

**5<sup>th</sup> IMEC-Conference at Technische Universität Dortmund  
in Cooperation with the Research-Center Youth – Media – Education  
20–22 January 2021**

**Media – Democracy – Education:  
Normative mediation processes and diversity in mediatized societies**

Participation in digital media is subject to normative requirements in democratic societies, which must be conveyed and acquired in educational processes. Digital systems can influence all stages of the communication process. In communication, recipients often no longer know why they are offered certain dialogues in *push* mode and when they are in dialogue with people or machines. Against this background, the acquisition of media, communicative and digital literacy represents a fundamental ethical and educational challenge of the present. Schools and other educational institutions are faced with the task of bringing the significance of algorithms into the focus of media-related reflection. It refers primarily to the production, products, evaluation, selection, distribution and reception of digital media offerings. In a thematic three-step process of *information, participation and reflection*, the conference attempts to describe digital communication between humans and machines at the different levels of the *media communication field* (production, product, distribution, reception), to understand its structure and potential effects from an ethical and educational point of view, and to formulate conclusions for educational discourses in democratic societies.

***1. Information: Media und Democracy***

Democracy requires informed citizens, for whose opinion-forming the media play a central role. At the same time "public opinion" is influenced or even created via *social media*. Contributions in this topic area could, for example, focus on the perception and discussion of media developments against the background of their effects on democratic structures of society, both nationally and internationally. Media-ethical considerations of particular new media devices, media formats, business models and their infrastructural and algorithmic conditions are desired. The following questions, among others, could be addressed:

- What problems arise from the realization of societal demands for participation by private sector-oriented, international companies? How can this relationship be organized and controlled?
- What are forms of state control and state access to digital activities legitimate in the face of criminal and political attempts to influence them?
- Are social networks allowed to restrict the anonymity of users on specific topics?
- How can and must political advertising in the digital space be dealt with?

## ***2. Participation: Digital Education at all Levels of Society***

To enable participation, digital literacy is needed at all levels of society. The educational measures required for this must be anchored along the educational chain and must also be inclusive and diversity-oriented. In this context, the following questions, among others, could be addressed:

- What are necessary digital competences for the perception of civic participation, and how can these be concretely initiated and guaranteed in educational processes (e.g. through monitoring)?
- How can inclusion and social diversity be taken into account in the realization of broad participation?
- How can civil society participation be promoted as a counterweight to economic and/or political media and communication design on the Net?
- How can the mediation process of media, communicative and digital literacy react to the change in media structures?

## ***3. Reflection: Disruption und Convergence***

In terms of skills and attitudes, the disruptiveness of digital media/technologies poses a particular challenge for a digital "orientation knowledge" that is still to be developed. The classic distribution of roles between producer and recipient has disintegrated, and the concept of "actors" in digital space must be reconsidered. In this third thematic field, the following questions, among others, could be considered:

- What role do digital media play in the emergence of social norms?
- What role does algorithmic understanding play in the ability to meta-criticize digital offerings on the Net?
- To what extent can forms of subversive media practice be justified given dominant economic, political and technical media power?
- What are the consequences of convergent ethics for digital education?

## ***Submission and organization***

Submissions for the conference should be sent by e-mail to the organization team ([imec@post.tu-dortmund.de](mailto:imec@post.tu-dortmund.de)) by 15 July 2020. You will receive feedback on the blind review process by 15 September 2020. A peer-reviewed conference proceeding is planned. The abstract should not exceed 5,000 characters (including spaces).

Please send a separate title page with the following information:

- - Title of the abstract,
- Desired format of the presentation (poster or lecture),
- Address/institution and a short biography of the submitting person(s).

We are looking forward to your submissions!

If a face-to-face meeting is not possible due to health regulations regarding freedom of assembly and international travel, the meeting will either be postponed or conducted digitally.

## ***Organizing team***

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