



Program

Presentation Yearbook Quality of the Media 2026

Disinformation and so-called 'fake news' pose a growing challenge to democratic societies. To what extent is the Swiss population aware of disinformation? How resilient is it to conspiracy theories and other disinformation, and what role does media consumption play in this?

The Yearbook Quality of the Media 2026 examines these questions in depth and also presents the latest findings on the Swiss public's expectations of public service broadcasting, as well as on developments in the quality, usage and funding of the Swiss media.

Date Monday, 26 October 2026

Location Kleine Aula der UZH, Rämistrasse 59 (Room RAA-G-01), 8001 Zürich, with livestream

Time 10.15 am to approx. 12.00 pm

Program 10.15 am: Greeting

Prof. Dr. Nenad Stojanovic, Kurt Imhof Stiftung für Medienqualität

10.20 am: Presentation of the main findings

Dr. Daniel Vogler, Head of Research und Co-Director

Dr. Linards Udrys, Deputy Head of Research and Lead of Outreach

11.00 am: Panel discussion on **"The vulnerable society: How resilient is the Swiss population to disinformation?"** with:

- **Prof. Dr. Mark Eisenegger** (Co-Director fög)
- **Dr. theol. h.c. Guido Fluri** (Founder of the Internet-Initiative)
- **Benno Zogg** (Head of the section strategy and anticipation at the federal office for security policy SEPOS)
- **Dr. Barbara Josef** (Board member Swico, Trade Association for the ICT and online sector)

Moderation: **Andrea Vetsch** (SRF)

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