

**Promoting wider democratic participation  
with  
interactive technologies**

**ARD online offers**

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Council of Europe, Strasbourg, November 3rd 2005

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**Online communication with children**

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**Functions of the Internet for PSB:**

- provide information, education and entertainment
- engage in communication with our audiences
- provide a platform for our users to communicate to the public and with each other

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www.die-maus.de/fragdochmal

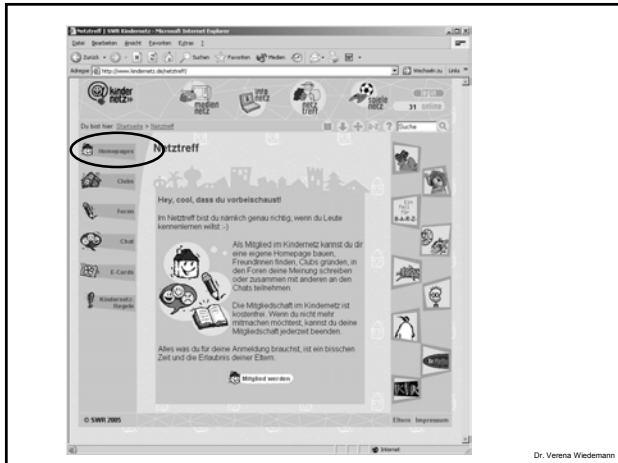
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**The three main categories of our communication with users via the Internet:**

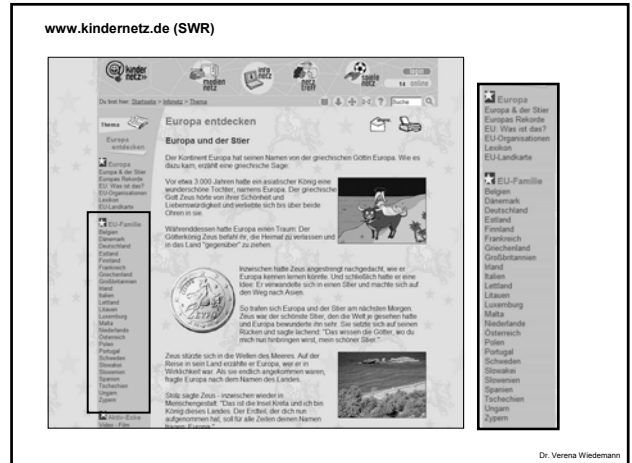
- transfer of traditional forms of analogue communication between audiences and editorial staff into the digital world (examples: newsletters, e-mails to our editors)
- recreation of traditional radio and television programme formats in online user groups (examples: online audience participation in talk-programmes and interviews with experts)
- take-up of new online-only communication formats in the form of networked group communication and networked individual publication (examples: blogs, wikis)

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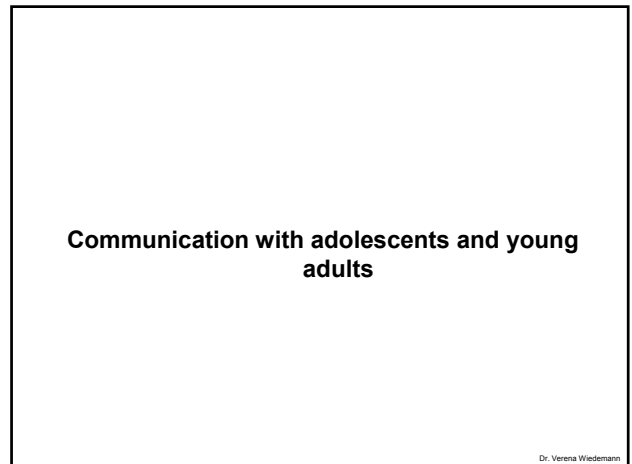
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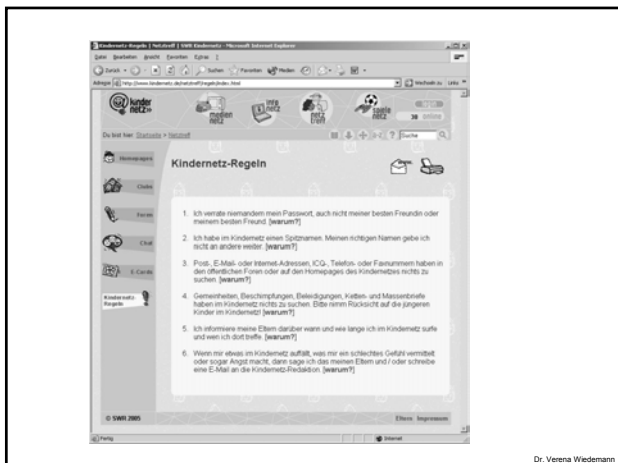
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www.DasDing.de

The screenshot shows the homepage of DasDing.de, a website for young people. The main content area features a grid of articles. A red circle highlights an article titled "Der KlassedING-Workshop zum Angucken...". The sidebar on the right contains navigation links for "EVENTS", "NEWS", "NACHRICHTEN", "KALENDER", "COMMUNITY", "FORUMS", and "NEWSLETTER".

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trusted guide: personalised services

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The screenshot shows the WDR 200 website. A prominent feature is a voting poll titled "Ihre 100 besten Sängerinnen - Ihre 100 besten Sänger". The poll asks users to vote for their favorite singers from a list of top songs. A red circle highlights the voting interface.

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ARD.de - Homepage

The screenshot shows the ARD.de homepage. The main content area features several news articles. A red circle highlights an article titled "SESSION". A red arrow points from the word "services" to this article.

services

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The screenshot shows the DW-WORLD.DE website. The main content area features a blog post titled "Danke für alles Frohe, Heile und für die Musik!". The post is dated Monday, 22.08.2005 and is written by Egon in his home office.

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Ratgeber.ARD.de example: health insurance fees

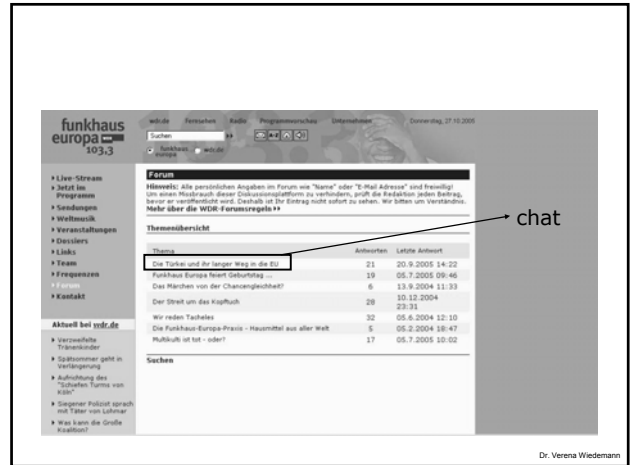
The screenshot shows the Ratgeber.ARD.de website. The main content area features a calculator for health insurance fees. The calculator is titled "Finanzen & Recht" and "Selbst den Beitrag senken". It allows users to calculate their health insurance fees based on their income and other factors.

tariff calculator

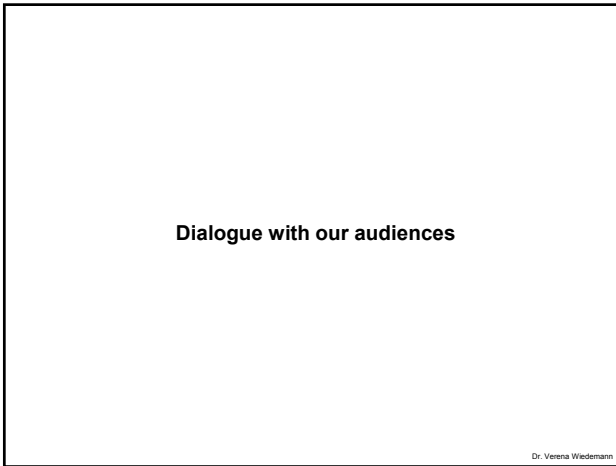
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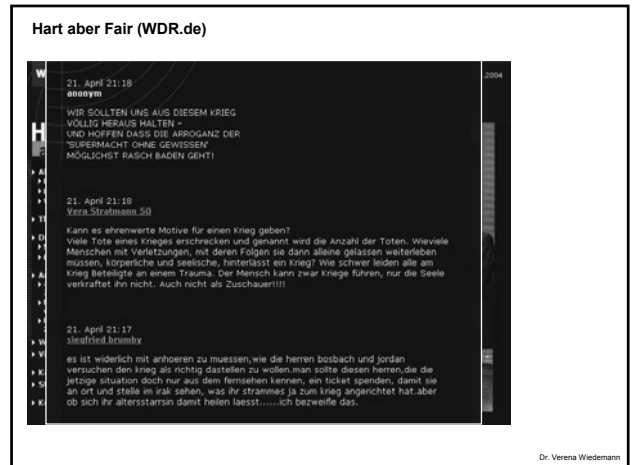
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WDR.de  
wahl.tagesschau.de

Freitag, 23.09.2005

**Sitzblockade**

Sich habe davon gehört, dass hier demnächst das Licht ausgemacht wird. Ich möchte mal etwas klarstellen: Ich mache das Licht nicht aus. Ich bleibe hier sitzen. Hier fühle ich mich wohl, hier konnte ich meine Meinung sagen und mich gut mit den anderen unterhalten. Man respektierte sich. Mir gefällt es hier. Soll doch ein anderer das Licht ausmachen. Es ist ein schöner Platz zum Sitzenbleiben.

Und wenn doch einer das Licht ausmachen sollte: Ich bleibe hier einfach mal sitzen - bis mich jemand wegträgt. Aber keiner wird mich finden. Ich mache mich jetzt ganz klein. Ich sage jetzt nichts mehr. Ihr sagt mich nicht, ihr hört mich nicht. Aber ich bin da.

Tschüß, es war schön mit euch.  
P.S.: Ich bin noch da.

**Autor:**

- Christian Meyer
- Sabine Thiering
- Frank Hamer
- Luella Gómez
- Uwe Richter

**Aktuelle Beiträge**

- Sitzblockade
- Alteut heuven
- Sonderungsgespräche
- Es ging um knappe Kassen
- Angela Merkel
- Keinen Grund für Frust
- Superstag
- Die Wölfe warten schon...
- Kabarettstimmung - auch bei Kirchhoff?
- Wahlpartei

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**Thank you for your attention!**

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**Principles governing our online communications:**

- public service remit of ARD
- ARD remains responsible for all its online content under **press law** (e.g. defamation, libel, right of reply) and **general criminal law** (e.g. incitement to hatred on grounds of religion, race, gender)

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**Examples of our online rules:**

- **Forums and chats for adult audiences**
  - Forums and chats are mostly not premonitored;
  - All personal data is provided voluntarily (names, e-mail address, etc.);
  - Editorial staff will remove any postings that include libel or defamation, that conflict with criminal law, incite to hatred, are pornographic, may endanger minors or may in any other way be categorized as offensive;
- **Forums and chats for children**
  - always premonitored;
  - parents and children are strongly advised never to give out any personal data such as names, (e-mail) addresses, telephone numbers;
  - Editorial staff will remove any postings that use inadequate language or content;
  - Children are encouraged to keep their parents well informed about their time and experiences online;
  - If children feel that any web content unsettles or scares them, they are encouraged to immediately leave the page and inform their parents as well as the host.

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