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**Policy implications from algorithmic profiling and the changing relationships between newsreaders and the media**

What were once simply the German Frankfurter Allgemeine Zeitung, the Dutch NRC or the US New York Times are now My Frankfurter Allgemeine Zeitung, My NRC and My New York Times. The New York Times offered perhaps the most impressive testimony to the changing relationship between users and the media. Referred to by some as the ‘key document of this media age’, the report concluded that its future strategy would need to focus on ‘the art and science of getting our journalism to readers’ and to ‘pursue smart new strategies for growing our audience’. In this new strategy, the user is central, requiring the development of a two-way relationship with the audience. And part of this strategy is the use of Big Data and smart algorithms to get better to know the news user, and to use that knowledge to develop smarter, personalised ways of presenting and promoting media content.

This paper will explore in some more depth just how personalization affects the relationship between the media and their users, and what some of the public policy issues are that the ongoing shift from public mass media to personal information coach triggers. More specifically the paper will develop the argument that the increasing popularity of Big Data and smart algorithms in newsrooms urges us to give some thought to what I call “fair media practices”. Inspired by rules about consumer protection and unfair commercial practices, ‘unfair media practices’ must restore the balance and remove asymmetries between users as receivers of personalized information and the media as a user of personalization and profiling strategies.