



Mapping Global Media Policy

***Concepts, Frameworks, Methods
and Challenges***

June 2010

Focus on Global Media Policy

**“a complex ecology of interdependent structures” with
“a vast array of formal and informal mechanisms working
across a multiplicity of sites”**

(Raboy 2002: 6-7)

**The policy landscape of media and communications “is
highly fragmented along multiple axes”**

(Drake 2008: 65)

**“International governance of IT (*through global
information networks*) may epitomize the new forms
of governance arising in global politics”**

(Singh 2002: 18)

Defining Global Media Policy

The multiplicity of **configurations** of **interdependent** but operationally autonomous **actors**, that are involved, with different degrees of **autonomy and power**, in processes of formal or informal character, at different and sometimes overlapping **levels** ... in **policy-oriented processes** in the domain of media and communication, including **infrastructural, content, usage, normative and governing aspects**. Through their interactions, actors may (re)define their **interests** and pursue different **goals**; contribute in **framing** policy-relevant **issues** and **produce relevant knowledge** and **cultural practices**; promote the recognition of **principles** and the evolution of **norms** that inform state-based policy-making, as well as non-state based **standard** setting and self-governing arrangements. Ultimately, they engage in political negotiation while trying to **influence** or determine the **outcome of decision-making**.

Theoretical challenges ...

What are the **social, political and legal frameworks** that guide and support, or obstruct, developments in media and communication?

Who are the **actors** involved, the **sites** where norms are discussed and created, the relevant **processes** where **interests** and **power** resources are played out?

How to address and understand the **complexity of interactions** taking place at the **local, national, regional and global levels**?

... with implications for

scholarly work and scientific analyses

advocates and activists

policy makers

Goals

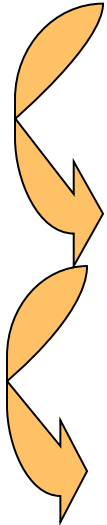
Concepts/Methods – Participation/Intervention

- Define **boundaries and components**: actors, issues, levels, sites, processes
- Develop **conceptual frameworks and methodologies**
- Establish an **empirical base** for observing interactions and emerging trends
- **Reducing fragmentation** > access to relevant data, information, documents and critical reflections
- **Reducing barriers to meaningful participation** > build capacity to intervene effectively in the media policy environment

Mapping > understand complexity of interactions



Project overview

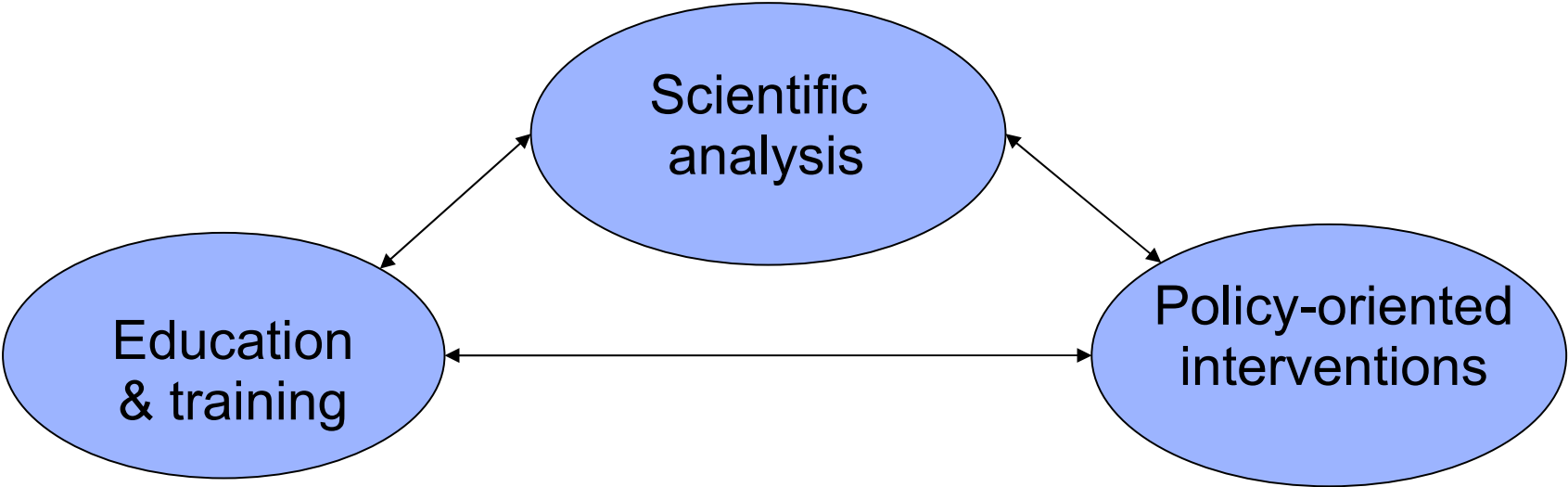


Conceptual framework

Database

Visual representation of data

*Scenarios
of use*

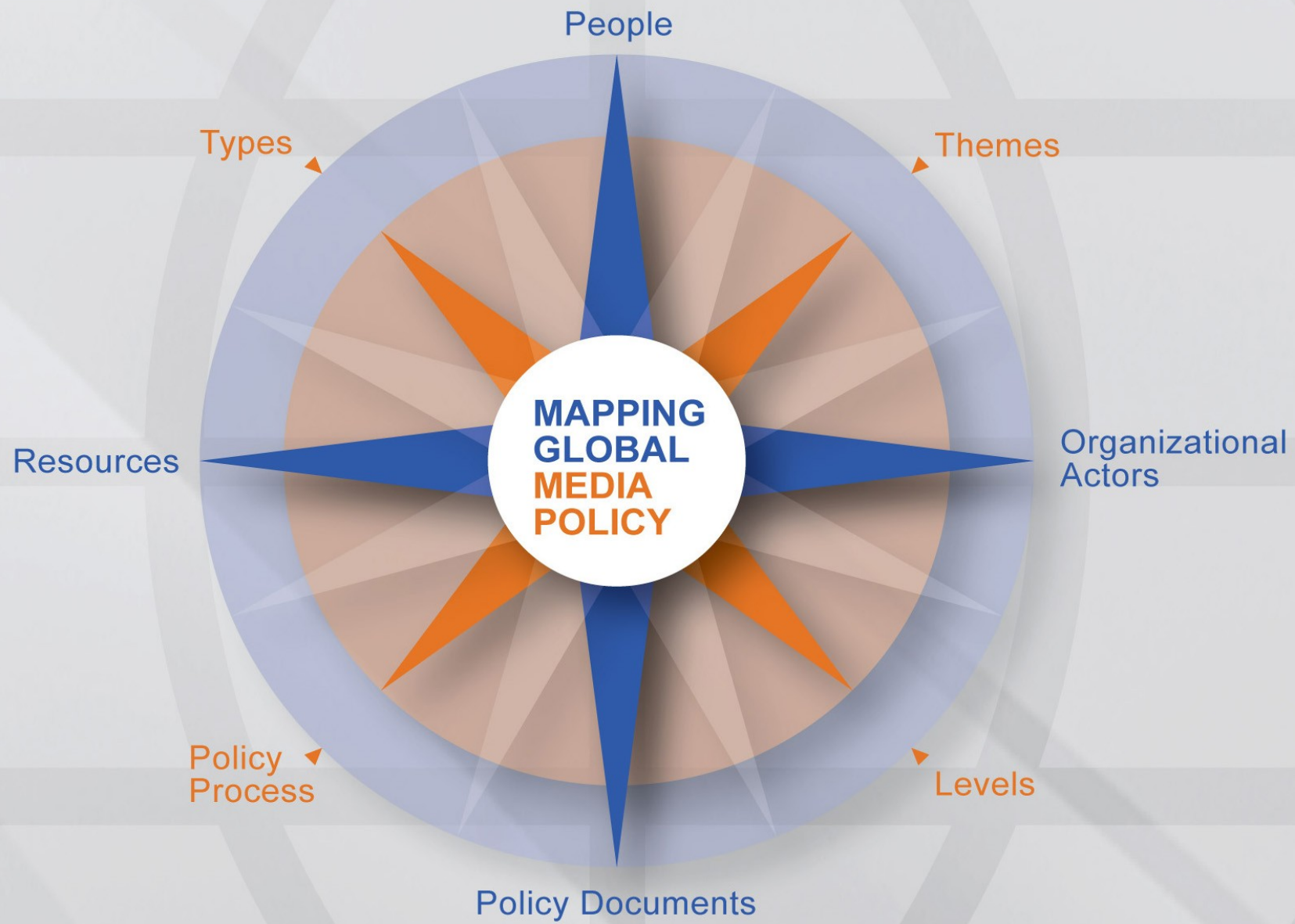


WHAT

FOR WHAT



The Database: Taxonomies and Typologies



People

- Activists • Advocate/Lobbyist
- Administrator/Manager • Artist
- Consultant • Diplomat • Educator,
- Entrepreneur • Funder • Journalist,
- Lawyer • Librarian/Archivist
- Media Professional • Policymaker
- Politician • Researcher • Student
- Technologist

Organizational Actors

- Intergovernmental Organization
- Intergovernmental Club/Forum • Government
- (Independent) Public Organization
- Business Club/Forum • Corporation/Company
- Civic Organization • Civic Forum/Coalition
- Multi-stakeholder Organization
- Multi-stakeholder Forum

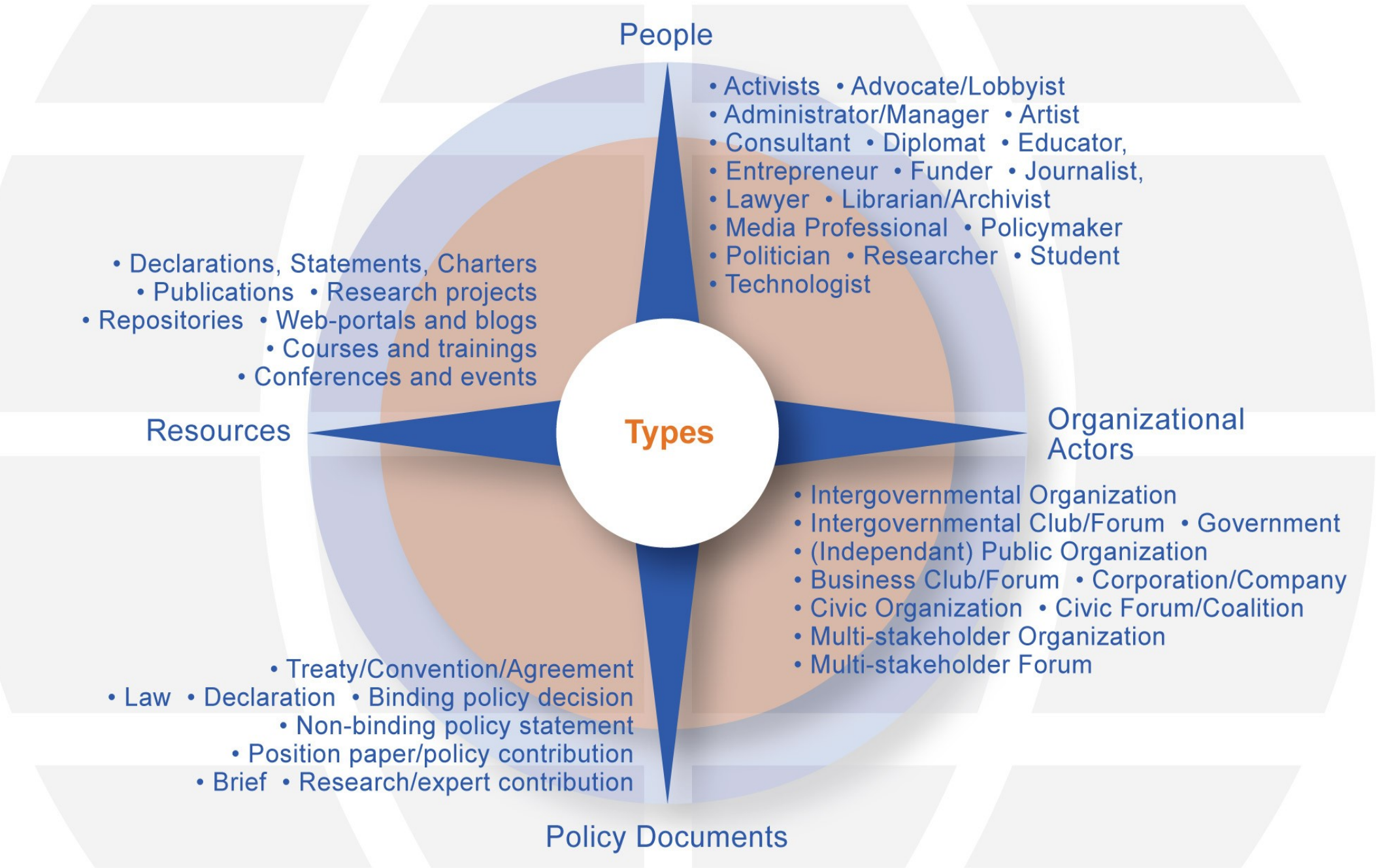
Policy Documents

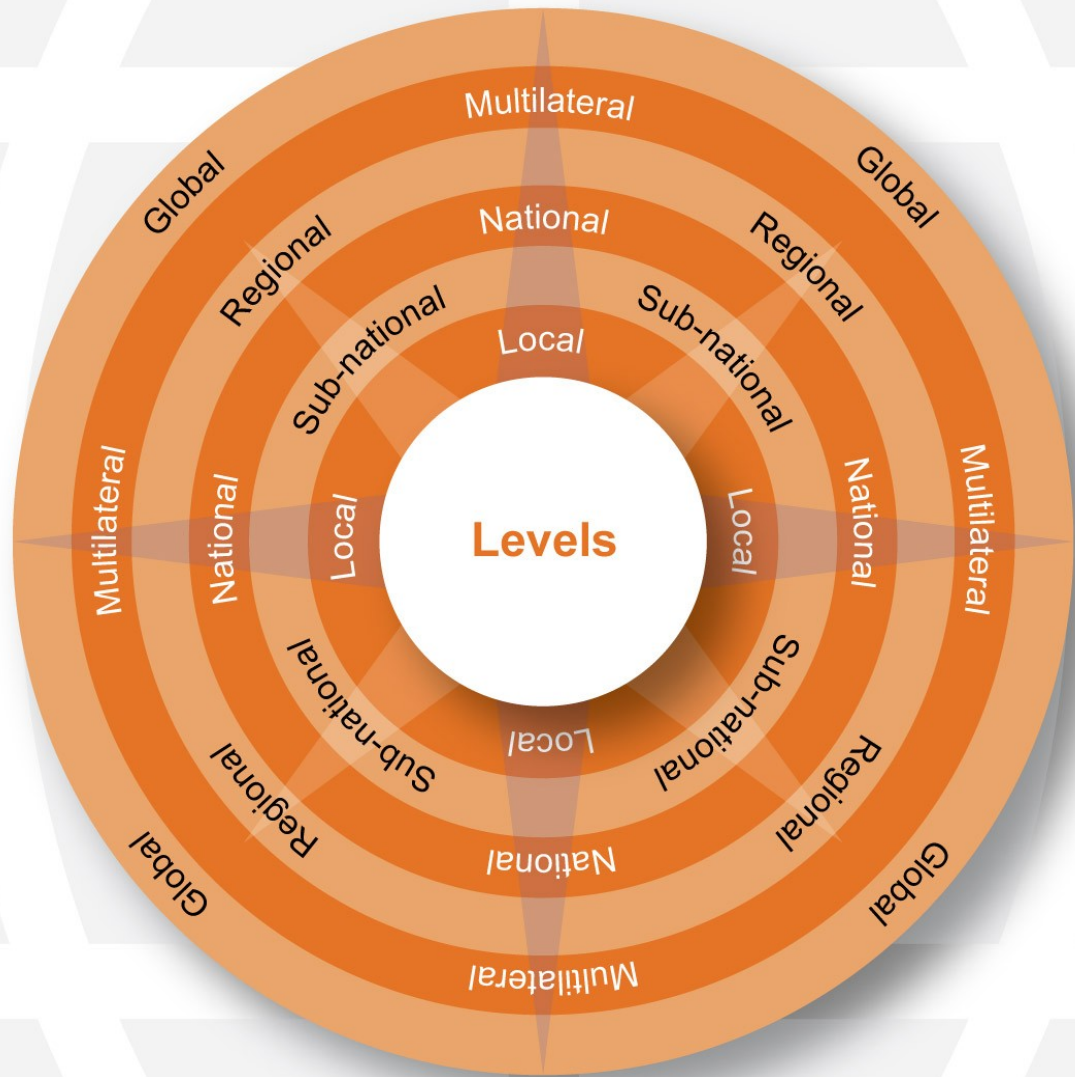
- Treaty/Convention/Agreement
- Law • Declaration • Binding policy decision
- Non-binding policy statement
- Position paper/policy contribution
- Brief • Research/expert contribution

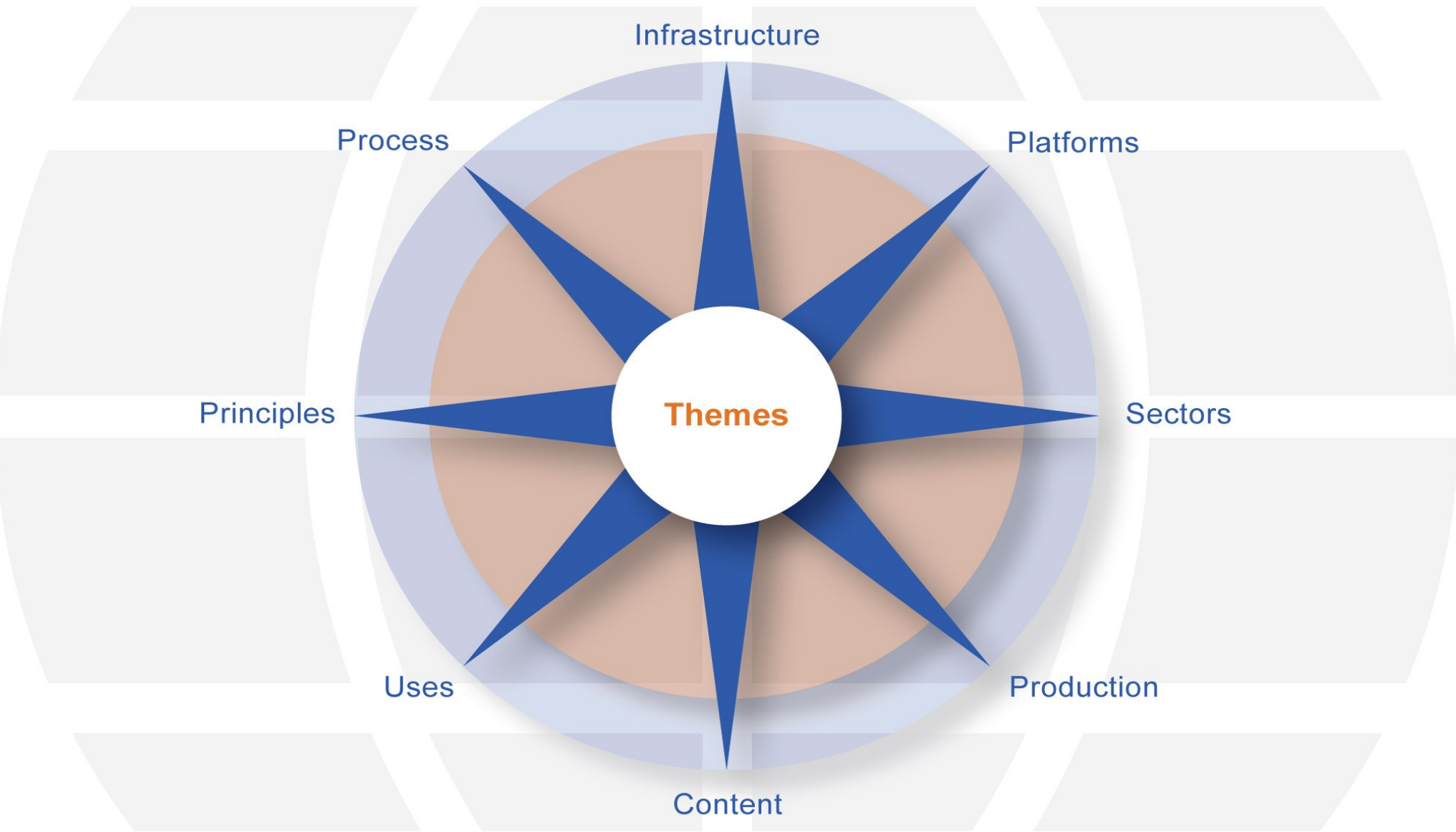
Resources

- Declarations, Statements, Charters
- Publications • Research projects
- Repositories • Web-portals and blogs
- Courses and trainings
- Conferences and events

Types







Infrastructure

Process

Platforms

Principles

Themes

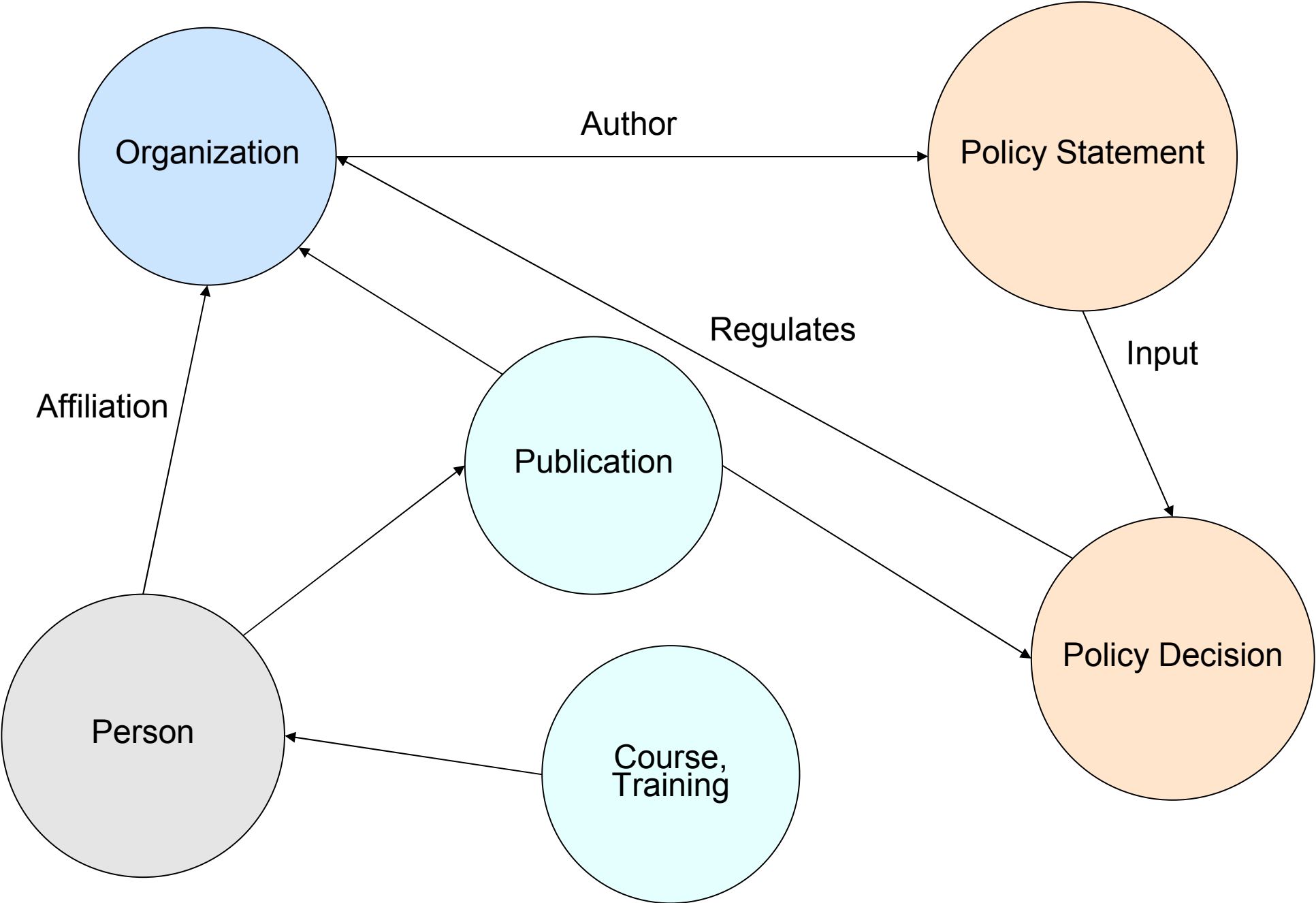
Sectors

Uses

Production

Content

Intra-Database Connections: Examples





Why maps?

**Visual representation in Global
Media Policy**

Visual representations allow to...

- **Process** complex information
- **Relate** and compare data
- **Explore** properties, relations, patterns, trends
- **Test** assumptions
- **Uncover** hidden dimensions

Types of visual representations

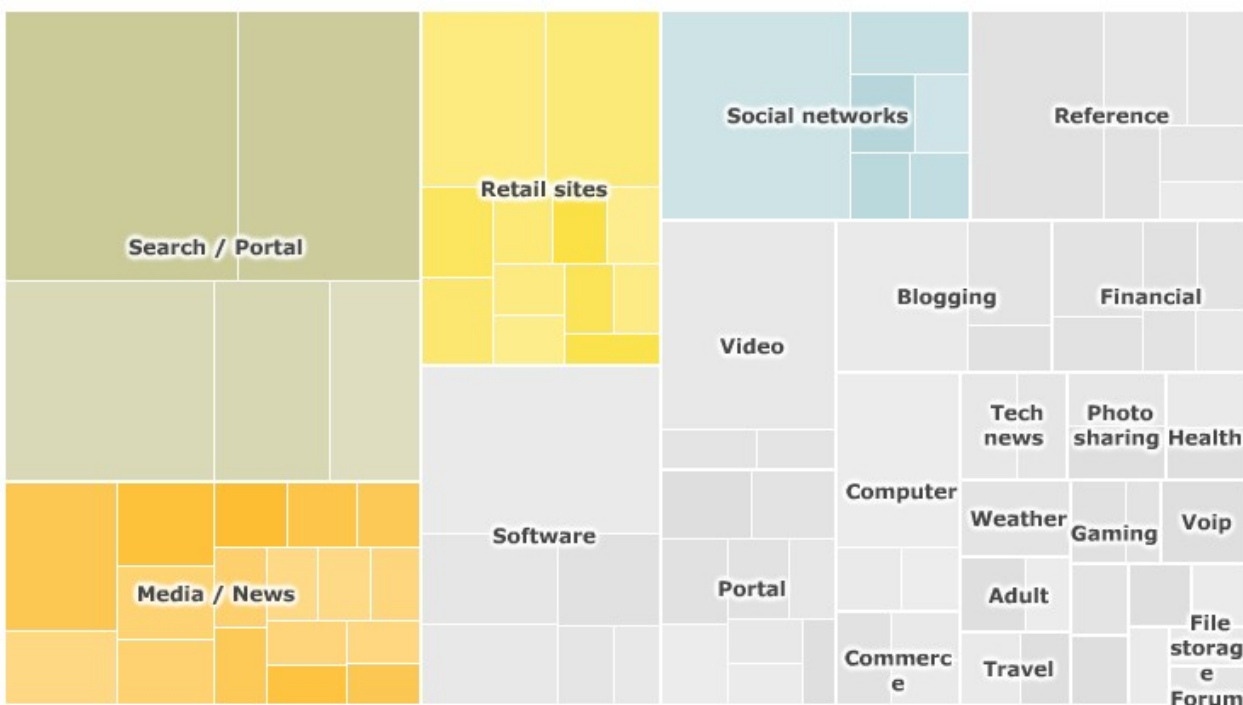
- **Geographic maps & timelines > the global**
- **Tree maps and clusters > hierarchies and structures**
- **Semantic spaces > frames and discourses**
- **Issue networks > actors and interactions**

Multiple modes of visualization

I Visualizing data from DB

II Exporting data from DB

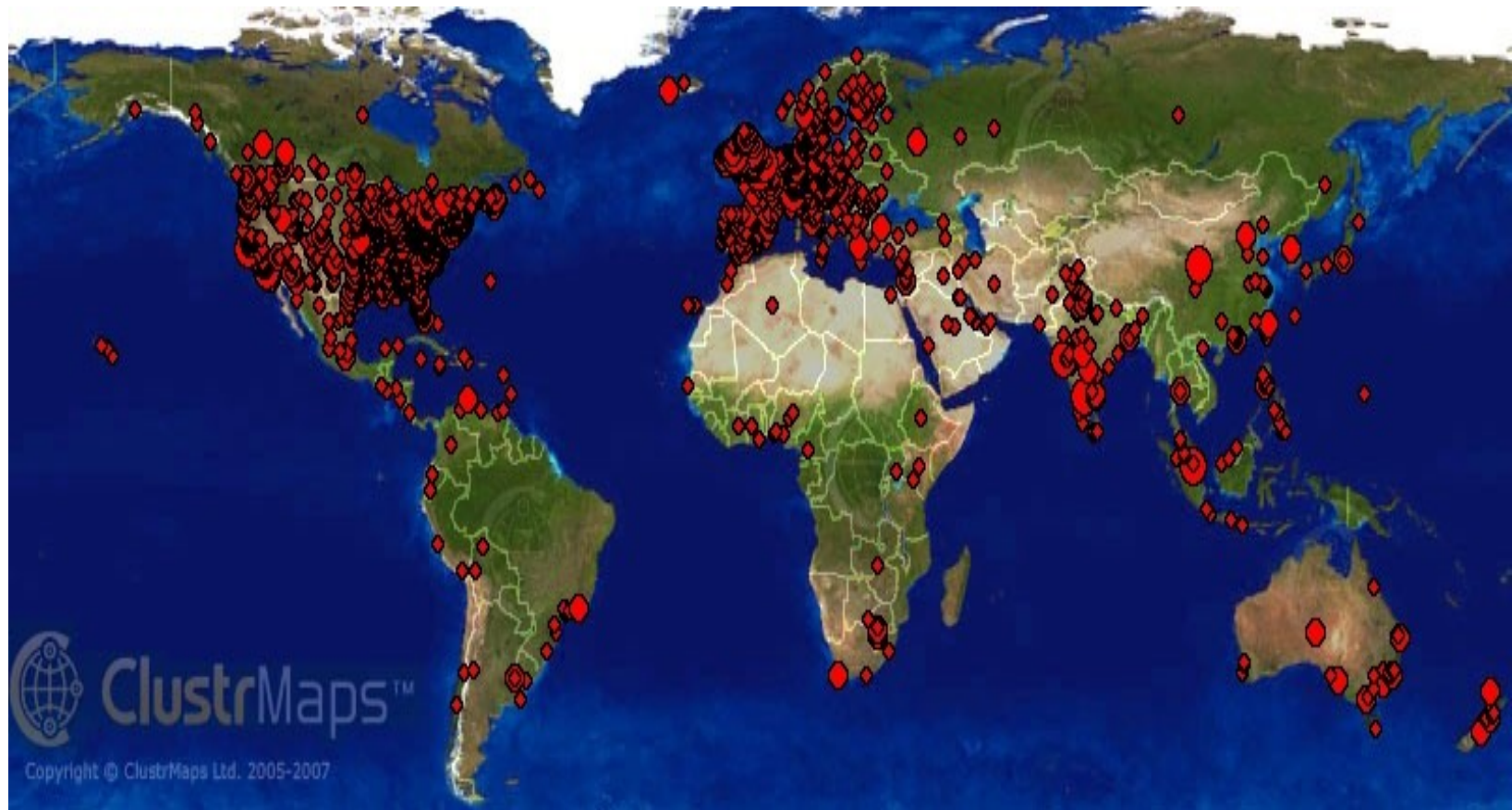
III Directing user to useful visualizing resources



Examples:

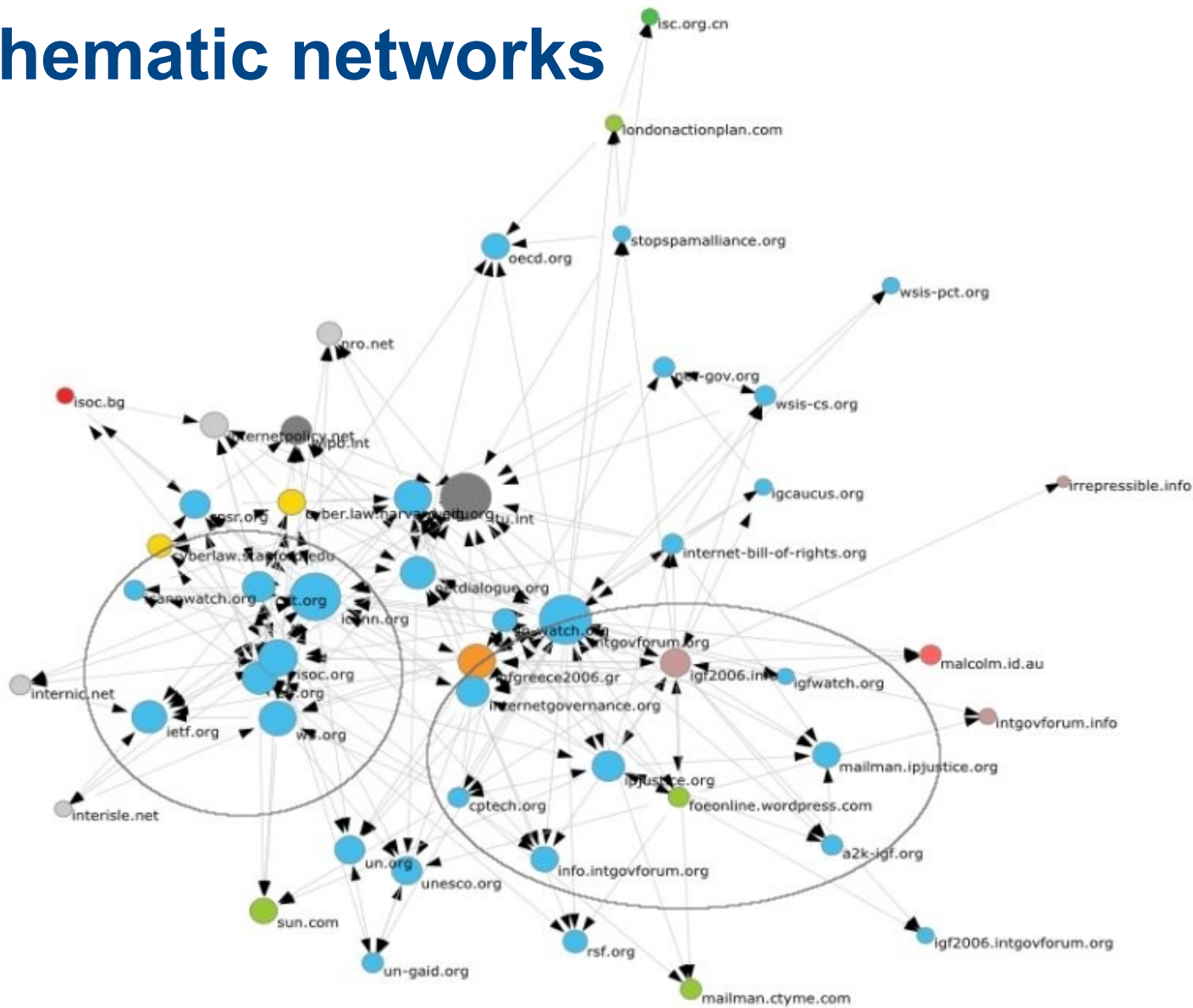
> Tree maps and clusters

> Geographic maps



Example:

> Thematic networks



GDC_ON

Map Details:

Author: luca tomasi
Email: tomasi.luca@libero.it
Crawl start: 3 Mar 2007 - 10:30
Crawl end: 3 Mar 2007 - 12:08
Privilege starting points: on
Analysis Mode: page
Iterations: 2
Depth: 2
Node count: 50

Map generated from Issuecrawler.net by the Govcom.org Foundation, Amsterdam.

Legend:

(.org) (.edu) (.com) (.info) (.gr) (.net) (.org.cn) (.bg)
(.int) (.id.au)

Select links layers:

links on [v]

Statistics:

intgovforum.org

Destination URL: http://www.intgovforum.org/meeting.ht
Page date stamp: 7 Feb 2007 - 16:43
Links received from crawled population: 1076

Links from network (1 - 20)

1. ip-watch.org
2. igjustice.org
3. isoc.org
4. w3.org
5. wsis-cs.org
6. cdt.org
7. cptech.org
8. cyber.law.harvard.edu
9. foeonline.wordpress.com
10. icann.org
11. igcaucus.org
12. igf2006.info
13. igfgreece2006.gr
14. igfwatch.org
15. internet-bill-of-rights.org
16. internetgovernance.org
17. internetpolicy.net
18. a2k-igf.org

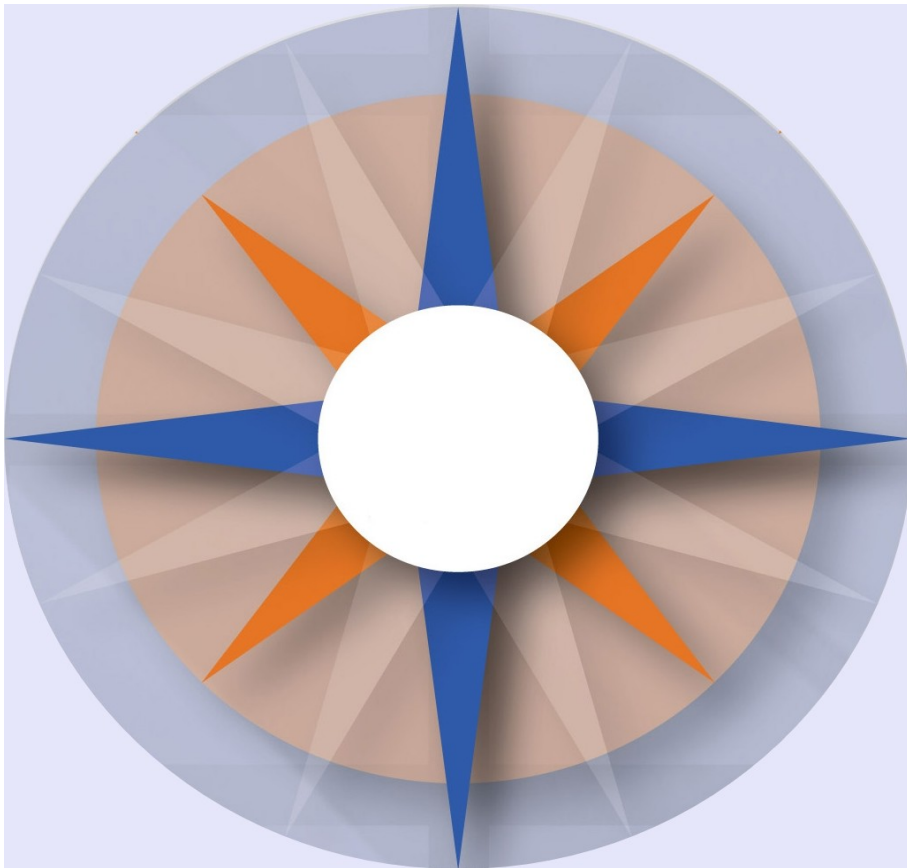
Links to network: 29



Scenarios of Use

Scientific Research

- . analysis of a particular policy field or process, current trends, best practices and policy gaps
- . monitoring of current processes
- . finding and connecting research material through resource base
- . classifying, systematizing and interrogating data



Education and Training

- . illustrate the complexities of global media policy and identify its components
- . advance students' understanding of policy fields
- . student/trainee projects to include data gathering and organization, and creation of visual maps

Policy Interventions

- . access information and scholarly reflections for activists, advocates, policy makers and other stakeholders
- . publicize policy documents
- . share policy statements and analysis of policy issues or debates
- . enhance capacity to effectively bring concerns into policy debates



Creating a *Mapping GMP Initiative*:

Building an “Island”

1. Identify an 'Island'

Island: specific topic, discrete policy process or policy debate

2. Gather relevant data

create a resource base of people, organizations, documents, resources

3. Analysis and Visual Maps

interrogate data according to research questions and through visual mapping tools

4. Communication tools

social networking & publicity
website, blog, twitter

5. Workshop/conference

exchange of scholars & stakeholders
explore trends, challenges, agendas

6. Knowledge dissemination

academic publications, policy recommendations, reports

'Mapping Global Media Policy' is an independent project initiated by the Global Media Policy Working Group of the International Association for Media and Communication Research (IAMCR). It is hosted and supported by an academic consortium led by Media@McGill, a research and public outreach hub based at McGill University, and including McGill University, University of Padova and Central European University.

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**MAPPING GLOBAL MEDIA POLICY:
the platform**

www.globalmediapolicy.net