Funding Intermediaries: How Google and Facebook Capture* Journalism

Charis Papaevangelou

Research Assistant @Centre for Media, Tech & Democracy, McGill U PhD Candidate @University of Toulouse Paul Sabatier

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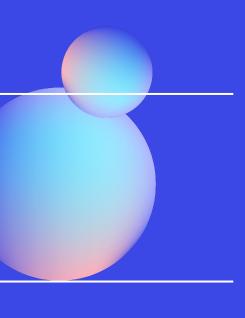






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1. INTRODUCTION

Research context, why & how







INTRODUCTION



MTD's project & thesis

HOW

Data gathering & critica 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

FINP

Digital Publishing Innovation Fund in France (2013)

1

FJP

Meta (Facebook) Journalism Project (2017)

3

2

DNIF

Digital News Innovation Fund in EU (2015)

GNI

Google News Initiative (2018)





- 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 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 | | · · · · · · · · · · · · · · · · · · · | Types of Project Participated In | |
|------------------------------------|----|---------------------------------------|----------------------------------|--|
| Educational Institutions | 20 | Training | 48 | |
| Journalist Associations | 27 | Grants | 44 | |
| News Media Organisations | 17 | Fellowship | 5 | |
| Non-Profits | 22 | Scholarship | s 3 | |
| Philanthropic Institutions | 10 | | | |
| Total | 96 | | | |



4. CONCLUSION

Remarks & beyond







CONCLUDING REMARKS

LOCAL NEWS & COVID

FUNDING INTERMEDIARIES

REPUTATION WASHING

POWER ASYMMETRY

INFRASTRUCTURE & PLATFORM GOVERNANCE

Interactive Dashboard





THANK YOU!

<u>charilaos.papaevangelou@univ-tlse3.fr</u>



@CharisPapaev





