

New Director of the Institute for Digital Communication and Media Innovation (IDCMI)

On February 1, 2024, Sina Blassnig started as Director of the new interdisciplinary Institute for Digital Communication and Media Innovation (IDCMI) in cooperation with the University of Applied Sciences of the Grisons (FHGR). In addition, she was appointed full professor for Digital Communication and Datafication at the Department of Communication Science and Media Innovation (DCM) at the University of Fribourg, also starting on February 1, 2024. In teaching, she is mainly responsible for the new Joint Master's degree program "Digital Communication and Creative Media Production", which started in September 2023 in cooperation with the FHGR.

Before joining the University of Fribourg, Sina Blassnig was a senior research and teaching associate at the Department of Communication and Media Research (IKMZ) at the University of Zurich, where she had also previously completed her doctorate. Furthermore, she was a visiting researcher at the universities of Jerusalem and Amsterdam.

In her research, Sina Blassnig focuses on digital journalism, the use of new technologies and artificial intelligence in the production and distribution of media content, and the impact of technological developments on the information behavior of users and the public sphere. She also researches how political actors use digital platforms. Her research places particular emphasis on an international comparative perspective and the integration of supply and demand perspectives in communication science. Among other things, she is currently co-leading a four-year SNSF project on the role of algorithmic recommendation systems in the news sector as part of the National Centre of Competence in Research 77 "Digital Transformation".

Sina Blassnig was and is involved in several international and interdisciplinary projects and initiatives, currently for example in the European infrastructure initiative "Monitoring Electoral Democracy" (MEDem). In April 2024, she was elected to the editorial board of the Swiss journal "Studies in Communication Science" (SComS) and, in connection with this, to the executive board of the Swiss Association for Communication and Media Studies (SACM).

Sina Blassnig wants to establish the IDCMI as a competence center for responsible digital communication and media innovation. The institute combines social scientific theories and methods with media technology expertise in research and teaching. With this combination, the institute strives to develop solutions for industry-specific and societal challenges in digital communication and media. The accompanying Master's degree uses new and innovative learning methods to impart the necessary knowledge and skills to critically understand and help shape developments in today's digital society.