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PROFILE

Jessica Kunert is Junior Professor for Innovation and Gender Research in Journalism at the Department of Journalism at the Johannes Gutenberg University in Mainz (Germany). Her research focuses on **the impact of (not only) digital innovations on journalism**, including **Artificial Intelligence (AI)** and automation. For example, she has investigated the perception and use of automation and AI for sports reporting in regional media houses (including public service media) and for science journalism, as well as **what makes or breaks innovation processes**. Other projects have looked at how investigative journalists use digital practices in their daily work and the special fan culture of women's football. Overall, her focus lies on how innovation finds its place in journalism and society.

RESEARCH AREAS

- Development, use and impact of innovations and digitalisation in journalism
 - Artificial intelligence in journalism
 - Algorithms and automation in journalism
- Investigative journalism
- Sports journalism and communication
- Public Service Broadcasting
- Social impact of digital communication processes

THIRD-PARTY FUNDING

1. Individual Research Grant (Deutsche Forschungsgemeinschaft (DFG)) (36 months)

Title: AI in Journalism: Exploring AI Circles in Journalism (J-AIC)

Timeframe: 2025-2028

Role: Principal Investigator and PhD Supervisor (with Juliane Lischka (University of Hamburg, Germany) and Nancy Booker (Aga Khan University, Kenya))

Topic: The project analyses the work of editorial offices with artificial intelligence (AI) from a comparative perspective between Germany and Kenya. We focus on the role of inter-organizational networks (so-called AI circles) in the introduction of AI and on the appropriation of AI by users, as well as the prerequisites for this. Using an integrative framework for media innovation, we compare factors of AI adoption and network formation at macro, meso and micro levels using a mixed-

methods approach. At the macro level, we explore how technological developments, media policies and regulations influence AI adoption, comparing Kenya and Germany. At the meso level, our study examines inter-organizational AI circles and uncovers actor constellations in both countries. At the micro level, we observe individual actors (e.g. journalists) and communication patterns within AI circles over time. The overall aim of the project is to gain a comprehensive understanding of the responsible appropriation of AI in journalism, with implications for innovation theory and the research field of responsible AI.

Methods: Document analyses, ethnography, qualitative guided interviews

Publications:

- Koitie, P., Booker, N., Lischka, J., Röthlingshöfer, M., Schaetz, N., **Kunert, J.** (in press). Mapping AI adoption in African journalism: A comparative media innovation systems perspective. In A. Arikewuyo & L. Mustapha (Eds.) *AI Revolution in Media and Communication: Shaping Teaching & Practice in Africa*. Routledge.

2. **Project-Related Personal Exchange (PPP) with Australia (German Academic Exchange Service (DAAD)) (24 months)**

Title: Doing fandom differently: discovering new narratives of women fans of women's football in the context of the 2023 FIFA Women's World Cup

Timeframe: 01/2022-12/2023

Role: Principal Investigator (with Christiana Schallhorn (Johannes Gutenberg University Mainz, Germany) and Kasey Symons (Swinburne University of Technology, Australia))

Topic: This project explored how women sports fans experience and practice their fandom within the culture of women's football with particular regard to the 2023 FIFA Women's World Cup (WWC). It is known that women sports fans have been marginalized in the sporting sphere, in the stands by other fans as well as in digital spaces, where this is most evident is in the overt sexist and misogynist behavior they experience. Nevertheless, women are beginning to find a voice in new media such as sports blogs and social media platforms. But how do women carve out these safe spaces in the offline world? How do women's voices play out there? And how will these fan performances, connections to other fans, and creation of fan communities play out in a global sporting mega-event such as the FIFA Women's World Cup? In answering these questions, we generated demographics of women football fans and data on their spaces via an online quantitative survey, which was distributed in both Germany and Australia. Questions revolved around the themes of fan connection, navigating fan spaces (emotionally, physically and digitally), fan identity, performance of fan identity and sense of belonging.

Method: Survey

Publications:

- **Kunert, J.**, Rose, L.-D., & Schallhorn, C. (in press). 'Til it's Done' – The Legacy of the 2023 FIFA Women's World Cup. Insights from Australian and German Women's Football Fans. M. Yanity & D. Coombs (Eds.) *Politics, Social Issues and the 2023 FIFA Women's World Cup*. Routledge.
- Schallhorn, C., Symons, K., **Kunert, J.**, & Rose, L.-D. (2023). Inclusive, inviting, inspiring: Insights into the experiences of women's football fans in Australia and Germany. *International Review for the Sociology of Sport*, online advance publication.
<https://doi.org/10.1177/10126902231215296>

PUBLICATIONS

Journal articles (peer-reviewed)

1. **Kunert J.** & von Nordheim, G. (2025). “The technology is just the MacGuffin”: Observing innovative learning culture in the development of automated and AI-generated reporting at German public service medium WDR. *International Journal on Media Management*.
<https://doi.org/10.1080/14241277.2025.2594979>
2. Guenther, L., **Kunert, J.**, & Goodwin, B. (2025a). “Away from this duty of chronicler and towards the unicorn”: How German science journalists assess their future with (generative) Artificial Intelligence. *Journal of Science Communication*, 24(2). <https://doi.org/10.22323/2.24020206>
3. Guenther, L., **Kunert, J.**, & Goodwin, B. (2025b). My New Colleague, ChatGPT? How German Science Journalists Perceive and Use (Generative) Artificial Intelligence. *Journalism Practice*, 19(10), 2285–2302. <https://doi.org/10.1080/17512786.2025.2502794>
4. **Kunert, J.**, Simon, L., & Lilienthal, V. (2025). Kooperation statt Konkurrenz. Arbeitsweisen und Konfliktpotentiale in einem investigativen Rechercheverbund [Cooperation despite competition: Working processes and potential for conflict in an investigative research network]. *Journalistik*, 8(2), 140–160. <https://doi.org/10.1453/2569-152X-22025-15304-de>
English version available here: <https://doi.org/10.1453/2569-152X-22025-15334-en>
5. Duncan, S., **Kunert, J.**, & Karg, A. (2025). Attitudes to automated and human written sport journalism. *Journalism*, 26(9), 1937–1961. <https://doi.org/10.1177/14648849241260944>
6. **Kunert, J.** (2024). How the audience is all in (or not): The importance of storytelling in 360° Video. *Journalism Practice*. Online first. <https://doi.org/10.1080/17512786.2024.2434906>
7. **Kunert, J.** & Jahn, M. (2024). Wie viel Journalismus steckt in der deutschen E-Sport-Berichterstattung?. Rollenselbstverständnisse von E-Sport-Berichtersteller:innen. *Medien & Kommunikationswissenschaft*, 72(3), 261–279. <https://doi.org/10.5771/1615-634X-2024-3-261>
8. **Kunert, J.**, Brüggemann, M., Frech, J., Lilienthal, V., & Loosen, W. (2024). “You suck it up and you deal with it”: Blind spots in investigative reporting and how to overcome them. *Journalism*, 25(2), 255–274. <https://doi.org/10.1177/14648849221146929>
9. Brüggemann, M., **Kunert, J.**, & Sprengelmeyer, L. (2024). Framing food in the news: Still keeping the politics out of the broccoli. *Journalism Practice*, 18(10), 2712–2734.
<https://doi.org/10.1080/17512786.2022.2153074>
10. Schallhorn, C., Symons, K., **Kunert, J.**, & Rose, L.-D. (2023). Inclusive, inviting, inspiring: Insights into the experiences of women’s football fans in Australia and Germany. *International Review for the Sociology of Sport*, 59(5), 619–641.
<https://doi.org/10.1177/10126902231215296>
11. **Kunert, J.** & Kuni, P. (2023). Tension between journalistic and entertainment values in live soccer TV commentary: The commentator’s perspective. *Journalism and Media*, 4(2), 631–647.
<https://doi.org/10.3390/journalmedia4020040>
12. **Kunert, J.**, Frech, J., Brüggemann, M., Lilienthal, V., & Loosen, W. (2022). How investigative journalists around the world adopt innovative digital practices. *Journalism Studies*, 23(7), 761–780.
<https://doi.org/10.1080/1461670X.2022.2033636>
13. Koliska, M., Thurman, N., Stares, S., & **Kunert, J.** (2021). Exploring Audience Perceptions of, and Preferences for, Online News Videos. *Journalism Studies*, 22(9), 1161–1180.
<https://doi.org/10.1080/1461670X.2021.1927154>
14. **Kunert, J.** (2021). The footy girls of Tumblr: How women found their niche in the online football fandom. *Communication & Sport*, 9(2), 243–263. <https://doi.org/10.1177/2167479519860075>

15. Schallhorn, C. & **Kunert, J.** (2020). Football without football: Creativity in German football coverage by TV broadcasters and clubs during the Coronavirus crisis. *International Journal of Sport Communication*, 13(3), 514–525. <https://doi.org/10.1123/ijsc.2020-0234>
16. **Kunert, J.** (2020). Automation in sports reporting: Strategies of data providers, software providers, and media outlets regarding automation and data use in German sports reporting. *Media and Communication*, 8(3), 5–15. <https://doi.org/10.17645/mac.v8i3.2996>
17. Thurman, N., Lewis, S., & **Kunert, J.** (2019). Algorithms, automation, and news. Introduction. *Digital Journalism*, 7(8), 980–992. <https://doi.org/10.1080/21670811.2019.1685395>
18. **Kunert, J.** & Thurman, N. (2019). The form of content personalisation at mainstream, transatlantic news outlets: 2010-2016. *Journalism Practice*, 13(7), 759–780. <https://doi.org/10.1080/17512786.2019.1567271>
19. Thurman, N., Dörr, K., & **Kunert, J.** (2017). Journalists get hands-on with robo-writing. Professionals consider news automation’s capabilities and consequences. *Digital Journalism*, 5(10), 1240–1259. <https://doi.org/10.1080/21670811.2017.1289819>
20. **Kunert, J.** (2016). Informations- und Transparenzelemente auf den persönlichen Webseiten der Mitglieder des Europäischen Parlaments [Information and transparency elements on the personal websites of the Members of the European Parliament]. *Zeitschrift für Vergleichende Politikwissenschaft*, 10(Suppl. 2), 41–65. <http://dx.doi.org/10.1007%2Fs12286-016-0287-8>

Chapters in edited volumes

21. Koitie, P., Booker, N., Lischka, J., Röthlingshöfer, M., Schaetz, N., **Kunert, J.** (in press). Mapping AI adoption in African journalism: A comparative media innovation systems perspective. In A. Arikewuyo & L. Mustapha (Eds.) *AI Revolution in Media and Communication: Shaping Teaching & Practice in Africa*. Routledge.
22. **Kunert, J.** (2025). Using artificial intelligence for investigative journalism. In A. Sarisakaloglu & M. Löffelholz (Eds.). *The handbook of artificial intelligence and journalism* (pp. 223–233). Hoboken: Wiley. <https://doi.org/10.1002/9781394250424.ch15>
23. **Kunert, J.** (2025). Perception of non-human versus human-written news by recipients. In A. Sarisakaloglu & M. Löffelholz (Eds.). *The handbook of artificial intelligence and journalism* (pp. 297–309). Hoboken: Wiley. <https://doi.org/10.1002/9781394250424.ch20>
24. Haim, M. & **Kunert, J.** (2025). Technologische Innovation im Journalismus [Technological innovation in journalism]. In T. Hanitzsch, A. Sehl, & W. Loosen (Eds.). *Journalismusforschung. Handbuch für Wissenschaft und Studium* (pp. 249–263). Baden-Baden: Nomos.
25. **Kunert, J.**, Rose, L.-D., & Schallhorn, C. (2025). ‘Til it’s done’. The legacy of the 2023 FIFA Women’s World Cup through insights from Australian and German women’s football fans. In D. S. Coombs & M. Yanity (Eds.), *Politics, Social Issues and the 2023 FIFA Women’s World Cup* (pp. 265–288). Routledge.
26. **Kunert, J.** (2024). Sportkommunikation im digitalen Zeitalter. Im Geflecht von Vereinen, Sportler:innen, Fans, Journalismus und Brands. [In the web of clubs, athletes, fans, journalism and brands. Sports communication in the digital age]. In Wiske, J. (Ed.). *Professionelle Sportkommunikation* (pp. 15–30). Wiesbaden: Springer VS.
27. **Kunert, J.** & Duncan, S. (2024). Automated Sports Journalism. In P. Pedersen (Ed.). *Encyclopedia of Sport Management. 2nd edition*. Cheltenham: Edward Elgar.
28. Schallhorn, C. & **Kunert, J.** (2024). Zwischen Fußballlust und Fußballfrust: Die Mediensportrealität während der COVID-19-Pandemie [Between football lust and football frustration: The media sports reality during the COVID-19 pandemic]. In T. Horky & J.-U. Nieland (Eds.). *COVID-19 und die Sportkommunikation. Der Einfluss der Corona-Pandemie auf Sport, Medien und Journalismus* (pp. 95–110). Wiesbaden: Springer VS.

29. **Kunert, J.** & Duncan, S. (2021). Automated Sports Journalism. In P. Pedersen (Ed.). *Encyclopedia of Sport Management*. Cheltenham: Edward Elgar.
30. **Kunert, J.** (2019). Journalists, meet your new colleague algorithm: The impact of automation on content distribution and content creation in the newsroom. In T. Osburg & S. Heinecke (Eds.). *Media trust in a digital world* (pp. 135–148). Wiesbaden: Springer. https://doi.org/10.1007/978-3-030-30774-5_10
31. **Kunert, J.** & Schmidt, J. (2011). Hub, Fine-Tuner oder Business as Usual? Social Network Sites und die Bundestagswahl 2009 [Hub, Fine-Tuner or Business as Usual? Social network sites and the 2009 Bundestag election]. In E. J. Schweitzer & S. Albrecht (Eds.). *Das Internet im Wahlkampf. Analysen zur Bundestagswahl 2009* (pp. 226–243). Wiesbaden: VS Verlag für Sozialwissenschaften. https://doi.org/10.1007/978-3-531-92853-1_9

Monographs

32. **Kunert, J.** (2016): *Members of the European Parliament on the web. Transparency, information and representation on personal websites of parliamentarians*. Baden-Baden: Nomos.

Edited volumes

33. Schallhorn, C., **Kunert, J.**, & Schäfer, M. (Eds.) (2023). Sportkommunikation im Wandel [Sports communication in transition] [Special Issue]. *Journal für Sportkommunikation und Mediensport*.
34. Thurman, N., Lewis, S., & **Kunert, J.** (Eds.). (2021). *Algorithms, automation, and news. New directions in the Study of Computation and Journalism*. London: Routledge.
35. Thurman, N., Lewis, S., & **Kunert, J.** (Eds.). (2019). Algorithms, automation, and news [Special issue]. *Digital Journalism*, 7(8), 980–1190. <https://www.tandfonline.com/toc/rdij20/7/8>

Reports

36. Thurman, N. & **Kunert, J.** (2016). *Country report: Journalists in the United Kingdom*. Worlds of Journalism Study. Available online: https://epub.ub.uni-muenchen.de/30989/1/Country_report_UK.pdf.
37. Thurman, N., Cornia, A. & **Kunert, J.** (2016). *Journalists in the UK*. Oxford: Reuters Institute Reuters Institute for the Study of Journalism. <https://reutersinstitute.politics.ox.ac.uk/sites/default/files/research/files/Journalists%2520in%2520the%2520UK.pdf>

Chapter in reports

38. **Kunert, J.** & von Nordheim, G. (2023). Innovation als sozialer Prozess. Fünf Erkenntnisse aus der Forschung [Overarching chapter: Robo-Reporter: A prototype for the Sportschau]. In Westdeutscher Rundfunk Köln (Ed.). *Mensch und Maschine. Zukünfte von Künstlicher Intelligenz in Medienhäusern*. Zukunftsreport des WDR Innovation Hub, 34–35. https://zukunft.wdr.de/assets/pdf/WDR-Zukunftsreport_MenschUndMaschine.pdf

Book reviews

39. **Kunert, J.** (2019). [Review of the book Die Orientierung von Online-Journalismus an seinen Publika. Anforderung, Antizipation, Anspruch by M. Haim]. *Publizistik*, 65, 91–93.
40. **Kunert, J.** (2019). Journalismus und Social Media [Review of the books Journalism and social media. Practitioners, organisations and institutions by D. Bossio und Gatewatching and news curation: Journalism, social media, and the public sphere by A. Bruns]. *Publizistik*, 64(1), 117–119.
41. **Kunert, J.** (2016). [Review of the book Die Online-Kommunikation von politischen Interessengruppen in der Schweiz by M. Brändli]. *Medien & Kommunikationswissenschaft*, 64(1), 121–122.
42. **Kunert, J.** (2015). [Review of the book Social-Media-Kommunikation nationaler Regierungen in Europa. Theoretische Grundlagen und vergleichende Länderanalysen ed. by H. Sievert & A. Nelke]. *Medien & Kommunikationswissenschaft*, 63(3), 434–435.