



**University of
Zurich^{UZH}**

IKMZ – Institute of Communication and Media Research

The IKMZ Speaker Series presents:

How do Intermediaries shape information management and opinion formation online?

Jan-Hinrik Schmidt

Hans-Bredow-Institut in Hamburg

Monday, March 25, 2019

16:15-17:15

Room AND 4.06

Online intermediaries such as search engines, social network sites or video platforms are central to the contemporary public sphere. While they prefer to be seen as "platforms", trying to evoke the image of a neutral infrastructure which does not interfere in content provision and selection, they nevertheless greatly shape information flow and subsequent practices of opinion formation. This talk will sketch main principles of their media logic, assess their consequences (e.g. providing access to diverse media content vs. fostering structural deformations such as "filter bubbles" and "echo chambers") and suggest options for further regulation.

Jan-Hinrik Schmidt is a Senior Researcher at the Hans-Bredow-Institut in Hamburg, which has recently become part of the prestigious Leibniz-Gemeinschaft.

