



# Public Service Media, Diversity and Algorithmic Recommendation

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“Influencing the listener's or viewer's choices, and thus media consumption pattern is the very reason why public media were established and why their existence has been upheld even in times of abundant media supply” *Nissen, 2006 p. 69*



# Public Service Media - with a **purpose** and with **obligations**



“promote national culture and language”

“strengthening social cohesion”

“strengthen democracy and debate”

“ensure diversity and fairness in the programming”

How are purpose and obligations interpreted in PSM recommender systems?

rtve

BR

rtbf



# Interview-based case study: Nine European PSM Organisations



NRK

SR Sveriges Radio



ERR

# 25 semi-structured interviews

- six themes identified:

- Organisational Opportunities and Challenges
- Diversity, Exposure and PSM Obligations
- Editorial Control and Curation vs. Automation
- KPIs - Evaluation of Exposure
- Trust and Transparency
- Build or Buy?

# Main findings - variations among PSMs

- PSM managements assume recommendations are demanded by users. A desire to become 'data-driven' organisations.
- A general hesitation implementing algorithmic recommendations can be observed due to filter bubble fear and broadcast-logic of the institutions.
- Classic forms of RS are used: Content-based-, collaborative-, and business rules. BR / EBU: a diversity module developed
- Diversity in recommendations? "Addressed by the diversity of our production"
- Editors' non-personalised selection remains the main form of content presentation
- Editorial and algorithmic understandings of diversity still disconnected
- Low quality metadata makes modeling and recommendation difficult. Undesired recommendations occur (e.g.: satire after current affairs on Islam).





**Thank you!**

  
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