



# EUMEPLAT

European Media Platforms:  
assessing positive and negative  
externalities for European culture

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Dear Friends,

As our EUMEPLAT project officially comes to an end today, we would like to recall with you the main achievements we reached in these exciting and intensive 39 months!

To investigate the role of media platforms in fostering or dismantling European identity, our team, composed of more than 50 researchers from the 10 partner countries under the coordination of IULM University, conducted a multidisciplinary analysis to shed light on whether new platforms are making European culture more European. To answer this question, the project studied indicators related to production, consumption and representation and looked for patterns on a national, regional and European level.

In the first months, we concentrated our work on **WP1 - Europeanisation: Lessons from Media History**, led by the National and Kapodistrian University of Athens, providing an analysis of patterns in media production ([D1.1 Patterns in media production: regional models](#)) and consumption ([D1.2 Patterns in media consumption: regional models](#)) and in movie production, distribution and consumption ([D1.3 Patterns in Movie Production, Distribution and Consumption](#)) at regional and European levels. Historical research was based on secondary analysis, and specific attention was paid to European media legislation ([D1.4 European Media Legislation: Overview Milestones in European Media policies and legislation, 1990-2020](#)). After the Data clustering moment ([D1.5 Data Clustering Report Lessons from Media History](#)), we came out with an operational definition of Europeanisation of media systems ([D1.6 Europeanisation: operational definition](#)). Thanks to the data clustering, Ca' Foscari University of Venice realized a [Media History Dashboard](#), a series of interactive (geo)graphical representations about media consumption and production in European countries.

The first **EUMEPLAT book** “[The Media Systems in Europe - Continuities and Discontinuities](#)”, edited by Stylianos Papathanassopoulos from the National and Kapodistrian University of Athens and Andrea Miconi from IULM University, EUMEPLAT principal investigator, resulted from the work carried out under WP1 and featured the contributions from several project partners.

ISCTE-IUL led the **WP2 - Fake News: Platformization of Journalism**. After the definition of a common methodological protocol ([D2.1 A Framework and Methodological Protocol for analyzing the platformization of news](#)), we investigated the information eco-system in the partner countries ([D2.2 Platformisation of News in 10 Countries](#)) and analysed the positive and negative externalities ([D2.3 Positive and Negative Externalities of News Platformization](#)), along with all practices related to citizen journalism, in order to produce a catalogue of best practices ([D2.4 Catalogue of Best Practices in Citizen Journalism From citizen journalism to the platformization of news](#)). A specific deliverable will analyse the spread of Anti-European fake-news and provide an operational protocol for fighting them ([D2.5 Anti-European Fake News and What to Do](#)). On the topic of disinformation and fake news, on the occasion of the [EUMEPLAT final event](#) in Brussels (February 27, 2024), Ca' Foscari University of Venice, in cooperation with IULM and UNIMED, organised a dedicated session on “**Tackling Misinformation: A Roundtable Discussion from Multiple Perspectives**”.

A first-hand analysis of both production and consumption of video in contemporary delivering and streaming platforms was coordinated by the New Bulgarian University under **WP3 - Hegemony: Platformization of Video**. After shaping and validating the methodological framework ([D3.1 Methodological Framework A Framework and Methodological Protocol for analyzing the video platformization](#)), we produced two reports about the patterns in platform video production ([D3.2 Patterns in Platform Video Production in ten Countries](#)) and consumption ([D3.3 Patterns in platform Video consumption in ten countries](#)). We also released a Catalogue of Best Practices, including both positive cases of cross-European productions and main obstacles to Europeanisation of Video markets ([D3.4 Catalogue of Best Practices and Main Obstacles to Europeanisation](#)) and an analysis report about the data collected ([D3.5 Video Data Clustering Report](#)).

The analysis of the media representations of two sensitive issues such as migration and gender was at the core of **WP4 - Exclusion: Platformization of Media Representations**, coordinated by the Open University of Catalonia. By moving from a shared methodological protocol ([D4.1 Methodological Guidelines](#)

[A Framework and Methodological Protocol for Work Package 4 – Analysing the Europeanisation and Platformization of Media Representations](#)), we came out with two reports devoted respectively to immigration ([D4.2 Representation of Immigration in ten countries](#)) and gender ([D4.3 Representation of Gender in ten countries](#)), both including a regional analysis and national reports. The data collected were analysed in a dedicated report by Ca' Foscari University of Venice ([D4.4 Aggregated Data Analysis Report](#)). A catalogue of best practices in media representation of gender and immigration was also released with the aim of disseminating it to policy-makers as a knowledge base for the implementation of new strategies for fighting stereotypes and discriminations ([D4.5 Catalogue of Best Practices](#)). Considering the relevance of the immigration issue in the southern-European countries, and its links with the MENA region, an additional report was produced by Soumaya Berjeb, contracted by UNIMED to analyse [The representations of illegal migration in Tunisian media platforms](#). Further, two events were organised on these sensitive issues. The public conference [\(Im\)migration Representation in the Media Platforms](#) took place in Rome, and online, on November 17, 2024, organised by UNIMED with the contribution of the International Organization for Migration and the participation of academics, journalists, international institutions and other relevant actors to exchange on how to develop a new storytelling about migration. On November 21-22, 2024, the Ghent University, in cooperation with ISCTE-IUL, organised the International [Conference Gendered Cultures in Platform Economies: Entertainment, Expertise and Online Selfhood](#), preceded by a call for papers through which we collected almost 50 abstracts authored by scholars and researchers throughout the world. The booklet including the abstracts selected for the conference is available [here](#).

By drawing on the results of the previous work packages, **WP5 - Power: People and Platforms** performed a theoretical investigation with the aim of analyzing the main issues expected to affect European landscape, culture and legislation in the years to come. Charles University, leader of the work package, organised numerous Delphi+ workshops gathering a variety of actors who exchanged following a precise methodology ([The EUMEPLAT Delphi+ Workshops: A Manual](#)) for future scenario-building and forecasting. Taking also into account the results of these workshop, the EUMEPLAT research team, distributed in task forces, issued different reports assessing platform media externalities related to Surveillance and Resistance ([D5.1 Assessing Externalities: Surveillance and Resistance](#)), Choices and Algorithms ([D5.2 Assessing Externalities: Choices and Algorithms](#)), Toxic Debate and Pluralistic Values ([D5.3 Assessing Externalities: Toxic Debate and Pluralistic Values](#)), Destructive Technologies ([D5.4 Assessing Externalities - Destructive Technologies and War: Conflict and](#)

[Communication Platforms](#)), Gender in Societies ([D5.5 Assessing Externalities - Gender in Societies: Gendered Othering on Social Media](#)). From the cooperation among all partners, EUMEPLAT produced a set of evidence-based recommendations addressed to stakeholders and policy and decision makers ([D5.7 Short policy recommendations report](#)) and a report focusing on the critical areas on which those recommendations are premised ([D5.6 White Book of Recommendations](#)). The draft recommendations were discussed in a dedicated roundtable with relevant stakeholders in Brussels on February 27, 2024, during the [final event](#) organised by UNIMED.

Besides the publication of the deliverables planned, the EUMEPLAT partners also achieved outstanding results in terms of **scientific publications**, among which the above-mentioned book [The Media Systems in Europe - Continuities and Discontinuities](#) published by Springer and two special issues, one by [Observatorio \(OBS\\*\)](#) and the other by [Cinéma & Cie](#). All the publications are available [here](#).

Additional working papers and other publications from the project partners are available [here](#).

The deliverables and publications, along with the open data sets, are also available on the [EUMEPLAT Community on Zenodo](#).

The partners ensured also the visibility of the project results by participating in international conferences, such as ECREA, IAMRC, Europe in Discourse, and organising public dissemination events and webinars, all gathered [here](#).

The promotion of our activities and results was also delivered through a series of [videos and podcasts](#) and the presence of our researchers on national and international [media outlets](#). And talking about multimedia materials, we are thrilled to announce that the **EUMEPLAT final video**, featuring the interviews to our research team on the main outcomes and takeaways of the project, is out!

Watch it here



With such results, all our efforts and hard work have been definitely rewarded!

However, our journey is not over yet! In the next months, we will come out with additional publications and we will present the research results in international conferences throughout Europe and beyond! We will keep updating the project website and social media to promote all the work done and to be done.

Thanks for having followed us until now and stay tuned for the additional results coming in the next few months!

EUMEPLAT team

## EUMEPLAT project partners



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