

Funding Intermediaries: How Google and Facebook Capture* Journalism

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1. INTRODUCTION

Research context, why & how

INTRODUCTION

BACKGROUND

MTD's project & thesis

HOW

Data gathering & critical
analysis

WHY

Publisher—platforms
relationship

SO WHAT?

Better understanding of media
capture & more research
opportunities



2. LITERATURE REVIEW

Media & infrastructural capture



MEDIA & INFRASTRUCTURAL CAPTURE

Regulatory Capture

Capture of regulatory authorities meant to oversee industries for public interest (Stigler, 1971)

Media Capture

Capture of media meant to hold powerful stakeholders to account (Schiffrin, 2014)

“The rise of digital technologies, in a neoliberal, political, and economic climate, has simultaneously facilitated a ‘platformization’ of infrastructures and an ‘infrastructuralization’ of platforms” (Plantin et al., 2018, p. 298).

Infrastructural capture

Dependency on platform infrastructure might jeopardise media's independence (Nechushtai, 2018)


Platformisation

Expansion of platforms' infrastructure with implications for cultural praxis (Nieborg and Poell, 2018)



3. METHODS & DATA

Facebook (Meta) Journalism Project &
Google News Initiative



FUNDING PROGRAMS TIMELINE



METHODOLOGY

FJP

- Scraped available information found in Facebook's announcements
- Press articles/releases
- Data from 2017 to Jan. 2022
- 1,386 unique beneficiaries (1,597 in total)

GNI

- GNI impact report 2021
- GNI Journalism Emergency Relief Fund
- Press articles/releases
- Data from 2018 to 2021
- 5,832 unique beneficiaries (5,916 in total)

Country	Google	Meta (Facebook)	Grand Total
US	1700	959	2659
Brazil	404	40	444
Canada	261	161	422

Funding Intermediaries

We define them as key stakeholders of the news ecosystem that offer privileged access to platforms through partnerships formed as part of platforms' funding projects.

FUNDING INTERMEDIARIES

Types of Funding Intermediaries

Educational Institutions	20
Journalist Associations	27
News Media Organisations	17
Non-Profits	22
Philanthropic Institutions	10
Total	96

Types of Project Participated In

Training	48
Grants	44
Fellowship	5
Scholarships	3



4. CONCLUSION

Remarks & beyond

CONCLUDING REMARKS

LOCAL NEWS & COVID

FUNDING
INTERMEDIARIES

REPUTATION
WASHING

POWER ASYMMETRY

INFRASTRUCTURE &
PLATFORM
GOVERNANCE

Interactive Dashboard



THANK YOU!

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