



HELSINGIN
SANOMAT
FOUNDATION

GRANTS AND
FELLOWSHIPS
2014

The Helsingin Sanomat Foundation

Innovation Contest

UUTISRAIVA AJA

The contest seeks ideas to improve and renew the distribution of information. The year 2015 will mark the third time the contest has been held.

€300,000
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Aalto University School of Business,

Organizational Communication

Professor Johanna Moisander

MANAGING CONTINUOUS CHANGE IN
MULTI-PLATFORM MEDIA COMPANIES

Based on a comparative case study carried out in Helsinki and Hamburg, this project investigates the management and leadership practices through which multi-platform media organizations respond to and cope with the ongoing transformations in their organizational and business environments. The focus lies on the practices of 'cross-platform management' that are currently taking form in these organizations as they try to implement strategic change to survive and succeed in their markets.

€200,000
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University of Helsinki,

National Library of Finland

Kai Ekholm, PhD, Director

ON THE WAY TO FREEDOM OF EXPRESSION

The 'On the Way to Freedom of Expression' project will produce a media-historical overall picture of the development of freedom of expression and censorship in Finland between 1917 and 2017. The project will be realized as an interesting, visually impressive and appealing web-based compilation containing a variety of materials.

€170,000
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University of Helsinki,

Department of Social Research

Dr. Docent Mervi Pantti

THE IMAGERY OF THE UKRAINE CRISIS IN THE
MAINSTREAM MEDIA

The aim of this project is to examine the visual framing of the Russia-Ukraine crisis in news journalism and online networks. The study compares how major European news outlets visually framed the conflict and how Finland's geopolitical position potentially shaped the coverage of the Finnish mainstream news media. The imagery of the Ukraine crisis in the mainstream media is examined against the imagery circulated in online networks.

€137,600
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Aalto University,

*Helsinki Institute for Information Technology HIIT
and University of Helsinki, Communication Research
Centre, CRC*

Senior Research Scientist Marko Turpeinen

CYBER-ELECTIONS 2015: EXPLORING THE
AGENDA SETTING USING BIG DATA

The research project analyzes the use of the digital media and agenda setting processes in the 2015 Finnish parliamentary elections. Research builds on political science and communication studies by combining normalization hypothesis with agenda building research. Computational social science and big data methods are conjoined with online ethnography to produce scientific knowledge of the online public sphere and human behavior.

€100,000
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University of Tampere, CMT/COMET

Professor Risto Kunelius

THE NSA FILES: SURVEILLANCE, LEAKS AND THE
NEW LANDSCAPE OF LEGITIMACY

This project analyses the global public discourse initiated by the so-called NSA-Snowden leaks (unfolding since June 2013). By looking at how journalists and other public stakeholders (states, corporations, politicians, civic activists) in different parts of the world reacted to the case, the project will map how this debate redefines key concepts of democratic governance and legitimation such as privacy, citizenship, trust, free speech and trust in the rapidly changing digital environment.

€100,000
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University of Tampere,

School of Information Sciences

Mikko Ruohonen, D.Sc.

BOUNDARIES BETWEEN CONTENT MARKETING
AND PROFESSIONAL JOURNALISM

The project investigates consumers' conceptions and experiences about the blurring boundaries between professional journalism and content marketing. Focus group interviews will shed light on how consumers relate to different forms of content marketing, professional journalism and user-generated content to their everyday life and lifestyle choices. The implications of consumers' views for media business are then discussed in the interviews with media and content marketing professionals.

€100,000
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University of Jyväskylä,

Department of Communication

Maria Lassila-Merisalo, PhD

THE IMPACT OF THE HELSINGIN SANOMAT
FOUNDATION'S FELLOWSHIP PROGRAMS

The research project identifies the influence the fellowship programs of the Helsingin Sanomat Foundation have on the fellows' professional competence, identity and career development. The study is also expected to shed light on the potential significance of the fellowship programs in the field of journalism both in Finland and abroad. The research data consists of survey, interviews and the fellows' writings.

€86,160
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University of Helsinki,

National Library of Finland

Kai Ekholm, PhD, Director

ON THE WAY TO FREEDOM OF EXPRESSION

The 'On the Way to Freedom of Expression' project will produce a media-historical overall picture on the development of freedom of expression and censorship in Finland 1917–2017. Final phase.

€80,000
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University of Tampere,

The School of Communication,

Media and Theatre (CMT)

Janne Seppänen, D.Soc.Sc.

NETWORKED VISUALLY

The project focuses on the visual practices of two popular photo-sharing and social networking sites, Instagram and Pinterest. The main methods are online ethnography, content analysis and Qmethodology, which explores the opinions of different users. The project investigates visual displays of ordinary users as well as businesses, and how both parties operate with selfies, memes and virals in the increasingly visual and mobile culture of the web.

€80,000
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Coordinator Mikko Salo

FAKTABAARI – FOR MORE FACT-BASED PUBLIC
PARLIAMENTARY DEBATE

Faktabaari is a Finnish online factcheck service that was piloted during the 2014 EP elections. This project checks the factual accuracy of public statements both by parliamentary candidates and reporting media. The project uses social media and crowdsourcing to build a transparent watchdog for more fact-based public debate. Project cooperates with universities to train fact checking practices to the next generation of Finnish journalists.

€59,000
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*University of Jyväskylä,
Epp Lauk PhD., Professor*

DRONE JOURNALISM: UTILIZING
REMOTELY PILOTED AIRCRAFT (RPA)
FOR JOURNALISTIC PURPOSES

The project focuses on the potential and added value of camera drones in journalistic video shooting and newsgathering, the impact of legislation (regulating video shooting and photographing from the air) on journalistic practices and freedom of expression, and ethical issues emerging in connection with the use of camera drones in journalistic activities.

€50,000
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*University of Tampere,
The School of Communication,
Media and Theatre (CMT)
Pekka Isotalus, PhD*

LIVE-TWEETING AS A NEW
FORM OF PUBLIC DISCUSSION

The project considers live-tweeting as a new form of public discussion. The focus of the study is on television debates of the parliamentary election 2015 in Finland. The aim is to investigate the content of the live-tweeting, which themes evoke discussion most, what kind of impressions of the party leaders are formed by the tweets, what kind of tweets arouse interaction, and how live-tweeting reflects in the reports of television debates in newspapers. The data will be analyzed qualitatively.

€50,000
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*University of Tampere, Research Centre for
Journalism, Media and Communication (COMET)
Laura Saarenmaa, PhD*

MEANWHILE IN SWEDEN? SOCIETY, CULTURE
AND WORLD VIEW IN POST WAR SWEDISH MEN'S
MAGAZINES

Visiting Fellowship at the Department of Media and Communication at the University of Lund, Sweden, aims at exploring the popular press archives in Sweden and composing comparative research on the differences and particularities of Finnish and Swedish post-war entertainment magazines for men.

€41,000
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*University of Tampere, Research Centre for
Journalism, Media and Communication (COMET)
Laura Ahva, PhD*

JOURNALISM STUDENTS
ACROSS THE GLOBE: FINLAND

This survey focuses on Finnish journalism students and is part of a global research project, Journalism Students across the Globe. The aim of the study is to provide a representative picture of future journalists' self-image, motivations, skills and backgrounds in the context of a rapidly changing media environment. The sub-study on Finland provides knowledge on the particularities of Finnish journalism students and education, as well as globally significant material on future journalists.

€50,000
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*University of Turku,
The Finland Futures Research Center (FFRC)
Professor Heinonen Sirkka*

DIGITAL-NATIVE JOURNALISM AS A
VANGUARD OF FUTURE MEDIA

The research studies the concept of digital-native journalism. The research is carried out as a discourse analysis on how digital-native media describe their values and journalistic practices. The analysis aims to understand how the trendsetters of digital media see the societal functions of media and consumer needs and values in internet-defined culture. Through the analysis of digital-native journalism, the research asks how the media evolves by 2025.

€30,000
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Reetta Rätty and the project team

INDEPENDENT QUALITY JOURNALISM AND
COOPERATION

The project investigates the possibilities to found a non-profit operator to do investigative journalism. The goal is to examine whether this kind of an operator could generate a new kind of form and culture of co-operation in Finnish media. The project takes place early in 2015.

€10,000

Donations

A one-year subscription to Helsingin Sanomat for the top graduates in Finnish-language study in every Finnish high school.

€105,219

Fellowship Programs

Ninni Lehtniemi, Anne Moilanen, Ville Seuri

REUTERS INSTITUTE FOR THE STUDY OF
JOURNALISM, OXFORD UNIVERSITY

Elina Salo

INTERNATIONAL VISITING SCHOLARS
PROGRAM, UNIVERSITY OF BERKELEY

Riikka Haikarainen

USC ANNENBERG SCHOOL FOR
COMMUNICATION AND JOURNALISM

Kiira Gronow, Meri Valkama

EUROPÄISCHE JOURNALISTEN FELLOWSHIPS,
FREIE UNIVERSITÄT BERLIN

Antti Järvi

FUDAN UNIVERSITY, SHANGHAI

Heidi Lipsanen

COLUMBIA UNIVERSITY JOURNALISM SCHOOL

Jussi Konttinen, Anu Silverberg, Salla Vuorikoski

SUMMER INVESTIGATIVE REPORTING
COURSE, COLUMBIA UNIVERSITY
GRADUATE SCHOOL OF JOURNALISM

Donations total:	€105,219
Fellowships total:	€408,614
Grants total:	€1,643,760
Total of all grants and donations	€2,157,593
