

Freedom of the media in social networks and social media

Christian Möller, M.A.

**Office of the OSCE Representative
on Freedom of the Media**



Internet Regulation and Internet Governance

- OSCE and international commitments on freedom of expression
- Web 2.0
- Social media as a tool for journalists
- Some principles



Right to Freedom of Expression

Freedom of Expression on the Internet

- art. 19 Universal Declaration of Human Rights (UDHR)
- art. 10 European Convention on Human Rights
- art. 11 Charter of Fundamental Rights of the European Union
- OSCE Commitments

CSCE/OSCE Commitments

- 1975 Helsinki Final Act
- 1983 Concluding Document of the Madrid Meeting
- 1986 CSCE Vienna Follow-up Meeting
- 1990 Charter of Paris for a New Europe
- 1992 The Challenges of Change (CSCE Summit Helsinki)
- 1993 Decisions of the Rome Council Meeting
- 1994 Towards a Genuine Partnership in a New Era (CSCE Summit Budapest)
- 1996 OSCE Summit in Lisbon
- 1999 OSCE Summit in Istanbul
- 2010 OSCE Summit in Astana
- Ministerial Decisions

International Treaties and Directives

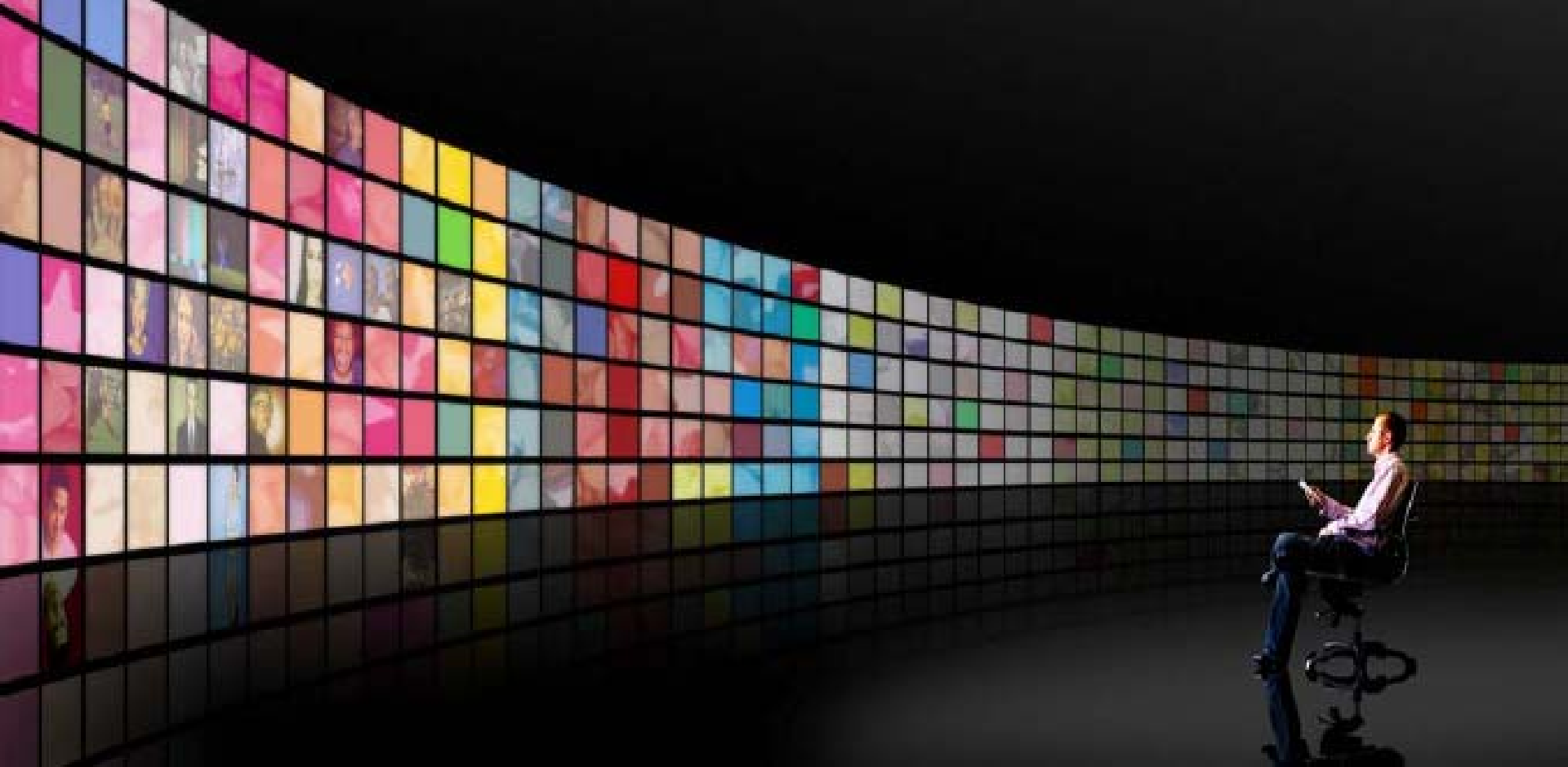
- 2000: EU Electronic Commerce Directive
- 2001: CoE Convention on Cybercrime (CETS No.: 185)
- Additional Protocol to the Convention on cybercrime, concerning the criminalisation of acts of a racist and xenophobic nature committed through computer systems
- EU Audiovisual Media Services Directive

art. 19 – Universal Declaration of Human Rights

“Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.”

Social Media & Journalism

Freedom of the media and freedom of expression are universal rights that apply to all forms of media, no matter whether online or offline, no matter whether professional or citizen journalism, no matter whether print media or social media.



**Web 2.0, user generated content, blogging,
social media**







The Internet

```
graph TD; Internet((The Internet)) --- eMail[e-Mail]; Internet --- eCommerce[e-Commerce]; Internet --- PersonalWebsites[Personal Websites]; Internet --- SocialNetworks[Social Networks]; Internet --- MediaWebsites[Media Websites]; Internet --- AndMore[And many more...]; Internet --- IPTV[IPTV];
```

e-Mail

e-Commerce

Personal
Websites

Social Networks

Media Websites

And many
more...

IPTV

Graduated Regulation

Low Regulation

Higher Regulation

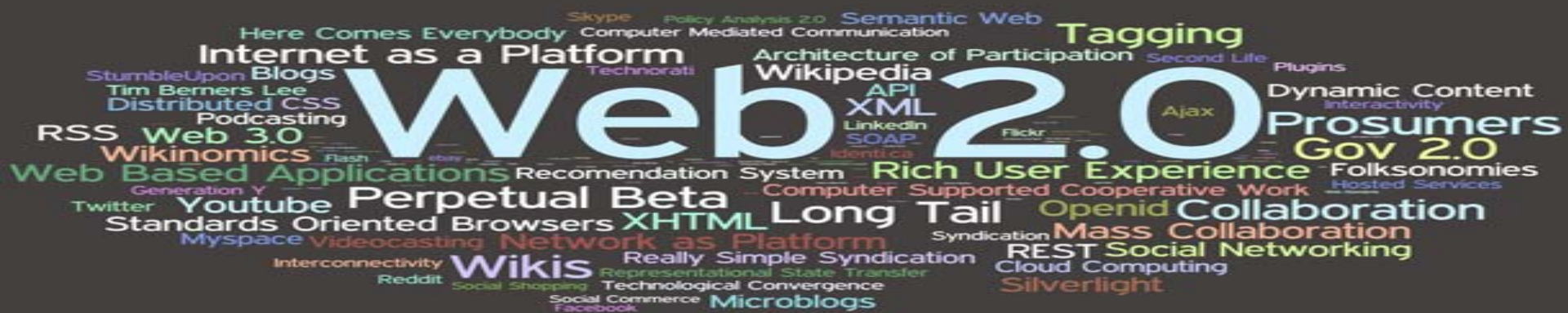
Individual
Communication

Press

Telemedia services

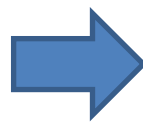
Broadcasting





1.0

- Britannica Online
- Websites
- Photo Album
- Publishing
- Consumer



2.0

- Wikipedia
- Blogging
- Flickr, YouTube
- Participation
- Prosumer
(Producer + Consumer)

Web 2.0 Applications

- Blogging (Wordpress, Livejournal, ...)
- Wikis (Wikipedia, ...)
- Photo Sites (Flickr, ...)
- Video Portals (YouTube, Vimeo, ...)
- Social Media (Facebook, VKontakte, ...)
- Etc.

What is Social Media? ¶



одноклассники.ru



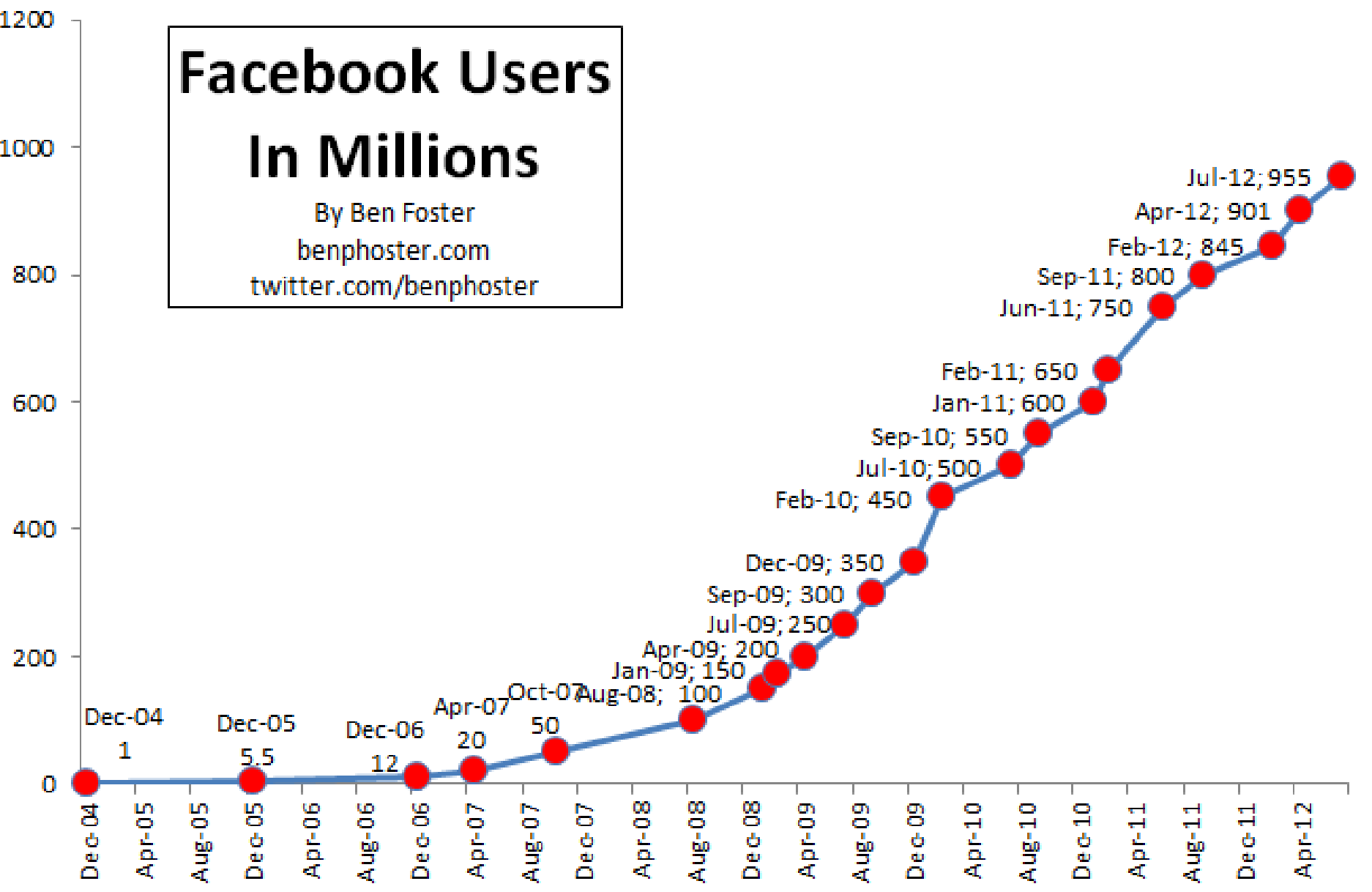
“It's like a new global telephone network, except that, rather than carry voice and data, its "content" is personal profiles and connections; rich media; real-time messaging; and an endless array of features, functions, and third-party apps. For many online users, Facebook is to our era as revolutionary as the telephone was a century earlier.”

- Jeffrey F. Rayport



Facebook Users In Millions

By Ben Foster
benphoster.com
twitter.com/benphoster



Facebook Usage in South Caucasus

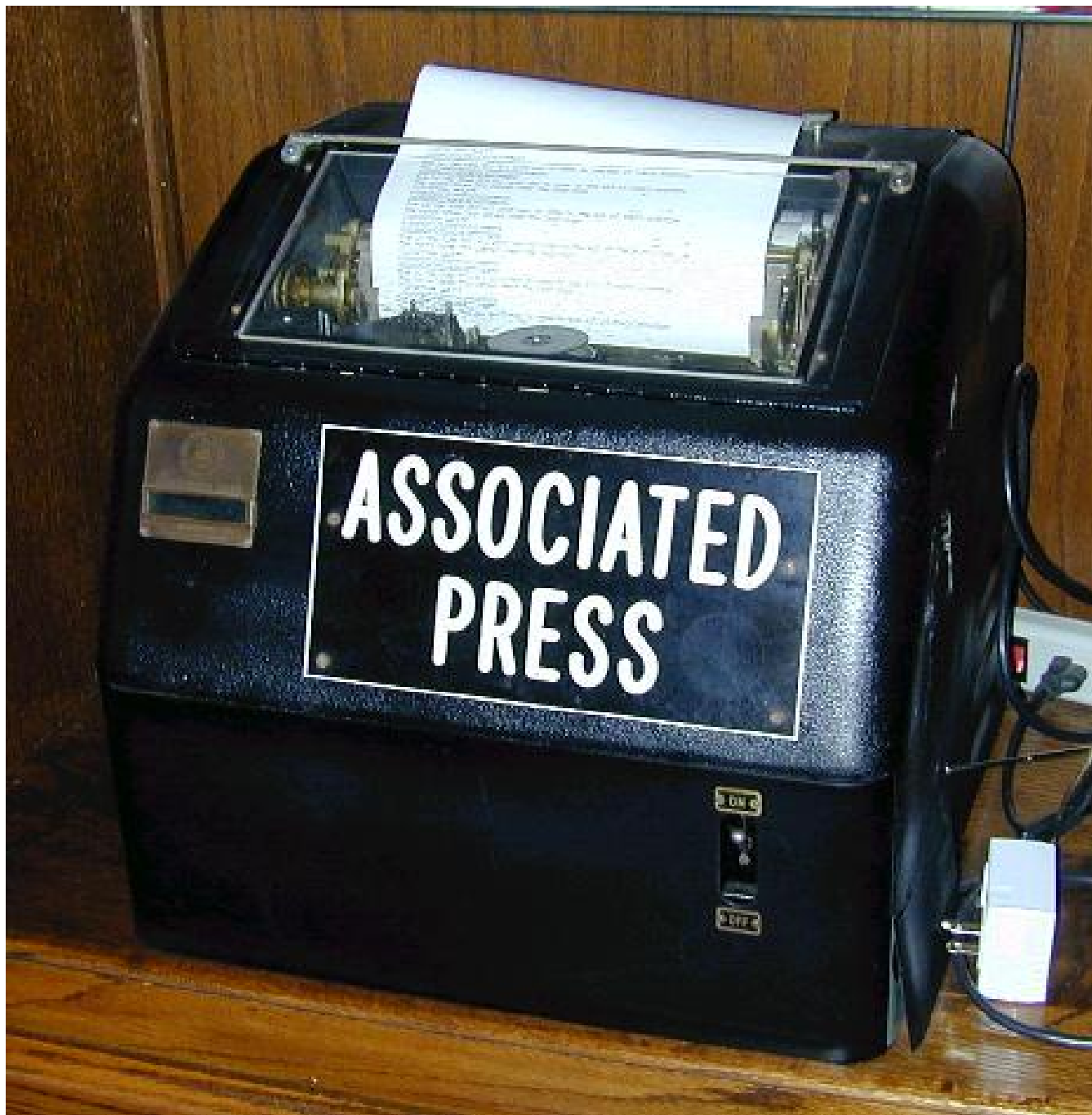
	Armenia	Azerbaijan	Georgia
Total Facebook Users	335,480	896,980	829,260
Penetration of population	11.31%	10.80%	18.02%

Social Media & Journalism

- As a tool...
- ... to seek information.
- ... to receive information.
- ... to impart information.

Social Media & Journalism

- As a tool...
- ... **to seek information.**
- ... to receive information.
- ... to impart information.





@jkrums

Janis Krums

<http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.



- Web
- Go
- Web
- How Tech s Here's email.a
- How How to simulte echoor
- How May 3' comma hosting
- Learn How de capture take-a
- Takin Jul 13, Mac O Shortc guides
- Takin There options info.ter
- Take wikiHo www.w Cache
- How



Home Profile Find People Settings Help Sign out

Did you witness the plane crash? Please call reporter Tony Plohetski at 445-3605.

10:21 AM Feb 18th via Seismic
Retweeted by 20 people

Reply Retweet



Angela Merkel

Gefällt mir

PolitikerIn · Berlin, Germany



Pinnwand



Angela Merkel

sagte vor dem Gipfel des Europäischen Rates in einer Regierungserklärung: "Wir machen den Euro und Europa zukunftsfähig."



"Europa gelingt nur gemeinsam"
www.cdu.de

vor 5 Stunden · Teilen

212 Personen gefällt das.

Alle 98 Kommentare anzeigen



Angela Merkel

hat zur Zukunft der Kernkraft eine Ethik-Kommission eingesetzt.

Pinnwand

Info

Fotos (11)

Veranstaltungen

79.685

Personen gefällt das

Gefällt mir

Grassroot Journalism

“Grassroot journalism is that the people formerly known as the audience employ the press tools they have in their possession to inform one another.”

(Prof. Jay Rosen, New York University)

Social Media & Journalism

Council of Europe:

“Any natural or legal person who is regularly or professionally engaged in the collection and dissemination of information to the public via any means of mass communication qualifies as a journalist”

Council of Europe: Recommendation No. R(2000)7 on the right of journalists not to disclose their sources of information.

Social Media & Journalism

Freedom of the media as a human right is not reserved for media companies or editorial offices.



Social Media & Journalism

- As a tool...
- ... to seek information.
- ... **to receive information.**
- ... **to impart information.**



901 Millionen Menschen gefällt das:

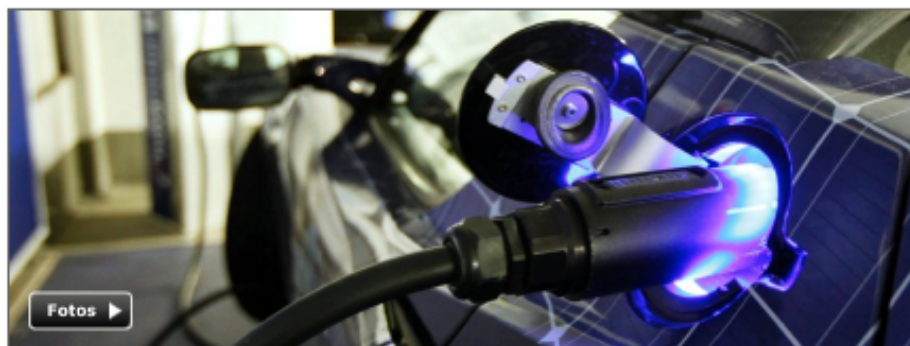


Warum eigentlich?

crisis...
...
...
...
...
...
...
...
...
...
...

Gipfel im Kanzleramt

Merkel streitet mit Konzernen über Ziele bei Elektroautos



Fotos ▶

Die Kanzlerin und die Autoindustrie auf Konfrontationskurs: Die Regierung lehnt Kaufprämien vorerst ab - und will dennoch bis zum Jahr 2020 das Ziel von einer Million E-Autos erreichen. Beim Autogipfel mit Vertretern der Wirtschaft ließ sich Merkel aber ein Hintertürchen offen. mehr...

Benzinpreise

September war teuerster Tankmonat aller Zeiten

Prognose des ADAC: Die enthaltenen hohen Benzinpreise dürften 2012 zum bislang teuersten Tankjahr machen. Der September hat bereits eine Rekordmarke gesetzt. In keinem anderen Monat lag der durchschnittliche Benzinspreis auf einem derart hohen Niveau. mehr... [Forum]



Neuer Katalog

Ikea zensiert Frauenbilder in Saudi-Arabien

Der Ikea-Katalog wird weltweit vertrieben, doch nicht überall darf er gleich aussehen. In der saudi-arabischen Version hat die Möbelkette jetzt Fotos von Frauen entfernt, um staatliche Vorschriften zu erfüllen. Auch Unterstützer der russischen Punkband Pussy Riot traf kürzlich die Zensur des Konzerns. mehr... [Forum]

- [Fotoarchive: Ikea in Saudi-Arabien](#)

SPD-Kanzlerkandidat Steinbrück

Der Beamte als Revolutionär

Peer Steinbrück ist der beste Kanzlerkandidat für eine SPD, die nicht mehr daran glaubt, den globalisierten Kapitalismus bezwingen zu können - und keinen eigenen Politikentwurf mehr hat. Warum nicht gleich die Fuxien mit der CDU? Eine Kolumne von Jakob Augstein mehr... [Video] [Forum]

- [Kanzlerkandidat: Steinbrück verlässt Aufsichtsrat bei ThyssenKrupp](#)
- [Steinbrück im Web: Der Offizierkandidat](#)
- [SPD-Kanzlerkandidat: Ackermann lobt Steinbrücks Bankkpen](#)

DER MONTAG AN DER SPITZE ▶▶



AP

Vor der US-Wahl: SPIEGEL-Chefredakteur Georg Monzo und Auslandsreporter-Chefin Britta Seidberg diskutieren mit John Podesta, Ex-Berater Obamas und Stabschef unter Bill Clinton ab 18 Uhr bei SPIEGEL ONLINE.

Verfolgen Sie das Gespräch im [Video-Livestream](#) bei SPIEGEL ONLINE und bei Twitter unter [@SPIEGEL_Inv](#).

VIDEO ▶▶



Rad Bull

Asphalt-Akrobatik: Parkour-Meisterschaft auf Sanzoni

Bausunglück in China: Fünf deutsche Touristen starben



+ Seite erstellen

Juni

2012

Ist Facebook beigetreten

DER SPIEGEL

31.136 „Gefällt mir“-Angaben · 1.601 sprechen darüber

✓ Gefällt dir

* ▾

Medien/Nachrichten/Verlagswesen

Das deutsche Nachrichten-Magazin. The German News Magazine.



Fotos

31.136

„Gefällt mir“-Angaben



Netiquette

Info

Höhepunkte ▾



DER SPIEGEL

vor 11 Stunden

„Gefällt mir“-Angaben

Alle anzeigen



SPIEGEL International

Medien/Nachrichten

Gefällt mir



SPIEGEL ONLINE

@SPIEGELONLINE

Hier twittern Maike Haselmann (mh), Vera Kämper (vk), die Chefs vom Dienst (CvD) und die Redaktion (red).

Hamburg, Germany - <http://www.spiegel.de/impressum>

Folge ich!

35.186 TWEETS

950 FOLGE ICH

36.948 FOLLOWER



Tweet an SPIEGEL ONLINE

@SPIEGELONLINE

Tweets

Folge ich

Follower

Favoriten

Listen

Neueste Bilder



Tweets Alle / Keine Antworten

SPIEGEL ONLINE @SPIEGELONLINE 7m
#EADS und #BAE sollen nach ihrer Fusion zu einem "normalen Unternehmensbetrieb" werden - ohne Staatseinfluss spon.de/adLcK (red)
Öffnen

SPIEGEL ONLINE @SPIEGELONLINE 24m
Einfach mal zwischendurch den Kopf abschalten - das geht am besten mit kostenlosen Internet-Games wie diesen: spon.de/adLkO (red)
Öffnen

SPIEGEL ONLINE @SPIEGELONLINE 43m
Unser Multimediaspecial ist ein besonderes Schmankehl für #Theater-Fans. Klickt Euch durch die Jobs, hier: bit.ly/W6Gcrl (red)
Öffnen



Pinnwand



Info



Aktivitäten von Freunden



Getting Started



Subscribe for Journalists



Best Practices



Notizen



Fotos



Videos

MEHR ▾

Info

Reach your readers directly on Facebook, an audience of more than 800 milli...

Mehr

146.375

Personen gefällt das

1.242

unterhalten sich darüber

Facebook + Journalists ▶ Best Practices

Produkt/Dienstleistung

AYMAN MOHYELDIN

The *NBC News* Egypt correspondent is known for his reporting during Arab Spring, using Facebook to get story tips and post breaking updates on the latest news.



Best Practices

Distribution: Growing Your Subscribers

Follow this [step-by-step guide](#) to make optimize your profile for Subscribe. Follow these steps and you will get more subscribers:

1. [Add a vanity URL](#) to your profile. Add this vanity URL to your websites, at the end of your articles, so that people are able to subscribe to you on Facebook.
2. [Update your work information](#) on your profile to add context for potential subscribers. Make sure your work information is [set to public](#) so that potential subscribers can see it. Your [current title will show up](#) in the recommendations widget, which recommends people to subscribe to based on social context.
3. [Adjust your privacy settings](#) to make your profile findable by potential subscribers. [This will make sure your showing in Facebook Search](#). However...

Some principles...



“Internet should be a space of
freedom, justice and
democracy”

Maud de Boer-Buquicchio
Council of Europe Deputy Secretary General
at the opening of the Internet Governance Forum (IGF) in Vilnius (Lithuania)
14-17 September 2010.



Access

“[...] Giving effect to the right to freedom of expression imposes an obligation on States to promote universal access to the Internet”

Joint Declaration on Freedom of Expression and the Internet (2011) The United Nations (UN) Special Rapporteur on Freedom of Opinion and Expression, the Organization for Security and Co-operation in Europe (OSCE) Representative on Freedom of the Media, the Organization of American States (OAS) Special Rapporteur on Freedom of Expression and the African Commission on Human and Peoples' Rights (ACHPR) Special Rapporteur on Freedom of Expression and Access to Information, June 1, 2011

No licensing or registration

- There should be no licensing or registration for websites, online press or other media on the Internet.
- Non-discriminatory domain name registration by Network Information Center (NIC)
- Social Media and Social Networks are an important tool for journalists and citizens.

Mere Conduit

- ISPs and Web 2.0 Portals can not be held liable for the information they carry nor can they monitor content.
- Notice and takedown procedures in line with due legal process.
- Mere conduit principle: network operators have no legal liability for the consequences of traffic delivered via their networks.

(EU E-Commerce Regulations 2002)

Media Literacy

- Education and Training
 - *for* the Internet
 - *through* the Internet
- Autonomous and self dependent use of the Internet needs media literate individuals
- This approach is always favorable over more restrictive methods such as filtering or blocking.
- The educated mind is the best filter.

More information...

▪ Governing the Internet

Freedom and Regulation in the OSCE Region

Contact



www.osce.org/fom

Facebook

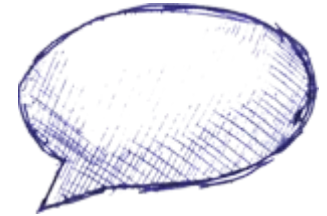


www.facebook.com/osce.rfom

Facebook



www.facebook.com/osce.rfom



**Υπάρχουν
ερωτήσεις?**

Literature & Sources

- “Balancing the governance of hate speech and freedom of expression / the free flow of information on the Internet”, Speech by Ms Maud de Boer-Buquicchio, Deputy Secretary General of the Council of Europe, September 15, 2010
http://www.coe.int/t/dc/files/events/internet/2010_sga_osce.asp
- “Balancing the governance of hate speech and freedom of expression / the free flow of information on the Internet”, Speech by Dunja Mijatovic, OSCE Representative on Freedom of the Media, September 15, 2010
http://www.coe.int/t/dc/files/events/internet/2010_Dunja_Mijatovic.pdf
- Council of Europe: Internet governance and critical internet resources
http://www.coe.int/t/dghl/standardsetting/media-dataprotection/conf-internet-freedom/Internet%20governance_en.pdf
- EU Directive 2000/31/EC of the European Parliament and of the Council of 8 June 2000 on certain legal aspects of information society services, in particular electronic commerce, in the Internal Market ('Directive on electronic commerce')
<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:32000L0031:EN:NOT>
- European Court of Human Rights, Handyside v. the United Kingdom - 5493/72 [1976] ECHR 5 (7 December 1976)
- Internet Governance Forum - 5th meeting 14-17 September 2010, Vilnius (Lithuania)
http://www.coe.int/t/dc/files/events/internet/default_EN.asp
- Möller, Christian/Arnaud Amouroux (Eds.) (2004) The Media Freedom Internet Cookbook. Vienna: OSCE.
<http://www.osce.org/fom/13836>
- Russian version:** <http://www.osce.org/ru/fom/13837>
- Möller, Christian/Amouroux, Arnaud (Eds.) (2007) Governing the Internet. Freedom and Regulation in the OSCE Region. Vienna: OSCE.
<http://www.osce.org/fom/26169>
- OSCE-Council of Europe open forum: “Hate speech must be fought without endangering freedom of expression”
http://www.coe.int/t/dc/files/events/internet/20100915_coe_osce_en.asp