

Dr. phil. Annika Sehl  
Reuters Institute for the Study  
of Journalism  
University of Oxford  
13 Norham Gardens  
Oxford, OX2 6PS  
United Kingdom  
✉ annika.sehl@politics.ox.ac.uk  
Website: www.annikasehl.de

## LIST OF PRESENTATIONS (25.07.2018)

### Presentations (peer-reviewed)

- [1] Sehl, A., Cornia, A., Nielsen, R. K. (accepted). The universalism challenge for public service media: How PSM discuss opportunities and challenges of social media news distribution. *RIPE@2018 conference Universalism and Public Service Media*. Madrid, 18-20 October 2018.
- [2] Cornia, A., Sehl, A., Nielsen, R. K. (accepted). Tearing down the wall to survive: A six-country comparative analysis of how editorial and commercial integration became a norm. *7<sup>th</sup> European Communication Conference (ECEA), Section Journalism Studies*. Lugano, 31 October – 03 November 2018.
- [3] Sehl, A., Cornia, A., Nielsen, R. K. (accepted). How public service media organise social media news distribution: A comparative analysis of PSM across Europe. *7<sup>th</sup> European Communication Conference (ECEA), Section Journalism Studies*. Lugano, 31 October – 03 November 2018.
- [4] Sehl, A., & Cornia, A. (2018). News organizations digital strategies through the lens of institutional theory: Mimetic isomorphism in a situation of uncertainty. *Annual conference of the International Communication Association (ICA) 2018, The Media Industry Studies Interest Group*. Prague, 24-28 May 2018.
- [5] Sehl, A., Cornia, A., & Graves, L. (2018). Newsroom integration as an organizational challenge: Approaches of European public service media from a comparative perspective. *Annual conference of the International Communication Association (ICA) 2018, Division Journalism Studies*. Prague, 24-28 May 2018.
- [6] Sehl, A., & Picard, R. (2018). Crowding out: Is there evidence that public service media harm markets? *Annual conference of the International Communication Association (ICA) 2018, The Media Industry Studies Interest Group*. Prague, 24-28 May 2018.

**Presentations (peer-reviewed, continued)**

- [7] Riesmeyer, C., Zillich, A. F., Geise, S., Kleinen von Königslöw, K., Klinger, U., Magin, M., Müller, K. F., Nitsch, C., Rothenberger, L., Schumann, C., Sehl, A., / Wallner, C. (2018). Wie normativ ist die Kommunikationswissenschaft? Sollensvorstellungen in internationalen und deutschen Fachzeitschriftenaufsätze (1970–2014) [How normative are communication studies? Ought statements in international and German journal articles (1970-2014)]. *Annual Conference of the German Communication Association (DGPK) 2018*. Mannheim, 9-10 May 2018.
- [8] Nielsen, R. K., Sehl, A., & Cornia, A. (2017). „The innovation imperative”: A cross-national and cross-organizational comparative analysis of mimetic isomorphism in news organizations’ digital strategies. *Conference „The Future of Journalism“, Cardiff University*. Cardiff, 14-15 September 2017.
- [9] Sehl, A., Cornia, A., & Nielsen, R. K. (2017). Public service media and news in a digital media environment: A study of six countries. *Annual conference of the International Communication Association (ICA) 2017, Division Journalism Studies*. San Diego, 25-29 May 2017.
- [10] Sehl, A. (2017). Von der Website zu Facebook: Themenselektion von Redakteuren und Anschlusskommunikation der Nutzer im Zeitalter der Vernetzung [From the website to Facebook: Editorial topic selection and users’ follow-up communication in the digital age]. *Annual Conference of the German Communication Association (DGPK) 2017*. Duesseldorf, 30 March - 1 April 2017.
- [11] Cornia, A., Sehl, A. & Nielsen, R. K. (2017). Legacy news organisations looking for new sources of revenue: a comparative study on the business of digital news in six countries. *ECREA Journalism Studies Section Conference 2017*. Odense, 23-24 March 2017.
- [12] Sehl, A. (2017). Same, same or different? A comparison of the mix of topics on news websites and their *Facebook* accounts. *ECREA Journalism Studies Section Conference 2017*. Odense, 23-24 March 2017.
- [13] Sehl, A., Cornia, A. & Nielsen, R. K. (2017). Komplexitätsreduktion durch personalisierte Nachrichtenselektion. Chancen und Risiken aus Sicht öffentlich-rechtlicher Nachrichtenanbieter in sechs europäischen Ländern [Reduction of complexity through personalised news selection: opportunities and risks from the perspective of public service media in six European countries]. *Conference of the Journalism Studies Section of the German Communication Association (DGPK)*. Würzburg, 15-17 February 2017.
- [14] Sehl, A., Cornia, A. & Nielsen, R. K. (2016). Public service news online: a six-country comparative analysis of factors influencing the development of PSB digital strategy. *6<sup>th</sup> European Communication Conference (ECREA), Section Journalism Studies*. Prague, 9-12 November 2016.

**Presentations (peer-reviewed, continued)**

- [15]Sehl, A., Cornia, A. & Nielsen, R. K. (2016). How do public service media navigate a networked society? A comparative analysis of six European countries. *RIPE@2016 Conference: Public Service Media in a Networked Society?* Antwerp, 22-24 September 2016.
- [16]Sehl, A., Cornia, A. & Nielsen, R. K. (2016). Taking advantage versus struggling to adapt to new platforms: public service broadcasters and online news in six European countries. *Annual conference of the International Association for Media and Communication Research (IAMCR), Section Journalism Studies*. Leicester, 27-31 July 2016.
- [17]Weichert, S., Lilienthal, V., Reineck, D. & Sehl, A. (2015). Robot: tools, conditions and challenges of automated journalism in German newsrooms: findings of a participatory observation among online editors. *Conference "Negotiating Culture: integrating legacy and digital cultures in news media" sponsored by the Reuters Institute for the Study of Journalism at the University of Oxford*. Oxford, 28-30 October 2015.
- [18]Sehl, A., Lilienthal, V., Weichert, S., Reineck, D. & Worm S. (2015). Inclusion or exclusion? Content analysis and expert interviews of participatory journalism in Germany. *Conference "The Future of Journalism: Risks, Threats and Opportunities", Cardiff University*. Cardiff, 10-11 September 2015.
- [19]Sehl, A. (2015). Journalistic quality: a comparison between scientific-normative assessments and reader opinions. *Annual Conference of the International Association for Media and Communication Research (IAMCR), Section Journalism Studies*. Montreal, 12-16 July 2015.
- [20]Sehl, A., Lilienthal, V., Weichert, S., & Reineck, D. (2015). Journalism and participatory practices: gate opening or gate closing? *Annual Conference of the International Association for Media and Communication Research (IAMCR), Section Participatory Communication Research*. Montreal, 12-16 July 2015.
- [21]Müller, K. F., Rothenberger, L. & Sehl, A. (2015). Zur Bedeutung und Relevanz von Werten und Normen: Zugänge und Theoriebezüge [The significance and relevance of values and norms: theoretical concepts]. *Annual Conference of the German Communication Association (DGPK) 2015*. Darmstadt, 13-15 May 2015.
- [22]Sehl, A. (2015). Journalistische Qualität: Ein Vergleich zwischen wissenschaftlich-normativen Bewertungen und Leserurteilen [Journalistic quality: a comparison of scientific-normative versus readers' evaluations]. *Annual Conference of the German Communication Association (DGPK) 2015*. Darmstadt, 13-15 May 2015.
- [23]Sehl, A. & Naab, T. K. (2014). Challenges of conducting content analyses of user-generated content and how they are met in scientific journals. *ECREA 2014, 5th European Communication Conference, Section Journalism Studies*. Lisbon, 12-15 November 2014.

**Presentations (peer-reviewed, continued)**

- [24]Sehl, A. & Kortsch, M. (2014). A comparison of the Euro crisis coverage in East and West German regional newspapers. *Annual Conference of the International Association for Media and Communication Research (LAMCR), Section Journalism Studies*. Hyderabad, 15-19 July 2014.
- [25]Riesmeyer, C., Rothenberger, L. & Sehl, A. (2014). (Changing) norms and values in journalism and journalism studies. *Annual Conference of the International Communication Association (ICA) 2014, Division Mass Communication*. Seattle, 22-26 May 2014.
- [26]Kortsch, M. & Sehl, A. (2014). Is there still a difference? The reporting on the Euro crises in East and West German newspapers. *ECREA 2014 Journalism Studies Section Conference "Journalism in Transition: Crisis or Opportunity?"*. Thessaloniki, 27-29 March 2014.
- [27]Rothenberger, L., Sehl, A. & Riesmeyer, C. (2014). Journalism in transition: (changing) norms and values in journalism and journalism studies. *ECREA 2014 Journalism Studies Section Conference "Journalism in Transition: Crisis or Opportunity?"*. Thessaloniki, 27-29 March 2014.
- [28]Sehl, A. & Naab T. K. (2014). Communication research on user generated content: a systematic review. *ECREA 2014 Journalism Studies Section Conference "Journalism in Transition: Crisis or Opportunity?"*. Thessaloniki, 27-29 March 2014.
- [29]Sehl, A. (2014). Participatory journalism in local newspapers in Germany. *Conference "Local journalism around the world: professional practices, economic foundations, and political implications" sponsored by the Reuters Institute at the University of Oxford*. Oxford, 26-28 February 2014.
- [30]Sehl, A., Riesmeyer, C. & Rothenberger, L. (2014). Vertrauen als Wert im Journalismus: Eine Bestandsaufnahme nationaler und internationaler Journal-Aufsätze von 1980 bis 2012 [Trust as a value in journalism: a systematic review of national and international journal publication from 1980 to 2012]. *Conference of the Journalism Studies Section of the German Communication Association (DGPK)*. Muenster, 20-22 February 2014.
- [31]Sehl, A. & Steinbrecher, M. (2013). Characteristics of citizen journalism versus professional journalism in TV: a comparison on the basis of a survey of citizen and professional journalists. *Annual Conference of the International Association for Media and Communication Research (LAMCR), Section Participatory Communication Research*. Dublin, 25-29 June 2013.
- [32]Sehl, A. (2013). Participatory journalism in newspapers and its contribution to diversity in local reporting. *Annual Conference of the International Communication Association (ICA) 2013, Division Journalism studies*. London, 17-21 June 2013.

**Presentations (peer-reviewed, continued)**

- [33]Sehl, A. & Naab, T. (2013). User Generated Content im Auge der Kommunikationswissenschaft: Eine Metaanalyse [User generated content in the eye of communication studies: a meta-analysis]. *Annual Conference of the German Communication Association (DGPK) 2013*. Mainz, 08-10 May 2013.
- [34]Sehl, A. & Steinbrecher, M. (2013). Partizipation im Wandel: Von Offenen Kanälen zum TV-Lernsender. Eine Befragung und Inhaltsanalyse zur Qualität angeleiteter Bürgerpartizipation im Fernsehen [Participation in transition: from open channels to the TV learning channel. A survey and content analysis on the quality of guided citizen participation in television]. *Annual Conference of the German Communication Association (DGPK) 2013*. Mainz, 08-10 May 2013.
- [35]Spieß, T. & Sehl, A. (2013). Potenziale und Risiken von Social TV und Second Screen für den Fernsehjournalismus. Das Beispiel des Pilotprojekts “Rundshow” des Bayerischen Rundfunks [Potentials and risks of social TV and second screen for TV journalism: the example of the “Rundshow” pilot project of the Bavarian Broadcasting Company]. *Conference of the Journalism Studies Section of the German Communication Association (DGPK)*. Munich, 07-09 February 2013.
- [36]Sehl, A. (2012). Leserstimmen als zivilgesellschaftliches Gegengewicht. Wie partizipativer Journalismus im Lokalen publizistische Vielfalt fördert und wie Zeitungen dies anregen können [Readers’ comments as a counterweight of civil society: how participatory journalism in local sections promotes diversity of content and how newspapers can encourage that]. *Annual Conference of the German Communication Association (DGPK) 2012*. Berlin, 16-18 May 2012.
- [37]Sehl, A. & Steinbrecher, M. (2012): Between profession and participation. A participatory TV channel is exploring the collaboration between professionals and lay people. *1st International Conference on Journalism Studies: Identity, changes and challenges of the profession in the 21st Century*. Santiago de Chile, 27-29 June 2012.
- [38]Sehl, A. & Steinbrecher, M. (2012). Der Bürger als Programmierer – der Journalist als Ratgeber. “nrvision” als partizipatives Labor für die Zusammenarbeit zwischen Profis und Laien [The Citizen as programmer – the Journalist as adviser: “nrvision” as participatory lab for collaboration between professionals and lay people]. *Conference of the Journalism Studies and Audience and Effects Research Sections of the German Communication Association (DGPK)*. Hamburg, 02-04 February 2012.
- [39]Sehl, A. (2011). Der Leser als Mitarbeiter. Wie Zeitungen beeinflussen können, was sie von ihren Lesern erhalten [The reader as collaborator: how newspapers can influence what they get from readers]. *2. Interdisciplinary Conference of Communication & Digital Media (Comdigmed) at the Universität Erfurt*. Erfurt, 25-26 November 2011.

**Presentations (peer-reviewed, continued)**

- [40]Steinbrecher, M. & Sehl, A. (2011). Partizipation im TV. Ein innovativer Fernsehsender in NRW erprobt die Zusammenarbeit zwischen Laien und Profis [Participation in TV: an innovative television channel in North-Rhine Westphalia tries collaboration between lay people and professionals]. *2. Interdisciplinary Conference of Communication & Digital Media (Comdigmed) at the Universität Erfurt*. Erfurt, 25-26 November 2011.
- [41]Sehl, A. (2011). How newsrooms manage UGC and what they get out of it – a link between content and editorial context. *Annual Conference of the International Association for Media and Communication Research (IAMCR), Section Journalism Research and Education*. Istanbul, 13-17 July 2011.
- [42]Sehl, A. & Steinbrecher, M. (2011). “nrwision”: A television model of the future? How a new and unique participatory television channel in Germany complements the media landscape. *Annual Conference of the International Association for Media and Communication Research (IAMCR), Section Participatory Communication Research*. Istanbul, 13-17 July 2011.
- [43]Sehl, A. & Steinbrecher, M. (2011). Audience participation motivated by media politics. First data about a newly introduced participatory TV channel in Germany. *ECREA Journalism Studies Section Conference 2011 “Diversity of Journalisms: Shaping complex media landscapes”*. Pamplona, 04-05 July 2011.
- [44]De Keyser, J. & Sehl, A. (2010). May they come in? A comparison of German and Flemish efforts to welcome public participation in the news media. *ECREA 2010, 3rd European Communication Conference, Section Journalism Studies*. Hamburg, 12-15 October 2010.
- [45]Sehl, A. (2010). Participatory journalism – Does it add to the diversity in reporting? *ECREA 2010, 3rd European Communication Conference, Section Communication and Democracy*. Hamburg, 12-15 October 2010.
- [46]Sehl, A. (2010). Participatory journalism – A chance for greater diversity in reporting? *Annual Conference of the International Association for Media and Communication Research (IAMCR), Emerging Scholars’ Network*. Braga, 18-22. July 2010.
- [47]Sehl, A. (2010). Participatory journalism: Has there been any real advancement from the past until today? *International workshop and founding conference of the ECREA Section Communication History “User Generated Content. Historical perspectives on the participation of audiences in social communication”*. Potsdam, 03-05 June 2010.
- [48]Sehl, A. (2010). Partizipativer Journalismus – Eine Chance für publizistische Vielfalt bei Tageszeitungen? [Participatory journalism – a chance for greater diversity in reporting in daily newspapers?]. *Annual Conference of the German Communication Association (DGPK)*. Ilmenau, 12-14 May 2010.

**Presentations (peer-reviewed, continued)**

- [49] Lönnendonker, J. & Sehl, A. (2009). How online comments enlarge diversity of opinion: the case of the Caucasus conflict. *International Conference Journalism Research in the Public Interest*. Winterthur, 19-21 November 2009.
- [50] Sehl, A. (2009). Status quo of German newspapers' participatory journalism, *International Conference Journalism Research in the Public Interest*. Winterthur, 19-21 November 2009.
- [51] Sehl, A. (2008). The reader, the new collaborator: how German newspapers deal with participatory journalism. *Annual Conference of the International Association for Media and Communication Research (IAMCR), Emerging Scholars' Network*. Mexico City, 21-25 July 2008.
- [52] Sehl, A. & Lönnendonker, J. (2008). Online comments as a chance for greater diversity in foreign coverage. *Annual Conference of the International Association for Media and Communication Research (IAMCR), Participatory Communication Research Section*. Mexico City, 21-25 Juli 2008.

**Posters (peer-reviewed)**

- [1] Nielsen, R. K., Sehl, A., & Cornia, S. (2017). "We need to go where the audience is": a cross-national and cross-organisational comparative analysis of institutional isomorphism in news organisations' digital strategies. *ECREA Journalism Studies Section Conference 2017*. Odense, 23-24 March 2017.
- [2] Naab, T. K. & Sehl A. (2012). Inhaltsanalytische Untersuchungen von User Generated Content- Angeboten: Eine Bestandsaufnahme zur Anwendung der Methode [Reviewing content analyses of user-generated content applications]. *Conference of the Methods Section of the German Communication Association*. Zurich, 27-29 September 2012.
- [3] Sehl, A. & Steinbrecher, M. (2012). Open channel revisited in the age of the social web: empirical findings on a new model of audience participation in television. *ECREA 2012, 4th European Communication Conference, Section Communication and Democracy*. Istanbul, 24-27 October 2012.

**Interactive workshop session (peer-reviewed)**

- [1] "The role of norms and normativity in the re-invention of journalism", *Conference "Re-Inventing Journalism"*, convened by the Journalism Studies Sections of ECREA and DGPuK; co-sponsored by the Journalism Studies Sections of ICA, IAMCR and SGKM. Winterthur, 5-6 February 2015. (Introductory presentation and moderation: Annika Sehl, Organisation: Liane Rothenberger, Annika Sehl, Claudia Riesmeyer; Experts: Wolfgang Donsbach, Klaus Meier).

**Other**

- [1] Sehl, A. (2016). Starke Bremsklötze. Der öffentlich-rechtliche Rundfunk in Deutschland im internationalen Benchmark-Vergleich [Strong brake pads. The German public service broadcasters in an international benchmark comparison]. *Medientage München*. Munich, 25-27 October 2016.
- [2] Sehl, A. (2016). Public service media responses to changes. *Digital Media Economy Workshop for the European Commission (DG NEAR)*. Brussels, 7 September 2016.
- [3] Sehl, A. (2016). Sehl, A. (2015). Analysing audience participation in digital journalism. Methodological challenges and research perspectives. *Symposium "Change in Journalism"*. Hanover, 16-18 September 2015.
- [4] Kramp, L., Sehl, A. & Weichert, S. (2015). Digitaler Journalismus. Vom Innovationsgeist zur Aufbruchsstimmung [Digital journalism. From innovation to pioneering spirit]. *re:publica 2015/Media Convention Berlin*. Berlin, 05-06 May 2015.
- [5] Sehl, A. (2015). Journalismus im digitalen Zeitalter. Herausforderungen und Perspektiven für Forschung, journalistische Profession und Gesellschaft [Journalism in the digital age: challenges and perspectives for research, journalistic profession and society]. *LMU Munich, Department of Communication Studies and Media Research*. Munich, 15 April 2015.
- [6] Sehl, A. (2014). Professionelle Kommunikation in Zeiten von Social Media. Herausforderungen für Forschung und Praxis [Professional communication in the age of social media: challenges for research and practice]. *University of Duisburg-Essen, Department of Computer Science and Applied Cognitive Science*. Duisburg, 15 July 2014.
- [7] Sehl, A. (2013). Journalismusforschung: Herausforderungen und Perspektiven [Journalistic research: challenges and outlooks]. *University of Leipzig, Institute of Communication and Media Research*. Leipzig, 31 January 2013.
- [8] Sehl, A. (2011). Partizipativer Journalismus – Eine Chance für publizistische Vielfalt? [Participatory journalism – A chance for greater diversity in reporting?]. *Interdisciplinary Doctoral Colloquium "Neue Medien [New media]" at the NRW School of Governance at the University of Duisburg-Essen*. Duisburg, 29 July 2011.
- [9] Sehl, A. (2011). Partizipativer Journalismus: Chance oder Fluch für die klassischen Medien? [Participatory journalism: opportunity or curse for the traditional media?]. *Presentation and panel discussion organised by the Institute Pierre Werner*. Luxemburg, 06 May 2011.

**Other (continued)**

- [10]Sehl, A. (2010). Diskussionsteilnehmer im Panel Medienmarkt: Kommerzielle Freiheit ohne Grenzen? [Media market panelists: commercial freedom without boundaries?]. *Deutsche Welle Mediendialog Russland – Medien zwischen Staatslenkung und Kommerzialisierung* [Deutsche Welle media dDialog Russia - Media between state control and commercialisation]. Bonn, 21 April 2010.
- [11]Sehl, A. (2009). Exklusivität – Schlüssel für die Medienwelt? [Exclusiveness – Key to the media world?]. *DJV-Konferenz Tageszeitungen: Das Beste ins Blatt! – Die Tageszeitung im Wandel der Zeit* [DJV-Conference daily newspapers]. Erfurt, 17 October 2009.
- [12]Sehl, A. (2009). Participatory journalism as a field of research. The example of German newspapers. *Conference for Students and PhD-Students at the St. Petersburg State University*. St. Petersburg, 04-06 March 2009.
- [13]Sehl, A. (2008). Participatory journalism - A chance for greater diversity in reporting?, *ECREA European Media and Communication Doctoral Summer School*. Tartu, 12 August 2008.
- [14]Sehl, A. (2007). Jugendliche als Zielgruppe der Zeitung [Youth as target group of newspapers]. *For Neue Westfälische*. Bielefeld, 26 April 2007.
- [15]Sehl, A. (2007). Zukunft der Zeitung – die Zeitung der Zukunft [The future of the newspaper – the newspaper of the future]. *For the German Federation of Journalists (DJV), Landesverband Thüringen*, Erfurt, 26 March 2007.
- [16]Sehl, A. (2007). Zukunft der Zeitung – die Zeitung der Zukunft [The future of the newspaper – the newspaper of the future]. *For Presseverein Ruhr/Unna*. Dortmund, 10 March 2007.