

contemplating a ‘public service navigator’

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situating the PSN project (i)

- **against the backdrop of overall PSB reform and the trajectory PSB >> PSM**
- **against the backdrop of pursuing exposure diversity as a distinct media policy objective**
- **against the practical reality of digital and legacy media**

situating the PSN project (ii)

- **macro-picture:** major transformations in content production, distribution, access, use and re-use
- **micro-picture:** finer-grained analysis could confirm both utopian and dystopian views of the digital present and future; uncertainty about consumption, effects on awareness and engagement; effects across generations
- **focus on intermediaries: the new editors**

how real is this and what its implications are?



old *versus* new editors

- **conventionally:** editorial roles under a single institution; editorial choices based on a limited pool of materials; editorial products are finite, bounded by the limitations of each medium; editorial decisions as to content and format reach the entire audience the same way
- **the rise of *the new editors***
(influencing both new and legacy media, and above all consumption modes as a complex process of searching, finding, accessing, consuming, reacting to and re-using content)

the new editors

- **filtering: the network as editor**
- **search: the editor of the moment**
- **aggregation: the personalised editor**
- **social bookmarking, recommendation engines: the crowd as editor**
- **choosing among contents versus choosing among editors**

availability of public service content

- **public service content provided by PSB**
- **public service content other than of PSB**
- **features of public service content online**
(Ofcom 2008: *'discoverable and accessible'* as intrinsic characteristics)
- **discoverability broken down to (i) findability and (ii) awareness and serendipity**
- **differences across types of public service content in their relative availability and discoverability**

availability of public service content

<i>Type of content</i>	<i>Availability</i>	<i>Discoverability</i>
Information, search and reference	extensive	simple
News and comment	extensive	simple
Business and commerce	significant	simple
Entertainment and lifestyle	significant	moderate
Health	significant	moderate
Science and technology	significant	moderate
Local, regional and national	significant	moderate
Politics and government	significant	moderate
Art, culture and heritage	limited	difficult
Children	limited	difficult
Community and social action	limited	difficult
Learning and education	limited	difficult
Teens	limited	difficult
Social networks and aggregators	limited	moderate
Recreation	limited	difficult

PSN: function and design (i)

- PSN as a response to digital abundance and scarcity of attention (all nuances considered)
- **PSN light:** merely increasing visibility; ‘labelling’ as consumer information
- **PSN full:** guidance to the ‘right mix’ (Helberger: ‘principled consumption’)
- PSN as ‘**new editorial intelligence**’ in the public interest

PSN: function and design (ii)

- **PSN as an add-on to PSB; PSB is in fact already performing PSN functions**
- **PSN as a service (assuming demand exists)**
- **PSN as a broader media policy initiative beyond broadcasting: curation but how?**
 - **different starting points: target optimised individual media use or target optimised awareness and participation of the group/nation? measure it?**
 - **design questions: who decides? who pays? how sustainable the discrete PSN project will be?**

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PSN: function and design (iii)

- **and even beyond that:**
- **the digital immigrants will some day become the minority**
- **diversity as a process**

thank you.

comments welcome at mira.burri@wti.org