German University of Digital Science

Call for Papers

Digital Science in Media and Communication

German University of Digital Science
Hybrid Conference | Two Days

Dates: 06/11/2025, 07/11/2025

Location: [CloudHouse, Hybrid Format (Onsite & Online)]

Conference Overview

The German University of Digital Science is pleased to present the international conference "Digital Science in Media and Communication", a two-day hybrid event to be held in November. This conference will explore the dynamic and transformative impact of digital technologies on media, journalism, and communication in the modern era.

The conference features keynote addresses, panel sessions, and networking opportunities. The digital transformation in media has transformed how information is produced and consumed, driven by AI, data-driven technologies, and new platforms. This shift has expanded storytelling and engagement but introduced challenges like quality, credibility, and ethics.

Key research highlights include the increased visibility of science and journalism, the democratization of media, and associated risks. AI offers benefits such as automation and fact-checking but also risks like algorithmic bias.

Social media influences public discourse and topic visibility. Digital literacy and platform design are crucial for journalism's reach and impact. Audiences, especially digital natives, are adopting new communication patterns, leading to more participatory and personalized media experiences.

Hybrid models combining print and online formats are emerging, requiring innovative business models to maintain quality and trust. The future of journalism will be shaped by AI integration, immersive formats, and digital literacy and ethical standards.

The conference aims to explore these transformations, share findings, and discuss strategies for quality and inclusivity in future media.

The conference will address the following key topics: exploring artificial intelligence, audiences, and the future of journalism; the use of AI and

algorithms in the art of storytelling; the future of media and digital ethics; rethinking media in the age of AI; navigating the digital shift in media; and innovative insights, impacts, and innovations in rewired media.

Featuring visionary keynote addresses at the opening and closing of each day, the event will offer a rich program of interactive sessions, panel discussions, and interdisciplinary networking opportunities. Participants will engage with emerging trends, critical debates, and innovative approaches shaping the future of media and communication in the digital age.

We warmly invite scholars, professionals, researchers, and thought leaders from around the world to submit papers that address cutting-edge research, theoretical insights, and real-world applications in the field of digital media and communication.

Key Themes and Topics

We welcome submissions that address (but are not limited to) the following core themes:

- **Artificial Intelligence in Media and Communication**
  - AI-driven journalism and content creation
  - Machine learning for audience analytics and personalization
  - Ethical and societal implications of AI in newsrooms
- **The Flow of Information in the Digital Age**
  - Algorithms, curation, and the dynamics of information dissemination
  - Virality, misinformation, and fact-checking in digital networks
  - The role of platforms in shaping public discourse
- **Audience Research and Targeting**
  - Data-driven audience segmentation and engagement
  - Changing patterns of media consumption
  - Personalization versus privacy in digital communication
- **Print or Online? Media Transformation and Hybrid Models**
  - The future of print media in a digital world
  - Cross-media strategies and integrated newsrooms
  - Business models and monetization in print, online, and hybrid formats
- **New Journalism in the Digital Era**
  - Innovative storytelling formats (e.g., immersive, interactive, social audio)
  - The impact of digital tools on journalistic ethics and practices
  - Citizen journalism, influencers, and the creator economy
- **Open Section: Digital Science and Communication**
  - Interdisciplinary approaches to digital science in media
  - Policy, regulation, and digital responsibility
  - Sustainability and inclusion in digital communication

Conference Format

- **Hybrid Participation:**
  The conference will take place both onsite at the German University of Digital Science and online, enabling global participation and accessibility.
- **Keynote Lectures:**
  Each day will begin and end with a keynote from a leading international expert, offering visionary perspectives on the future of digital media and communication.
- **Paper Sessions & Panels:**
  The program will feature parallel paper sessions, interactive panels, and workshops to foster dialogue and collaboration.

Submission Guidelines

- **Abstracts:**
  Please submit an abstract of 300–500 words (in English), clearly outlining the research question, methodology, key findings, and relevance to the conference themes.

- **Full Papers (optional):**
  Authors of accepted abstracts will be invited to submit full papers of 4,000–6,000 words for inclusion in the peer-reviewed conference proceedings, to be published by a reputed academic publisher (planned: Springer Nature – Communications in Computer and Information Science (CCIS) or similar).

  Full papers should follow the Springer LNCS/CCIS formatting guidelines, available at: Springer Author Guidelines – CCIS Format

  All submitted full papers will undergo a double-blind peer-review process. Selected papers may be considered for post-conference journal publication in relevant partner journals.

- **Deadline for Submissions:**
  31/08/2025

- **Notification of Acceptance:**
  10/09/2025

- **Submission Portal:**
  [Insert Submission Link or Email]

Important Dates

- Abstract Submission Deadline: 31. August 2025
- Notification of Acceptance: 20. September 2025
- Full Paper Submission (optional): 31. October 2025
- Conference Dates: 07. And 08. November 2025

Contact

For questions or further information, please contact:
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Conference Schedule

Digital Science in Media and Communication
German University of Digital Science
Day 1: 10:00–17:00 | Day 2: 09:00–15:00
Hybrid Format (Onsite & Online)

Day 1

Time	Session
10:00–10:30	Opening & Welcome
10:30–11:15	**Morning Keynote**
11:15–11:30	Break
11:30–13:00	Panel 1
13:00–14:00	Lunch Break
14:00–15:30	Panel 2
15:30–15:45	Break
15:45–16:45	**Evening Keynote**
16:45–17:00	Wrap-up & Announcements
17:30-open	Lounge Music and Networking

Day 2

Time	Session
09:00–09:45	**Morning Keynote**
09:45–11:15	Panel 3
11:15–11:30	Break
11:30–13:00	Panel 4
13:00–14:00	Lunch Break
14:00–14:45	**Closing Keynote**
14:45–15:00	Closing Remarks & Farewell

Notes:

- Each panel session lasts 90 minutes and can include multiple speakers, presentations, and Q&A.
- Keynotes open and close each day, providing visionary input and summary perspectives.
- The hybrid format ensures all sessions are accessible both onsite and online.
- Breaks and lunch allow for networking and informal exchange.

This structure ensures a balanced, engaging, and academically rigorous program for all participants.

About the Topics

The digital transformation of media and communication has fundamentally reshaped the ways in which information is produced, disseminated, and consumed. Over the past decade, the convergence of artificial intelligence (AI), data-driven technologies, and new digital platforms has not only expanded the possibilities for journalistic storytelling and audience engagement but has also introduced profound challenges regarding quality, credibility, and the ethical flow of information.

Recent research highlights that the public visibility of science and journalism has greatly increased in the digital era, with a diverse range of actors now participating in communication across online channels.

While this democratization of media offers opportunities for broader outreach and engagement, it also raises significant concerns about the quality and reliability of information, especially as traditional mediators lose their gatekeeping function in what has been described as a "crisis of mediators".

The credibility of digital content is now highly dependent on both the rigor of original research and the professionalism of digital communicators.

Artificial intelligence has emerged as both a tool and a disruptor in this landscape. On one hand, AI-powered systems can support journalists and communicators by automating news production, optimizing content distribution, and facilitating fact-checking to combat misinformation.

Studies show that audiences often cannot distinguish between algorithm-generated and human-authored news, underscoring the need for transparency and new quality standards in "robot journalism". On the other hand, the unregulated use of AI introduces risks such as algorithmic bias, the

amplification of misinformation, and the erosion of public trust if ethical guidelines and robust oversight are lacking.

The flow of information in the digital age is further shaped by the dynamics of social media platforms, which act as powerful aggregators and amplifiers of news and scientific findings.

Algorithms curate content in ways that can both enhance and distort public discourse, influencing which topics gain visibility and how audiences perceive issues. This has led to new research on how digital literacy, platform design, and audience segmentation affect the reach and impact of journalism and science communication.

Audience research reveals that digital natives—especially adolescents and young adults—are at the forefront of adopting new patterns of online communication, often blurring the boundaries between institutional and vernacular literacies.

The rise of participatory formats, from user-generated content to interactive storytelling and social audio, reflects a shift toward more dialogic and personalized media experiences.

The debate over "print or online" is no longer binary; instead, hybrid and cross-media models are emerging as newsrooms and communicators seek to integrate the strengths of both formats.

This transformation is accompanied by the need for new business models, innovative storytelling techniques, and strategies for maintaining quality and trust in a fragmented media environment.

In summary, the current research landscape underscores the necessity of interdisciplinary approaches to address the interplay between AI, information flow, audience dynamics, and the evolving nature of journalism in the digital age. The conference "Digital Science for Media and Communication" aims to bring together leading scholars and practitioners to explore these critical issues, share empirical findings, and discuss actionable strategies for ensuring quality, credibility, and inclusivity in the future of media and communication.

The rise of Artificial Intelligence (AI) presents unprecedented opportunities and challenges for journalism, fact-checking and media regulation. While AI offers tools to combat disinformation and enhance media practices, its unregulated use and associated risks necessitate clear policies and collaborative efforts.

In recent years, the public visibility of science has greatly increased. In the digital media landscape, a wide range of players is now engaged in science

communication via various online channels. While these developments offer opportunities, they also entail risks for the quality of science communication.

This conference seeks to advance academic and practical understanding of these transformations, fostering dialogue on the future of journalism, the role of AI, the flow of information, audience engagement, and the integration of print and online media in the digital era.

Summarizing Research Results

The transformation of media systems in the digital age is characterized by profound structural, technological, and cultural shifts that have reshaped how information is produced, distributed, and consumed. Research in recent years has identified several key developments and challenges across the fields of journalism, media business models, and the interplay between print and online formats.

Transformation of Media Systems

Digitalization has fundamentally altered traditional media ecosystems. The rise of online platforms, the proliferation of digital devices, and the shift toward user-generated content have eroded the gatekeeping role of legacy media and enabled new actors to participate in the public sphere. This transformation is not only technological but also organizational and cultural, requiring media organizations to adapt their workflows, skills, and strategies to a rapidly changing environment.

Information Flow as a Driver of Change

The flow of information in digital networks is now shaped by algorithms, social media platforms, and participatory practices. Studies show that information dissemination has become more decentralized and immediate, but also more susceptible to fragmentation, filter bubbles, and misinformation. The dynamics of information flow underpin the transformation of media, as they determine which topics gain visibility and how audiences engage with content.

Artificial Intelligence in Journalism

AI is increasingly integrated into journalistic processes, from automated news writing ("robot journalism") to advanced analytics and audience targeting. Research highlights both opportunities—such as increased efficiency, personalization, and support for fact-checking—and risks, including algorithmic bias, loss of transparency, and challenges to editorial autonomy. Audiences often cannot distinguish between AI-generated and human-authored news, raising new questions about credibility and trust.

Media Transformation and New Business Models

The digital transformation has compelled media organizations to rethink their business models. Traditional advertising revenues have declined, prompting a shift toward subscription models, paywalls, branded content, and diversified revenue streams. Studies emphasize the need for continuous business model innovation, leveraging digital technologies and data analytics to anticipate trends and meet evolving audience demands.

Print Versus Online

The dichotomy between print and online media is increasingly replaced by hybrid models that combine the strengths of both formats. Research suggests that while print retains value for certain audiences and contexts, online platforms offer greater reach, interactivity, and adaptability. Hybrid approaches—such as integrated newsrooms and cross-media storytelling—are seen as strategic responses to the challenges and opportunities of the digital era.

Journalism of the Future

The future of journalism is expected to be shaped by several converging trends: the integration of AI and data-driven tools, the rise of immersive and interactive formats, and the growing importance of digital literacy and ethical standards. Journalists will need to navigate complex information environments, balance speed with accuracy, and maintain public trust in an era of algorithmic mediation and fragmented attention.

Conclusion

In summary, the digital transformation of media systems is driven by technological innovation, changing information flows, and evolving business models. The integration of AI into journalism, the emergence of hybrid print-online strategies, and the ongoing quest for sustainable business models are central themes in current research. The journalism of the future will depend on the ability of media organizations and professionals to adapt to these changes, innovate responsibly, and uphold the core values of quality, credibility, and public service in a dynamic digital landscape.

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