

English Abstracts

Jörg Matthes / Matthias Kohring: Operationalisation of trust in journalism (Operationalisierung von Vertrauen in Journalismus), pp. 5 – 23

This article deals with the measurement of trust in mass mediated journalistic communication, i. e. trust in journalism. First, the existing conceptualisations and operationalisations of trust in journalism (including credibility) are reviewed. The conclusion drawn is that activities so far have not only failed to generate a precise theoretical concept, but also neglect methodological issues in scale development, such as construct validation. The purpose of this paper is, therefore, to present the development and empirical investigation of a theoretically derived multidimensional scale of trust in journalism. Confirmatory factor analysis of survey data confirms the four postulated factors “trust in theme selectivity”, “trust in fact selectivity”, “trust in the correctness of facts” (credibility) and “trust in evaluations”. Furthermore, a first construct validation reveals that the personality trait “trust capability” is a significant predictor of the presented scale.

Keywords: trust in journalism, credibility, scale development, confirmatory factor analysis, construct validation, trust capability

Michael Feldhaus: The consequences of mobile communication for privacy. Empirical findings on the assessment of ubiquitous contactability in the family (Die Folgen von Mobilkommunikation für die Privatheit. Empirische Ergebnisse zur Beurteilung ubiquitärer Erreichbarkeit in der Familie), pp. 24 – 37

Against the background of the growing use of the mobile phone in the private sphere, the article examines the question of how ubiquitous contactability is perceived and assessed by parents and their children. Does the contactability dilemma, which has long since been described theoretically, but which, however, has been inadequately examined empirically, occur at all, and, along with it, social control? Via a qualitative study, which is the only one so far in Germany that has conducted family interviews (family case studies) on the subject of mobile communication in the private sphere, an attempt is made to provide answers to these questions. The analyses of the empirical material show that the mobile phone is positively assessed if it involves an extension of decision-making possibilities and action scope, but rated negatively if it involves limitations with respect to privacy. The contactability dilemma does not reveal itself for parents or within the partnership, but definitely for a section of the youth community, with the existent or non-existent trust between parents and their children serving as the explanatory variable.

Keywords: mobile communication, privacy, family, mobile phone, contactability, social control

Silvia Knobloch: Advertising strategies of the German media. Use of media advertising, self-advertising and cross-promotion (Werbestrategien der deutschen Medien. Einsatz von Media-Werbung, Eigenwerbung und Cross-Promotion), pp. 38 – 54

Specific advertising strategies of media marketing, such as self-advertising and cross-promotion, are frequently singled out as topics by the relevant literature, but their quan-

titative significance is hardly described at all. Yet particular significance is attributed to the communication policy of media, both from the viewpoint of media economics and anti-trust law. The article analyses the quantitative significance of the communication policy measures of various media genres in the year 2001. It begins by describing the general development of advertising revenues and expenditures in the media sector, then examines the breakdown of advertising activities according to advertising media genre and advertising strategies of various media company groups. It becomes clear that the outstanding role of the media as communicators on the advertising market is largely attributable to self-advertising and cross-promotion and that different media groups use very different strategies in this context.

Keywords: advertising strategies, communication policy, self-advertising, cross-promotion, media economics

Holger Schramm / Christoph Klimmt: “After the game is before the game” – the recipients of the Soccer World Cup 2002 on television: a panel study on the development of recipient motives during the course of the tournament (“Nach dem Spiel ist vor dem Spiel” – Die Rezeption der Fußball-Weltmeisterschaft 2002 im Fernsehen: Eine Panel-Studie zur Entwicklung von Rezeptionsmotiven im Turnierverlauf), pp. 55 – 81

Television programmes on soccer in general and major soccer events in particular are particularly popular with viewers. Whereas figures are available on the demographic composition of the corresponding television audiences, there are still hardly any theoretical and empirical insights on the motives of attention. This study addresses this gap in research and examines the recipient motives of the German television audience during the Soccer World Cup 2002. A panel, consisting initially of 258 respondents, was interviewed at five moments in time during the Soccer World Cup about the motives for watching World Cup matches or match reports on subsequent days. Data analysis throughout all surveying waves revealed three internally highly reliable factors of motivation, which, depending on the survey wave, explained between 49 and 53 per cent of the variance. There were differences in the intensity and the course of these factors of motivation, inter alia, between women and men and between persons involved in soccer and persons not involved in soccer. Panel-specific evaluations show the influence of further person-related criteria on motive changes during the Soccer World Cup and the connection between motives and the extent of soccer consumption. The study is to be rated as a broadly based, explorative first-time study, which reveals numerous implications for subsequent research.

Keywords: recipient motive, soccer, World Cup, gratification, panel, entertainment, sports

Michael Schaffrath: More than 1:0! Significance of the live commentary for soccer broadcasts – an explorative case study (Mehr als 1:0! Bedeutung des Live-Kommentars bei Fußballübertragungen – eine explorative Fallstudie), pp. 82 – 104

On the occasion of big sports events, not only the performance of top athletes are of public interest; the work of the live commentators is examined and assessed particularly closely. Content-related, professional and language deficits of the reporters are discussed and criticised, now and then relentlessly. This has tradition. Yet it is almost com-

pletely unclarified whether the live commentary of a sports event has any influence on the television viewer at all and, if it does, in which form. The study seeks to make a contribution to the empirically hardly considered field of effects research in sports reporting. It begins by initially outlining the media relevance and societal acceptance of sports and/or the World Cup 2002 as a programme category. This is followed by a description of the inadequate state of research and a discussion of the few studies available on this subject. With the help of the method of laboratory experimentation, an attempt is made to analyse the significance of a commentary. Furthermore, it is investigated whether differing respondent behaviour in the experimental and control groups can be explained by specific statements made in the commentary.

Keywords: soccer, sports, sports reporting, commentary, live commentary, effects research