



## **Wi-Fi**

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# **EUMEPLAT European Media Platforms: Assessing Negative and Positive Externalities for European Culture**

Horizon 2020 “Europe in a changing world – Inclusive, Innovative and Reflective Societies”, Research and Innovation, Call Innovation 10/2020: Evolving Media Landscapes and Europeanisation

Reference Number: 101004488

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**Work Package Meeting  
Ghent University  
Technicum T1  
Sint-Pietersnieuwstraat 41  
9000 Ghent  
Belgium**

**December 14-16, 2022**

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*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004488*

**DAY 1: DECEMBER 14 – TECHNICUM T1 (SINT-PIETERSNIEUWSTRAAT 41),  
ROOM JOHN VINCKE**

<https://www.microsoft.com/microsoft-teams/join-a-meeting>, **Meeting id:** 332 488 890 736,  
**Passcode:** FMDYTm

**1:30 – 1:45 pm CET**

*Participants' arrival  
Coffee and registration  
Room: dining hall on the second floor*

**1:45 – 2:00 pm CET**

Welcome by **Prof. Mieke Van Herreweghe**, vice-rector, Ghent University

Welcome by **Daniel Biltereyst** [UGENT, CIMS] and **Sofie Van Bauwel** (UGENT, head of the Dept. of Communication Sciences)

**2:00 – 4:00 pm CET**

*Round table followed by Q&A with **Guillaume Branders** (Senior Industry Relations Manager UNIC/International Union of Cinemas), **Christine Eloy** (Managing Director, Europa Distribution), **Juliette Prissard** (Delegate General, Eurocinema) and **Prof. Tim Raats** (Head of Media Economics and Policy, imec-SMIT-VUB)  
Chair: **Daniel Biltereyst** [UGENT]*

**4:00– 4:15 pm CET**

*Coffee and registration  
Room: dining hall on the second floor*

**4:15 - 5:15 pm CET**

**WP3: Hegemony: Platformization of Video on Demand**  
*VOD platforms - Expected deliverables per country and final report*  
Chair: Dessislava Boshnakova [NBU]

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19:00 CET

Dinner at Brasserie HA'  
Address: Kouter 29, 9000 GENT

**DAY 2: DECEMBER 15 – TECHNICUM T1 (SINT-PIETERSNIEUWSTRAAT 41), ROOM JOHN VINCKE**

<https://www.microsoft.com/microsoft-teams/join-a-meeting>, **Meeting id:** 384 802 024 395, **Passcode:** vaWUae

**9:30 – 10:00 am CET**

*Participants' arrival*

*Coffee and registration*

*Room: dining hall on the second floor*

**10:15 – 11:15 am CET**

**Keynote Eugenia Siapera (University College Dublin), *Europeanisation and Platformisation: three views from below***

Chair: Sofie Van Bauwel



Eugenia Siapera is Professor of Information and Communication Studies and head of the ICS School at UCD. Her research interests are in the area of digital and social media, political communication and journalism, technology and social justice, platform governance and hate speech, racism and misogyny. She was the PI of an IRC-funded project on racist hate speech in the Irish digital sphere, and a partner in a H2020 project on the mediated memory of conflict (RePAST). She is currently working on an IRC Coalesce project on Alt Tech and Harmful Health Narratives.

***Abstract Keynote Europeanisation and Platformisation: three views from below***

This talk will focus on three provocations for standard understandings of Europeanisation and platformisation from the point of view of marginalized/vulnerabilized groups: the first is the emergence of a form of Europeanisation coming from the actions and organizing of migrants; this does not take the ethnocultural form that is typical but a political form of rights claims (example: migrant women's groups). Secondly, while platformisation is typically understood as the extraction of data by corporations, its value as an infrastructure for organizing from below and for mutual benefit should not be underestimated (example: data and platform cooperatives); Finally, digitalization is often seen negatively as a replacement of social life but experience from marginalized communities, for example the trans community, shows that digitalization enables them to create safe spaces. Taken together these views from below provide an alternative imaginary to top down efforts to diffuse an ethnocultural version of European identity and to technophobic critiques of platforms and digital media. At the same time however these views show the difficulties and struggles involved in reclaiming or (re)socializing technologies developed by corporations for profit.

**11:15 – 11:45 am CET**

**WP4: Gender and Migration**

Current state of the coding in all countries

Chair: Francisco Lupiáñez-Villanueva [UOC]

**11:45 – 12:00 am CET**

WP4: Gender

Chair: Francisco Lupiáñez-Villanueva [UOC]

**12:00 – 12:15 am CET**

WP4: Migration

Chair: Francisco Lupiáñez-Villanueva [UOC]

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12:30 CET

Lunch break at Technicum

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**2:00 – 2:45 pm CET**

**WP2: Positive and Negative Externalities of News Platformization**

*Current state of the research in WP2 - The Platformization of News and next steps*

Chair: Andrea Miconi [IULM]

**2:45 – 4:00 pm CET**

**WP2: Anti-European Fake News and What to do?**

*Current state of the research in WP2 - The Platformization of News and next steps*

Chair: Alessandro Galeazzi [ISCTE]

**4:00 - 7:30 pm CET**

**Delphi workshop - Invites only**

**5:00 pm CET**

**Guided tour University Book Tower**

Registration link:

[https://docs.google.com/spreadsheets/d/1CsnZpcn3QnYTgRqEqj627Ju\\_EmuUY83iFvcpijPpOYs/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1CsnZpcn3QnYTgRqEqj627Ju_EmuUY83iFvcpijPpOYs/edit?usp=sharing)

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20:00 CET

Dinner at Godot

Address: Hooiaard 8, 9000 Gent

**DAY 3: DECEMBER 16 – TECHNICUM T1 (SINT-PIETERSNIEUWSTRAAT 41),  
ROOM JOHN VINCKE**

<https://www.microsoft.com/microsoft-teams/join-a-meeting>, **Meeting id:** 327 822 561  
124, **Passcode:** GfCph7

**9:00 am CET**

*Participants' arrival*

*Coffee and registration*

*Room: dining hall on the second floor*

**9:30 – 11:15 am CET**

*Discussion of the results of WP2 and WP3*

Chair: Andrea Miconi [IULM]

**11:15 – 11:30 am CET**

*Coffee break*

**11:30 – 12:30 am CET**

**WP2 - Platformization of News in 10 Countries - Results**

*Current state of the research in WP2 - The Platformization of News and next steps*

Chair: Rita Sepúlveda and José Moreno [ISCTE]

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12:30 CET

Lunch break at Technicum

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**2:00 – 2:30 pm CET**

**WP2 - Country Reports - a global reading**

*Current state of the research in WP2 - The Platformization of News and next steps*

Chair: Sofia Santos [ISCTE]

**2:30 – 3:00 pm CET**

**WP2 - Dissemination strategy**

*Current state of the research in WP2 - The Platformization of News and next steps*

Chair: Mali Uzelgun [ISCTE]

**3:00 – 3:15 pm CET**

*Coffee break*

*Room: dining hall on the second floor*

**3:15 – 4:45 pm CET**

Next steps for EUMEPLAT: long term strategies

Chair: Andrea Miconi [IULM]

**4:45 pm CET**

*Closing and farewell*

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19:00 CET

Dinner at HAVEN

Address: Dok Noord 7, 9000 Gent