

Consortium

The project is a joint interdisciplinary effort of a team of 12 partners from Eastern and Western Europe and the Arab World:

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- **Germany:** Susanne Fengler, Erich Brost Institute for International Journalism, University of Dortmund (EBI)
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- **United Kingdom:** Mike Jempson, University of the West of England, Bristol (UWE)

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**A comprehensive and
searchable
literature database on
media accountability
is available at:
www.mediaact.eu**

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Disclaimer:

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Media Accountability and Transparency in Europe

www.mediaact.eu

 **mediaACT**

Concept and objectives

MediaAcT is a comparative European research project on media accountability systems (MAS) in EU member states as indicators for media pluralism in Europe.

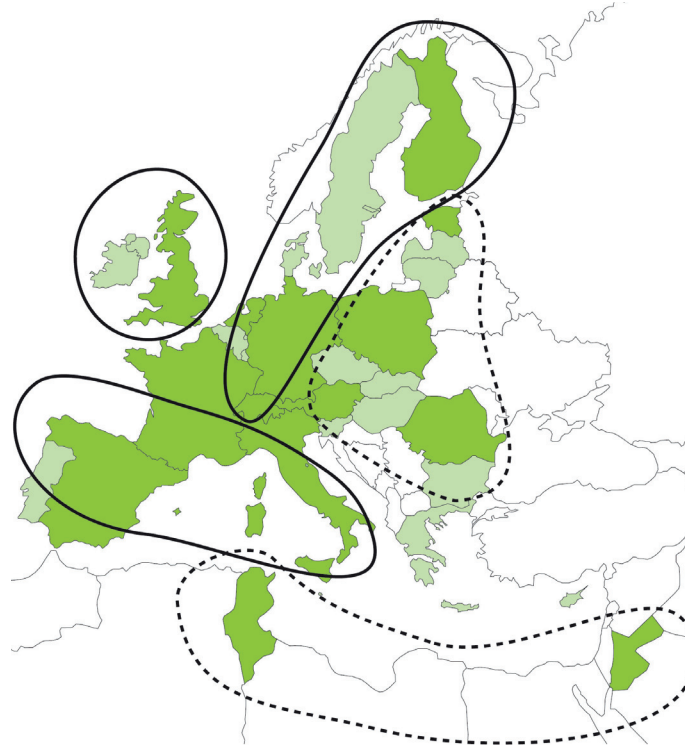
The purpose of the project is to map and compare existing forms of media accountability in the news media (e.g. regulatory bodies, press councils, codes of ethics, etc), and to examine the impact that innovative uses of digital media (blogs, mobile phones, etc) are now having on journalistic products, across Europe and beyond.

The main goal is to provide evidence-based analysis for all stakeholders in the news media with a view to enhance press freedom and journalism standards and to assist the European Union in the development of policies that encourage self-regulation.

Over the course of the project, MediaAcT will encourage the engagement of media managers, journalists, journalism trainers, citizens, civil society organisations and the academy in the production of printed and online materials to enhance understanding of the role of journalism in sustaining democratic societies.



Journalism cultures



Since quantity and quality of MAS are closely related with the media system and journalistic culture of a state, MediaAcT is a genuinely comparative project. The research consortium draws on the concept of journalism cultures that explains differences and similarities in journalism cultures by referring to system related dimensions like the nature of media markets and journalistic professionalism, or the degree and nature of state intervention into media markets.

The project's starting point is the concept of Daniel C. Hallin and Paolo Mancini, who divide European journalism cultures into three models: the Mediterranean/Polarised Pluralist Model (e.g. France, Italy, Spain), the Northern European/Democratic Corporatist Model (e.g. Austria, Finland, Germany, The Netherlands, Switzerland), and the North Atlantic/Liberal Model (e.g. Great Britain). The research consortium extends the concept by adding an Eastern European (Estonia, Poland, and Romania) and Arab (Jordan and Tunisia) perspective, and will further develop and adapt the concept during the project.

Work plan

Project phase 1 Status quo and potential of media accountability systems in Europe

In the first step of the project, the project participants will prepare and publish a state-of-the-art report regarding MAS in their respective country-of-study and create a common understanding of topics and terminology, an important process in intercultural comparative research.

Project phase 2 Impact of media accountability systems in Europe

In a more explorative approach, then, innovative online forms of MAS will be analysed with the help of qualitative face-to-face interviews with media experts in Europe, the USA and the Arab World. It is the goal of the project to provide best practise examples which may be tested in the quantitative research during the field study in all participating countries. During this field study, all partners will conduct a representative survey studying the impacts of established and innovative MAS on journalistic working processes. As one result of this scientific analysis, a book addressed to fellow researchers will be published.

Project phase 3 Dissemination of results to lead users

In the next step of the project, the produced data will be evaluated and analysed in order to achieve recommendations and applicable strategies for media managers and policy makers alike. Also, the dissemination of the project's results is in the centre of attention: E.g. a best practise guidebook directed at media professionals will be published and an index of MAS as well as an online training tool for future journalists will be developed.

