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Yearbook 2023
The Quality of the Media
Main findings

Swiss population skeptical towards the use of artificial intelligence in journalism

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Main findings – Swiss population skeptical towards the use of artificial intelligence in journalism

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Executive Summary

Since the recent launch of ChatGPT and other generative AI tools, artificial intelligence (AI) has found itself at the forefront of discussion in the media sector and society at large. For that reason, we focus on this issue in the 2023 edition of our yearbook, devoting a whole in-depth study on AI in journalism. The Yearbook includes another four in-depth studies on other cores issues relevant for the quality of the news media, and it includes our annual analyses of media structures, media content, and media use.

Our study «Artificial Intelligence in News Production» uses a representative survey to investigate how the Swiss perceive and accept the use of AI in journalism. For this study, we worked with Professor Mike Schäfer and Quirin Ryffel of the University of Zurich's Department of Communication and Media Research (IKMZ). The results make clear that acceptance of AI-generated articles in journalism is still low among the Swiss population. The respondents stated a preference for content written by journalists, not AI. The low acceptance of AI-generated content was most apparent for hard news topics, particularly political news coverage. Acceptance of AI-generated content is slightly higher in routine reporting, such as on weather or stock market news or in soft news reporting like celebrity gossip. The respondents also expressed that AI-generated journalistic content should be declared as such. The majority of the respondents were of the opinion that increased use of AI would be detrimental to the quality of news – and a majority even believed that AI in journalism was leading to more misinformation. Given this low acceptance, it is not surprising that willingness to pay for AI-generated content is also low. Significantly more respondents stated that they were willing to pay for journalistic content produced by people than for AI-generated content. At the same time, respondents assume that AI helps media companies to save money, so any anticipated cost savings would be met with a low willingness to pay. One result is particularly relevant from a media economics perspective and with regard to the current debate about copyright issues: according to the majority of respondents, AI companies should compensate media companies if their automated answers rely on news content.

In another study, we investigated the political positioning of the Swiss media on the basis of news coverage about referendums from 2018 to 2023– to coincide with the 2023 election year. We found that Swiss media frequently supported government proposals, i.e., those of the political majority, while initiatives, an instrument used by challengers, generally had a hard time in the media we analysed. Initiatives launched by the left were met with mild resistance, and those launched by the right were met with strong resistance. When there was no distinction as to whether the proposal was an initiative or a government proposal, proposals with the support of the centre and the left received a slightly more positive coverage than those supported by the centre and the right.

Our study on the diversity of news coverage across all Swiss municipalities in Swiss media from 2015 to 2022 revealed reporting to be heavily concentrated on urban areas. However, municipalities outside of city centres have been gaining coverage at the expense of cities since 2019. A comparison with the resident population showed that, above all, tourism destinations like St. Moritz or Adelboden and central transport hubs like Göschenen or Realp receive a lot of coverage in the media. Large agglomeration communities like Köniz or Vernier on the other hand tended to receive significantly less attention. Diversity in business news coverage is very limited. This was corroborated by another in-depth study run in collaboration with the consultancy firm CommsLAB. Despite its dwindling economic significance, more than 50% of business news coverage is focused on the financial industry. Scandals dominate too, with frequent negative and moralistic reports on Swiss companies. Such a negative picture can pose a problem when it comes to economic policy proposals and votes. A loss of trust in companies could make economic policy reform proposals less likely to succeed.

Another study conducted in cooperation with Dr Dominique Wirz of the Amsterdam School of Communication Research (ASCoR) at the University of Amsterdam, Florin Zai of the University of Fribourg's Depart-

ment of Communication and Media Research (DCM) and Dr Aleksandra Urman of the University of Zurich's Department of Informatics (IFI) investigates the quality of news media's Instagram stories and TikTok videos and compares them with the quality of the content on the respective news sites. In comparison to their websites, news media on both platforms emphasized more soft news and delivered the content in a more emotional format. News media are thus orientating themselves towards platform logics, with the aim of maximising their reach – sometimes with success, as the study reveals. But, since relatively few articles are specifically edited and published for Instagram and TikTok, those articles generally have more contextualisation than content on the website, where a full news service (including breaking news) is offered.
The findings of our annual studies are connected to these five in-depth studies. The fact that these are all recurring studies allows us to map developments in the long run. One major finding is that the overall quality of the Swiss media has reached its highest point since 2015. The COVID-19 pandemic and the war in Ukraine are likely to have played a role here. For instance, the relevance of news coverage is increasing because the media are more heavily focused on politics. This stands in contrast to negative findings about diversity. Diversity may have improved slightly in comparison to the previous year, but this increase cannot compensate for the ongoing decline experienced since 2015. Interestingly, tabloid and commuter media improved their quality overall.
On the audience side, characterised by below-average news consumption, the «News-Deprived» user group continues to grow and has now reached a record high of 42.7% among the Swiss population. When asked which types of news interested them, many Swiss respondents mentioned «positive» or «constructive» journalism that didn't simply present problems but also discussed possible solutions. This also applied to those with no interest in politics. Given that studies show a link between an interest in the news and an interest in politics, an expansion of constructive journalism might promote an interest in news, political interest and democratic participation, too.
The financing basis of journalism remains a problem. Willingness to pay for news has remained at a low level (17.2% paid for online news last year) and, according to estimations, substantial and increasing advertising revenues continue to flow to global tech platforms. When asked why they paid for journalism, respondents most often said that the better quality of content compared to cost-free offerings was the reason. Those unwilling to pay said that cheaper prices would be the most important factor in prompting them to pay for news. Following the failure of the "Media Law" (rejected in a referendum in February 2022), additional public funding of commercial media any time in the near future has become unlikely. This is the context surrounding the debate around the copyright law that would oblige internet companies to compensate news media for displaying their content on their platforms.
In this summary, we have summarised the most important results of this yearbook. Sub-chapter 1 below serves as a general introduction to the subject of our focus issue, artificial intelligence in journalism. We then present the most important results of our AI study and the four additional in-depth studies (chap. 2) and the recurring yearbook analyses (chap. 3). We conclude the main findings with our recommendations for action (chap. 4).

1 Introduction to the focus issue of artificial intelligence

The impact of artificial intelligence (AI) on journalism and other areas of society has long been the subject of discussion in the media sector and among the Swiss public. AI is a general term used to refer to technologies whose autonomous software systems imitate human performance, enabling efficient solutions to complex problems (Dörr, 2023). The launch of ChatGPT marks a clear turning point in this context. With 100 million active users by January 2023, ChatGPT is the fastest growing consumer application of all time (Helberger & Diakopoulos, 2023; Schäfer, 2023). ChatGPT has become the poster child for across-the-board development: the societal rise of AI in general and generative AI like ChatGPT, BARD, AI Sidney, etc. in particular. It is assumed that this new generation of AI will influence many areas of human life fundamentally. As such, there is already a need to adjust existing AI law at EU level (Helberger & Diakopoulos, 2023). At wider societal level, we are seeing discussions about both the opportunities and risks associated with AI. As far as the opportunities are concerned, it is emphasised that AI can enable a fairer distribution of scarce public resources, e.g. training places or better prevention of negative events in the field of police work. Major opportunity potential is also seen in the medical field, for instance in patient monitoring or the early detection of diseases (Fischer, 2022). In the context of generative AI applications such as ChatGPT, there is potential to significantly streamline the process of generating content ideas or better tailor content to different target groups by flexibly adapting the complexity, terminology or comprehensibility of the content to the needs of different target groups.

At societal level, however, various risks have come to light too. This includes, for example, the danger of «mainstreaming». Because AI bases its responses on data in which statistical majority positions are overrepresented, there is a risk that minority positions will be marginalised (Jungherr, 2023). Attention is also drawn to the risk of discrimination via AI systems. For example, women can be disadvantaged when looking for jobs if AI systems learn from their data that it is primarily men who are favoured as candidates. Such discrimination arises from the fact that AI systems base their responses on sometimes incomplete or distorted data that primarily depicts the past. Others are worried about the possibility of an AI-fuelled «infodemic». AI systems can quickly generate huge amounts of texts, including those of inferior quality that «contaminate» public discourse (Angelis et al., 2023). In this context, fears for the democratic process are also being voiced. AI can be used for the dissemination of disinformation or for the purpose of manipulation. It is feared that the mass dissemination of undeclared AI content could lead to a loss of trust in democracy-related public communication. Concerns have also been raised about job security. Companies may in principle invest in AI systems to enable employees to take on new tasks and thereby increase the value of their work. However, they seem to be doing this mainly to reduce labour costs, using AI as a replacement for human labour (Acemoglu & Restrepo, 2019). There is debate around the positive and negative consequences for journalism too. The new-found potential of «intelligent» journalistic targeting is cited as an opportunity. AI can be used to scale content up or down in terms of readability, i.e. long pieces can be transformed into smaller pieces or ones with an emphasis adapted to the interests of the target groups. In turn, multi-modality opens up the possibility of transferring articles flexibly from one format to another, for instance from written form into a podcast. In this context, AI can also be used to automatically adapt news for a wide range of digital platforms like Instagram or TikTok. This can help to improve reach on platforms or achieve better placement in search results.

Potential is also seen in the process of journalistic information gathering. This includes the possibilities of automated analysis of large, unstructured quantities of data for investigative reporting. The research in connection with the Panama Papers revelations is a prominent example of this. AI can also be used to identify popular stories and trends or to scope out largely overlooked, but relevant niche topics (Lin & Lewis, 2022). In addition, AI can also provide valuable services in the area of content moderation by (partially) automating the review of inappropriate user content, such as comments on news sites.

In addition to these opportunities, however, discussion has also covered the various risks to journalism. For example, it is feared that the already tense economic situation in journalism will be further worsened by AI. Generative AI systems such as ChatGPT or Bing also use articles produced by journalism. However, they do not always provide users with links to the original content in response to their requests, but rather anonymised results. If information seekers are no longer directed to the pages of the original information producer, content providers lose an important source of income (Albrecht, 2023). From a media economics point of view, there are also fears that AI will be misused to legitimise the further reduction of journalistic staff instead of investing in journalistic activities that machines cannot perform (equally) well. Concerns are also being repeatedly voiced about the fact that AI is not currently serving to curb misinformation, as originally hoped, but rather is promoting its spread. Various examples are mentioned in this context: for example, from the end of 2022, the online portal CNET started using an AI system to generate advice articles on financial topics. The posts were often found to be factually incorrect (Albrecht, 2023). Bavarian Broadcasting experimented with the automated creation of information boxes. However, the process of reviewing the text generated with purely fictional and unverified information proved to be so labour-intensive that it stopped using the AI tool (Albrecht, 2023). The various AI systems also generate different results for the same search queries or «prompts». This may go as far as one service delivering a factually correct result, while another service provides incomplete and incorrect information.

In the context of this virulent debate about AI, we are interested in how the public perceives and assesses the use of AI in journalism. This depends, among other things, on the extent to which and where it makes sense to use AI in editorial work and whether the use of AI might at least be monetised. With this in mind, we used a representative survey of the population to investigate the acceptance of AI in journalism.

2 In-depth studies

2.1 Low acceptance of, and willingness to pay for, AI in journalism

Our study «Artificial intelligence in news production» is a novel examination of audience perceptions and acceptance of the use of AI in the process of text production for news. This involved a representative online survey in German-speaking and French-speaking Switzerland, carried out in July 2023. All in all, 1,254 people completed the questionnaire in full.

Our study shows that, as it stands, acceptance of wholly or partially AI-generated articles in journalism in the Swiss population is low. While just 29.1% of respondents indicated that they would read news that was entirely generated by AI, the figure for news generated without AI was 84.3% (see Figure 1). However, acceptance of wholly AI-generated content in journalism differs depending on the topic (see Figure 2): it is greatest for routine reporting, i.e. on weather or stock market news (61.2%), followed by soft-news reporting on celebrity gossip (48.6%). However, for hard-news topics such as culture (27.7%), science (25.9%) and national (16.4%) or international politics (15.9%), acceptance of AI-generated content was significantly lower.

There is a broad consensus among those surveyed that AI-generated and AI-assisted content in journalism must be declared and made transparent. Failure to do so could have a negative impact on trust

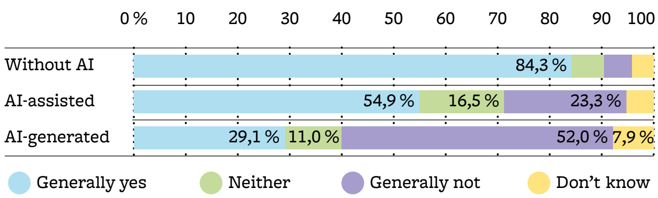

Figure 1: Usage intention

The chart shows the extent to which the respondents are willing to read news content written without AI, with the assistance of AI and wholly by AI (n = 1,254).
Reading example: Overall, 84.3% of respondents would read news articles written by journalists without the assistance of AI; 29.1% of respondents would read news articles written wholly or in part by AI.

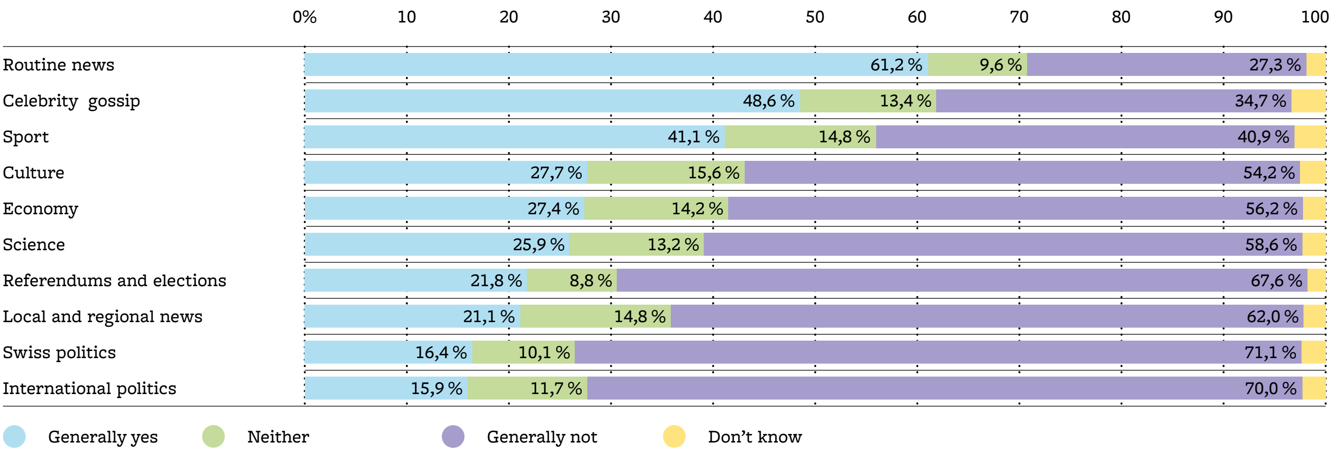

Figure 2: Intention to use AI-generated content by topic

This figure shows, for various topics, the extent to which respondents would be willing to read news content written wholly by AI (n = 1,254). *Reading example:* A total of 41.1% of respondents would read news articles on sports written wholly by AI. For international political issues, the figure was 15.9%.

in journalism. This is because the impact of AI on the quality of journalistic content tends to be viewed somewhat negatively. In total, 61.3% of respondents agree with the statement that the quality of reporting would deteriorate as a result of the use of AI. What is striking here is the finding that AI is (still) seen as having little potential when it comes to stopping the spread of misinformation. By contrast, 67.1% think that the use of AI in journalism is increasing the prevalence of fake news.

The willingness to pay for AI-generated journalism is low too (see Figure 3).Only a few respondents (9.4%) are willing to pay for news content

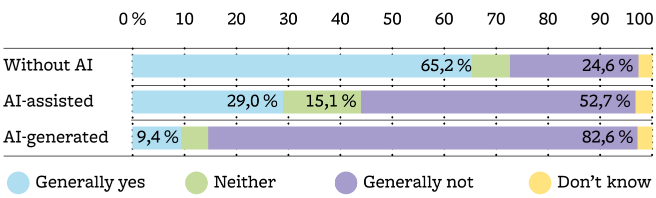

Figure 3: Willingness to pay for AI-generated content

The chart shows the extent to which the respondents are willing to pay for news content written without AI, with the assistance of AI or wholly by AI (n = 1,254).
Reading example: A total of 65.2% of respondents would pay for news articles written by journalists without the assistance of AI; 9.4% of respondents would pay for news articles written wholly by AI.

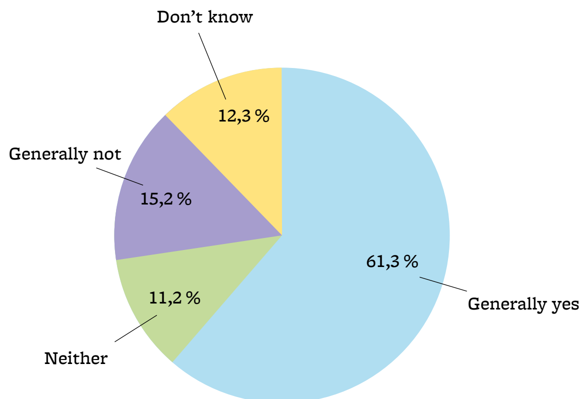

Figure 4: Acceptance of compensation by AI providers for use of journalistic content

The figure shows whether the providers of AI tools should compensate media companies if they use their content (n = 1,254).
Reading example: Overall, 61.3% of respondents are of the opinion that providers of AI tools should compensate media and journalists if they use journalistic content for their tools.

created entirely by AI, but many more (65.2%) would pay for news content produced without AI. A clear majority of respondents (72.6%) also think that the increased use of AI is a way for media companies to cut costs. Overall, the data suggests that an increased use of AI in journalism would have a negative impact on the Swiss population's willingness to pay for news content from media companies. Any efficiency gains and cost reductions would therefore be offset by a negative impact on the willingness to pay. Accordingly, Swiss media companies should carefully consider when and to what extent they use AI.

A majority (61.3%) also believe that providers of AI tools should compensate journalism for using journalistic data for their automatically generated responses (see Figure 4). This is an important finding in view of the current media policy debate around copyright and ancillary copyright.

2.2 Political positioning towards referendums – the media tends to side with the political majority

In the study «Independence and political positioning of the media in referendums», we investigate the political positioning of news media during referendum campaigns. The study is based on manual content analyses of news coverage about 44 referendums from 2018 to 2023. The media sample consists of 23 news titles from German- and French-speaking Switzerland. The study examined the tone used in the various media with regard to the proposals, i.e., whether the reporting was supportive or dismissive of the proposals, and italso examined media attention given to the various political parties and other stakeholders.

Across the media as a whole, the results show that official proposals put forward by government and parliament tend to be supported by the media, and initiatives tend to be rejected. As such, the media overall aligns itself more strongly with the positions of the political majority, while there is a frequent tendency to oppose initiatives put forward by political challengers (see Figure 5). On average, proposals from the centre-left find somewhat more support than proposals from the centre-right, especially in editorials. Proposals supported or launched by the centre-left experience an ambivalent-positive tone (+7), while the tone of centre-right proposals is in the ambivalent-negative range (−4). Left-wing initiatives face slight opposition (−5); the three launched from the right are met with greater opposition (−26); proposals supported by the centre-right are met with narrow acceptance (+3), while proposals supported by the centre-left find greater acceptance (+22). At the same time, the tone of media coverage is more in line with the voting results of the electorate than with the strength of the parties and their votes in parliament. In short, we can say that the Swiss media overall favours the positions of the political majority and exhibits a slight tendency to show greater support for centre-left proposals.

These general patterns are confirmed as far as individual news outlets are concerned – albeit with certain differences. In particular, high-reach media – public broadcasting (SRF and RTS) and commuter media such as 20 Minuten – has an average positive tone in its news coverage with regard to majority positions and does not show any positioning in favour of left-wing or right-wing proposals. If news outlets are positioned on a left–right axis (−100 to +100), a slight left-wing leaning is apparent in the SonntagsZeitung (−11), Le Matin Dimanche (−12), blick.ch (−14) and SonntagsBlick (−34). There is a slightly right-wing emphasis in NZZ am Sonntag (+7) and Schweiz am Wochenende (+9), with nzz.ch further to the right (+17). The politically oriented news magazines WOZ (−79) on the left and Weltwoche on the right (+59) are clearly exceptional cases. Neutral positions around zero are particularly evident in high-reach media such as 20 Minuten, 20 minutes, SRF and RTS.

Figure 5: Coverage and tone for referendums

The figure shows the number of articles examined and the tone for each vote. The votes are sorted by type: official proposals (OP) opposed by right-wing actors («centre-left») and/or by left-wing actors («centre-right») or opposed by both left-wing and right-wing actors («other»). Initiatives (I) launched by left-wing actors («left») and/or right-wing actors («right»). Positive values for tone indicate approval of the proposal, while negative values indicate opposition to the proposal.
Reading example: Overall, there were 12 «centre-left» official proposals, i.e., official proposals supported by left and centre parties and opposed by right-wing actors. The climate bill is covered in 512 articles and done so in a positive tone (+28).


Negative
Positive
Centre-left OP
COVID-19 Act (Nov 21) 690 17
Climate bill 512 28
Marriage for all (Same-sex marriage) 435 37
Media law 381 20
Weapons Directive 344 26
Paternity leave 264 27
Anti-racism criminal provision 249 37
COVID-19 Law (Jun 21) 231 12
Film Law 222 –2
Transplantation Law 205 9
COVID-19 Law (June 23) 146 10
Cycle paths 137 40
Centre-right OP
Pension Fund Reform 443 15
Fighter jets 306 13
Social insurance Law 289 –10
Terrorism Law 284 –13
Gambling Law 266 2
Frontex financing 251 11
E-ID Law 225 –4
Withholding tax law 221 8
OECD minimum taxation 211 9
Stamp tax 208 –4
Indonesia free trade 206 13
Child tax credits 172 –4
Other OPs
CO2 Law 522 29
Tax reform 455 16
Left Is
Corporate responsibility initiative 717 –9
Drinking water initiative 566 –4
Pesticide ban initiative 531 –2
Fair Food 329 –13
Urban sprawl initiative 312 –14
Care initiative 283 24
Intensive farming initiative 278 11
Rental accommodation initiative 253 0
Food sovereignty 242 –26
Horned cow initiative 228 7
The 99% initiative 216 –23
Tobacco advertising ban 213 18
War business initiative 197 2
Judiciary initiative 181 –15
Animal testing ban 172 –39
Right Is
Self-determination initiative 660 –31
Limitation initiative 636 –35
Face covering ban 370 –12
Number of articles
Tone

Government proposals, i.e., proposals supported by the political majority, receive a slightly positive to positive tone in coverage across most of the news outlets examined, especially suedostschweiz.ch (+46). Only in SonntagsZeitung (–4) and WOZ (–10) and especially in Weltwoche (–32) does criticism of official proposals predominate on average. Initiatives by challengers are met with a negative tone in most media, especially in nzz.ch (–30), Schweiz am Wochenende (–31) and Weltwoche (–41). Only SonntagsZeitung (+9), Sonntags-Blick (+20) and WOZ (+44) have shown more support than opposition in their coverage.

In news coverage about these referendums, a wide range of actors find attention. The various parties receive the largest share of attention (38.8%), with quite uneven distribution among parties. Of the six largest Swiss parties, the SVP receives most attention with 25.8% and the Green Liberal Party the least with 7.4%. Nevertheless, news coverage can be judged to be balanced because the coverage is roughly equivalent to the electoral strength of these parties. Moreover, no other groups dominate the news, not even the executive branch.

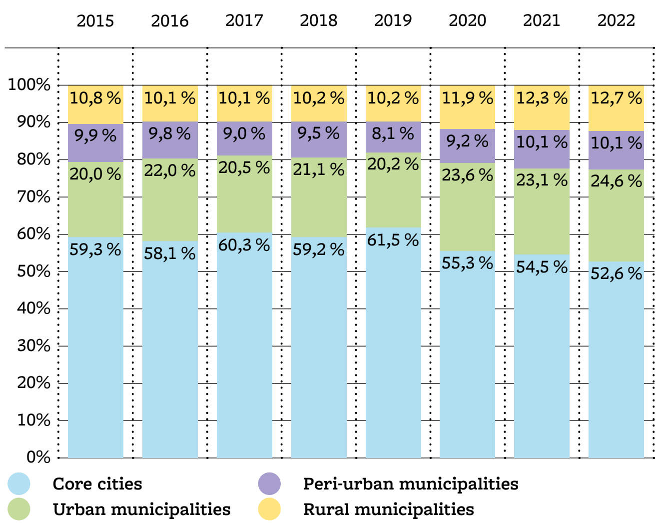

Figure 6. Coverage shares by municipality type over time

The figure shows shares of coverage in reporting on municipalities in Switzerland according to municipality typology of the Swiss Federal Statistical Office (n = 89,126 municipality mentions).
Reading example: In 2022, 52.6% of the municipalities mentioned were core cities and 12.7% rural municipalities.

2.3 How Swiss media covers Swiss municipalities

In another study, we use a combination of automated and manual content analyses to investigate the diversity of news coverage about all Swiss municipalities in media in German-speaking Switzerland, French-speaking Switzerland and Italian-speaking Switzerland. The analysis is based on the media data set from the Yearbook Quality of the Media. For this study, we took into account all online and print media for which a complete time series has been available since 2015 (133,141 articles in 41 news outlets). The names of municipalities were identified in the articles by using an automated procedure referred to as geoparsing. In total, we recorded 89,126 mentions of Swiss municipalities in this text corpus.

Our analysis shows that news coverage by Swiss media is characterised by a strong focus on urban centres. The amount of reporting per municipality therefore correlates very strongly with its population size (r = 0.90). The dominance of the centres is also evident in the analysis by type of municipality according to the typology of the Swiss Federal Statistical Office. More than half of the reporting (56.8%) relates to 33 core cities. Urban communities, such as agglomerations (21.7%), peri-urban municipalities (10.2%), which are rural but geographically adjacent to cities or agglomerations, and rural municipalities (11.2%) are covered significantly less. However, since the peak in 2019 (61.5%), the core cities have lost out on a significant proportion of coverage (–8.9 percentage points [pp]) in the type comparison (see Figure 6). Urban (+4.4 pp), rural (+2.5 pp) and peri-urban municipalities (+2.0 pp) have all been gaining attention at the expense of core cities since 2019. Despite a heavy focus on urban centres, the diversity of the different municipality types has increased over the past three years.

However, despite a strong correlation, there are also municipalities that receive a lot of or little attention in the media in comparison to their population size. In addition to such core cities as Bern, Geneva, Lugano and Zurich, those municipalities that are of great importance as transport hubs or tourist destinations owing to their geographical location receive a great deal of coverage compared to their resident population. These include, for example, Realp or Airolo and tourist destinations of national and international importance such as Davos or Adelboden. Agglomeration communities like Dietikon, Köniz and Vernier generally receive less media coverage in comparison to their population. These large municipalities often have their own local media, but do not have any trans-regional reach. With that in mind, the fact that large agglomeration communities generally receive less coverage in the national media is problematic from a diversity perspective.

2.4 Quality and diversity of business news coverage

For many people, the media is a key source of news about the business world. Our study is the first to examine how the quality and diversity of news coverage on Swiss companies has developed from 1 January 2006 to 30 April 2023. For this purpose, all companies in the Swiss Market Index (SMI) were examined in nine high-reach subscription newspapers, tabloid and cost-free media as well as economic news media in German-speaking Switzerland and French-speaking Switzerland (n = 65,427 media articles). In order to also factor in smaller and unlisted companies, diversity in reporting on 148 significant Swiss companies in the period from 1 January 2021 to 30 April 2023 was analysed in a more extensive media sample (n = 31,177 news items in 22 news media). The study shows that, despite the decreasing economic significance of banks, more than half of the news items examined relate to the financial industry. Diversity in coverage about companies is therefore limited. There remains a strong focus on scandals, and reporting is often characterised by negativity and moralising. A one-sided picture of the economy based on negativity can become a problem, especially with regard to economic policy votes. The resulting loss of confidence in economic actors can lead to political reform projects no longer being able to win a majority. Another shortcoming is systemic blind spots in the form of underexposure of economically relevant companies and entire sectors. The example of commodity trading companies is particularly striking. They are among the Swiss companies with the highest turnover but receive virtually no public attention (see Figure 7). A circumstance that can hardly be justified in view of the size, but also the controversial business models and activities of the respective companies. More investigative reporting would be needed here.

2.5 News media on Instagram and TikTok: news instead of entertainment

Instagram and TikTok are popular platforms particularly among young users. Amid the increasing relevance of these platforms as news sources, Swiss media outlets have expanded their presence on Instagram and TikTok. In a further in-depth study, we carried out a content analysis of journalistic Instagram stories and TikTok videos and compared them with the content on the respective media brand's website. Six high-reach German-speaking Swiss media brands 20 Minuten, Blick, Neue Zürcher Zeitung, SRF News, Tages-Anzeiger and Watson were included. The study examined 1,946 Instagram stories, 438 TikTok videos and 2,649 articles published on the websites.

In some cases, the media differed greatly in terms of their activities on the two platforms, even within the same parent company: 20 Minuten posts the most content on both platforms, while Tages-Anzeiger posts the least. Overall, Tages-Anzeiger and SRF News mainly publish longer Instagram stories, which therefore also have a high content of information and contextualisation. The posts published by 20 Minuten and Watson, on the other hand, tend to be shorter. Especially in their Instagram stories, these two brands mainly link to articles on their own news site and edit the content in a less platform-specific way. This finding is striking, especially for 20 Minuten given its "social media first" strategy.

Thus, the own websites continue to play an important role in the strategy of media companies. Especially on Instagram, generating traffic for the website still seems to be an important goal for many brands. This is reflected in the frequent use of links in stories.

When it comes to quality, the picture is ambivalent. On one hand, one positive finding is that the content on social media focuses primarily on journal-

Figure 7: Media coverage and economic significance of real-economy companies

The figure shows the ranking of real-economy companies by media coverage (X-axis) and sales (Y-axis). (Source for sales figures: Handelszeitung) *Reading example*: Nestlé ranks in the top right quadrant, i.e., it is a large company that receives a lot of coverage. Vitol ranks in the top left quadrant, i.e., it is a large company that receives limited coverage.

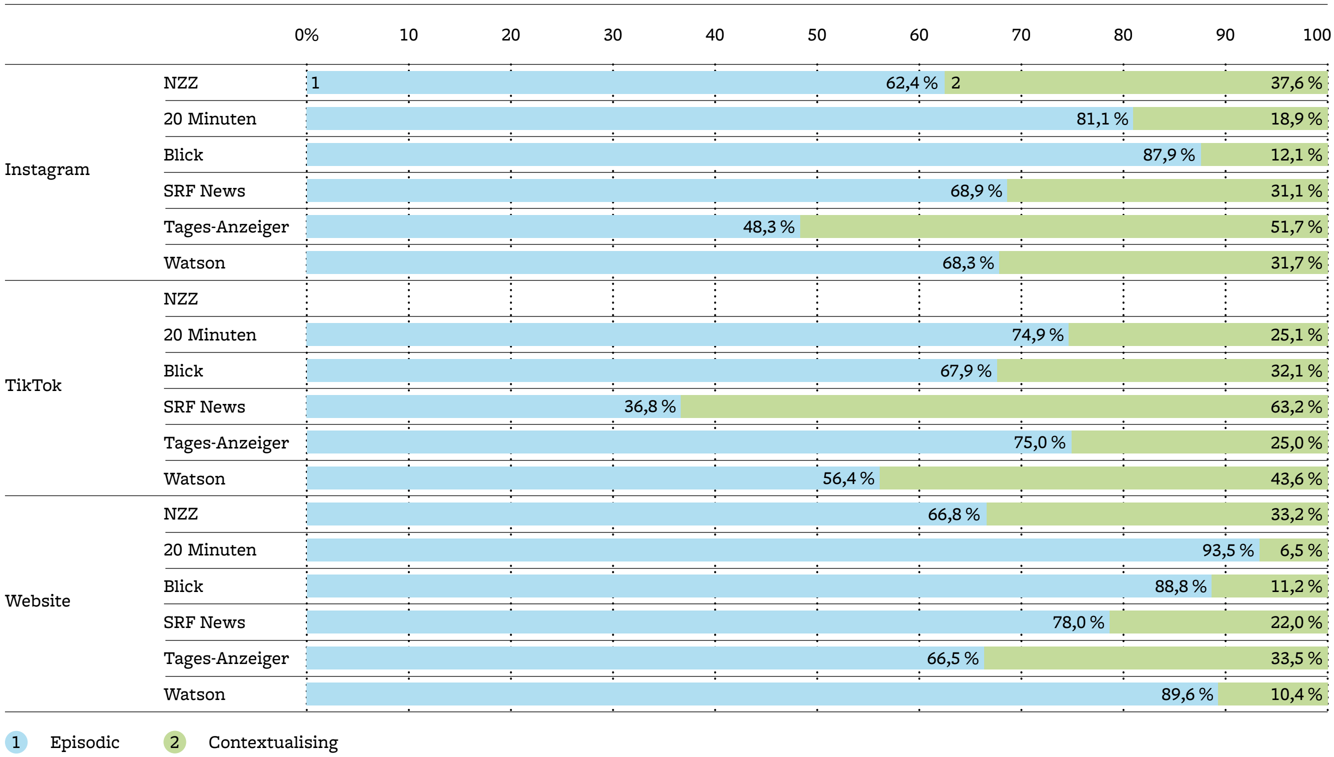

Figure 8: Share of contextualising articles on Instagram, TikTok and the websites of the six media brands examined

The figure shows, for each media brand, the share of contextualising articles on TikTok, Instagram and the brand's website. *Reading example*: On Blick's TikTok channel, the share of contextualising articles is 32%. On the website, it's 11%.

ism (news) and not purely on entertainment – more so on Instagram than on TikTok. In comparison to the website, the brands on Instagram and TikTok emphasised soft news such as human interest topics and delivered their content in a more emotional format. On the other hand, articles on the platforms are generally more contextualising than on the website (see Figure 8). In sum, news media are thus adapting to a platform logic, presumably with the aim of maximising reach. This pays off, at least in part, on TikTok. Human-interest topics get the most likes. What is noteworthy, however, is that political issues get the most comments and shares. So, for news media, running political topics on TikTok pays off.

3 Long-term analyses from the Yearbook Quality of the Media

3.1 The quality of private television, tabloid and commuter media is increasing significantly

On the whole, media quality increased slightly in 2022 compared to the previous year, confirming the moderately positive development from the previous year. In the most recent year we analysed (2022), the overall quality is at its highest since 2015 (see Figure 9). This is a both positive and remarkable finding, considering the difficult financial situation in journalism. But behind this overall positive trend are contrary trends in the various quality dimensions. On a positive note, relevance continued to increase in

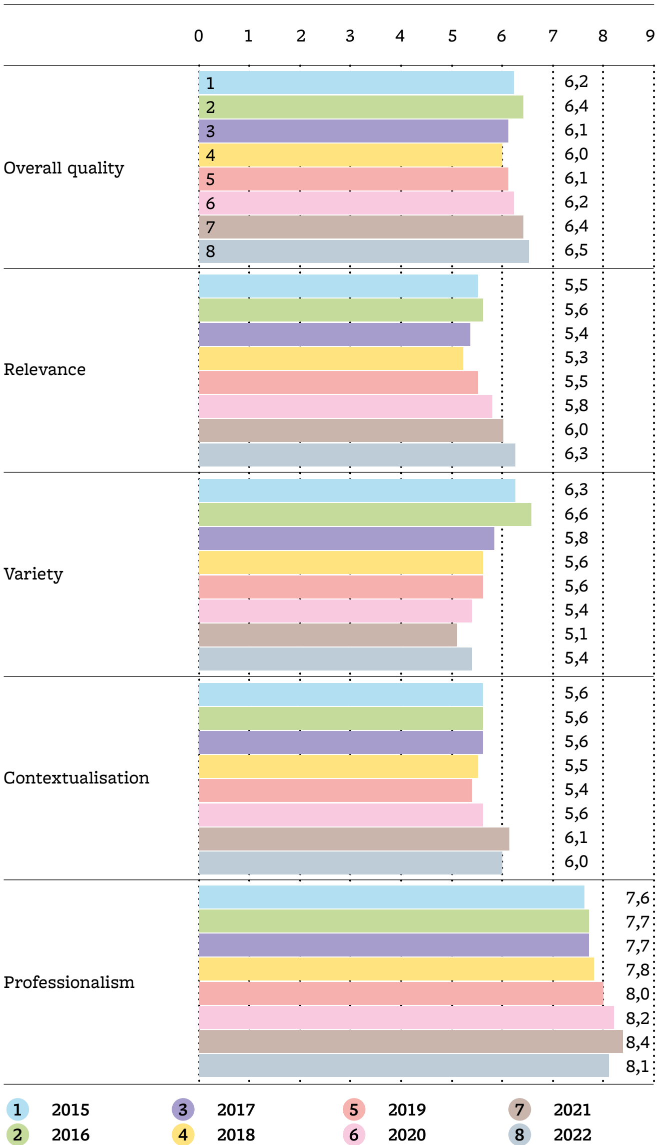

Figure 9: Changes in quality dimensions between 2015 and 2022

The figure shows the changes in overall quality and the quality dimensions between 2015 and 2022. The quality scores represent the medians of the quality scores of the individual outlets. They are based on all items included in the quality analysis of the random sample taken from the respective years (2015 n = 22,032; 2016 n = 22,226; 2017 n = 22,260; 2018 n = 20,669, 2019 n = 19,861, 2020 n = 17,024, 2021 n = 16,974, 2022 n = 17,013). Only the 54 news outlets for which there are data from all eight calendar years were selected.
Reading example: The average diversity score across all included news outlets fell from 6.3 in 2015 to 5.4 in 2022.

2022, as in previous years (+0.3 score points). Looking at the long-term trend, professionalism is moving in a positive direction, too, but the short term comparison with the previous year saw a slight decline in 2022 (–0.3). In another positive trend, in 2022, contextualisation had improved since we started measuring it in 2015; however, it was slightly lower than in the previous year (–0.1). The main «problem child» continues to be diversity. Diversity figures are clearly lower than in 2015 (they were +0.3 higher), although they were able to partly offset the sharp decline of previous years in 2022.

If you drill down a level to media types, the following picture emerges: seven types score above average on quality compared to the 2022 average (6.2 score points), and five types score below average. As in previous years, public radio (7.9) and public television (7.8) remained top of the type ranking. Since last year, private television (6.7) has also scored above average on quality. Private regional broadcasters stand out when it comes to professionalism, contextualisation and diversity.

In the case of tabloid and commuter media, there is a clear trend towards better quality. Especially in the dimensions of relevance and diversity, these types are improving and, among other things, publishing more hard news than before. Most striking are the quality improvements across the Blick titles. Since 2015, printed newspaper Blick has improved by 0.8 score points and the website blick.ch by 1.9 points, with improvements in all four quality dimensions. Among other things, blick.ch is steadily increasing its political content, with a jump from around 10% in 2015 to 28% currently, and its reporting is becoming increasingly objective. Blick.ch (5.8) is performing better than its newly founded counterpart in French-speaking Switzerland (5.4), which we surveyed for the first time this year. Blick.ch/fr has shortcomings, especially when it comes to contextualisation. Given its more limited resources, this outlet also has a significantly higher agency share (49%) than blick.ch (25%) and therefore does not perform as well when it comes professionalism.

For the first time, this Yearbook included two new recently founded online media not affiliated with any major publisher, republik.ch and Heidi.news. republik.ch (6.7) and Heidi.news (7.2) are closing in on subscription media with their quality.

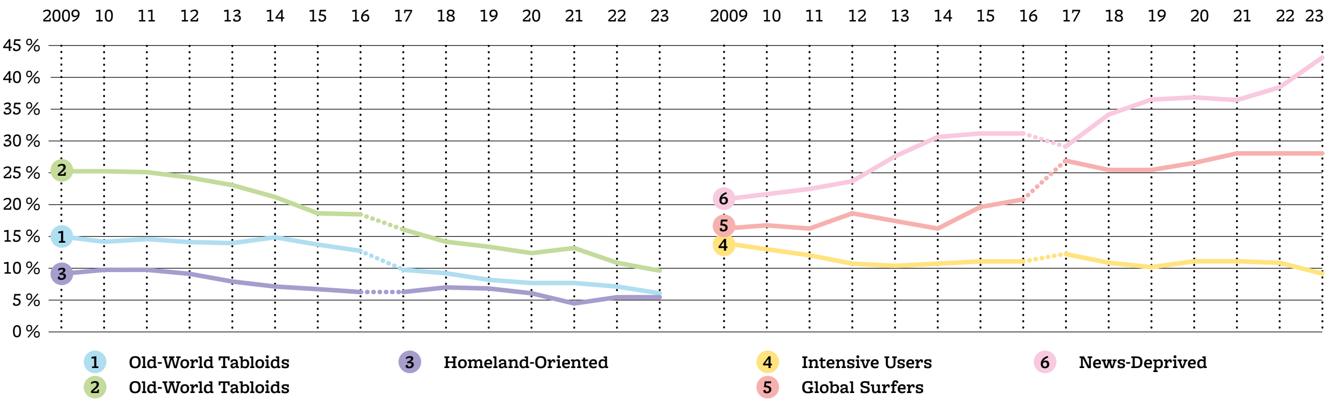

Figure 10: Long-term decline of Old-World news repertoires and rise in New-World news repertoires since 2009

The figure shows how the share of each of the six repertoire types developed in the period from 2009 to 2023 (n = 51,565). From 2016 to 2017, the set of underlying media categories was extended.
Reading example: The share of «News-Deprived» users grew from 21.0% in 2009 to 42.7% in 2023.

Heidi.news and republik.ch stand out thanks to a high degree of relevance and, above all, greater contextualisation; republik.ch actually ranks top on contextualisation alongside nzz.ch and WOZ. However, diversity is limited at Heidi.news and republik.ch. There are also certain shortcomings when it comes to professionalism. Although its own work is above average, objectivity is limited. Especially in the case of republik.ch, articles that emotionalise content are common.

3.2 Media use – percentage of «News-Deprived» continues to increase and has reached almost 43%

Two long-term trends continued this year: The decline of «Old-World» news repertoires oriented towards traditional news media and the rise of digital «New-World» news repertoires (see Figure 10). At the start of 2023, the share of «Old-World» news repertoires in the Swiss population was 20.8%, while «New-World» repertoires have risen to 79.2%.

In particular, «News-Deprived» repertoires rose sharply to 42.7% (+4.3 pp). For the first time, «Intensive Users» fell below 10%: 8.8% (–1.8 pp). This group is characterised by a broad interest in news, with a strong emphasis on prestigious media brands such as NZZ or Le Temps. The use of such high-status media is increasingly developing into a niche primarily for highly educated and high-income individuals. Within the «New-World» user groups, the «Global-Surfers» repertoire type, including those who are relatively up to speed on the news, has remained more or less stagnant over the past few years, but remains very popular. As such, the impact of the digitalisation of news repertoires is reflected primarily in an increasing importance of the «News-Deprived», a group of users who consume little to no news.

According to survey data from Reuters Institute (2023), as in the previous year, online news sites or apps such as tagesanzeiger.ch, srf.ch., blick.ch, 20minutes.ch, etc. were used as a primary source of information for news by 37.4% of the Swiss population.

As expected, social media is used mainly as a source of information among the younger age groups, but is becoming increasingly important as a source of news across generations. Still, social media is the most important source for 41.4% of 18- to 24-year-olds. If you analyse how much the various social media platforms are used for news purposes, WhatsApp is the most important across all age groups: 26.0% of those surveyed stated that they had used the messenger service «in the last week» to search, read, view, share or discuss news.

3.3 Attitudes towards media – significant interest in positive and solutions-focused journalism

In Switzerland, almost half (45.9%) of the population expresses a strong or very strong interest in news. This has decreased by 4 percentage points in comparison to the previous year. Compared to other European countries, Switzerland is in the middle of the pack in terms of news interest. There is a particularly strong interest in «positive journalism», i.e., news that covers positive events and developments (56.7%). In addition, there is a strong interest in «constructive journalism» and therefore in news that not only presents problems but also discusses solutions (49.8%). This means at least half of the population is very interested in «positive journalism» and «constructive journalism». Those who are politically disinterested are also very interested in «positive journalism» (51.5%) and «constructive journalism» (38.3%). A recent study revealed that news interest and political interest influence one another (Vermeer et al., 2022). Promoting «constructive journalism» (Hirschi, 2019), which has so far only been minimally institutionalised in Switzerland, could therefore strengthen the interest in news, political interest as well as democratic participation.

Overall, 41.8% of Swiss citizens tend to or completely agree with the statement that the majority of news can usually be trusted. This means that media trust has continued to decline since 2022 (–4 percentage points) and 2021 (–9 percentage points). In Switzerland, the news broadcasts of SRG SSR and the news from subscriber newspapers, including Le Temps, NZZ and Tages-Anzeiger, enjoy particularly high levels of trust.

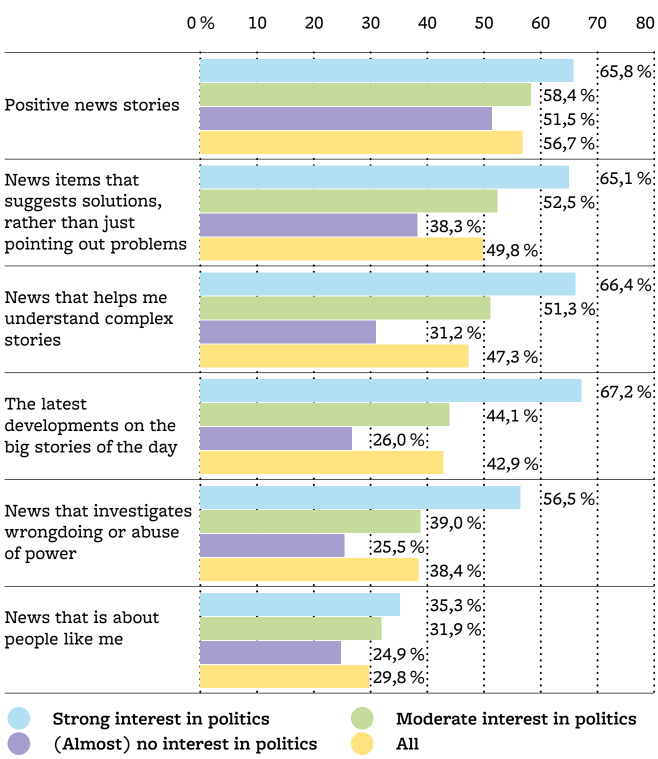

Figure 11: Interest in different types of news

The figure shows how interested respondents are in different types of news (source: Reuters Institute, 2023). The chart indicates the proportion of respondents who said they were «very interested» or «extremely interested» in the respective types. The group «All» comprises all respondents. Furthermore, a distinction is drawn between the group of those who expressed a strong interest in politics («very» or «extremely interested in politics», n = 535), a moderate interest in politics («fairly interested in politics», n = 740) or (almost) no interest in politics («not very» or «not interested in politics at all», n = 692).
Reading example: In total, 65.8% of people who have a strong interest in politics are also «very» or «extremely interested» in positive news and/or positive journalism.

3.4 Financing – for those willing to pay, willingness comes down to quality; for those unwilling to pay, it comes down to price

The situation in the traditional media sector remains difficult. While advertising revenues may have risen for the second time since the outbreak of the COVID-19 pandemic, overall they are still below the pre-pandemic level of 2019. One of the main rea-

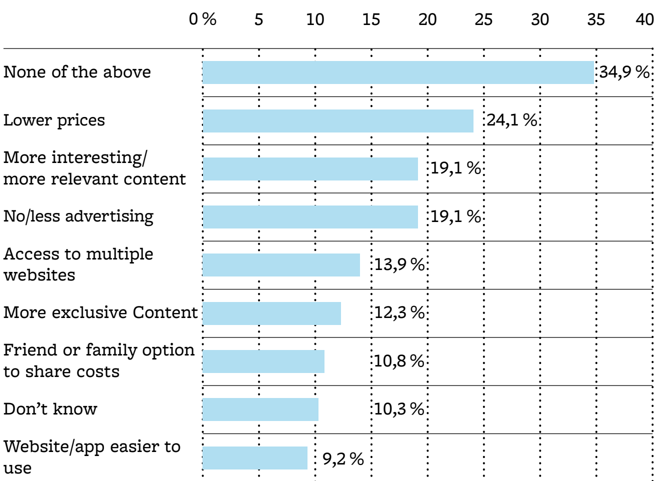

Figure 12: Reasons for willingness to pay among those who do not pay for online news

The figure shows the proportion of respondents who stated that they have not paid for online news in the last year, as well as the reasons that might prompt them to pay (source: Reuters Institute, 2023).
Reading example: While 24.1% of respondents indicated that lower prices might prompt them to pay for online news, 19.1% of respondents said more interesting/more relevant content would.

sons is competition in the online sector from tech platforms such as Google and Meta. According to a recent estimate by the Stiftung Werbestatistik (2023), advertising revenues on YouTube, search engines and social media amounted to between CHF 1,690 million and CHF 2,070 million in 2022, an increase on the previous year (2021: CHF 1,625 million to CHF 1,980 million).

In Switzerland, as in many other countries, the willingness to pay for online news is also stagnating at a relatively low level; it was around 17% in 2022. For people who pay for online news, better quality than that of free offerings (37.3%) and specific or exclusive content that is not available elsewhere (26.1%) are the most important factors.

For those who do not pay for digital news, price plays a key role. For example, 24.1% of them said that lower prices might encourage them to pay for online news (see Figure 12). This is followed by more interesting and relevant content and no or less advertising (19.1% each). While 13.9% would like a price that includes access to multiple news websites, 12.3% wish for more exclusive content, and 10.8% would like an option to share costs with friends or family members.

After the failure of the "Media Law" referendum at the national level, it is unlikely that there will be any additional money from the public sector in the near future. On the cantonal level, funding opportunities to strengthen and preserve media diversity are being discussed, but so far, only a few – e.g. in the cantons of Vaud and Fribourg – have been implemented. For this reason, the large media companies in particular hope for a new copyright law. This would oblige internet companies to pay a fee to media for the dissemination of media content on their platforms. A corresponding draft law is currently at the consultation stage.

3.5 Media concentration – sharp increase in reposting of democratically sensitive editorials

There is a high degree of concentration in the Swiss media market. The four largest Swiss media companies TX Group (29.4%), SRG SSR (26.8%), CH Media (16.1%) and Ringier (12.8%) control the majority of the high-reach news media in German-speaking Switzerland. Two media companies dominate in French-speaking Switzerland: together, TX Group and SRG SSR have a market share of 81.5%.

As well as the concentration in media ownership, there is also a high degree of concentration when it comes to media content. This is due to network systems with centralized newsrooms such as those of the TX Group, CH Media and ESH Médias.

The press market in German-speaking Switzerland is an example of this. Between 2017 and 2022, the percentage of shared articles increased from 10.0% to 25.5% (see Figure 13). Roughly one in four articles (excluding news agency reports) appears in at least two different media outlets. If we look at the media affiliated with the network systems of the TX Group and CH Media since 2019, a clear increase in «media content concentration» emerges between 2017 and 2022. Among outlets that do not belong to a network system and serve as a reference value, the proportion of shared items remains consistently low.

However, when it comes to opinion pieces that are particularly sensitive from a democratic

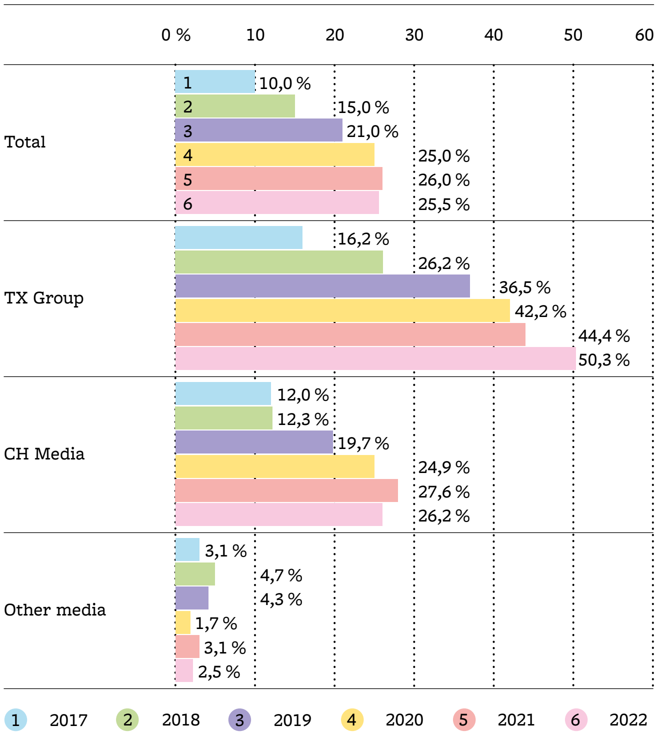

Figure 13: Media content concentration in the German-speaking press market over time, by centralized newsroom systems

The figure shows the development of media content concentration, i.e., shared articles, in the press market of German-speaking Switzerland for the media which, as of 2022, belonged to the network systems of TX Group (Basler Zeitung, Berner Zeitung, Der Bund, Tages-Anzeiger) and CH Media (Aargauer Zeitung, Luzerner Zeitung, St. Galler Tagblatt). The media content concentration for selected press outlets not affiliated with these two network systems was calculated as a reference value («Other media»: 20 Minuten, Blick, Die Südostschweiz, Neue Zürcher Zeitung). The chart depicts percentage shares of shared articles (excluding news agency reports).
Reading example: The share of shared articles in the TX Group network system's media was 50% in 2022. The value increased by 34 percentage points from 2017.

theory perspective, media content concentration is increasing further. Between 2017 and 2022, the number of shared editorials, commentaries and reviews in the German-speaking Swiss press market rose from 8.0% to 25.9%. In addition, at 39%, media content concentration in national political coverage, which typically also includes coverage of national referendums, is particularly high. What is more, longer articles are being shared more frequently. It is therefore evident that where journalistic resources are invested, articles are increasingly being re-used several times.

4 Conclusion and recommended actions

(1) AI in journalism – industry-wide standards are necessary

According to our study, the Swiss are critical of the use of artificial intelligence in journalism. However, AI in news production is not simply a no-go for the Swiss population: depending on the field of application – e.g., in routine reporting on weather and stock market prices or less democratically relevant human-interest reporting – AI is certainly met with approval. Further studies need to follow in order to trace the change in the opinion-formation process over time. After all, not all of the attitudes queried in the summer of 2023 are likely to be solidified yet – tools like ChatGPT are still too new for many Swiss people. Behind the answers to some questions, however, are value judgements. Experience has shown that such judgements, like whether and how transparent the media should make AI content, will change less over time. According to our survey, the Swiss are clearly in favour of media having to declare the use of AI in articles. Here, news media should opt for maximum levels of transparency rather than minimum levels. After all, if news media do not create full transparency regarding the use of AI, this may have a negative impact on trust in journalism. This is because the majority of respondents associate the use of AI with a deterioration in quality. Transparency is not just a means of making it clear which journalistic content has been produced with the assistance of AI and which has not. It can also serve as a way of showing that the use of AI in journalism is not necessarily synonymous with a limited use of human resources. For example, humans have to check AI-generated content or research other sources. In addition, complete transparency should not be limited to AI-generated articles. Full transparency regarding the use of resources should be established for all news articles, including those produced without the use of AI. Simply flagging the author of an article is no longer enough today. There needs to be more precise information about how much time, money as well as human and technical resources have gone into an article. Making visible the cost and input would be a means of increasing awareness among users that the price tag behind journalistic output is justified.

Therefore, AI in journalism needs transparency. But what kind? It is not enough to simply make the use of AI transparent as such, for example by stating that certain content was produced «assisted» or «completely» by AI. What is needed is «explanatory» transparency (Carroll, 2022), i.e., how exactly and in which process steps AI was used, for what purpose and how the result was verified – a kind of short, methodical profile of the process of creating a news article that explains the procedure using AI. This is the only way serious journalism can distinguish itself from the growing number of dubious platforms that rely on generative AI such as ChatGPT, etc. and sometimes plagiarise the content of professional news providers on a large scale (Brewster et al., 2023). Transparency is also necessary to counter the current preconception that AI causes a decline in the quality of journalism. However, such a loss of quality is by no means inevitable. Used correctly, AI can serve as a means of quality assurance and enhancement (Lin & Lewis, 2022). The new possibilities for the automated analysis of large volumes of data using AI is just one of many examples.

As a general rule, the use of AI in journalism requires guidelines. Heidi.news, Ringier and SRG SSR are the first media companies to have already published guidelines, while others are still working on them. However, industry-wide standards are urgently needed; contradictions or even a patchwork quilt of regulations should be prevented. The Swiss Press Council and industry associations are called upon to draw up binding guidelines. These should relate to the topic of transparency, but also regulate other areas such as the supervision of AI, accountability, privacy protection and quality assurance (Cools & Diakopoulos, 2023). Examples of such guidelines are: human review and monitoring of AI-produced content is always mandatory, i.e. journalists and editors are ultimately responsible for AI-produced content; AI tools such as ChatGPT should not be fed sensitive data; or AI cannot be considered a standalone source for a news article, i.e. other/more sources are needed.

(2) The precarious financing situation in journalism – the copyright law deserves support, but it can’t solve all problems

The financing problem in journalism is still unresolved. Willingness to pay for news in Switzerland remains stagnant at a relatively low level, and in the advertising market, journalism providers are facing tough competition from tech platforms like Google and Meta. The attempt to support journalism by means of direct and indirect media funding has failed for the time being with the rejection of the «media law. With this in mind, the copyright law is currently the subject of intense debate. The Federal Council sent a draft version amending the Copyright Act for consultation in May 2023. The law provides for an ancillary copyright for journalistic publications. Global tech platforms such as Google (Alphabet) or Meta would be obliged to compensate Swiss media for displaying their link previews (so-called snippets). In fact, the content of news media plays a major role on tech platforms. A substantial share of users who use such tech platforms expressly for news purposes say that they pay particular attention to news from professional news media there (Reuters Institute, 2023). Tech platforms benefit from these snippets – at least in some areas. They ensure a positive transfer of reputation to the platforms. Studies have shown that trust in journalism is significantly higher than trust in tech platforms like Google, YouTube or Facebook (Schwaiger & Marschlich, 2021). Now, you could argue that media companies also benefit from the traffic tech platforms send their way when users click on the link previews on the platforms and arrive at the original source. That is certainly true, but it does not seem to be the case on a grand scale. As studies show, reading news snippets on tech platforms does not correlate very strongly with clicking on the links (Park, 2022). In many cases, users seem to be satisfied with the journalistic text previews displayed on platforms and do not click on the links that lead them to the original content of the news media.

However, more research is needed to clarify these issues, including in Switzerland (Johann et al., 2023; Rutz et al., 2022). There is also a need for specific key figures on the economic relationships that tech platforms and individual media companies could make available.

Despite this dearth of data, calls for a copyright law for news media content are justified. As our study on the perception of artificial intelligence shows, 62% of Swiss people think that tech providers like ChatGPT should compensate media companies if they rely on news content for their output. Even though the copyright law currently under discussion only regulates the handling of snippets, but AI applications such as ChatGPT use entire news articles (which is a different question from a copyright point of view), the Swiss population sympathises with the idea of journalism being compensated by tech platforms.

Another argument in favour of the current draft of the copyright law is that it responds to significant objections and differs from the corresponding EU law on important points (Art. 15 of the DSM Directive). For example, the Swiss version of the proposed law does not consider copyright an exclusive right, but a collective exploitation right. This prevents the tech platforms from negotiating only with individual, large media companies and thus guarantees that smaller media houses would not be left empty-handed. Instead, the compensation is to be negotiated through a collecting society like ProLitteris, which negotiates a lump sum from which small media providers can also benefit. The Swiss draft law also stipulates that only large, commercial tech providers with a user reach of at least 10% would be liable to pay compensation. This ensures unimpeded market entry for new providers and that non-commercial platforms such as Wikipedia are exempt from the regulation.

However, some risks have to be addressed. One risk is that the tech platforms could display news content on their platforms less frequently or even block it altogether if the copyright law comes into force. In fact, in Canada, as a result of the Online News Act, Meta is blocking previews of news media content (Kuhn, 2023). However, France has shown that competition law could certainly be used to exert counter-pressure if tech platforms were to stop displaying news articles or to display these less often in response to copyright laws (Greis, 2019). In any case, it is not unforeseeable that the tech platforms might get on board with copyright laws in order to prevent much more drastic and expensive regulations, e.g. as regards the advertising market. This is probably also where the greatest danger lies: a Swiss copyright law might prevent or indefinitely postpone necessary forms of platform regulation or new policy proposals to support the media.

The Swiss copyright law takes on board sensible solution proposals and has advantages over its EU counterpart. It could play an important role in providing Swiss information journalism with urgently needed funds. But it alone cannot solve the problems faced by news media. Further measures must follow.

(3) News deprivation – constructive journalisms as a remedy, not a cure-all

The user group of the «news-deprived» has reached a new high in Switzerland and now stands at almost 43%. These are people who consume journalism and news media at levels far below average, at the same time are less interested in politics and also participate less in the democratic process (Udris, Schneider et al., 2022). However, our analyses show a great deal of interest in positive and constructive, solutions-focused journalism, even among people who are less interested in politics and news. Constructive journalism could therefore be a means of increasing interest in news. Hence we recommend emphasising constructive, solutions-focused journalism to counteract news deprivation. In fact, people who deliberately refrain from consuming news responded that they reject the news because of the impact of negative news on their mood (Udris, Rivière et al., 2022). Constructive journalism might therefore be a means of avoiding scaring off news-deprived people with negative articles. But can this also serve as a means of winning these people back to journalism? There is no clear answer to this question and more research is needed. It goes without saying that one effective way of not losing users is reporting that is diverse with regard to the topics and perspectives conveyed and does not focus on the same topics time and again. During the pandemic, up to 70% of reporting made reference to the Covid crisis (Eisenegger et. al., 2020); this kind of one-sided concentration of attention can fuel user news fatigue (Gurr & Metag, 2021). However, there is also a need to clarify exactly what «constructive journalism» means. It is not a matter of no longer reporting on purportedly negative developments or events such as wars or the pandemic. But it also means not leaving users alone with negative events, i.e., not simply reporting negative events, but contextualising them and also pointing out ways that might contribute to a solution or improvement of the situation. As such, constructive journalism is not a fundamentally new concept, but it does align with the criteria of quality journalism.

Overall, constructive journalism can contribute to mitigating the problem of news deprivation. However, it is not a cure-all. As the results of the study from the last yearbook show, an interest in politics correlates positively with an interest in news (Vogler et al., 2022). That is why there is a need for more civic education initiatives, i.e., promoting civid education in order to foster an interest in politics as a means of increasing interest in news and journalism.

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Sources and methodology

The analyses in the annually published chapters of the yearbook are based on primary and secondary data. The following section lists our sources alongside the corresponding approaches.

Content analysis

Our measurement of reporting quality is based on a content analysis carried out at the fög – Research Center for the Public Sphere and Society/University of Zurich. We implemented a quality scoring system, where trained coders evaluated each item based on academic standards (no automated quality assessment). The random sample from 2022 factored in 20,390 items from 66 Swiss media outlets.

Surveys

We worked with data from the Reuters Institute Digital News Report again this year. The global report contains representative survey data on digital news consumption habits (more than 90,000 interviews) from 46 countries, including Switzerland. The fög – Research Center for the Public Sphere and Society/University of Zurich is the Swiss partner organisation of this large-scale study carried out by the Reuters Institute for the Study of Journalism at the University of Oxford. Around 2,000 internet users in German-speaking and French-speaking Switzerland participated. Using online panels, the project extracted representative samples for internet users over 18 years of age. Secondly, our analyses relied on survey data from an annual representative media consumption study by the fög and GfK Switzerland. Carried out at the beginning of every year since 2009, it consists of around 3,400 online interviews.

Indicators from the media industry

Our studies on the distribution and concentration of information media and the media market are based on circulation volumes and reach figures from the media research organisation WEMF. The information on media funding data comes from the Swiss Advertising Statistics Foundation.

What is the purpose of the yearbook?

Since its first issue in 2010, the yearbook has tried to deepen the discussion about the quality of the media and improve public awareness of the performance of professional journalism. It constitutes a source for newsmakers, politicians, businesspeople, academics, and everyone else with an interest in the development of the media and its content. The yearbook was inspired by the idea that the quality of a democracy depends on the quality of its media. It provides its audience with a benchmark for determining which type of journalism it wants to be exposed to; it provides newsmakers with a benchmark for reflecting on the type of journalism they wish to produce and take responsibility for; it provides policymakers with an insight into the development of the media and the resources available to professional journalism in Switzerland.

Our definition of quality

The news media plays an important societal role in any functioning democracy. The functions of public communication give rise to four quality dimensions that are broadly rooted in academic research and journalistic practice. Firstly, the dimension of relevance aims to shine a light on the ratio of hard news to soft news and the weight of content about institutional processes compared to coverage of individuals.

The dimension of diversity assesses whether events are covered from a wide range of geographic and content perspectives. Contextualisation is high when current affairs are embedded in long-term developments and thematic relationships. Finally, the dimension of professionalism assesses whether reporting is objective, whether it comes directly from the editorial office and to what extent sources are made transparent.

Who is behind the yearbook?

Additional external guest contributors were enlisted for the in-depth studies.

Who finances the yearbook?

The Foundation Board consists of: Christoph Degen, Christine Egerszegi-Obrist, Mark Eisenegger, Barbara Käch, Yves Kugelmann, Ulrich E. Gut, Christina Leutwyler, Maude Rivière, Nenad Stojanović. The Foundation has received funding for this project from the following partners: Avenira Stiftung, the Federal Office of Communications (OFCOM), CH Media, Die Schweizerische Post AG, Fondazione per il Corriere del Ticino, Fonds für Qualitätsjournalismus, Gottfried und Ursula Schäppi-Jecklin Stiftung, Gemeinnütziger Fonds des Kantons Zürich, Gottlieb und Hans Vogt Stiftung, NZZ, Paul Schiller Stiftung, Ringier AG, Somedia AG, SRG SSR, Swisslos-Fonds Kanton Aargau, Verband Medien mit Zukunft, Verband Schweizer Medien and individuals.

Donations for the Kurt Imhof Foundation for Media Quality can be made via TWINT or to the following bank account: ZKB Zürich-Oerlikon, account no.: 1100-1997.531, PostFinance account no.: 80-151-4, IBAN: CH28 0070 0110 0019 9753 1, bank clearing no. 700, SWIFT: ZKBKCHZZ80A.

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Where are the yearbook and the studies available?

In addition, a freely accessible PDF of the Quality of the Media Yearbook is available at www.foeg.uzh.ch. The Quality of the Media studies, which form part of the yearbook, are also released individually in PDF format and focus on key thematic elements of the issue of media quality.

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