



# Mapping Global Media Policy

Project overview, July 2010

## Executive Summary

The project *Mapping Global Media Policy* serves to monitor, categorize and analyze key issues, significant developments and recent trends in the governance of media, information and communication on a global level. Its main goals are:

- to build and share knowledge on the complex field of global media policy
- to identify the relevant actors, processes, outcomes and resources, as well as the interactions between these
- to foster access to information and reflections on global media policy
- to enhance actors' capacity to effectively intervene in relevant policy settings and thus reduce barriers to meaningful participation
- to stimulate collaboration between scholars and stakeholders worldwide

The project focuses on the following activities:

- gathering, categorizing and classifying information on actors, processes, outcomes and resources of global media policy through an interactive online platform and an elaborate resource database
- enhancing the understanding of relevant dimensions and dynamics of global media policy through the use of visual mapping tools
- developing scientific analysis on key issues, current trends, best practices, and policy and research gaps
- initiating discussion fora, including workshops, conferences, and online tools, to bring together leading scholars as well as multiple policy stakeholders for debates on key problems of global media policy

*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 (Canada), and including University of Padova (Italy) and the Center for Media and Communication Studies (CMCS) at Central European University (Hungary). The project is run by a Steering Committee that includes Prof. Marc Raboy (McGill University), Prof. Claudia Padovani (University of Padova), and Dr. Arne Hintz (McGill University/Central European University). Activities are typically carried out through ad hoc cooperation with expert individuals, research institutions or advocacy groups. A collaborative approach reflects the project's vision of Mapping Global Media Policy as a partnership-based exercise.

# **Table of Contents**

## **1. Rationale**

- 1.1 Why Global Media Policy?
- 1.2 "A complex ecology": Knowledge Needs and Gaps
- 1.3 Stakeholder Needs
- 1.4 Mapping Repositories and Observatories

## **2. Goals and Objectives**

## **3. Achieving the Goals: Components and Work Packages**

- 3.1 Conceptualizing Global Media Policy
- 3.2 Resource Database and Online Platform
- 3.3 Visual Mapping
- 3.4 Scientific Analysis
- 3.5 Events and Discussion Fora

## **4. Project Phases**

- 4.1 Conceptual Development
- 4.2 Validation
- 4.3 Database and Online Platform
- 4.4 Publicity and Outreach
- 4.5 Pilot Phase
- 4.6 Expansion
- 4.7 Institutionalization

## **5. Governance Structure**

## **6. Partnerships and 'GMP Initiatives'**

# 1. Rationale

## 1.1 Why Global Media Policy?

The role of information and communication in society has dramatically increased towards the end of the old, and at the beginning of the new millennium. New information and communication technologies (ICTs) penetrate all aspects of peoples' lives; democracy is transformed through increased ICT-based participation by citizens; the capacities of individuals and communities to communicate and network across borders have vastly increased, leading to new alliances and loyalties, but so have the state's capacities of surveillance and social management. Politics is ever more closely linked with media representation, and the expression of voices and opinions through the media has become a core political strategy of marginalized communities and elite actors alike. Financial systems, and thus the global economy, depend on rapid information exchange and on constant knowledge of current developments around the globe, while intellectual property rights have become one of the main means of control in the global economy.

The traditional relations between the state, the business sector, the media and citizens are deeply affected by these changes. The established framework of human and civil rights requires revisions to reflect the increased presence of interactive communication and the fact that an ever greater part of our lives takes place (and is stored) online. At the same time, citizens and social groups have emerged as producers and disseminators of mediated information, challenging traditional monopolies of news provision – and thus top-down relations of explaining and interpreting the world.

What, then, are the social, political and legal frameworks that guide and support, or obstruct, these dramatic changes? What are the norms and rules that shape these developments, how are these norms and rules affected by current social and political processes, and how are they shifting as a result? How are legal frameworks and political norms created, by whom, where, and based on which values and interests?

Asking these questions means asking about policy actors and about the sites, processes and outcomes of actors' interactions. It necessitates an enquiry into regulatory regimes; technological, economic and political backgrounds; and the institutional interplay in which policies and decisions are made. In times of the globalization of social, political and economic processes, it also requires an understanding of broader governance processes: the interactions and relations between the local, national, regional and global; the ideational and cognitive component of issue identification and framing; the normative dimension that drives actors' orientation; the power relations that influence agenda setting mechanisms and final outputs. The study of Global Media Policy (GMP) thus encompasses the investigation of all the frameworks, norms and processes that shape the role of information, communication and knowledge in our current societies.

In addition to dealing with innovative themes and developments, the ways in which the field is shaped and regulated are in themselves innovative. Governing arrangements for media and information technologies have become “one of the newest and most

internationalized areas of public policy and institutional change” (Mueller *et al.* 2004). Global policy debates in venues such as the World Summit on the Information Society (WSIS) and institutions such as the Internet Corporation for Assigned Names and Numbers (ICANN) have experimented with multi-stakeholder processes, involving non-state actors such as civil society and the business sector to an unprecedented scale. Changes in the processes of policy-making have also included increased roles for technical communities and for individuals, and official institutional processes have been complemented (and sometimes surpassed) by invisible or latent policy, including standard-setting and technological development.

GMP is thus both a field that shapes fundamental social, political and economic processes of our times, and a field that is dynamic, innovative, and pioneers current developments in policy and regulation which will impact other fields.

## **1.2 “A complex ecology”: Knowledge Needs and Gaps**

GMP is a complex field with a multitude of components. It includes a variety of institutions, processes and interactions between diverse actors at different levels of the socio-political system, operating with different degrees of hierarchy and autonomy, on the bases of varying norms, rules and procedures. It embraces a diversity of themes and issue areas in the arenas of mass media, information and communication technologies, knowledge production and diffusion. Even though there is growing interest in GMP among scholars and policy makers, and notwithstanding the fact that “information policy creates the communicative space within which all public and decision making discourses take place” (Braman 2006: 78), GMP as a field of study remains under-theorized, perceived as an ‘expert technology-based field’ and open to controversial interpretations regarding the main processes and actors involved as well as the approaches and methods through which research is being conducted.

This requires a better understanding of

- the interplay between old, new, specific, transversal, stable and shifting *issues* composing the GMP agenda
- the interactions amongst *actors* intervening in negotiations at different levels, expressing different interests and organizational logics
- the location of the *venues* where policy is made and shaped
- the many *processes* where actors’ interactions take place, and their effectiveness, accountability and sustainability

Recent changes in the sites and processes of policy-making provide challenges for this endeavour but, at the same time, suggest building-blocks for an enhanced understanding of GMP. In particular, we have witnessed a shift from vertical, centralized and state-based modes of regulation to collaborative horizontal arrangements, involving a wide array of actors and processes in dispersed policy venues. The emerging networks of ‘global governance’ include “systems of rule at all levels of humanity” (Rosenau 1995: 13) and have “transformed sovereignty into the shared exercise of power” (Held/McGrew 2003: 11). As a result, the local “becomes embedded within more expansive sets of interregional

relations and networks of power” (Held/McGrew 2003: 3), and the traditional focus on territorial control – or: “‘territorialism’, that is, a situation where social geography is entirely territorial” (Scholte 2000: 46) is put into question. In the wake of decentralized governance arrangements, self- and co-regulatory mechanisms have often replaced government regulation.

We are thus witnessing “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 communication “is highly fragmented along multiple axes” (Drake 2008: 65).

The analysis of current developments by scholars offer valuable building blocks for understanding GMP. There is growing recognition of the relevance of formal as well as informal mechanisms, latent and invisible policy making, and of the plurality of stakeholders that play relevant roles in defining principles, norms and practices for global communication (e.g., Braman 2006, Freedman 2008). However, there is a tendency to deal with complexity in a descriptive and often partial manner. Some works focus on issues, some on processes, some on actors, some only on formal/binding mechanisms, many only at the national level. Efforts are needed to move from acknowledgement of multiplicity to approaching the complexities and dynamics of GMP through adequate frameworks and methodologies.

### **1.3 Stakeholders’ needs**

As **scholars and researchers** seek to elaborate appropriate frameworks to describe, interpret and anticipate evolutionary trends, it is crucial for them to address and fully comprehend the challenges deriving from the shifting media environment and from the policy processes that guide the development of media and communication. They require an understanding, not just of individual policy documents or policy players, but of the interactions, competing interests and alternative perspectives involved in media and communication policy, in order to clarify where decisions emerge, on which principles and interests they are grounded, as well as the outcomes and consequences of policies, strategies and actions.

**Policy advocates** require knowledge of the sites and venues where the issues of concern to them are negotiated, who is negotiating them, and what are the opportunities for engaging with the debates, influencing positions, and intervening into negotiations. They need to identify openings, and to acquire detailed knowledge about the policy process, its themes and actors, in order to develop meaningful interventions.

With the emergence of multi-stakeholder policy processes, platforms have emerged which, in principle, allow for greater participation and influence by non-state actors. However, the complexity of these processes and of the themes and issues, the policy languages used and the unequal power relations between participants continue to constitute severe obstacles to broader, meaningful and outcome-oriented participation. Potential participants require detailed knowledge of these aspects to position themselves adequately

and successfully in a complex media environment.

The new non-state stakeholders that are increasingly recognized in multi-stakeholder arrangements include the business sector and **civil society**. However the capacities of, and therefore also the opportunities for, these actors differ substantially. While the business sector typically carries the resources to develop effective advocacy and often already has significant experience, many NGOs, public interest groups, and especially smaller activist groups are newcomers to policy debate and cannot afford to put the necessary resources into developing and implementing elaborate advocacy initiatives. For them, a resource that analyzes all relevant aspects of a policy process can make a decisive difference.

Finally, **policy-makers** can benefit from a broader understanding of the interests that are at play regarding a policy problem; of the variety of perspectives on that problem; and of a global view on how similar problems have been dealt with elsewhere. A resource that facilitates a broader perspective on policy can lead to better policy.

#### **1.4 Mapping repositories and observatories**

A number of organizations, including universities, NGOs and international institutions, have developed repositories that gather and categorize information on key themes and actors in media and communication. In analyzing valuable and widely used repositories, the GMP mapping project has looked at the following initiatives:

- *UNESCO Observatory on the Information Society*
- *ICT Regulatory Decisions Clearinghouse*, hosted at the *Université de Montreal*
- *Information Society Watch*, a project by the NGO *IT for Change*
- *Global Media Law & Policy* project, hosted by the *Programme in Comparative Media Law & Policy* at the University of Oxford
- *Cybersecurity Organization Catalogue*, hosted by the *Georgia Institute of Technology*
- *Citizen Media Law Project*, hosted by the *Berkman Center for Internet & Society* at Harvard University
- *ICT Policies and Studies*, hosted by the *Communication Initiative*, in collaboration with the International Institute for Communication and Development
- *IBAHRI Media Law and Freedom of Expression*, provided by the *International Bar Association*
- *Nordicom* repository on the Nordic media landscape
- *SSRC Media Research Hub* by the Social Science Research Council's *Necessary Knowledge for a Democratic Public Sphere* program

While these and other initiatives are highly valuable for both scholars and advocates in specific thematic fields, they also present limitations at different levels:

- conceptual: the theoretical basis, justification and consistency of the initiatives is rarely made explicit;
- thematic: few existing repositories focus on policy, and those that do have an

- emphasis on specific thematic fields, such as telecommunications, security, or freedom of expression;
- scope: repositories typically gather and highlight certain types of resources, such as policy documents, regulatory decisions, news articles, or information about organizations, but not the full range of relevant components of the field;
  - categorization: information is typically categorized only according to themes and geography, rather than systematically classified according to multiple dimensions;
  - relations: the limited scope and categorization do not allow to identify connections between actors, processes and outcomes, and to thereby develop a deeper understanding of the data;
  - visualization: despite the increasing relevance of visual representation of information and data, as well as the availability of tools to produce visual maps as a means to enhance the understanding of policy processes, such tools are not integrated or supported by existing platforms;
  - scientific analysis beyond the gathering and presentation of data is limited.

## **2. Goals and Objectives**

### **2.1 Building and sharing knowledge on the complex field of global media policy**

*Mapping Global Media Policy* builds knowledge on the social, political and legal frameworks of the information and communication environment. It addresses the knowledge needs of different stakeholders. It will fill current knowledge gaps by providing a conceptualization of GMP, elaborating a consistent analytical framework, and working through appropriate methodologies to support research activities as well as policy interventions.

### **2.2 Identifying the relevant actors, processes, outcomes and resources, as well as the interactions between them**

Based on a consistent analytical and practical framework, *Mapping Global Media Policy* serves to identify relevant players, dimensions and perspectives in a variety of thematic areas, to trace interests, conversations and controversies, and to develop and elaborate a model of categorization and classification, allowing a multi-faceted analysis of relations and interactions, and of the concerted emergence of policy decisions and ideas, in the field of GMP.

### **2.3 Fostering access to information and reflections on global media policy**

All data, information and knowledge generated by *Mapping Global Media Policy* are made publicly available through an online platform and publications. Scholars and stakeholders are able to access data and analysis, connect existing data to query relations and interactions, and contribute their own data and reflections.

## **2.4 Enhancing actors' capacity to effectively intervene in relevant policy settings**

The knowledge generated through *Mapping Global Media Policy*, and the mechanisms and opportunities for participation that the project will identify, allow, particularly, civil society actors to represent and promote civic interests effectively in policy debate and policy negotiations. It thus reduces barriers to meaningful participation. The project facilitates access to media policy deliberations to individuals, organizations, professionals and the general public.

## **2.5 Stimulating collaboration between scholars and stakeholders worldwide**

*Mapping Global Media Policy* offers a framework to which scholars and non-academic experts are invited to contribute their knowledge, and an open access platform that brings together scholars, civil society advocates, policy-makers and other stakeholders for reflections and action in the complex field of GMP.

These goals, together, support the ultimate objective of *Mapping Global Media Policy*: to help democratize decision-making on core aspects of contemporary societies and citizens' lives.

# **3. Achieving the Goals: Components and Work Packages**

## **3.1 Conceptualizing Global Media Policy**

Building and sharing knowledge on the complex field of global media policy requires a definition of the field and an understanding of its relevant components. *Mapping Global Media Policy* has therefore started with a conceptualization of the subject that it engages with.

The *global* is hereby understood not only as the 'international' level of policy-making but as a system of worldwide interconnectedness, linking the local, national, regional and international. It describes the interplay between different territorial scales, and reflects the multi-layered, multi-spatial and multi-dimensional processes involved in governing media and communication.

The project's understanding of *media* goes beyond traditional perspectives on content provision via platforms such as print and broadcasting to encompass the converged realities of media and communication systems, including all forms of new ICTs; technical infrastructure; various forms of usage and participation by citizens, as well as implications such as privacy and security; principles of access and communication rights; and related areas such as culture and development.

*Policy* refers to all processes, formal and informal, where actors with different degrees of power and autonomy intervene. It includes formal law making and regulation, leading to binding outputs, as well as the less formal, latent and often invisible processes through

which issue framing, normative prescriptions and specific standards are set and decision-making is informed. It therefore also embraces a plurality of actors and settings, from traditional multilateral arrangements amongst state actors to a more complex landscape where states and intergovernmental institutions share the stage with private corporations, standard setting entities, civil society organizations, epistemic and technical communities.

*Global Media Policy* thus encompasses “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 - from the local to the supra-national and global - 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 selfgoverning arrangements. Ultimately, they engage in political negotiation while trying to influence or determine the outcome of decision-making” (Raboy/Padovani 2010).

### **3.2 Resource database and online platform**

*Mapping Global Media Policy* allows to gather, categorize and classify information on actors, processes, outcomes and resources of global media policy through an interactive online platform and an elaborate resource database. The database is designed according to the theoretical and conceptual frameworks described above and provides a resource base towards identifying the different field components and creating a consistent classification system.

The database is structured according to four classification categories: people, organizational actors, policy documents and resources. **'People'** are individuals who are directly involved in or have an active interest in thematic areas and topics that are relevant to GMP, such as researchers, advocates, or policy makers. **'Organizational Actors'** are institutions, associations, corporations or networks that can be governmental, non-governmental or multi-stakeholder and that represent different interests. **'Policy Documents'** are inputs or outcomes of formal institutional processes at different levels (local, national, regional, international), such as briefs, reports, policy statements, legislative and regulatory texts, conventions etc. **'Resources'**, finally, are complementary sources of knowledge, including academic publications, policy-related documents that have been elaborated outside of formal processes, research projects, repositories, web-portals, course and training materials, and conference proceedings.

Entries in these categories are classified according to an articulated set of criteria which include, amongst many others, thematic areas (including all fields of media and communication policy), levels of policy-making and policy debate (from local to global), relation to particular policy processes, detailed typologies of each category, geographic location, etc. The multitude of criteria and dimensions in each category allows the

development of deep and detailed profiles, while cross-cutting dimensions relate the different categories to each other. The database thus moves beyond the mere gathering and listing of data to uncover webs of relations and interactions, trace the origins of decisions and the influence of various forces, and show the consequences of strategies and actions.

This open online platform allows stakeholders, contributors and the general public to easily access the different types of information and documentation stored in the database and to actively contribute to further content creation. Content generation for the database will focus, initially, on a small number of clearly identifiable policy processes or themes, which are conceived as thematic *islands* in the broader *ocean* of global media policy. As more islands emerge, each one will connect with others and become a node in an interconnected network. In this way, the database will generate consistent and meaningful output from the beginning. After an initial development period, in which partnerships will be created to populate specific areas of the database, the online platform may be opened for broader user-generated content input.

### **3.3 Visual mapping**

‘Mapping’ recalls the immediateness of charts, maps and visualizations as tools through which humans have always attempted to position themselves in the world, get orientations and offer interpretations for events and situations. Investigating global media policy through visual mapping can help trace conversations and controversies, the interconnectedness of concepts that are used in policy discourses, the themes that compose those discourses, as well as networks of interaction among people and themes. The project will therefore use a variety of visualization tools for a multi-faceted analysis of database content.

Geographic as well as thematic, semantic and network maps offer significant potential for tracing the evolution of thematic debates, actors’ positioning and ultimately their influence and capacity to orientate courses of action with regard to specific processes. Semantic web technologies provide means of tracing connections across various forms of online content. It is the project’s ambition to use the latest mapping technologies and combine them through in-built mechanisms in the platform, in order to provide innovative means to address specific stakeholders’ needs in relation to the field.

To that end, the project team is conducting an inventory of existing tools and programs that allow data visualization, and include a selection of tools as in-built programs in the online platform to visualize queries from the database. It is also outreaching to specialists in Information Sciences and other relevant disciplines from academic institutions as well as non-academic entities, with the aim of gathering the inter-disciplinary knowledge that is needed to enrich the project with visual tools that may further orientate actors and support their policy interventions.

### **3.4 Scientific analysis**

*Mapping Global Media Policy* supports the development of scientific analysis on key

issues, current trends, best practices, and regulatory needs of global media and communication policy. This effort is led by the Steering Committee, in collaboration with media policy scholars and experts worldwide. Information gathered through the database, and interrogated through the support of visual maps, will contribute to completing mapping attempts made by other repositories, media scholars and research centers.

Analysis conducted within the framework of the project will be published in a variety of conventional and innovative formats. Summaries of research, short analysis and news will be published on the project website, circulated through an electronic bulletin and made available as a reference tool for researchers, professionals, advocates and the general public.

### **3.5 Events and discussion fora**

*Mapping Global Media Policy* is embedded in a global network of media scholars through its ongoing collaboration with the International Association for Media and Communication Research (IAMCR). The lead institutions of the project, furthermore, interact on a regular basis with practitioners, such as journalists' associations, media regulators, and civil society groups.

In addition to these ongoing exchanges, the project team intends to organize dedicated discussion fora, including workshops, conferences and online fora, to analyze current issues and trends in global media policy, with the aim of bringing together leading international experts and shedding light on different stakeholders' perspectives, as well as fostering a better understanding of controversial and urgent issues within the broader public.

## **4. Project Phases**

### **4.1 Conceptual development (2007-2009)**

Since 2007, the members of the Steering Committee have elaborated the concept and planned the project. They have developed the idea of a multi-component approach to the project, including the database, visual mapping and scientific analysis, and they have opened the plans for discussion at successive IAMCR conferences.

Part of the conceptual development has concerned the understanding and definition of global media policy as a field, as presented above, and the identification of the different components that have become building blocks of the project taxonomy and entry points to the database, thus allowing for the systematic investigation of global media policy.

### **4.2 Validation (2008/9)**

The plans and concepts have been discussed on several occasions in the context of the IAMCR annual conferences (Paris 2007, Stockholm 2008, Mexico 2009), as well as with leading scholars and international experts during two meetings held in Venice, Italy, in April 2008 (on: *Global Media Policy Mapping: concepts, frameworks and methods*) and June 2009 (on: *Networks and change in global media and communication governance*).

Feedback, comments and suggestions were included in subsequent project developments. At the end of 2009, an email consultation with 20 international scholars validated the detailed classification system developed for the database.

#### **4.3 Database and online platform (January-July 2010)**

In the first half of 2010, a programmer developed and implemented the database and online platform. A beta version was finished in April, and the project URL <http://www.globalmediapolicy.net> was unveiled. The beta version was further developed and revised in the following months, leading to the launch of the 1.0 version of the project platform in July 2010.

#### **4.4 Publicity and outreach (from April 2010)**

The soft launch of the platform was accompanied by several presentations of the project to a broader academic audience:

April 2010 – Seminar on *Mapping Global Media Policy: A Practical Approach to Understanding the Governance of Communications*. McGill University, Montreal.

April 2010 – Project presentation at the *Information Society Project* at Yale Law School.

May 2010 – Workshop on *Mapping Internet Governance: A Proposal for Scholarly Collaboration*, on the occasion of the 3<sup>rd</sup> Giganet International Symposium, McGill University, Montreal.

June 2010 – paper presentation on *Mapping Global Media Policy: Concepts, Frameworks, Methods and Challenges*, Canadian Communication Association annual conference, Concordia University, Montreal.

#### **4.5 Pilot phase (from September 2010)**

A pilot phase will be carried out to start populating the project database and creating thematic islands. This will include a) data entry for specific themes and policy processes, b) experimentation with visualization tools, and c) preliminary analysis for specific case studies. This phase will see the development of ad hoc partnerships, communication tools and output channels.

#### **4.6 Expansion (2011)**

Starting in 2011, the initial pilot phase will be expanded to a greater number of themes and policy processes, and the regular operation of the project components, including periodic research output and regular workshops, will commence. Specific effort in partnership building will be made during this stage, as well as further elaboration of tutorial and training materials available on the platform, including short video, training package, and the organization of on-site training sessions with interested and potential partners.

#### **4.7 Institutionalization (2012)**

The future development of the project, as currently foreseen, may include the creation of an independent entity with a long-term and sustainable perspective towards generating knowledge on GMP.

## 5. Governance Structure

*Mapping Global Media Policy* has been 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 (Canada), and including McGill University, University of Padova (Italy), and the Center for Media and Communication Studies (CMCS) at Central European University (Hungary). The project is run by a Steering Committee that includes Prof. Marc Raboy (McGill University), Prof. Claudia Padovani (University of Padova), and Dr. Arne Hintz (McGill University/Central European University). The Steering Committee will establish partnerships with institutions and individuals that collaborate on individual work packages or support the overall work of the project.

## 6. Partnerships and ‘GMP Initiatives’

The *Mapping Global Media Policy* project seeks partnerships with researchers, research groups, educators, civil society organizations and other users to build *Mapping GMP Initiatives*. An *Initiative* focuses on a specific *topic* or a discrete *policy process* and thus constitutes an *island* within the broader field of global media policy. It would typically involve the following steps:

1. Identify an *island*, its boundaries and all relevant components: An *island* would be either a *topic*, i.e. a distinct and sufficiently limited issue in global media policy, or a *policy process*, i.e. a debate or negotiation amongst a variety of actors on a particular theme or problem of media and communication policy, limited in time and space, and leading to binding or non-binding rules in the form of laws, conventions, declarations, standards or norms.
2. Gather and organize data: Identify organizations, people, policy documents and resources that are relevant for the *topic* or *policy process*, insert information about each of these in the database, thereby create a resource base for understanding and analyzing the *topic* or *policy process*.
3. Analysis: Interrogate the data with the help of the mapping tools provided by the platform; create multiple visual maps according to specific interests and research questions.

Complementary aspects of an *Initiative* may include:

4. Communication Tools: Develop dedicated communication tools, such as a separate website, a blog or a twitter log, that update the interested public about the progress of the project.
5. Workshop or Conference: Advance critical thinking and policy development by bringing

together scholars and relevant stakeholders to discuss current trends, best practices and challenges concerning the particular *topic* or *policy process* which the initiative deals with.

6. Knowledge Dissemination: Outcomes of each initiative may be disseminated through academic publications, policy recommendations, or reports, which can be (re-)published on the project platform.

The *Mapping Global Media Policy* project also seeks partnerships on developing specific components of the project, particularly the creation and implementation of innovative tools for mapping data.

## References

Braman, S. (2006). *Change of State. Information, Policy, and Power*. Cambridge, MA: MIT Press.

Drake, W. (2008). The Distributed Architecture of Network Global Governance. In Drake, W. & Wilson III, E.J. *Governing Global Electronic Networks. International Perspectives on Policy and Power*. Cambridge, MA: MIT Press.

Freedman, D. (2008). *The Politics of Media Policy*. Cambridge, UK: Policy Press.

Held, D., & McGrew, A. (2003). *The Global Transformations Reader: An Introduction to the Globalization Debate*. Cambridge, UK: Polity Press.

Mueller, M., Kuerbis, B., and Pagé, C. (2004). 'Reinventing Media Activism: Public Interest Activism in the Making of U.S. Communication-Information Policy 1960-2002'. Accessed 1/03/2008, <http://dcc.syr.edu/ford/rma/reinventing.pdf>.

Raboy, M. (ed) (2002). *Global Media Policy in the New Millennium*. Luton: University of Luton Press.

Raboy, M. & Padovani, C. (2010). 'Mapping Global Media Policy: Concepts, Frameworks, Methods', *Journal of Communication, Culture and Critique*, 3, pp. 150-169 (special issue edited by Leen d'Haenens, Robin Mansell and Katharine Sarikakis on "Media Governance: New Policies for Changing Media Landscapes")

Rosenau, James N. (1995). 'Governance in the Twenty-First Century', *Global Governance*, 1(1), pp. 13-43.

Scholte, J.A. (2000). *Globalization: A Critical Introduction*. New York: Palgrave MacMillan.