Contents

| Pai | rt 1 Trust and Communication | |
|-----|--|-----|
| 1 | The Game of Trust: Reflections on Truth and Trust in a Shifting Media Ecosystem | 3 |
| 2 | Changing Relevance of Trust in Digital Worlds | 15 |
| 3 | Socio-historical Contexts of Anti-institutionalist Tendencies in Digital Media Transformation | 35 |
| 4 | Financial Value of Trust in the Media Business | 55 |
| 5 | Corporate Social Responsibility Competences and Value Cocreation Through Corporate Communication | 69 |
| 6 | Communication and Trust: A Linguistic Analysis | 81 |
| 7 | Shifts in Communication and Ego-Identity in the Digital World | 97 |
| Pai | rt II Journalism and Social Media | |
| 8 | From Trusted Friend to Trusted Brand? Influencer Marketing Between Trust and Mistrust | 117 |

xii Contents

| 9 | Truth and Trust: Credibility Secures the Sustainability of Journalism | 127 |
|-----|--|-----|
| 10 | Journalists, Meet Your New Colleague Algorithm: The Impact of Automation on Content Distribution and Content Creation in the Newsroom | 135 |
| 11 | Like a Phoenix from the Pixel: Local TV and Its Special Story of Trust | 149 |
| 12 | The Filter Bubble in Social Media Communication: How Users Evaluate Personalized Information in the Facebook Newsfeed Katharina Klug and Charlotte Strang | 159 |
| 13 | Cyberbullying Endangers Our Society | 181 |
| Par | t III Competencies and Markets | |
| 14 | Implementing Artificial Intelligence in Organizations and the Special Role of Trust | 191 |
| 15 | The Blockchain Technology in the Media Sector | 207 |
| 16 | Trust Me if You Can: From Media Competence to Digital Competence. Stephanie Heinecke, Maria Berg and Ludwig Hinkofer | 219 |
| 17 | Creating Societal Trust Through Communication to Legitimize Social Entrepreneurship in Russia Yulia Aray and Anastasia Petrova-Savchenko | 237 |
| 18 | Digital Marketing and Communication for Social Enterprises Chinmoy Bandyopadhyay and Subhasis Ray | 251 |