

Plenary Session I

The beginnings: the original spirit of EMMA

- **Alfonso Sánchez-Taberbero** (chair), University of Navarra.
- **Robert Picard**, Reuters Institute, University of Oxford.
- **Heinz-Werner Nienstedt**, CEO at Nienstedt Holding GmbH & Co KG
- **Gillian Doyle**, University of Glasgow.

Industry panel

How to lead media trust in an changeable environment

- **Mercedes Medina** (chair), University of Navarra.
- **Ángel García Castillejo**, Audiovisual Policy Manager in RTVE, the Spanish Public Service Media.
- **Arturo Larrainzar**, BrandNewVerse CEO, the first Spanish company specialized in experiences for brands in Roblox.
- **Fernando Hernández Morondo**, Deputy editor-in-chief of Digital Transformation and Development of Diario de Navarra. Leader regional newspaper in Navarra.
- **Gigi Johnson**, Marel Institute CEO. Think tank, an educational multimedia producer, a creative tech lab, and an action research partner around social changes and technologies

Plenary Session II

Media Management: taking stock and moving forward

- **Robert Picard** (chair), Reuters Institute, University of Oxford.
- **Greg Lowe**, Northwestern University in Qatar.
- **Leona Achtenhagen**, Jönköping International Business School, Sweden.
- **Ulrike Rohn**, Tallinn University.
- **John Oliver**, University of Bournemouth.

Media Management Strategies for Building Credibility and Trust

Bjørn von Rimscha (Chair)

Room 1

How do media organisations learn? A triangulation study	Miriam Bernhard, Britta M. Gossel, Andreas Will
Understanding motives causing media bias in German regional newspapers: How media managers exert influence and are influenced at the same time	M. Bjørn von Rimscha, Sven U. Michelberger, Jay Günther, Larissa Wolff
The truth is out there? Perspectives on the Relationship between Denialism and Media Organizations	Alexander Godulla, Cornelia Wolf, Ralf Hohlfeld, Daniel Seibert, Rosanna Planer, Tim Klute
Learning media organisations: A systematic contextualisation within the general management landscape	Miriam Bernhard, Andreas Will
Managing Volunteers in Citizen Broadcasting – a Blind Spot in Media Management	Harald Rau, Naomi Nowak

Sustainability and diversity at the media markets

Mart Ots (Chair)

Room 11

Sustainable communication: Roles and challenges of news media organizations in mobilizing trust and engagement in the sustainability agenda	Mart Ots, Leona Achtenhagen
Which one to trust? The new role of social media influencers – An analysis of the GameStop phenomenon	Nele Hansen, Udo Bomnüter, Yannick Kessler
Diversity management' as a panacea for the epistemological (trust) crisis in journalism: The theory of managing newsroom diversity as polyphony.	Greta Gober, Anna Jupowicz Ginalska
Platforms, Trust, and Pricing: Can web3 Help to Initiate and Maintain Network Effects on Social Media Platforms?	Jürgen Rösch
Sustainable Journalism Partnership	Mercedes de Luis Andrés

Media trust across different markets

Sari Virta (Chair)

Room 12

Silver consumers on VOD platforms - how the ageing of societies affects the video-on-demand market	Martyna Dudziak-Kisio, Ksenia Wróblewska
Regulating the behavior of public service broadcasters: a cross-country comparative analysis of News Ombudspersons as agents of trust	Adriana Mutu
Chatbots between Hype and Productivity – Results of a Longitudinal Analysis in German Companies	Stephan Böhm
Platform dependency of news media across different media systems: A comparative study of the UK and Greece	Nicholas Nicoli, Theodora Maniou
Drivers of Professional-AI Collaboration: Case Studies of the German News Media Industry	Meike Grimme
The Value Added of Media Clusters? A Case Study of the Mediapolis Cluster in Finland	Marlen Komorowski, Sari Virta

Defining Media Trust and its Role in Public Relations

Natalia Rodríguez – Salcedo (Chair)

Room 13

Advertising in journalistic podcasts: a factorial survey on how ad features and media context influence listeners' attitudes and behaviour	Dorien Luyckx, Thomas Spejlborg Sejersen, Aske Kammer
Design and media students' experience with arts culture and media	Merlijn Torensma, Barend van Heusden, Peter Joore, Migchiel van Diggelen
Trust or not to Trust? A Longitudinal Analysis of Institutional Trust in Selected EU-Countries	Andreas Schulz-Tomancok

Trust and Public Service Media (I)

Manuel Goyanes (Chair)

Room 14

Public Media and Online Engagement: Who Comments and Shares TVE Content on Social Networks	Marcela Campos Rueda, Manuel Goyanes
Obsolescence as a pattern: an analysis of how the managers of public service media perceive resistance to change in the platform context	Azahara Cañedo, Mónica López-Golán, Olga Blasco-Blasco
Citizen's Perceptions of an Instrumental Use of PSM's Independence: The Influence of Ideology and The Moderating Role of Political Knowledge	Marcela Campos Rueda, Manuel Goyanes, Verónica Crespo Pereira
Frames, hybrid journalist, hybrid organisations and trusting the news. A case of Zimbabwe Broadcasting Corporation (ZBC)	Searchmore Muridzo
Two Sides of the Same Coin? Trust and Distrust in Public Service Media: A Case Study from the Czech Republic	Marina Urbanikova

PARALLEL SESSION II - SESSIONS 16:30H

Thursday June 8, 2023

Revenue models and media trust

Mónica Herrero (Chair)

Room 1

The price of trust - An international comparison of price levels for newspaper offerings in the context of digital transformation	Castulus Kolo, Francois Pierre Nel
Digital Business Models of Social Media Influencers - an Overview Based on an International Survey	Florian Haumer, Castulus Kolo, Alexander Roth
Crowdfunding as a business model for audiovisual 'causes': the case of The Chosen	Gema Bellido, Mónica Herrero
Trust and content as a driver in charging for content in online newspapers	Luis Sangil
Podcasts – a new revenue stream for legacy media?	Barbara Brandstetter
Changing paywall strategies in local journalism: An investigation through the lens of the principal-agent-theory	Bartosz Wilczek, Julia Berhami, Neil Thurman

Social Media Trust (I)

Angela Powers (Chair)

Room 2

Diminishing Trust in Mainstream Media and the Alternative Media Competitor	Angela Powers
Do we know what we mean when we talk about platforms? – A literature-based review of how the term 'platform' is used	Jonas Weber, Andreas Will
Towards the New Architecture of Global Corporate Internet/Software Media Trust: The impact and importance of the Big Fives' exponentially inorganic mergers and acquisitions as the key success factors in establishing the leading global market dominance	Zvezdan Vukanovic
Manipulation in native digital media: the case of medium.com publications	Maria Arango Kure

Trust and Public Service Media (II)

Gillian Doyle (Chair)

Room 10

Democracy, Trust and Public Value: PSM in the Digital Era	Gillian Doyle
User's in Their Twenties and the Usage, Judgement and Ideas for Media Libraries of Public Service Broadcasters (PSB)	Harald Rau
Enhancing public service media performance by motivating the top management? The effects of goal-setting and performance-related incentives	M. Bjørn von Rimscha, Mercedes Medina, Miguel Crespo, Denise Voci, Matthias Karmasin
Embedding public values in an online public community network: a scenario-based design approach	Mathilde Sanders
Audience listening as a path for managing public service media: the case of "La Gran Consulta" in Spain	Mercedes Medina-Laverón, Francisco J. Pérez-Latre, Clara González-Tosat

Understanding Consumer Preferences (I)

María Elena Gutiérrez Rentería (Chair) Room 11

Assessing Audience Trust of News Organizations in developing countries: The Case of Egypt.	Rasha Allam, Sylvia Chan-Olmsted
Characteristics of the digital news content consumer audiences measured by segment of the market in Mexico	María Elena Gutierrez Renteria, Edgar Ruiz-Sanchez, Alfonso Vara-Miguel
The irrationality of news consumers: the role of non-trusted news sources in news consumption	Agnes Urban
Understanding Consumer Preferences in the Digital Landscape – Empirical Evidence from Instagram	Nadine Lindstädt-Dreusicke, Sophia Gaenssle, Oliver Budzinski
How journalism makes its way into social media live streaming: analysis of two cases that focus on young audiences	Dámaso Mondéjar, Jose Alberto García-Avilés, Jose Alberto García-Avilés

Innovation and media trust (I)

Enrique Guerrero Pérez (Chair) Room 12

Exploring the Automation-Augmentation Paradox Through Media Portrayals of AI and Journalism	Prince Chacko Johnson, Agnes Stenbom
Artificial Intelligence (AI) in Media Management: Friend or Foe?	Sabine Baumann
Innovation frameworks in the Portuguese media ecosystem	Miguel Paisana, Miguel Crespo, Aldina Margato
Understanding Emotions & Engagement in Fiction Series: Neuroscience and Big Data	Patricia Diego González, José Enrique Guerrero Perez
ChatGPT in the news: examining the socio-technological phenomenon of artificial creativity in Dutch media discourse	Natalia Berger, Susannah Montgomery, Joke Hermes

PARALLEL SESSION III - SESSIONS 11:30H

Friday June 9, 2023

Leadership and Media Trust

Carles Llorens (Chair) Room 1

Trust in executive-level leadership: How CEO and staff perceive each other during the digital transformation of a traditional news publisher into a digital media asset holder	Dinara Tokbaeva, Castulus Kolo
Influencing factors on leadership styles of German media managers	M. Bjørn von Rimscha, Kai M. Reilly, Lisa Werle, Maik Uhlich, Silas S. Thelen, Sandra C. Archer
Leadership and trust: a case study on Disney CEO Robert Iger	Carles Llorens
Communicating leadership on Twitter and LinkedIn: Effects on the relational capital of startups	Cornelia Wolf, Michael Johann, Daniel Ziegele
Tearing the newsroom apart? The impact of the relationship between audience-related staff and journalists on news production processes	Robin Riemann

Trust crisis during the COVID-19 pandemic

Elena Gutiérrez García (Chair) Room 10

Emotions and affective practices shaping media relationships. Trust and distrust in Covid-19 news reception	Salla Tuomola, Jaana Hujanen, Katja Lehtisaari, Mikko Grönlund, Juho Ruotsalainen
From trust to criticism. The dynamics of crisis communication and information during the Covid-19 pandemic	Katja Lehtisaari, Mikko Grönlund, Juho Ruotsalainen, Jaana Hujanen, Salla Tuomola
Sensemaking and Trust in Times of Crises: Journalistic Communication during the COVID-19 Pandemic	Udo Bomnueter, Michael Beuthner, Carolyn Pliquet, Kirsten Ulbrich
Information and Misinformation in Social Media on Covid-19 Containment and Vaccination in Switzerland	Marcel Verhoeven
Balancing Ambidexterity in times of crisis: exploring how news media innovate during the Covid-19 pandemic	Mona Solvoll, Päivi Maijanen, Ragnhild Olsen

Professionals for building media trust

Mikko Villi (Chair)

Room 11

New mechanisms to support a freelance workforce: expanding human resource management practices in the TV industry	Richard Wallis, Christa van Raalte
Risks and uncertainty in journalism: All is well in Finland?	Mikko Villi, Jari Väliverronen, Reeta Pöyhtäri
The Effects of Datafication of Work on Media Workers' Professional Identities	Mikko Villi, Rasa Jämsen, Anu Sivunen, Ward van Zoonen
Should we trust their statements? Discussing trust issues in media production studies	Mads Møller T. Andersen, Lyng Stegger Gemzøe
Managing Hybrid Media Professionals: The Role of New Media Stakeholders in Creating Trust	Marko Milosavljevic, Melita Poler

Innovation and media trust (II)

Francisco Javier Pérez Latre (Chair)

Room 12

Innovate through Change. The Impact of Organisational Ambidexterity, Technology and Market Orientation on Dynamic Capabilities in Emerging Media Technology Markets.	Christian Zabel, Daniel O'Brien
Innovating journalism structures and processes: towards an innovation maturity model for news media	Ana Cecilia Bisso Nunes, John Mills, Eduardo Pellanda
Limitations in Media Management Research Concerning Innovations	Harald Rau, Per Ole Uphaus
Technology Investment Profiles of U.S. American and Chinese Media and Tech-Companies. An Analysis of Emerging Technology Investments and Acquisitions.	Magdalena Ciepluch, Uwe Eisenbeis
How does the new come into the world? Comparing journalism innovations and their framework across Europe (Germany, Spain, Switzerland, United Kingdom and Austria)	Miguel Carvajal, Andy Kaltenbrunner, José M. Valero Pastor, Renée Lugschitz

Understanding Consumer Preferences (II)

Beatriz Feijoo Fernández (Chair)

Room 13

Motivating factors for participation in (location- based) news apps: learning from volunteer work	Per Ole Uphaus, Harald Rau
Construction and validation of a questionnaire on engagement experiences with streaming platforms for young Mexican audiences	Ligia García-Béjar, Cristobal Benavides Almarza
How children value mobile phone as an advertising medium compared to other media: An overview of Spanish minors	Erika Fernández-Gómez, Beatriz Feijoo Fernández, Luisa Dolores Zozaya Durazo
The meaning of quality in entertainment/fiction TV programs: The audience perspective	David Kimber, Mercedes Medina

Parallel session IV - 14:30h

Friday June 9, 2023

Business models and new value propositions

Robert Picard (Chair)

Room 1

Dynamics of the Creation of New Value Proposition	Amanda Piepponen
The Return of Bricks and Mortar	Robert Picard
An systematic literature review of Value Chains and Business Models in the News Industry: Where does trust fit in?	Ray Wang
The Audience Ownership Model: How Sport Could Save Local Journalism	Amy Jo Coffey
Ending the Subsidies Ice Age – Conceptualizing an Integrative Framework for Innovation Policies in Journalism	Anja Noster
Towards a Re-Conceptualization of Media Subsidies	Daniel Gräßer

Measuring Trust in Digital Platforms: Data and Governance

Ulrike Rohn (Chair)

Room 11

Managing Media Competitiveness: Advancing Policy Frameworks from the Cultural and Creative Industries	Michał Głowacki, Jacek Jacek Mikucki
Trustworthiness in the media industry and its significance for the strategic program planning of moving image providers in Germany	Timo Jenne
Towards the Measurement of Consumer Trust in Media Brands - Scale Development and Validation	Steffen Heim, Sylvia Chan-Olmsted, Claudia Fantapié Altobelli, Michael Fretschner, Lisa-Charlotte Wolter
Trust measurement for sustainability campaigns: The impact of context factors	Noa-Sophie Jäger, Elisa Dorothee Adam, Lisa-Charlotte Wolter and Steffen Heim
Legacy media innovation decisions concerning data analytics capabilities: the heterodox approach	Hanna Jemmer, Ulrike Rohn

Restoring trust at regional and local landscapes

Mónica Recalde Viana (Chair)

Room 12

Restoring trust in local media through journalistic collaboration: initiatives undertaken at the European Union level	David Parra Valcarce
How to promote social innovation within SDGs: The case of the audiovisual Industry in Navarre	Isabel Olloqui, Mónica Recalde Viana, José Antonio Alfaro Tanco
Gauging Sense of Community in a University media coworking space	Harro Prins
The role of trust in mobile providers: an empirical study in the German market	Jasmin Ebert

The Impact of Media Trust on Brand Perception and Reputation

Jürg Kaufmann (Chair)

Room 13

Is It All About the Brand? The Role of News Media Brand Equity in the Formation of Different Levels of Brand Loyalty	Gianna Ehrlich
The size of news brands repertoires and its relationship with general media trust, news interest and frequency of consumption	Ángel Arrese, Jürg Kaufmann, Sven-Ove Horst
How brands use micro influencers to get their audiences? The case of 5 Spanish microinfluencers in the maternity field in Instagram	Erika Fernández-Gómez, Miriam Morante Bonet, Beatriz Feijoo Fernández, Romina Caluori Funes

Innovation and media trust (III)

Sven-Ove Horst (Chair)

Room 14

Trusting technology? The use of Artificial Intelligence in the news process: Opportunities and limitation.	Hussein Amin, Rasha Allam, Amr Eleraqi and Salma ElGhetany
Consumer Self-Protection on the Metaverse: Personal AI and its Implications	Eli Noam
Disruptive in nature? The impact of deepfakes on media outlets, formats, and business models	Daniel Seibert, Alexander Godulla, Christian P. Hoffmann and Hannah Lea Ötting
Strategic practices of NFT projects to foster community engagement, idea sharing and value creation – An ethnographic study	Sven-Ove Horst
Metadata as tool for trust in editorial workflows	Carl-Gustav Linden, Ester Appelgren