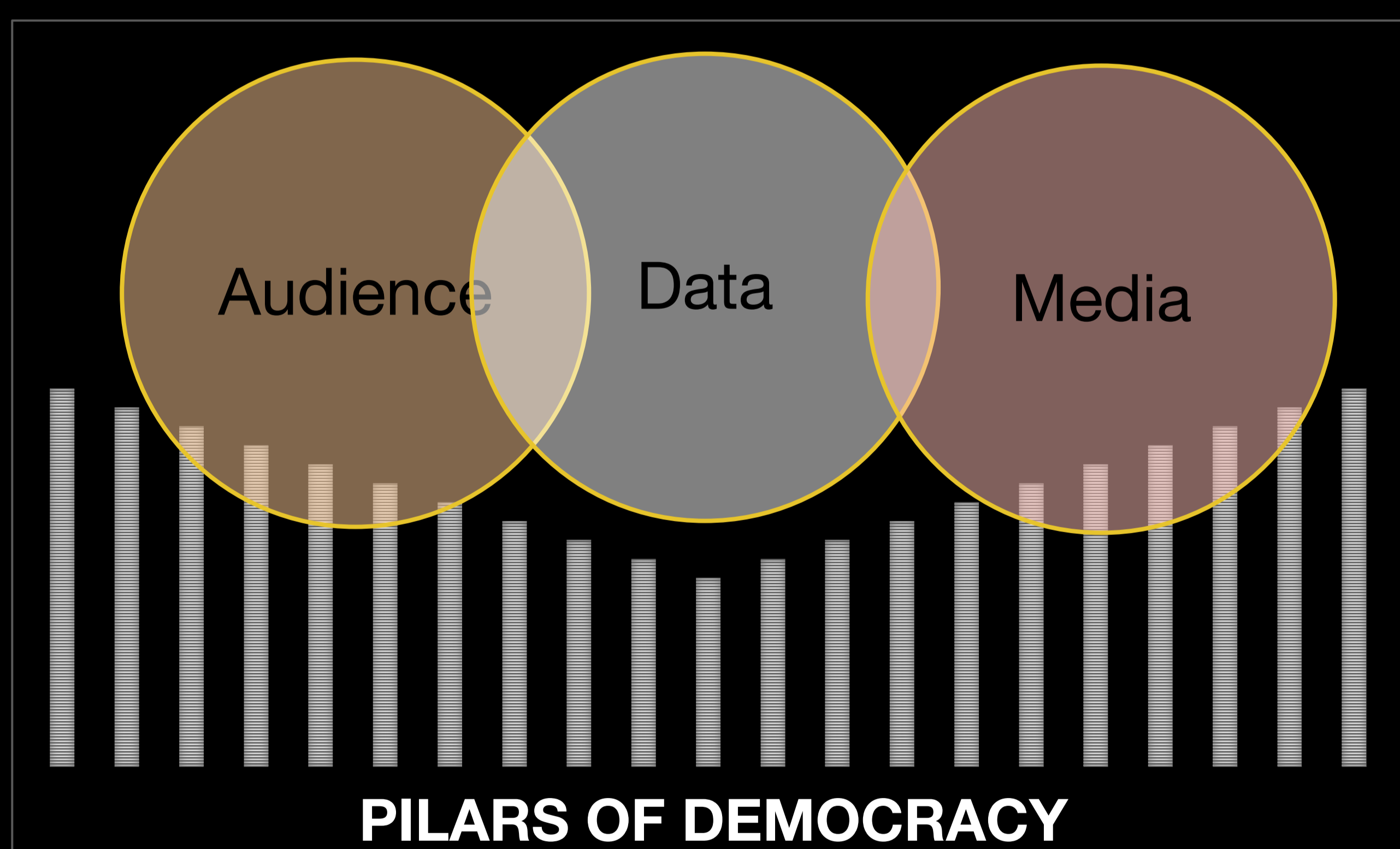
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MCB as a case study



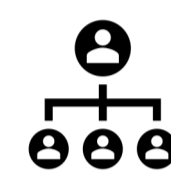
When audience connection with media becomes datafied, how does that change democratic role of media in society?



The study provides **multilayered perspective** and examines interrelated levels of news-work:



Individual journalist, journalism practice



Media organization, newsroom structures



Inter-organizational, media-tec companies



Audience, interaction with content

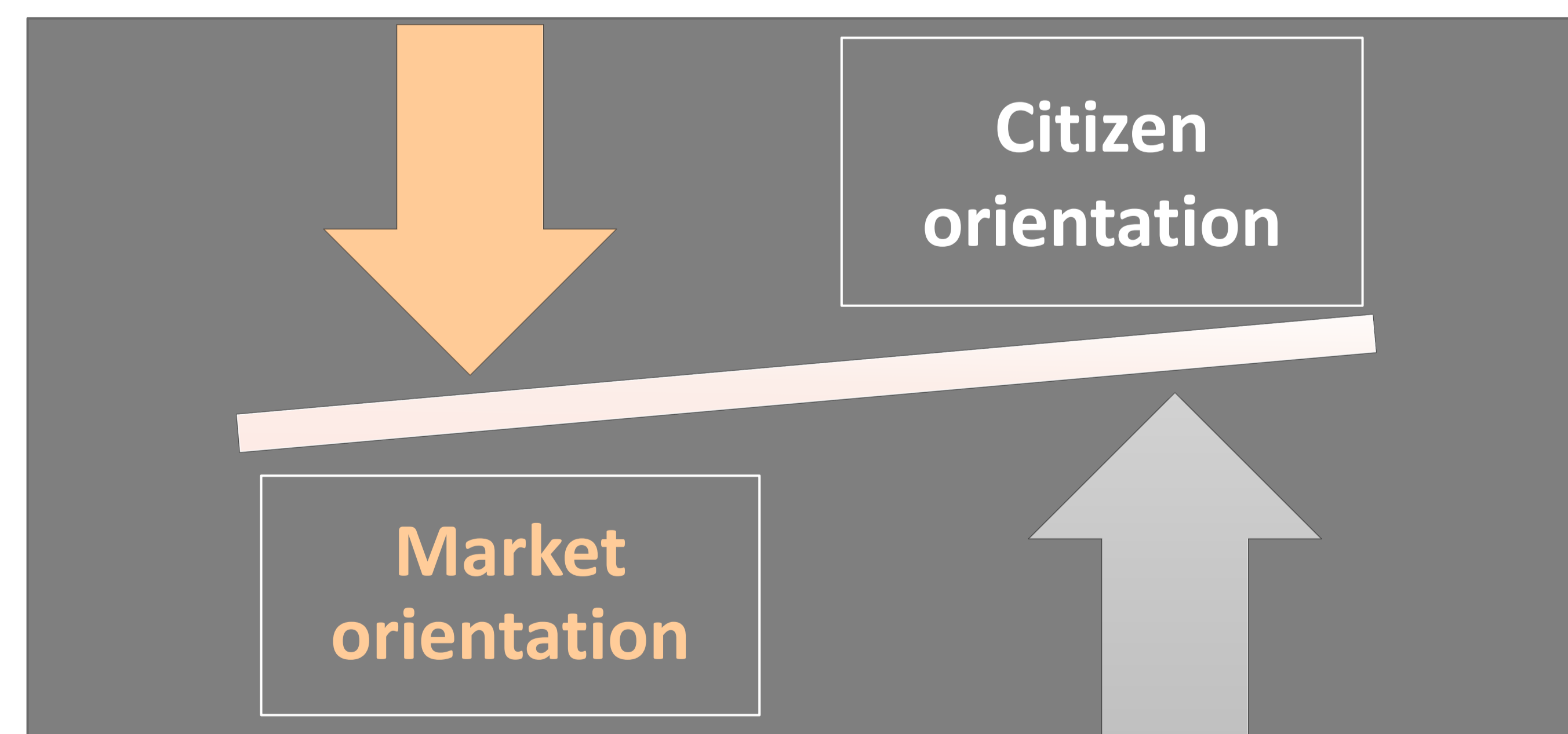
Preliminary findings:

Adding to the debate about audience datafication influence on news work and media-audience connection:

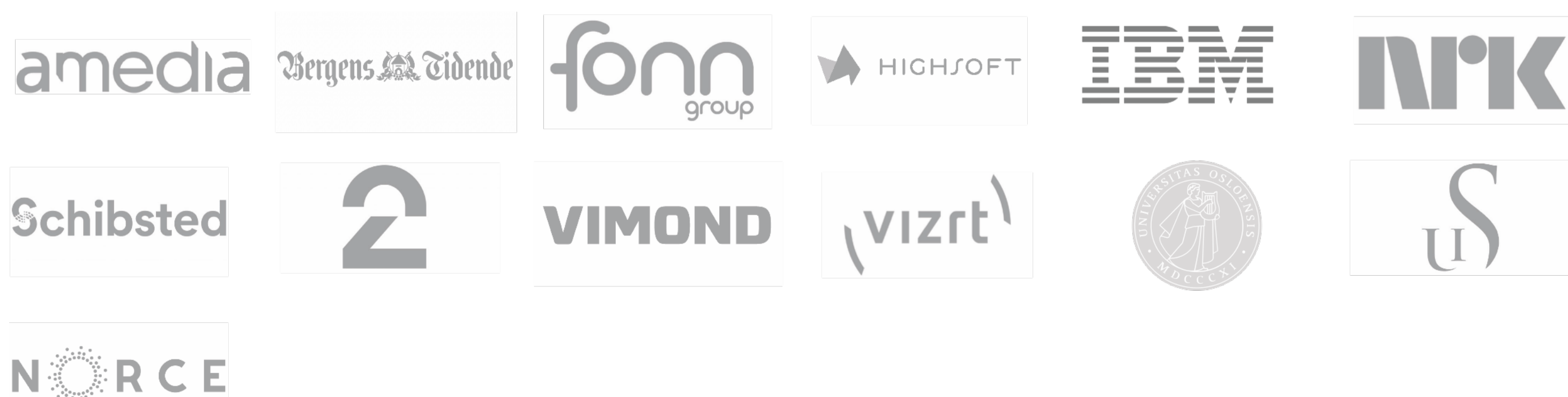
Attracting instead of informing audience

Wider, better targeted reach for content

The Nordic model: Finding the balance:



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FUNDER

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Forskningsrådet

