20 Years of ZeMKI International Anniversary Conference
22-24 October 2025

Topic: "20 Years into the Future: What is our vision of media, data, and society?"
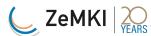Program outline (web version: zemki.org/futures)

Date	Time	Session/Panel	Name	Title	Chair	Location
Wednesday, October 22	19:00-21:00	**Get Together** Bremen Press-Club, Schnoor 27, 28195 Bremen				Bremer Presse-Club
Thursday, October 23	09:00-09:30	**Welcome Notes**	Jutta Günther, President, University of Bremen Andreas Hepp, Speaker ZeMKI & Kerstin Radde-Antweiler, Vice Speaker ZeMKI			Kassenhalle
	09:30-10:00	**Keynote 1**	José van Dijck	How to achieve digital sovereignity in Europe?	Andreas Hepp	Kassenhalle
	11:00-12:15	Disinformation and Conspiracies in the Digital Age: Narratives, Technologies, and Publics	Marília Gehrke, Eedan Amit-Danhi	Gendered disinformation as violence: Proposing a comprehensive approach to digital discourse analysis	Christian Katzenbach	Kassenhalle
			Maham Sufi	Journalism in the age of deepfakes: The challenge of AI-driven visual disinformation in Pakistan		
			Dr Ruth Garland	Disinformation and the people		
			Lars de Wildt, Kamilė Grusauskaitė, Matthias De Bondt, Stef Aupers	"Paranoid futures": Conspiracy-theoretical boundary work across social media platforms		
		Knowledge in Transition: AI, Journalism, and Cultural Futures in the Digital Age	Antonia Eichenauer	It could be different. Metaphor analysis of metajournalistic discourse about AI	Cornelius Puschmann	HdW Olbers
			Jessica Kunert, Marie Röthlingshöfer, Paul Koitie, Nadja Schaetz, Nancy Booker, Juliane Lischka	Comparing media innovation systems for AI adoption in journalism		
			Jeannine Teichert, Dorothee M. Meister, Gudrun Oevel	Into the future – science communication with artificial intelligence		
			Tilo Grenz, Paul Eisewicht	The unruly digital. Transitive knowledge cultures and the ephemerality of order in digital ecosystems		
			Ceyda Yolgormez	Abundant intelligences: An indigenous future of AI		
		Media, Education and Parenting: Shaping Inclusive Futures Across Generations and Interfaces	Elke Höfler, Katharina Raid, András Batkai, Jana Groß Ophoff	Challenging gender bias in education: How past narratives shape future imaginaries	Michael Viertel	HdW Seminar
			Çiğdem Bozdağ	Inclusivity and diversity in future media education in schools		
			Jannis Androutsopoulos	Online-offline nexus: Meaning-making at the interfaces of physical and virtual (inter)action		
			Katrin Potzel	Parenting of the future		

12:15-13:45	Lunch Break				TBA
13:45-15:00	Exploring, Shaping, and Sensing the Digital Society: Perspectives on Communication, AI, and Experience	Mirko Tobias Schäfer, Karin van Es, Iris Muis	Immerse, investigate & intervene. Making research actionable for shaping the digital society	Delia González de Reufels	Kassenhalle
		Hendrik Heuer	Co-creating social media		
		Peter Lunt	The felt Experience of atmosphere: Implications for audience research		
		Hossein Derakhshan	Rethinking algorithm/AI studies: Challenges of researching algorithms and the case for renewing ethnomethodology		
		Tamara Witschge, Maaike van Cruchten	How to research the unspoken and invisible: Interrogating myths about AI		
	Envisioning Futures of Media, Communication, and Innovation: Cultural Narratives, AI, and Socio-Technical Change	Göran Bolin	Communicative AI and communicative modes across social contexts	Winfried Pauleit	HdW Olbers
		Jeffrey Wimmer	The future as a laboratory or as entertainment? The multiple roles of science fiction visions.		
		Olivier Driessens	Adding the future to create a future for research on media-related socio-cultural change and continuity		
		Victoria O'Meara, Stephanie Hill	Data and the future of value in the creator economy		
		Enrique Uribe-Jongbloed, Marlen Komorowski, Máté Fodor, Jess Hoare	Innovation as the path to ensuring a sustainable media sector		
	Shaping the Future of Journalism: AI, Imagination, and Systemic Change	Maximilian Eder, Annika Sehl	All those bright, shiny things? The future of local journalism in the AI age	Stephanie Geise	HdW Seminar
		Alexander Wasdahl, Ramesh Srinivasan	Generative AI and the future of journalism: Insights from news workers and experts		
		Frank Harbers, Rik Smit	"We have to do something with…": The performative power of socio-technical imaginaries of digital technologies in shaping journalism's future		
		Bette Dam, Dhrumil Mehta, Sarah Grey Gotfredsen, Sthavir Murthy	UNHEARD: Leveraging AI to reduce future systemic bias in journalism		
15:00-15:30	**Coffee Break**				Kassenhalle & HdW

Time	Session	Speaker	Title	Chair	Location
15:30-16:45	Cities, (country) maps and communication: navigating the paths to our future	Matthias Berg	Living and communicating in the city of the future	Philip Sinner	Kassenhalle
		Berk Alkoç	Exploring the invisible city: How Google Maps' AI-powered recommendations and gamified platforms reinforce power dynamics and shape urban narratives		
		Maren Hartmann, Justine Humphry	Glorious videos, precarious lives: homelessness and #vanlife		
		Stina Bengtsson	Navigare necesse est: The concept of navigation in media studies, and what it tells us about our contemporary and future media culture		
		Christian Greiffenhagen, Shan Shan Li	Researchers in traffic: Methodological challenges of video-recording human-machine communication 'on the move'		
	Deliberation and Polarization in the Digital Public Sphere: Journalism, AI, and the Struggle for Democratic Discourse	Hilke Brockmann, Ivan Yamshchikov	AI-mediated discourse: Mitigating polarization through constructive dialogue	Cornelius Puschmann	HdW Olbers
		Axel Bruns, Katharina Esau, Kateryna Kasianenko, Tariq Choucair, Vish Padinjaredath Suresh	Diagnosing destructive polarisation in public discourse: The practice mapping framework		
		Michael Brüggemann, Hendrik Meyer, Mike Farjam, Anamaria Dutceac Segesten	How journalism fuels discursive polarization		
		Giovanna Mascheroni, Simone Tosoni; Fausto Colombo	Talking politics with communicative AI: New opportunities or challenges for democratic discourse?		
	AI and the Future of Education: Rethinking Writing, Machines, and the Academic Imagination	David Gunkel	Does writing have a future?	Karsten D. Wolf	HdW Seminar
		Gergely Ferenc Lendvai	ChatGPT in academic writing – a scientometric analysis of today's and tomorrow's issues		
		Maria Teresa Cruz	Imagining the university in the age of the universal machine		
		Andreas Schellewald	Disruptive consolidation? Reflections on human-machine communication as media engagement paradigm		
		Lissa Holloway-Attaway	Troubling futures, sounding off, and engaging non-human interactive audio-based media		
17:00-18:00	**Keynote 2**	Cristian Vaccari	Visions of political participation in the digital age	Kerstin Radde-Antweiler	Kassenhalle
19:00-00:00	**Festive Conference Dinner**				Frölichs

Friday, October 24	09:30-10:30	**Keynote 3**	Nick Couldry	Media and the corporatization of everything	Kerstin Radde-Antweiler	Kassenhalle
	11:00-12:15	Love, Hate and Algorithms: Intimacy, Violence, and Emotional Futures in Mediated Worlds	Nicola Döring	The future of media sexuality – between algorithms, agents, and autonomy	Karsten D. Wolf	Kassenhalle
			Ira Solomatina	The future of mediated intimacy? Examining the politics and industry of AI-generated romance		
			Mark Deuze, Laura Glitsos	Media love as antidote for the synthetic mediation of everything		
			Seda Gökçe Turan	Machine algorithms and cyberbullying: Unveiling risks and harnessing solutions		
			Anthony Enns	Weaponizing the mind: Military applications of parapsychology and neurocybernetics		
		Playing the Future / The Future as play: Games, Virtual Worlds, and Speculative Designs for Social Change	Anne Kustritz	Tabletop AI: Playing with the future	Kerstin Radde-Antweiler	HdW Olbers
			Sarah Ambec	Archiving the experience of an MMORPG: Future challenges in preserving online worlds and their communities		
			Gaia Amadori	Gaming for a sustainable future: Exploring the role of ecogames and gamevironments		
			Xenia Zeiler	Video games for change in times of deep social and technological transformations: Positive visions of the future		
			Javzmaa Jadamba	"If only" from enjoyful games to effective work: Exploring the managerial expectations of immersive virtual reality technology within organizational practice		
		Artifacts and Futures: Mapping, Narrating, and Designing Socio-Digital Imaginaries	Peter Gentzel	Worldviews in 20 years - Maps between platform capitalism and civil society criticism	Paola Lopez	HdW Seminar
			Julie Lüpkes, Anne Schmitz	Building digital tools, imagining digital futures - A media ethnographic analysis of the development process of two software tools		
			Hans-Ulrich Wagner	From metahistory to metafuture: What current narratives about the past tell us about the future		
			Annekatrin Bock, Dan Verständig	Programmed futures: Revisiting the promise of education and the reproduction of social inequality		
	12:15-13:45	Lunch Break				TBA

13:45-15:00	Digital Publics in Transition: Political Participation, Social Platforms, and AI-Mediated Communication	Maria F. Grub, Antonia M. Wurm, Julian Kauk	From gaming to government: Twitch as a new platform for political discourse in Germany	Stephanie Geise	Kassenhalle
		Johanna Raphaela Wahl, Martina Schiebel	New visibilities, new forms of protest? Social media, visual communication, and the transformation of political participation		
		Udo Göttlich, Felix Krell	"Like IRL": Real-life interaction order in social virtual reality		
		Thomas Steinmaurer	Towards an ambivalent future of communication. Dynamics of AI, technocultural imaginaries and critical transformations.		
	Past Feelings and Future Memories: Digital Archives, Affective Technologies, and the Politics of Remembering	Nancy Salem	The future feels digital: Sociotechnical imaginaries in the museum	Christian Schwarzenegger	HdW Olbers
		Christine Lohmeier, Rieke Böhling	Tamagotchis, NFTs, and deep nostalgia: Thinking towards the future of mediated remembering and forgetting		
		Susan Aasman	What happened to keeping everything?		
		Devina Srivastava	The algorithmic archive: AI, media archeology, and the future of cultural memory		
		Lauren S. Berliner, Kelli Moore	Clouded histories, mediated futures: Digital obscura, the slave plantation, and data farms		
	Platform Governance and the Futures of Regulation: Norms, Civil Society, and the Politics of Control	Claire Stravato Emes	Beyond self-regulation: Civil society as the missing element in platform governance	Christian Katzenbach	HdW Seminar
		Nathalie Van Raemdonck, Trisha Meyer	Shaping collective user self-moderation; the role of social norms in platform regulation.		
		Julian A. Morgan	Platform governmentality: At the boundaries of imaginable futures		
		Elinor Carmi	How to regulate future tech: The human data good practice		
		Flavia Durach	Shaping the future governance of information ecosystems: Insights from disinformation research and policy implementation		
15:00-15:30	**Coffee Break**				Kassenhalle & HdW

15:30-16:45	Visions, Ideologies, and Ecologies: Reimagining Media Futures in the Age of AI and Data	Jens Schröter, Jan Groos	Towards an ecology of planning media	Christian Schwarzenegger	Kassenhalle
		Stefan Baack	Controlling robots: Generative AI and the evolving sensemaking of the web		
		Nikola Mlađenović	Austro-Hungarian ideology: Deconstruction of californian ideology		
		Leah A. Lievrouw	Mining and recombining? Visions of media, data and society to 2050		
	Contested Futures: Identity, Belief, and Belonging in the Digital Transformation of Culture	Hubert Knoblauch, Silke Steets	The refiguration of cyberspace	Andreas Hepp	HdW Olbers
		Friedrich Krotz	Extended capitalism versus symbolically negotiated self-realization: The digital transformation between utopia and dystopia		
		Stef Aupers	Re-enchantment 2.0? AI and the technological future of the religious past		
		Gregory Price Grieve	Mediaseeds: The future of media, religion, and spirituality in a fragmented world		
		Scott A Ellis	Harnessing masculine identity as suicide prevention - the intersection of mediatised cultural dissonance: Men's (mental) health in the barber shop, the community support group, and the bedroom.		
	Activism Reimagined: Digital Personas, Propaganda, and Political Expression in the Platform Age	Alessia Pensabene	Feminist influencers on Instagram: Redefining digital activism and political engagement	Patrick Zerrer	HdW Seminar
		Mehmet Sebih Oruc	Microcelebrified politicians and image-centric platforms: Future of political persona and leadership?		
		Harry Febrian	Reimagining the global south political propaganda in the future: Case of AI-powered visual propaganda in Indonesian presidential election 2024		
		Dier Tan	Upholding authority: Memes in the hands of fandom nationalists		
17:00-18:00	**Keynote 4**	Alenda Y. Chang	TBA	Andreas Hepp	Kassenhalle
18:00-21:00	**Farewell Party**				Kassenhalle

| Find more and up-to-date information about the event online: www.zemki.org/futures |