

ALEXANDER VON HUMBOLDT INSTITUTE FOR INTERNET AND SOCIETY

# RESEARCH REPORT 2012



ALEXANDER VON HUMBOLDT INSTITUTE  
FOR INTERNET AND SOCIETY

**RESEARCH REPORT 2012**

Issued February 2013

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## STRATEGIC OBJECTIVES 2012

The aim of the Alexander von Humboldt Institute for Internet and Society (HIIG) team for 2012 was to draw up the institute's long-term strategy, its joint research agenda and the administrative framework for achieving the targets it had set itself. The first step was to develop a long-term strategy and common evaluation criteria by way of an action guideline. This has been a fruitful process, considering the very diverse academic background and culture of the four directors.



We focused on the following objectives:

- Innovative research
- Emphasis on transdisciplinary research
- Promoting early-stage researchers
- A German node of an international network in the research field of Internet and society
- Interaction with politicians, civil society and business on matters concerning the Internet and society
- Developing and safeguarding the institute's work

# 1

## INNOVATIVE RESEARCH

The chief task of the HIIG is to produce innovative academic analyses of the Internet and society. As an independent research centre, associated with, but separate from the universities, the institute wishes to collaborate with a broad diversity of academic institutions and social groups for the benefit of the academic world and society in general. For this reason, the institute's research results not only address the academic community but also aim to tackle specific social, legal and political problems.





## TO DO / DONE 2012

1. Development of a joint research agenda	1/1
2. Involvement of outstanding researchers in HIIG events	7/3
3. Recognition by the relevant academic peer group should be based on collaborative activities and cooperation with other academic organisations and platforms, among others	7/1
4. At least one research project application (peer reviewed: DFG or similar body) p.a.	5/1
5. Invitations to academic lectures and panels	
a. National	13/10
b. International	9/5
6. Organisation of academic lectures and panels	
a. National	3/2
b. International	4/1
7. Publications	
a. Chapters in edited volumes	7/4
b. (Open access) Journal publications	11/6
c. Production and downloads of the HIIG's series of papers	
Production	8/8
Downloads	810/500

## 1.1. DEVELOPMENT OF A JOINT RESEARCH AGENDA

The main task of the Institute for Internet and Society is to produce innovative, transdisciplinary academic analyses of the Internet and society. For this reason, the institute's research results not only address the academic community but also aim to tackle specific social, legal and political problems providing critical reflection and accompanying the development with an eye on the future. To enable the Humboldt Institute for Internet and Society to make itself heard, a joint research agenda has been set up under the guidance and leadership of the four directors within their respective field of expertise: Internet and Media Regulation, Internet Policy and Governance, Internet-enabled Innovation and Global Constitutionalism and the Internet. Read on for details of several key aspects from the overarching research projects and research areas:

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### Joint Research Topic: Online Participation

The Internet is associated with the promise of individual and collective empowerment, especially in terms of policy-making and customer integration, though not restricted to these contexts. To us, online participation is a core aspect in understanding the interplay between the Internet and society. The institute is pursuing the joint research topic of **Online Participation** in order to contribute towards a joint understanding of the wider subject along with a general comprehension of the follow-up process, by referring in particular to motivation, collective generation of knowledge as well as the legal and socio-logical consequences of online participation.

In 2012 we laid the foundations for transdisciplinary work in the project by means of a series of workshops that led to a collective definition of Online Participation that enables all research areas to bridge the conceptual gaps between the respective discourses. The prerequisites and antecedents of online participation were our prime field of interest in 2012. The analysis led to the submission of a conference paper in January 2013 and a second paper contrasting the perspective of Online Participation in a business context with Online Participation in political settings. We also mapped the designated fu-



ture course of the Online Participation project for 2013 and 2014 by planning to focus on processes and conditions that prevail during online participation in 2013 and the consequences that online participation entails in 2014. We are currently collaborating with the TU Berlin to draw up an application for a research project in order to generate additional funding. Meanwhile a more empirical approach is being taken with an analysis of the E-Petition Platform of the German Bundestag. In 2012, users were given the opportunity to sign petitions using a pseudonym instead of their real name, which serves as the starting-point for our assumption that pseudonymity boosts online participation. We wish to prove this hypothesis by analysing the data provided by the platform.

### Joint Research Topic: Structures of Coordination and Rule-Making in the Digital Age

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The underlying mechanisms of rule-making include an overarching topic while simultaneously serving as an interdisciplinary bridge linking a number of different research projects and areas. Several HIIG projects revolve explicitly around the interaction between social, technical and legal norms: Social Media Governance (Schulz), Circulation of Cultural Goods (Hofmann), Global Privacy Governance (Pernice), Orphan Works in Digital Libraries (Pernice), Freedom of Expression in the Quasi-Public Sphere (Hofmann). Heterogeneous ordering processes of this kind are also of relevance for several other projects, such as Open Science (Schildhauer) and the Digital Administrative State (Pernice).

### Internet and Media Regulation

The main project in the area of Internet and Media Regulation is **Social media governance**. The overall goal of this comprehensive research project is to gain a better understanding of the relevance of state law, contracts, social norms and *codes* and their interplay on digital platforms. A preliminary study was conducted during the summer months which provided valuable insights into the code and formal law aspects of the project, in particular. On a methodological level, we now see that we need a lan-

guage to describe the normative side of *code* and that this endeavour can benefit from comparison with legal analysis. Together with its researchers in Berlin, Hamburg and Haifa, the research team is currently analysing the data and drafting a proposal for a longer-term project. The findings obtained during the preliminary study are expected to be published early on in 2013. One of them will presumably focus on the theoretical background of the overall project. Another paper is expected to outline the innovative approach of analysing the normative structure of code using methods that are commonly practised in legislative circles.

Research on different aspects of new public spheres has also reached the stage where different legal concepts on a national and European level have been analysed (project: **Notions of Public Spheres in Information Law**). The aim is to identify references to *public* or *private* and to see whether the traditional concepts are still workable vis-a-vis the new public spheres. In addition, the project **When data becomes news** has since completed its first steps to explore the changing scenario from the point of view of the impact internet-enabled communication has on journalistic work.

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**Work-related strengths:** During the preliminary study it became clear that one of the main challenges facing those involved in the project is to develop creative ideas on ways to compare different factors influencing the governance structures in online environments. It turned out that the research team's best asset is its ability to grow with its challenges – especially in terms of the transdisciplinary setting of the project and its skill in developing new ideas to establish a methodological basis for the project. However, research on social media has not only been academically challenging but also great fun, as it involved exploring both the opportunities and the limits of existing social media platforms. Other distinguishing features of the research team besides its academic qualities include the highly motivating effect of working in an inspiring and creative atmosphere. Finally, notwithstanding the need for transdisciplinary approaches, the basis of the team's work is its excellence in legal analysis.

**Areas for development:** We are aware that traditional sponsoring formats do not really go hand-in-hand with the special requirements of this kind of



research, which calls for an open process involving a mixture of workshops, small-scale empirical research and conceptual work. Against this backdrop, it is possible to draw up improved fundraising strategies. We are already working on that aspect in several different directions and brought it up in the conference of the network of internet research centres in Harvard, where it transpired that many other colleagues face the same challenge, so it might be useful to approach the funding institutions as a joint body. During the past year's project work it turned out that there is room for improvement within the team from the point of view of understanding the methodology for empirical work. We addressed this matter by mapping methodological skills with all researchers at the institute and associated researchers, and we intend to include some of them in our team for a certain time. Further challenges were caused by the fact that members of the research team are scattered (the team working on social media governance has members in Berlin, Hamburg and Haifa, for instance). Procedures and tools for collaborating closely in this kind of research team will undergo further development. We also see the need for regular face-to-face meetings.

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### **Internet Policy and Governance**

The first year of the Policy and Governance area has been very productive. The lead project **Circulation of Information Goods** published its first findings on "low intellectual property regimes" in a well-received article (in the political Journal *APuZ*, circulation: 60,000). Encouraged by the positive feedback, we are now preparing two comparative case studies. For one of them we are currently applying for a research grant.

The project **Freedom of Expression in the Quasi-public Sphere** has evolved into a PhD project that aims to analyse public and private forms of regulating speech in online social networks in an empirical manner. Contributing to this field of study, we also wrote the German report for the 2012 *Freedom on the Net* series established by Freedom House Foundation and are currently preparing the report for 2013. In addition, we joined the Federal Foreign Office and Human Rights Watch in co-organising an international conference on *The Internet and Human Rights*.

The project entitled **Data in the City** looks at the relationship between digital information services and urban development. We are preparing various proposals for third-party funding and seeking collaboration with industry and academic partners.

Finally, thanks to another dedicated team, the proposed academic news service dubbed **Internet Policy Review** is coming along and the soft launch is anticipated at end of February 2013). We are in the process of putting together a group of external authors expected to contribute analytical essays on the development of internet policy with a European focus. A first batch of news articles has already been produced by authors from the HIIG Community.

On the subject of **Motivation for political online participation**, introducing a socio-political perspective in other words, we are also contributing to the joint research topic of online participation.

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**Work-related strengths:** With our first article on rules governing markets for cultural goods we have demonstrated our ability to develop innovative research approaches that are not only relevant for academia but also for practitioners and public discourse. For instance, our work on the issue of freedom of speech on the Internet - and enabled by the Internet - has uncovered several topics that are linked to fundamental questions which are currently at the centre of discussions among stakeholder groups from a legal, political, technical and societal background. Not only have we developed this research topic within the Institute, but we were also able to set up partnerships and establish contact with the respective international communities concerned with the aforementioned issues. Our capacity for conducting transdisciplinary research was further demonstrated, firstly, by the country report we prepared on Germany for Freedom House's *Freedom on the Net* series, dealing with legal and policy analysis, and, secondly, by building a platform for multi-layered Internet policy issues. It is, moreover, the resolute linking of governance approaches with the field of science and technology studies (STS) that serves as the basis of all our projects, thereby guaranteeing conceptual coherence as well as fresh perspectives in all our research endeavours.



Areas for development: Perhaps the most important challenge we are facing is to carve out a clear research profile and accordingly learn to say „No“ to invitations that are outside our thematic focus. An important step towards this goal is to spell out our research agenda in greater detail. Our „to do“ list includes a discussion paper that aims to cover the common ground between governance research, on the one hand, and science and technology studies, on the other. In the medium term we intend to increase the number of publications. This requires devoting less time to organising conferences or workshops and focussing more on the bread-and-butter business of writing articles.

### Internet-enabled Innovation

The lead project in this research area is Open Science: we are specifically interested in structuring the meta-discipline **Open Science**, with its many projects, platforms and practitioners in different research areas, in order to make it accessible to interested researchers. We have taken the first steps towards setting up an online platform that will host information, review current news and discussions on the topic and aims to provide an appealing starting-point for all those who are interested in this subject. We are also working on a book on Open Science (to be published by Springer under an open access licence early on in 2013).

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We have been successful in securing the first evaluated EU Funding for Science 2.0 as a partner in a consortium within the Leibniz Research Foundation. In addition, we were also very fortunate in obtaining two externally funded doctoral theses/PhD students in conjunction with the DIW and the Anhalt University of Applied Sciences. The topic of this project will be research into the Open Science Meta Data Model and Internet usage's contribution to innovation in SME. We have, moreover, provided external funding for a doctoral thesis in cooperation with the TU Berlin, the topic being *Extending the EU Community Innovation Survey with Internet Indicators*.

Another achievement was the completion of the mapping of knowledge on **Motivation in Participation and Co-creation** which we presented at the Cyberscholars Symposium in Harvard. To complement the academic approach, we have initiated a Co-Creation Round Table with field practitioners in Berlin.

We are delighted to have secured the services of a senior researcher from the German Telekom Laboratory as a guest professor for the research field of Participating through the Outernet. For the research areas of Index of Internet-enabled Innovation, Business Models, Entrepreneurial Success Patterns and Foresight we commenced with basic structured content development, hiring staff and preparing academic studies.

**Work-related strengths:** We were able to find three PhD candidates for the research group Internet-enabled Innovation (and are currently searching for a fourth candidate in cooperation with the TU Berlin). We aim at enlarging this group within the next year and can already see that the work we do in this field is recognised by other renowned research institutions. We were able to connect to many of the leading figures in the realm of Open Science, especially with the book project but also via conferences and talks. The *Leibniz Gemeinschaft* was invited to play an active role in the newly-founded research network *Science 2.0*. Many of the leading institutes all over Germany come together in this context to conduct research and provide instruction on the subject of Open Science and Science 2.0. We see this as a great opportunity and hope that this large network will create a momentum for the topic and reach as many researchers as possible.

We are very well connected with international practitioners from the innovation and co-creation area. We are currently in the process of expanding our network and will continue to do so in the future. By collaborating with the Department of Technology and Management and the Telekom Laboratories of the TU Berlin, we have access to the extensive amount of data available on innovation management and to the outernet participation research in Germany and the EU. We will use this to explore insights provided by case studies and further research.





Innovation research is taking a leading role at HIIG by spurring on the transdisciplinary work in the co-creation project, which covers all areas of HIIG, and has accordingly contributed towards the viability of the participation project.

**Areas for development:** The meta concept of Open Science might change how much research is carried out. We recognised at a very early stage that there is considerable opposition to this idea and feel sure that we can improve our role as moderator and information hub in the near future. Many concerns exist for a reason and some researchers involved in Open Science express strong opinions, which can from time to time cause turmoil among ‘the other’ researchers. We see this as a problematic situation and would like to play a larger role in informing people and overcoming their fears. The research team got started in September 2012 and now, following some intensive literature study work, the first articles and book chapters are still in the process of being written and the conceptional work of the opening-science.org-platform is making progress. Work of this nature takes time and we will see the outcome during the course of 2013. There are numerous rival solutions competing for a breakthrough in certain problems connected with Open Science and we are evaluating the diverse routes that might lead to success/enable existing platforms to join forces. We see this as a challenge for many researchers and want to help them to make sense out of the maze of tools. Yet we have still not seen or tested all the tools and need to improve in this respect.

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Having gone into the antecedents of participation, we need to elaborate our insights on the processes. We therefore need to have one research project that deals with and organises the process of participation via the Internet, and we are sure this can be achieved soon. Now that we have developed a Co-creation canvas, we need to involve stakeholders more and widen the outreach of our results. We plan to generate a platform that will give the general public access to our insights and allow us to engage in dialogue with other researchers and practitioners on this topic.

## Global Constitutionalism and the Internet

We launched our research on global constitutionalism by designing a research agenda based on fundamental theoretical concepts of global constitutionalism as a process of establishing procedures and institutional settings for governance and regulation, the internet being a key for resolving problems of legitimacy at the global level. Adopting a step-by-step approach while gaining experience and obtaining insights from studies on practical issues, we have succeeded in initiating three projects:

Our lead project accordingly addresses the twin aspects of data protection and privacy, which have been extended to deal with **Global Privacy Governance**. We understand that the great impact of the Internet on existing fragmented legislative approaches adopted by national legislatures explains why new legislative initiatives are undertaken to tackle foreseeable problems at the European level. In this respect, we joined forces with the German Ministry of Interior to organise an international conference on *Data Protection in the 21th Century*, in which about 300 experts took part, to discuss the new proposal for a General Data Protection Regulation by the EU Commission. Given the global reach of the Internet, however, it has become clear that legislation is unable to produce the desired effects, not even on a European level, so different approaches/solutions are called for on a global level. Further research efforts will therefore be directed towards the question how such a global approach/solution might be conceptualised on the basis of experience with regulated self-regulation.

We have simultaneously launched a parallel project on **Orphan works and copyright** in order to see how the Internet in a specific policy area not only results in new regulations, but also influences present legislative processes, particularly with regard to the stakeholders participating and influencing the outcome through diverse methods using the Internet. An application for financial support for elaborating a joint research project between the HIIG and the HU, which is highly transdisciplinary in its outreach, has been approved by the HU. Involving researchers from the fields of Law, Computer Science, Library and Information Sciences as well as European Ethnology, the project will look at how the process of norm-setting in the



distribution of cultural goods has changed with the development of the Internet and can be opened up to include more individual/multi-stakeholder participation.

A third study is being undertaken to analyse the Role of the state in the era of the Internet, in particular the function of the **Administrative State** with regard to new, open data strategies and the progressive use of *big data* eventually changing the constitutional relationship between citizens and their state, among other aspects. This research takes a comparative perspective with the aim of drawing general insights for the global level. A subproject of this will examine the enabling effects the Internet might have on improving state governance in areas of limited statehood, thereby directing special attention to the governance fields of access to justice, access to information and the fight against corruption.

With three keynote papers held at Internet-related conferences, some insights have been developed into the conceptual changes the Internet seems to bring about for

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- the relationship between citizens and the state, in particular with regard to the fundamental right to free access to information (Freedom of Information Conference 2012)
- the Internet society and, in particular, the development of new notions and processes of politics (Informare Conference 2012), and
- new politics of openness in the information society and new structural changes in the public sphere (Xinnovations Conference 2012)

These three contributions have been prepared for publication in either edited volumes or peer-reviewed journals during the course of 2013.

**Work-related strengths:** Of our team's foremost work-related strengths, the most important ones seem to be its cooperative spirit and open-mindedness towards innovative ideas, the interdisciplinary constellation (legal, political science, philosophy) and each member's freedom to de-

velop her personal skills and competence by working with motivation on topics of her choice. We gain particular benefit from exploring modes of collaboration with other HIIG teams and departments of the *parent* institutions specialising in similar fields, as well as with other universities, on both a national and an international level. One example of this beneficial interaction can be seen in the preparation of the Orphan Works in Digital Libraries project, which will be conducted in close cooperation with the research area of Internet Policy and Governance. In this regard, we have been successful in bringing together the expertise from the Faculty of Law and several other departments of the Humboldt University to support this undertaking, resulting in the joint HIIG-HU project mentioned above.

**Areas of development:** Once the process of setting up the Institute was almost completed, we were finally able to turn our main attention to the research projects. The Orphan Works in Digital Libraries project, in particular, made considerable progress in terms of its implementation.. With respect to the research area of Internet and Privacy, we have been building on the insights gained at the international Conference of Data Protection in the 21st. Century. As a consequence, we are now focusing on whether, and in what form, Global Privacy Governance might be conceptualised and implemented on an institutional level. A working team comprising colleagues from the Humboldt University and international researchers from Japan, India, Kenya and Brazil who showed an interest in the subject when it was presented at the symposium at Harvard (Berkman-Center) in December 2012, is being set up. It will consider how to design a joint research project on the topic. Finally, the research project on the Digital Administrative State succeeded in extending its outreach to include non-European regions. Concepts for initial projects on aspects of Big Data and Public Administration involving partners in Latin America have been put forward and implemented. There are plans to widen the research focus still further by looking at the impact the Internet exerts specifically on Public Administration in the African context.



## Evaluation of the Research Agenda

Some of the leading academics in the research field of Internet and society worldwide have agreed to join the HIIG Scientific Advisory Council, representing a wide variety of disciplines and expertise as well as international diversity (12 members). On September 13, 2012 they convened their first meeting and discussed the HIIG research agenda. In addition to the official minutes, the Chairperson Niva Elkin-Koren delivered the following conclusion:

- Objectives and research agenda: The Council was very impressed with the research agenda. Members found it ambitious, well thought-out, coherent and comprehensive. The general research framework, developed by the directors, provides the necessary basis for interdisciplinary research and future planning.
- Progress and academic achievements: The Council found the progress achieved over the past year impressive given the short time since the institute was set up, the operational structure was developed and the team members were recruited. The Council endorsed the idea of focusing on several leading projects for a timeframe of 2-3 years.
- Future plans: The Council congratulated the directors for pursuing a faculty-driven strategy and their decision to shape the research agenda around their specific research interests and skills. Focusing on areas where researchers are passionate is a key for the ongoing commitment of all parties involved and the continued success of this collaborative effort. At the same time, the bottom-up approach to early-stage researchers would keep the research framework open.
- Evaluation criteria: The Council found the evaluation criteria coherent, reflecting a balanced mixture of competitive and soft criteria to accommodate the interdisciplinary and experimental nature of Internet research. Council members warned against setting fixed thresholds and focusing on strict benchmarks. It was suggested instead to use quantified goals as guidelines and to rely on other indicators of success.

## 1.2. INVOLVEMENT OF OUTSTANDING RESEARCHERS IN HIIG EVENTS

Throughout the year the HIIG had the honour of welcoming several outstanding researchers to workshops, lectures or events. They include:

- Prof. Pamela Samuelson, Berkeley Law School & School of Information, UofC, Head of Berkeley Center for Law & Technology @ workshop: Copyright – Fair use in Europa?
- Ben Scott (Head of Free Press for six years), Mike Smith (W3C) | Xinnovations, Conference with HU Berlin, FU Berlin and Xinnovations e.V.
- Prof. Niva Elkin-Koren | Social Media Governance workshop
- Vinton G. Cerf, Prof. Dr. Wolfgang Kleinwaechter, Prof. Niva Elkin-Koren, PD Dr. Sebastian Haunss | Conference on Internet Governance & Human Rights, Federal Foreign Office (AA), Human Rights Watch and University Aarhus
- Prof. Urs Gasser | Expert discussion on the topic: Niemand hat die Absicht eine Internet-Mauer zu errichten (Nobody intends to erect an Internet wall)
- Prof. Dieter Grimm, Judge Prof. Wolfgang Masing, Prof. Hans Peter Bull, Prof. Martin Eifert, Prof. Anna Kaiser, Thomas Hoeren et al. | Workshops and Conference on Privacy on the draft of the EU data protection regulation, BMI and HU Berlin
- Andreas Kuehn, Prof. Milton Mueller, School of Information Studies, Syracuse University @ Open Science Club, Talk on Deep Packet Inspection, Public Pressure and Regulatory Actions



### 1.3. RECOGNITION BY THE RELEVANT ACADEMIC PEER GROUP

Recognition by the relevant academic peer group should be achieved by means of collaborative activities and cooperation with other academic organisations and platforms, among other approaches.

Throughout the founding year 2012, the researchers at the institute received numerous requests to contribute towards international reports, collaborate in research projects or networks and provide the academic input for conferences with Internet and Society-related topics, such as:

- Contribution to the evaluation of the *Freedom on the Net Report* in Germany
- Innovation Index Project: job vacancy advertisement for an academic researcher in collaboration with TU Berlin
- Social Media Governance Project: Collaboration with the University of Haifa (Israel)
- Co-Host: Conference on Internet Governance & Human Rights with the Federal Foreign Office (AA), Human Rights Watch and University Aarhus
- Co-Host: Xinnovations – Conference with the HU Berlin, FU Berlin and Xinnovations e.V.
- Co-Host: Conference on Privacy on the draft of the EU Data Protection Regulation, BMI and HU Berlin
- Founding Member of the Leibniz Association's Research Network (Forschungsverbund) *Science 2.0*

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These are the first indicators that the institute is beginning to be recognised by the relevant academic peer group.

#### **1.4. AT LEAST ONE RESEARCH PROJECT APPLICATION (PEER REVIEWED: DFG OR SIMILAR BODY)**

The HIIG's researchers are still unable to apply for DFG funding directly, as the institute still lacks the status of an associate institute to a university or suchlike. Nevertheless, certain co-research proposals have been submitted, but none of them has been approved so far:

Feedback still pending:

- Co-research proposal @ DFG | Project: Social media as a basis for scientific research“ (Heinrich Heine University Düsseldorf, Universität Duisburg-Essen, Ludwig Maximilian University Munich, Hans-Bredow-Institut für Medienforschung Hamburg, Westfälische Wilhelms-Universität Münster)
- Co-research proposal @ BMBF | Project: BeOnD: Videomonitoring on demand“ (Dr. Stephan Humer, Udk)

Application declined:

- Co-research proposal @ DFG | Project: Global Constitutionalism (HU Berlin)
- Co-research proposal @ HERA | Cultural Encounters as Creative Copying: Copying as Innovation“ (Prof Hartley, AM Cardiff University; Bristol University UK, University of Tartu; Tallinn University Estonia)

#### **1.5. INVITATIONS TO ACADEMIC LECTURES AND PANELS**

The requests for academic lectures and panels have been overwhelming during the year 2012. Both the researchers and, in particular, the directors had to become more and more selective. Here is a short overview of some of the lectures and panel sessions attended:





## National

- Thomas Schildhauer: Web Epistemics: Speech on the Personal Data Ecosystem – How is the handling of personal user data on the Internet going to change? | 15.02.2012 | ZiF Bielefeld
- Ingolf Pernice: Lecture on Politics and the Internet Society @ Informare | 10.05.2012 | Berlin
- Jeanette Hofmann: Lecture @ Symposium on Science & Copyright | 25.10.2012 | WZB
- Thomas Schildhauer: Lecture @ DHV-Symposium 2012: Digitales Denken – Wie verändert die digitale Revolution unser Leben (How is the digital revolution changing our lives?) | 07.11.2012 | Bonn

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## International

- Thomas Schildhauer: Workshop: Crowdfunding for Artists (Development of ‘crowdsourcing’ platforms and websites, mass collaboration) | 05.04.2012 | ECU’s Centre for Innovative Practice (Perth, Australia)
- Wolfgang Schulz, Ingolf Pernice: Power and the Internet. Workshop organised by colleagues from the University of St.Gallen and Berkman, HIIG presentation in 2 panel sessions | 01.05.2012 | Montreux
- Jeanette Hofmann, Kirsten Gollatz: Lecture @ Internet at Liberty Conference 2012: Current and proposed research activities related to freedom of expression online | 23.-24.05.2012 | Washington

## 1.6. ORGANISATION OF ACADEMIC LECTURES AND PANELS

Besides participating in external, organised conferences and workshops, the HIIG team also set up several lectures and panels itself, including e.g.:

### National

- Ingolf Pernice: Model European Union Conference (MEUC): Simulation of the Council of the European Union within the context of a lecture on Privacy in the EU 2.0 – The Commission’s proposal for a new regulatory framework | 01.-02.06.2012 | HU Berlin
- Ingolf Pernice: Ethical Issues and Regulative Challenges: From the Virtual World, lecture given by Prof. Zhenming Zhai (Head of SYSU Virtual World Research Center, Sun Yat-sen University; China)

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### International

- Jeanette Hofmann, Christian Katzenbach: Wikipedia Academy (HIIG as Co-Host with Wikimedia) | 01.-03.07.2012 | FU Berlin
- Jeanette Hofmann, Kirsten Gollatz: Internet and Human Rights Conference (Co-Host with Ministry of Foreign Affairs and Human Rights Watch | 13.-14.09.2012 | Ministry of Foreign Affairs Berlin
- Ingolf Pernice, Rüdiger Schwarz: Data Protection in the 21st. Century (in cooperation with the Federal Ministry of the Interior) | 17-18.10.2012 | Federal Ministry of the Interior



## 1.7. PUBLICATIONS

The first year focused mainly on setting up the research teams and initiating the research projects. We accordingly achieved our published output targets but even more emphasis will be placed on this aspect in 2013. Nevertheless, some papers and articles have been published, the most notable among them undoubtedly being the analysis of Germany's contribution towards the international *Freedom of Net Report*, but also including publications on Copyright, Crowdsourcing or on City Screen Interactions.

In addition, a HIIG Discussion Paper Series on Internet & Society was launched in 2012, with 9 papers appearing online and a total download of 785 so far. This series has an interdisciplinary academic focus addressing questions about Internet and Media Regulation, Internet Policy and Governance, Internet-Enabled Innovation as well as Global Constitutionalism and the Internet. In this first year, the number of papers has benefited from the first colloquium for Internet & Society in October 2012, as most of them are the output and the follow-up from the workshops.

The full list of publications can be found in the OVERVIEW: PAPER/JOURNALS (p. 62).

# 2

## FOCUS ON TRANSDISCIPLINARY RESEARCH

The institute will focus on, but not restrict itself entirely to projects pursuing a transdisciplinary approach. The consensus among the founding directors is that research on the Internet and society benefits immensely from transdisciplinary perspectives and that a problem-oriented focus actually needs approaches of this kind, to some extent. In addition to its transdisciplinary approach, the institute encourages cross-cutting collaborations between researchers, policy-makers, civil society and the private sector.



## TO DO / DONE 2012

1. Structural elements for supporting transdisciplinarity
  - a. Setting-up of quality-ensuring organisational processes 1/1
  - b. Development of formal proceedings for the selection of research projects 1/1
2. Development of a HIIG approach to Open Science 9/1
3. More than 50% of funding for projects involving at least two disciplines at the HIIG 93%/50%

## 2.1. STRUCTURAL ELEMENTS FOR SUPPORTING TRANSDISCIPLINARITY

Some core principles for the co-operation between the four research areas have been developed in order to advance the transdisciplinary research approach between the main research areas of the institute.

The following steps will apply, in particular, in developing and implementing a research project in-house:

- Project pitch within the group of directors
- Project draft/ exposé and definition of a primary responsible person
- Information/comments given by the other directors and the designation of at least one further director to support the project
- At least one project presentation p.a. incorporating all directors, involving a two-day staff retreat in August
- Presentation of the results

This process safeguards the information flow between all the directors as well as making close collaboration among the different disciplines and the development of collective research projects more likely.

In order to ensure interaction on every working level of the institute, one joint research staff meeting will be held every month, focusing on each research area in turn, in addition to a weekly Journal Club led by the doctoral candidates and involving paper presentations and discussions from every discipline.



## 2.2. DEVELOPMENT OF A HIIG APPROACH TO OPEN SCIENCE

Adopting Open Science as a guiding principle is definitely a long-term strategy. Even so, setting this up as an overarching target helps to integrate the idea into our day-to-day routine. Several milestones have been reached in connection with the development of this approach::

- Research and co-operation on Open Science:
  - Development of a research project on Open Science
  - Partner within the newly-founded Leibniz Association's Research Network *Science 2.0*
  - Paper: Opening Up Science: Towards an Agenda of Open Science in Industry and Academia HIIG Discussion Paper Series No. 2012-04
- Workshops and events that intend to address the topic or support early research communication or interaction with relevant peer groups:
  - Open Science Breakfast | open to researchers who are working on this topic
  - Open Science and libraries | workshops with librarians and IT specialists from the US (in cooperation with WZB)
  - Talk format on Internet & Society with DRadio Wissen (pilot series: three episodes)
  - Development of network format (see Interaction Formats, p. 46) Berlin Talks on the Internet and Society # 2: Co-Host with DFKI and W3C

- Platforms and online interaction:
  - Launch of the platform on the topic Open Science: <http://openingscience.org>
  - Science2discuss | The Blog for Internet & Society topics led by HIIG PhD candidates

### **2.3. MORE THAN 50% OF FUNDING FOR PROJECTS INVOLVING AT LEAST TWO DISCIPLINES AT THE HIIG**

Based on the selection and approval process for research projects, 14 out of 15 projects have a co-lead in another research area (93% of all projects). The projects and their leads and co-leads can be found in the OVERVIEW: RESEARCH PROJECTS (p. 70).





# 3

## PROMOTING EARLY-STAGE RESEARCHERS

The Institute for Internet and Society firmly believes that promoting early-stage academics is a crucial aspect of Internet research. The Institute accordingly intends to create an attractive environment for extraordinarily gifted and highly promising scholars within the global research field of Internet and society.

It is with this in mind that a doctoral programme including specified mentoring agreements, regular presentations, a demand-oriented soft skills programme etc., has been set up. In response to an international call launched in March 2012, we have received and assessed more than 100 international applications. A jointly selected group of 6 highly promising scholars (4 in-house, 2 associated) started working for the Institute in September. The main selection criteria were: level of innovative topics and ideas, excellence, transdisciplinarity and an international outlook. The intense, joint selection process has proved to be valuable from the point of view of competence and team fit.



## TO DO / DONE 2012

1. Approved objectives for the development of a post-graduate programme 1/1
2. Definition of an operational method for a balanced selection of candidates 1/1
3. Established doctoral programme ( $\geq 4$  funded doctoral candidates, acquisition of at least 2 further sponsors for 2012; 4 associated researchers in 2013; workshop programme)
  - a. funded doctoral candidates 4/4
  - b. acquisition of at least 2 further sponsors for 2012 1/2
  - c. associated researchers in 2013 1/4
  - d. workshop programme 1/1
4. Development and implementation of a fellowship programme for associated postgraduates (from Harvard, Stanford, Oxford, for instance). ( $\geq 2$  p.a.) 2/ 1
5. Development and evaluation of an in-house mentoring programme according to the standards of the German Research Foundation (DFG) 1/ 1

### **3.1. APPROVED OBJECTIVES FOR THE DEVELOPMENT OF A POSTGRADUATE PROGRAMME**

Early in 2012 the HIIG team started to develop a concept of a programme for doctoral candidates. This programme aims to promote exceptional, international early-stage researchers interested in developing an innovative and transdisciplinary-orientated doctoral project in the field of Internet and society. According to the philosophy of Open Science, we support the open communication of research work for different target groups. It has been decided that the doctoral candidates will be fully integrated in a research group at the Institute. Besides specified mentoring agreements, regular presentations and mentoring appointments have been scheduled in order to further the development of independent research projects. There are also plans to provide a demand-oriented soft-skills programme and financial support for outstanding doctoral candidates for a temporary research stay abroad.

At the time of applying, the candidates may be at different stages of their doctoral thesis. The contract period is usually limited to two years, with an interim evaluation after the first year of their doctoral studies. There is a possibility of extending the contract for another year. International doctoral candidates are particularly welcome.

An overview of the requirements and benefits is available on [www.hiig.de](http://www.hiig.de).

### **3.2. DEFINITION OF AN OPERATIONAL METHOD FOR A BALANCED SELECTION OF CANDIDATES**

The selection of the doctoral candidates on the basis of their research topics and abilities, as well as a good team fit, is crucial for scientific output and the teamwork required. For this reason, a strict selection process has been introduced, comprising:

- A pre-selection by the research staff members of the respective area, who evaluate the suitability of the research topic, the candidate's



methodological knowledge, motivation and research background (more than 100 international applicants)

- Final selection from a shortlist of 14 international candidates invited to an interview with the director of the respective research area
- First interviews with all four directors (including a short presentation and questioning), followed by a second interview with four representative staff members of each research area
- Final selection based on the following criteria:
  - Content, structure, form of the presentation – max. 20 points
  - Prerequisites (knowledge base on the theoretical approach, basic knowledge of the research area, potential for development) – max. 25 points
  - Transdisciplinarity (ability to relate his/her own knowledge to other research areas and or transfer it to practical questions) – max. 15 points
  - Motivation (personal interest in the topic and commitment to write a doctoral thesis) – max. 15 points
  - Personal impression (friendly, open manner, good team fit) – max. 25 points

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In addition, the following overall criteria have been taken into account:

- Internationality – The call for applications was conducted on an international level and more than 50% of the applications came from abroad
- Transdisciplinary research topics – every selected research proposal matches at least two research areas at the HIIG

- Gender: the ratio of female to male candidates should be at least 1:4 or vice versa. In the first year, we even aimed for a ratio of 50% women, 50% men.

### 3.3. ESTABLISHED DOCTORAL PROGRAMME

Having drawn up the doctoral programme to the approval of the board of trustees, the first call for applications went out in April, enabling the first doctoral candidates to start in September. The candidates and their topics are:

- In-house funded doctoral candidates 4/4
  - Kaja Scheliga | The use of Web 2.0 tools for Open Science
  - Uta Meyer-Hahn | Let's talk about content! Rule-making in inter-connection arrangements
  - Julian Staben | Chilling effects on the exertion of constitutional freedoms
  - Theresa Züger | Digital civil disobedience

In 2012 the DIW – German Institute for Economic Research agreed to dedicate one doctoral position to the Open Science topic, including integration into our doctoral programme. Another doctoral candidate from the Hochschule Anhalt (University of Applied Sciences) has been annexed to the programme as part of the Innovation Index project. A further agreement has been drawn up with the HFF (University for Film and TV) for a scholarship to be dedicated to the Business Model project, but it will only come into effect in January 2013.

- Acquisition of at least 2 further sponsors 2012 1/2
  - Benedikt Fecher | Open Science – Can Commons-based peer production work in research? (funded by DIW)



- Associated researcher in 2013 1/4
  - Stefan Stumpp | The contribution of the Internet in the open innovation process of medium-sized companies (Hochschule Anhalt - University of Applied Sciences)

We have begun development work on a specific workshop programme for the candidates, based on their needs.

- Workshop programme 1/1

In 2012 we implemented the *Open Journal Club*, a weekly early-stage researcher discussion group, open to the interested research community and presentation platform for visiting researcher (~20pax). We also started to connect the German early-stage researchers investigating the Internet and Society with the first of a proposed annual Colloquium Series, with a 2-day conference due to take place on 25/26th October (~60pax). This conference gave early-stage researchers an opportunity to present their research approach and discuss open questions with like-minded peers. We easily reached the targeted number of participants and received excellent feedback on the subject of topic selections and the high level of the scientific discussions.

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### **3.4. DEVELOPMENT AND IMPLEMENTATION OF A FELLOWSHIP-PROGRAMME FOR ASSOCIATED POSTGRADUATES**

We did not develop a structural fellowship programme in 2012, but we launched the first exchange with one of our researchers, who stayed at the Berkman Center in Boston for a period of three months. Furthermore, we have been working on the development of an international network of the Internet and Society research centres. One aim of this network will be an exchange programme for researchers. The proposed HIIG fellowship programme will take this development into account and will initially focus on an exchange between networks.

### **3.5. DEVELOPMENT AND EVALUATION OF AN IN-HOUSE MENTORING PROGRAMME ACCORDING TO THE STANDARDS OF THE GERMAN RESEARCH FOUNDATION (DFG)**

The in-house mentoring programme is based on the conclusion of a mentoring agreement to be signed by the nominated personal mentor, the academic advisor and the doctoral candidate. It comprises the following consultation and presentation obligations and benefits:

- Kick-off event at the beginning of the programme
- Two colloquia per year (one in the context of the annual kick-off event)
- Two individual consultations with the mentoring director per year
- Personal mentor
- Weekly HIIG meetings with at least one post-doc
- Participation in soft skills courses (three per year) based on individual needs, such as: presentation and moderation skills, didactics/ teaching skills, writing workshops, publishing papers in an international context etc.
- Promotion and support for academic networking and communication of the results:
  - Active participation in conferences – target: one per year
  - Funding for active participation in academic events after consulting the mentor (max. € 500 p.a.)
  - Support for publications (one paper within the first two years)
  - Support for networking with the research community (via events, HIIG blog etc.)





- In the case of special achievements: financial support for one research stay or institutional internship abroad (optionally via in-house application / selection coupled with a foreign travel allowance of € 1,000 per month up to max. 3 months)

In 2012, the doctoral candidates refined their research project and held their first presentation on 20th December. They took part in the weekly meetings, especially the Journal Club and started to write about their academic work and related topics in the „Science2Discuss“ blog on a regular basis (one article each every second month = at least one posting per week): <http://www.hiig.de/en/science2discuss>

# 4

## A GERMAN NODE OF AN INTERNATIONAL NETWORK IN THE RESEARCH AREA OF INTERNET AND SOCIETY

The HIIG will serve as a platform for other researchers interested in issues revolving around Internet and society. In this context the objective is to contribute towards developing Berlin's research scene. The institute also intends to serve as a platform for German academics and to encourage the collaborative development of projects, applications and research networks. In addition, the institute will support the forming of an international network and is striving for cooperation agreements with both European and international research centres. In doing so, the institute's performance from the point of view of outcome is expected to multiply. Since the institute believes in the idea of Open Science, the platform created by the HIIG should not be restricted to professional academics.



## TO DO / DONE 2012

1. HIIG as an active founding partner of a Network of Centres comprising the foremost Internet and Society Research Institutes (such as the Berkman Center) 5/1
2. Establishing a fellowship programme at the HIIG with ( $\geq 4$  non-HIIG academics) (beginning in 2013) 4/4
3. Organising lectures 2/2
4. Developing an event format with the aim of encouraging transdisciplinary networking in Berlin 7/1

#### **4.1. HIIG AS AN ACTIVE FOUNDING PARTNER OF A NETWORK OF CENTRES COMPRISING THE FOREMOST INTERNET AND SOCIETY RESEARCH INSTITUTES**

The HIIG has taken the initial lead in establishing a nascent global Network of Internet and Society Research Centers, which was launched at an international symposium at the Berkman Center at Harvard University in December 2012. The Network is a joint initiative of HIIG, the Berkman Center for Internet and Society at Harvard University (Boston, USA), the Centre for Internet and Society Bangalore (India), the Center for Technology & Society at the Fundação Getulio Vargas (FGV) Law School (Rio de Janeiro, Brasil), Keio University SFC (Tokyo, Japan), the MIT Media Lab, the MIT Center for Civic Media (Boston, USA), and the NEXA Center for Internet & Society at Politecnico di Torino (Italy). The global Network of Internet and society research centres aims to facilitate global and interdisciplinary research on the development, social impact, policy implications and legal issues concerning the Internet. It aims to increase interoperability between participating centres in order to collectively confront transnational issues on a global level. Through facilitation, periodic consultation and collaboration, the network seeks to create synergies among the research activities of the participating centres, which remain exclusively in charge of determining their respective research agendas. HIIG is currently collaborating closely with the Berkman Center to lay out a roadmap and to undertake first steps in facilitating cooperation amongst Network partners and planning a range of events and exchanges for 2013.

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#### **4.2. ESTABLISHING A FELLOWSHIP PROGRAMME AT THE HIIG WITH NON-HIIG ACADEMICS**

As in the case of the international exchange programme, we have yet to commence a structured process to nominate fellows or associate researchers. Even so, during the first year we nominated four associate researchers who have been deeply involved in at least one HIIG research project:



- Associate Researcher: Osvaldo Saldias, DFG Application „Global Constitutionalism“, Prof. Pernice, HU Berlin
- Associate Researcher: Dr. C. Puschmann, DFG Project „Semantic publishing“, Prof. Gradmann, HU Berlin
- Associate Researcher: Florian Fischer, Geospatial Web (Geoweb) & Internet of Things, Institute of Geographic Information Science at the Austrian Academy of Sciences (AAS), Salzburg
- Visiting Professor at UdK and Associate Researcher working on the topic of Human/computer interaction: Dr. Hans-Jörg Müller, T-Labs, TU Berlin

Every director has the right to nominate associate researchers and at least one director has to support the nomination. The decision process includes a veto right on the part of each director.

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### **4.3. ORGANISING LECTURES**

Several lectures and workshops were organised during the course of 2012, the most notable one undoubtedly being the Berlin Colloquium for Internet and Society, which was organised by the entire HIIG team accompanied by a one-day barcamp open to the interested public on 25.-26.10.2012 (approx. 80 participants on day 1, 70 participants on day 2) . But it also organised workshops like:

- Jeanette Hofmann: „Workshop: Copyright – Fair use in Europa? in cooperation with the Stiftung Neue Verantwortung, approx. 30 participants | 07.05.2012 | Beisheim Center Berlin <http://www.hiig.de/urheberrecht-fair-use-in-europa>

In 2013 it is planned to launch a full series of lectures dealing with Internet & Society topics and featuring high-profile speakers.

#### 4.4. DEVELOPMENT OF AN EVENT FORMAT WITH THE PURPOSE OF PROMOTING TRANSDISCIPLINARY NETWORKING IN BERLIN

The HIIG initiated an event format called *Berlin Talks on Internet and Society* to connect the Internet and Society researchers in Berlin, in particular, and to create the space for joint research projects. Different research institutions take turns to host the event series. Those that were held in 2012 included:

- 09.02.2012 | HIIG – Berlin Talks on Internet and Society # 1 (~80 participants)
- 09.05.2012 | Informare, Café Moskau Berlin – Berlin Talks on Internet and Society #2 @Informare Conference (~80 participants)
- 10.10.2012 | Villa Siemens – Berlin Talks on Internet and Society #3 @ Berlin Potsdam Business School (~10 participants)

In addition, we also produced four pilot series under the heading of „Digital Parlour on Internet & Society“. This is a monthly nationwide radio talk show broadcast in cooperation with the German radio station DRadio Wissen and includes a live webstream. We have the possibility to submit the topics, thus contributing towards discussions on current research projects with practitioners, users, politicians and the interested public and helping to find further cooperation partners. The talk show is produced at the Institute (onsite audience ~40-70 participants).

- 09.02.2012 | HIIG | Diskurs@DLF: Democracy and Internet (~80 participants, 200 followers via online stream)
- 31.08.2012 | HIIG | Digital Parlour # 1 Mass and Power (~50 participants, 160 followers via online stream)
- 28.09.2012 | HIIG | Digital Parlour # 2 The intelligent City (~40 participants, 150 followers via online stream)



- 26.10.2012 | HIIG | Digital Parlour # 3 Money in times of the Internet (~50 participants, 180 followers via online stream)

The radio show will be continued in 2013 at least for the first six months.

# 5

## **INTERACTION WITH POLITICIANS, CIVIL SOCIETY AND BUSINESS ON MATTERS CONCERNING THE INTERNET AND SOCIETY**

The Institute for Internet and Society aims to be a first point-of-contact for political players, civil society and business with respect to its research areas. The Institute is therefore striving to open up the academic work and the research results in response to questions arising from these target groups, not only by developing in-house products and services, for example, but also by organising events.





## TO DO / DONE 2012

1. Quotations in high-impact media and Internet sources  
(such as distribution range/subscribed users per blog,  
2 notations per month on an annual average) 24+/24
2. Invitations to hearings conducted by policy-makers 10/5
3. Development of in-house products and events for the  
interchange with aforementioned target groups (such as  
events/event cooperations, platforms, info-service)
  - a. events/event cooperations 4/1
  - b. platforms/info-service 2/1
4. Invitations to non-academic lectures, panel discussions  
(service for media, politics and economy)
  - a. National 20/2
  - b. International 7/10

## 5.1. QUOTATIONS IN HIGH-IMPACT MEDIA AND INTERNET SOURCES

The numerous press enquiries throughout the year showed the high acceptance of the Institute and its expertise by different media and journalists in the field of internet & society. We have listed the most important ones only. For an excerpt of 2012 quotations please see EXCERPT: QUOTATIONS IN HIGH-IMPACT MEDIA AND INTERNET SOURCES (p. 66).

## 5.2. INVITATIONS TO HEARINGS CONDUCTED BY POLICY-MAKERS

There were numerous invitations to hearings conducted by policy-makers and politicians and the directors had to select very carefully throughout the year to take their own schedules and time management into account. As with the quotations, we have only listed the most important requests:

- Presentation for the party *Die Grünen* on Challenges in a digital Society
- DAVP meets HIIG: HIIG presented objectives and research activities in collaboration with the German-American association of members of parliament
- Request submitted by Secretary of State Herkes: Invitation to the informal discussion on the future of the digital world. What are the trends, what should politics be doing and what not? Goal: BMWi wants to work closer on new issues and trends.
- Informal discussion with Angela Merkel at the invitation of the government spokesman Steffen Seibert on Internet and politics. Six experts on Internet policy from Berlin were invited.
- Rules of Law dialogue between Germany and China, lecture on participation, dinner with the Federal Minister of Justice



- Japanese Embassy: Meeting with Shintaro OGI (1st Embassy Secretary for Postal Services and Telecommunications). Topics: HIIG, copyright, freedom of speech on the Net, Internet and cyber-security and the situation in Japan
- Invitation by CDU to the event Diskussionsforum Netzpolitik, request to participate in a panel discussion in our capacity as experts on: Chances and Challenges in the Digital Age
- Invitation to the Round Table on Start-Up with Governing Mayor of Berlin, Klaus Wowereit

Jeanette Hofmann and Wolfgang Schulz, moreover, both appeared in the role of experts at the Enquete Commission on Internet & Digital Society initiated by the German Parliament.

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### **5.3. DEVELOPMENT OF IN-HOUSE PRODUCTS AND EVENTS FOR THE INTERCHANGE WITH POLITICIANS, CIVIL SOCIETY AND BUSINESS**

Besides the aforementioned public events promoting interaction with civil society, we have also organised specialist workshops and conferences with a view to setting up a dialogue with politicians and business. Some of the in-house workshops included:

- Workshop: project development D-Werft Network
- Workshop: project development Ufa & HIIG
- Three specialist workshops in preparation for the Conference on Privacy and the draft of the EU Data Protection Regulation
- Workshop: Transmedia Storytelling Group Berlin – Copyright in mixed media markets

All our public outreach activities helped to develop the local network and national awareness, but they proved to be very time-consuming at this early stage of the Institute's development.

Conference cooperations, such as the Wikipedia Academy (in cooperation with Wikimedia Germany, June), the Xinnovations Conference (in cooperation with the Humboldt-Universität zu Berlin, Free University Berlin, September, ~200 participants), the Human Rights Conference (in cooperation with the Ministry of International Affairs, September, ~100 participants), Conference on Privacy (in cooperation with the Ministry of the Interior, October, ~300 participants) etc., proved to be more effective. Given the early development stage of the institute, the cooperation proposals were very extensive and should, in retrospect, have been more limited, especially for the first few years.

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It was during 2012 that we also launched several academic information services. Most of them are still under development, but initial milestones have nevertheless been achieved:

- Internet Policy Review ► formerly: Regulation Watch
  - status: closed beta
  - since November: chief editor hired (found after two calls have been necessary to find the right person)
  - planned: open beta Q1 – 2013, first articles have been published in cooperation with ePlus, at least five articles per month
  - currently: search for further authors



- OpeningScience.org
  - status: open beta
  - currently: offers have been submitted for realising the platform
  - next step: completion of platform concept, mock-ups

#### **5.4. INVITATIONS TO NON-ACADEMIC LECTURES, PANEL DISCUSSIONS**

As in the cases above, the invitations to non-academic lectures and panel discussions were numerous, so it was easy to achieve the target numbers. Here is just a short excerpt from some of the national and international lectures and panel discussions we attended:

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- 13.03.2012 | Salzburg | Convoco! The Role of Civil Society in the Struggle for Justice in Global Governance
- 23.04.2012 | Zentrale bpb at Checkpoint Charlie | CHECK THIS POINT, Panel of the Federal Agency for Civic Education on Freiheit versus Gerechtigkeit? Neue Regeln braucht das Land (Freedom versus Justice? The Country is in need of new Rules), public event, aimed at teenagers, young adults (including schools) and individuals from government, academia, the media, cultural and social institutions
- 09.05.2012 | Hambacher Schloss | Demokratie Forum der Hambacher Schloss Stiftung & SWR Panel: Democracy and Participation
- 05.06.2012 | Messeturm FFA | Internet-based innovations and economics and their impact on the real estate industry
- September 2012 | Chairman of the jury *eID applications* – digital identity card Germany

- 08.05.2012 | Linz | Expert and Valuator at Ars Electronica Linz, Segment Digital Communities
- 09.05.2012 | Informare, Berlin | Keynote: Policy and Internet society
- 19.06.2012 | Wolfsburg | Zukunftskongress: Keynote Speech: The vision of civil rights in the era of online life
- 06.09.2012 | Landesvertretung Rheinland-Pfalz | Speech @ Symposium of The Federal Commissioner for Data Protection and Freedom of Information on Freedom of Information, topic: Aspects of Constitutional and European Law concerning the issue of transparency in state action
- 14.11.2012 | Berlin | Invitation to a panel discussion BMBF (Federal Ministry of Education and Research) on: What does a science-and innovation-friendly copyright of a digital society look like in the 21st century?
- 15.11.2012 | Cologne | Keynote and panel discussion on: Regulation vs. Orientation @ *digital und mobil*-conference organised by Ifm (Media Authority North Rhine-Westphalia)



# 6

## DEVELOPING AND SECURING THE INSTITUTE'S WORK

Apart from our strategic academic aims, the development of the legal and administrative organisation itself has been one of the main occupations in 2012, coupled with the intensive efforts dedicated to acquiring further, long-term funding.unity but also aim to tackle specific social, legal and political problems.





## TO DO / DONE 2012

1. Acquisition of additional project sponsorship 630 T € / 250 T €
2. Acquisition of additional institutional support/funding  
in order to extend the Institute's independence 0/1

## 6.1. DEVELOPING THE INSTITUTE'S WORK

The following milestones have been pursued and achieved in 2012 with respect to the administrative framework:

- Drawing up the contracts between the shareholder Humboldt-Universität zu Berlin (HU), Berlin University of the Arts, Social Science Research Center Berlin. This process has been more complex than anticipated, for two specific reasons:
  - The cooperation between one federal institution (WZB) and two federal state institutions (HU, Udk) called for the involvement of several governmental bodies and authorities
  - The starbust of a (non-profit) research institution with three different shareholders and funded by a private company is the first of its kind in the normally very rigid German university system. Not only the subsequent cultural challenges within the organisations themselves but also the well-published public concerns were previously underestimated. Whilst we succeeded in achieving the badly needed diplomatic sensitivity during the foundation process, there are still some aspects to be accomplished, such as becoming an associated research institute at the Humboldt-Universität zu Berlin.
- Our first attempts to become an associated institute in May/June 2012 were rejected due to the current process of redefining the regulations for associated institutes at the Humboldt-Universität zu Berlin. This process was completed in October, but the academic Senate's decision has still not appeared on the agenda so far. The HU management signalled that this matter would be addressed in December 2012 or the early spring of 2013.
- Nevertheless, the HU has agreed to set up a 50% co-ordinator position for Internet and Society projects at the HU and the Udk will match this co-ordinator with an additional 25% position (the need for a further 25% position at the WZB is still under discussion)



- Compared to the shareholder contracts, the conclusion of both cooperation contracts - the one with the funding company GFI gGmbH and the other one with the integrated cooperation partner Hans-Bredow Institute - went well and might be accomplished in the second quarter (Q2) as well.
- In addition, a joint professorship in Urban Computing has also been set up at the Berlin University of the Arts for a period of one year, starting in August.
- We succeeded in setting up the operational structure once the steady legal framework, legitimised by the meetings of the shareholders (January, December) and the Board of Trustees (March, November), had been established. This milestone was marked in particular by the appointment of the first team members as from June 2012 with 16 headcounts. Since then, growth has soared with up to 23 headcounts by the end of November 2012, excluding the directors (4), the research team at the Hans-Bredow Institute in Hamburg and associated researchers (5). This first growth cycle profited from the former teams of our directors. With regard to a long-term human resource development, however, we are already facing the challenge of limited salaries for public service institutions and short-term contracts, in terms of the financial security of the Institute.
- This fast development in Q2 was followed by the need for additional space, because the approx. 100 m<sup>2</sup> of open office and meeting space at the Bebelplatz proved to be far too small for this large group. Following a lengthy search and negotiation period, we succeeded in renting an office space as from September 2012. This likewise presented us with the short-term financial security challenge of renting space for less than 24 months, or the more usual 36 months, in the first few years. In the 2nd quarter of 2013 we will have to start looking for long-time premises, not just because the office at the Humboldt-Universität zu Berlin is only available till September 2014, but also in order to reunite the institute's entire team in one common working-place.

## 6.2. ACQUISITION OF ADDITIONAL FUNDING/INSTITUTIONAL SUPPORT

Facing the challenges of the funding period till the end of December 2013, the acquisition of further sponsoring and partners was one of our important targets in 2012. To begin with, the targeted supporters tended to be very interested in the Institute itself and the research vision. During the acquisition process, however, they usually declared that a broad institutional funding without a *public* selling argument, as with the foundation of the Institute, was less likely to be forthcoming than the sponsoring of specific projects or doctoral candidates, which is less costly and carries fewer risks. As the development of strong, trustworthy partnerships requires a fairly long-term strategy and usually a lot of time, the new acquisition strategy will focus more on research area funding than institutional investment. We have nevertheless succeeded in recording a few initial successes: the dedication of two doctoral positions to the HIIG projects Open Science and Participation. The Institute is also one of the initial partners of the Leibniz Association's Science 2.0 research network: a huge consortium of specialised research centres in Germany.

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### **Overview of the Most Important Key Facts regarding Funding Sources and Cooperation Partners:**

- Google: 1.5 million € institutional funding, 20,040 € for seed funding research into freedom of expression, 600,000 € for developing research on Innovation & Entrepreneurship
- DIW/RatSWD: associate PhD position for Open Science (worth 150,000 € – 3 years, not directly funded)
- Hochschule Anhalt University of Applied Sciences: associate PhD position for Collaboration (worth 150,000 € – 3 years, not directly funded)
- ePlus: Project Funding Digital Policy Radar (10,000 € in 2012 / 40,000 € in 2013)



- EU funding Science 2.0 (partner within the *Science 2.0* Network, value 80,000 € for the network – since Q4/2012)
- TU Berlin: joint PhD position for Innovation Index paid for by TU Berlin, annexation with the HIIG is planned (decision pending, second call Q4/ 2012)
- Deutschland Radio Wissen: joint radio talkshow Digital Parlour on Internet and Society (four one-hour talk shows at the HIIG to be broadcasted nationally)
- Humboldt Innovation GmbH: Consulting and administrative support within the founding period
- Wikimedia e.V. – Joint event
- German Federal Ministry for the Interior: Joint conference on Privacy in the 21st century fully financed by the Ministry (approx. 250,000 €)

# OVERVIEW: PAPER/JOURNALS



### (Open Access) Journal Papers:

- Thor Bossuyt, Niklas Hillgren, Jörg Müller, Gilles Bailly (2012): Moses: The impact of location on audience behavior for touch and mid-air gestures on public displays. Jörg Müller, in Review
- Robert Walter, Gilles Bailly, Jörg Müller (2012): guesstr: Revealing Mid-Air Gestures on Public Displays. Jörg Müller, in Review
- June 2012, Hofmann, Jeanette. 2012. Kollektive Kreativität. Probleme des Urheberrechts aus interdisziplinärer Perspektive [Collective Creativity. Copyright Problems from an Interdisciplinary Perspective]. WZB-Mitteilungen (136): 11-14. <http://bibliothek.wzb.eu/artikel/2012/f-17214.pdf> (Jeanette Hofmann)
- Constantin Schmidt, Jörg Müller, Gilles Bailly (2012): Screenfinity: Extending the Perception Area of Content on Very Large Public Displays. Jörg Müller, in Review
- Frank Bentley, Henriette Cramer, Jörg Müller: Beyond the Bar: The use of location-based services in personally important places in the city. Jörg Müller, in Review
- October 2012 | APuz: Article on Copyright: Kulturgütermärkte im Schatten des Urheberrechts (National Heritage Markets in the Shadow of Copyright Law). <http://www.bpb.de/shop/zeitschriften/apuz/145397/zukunft-des-publizierens> (Jeanette Hofmann, Christian Katzenbach, Merlin Münch), circulation approx. 60,000
- Leitfaden Digitaler Dialog, tba (Thomas Schildhauer)

- Politische Vierteljahresschrift, Sonderheft 46, Politik und die Regulierung von Information. (Jeanette Hofmann)
- Politische Vierteljahresschrift, Sonderheft 46. Private Ordering in the Shadow of Copyright Law. Google Books as a Blueprint. (Jeanette Hofmann)
- December 2012 | Magazin Forschung & Lehre: Crowdsourcing – Lösungssuche im Netz. [http://www.forschung-und-lehre.de/wordpress/?page\\_id=302](http://www.forschung-und-lehre.de/wordpress/?page_id=302) (Thomas Schildhauer)
- Patterns of Legalization. Do We Need a Constitutional Theory for the Internet? Cyberspace Law eJournal, Vol. 16, Issue 69 (Osvaldo Saldías, 2012)
- Internet basierte transnationale Netzwerke und die Förderung von Menschenrechte, (Osvaldo Saldías und María Schneider, 2012), in Internet & Menschenrechte, 5. Initiative des Collaboratory, Berlin
- The Good, the Bad and the Ugly. A Pragmatic Approach for Revisiting Ethics and Internet Politics. (2013) (Osvaldo Saldías und Theresa Züger) under Review

### Chapters in Edited Volumes

- April 2012: Schildhauer, Thomas: Kreative Potenziale ausschöpfen durch Crowdsourcing & Co. In: Becker/Gora/Uhrig (Hg.): Informationsmanagement 2.0, Symposium 2012. [http://www.symposium.de/kapitel38140101\\_WERK0003430.html](http://www.symposium.de/kapitel38140101_WERK0003430.html) (Thomas Schildhauer)





- June 2012: Dobusch, Leonhard und Gollatz, Kirsten: Piraten zwischen transnationaler Bewegung und lokalem Phänomen. In: Bieber, Christoph: Unter Piraten. Erkundungen in einer neuen politischen Arena, transcript 2012. <http://www.amazon.de/Unter-Piraten-Erkundungen-einer-politischen/dp/3837620719> (Kirsten Gollatz)
- September 2012: Contribution to the evaluation of the *Freedom on the Net Report* in Germany <http://www.hiig.de/en/freedom-house-report-2012> (Jeanette Hofmann, Christian Katzenbach)
- September 2012: Busch, A. und J. Hofmann (Hrsg.): Politik und die Regulierung von Information. Nomos 2012. <http://www.nomos-shop.de/Busch-Hofmann-Politik-Regulierung-Information/productview.aspx?product=13557> (Jeanette Hofmann)
- August 2012: Schildhauer, Thomas: Crowdsourcing. In: Braun, Gabriele (Hg.): Leitfaden Digitaler Dialog – Professioneller Kundenkontakt mit Social Media, E-Mail und Mobile. marketing-BÖRSE 2012. [http://www.absolit.de/PDF/Leseprobe\\_LFDD.pdf](http://www.absolit.de/PDF/Leseprobe_LFDD.pdf); <http://docs.google.com/a/internetundgesellschaft.de/file/d/0B-ROy5HKQFafckVfVm5ZNU9GLWM/edit> (Thomas Schildhauer)
- August 2012: Zusammenfassung der Podiumsdiskussion mit Prof. Dr. Dr. Thomas Schildhauer In: Paul Klimpel, Jürgen Keiper (Hrsg.) *Ins Netz gegangen – Neue Wege zum kulturellen Erbe*. Konferenz, Berlin 2011 <http://docs.google.com/a/internetundgesellschaft.de/file/d/0B-ROy5HKQFafckVfVm5ZNU9GLWM/edit> (Thomas Schildhauer)

**EXCERPT: QUOTATIONS IN HIGH-  
IMPACT MEDIA AND INTERNET  
SOURCES**



- 08.05.2012 (16:25 h) | N24: TV-Live-Interview on the IPO of Facebook, Live interview with Thomas Schildhauer
- 02.06.2012 | Deutschlandradio Kultur: Radio programme Breitband on Copyright, Interview on the commercial viability of a system without copyright. <http://breitband.dradio.de/die-alternativen> (Jeanette Hofmann)
- 04.06. | ORF (Public Broadcast Austria), Serial Programme: matrix – computer & neue medien, Interview on: Copy/Paste-Right? Die schwierige Suche nach einem zukunftsfähigen Urheberrecht. <http://oe1.orf.at/programm/304119> (Jeanette Hofmann)
- 10.06.2012 | BR2 Radio programme Zündfunk: Wem gehört mein Kopf? Für ein anpassungsfähiges Urheberrecht. <http://www.br.de/radio/bayern2/sendungen/zuendfunk/kolumnen-sendungen/generator/generator-urheberrecht100.html> (Jeanette Hofmann)
- 07.09.2012 | heise: Article on Freedom of Information: Hochs und Tiefs der Informationsfreiheit. <http://www.heise.de/newsticker/meldung/Hochs-und-Tiefs-der-Informationsfreiheit-17>
- 19.09.2012 | Online article on copyright @ Spiegel Online: <http://www.spiegel.de/netzwelt/netzpolitik/urheberrecht-und-fileshar-ing-viel-meinung-wenig-wissen-a-856537.html> (Jeanette Hofmann)
- 07.10.2012 |BR2 Radio programme Zündfunk: Is this real life? Wie kulturelle Massenphänomene im Netz funktionieren” <http://www.br-online.de/podcast/mp3-download/bayern2/mp3-download-podcast-zuendfunk-generator.shtml> (Thomas Schildhauer)

- 08.10.2012 | taz Article on Smart Cities Berlin: Daten aus der Luft fischen. <http://www.taz.de/Tourismus-in-Berlin/!103161> (Jeanette Hofmann, Florian Fischer)
- 17.10.2012 | heise.de: Article about the conference on Data Privacy: Datenschutz: Friedrich für mehr Selbstkontrolle der Wirtschaft. <http://www.heise.de/newsticker/meldung/Datenschutz-Friedrich-fuer-mehr-Selbstkontrolle-der-Wirtschaft-1731717.html> (Ingolf Pernice)
- 02.12.2012 | Deutschlandfunk: Hintergrund: Wer regiert das Internet? Das weltweite Netz zwischen Wirtschaftsinteressen, staatlicher Kontrolle und Selbstregulierung. <http://www.dradio.de/df/sendungen/hintergrundpolitik/1937779> (Jeanette Hofmann)
- 29.11.2012 | zdf\_neo: Topic: Ich blogge, also bin ich..., Further guests: Author and TV presenter Roger Willemsen, Johnny Häusler and Federal Minister for the Environment Peter Altmaier; <http://www.zdf.de/ZDFmediathek/kanaluebersicht/aktuellste/1563028#/beitrag/video/1783022/Bambule-vom-29-November-2012> (Jeanette Hofmann)



## OVERVIEW: RESEARCH PROJECTS

The projects each belong to one of the following research areas:

Internet And Media Regulation

Internet Policy And Governance

Internet-Enabled Innovation

Global Constitutionalism And The Internet

## **SOCIAL MEDIA GOVERNANCE**

Blogs, wikis, video platforms and social networks offer users more and more possibilities to cultivate their social relationships and to spread user-generated content. The use of social media is often in tension with general moral concepts – especially regarding informational self-determination and the understanding of intellectual property, for instance.

The research group Social Media Governance analyses factors that influence user-behaviour within social networks, for example when uploading images. The aim is to get an idea of the normative background of user-behaviour in social media. To get a detailed overview, the research group analyses the results following an interdisciplinary approach. Therefore, the analytical framework distinguishes between four factors influencing user behaviour: (state) law, contracts, technology and social norms. The research group is also developing a theoretical and methodical basis for the analysis of these four factors by collecting and bringing together existing academic findings and by defining categories for the four factors. On this basis it is possible to empirically examine the interdependencies between the factors.

By cooperating with our international partners at the University of Haifa, the research group also reflects the cross-border character of the research object from an internationally comparative perspective.

Lead: Wolfgang Schulz / Co-Lead: Thomas Schildhauer

## **NOTIONS OF PUBLIC SPHERES IN INFORMATION LAW**

Internet-based communication has fundamentally changed the perception of public spheres. The public sphere has traditionally been analytically constructed from the point of view of the function of mass media. Nowadays, many areas can be described as ‘private-public spheres’, the most common examples being social networks.

The research group Notions of Public Spheres in Information Law examines the new public spheres and in particular the factors by which they are identified. Accordingly, various legal issues are addressed, such as the impact of these developments on the self-image of society and on democratic processes. Law courts, moreover, have to deal with those problems on a day-to-day basis: It is a common characteristic of the new challenges that the regulations regarding privacy rights were created and have evolved within the normative and legal structures of the traditional media.

Therefore, for example, it seems arguable whether traditional rules of balancing reasons in conflicts between the freedom of expression and privacy rights do also appropriately apply to statements published on internet platforms. Based on these questions, the research group analyses existing legal terms and distinctions made between the private sphere and several diversely defined forms of public spheres – in order to develop new approaches on how to handle these new public sphere models adequately.

Lead: Wolfgang Schulz / Co-Lead: Ingolf Pernice





## **WHEN DATA BECOMES NEWS**

Understanding the promise, peril and cultural meaning of big data is one of the primary theoretical and methodological challenges when it comes to investigating the impact of Internet-enabled communication on society.

The new knowledge-generating practices also have significant influence on the field of journalism, for which the phenomenon of big data has a double relevance: First, it is a topic that needs to be covered with respect to its different implications for society. Secondly, it is already facilitating a new journalistic coverage pattern, a novel way to identify and tell stories. Indeed, the field of journalism is now beginning to grapple with the big data phenomenon, creating a sub-field known as computational or data journalism.

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This particular research project is predominantly concerned with mapping the lay of the land, categorising the discourse currently associated with computational journalism – both academic and professional. We do this by identifying the relevant body of academic literature in the field of journalistic research and beyond, by mapping the field of data journalism in the US and Germany, by analysing interviews with data journalists and others working with algorithms in news organisations and by examining the output of data journalism.

Lead: Wolfgang Schulz

## **CIRCULATION OF CULTURAL GOODS**

Due to the predominating normative and legal approach in the current copyright debate, little research has been done on the actual effects of copyright law on processes of cultural production and innovation. The research group Circulation of Cultural Goods seeks to supplement the still nascent research with empirically grounded case studies.

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The theoretical background reflects recent governance approaches, emphasizing the involvement of multiple actors and their use of both public and private means of regulation in processes of rule-makings. Two major questions are: Does the theory of market failure for information products apply for all information goods and markets or are there markets that evolve without strong property rights? And: Is it possible to detect differences in the constellations of governing norms and rules across different countries, sectors or markets?

An explorative case study focuses on the creation and international trading of online TV formats. TV formats serve as a case in point, as they are not uniformly protected under copyright law due to their complex composition of often legally ambiguous components. Despite the legal uncertainty and the constant danger of 'copycatting', international trade with format licenses has continuously grown over the past decade. This study focuses on the development of innovative TV formats for the Internet, particularly YouTube channels, with reference to the effects on established business and trading models. Crucial field access is provided by means of a cooperation e.g. with TV production companies.

Lead: Jeanette Hofmann / Co-Lead: Wolfgang Schulz



## **FREEDOM OF EXPRESSION IN THE QUASI-PUBLIC SPHERE**

The emerging publics on the Internet strongly rely on the infrastructure and platforms provided by private entities. Previous research has revealed that online platforms do not only facilitate but also limit freedom of speech in certain contexts. These apparently contradictory results reflect the hybrid status of quasi-public spheres, which are not only governed by general laws (public ordering), but also by rules set out by private corporations (private ordering), for instance in the form of terms and conditions, or by technical architectures.

The research group Freedom of Expression in the Quasi-Public Sphere addresses the nexus of public and private forms of ordering by investigating how legally protected interests are balanced on privately-owned platforms and infrastructures. Is the balancing of human rights, including the active and passive right of freedom of expression and developed in democracies over the course of centuries, challenged by privately-owned and operated platforms? Concerning the private regulation of free speech, the overarching question is: In which way do these platforms enact their own regulatory and transparency mechanisms represented legally (in their terms of use), technically (in the design of their platform) and socially (by means of reporting practices)? In different sub-studies, these regulatory and transparency mechanisms employed on social media platforms are being identified and evaluated.

## DATA AND THE CITY

The research group Data and the City analyses the implementation and appropriation of internet-based services for sustainable urban development policies by setting digital infrastructures in an urban context. Therefore, the research-group Data and the City approaches the intricacies of technology-related ordering processes against the backdrop of trends towards a territorialisation of the Internet and the digitisation of urban spaces. By including a spatial dimension, this approach complements an important aspect often neglected in Internet governance research.

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One of the founding myths of the Internet claims that territorial spaces and borders have become irrelevant on the net. In recent years, however, we experience a growing relevance of location and boundaries in online contexts ranging from location-based services to business models and regulations. The project seeks to investigate how developments in ubiquitous computing, mobile Internet and the emerging 'Internet of Things' interweave with the urban social fabric of the city. Research activities concentrate on internet-based services for mobility (e.g. car-on-demand) and tourism (e.g. community market places and review portals).

From the analytical perspective of governance- and implementation-research, such applications incorporate a secondary agency expressing specific spatial politics and agendas of the provider, programmer, politician or user (the primary agents). The research group Data and the City aims to make explicit and analyse the secondary agency of these applications as infrastructures in a digital society. Partnering with the stakeholders, the research findings are used to develop instruments and guidelines for the implementation of internet-based services between the poles of urban policy, user experience and corporate product agenda.



## Internet Policy and Governance

### **INTERNET POLICY REVIEW**

The Internet Policy Review is a news and analysis service of the Humboldt Institute for Internet and Society. The online publication tracks internet regulation developments and internet guideline changes, which are expected to have long lasting impacts on European society. The service's main platform and its complementary channels of communication form an authoritative resource on Internet governance for academics, civil society advocates, entrepreneurs, the media and public policy makers alike. In a word, the Internet Policy Review's expertise resides in its clear and independent analysis of inter-European digital policy changes.

The Internet Policy Review's core content is comprised of English-language current affairs articles, in-depth pieces of analysis by European researchers as well as a repository of recent publications on Internet policy. All articles are edited according to high journalistic standards and the analysis articles are peer-reviewed in a manner comparable to that of 'fast-track open access' academic journals. The Internet Policy Review's advisory board provides guidance and advice on editorial and ethical questions.

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The coverage of the Internet Policy Review spans six broad themes: Access & Content, Business & Trade, Infrastructure & Standards, Intellectual Property, Privacy & Security and Procedures & Governance. The editorial team and selected authors located in several European countries monitor policy developments in relation to these themes on a weekly basis. The Internet Policy Review is partnering with peer publications from all sides of the Internet policy spectrum. German-language versions of selected articles can for instance be found on UdL Digital, a platform of the E-Plus Group. Complementary partnerships are currently being developed.

<http://www.policyreview.info>

<http://twitter.com/policyR>

Lead: Jeanette Hofmann / Co-Lead: Wolfgang Schulz

## OPEN SCIENCE

The Internet undoubtedly changes the way knowledge is created and disseminated. Academic journals or monographs can be published digitally – and the quality can be assessed through altmetrics. Social networks allow geographically dispersed researchers to connect, exchange ideas and cooperate on projects. Even though this is just a small choice of substantial changes, it becomes obvious that the Internet influences a wide range of established research practices. The research group Open Science therefore identifies and structures the numerous approaches in order to make them accessible for other interested researchers.

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Furthermore, the research group addresses particular issues, for instance: How does the production of knowledge change through open communication and interactive tools? What determines openness in research? How does openness differ among the disciplines and research systems? What online tools are there and how are they used within the field of science? What role does the aspect of intellectual property play in scientific publishing?

Lead: Thomas Schildhauer / Co-Lead: Ingolf Pernice



## **MOTIVATION FOR ONLINE PARTICIPATION**

As active contributions to various online-platforms have become a widespread activity, public and private organisations seek to leverage participatory interaction in decision-making processes. The success of online participation depends largely upon the ability of the organisers to motivate an adequate group of participants to engage in the given task.

The research group Motivation for Online Participation strives to understand the underlying prerequisites of a successful integration of citizens, volunteers and customers. Not only the private and the public sector, but also companies and political organisations, are examined regarding their approach towards online participation – on the basis of several empirically verified studies on motivational aspects and following a transdisciplinary approach. Further research includes questions of how information from online participation projects can be handled by the organisations, how participation influences hierarchies and how participatory projects can be compared regarding their success or the participation-rate.

## **PARTICIPATING THROUGH THE OUTERNET**

Due to technological progress and a price decline in display technologies, it is believed that almost any surface in urban spaces could become digital. In the long run, people might live 'inside' the Internet, surrounded by interactive and digital surfaces. The research group Participating through the Outernet believes that this new infrastructure, the 'Outernet', has considerable potential – not only in the advertising domain but also in terms of civic participation. Access could be granted without the need for any technical device on the part of the user, thus providing an opportunity to boost participation by lowering barriers and enabling simple participation 'while passing by'.

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Based on the project MyPosition!, the research group questions in what way the Outernet can be used for low-barrier participation of this kind. The project MyPosition! is a cooperation between the design researcher Nina Valkanova, Technische Universität Berlin, and the Alexander von Humboldt Institute for Internet and Society. It is an interactive urban facade, which represents a collective visualisation of citizen opinions.

MyPosition! was integrated in the architectural and social fabrics of several local communities in Berlin and aimed to enable citizens to easily participate, enter a dialogue and discuss local civic issues and challenges.

Lead: Thomas Schildhauer / Co-Lead: Jeanette Hofmann





Internet-enabled Innovation

## INDEX OF INTERNET-BASED INNOVATION

The Internet enables groups to communicate over large distances and provides access to information to a previously unknown extent. To what degree does online-communication influence innovation management and innovative output of a company – depending on which way it is used?

New forms of innovation such as sharing out unsolved questions to an unknown group of problem-solvers are now available. This changes the way work processes are carried out; it also emphasises the growing importance of inter-company cooperation.

The Index of Internet-based Innovations illustrates how sectors, regions and companies utilise the Internet when developing new products and services. The objective is to determine parameters identifying the innovative capacity of the Internet for organisational contexts. In connection with the use of information and communication technologies, some factors can serve as a basis for Internet-enabled innovation by applying their empirical indicators. The project is carried out in cooperation with Prof. Dr. Knut Blind, Department of Innovation Economy (TU Berlin). The aim is to jointly investigate the effects of regulatory changes, such as the impact of broadband strategies on Internet-enabled innovation.

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The focus is on the following research questions: How does the contribution of Internet-based communication relate to the field of innovation management? Which driving forces can be identified at a regional, national or international level? To what extent does applying the Internet influence innovative capacity and performance? In which sectors is this relationship of importance?

Lead: Thomas Schildhauer / Co-Lead: Wolfgang Schulz

## **BUSINESS MODELS**

A business model illustrates how the management understands customer requirements and how they envisage to satisfy them profitably. Over the course of the past 15 years, a multitude of industries has been adapting their business models to the online world. During this time, business practice got confronted with a previously unknown volatility: Whilst some companies grew into multi-billion dollar heavyweights, others started to struggle for survival before long. There is a certain dynamic to online business models that makes this field particularly wanting for research.

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The research group Business Models explores two aspects: First, we are focusing on the digital movie production in Babelsberg – by means of a project on online business models. The film and television industry is currently undergoing significant changes, unsure if established business models are still up-to-date. In addition, the research group is developing an illustrative model (based on a DNA) that allows to depict the alignment of business models, particularly in regard to a company's utilisation of the Internet. This visualisation of the Business Model DNA emphasises specific factors that are particularly promising for online business models. In this way it can provide young entrepreneurs with orientation on how to develop their own business models.

Lead: Thomas Schildhauer / Co-Lead: Wolfgang Schulz



## **GLOBAL PRIVACY GOVERNANCE**

Within the spectrum of the research area Global Constitutionalism and the Internet, one of the main issues is data protection and privacy. The research group Global Privacy Governance aims to conceptualise the processes of global regulation in this field by means of a multi-stakeholder process.

Understanding that the border-crossing dimension of the Internet is challenging the fragmented legislative approaches adopted by national legislatures explains why new legislative initiatives are undertaken to tackle the upcoming problems at a European level.

Together with the German Ministry of the Interior, the Humboldt Institute for Internet and Society therefore organised an international conference on 'Data Protection in the 21st Century' with about 300 experts, in order to discuss the EU Commission's proposal for a General Data Protection Regulation.

Yet, given the global reach of the Internet, it has become clear that legislation even at European level cannot produce the desired effects, thus calling for a global problem-solving approach. Research efforts are therefore directed towards the question of how such a global approach could be conceptualized drawing on experiences with regulated self-regulation.

Lead: Ingolf Pernice / Co-Lead: Jeanette Hofmann

## THE DIGITAL ADMINISTRATIVE STATE

Internet observers are currently monitoring the interplay between big data and cloud computing as an informational revolution. Against this backdrop, the research group The Digital Administrative State asks whether and to what extent the administrative state is facing transformative pressures as a result of these tools.

New computing models based on the ‘three V’s’ (volume, velocity and variety) can turn mountains of once useless data into meaningful information that can trigger specific administrative action. Computer scientists suggest that this involves a progress from automatisisation to intelligent processes. The research follows the working hypothesis that the technological environment produced by the Internet today enables the emergence of an administrative intelligence that deviates qualitatively from current administrative possibilities for action and that existing administrative procedures are progressively being supported – if not replaced – by data-driven processes. Administrative law will inevitably be affected, because ordinary tasks such as surveillance and fraud detection, risk modelling and the regulation of complex markets, the interpretation and prediction of social trends and the subsequent modelling of adequate social policies will change radically. The project examines concrete experiences in the field of Public Health (eHealth) and Law Enforcement from the point of view of constitutional principles and, in particular, of the fundamental rights of the individuals, their participation in legitimate decision-making and a legal review of the new methods of digital administration in these intelligent processes.

Lead: Ingolf Pernice / Co-Lead: Jeanette Hofmann, Thomas Schildhauer



## ORPHAN WORKS IN DIGITAL LIBRARIES

Orphan works are copyrighted works, the rights holders of which are unknown or cannot be traced. That is why it is impossible to negotiate a license agreement for these works. Thus, as of now, orphan works may not be used. The question of how to deal with orphan works has become increasingly important since they can be digitalised and made available on the Internet by now. Not only public libraries – but also private companies and the general public at large – have an interest in the setting up of rules that allow for orphan works to be made available. Recently, the European Union adopted a directive on orphan works. However, given the global reach of the Internet, even Europe-wide solution might not be sufficient.

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The research project Orphan Works in Digital Libraries is interdisciplinary and international. We conduct an empirical analysis of the new social and collaborative forms of producing copyrightable works, of the ways in which technological changes have influenced the perception of copyright law. Furthermore, we are investigating whether the growing number of affected parties has had an effect on the informal and formal phases of legislation in the area of copyright law – especially regarding current attempts to define legal policies that would allow for the use of orphan works. Being a joint endeavour of the Humboldt Institute for Internet and Society and the Humboldt-Universität, the project is implemented by Ingolf Pernice and Jeanette Hofmann on part of the institute and a transdisciplinary team from the Humboldt-Universität, encompassing Katharina de la Durantaye (law), Eva Inés Obergefell (law), Michael Seadle (digital libraries), Stefan Beck (European ethnology) and Wolfgang Coy (information science). Also included will be Agata Królikowski (information science) from Leuphana Universität, Lüneburg.

Lead: Ingolf Pernice / Co-Lead: Jeanette Hofmann

For more Information please visit our Website:

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