# Abstracts

## *Alexander Filipović : The "Datafication" of the World. An Ethical Survey of the Digital Transition*

In light of current challenges, abstract media ethics must become the ethics of a digitalized world. The new communication capabilities of the digital age are, taken by themselves, not detrimental to mankind. That predictive infrastructures and an alarming data "economy" are thereby established must disturb the ethical component. Because thereby, the autonomy of mankind is threatened. The digital transition must therefore be politically modelled.

## *Klaus-Dieter Altmeppen: Automatic Machines Know no Ethics. The Metamorphosis of Journalism and the Consequences for Journalistic Responsibility*

On the basis of the applicatory contexts of digital media technologies, the article addresses the changes brought about through these technologies. It states that these changes concern the entire media process, beginning with the idea itself to the acquisition of content and, beyond this, that new players and structures are thereby generated. These new constellations are examined according to dimensions of responsibility in respect to the consequences related to the enforceability of journalistic and entrepreneurial responsibility. It is shown that digital technologies, to the degree that they are defined as journalistic tools, can be covered through existing dimensions of responsibility. Until now, however, for a newly-organized media system in which Internet enterprises have become powerful players, corresponding structures of responsibility are missing completely.

## *Martina Mahnke: The Algorithm You Have to Stick With? A Shift in Perspective.*

Algorithmic personalization has been discussed controversially in public debate, largely based on a mechanistic understanding of algorithms. Concretely, algorithms are understood within the framework of information theory as step-by-step-instructions. This understanding is useful from the angle of computer science, however, it puts little emphasis on the actual user behavior, which plays a far greater role than current research acknowledges. Therefore, this essay argues for a conceptual understanding of algorithmic personalization, which includes both the algorithmic operation mode as well as user behavior. Thus, algorithmic personalization can be understood as a dynamic communication process between the algorithms and its users. This conceptual



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understanding serves as a first step towards a theoretical perspective, that focusses on the algorithm-user relationship. Such a theoretical perspective may contribute towards the parity of algorithm and the user, whose agency is assumed to be equally influential.

## *Markus Wiesenberg/Ansgar Zerfaß: The Social Media Communications of Churches in Germany. How Catholic Dioceses and Protestant Regional Churches Communicate via Facebook, Twitter and YouTube.*

This article analyses social web activities of Roman Catholic dioceses and Protestant regional churches in Germany. Empirical studies of communication activities on „Facebook", „Twitter" and „Youtube" show that the dioceses were able to utilize the biannual congress of German Catholics in 2014 positively for their social web communication. Nevertheless, it was not possible to identify a consistent communication strategy which links day-to-day communication to event communication. In general, participative platforms were used quite reluctantly. Nevertheless, some best practices were identified. Those dioceses and regional churches engage in an active dialogue with members and other stakeholders. The Catholic dioceses are one step ahead of the Protestant regional churches, which, however, could be a sign of ecclesiological differences. Therefore, future social web analysis should focus at all church levels, especially on parishes and church districts as well as on local churches.



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