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Fassbender, Kurt: Zu Inhalt und Grenzen des rundfunkrechtlichen Sendestaatsprinzips. – S. 505–511

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Ries, Marc: Vom Begehren nach Hören von Ich und Welt: der Gebrauch von Mobiltelefon und iPod. – S. 55–59

Krotz, Friedrich; Schulz, Iren: Vom mobilen Telefon zum kommunikativen Begleiter in neu interpretierten Realitäten: die Bedeutung des Mobiltelefons in Alltag, Kultur und Gesellschaft. – S. 59–66

Hartmann, Maren: Mobile als öffentliche Kommunikation?. – S. 67–72

Düvel, Caroline: Mobilkommunikation in Diasporagemeinschaften: kommunikative Mobilität und Vernetzung junger russischer Migranten in Deutschland. – S. 73–80

Höflich, Joachim R.; Gebhardt, Julian: Plätze des Lebens und der Kommunikation: Beobachtungen zum Gebrauch des Mobiltelefons im öffentlichen Raum. – S. 81–90

Breiter, Andreas; Welling, Stefan: Ubiquitous Computing – digitale Medien für allgegenwärtiges Lernen?. – S. 91–98

Communication Research

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Lee, Eun-ju: When and How Does Depersonalization Increase Conformity to Group Norms in Computer-Mediated Communication?. – S. 423–447

„The experiment reported herein examined how depersonalization, operationalized as the lack of individuating information, affects conformity to a group norm in anonymous computer-mediated communication. Participants made a decision about choice dilemmas and exchanged their decisions and supporting arguments with three ostensible partners via computer, who unanimously endorsed the position opposite of the participant's. As predicted, depersonalization led to a more extreme perception of the group norm, better recall of the interactants' arguments, and more positive evaluations of the interactants' arguments through group identification, albeit only for women. Moreover, depersonalization was more likely to facilitate conformity to group norms among those with higher need for public individuation and among women. A test of indirect effects showed that group identification and extremity of the perceived group norm mediated the effects of depersonalization on conformity."

Eastin, Matthew S.; Griffiths, Robert P.: Beyond the Shooter Game: Examining Presence and Hostile Outcomes Among Male Game Players. – S. 448–466

"Investigating male game players, this study explores how game interface (virtual reality [VR] and standard console), game content (fighting, shooting, and driving), and game context (human and computer competition) influence levels of presence and hostile expectation bias – the expectation others will think, feel, speak, and act aggressively during social conflict. In addition to game interface and game content influencing hostile expectations, significant interactions were detected for hostile expectations. Presence, although not as predicted, also significantly differed across game interface and game content. Through the development and testing of each gaming experience, this study demonstrates that simply testing violent and nonviolent game situations underestimates the complexity of contemporary video-game play."

Afifi, Walid A.; Caughlin, John P.: A Close Look at Revealing Secrets and Some Consequences That Follow. – S. 467–488

„During a 2-month period this investigation followed 342 individuals who were keeping a secret, focusing on predictors and outcomes of revelation. Rumination, identity-related concerns, and self-esteem were the variables of interest. Rumination at the beginning of the study was associated negatively with self-esteem and was positively correlated with identity-related concerns. Despite their positive association with one another, rumination and the identity factors clashed in their impact on the decision to reveal the secret. Finally, the revelation of secrets seems to decrease rumination and increase self-esteem, but only to the extent that the target's reaction was positive and the revelation decreased the self-relevance of the secret for the discloser, respectively. A complex picture emerges of the process of secret concealment and revelation."

Maurer, Marcus; Reinemann, Carsten: Learning Versus Knowing: Effects of Misinformation in Televised Debates. – S. 489–506

„Many studies have shown that voters do learn about political issues from televised debates. Because debaters may not be interested in educating voters but in gaining votes, this does not necessarily mean that debate viewers improve their knowledge (i.e., learning something that is correct). Instead, they may become misinformed by watching a debate. Taking the second debate in the 2002 German general election as an example, we first compare people's knowledge about economic facts before and after the debate with the actual situation as represented by official statistics. In a second step, we trace back the change or stability of their assessments of the state of the economy to candidates' statements on that issue during the debate by using continuous-response measurement (CRM) measurement. Our analysis shows substantial learning effects among debate viewers. However, most of them did not improve their knowledge. They were rather misled by candidates' selective presentation of facts."

Harrison, Kristen; Taylor, Laramie D.; Marske, Amy Lee: Women's and Men's Eating Behavior Following Exposure to Ideal-Body Images and Text. – S. 507–529

„Two experiments tested the effects of exposure to ideal-body images and text on young adults' eating behavior. Women viewed slides depicting images of slender female models with no text, with diet- and exercise-related (congruent) text, with irrelevant (incongruent) text, or no slides (control). Men viewed slides depicting images of muscular male models in the same four conditions. Among women with a discrepancy between perceptions of their actual body and the body their same-gender peers believe they ought to have, exposure to images alone and images plus congruent text led to a reduction in the amount eaten in front of female peers. Among men with the same discrepancy, exposure to images alone and images plus congruent text led to an increase in the amount eaten in front of male peers. The distinctions between ideal-body images and text as stimuli, and between male and female eating behaviors as self-presentational strategies, are considered in the discussion."

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Scheufele, Dietram A.; Kim, Eunkyung; Brossard, Dominique: My Friend's Enemy: How Split-Screen Debate Coverage Influences Evaluation of Presidential Debates. – S. 3–24

„Leading up to the 2004 presidential debates, there was considerable discussion about the mode of presentation on television, that is, debate coverage with simultaneous reaction shots of the opponent while a candidate was speaking or coverage with isolated shorts of each candidate only. In fact, many commentators argued that split-screen coverage of Bush's reactions to Kerry's statements hurt the president during the first debate. This study analyzes the impact of split-versus single-screen debate coverage in the 2004 campaign using a large-scale experimental design with about 700 participants, conducted at a large midwestern university. Consistent with explanatory models from political science and social psychology, findings show that split-screen coverage led Bush supporters to become more extreme in their positive and negative judgments about Bush and Kerry, respectively. Kerry supporters however, had strong views about Bush from the beginning and changed little based on the mode of coverage."

Huh, Jisu; Langteau, Rita: Presumed Influence of DTC Prescription Drug Advertising: Do Experts and Novices Think Differently?. – S. 25–52

„Davison's original third-person-effect proposal notes that experts, because of their special knowledge, may exhibit a greater third-person effect than do non-experts. To gather empirical evidence on this notion, this research investigates whether experts perceive a greater influence of direct-to-consumer (DTC) advertising on others than do novices. The expert-novice distinction is made in two different ways: (a) physicians versus consumers, based on objective knowledge of prescription drugs and (b) consumer experts versus consumer novices, based on familiarity with DTC advertising. Results show that consumer experts clearly exhibit greater perceived DTC advertising influence on others than do novices, and the differences between experts and novices vary by presumed DTC advertising influence dimensions. Future research is advocated on expert views in presumed media influence studies."

Berger, Charles R.; Lee, Eun-Ju: Dynamic Representations of Threatening Trends: The Role of Rationality and Experientiality in Potentiating Trepidation. – S. 53–72

„Two experiments evaluated the role graph schemata play in potentiating trepidation-related responses to static and dynamic graphical depictions of increasingly threatening trends. Rational and experiential processing systems' role in responding to the graphic depictions was examined. High rationals reported significantly less trepidation than lows when concrete trends exhibited attenuated recent growth but equal amounts when the trends showed linear or recent explosive growth. Low experientials were more apprehensive than highs when graphs were presented dynamically (Experiment 1). The same functions were presented as undefined threats in Experiment 2. High

rational-low experientials were significantly less apprehensive than high rational-high experientials when the trend exhibited attenuated recent growth. Low rationals were more apprehensive than highs when graphs were presented dynamically. Graph schemata do not map graphical information on to trepidation-related metrics in any simple way, and stimulus ambiguity may activate experiential processing to the point that it dominates the rational system."

Pfau, Michael et al: The Influence of Corporate Front-Group Stealth Campaigns. – S. 73–99

„This research examined corporate front-group stealth campaigns. An experiment was conducted to examine the influence of front-group stealth campaigns on a variety of measures. It was anticipated that corporate front-group stealth campaigns, which feature names that mask the true interests of sponsors, positively affect public opinion, unless they are exposed as intentionally misleading, in which case they boomerang against sponsors. The experiment examined the potential of the inoculation strategy to preempt the influence of corporate front-group stealth campaigns. The pattern of results supported all of these expectations. Front-group stealth campaigns proved to be effective, at least in the short term. Front-group stealth campaigns eroded public attitudes toward the issue in question and boosted perceptions of the front group, but not the corporate sponsor. However, when front-group stealth campaigns were subsequently exposed, positive effects dissipated and perceptions of corporate sponsors boomeranged. Results revealed that inoculation can protect against the influence of front-group stealth campaigns."

Rains, Stephen A.: The Impact of Anonymity on Perceptions of Source Credibility and Influence in Computer-Mediated Group Communication: A Test of Two Competing Hypotheses. – S. 100–125

„As scholars and practitioners have endeavored to develop computer-based tools that foster effective communication and collaboration in groups, anonymity has played a key role. Anonymity purportedly minimizes status differences, liberates team members from a fear of retribution, and makes members feel more comfortable contributing to discussions. Yet these benefits may be outweighed by the impact of anonymity on receiver perceptions and behavior. Two competing hypotheses, drawn from adaptive structuration theory, were tested in this study to determine the impact of anonymity on receiver perceptions of sources and messages in computer-mediated group communication. The results of the multilevel models offer evidence in support of the discounting hypothesis and suggest that anonymity provided by electronic meeting systems may undermine source credibility and influence."

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Klenk, Christian: Hauptsache Papst, Hauptsache Emotion: der Kölner Weltjugendtag in der Presse. – S. 337–360

Drobinski, Matthias: Mit Benedikt durch Bayern: Impressionen eines mitreisenden Journalisten. – S. 361-365

Stenert, Ute; Hober, David: „Kirche ist hoch anschlussfähig": Interview mit der Intendantin des Rundfunks Berlin-Brandenburg, Dagmar Reim. – S. 366–373

Lehmann, Karl Kardinal: Die technische Entwicklung und das journalistische Ethos: Statement bei der Verleihung des Katholischen Medienpreises 2006. – S. 374–379

Hömberg, Walter: Die Verantwortung des Journalisten: eine Herausforderung für die Journalistenausbildung. – S. 380–388

Rude, Bernhard: Religionsgemeinschaften müssen scharfe Kritik ertragen: die Spruchpraxis des Deutschen Presserates zu Ziffer 10 des Pressekodex. – S. 389–398

Mayer, Ansgar: „Ich bin ein Radiosender": Podcasting als Chance und Herausforderung. – S. 399–406

Communication Theory
Jg 16 (2006) Nr 4

Habermas, Jürgen: Political Communication in Media Society: Does Democracy Still Enjoy an Epistemic Dimension?: The Impact of Normative Theory on Empirical Research. – S. 411–426

„I first compare the deliberative to the liberal and the republican models of democracy, and consider possible references to empirical research and then examine what empirical evidence there is for the assumption that political deliberation develops a truth-tracking potential. The main parts of the paper serve to dispel prima facie doubts about the empirical content and the applicability of the communication model of deliberative politics. It moreover highlights 2 critical conditions: mediated political communication in the public sphere can facilitate deliberative legitimation processes in complex societies only if a self-regulating media system gains independence from its social environments and if anonymous audiences grant a feedback between an informed elite discourse and a responsive civil society."

Butchart, Garnet C.: On Ethics and Documentary: a Real and Actual Truth. – S. 427–452

„This article brings recent psychoanalytic theory to bear on contemporary moral opinion about ethical practice in documentary film and video. A critical distinction is made between ethics and morals, and Alain Badiou's (1993/2001) philosophical conception of an ethic of truths is used to challenge the restrictions put upon documentary. It is argued that visual perception remains the truth of any documentary, and three modes are proposed according to which an ethic of disclosing this truth may be practiced with a view

to overcome the obstacles of morality-based ethical systems."

Rockler, Naomi R.: Friends, Judaism, and the Holiday Armadillo: Mapping a Rhetoric of Postidentity Politics. – S. 453–473

„Critical communication literature that problematizes postfeminism, therapeutic rhetoric, Whiteness, and representations of marginalized groups all point to a comprehensive rhetoric of postidentity politics, a rhetoric characterized by the assumption that identity politics are no longer relevant. In this essay, I analyze an episode of the popular television program, Friends, in which Jewish identity politics are represented. I situate my critique of this episode first within the history of Jewish representation on television but primarily as a starting point to map out the characteristics of a rhetoric of postidentity politics."

Rogers, Richard A.: From Cultural Exchange to Transculturation: A Review and Reconceptualization of Cultural Appropriation. – S. 474–503

„Cultural appropriation is often mentioned but undertheorized in critical rhetorical and media studies. Defined as the use of a culture's symbols, artifacts, genres, rituals, or technologies by members of another culture, cultural appropriation can be placed into 4 categories: exchange, dominance, exploitation, and transculturation. Although each of these types can be understood as relevant to particular contexts or eras, transculturation questions the bounded and proprietary view of culture embedded in other types of appropriation. Transculturation posits culture as a relational phenomenon constituted by acts of appropriation, not an entity that merely participates in appropriation. Tensions exist between the need to challenge essentialism and the use of essentialist notions such as ownership and degradation to criticize the exploitation of colonized cultures."

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Descombes, Vincent: A Philosophy of the First-Person Singular. – S. 4–15

„According to Emile Benveniste, there are only 2 grammatical persons (the first and the second) because being a grammatical person is a matter of taking part actively in a dialogical act of speech. The so-called third person should rather be called the nonperson, the „absent" of the dialogue. Paul Ricoeur has questioned this interpretation of the third person in so far as it meets a philosophical dogma once maintained by Jean-Paul Sartre in his theory of the novel. Sartre claimed that the author of a novel, when introducing a character into the narrative, should choose between the first-person point of view and the third-person one. Ricoeur has rightly argued that this was not the case, as it is obviously possible to use the grammatical third person in order to present the personal thoughts and feelings of somebody else. If one could not do that, it would not be possible to consider „oneself as another"."

Malabou, Catherine: An Eye at the Edge of Discourse. – S. 16–25

Hainge, Greg: Of Glitch and Men: the Place of the Human in the Successful Integration of Failure and Noise in the Digital Realm. – S. 26–42

Penney, James: The Failure of Spectatorship. – S. 43–60

Rains, Stephen A.; Scott, Craig R.: To Identify or Not to Identify: a Theoretical Model of Receiver Responses to Anonymous Communication. – S. 61–89

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Fourie, Pieter J.: Moral philosophy as the foundation of normative media theory: the case of African „Ubuntuism". – S. 1–30

Dhoest, Alexander: Nostalgic memories: qualitative reception analysis of Flemish TV fiction, 1953–1989. – S. 31–50

Matthes, Jörg: Beyond accessibility?: Toward an on-line and memory-based model of framing effects. – S. 51–78

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Kunick, James M.; Patzak, Andrea: Issues to Consider When Licensing US Software in Germany. – S. 1–7

Barton, Paul: Benchmarking and Technology Refresh in Outsourcing Arrangements. – S. 8–12

Weber, Rolf H.: Information Infrastructure Protection as Legal Topic. – S. 13–19

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Kreutzer, Till: Computerspiele im System des deutschen Urheberrechts: eine Untersuchung des geltenden Rechts für Sicherungskopien und Schutz technischer Maßnahmen bei Computerspielen. – S. 1–6

Kirchberg, Christian: Zur Zukunft der Rasterfahndung: Randbedingungen und Perspektiven der Entscheidung des BVerfG vom 4.4.2006. – S. 10–15

Wiebe, Andreas: Der „virtuelle Videorecorder": neue Dienste zwischen Privatkopie und Öffentlicher Zugänglichmachung (§ 19a UrhG). – S. 28–33

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Söbbing, Thomas; Marxfeld, Jan: Die Bedeutung von US-GAAP für die Vertragsgestaltung in IT-Projekten. – S. 69–74

Bosse, Rolf; Richter, Thomas; Schreier, Michael: Abrechnung mit IP-Adressen: Risiken und Nebenwirkungen eines neuen Online-Abrechnungsverfahren. – S. 79–84

Hornung, Gerrit: Die Haftung von W-LAN Betreibern: neue Gefahren für Anschlussinhaber – und die Idee „offener" Netze. – S. 88–93

Kazemi, Robert: Online-Nachrichten in Suchmaschinen: ein Verstoß gegen das deutsche Urheberrecht?. – S. 94–100

Jg 23 (2007) Nr 3

Steger, Udo: Rechtliche Verpflichtungen zur Notfallplanung im IT-Bereich: ein Überblick zu den maßgeblichen rechtlichen Anforderungen an die unternehmerische IT-Notfallplanung. – S. 137–142

Koenig, Christian; Leinen, Fabian; Senger, Marion: Europarechtliche Vorgaben zur Auslegung der Übergangsvorschrift des § 150 Abs. 1 S. 1 TKG. – S. 147–153

Pohle, Jan; Dorschel, Joachim: Entgeltnachweis und technische Prüfung: Rechtsfragen zum Nachweis von Entgeltforderungen nach § 45i TKG (§ 16 TKV). – S. 153–159

Schweinoch, Martin; Böhlke, Dietmar; Richter, Christoph: E-Mails als elektronische Geschäftsbriefe mit Nebenwirkungen: Bedeutung und Tragweite der neuen Pflichtangaben für den elektronischen Geschäftsverkehr. – S. 167–171

European Journal of Communication
Jg 21 (2006) Nr 4

Törenli, Nurcan: The „Other" Faces of Digital Exclusion: ICT Gender Divides in the Broader Community. – S. 435–456

„The aim of this article is to evaluate digital exclusion from the perspective of women in disadvantaged areas of society; these women are 'information poor' because of the disabling effects of their income levels, socioeconomic situations and traditional cultures. Digital exclusion of women in Turkey, with the exception of a small social and political elite, is giving off alarming signals. Inadequate personal professional qualifications combined with the costs of access to and use of ICTs are having a growing adverse effect on the socioeconomic lives of women. This article evaluates the possibilities to remove the inequalities in public usage of ICTs in Turkey, and looks at the increase of collaboration among disadvantaged groups and the ability of organizations to find a voice. The article concludes that rather than the market approach theory – which maintains that that where there is effective competition and adequate information, the balance of the price mechanism concerned with production-consumption of information is automatically regulated – an informed public can achieve steady development of its society. In other words, the article argues that if the utilization of ICT opportunities in disadvantaged groups is left purely to time or 'natural' market processes, the process of digital exclusion will continue to increase rapidly. ICTs have both qualitative and quantitative dimensions in their access and use. When these dimensions do not match, and where there are no mechanisms used to ensure that they do match, their usage and spread will remain limited to specific groups. Under these conditions, the problems caused by the present inequalities in society will reach new proportions."

Dalen, Arjen van; Deuze, Mark: Readers' Advocates or Newspapers' Ambassadors?: Newspaper Ombudsmen in the Netherlands. – S. 457–476

„At the beginning of the 21st century, politicians, scholars and journalists want news media to be more accountable and transparent. The newspaper ombudsman is often considered an example of an accountability mechanism. Similarly to Japan, the US and elsewhere, newspapers in the Netherlands have introduced this function in the newsroom. A questionnaire and open-ended interviews with Dutch ombudsmen showed two different views of the function: on the one hand, they see themselves as the 'readers' advocate', whose loyalty lies with the reader; on the other hand, they are the 'paper's ambassador', who defends the paper's interests. The ombudsman can be seen as an accountability mechanism, or as a way to strengthen the newspaper's relationship with its readers."

Gross, Peter: A Prolegomena to the Study of the Romani Media in Eastern Europe. – S. 477–498

„Among the wealth of ethnic media outlets in Eastern Europe, the Romani media have grown faster than any others despite small audiences and the poverty, illiteracy and absence of social, political and linguistic cohesiveness of their natural constituency in the region. Yet, beyond their potential symbolic value, the growth of the Romani media appears to defy the customary expectations with regard to functions, roles and effects in a region where the ethnic media aid minority identity, cultural preservation and participation."

Kivikuru, Ullamaija: Tsunami Communication in Finland: Revealing Tensions in the Sender-Receiver Relationship. – S. 499–520

„The tsunami disaster on 26 December 2004 was the biggest peacetime accident to affect the Scandinavian countries. The region hit by the tsunami is one of the most popular holiday destinations for Scandinavians. One hundred-and-seventy-nine Finnish lives were lost, and several hundreds injured. The immediate media coverage and reception were as expected. The volume of the coverage was huge, audiences rose by one-third, as did the use of web material. However,

the main type of media used immediately after the catastrophe were the mobile phone and amateur-run discussion groups on the web, allowing for individual expression. But on closer examination, the overall picture is quite a traditional one. The media and public institutions were also providing top-down information via the web, both the media and the receivers focused on Finns alone, and the welfare state was seen as the culprit for not ensuring the security of its citizens."

Federal Communications Law Journal
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Epstein, Michael M.: Broadcast Technology as Diversity Opportunity: Exchanging Market Power for Multiplexed Signal Set-Asides. – S. 1–46

Cotlar, Andrew D.: You Said What?: The Perils of Content-Based Regulation of Public Broadcast Underwriting Acknowledgments. – S. 47–66

Dingwall, Craig: Municipal Broadband: Challenges and Perspectives. – S. 67–102

Herman, Bill D.: Opening Bottlenecks: On Behalf of Mandated Network Neutrality. – S. 103–156

Garrie, Daniel B.; Blakely, Alan F.; Armstrong, Matthew J.: The Legal Statues of Spyware. – S. 157–214

Javnost
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Friedland, Lewis A.; Hove, Thomas; Rojas, Hernando: The Networked Public Sphere. – S. 5–26

„Habermas's late theory of the public sphere is fundamentally about democracy and growing complexity. The network form is at the core of growing complexity, and the centrality of networks in the economy, political system, civil society, and the lifeworld calls for revisions in central theoretical assumptions about the structure of the public sphere. We argue that in order to maintain Habermas's larger democratic project, we will have to rethink theoretical assumptions linked to its neo-Parsonsian systems theoretical foundations and to systematically integrate new network forms of social life into theory."

Hermes, Joke: Hidden Debates: Rethinking the Relationship between Popular Culture and the Public Sphere. – S. 27–44

„This article proposes that paying attention to popular cultural practice will benefit „cultural citizenship" and, in turn, the vitality of the public sphere. Although popular culture in Habermassian terms does not fully qualify as a lifeworld domain, the enthusiasm of its users is a strong point to its advantage. Otherwise „ordinary people" hardly participate in public life, which

foregrounds them as (emotional) witnesses rather than as experts or persons holding a view or an (interesting) opinion. As debate resulting from popular culture use tends to be among fans, neighbours or co-workers and is in point of fact „hidden," a further step would be needed to use the underlying issues and points of view debated in everyday life for public use. Internet communication shows that this is well possible. Indeed, the public-private and the fiction-non fiction boundaries are blurring, and citizenship is practiced in many places. Qualitative audience research could be a key force in reinvigorating the public sphere. By involving audience members themselves and following their cue or by using peer-to-peer formats, it could develop into „civic research" in much the same manner as civic journalism."

Berger, Dan: Shaping the Public Sphere with and beyond the State: Globalisation and Latin American Social Movements Remake State-Publics Relationship. – S. 45–62

„This paper argues that public opinion theory has been guided by a confused, arguably contradictory relationship between the public and the state. Guided by an elitist view toward the masses, traditional theories argue that the public takes place only in opposition to the state yet cannot be trusted to run society on its own. Such a normative ideal, while perhaps inherently troubling, is more irrelevant in a world defined by globalisation. In particular, several social movements and governments in Latin America offer an alternate approach to conceptualising the relationship between the public and the state – a model whereby the two work in tandem to run society. Such moves, critically examined here, are particularly fueled by neoliberal economic policies."

Heikkilä, Heikki; Kunelius, Risto: Journalists Imagining the European Public Sphere: Professional Discourses about the EU News Practices in Ten Countries. – S. 63–80

„This article aims to analyse journalists' professional imagination in connection to EU news. A special attention is paid to the variety of ideas about European public sphere that inform (or fail to inform) journalists' work. The article is based on 149 semi-structured qualitative journalist interviews conducted in the home offices of mainstream news organisations in ten European countries. The article takes up Charles Taylor's idea that public sphere belongs to the key social imaginaries of modernity and treat journalists as important carriers of these social imaginaries. These professional imaginaries are traced by looking at how journalists perceive the locus of news, how they define their professional role vis-à-vis their audience, and finally, how they would describe the political and communication problems within the EU. From this reasoning three relatively coherent lines of thought were derived: classical professionalism, secular discourse, and cosmopolitan discourse. As a conclusion the article attempts to map out these different discourses in connection to modes of political communication. The three discourses detected in the article can be seen as contemporary versions of professionalism in European news organisations. As such, they do not give much ground to assume that a European public sphere would emerge out of national journalistic cultures. Given the emergent nature of publics and public

spheres, this does not mean that such practices may not be developed outside journalism."

Ruusunoksa, Laura: Public Journalism and Professional Culture: Local, Regional and National Public Spheres as Contexts of Professionalism. – S. 81–98

„This article provides an insight into the public journalism discussion and offers a way of understanding how journalists at local, regional and national levels interpret and practise public journalism slightly differently. Journalists' interpretations of participatory public journalism initiatives in three Finnish newspapers from local, regional and national public spheres are used as a point of departure for discussing professionalism in journalism. The paper argues that professionalism offers a way to articulate journalists' relations to the market, administration and the public in different ways in different public spheres."

Journal of Communication

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Peter, Jochen; Valkenburg, Patti M.: Adolescents' Exposure to Sexuality Explicit Online Material and Recrational Attitudes Toward Sex. – S. 639–660

„Previous research has largely ignored the implications of adolescents' exposure to sexually explicit online material for their sexual attitude formation. To study whether adolescents' exposure to sexually explicit material on the Internet is related to recreational attitudes toward sex, we conducted an online survey among 471 Dutch adolescents aged 13-18. In line with an orientation 1 – stimulus – orientation 2 – response (O1-S-O2-R) model, we found a pattern of multiple mediated relationships. Male adolescents (O1) used sexually explicit online material (S) more than female adolescents, which led to a greater perceived realism of such material (O2). Perceived realism (O2), in turn, mediated the relationship between exposure to sexually explicit online material (S) and recreational attitudes toward sex (R). Exposure to sexually explicit online material, then, is related to more recreational attitudes toward sex, but this relationship is influenced by adolescents' gender and mediated by the extent to which they perceive online sexual material as realistic."

Bolden, Galina B.: Little Words that Matter: Discourse Markers „So" and „Oh" and the Doing of Other-Attentiveness in Social Interaction. – S. 661–688

„The article presents an analysis of actual, recorded social interactions between close familiars with the goal to describe discursive practices involved in showing engagement with the other party, or other-attentiveness. Focusing on the deployment of the discourse markers „so" and „oh" in utterances that launch new conversational topics, the article demonstrates that „so" overwhelmingly prefaces other-attentive topics, whereas „oh" prefaces self-attentive topics. We consider the interactional implications of this distribution and how the basic meanings of these linguistic objects are employed in the service of communicating interpersonal involvement."

Nabi, Robin L. et al: Does Misery Love Company?: Exploring the Therapeutic Effects of TV Viewing on Regretted Experiences. – S. 689–706

„Testing hypotheses derived from regret and mood management theories, this research explores how regretted experiences impact interest in viewing experience-relevant TV programming and such viewing's effects on program enjoyment and felt regret. One hundred and forty-four participants, half of whom had been unfaithful in romantic relationships, were asked first to rate their interest in viewing a series of storylines and then to provide their reactions to 1 of 2 versions of a TV program depicting cheating behavior. Largely consistent with hypotheses, results indicated that those who had both cheated and felt regret about their behavior were more likely than others to want to watch experience-related storylines, were no less likely to enjoy watching such programming, and particularly preferred viewing the program version in which the main character rationalized, rather than expressed regret for, her behavior. Both program versions, however, reduced regret equally. A survey of 206 city residents also offered evidence consistent with predictions based on regret theory. Overall, this research speaks to the value of integrating theories of emotion with media theory to enhance the latter's predictive ability."

Smith, Sandi W. et al: Altruism on American Television: Examining the Amount of, and Context Surrounding, Acts of Helping and Sharing. – S. 707–727

„Using a representative sample of television content featuring 2,227 programs across different genres and 18 different channels, the frequency and context of altruistic actions were content analyzed. A social cognitive theory approach was taken to guide the selection of contextual variables. The results showed that 73% of the programs in the sample featured instances of helping/sharing at a rate of 2.92 incidents per hour. Further, the actions were most likely to be initiated by adult White males and many acts were depicted in a humorous, realistic, and rewarding context. In terms of channel differences, shows on children's basic cable featured not only the highest proportion of programs with one or more instances of altruism but also the highest rate per hour (4.02 acts). Differences in contextual features and channel type are discussed in terms of social cognitive theory below."

Scheufele, Dietram A. et al: Democracy Based on Difference: Examining the Links Between Structural Heterogeneity, Heterogeneity of Discussion Networks, and Democratic Citizenship. – S. 728–753

„This study explores the direct and indirect links between structural heterogeneity, network heterogeneity, and political participation. We review the often conflicting scholarship on discussion network heterogeneity and political participation and place it within a multilevel conceptual framework of heterogeneity. Based on this integrated theoretical model, our study uses a combination of macro-level and individual-level survey data from various sources. First, we use a cross-sectional national data set, based on a telephone survey with a probability sample of almost 800 adults.

Second, we combine these individual-level data with county-level data on religious, political, and racial heterogeneity. Based on these data sets, we develop a path model linking structure, context, and networks into an integrated pathway to evaluate the direct and indirect effects of heterogeneity on political participation. Our results show positive links between structural and network heterogeneity that are both direct and indirect, that is, mediated through various communication processes."

Lee, Kwan Min et al: Can Roots Manifest Personality?: An Empirical Test of Personality Recognition, Social Responses, and Social Presence in Human-Robot Interaction. – S. 754–772

„Personality is an essential feature for creating socially interactive robots. Studies on this dimension will facilitate enhanced human-robot interaction (HRI). Using AIBO, a social robotic pet developed by Sony, we examined the issue of personality in HRI. In this gender-balanced 2 (AIBO personality: introvert vs. extrovert) by 2 (participant personality: introvert vs. extrovert) between-subject experiment (N = 48), we found that participants could accurately recognize a robot's personality based on its verbal and nonverbal behaviors. In addition, various complementarity attraction effects were found in HRI. Participants enjoyed interacting with a robot more when the robot's personality was complementary to their own personalities than when the robot's personality was similar to their own personalities. The same complementarity attraction effect was found in participants' evaluation of the robot's intelligence and social attraction. Participants' feelings of social presence during the interaction were a significant mediator for the complementarity attraction effects observed. Practical and theoretical implications of the current study for the design of social robots and the study of HRI were discussed."

Banerjee, Smita C.; Greene, Kathryn: Analysis versus Production: Adolescent Cognitive and Attitudinal Responses to Antismoking Interventions. – S. 773–794

„This study examined cognitive and attitudinal responses of adolescents to two inoculation-based media-literacy intervention approaches designed to reinforce adolescents' attitudes against smoking. Participants were junior high students (sixth, seventh, and eighth grade) from schools in the northeast. Two kinds of experimental workshops and a control group were used in a repeated measure nonequivalent group experimental design. The two intervention workshops developed included analysis (where participants discussed and analyzed cigarette and antismoking ads) and production (where participants discussed, analyzed, and then created their own antismoking ads). Results showed an overall support for the production workshop in eliciting more attention and positive workshop perceptions than the analysis workshop. The production workshop was also successful in reducing positive attitudes toward smoking over time. Implications and directions for future research are discussed including implications for theories of message processing."

Yan, Michael Zhaoxu; Napoli, Philip M.: Market Competition, Station Ownership, and Local Public Affairs Programming on Broadcast Television. – S. 795–812

„This study examines the relationship between competitive conditions in television markets, ownership characteristics, and commercial broadcast television station provision of local public affairs programming. The results from an analysis of a random sample of 285 full-power television stations showed that half of the stations in the sample did not air any local public affairs programming during the 2-week sample period. Among the study's other findings are that competitive conditions and station financial resources do not necessarily increase the provision of local public affairs programming and that ownership characteristics bear little meaningful relationship to local public affairs programming provision."

Fu, W. Wayne: Concentration and Homogenization of International Movie Sources. – S. 813–836

„This study examines the source diversity of the global film trade by assessing the profiles of individual countries' imported films. Theatrical movie imports to 94 countries from 1970 to 1999, sorted by production origin (i.e., USA, Italy, France, U.K., India, Russia, Germany, Japan, Hong Kong, and others), are tested, using United Nations Educational, Scientific, and Cultural Organization data, against hypotheses of centralization and homogenization among these major import sources. An empirical model is devised to quantify and explain such situations and their trends over the country panel. Regressions show that the interexporter share concentration of film imports within countries increased significantly over the period of study and that this trend is mediated by language, economic, and regional variables. It is further shown that the changes of the global shares of different exporters are dependent on their relative positions. Dominant exporters' shares escalated but those of the small counterparts dropped over time. The importers' source profiles had become more alike, as indicated by the statistics."

Edwards, Heidi Hatfield: A Rhetorical Typology for Studying the Audience Role in Public Relations Communication: The Avon 3-Day Disruption as Exemplar. – S. 836–860

„This study develops public relations theory using Aristotelian theory as a foundation and contemporary rhetorical and public relations scholarship to build a framework from which to extend the rhetorical public relations paradigm. This approach adds depth to rhetorically framed public relations theory and offers practical application for public relations scholarship. The article provides an example of how public relations researchers can apply the proposed rhetorical typology to better include the public, thus more fully understanding the audience role in communication relationships. A qualitative analysis of the online dialogue among Avon Breast Cancer 3-Day Walk participants during a time of uncertainty serves as an exemplar for the proposed use of rhetorical theory in public relations research. The key difference in the approach proposed here is the emphasis on the public as partners in the public relations dialogue who help shape

rhetorical discourse. In contrast to the organization-centered approach, the public-centered tactic exposes the links as well as the disconnects between organization and public values, underscoring the importance for practitioners to provide meaningful contributions to the public-organization dialogue, creating, negotiating, and codefining meaning with publics."

Journal of Communication Inquiry
Jg 31 (2007) Nr 1

Mazzarella, Sharon R.; Pecora, Norma O.: Girls in Crisis: Newspaper Coverage of Adolescent Girls. – S. 6–27

„Within the past several years, a growing body of scholars have exposed the media-generated crisis discourse surrounding youth – a discourse resulting in the construction/ definition of youth as a problem. Informed, in part, by this scholarship and grounded in frame theory, this study analyzes how U.S. newspapers covered the lives of adolescent girls during a particularly noteworthy period – the mid- to late 1990s, a time when a number of high-profile studies of girls' lives were published. During this time, the press, through the choice of topics covered, sources quoted, and overall organizing themes employed, perpetuated a discourse that constructed girls as a social problem in need of a solution. The authors argue that this construction of girls as weak and vulnerable denied them any form of agency and presented to the reader a dire situation in which adult intervention was needed to save these girls in crisis."

Gillett, James: Internet Web Logs as Cultural Resistance: A Study of the SARS Arts Project. – S. 28–43

„This article examines an Internet project – sarsart.org – that features digital artworks created in response to the severe acute respiratory syndrome (SARS) outbreak in spring 2003. Qualitative methods including archival research, semiotic analysis, and interviews are used to examine the emergence and substance of this Internet project. The analysis identifies ways in which contributions by artists and bloggers (i.e., individuals with their own Internet site or Web log) contest institutional representations of SARS. The site challenges the representation of the outbreak on three levels: portrayals of citizens affected by SARS, portrayals of health professionals, and portrayals of the risk and panic associated with the outbreak. The argument is made that Internet projects such as sarsart.org can increase the capacity for cultural resistance by creating greater opportunities for the expression of political opposition to institutional authority."

Kaneva, Nadia: Remembering Communist Violence: The Bulgarian Gulag and the Conscience of the West. – S. 44–61

„This article problematizes the rhetorical appropriations of memories of violence by focusing on a collection of narratives of former labor camp inmates in communist Bulgaria. The collection, published in the United States in 1999 under the title Voices From the GULAG: Life and Death in Communist Bulgaria, was edited and introduced by Tzvetan Todorov and represents an effort to interpret the meaning of communist political violence. By examining Todorov's strategies of interpretation, the article discusses how the personal narratives of camp survivors are appropriated in a rhetoric of conscience, directed at Western public opinion, whereby their historical and political significance is transformed. The analysis demonstrates how the painful accounts of victims are discursively subsumed into an ideological discourse about a morally superior, democratic West and a corrupt, totalitarian East."

Goss, Brian Michael: Taking Over From Progress: Michael Winterbottom's „Code 46". – S. 62–78

„This article examines director Michael Winterbottom's film Code 46 within a tradition of social-political interpretation of film. Code 46 fits uneasily within the science-fiction genre as it is set in a near future of global integration and environmental catastrophe. The ferociously classist social order is governed by a panoptic corporation, The Sphinx, that also regulates gene-environment interactions. The author argues that Winterbottom's film engages with a cross-examination of the widely circulating „Narrative of Progress" as it intersects with globalization. In particular, the narrative and mise-en-scène presents some of the enabling and – with greater emphasis – the dystopic features implicit within liberalism that are channeled through capitalism with its concomitant class striation. Code 46 also engages with the Oedipal narrative that informs the critical gaze that film directs at the future/present and its implications for gender and the internalization of bureaucratic authority."

Journal of Health Communication
Jg 11 (2006) Nr 7

Smith, Elizabeth A.; Offen, Naphtali; Malone, Ruth E.: Pictures Worth a Thousand Words: Noncommercial Tobacco Content in the Lesbian, Gay, and BisexualPress. – S. 635–650

„Smoking prevalence in the lesbian, gay, and bisexual (LGB) community is higher than in the mainstream population. The reason is undetermined; however, normalization of tobacco use in the media has been shown to affect smoking rates. To explore whether this might be a factor in the LGB community, we examined noncommercial imagery and text relating to tobacco and smoking in LGB magazines and newspapers. Tobacco-related images were frequent and overwhelmingly positive or neutral about tobacco use. Images frequently associated smoking with celebrities. Text items unrelated to tobacco were often illustrated with smoking imagery. Text items about tobacco were likely to be critical of tobacco use; however, there were three times as many images as text items. The number of image items was not accounted for by the number of text items: nearly three quarters of all tobacco-related images (73.8%) were unassociated with relevant text. Tobacco imagery is pervasive in LGB publications. The predominant message about tobacco use in the LGB press is positive or neutral; tobacco is often glamorized. Noncommercial print images of smoking may normalize it, as movie product placement does. Media advocacy approaches could counter normalization of smoking in LGB-specific media."

Schillinger, Dean: Language, Literacy, and Communication Regarding Medication in an Anticoagulation Clinic: A Comparison of Verbal vs. Visual Assessment. – S. 651–664

„Despite the importance of clinician-patient communication, little is known about rates and predictors of medication miscommunication. Measuring rates of miscommunication, as well as differences between verbal and visual modes of assessment, can inform efforts to more effectively communicate about medications. – We studied 220 diverse patients in an anticoagulation clinic to assess concordance between patient and clinician reports of warfarin regimens. Bilingual research assistants asked patients to (1) verbalize their prescribed weekly warfarin regimen and (2) identify this regimen from a digitized color menu of warfarin pills. We obtained clinician reports of patient regimens from chart review. Patients were categorized as having regimen concordance if there were no patient-clinician discrepancies in total weekly dosage. We then examined whether verbal and visual concordance rates varied with patient's language and health literacy. – Fifty percent of patients achieved verbal concordance and 66% achieved visual concordance with clinicians regarding the weekly warfarin regimen (P < .001). Being a Cantonese speaker and having inadequate health literacy were associated with a lower odds of verbal concordance compared with English speakers and subjects with adequate health literacy (AOR 0.44, 0.21-0.93, AOR 0.50, 0.26-0.99, respectively). Neither language nor health literacy was associated with visual discordance. Shifting from verbal to visual modes was associated with greater patient-provider concordance across all patient subgroups, but especially for those with communication barriers. --- Clinician-patient discordance regarding patients' warfarin regimen was common but occurred less frequently when patients used a visual aid. Visual aids may improve the accuracy of medication assessment, especially for patients with communication barriers."

Geary, Cynthia Waszak et al: Does MTV Reach an Appropriate Audiences for HIV Prevention Messsages?: Evidence from MTV Viewership Data in Nepal and Brazil. – S. 665–682

„In response to the growing numbers of young people affected by HIV around the world, MTV (Music TV), the world's largest television network, has aired a global HIV prevention campaign since 1999, expanding it into a multicomponent campaign in 2002. Questions have been raised, however, about whether MTV is an appropriate channel for these messages, given its provocative content and its reach to those at the upper end of the socioeconomic scale. To address questions about who MTV reaches, viewership data were analyzed from baseline surveys conducted as part of an evaluation of the 2002 HIV prevention campaign. The two sites included in this analysis were Kathmandu, Nepal, and Sao Paulo, Brazil – each with very different cultures and media environments. We found that, in general, heavier viewers of MTV are younger, better educated, and more dependent on their parents, and they have more access to satellite television and the Internet. MTV viewing was associated with positive attitudes toward HIV prevention behaviors (except for abstinence until marriage) but not with premarital sexual activity."

Frates, Janice; Bohrer, Gloria Garcia; Thomas, David: Promoting Organ Donation to Hispanics: the Role of the Media and Medicine. – S. 683–698

„This study assesses the impact of a paid media advertising campaign employing Spanish language, culturally sensitive television and radio spots airing on major Hispanic stations in southern California. An advertising tracking study with a baseline and three postintervention telephone surveys was conducted from 2001 through 2003 among 500 randomly selected self-identified, primarily Spanish language dominant adult Hispanics. – Measures of organ donation attitudes and behaviors (decision and declared intent to donate organs) improved significantly (P < .05) in 2001 and 2002, then leveled off or declined in 2003. Among the reasons given for not making a decision to donate was fear that medical personnel might withhold care from identified organ donors, suggesting lack of knowledge and distrust of the health care system. Few respondents talked to health care professionals or contacted the organ procurement agency for information either before or after the campaign. Findings from this study indicate a need for ongoing public education in the Hispanic community about organ transplantation and donation. Health professionals need to become more engaged in encouraging Hispanic patients to learn about organ transplantation and donation, and to inform their families that they have made the personal decision to donate."

Glanz, Karen; Sutton, Nicole M.; Arriola, Kimberley R. Jacob: Operation Storefront Hawaii: Tobacco Advertising and Promotion in Hawaii Stores. – S. 699–708

„Our objective was to explore the nature and location of tobacco product advertising and promotion in retail stores in Hawaii. We performed a cross-sectional study of tobacco product store-based advertisements, including the number, location (indoor/outdoor; proximity to candy, toys, school), size, and brand of the ads. Trained youth (ages 12–19 years) collected data on 3,151 advertisements and promotions among 184 stores. We found that most ads appeared indoors, and the most heavily advertised brand was Kool. Kool is also the most heavily smoked brand among youth in Hawaii. This study underscores the high visibility of retail store advertising and promotions (both indoor and outdoor) in places that attract the attention of youth."

Jg 11 (2006) Nr 8

Maibach, Edward W. et al: Understanding Consumers' Health Information Preferences: Development and Validation of a Brief Screening Instrument. – S. 717–736

„The impact of health communication is generally enhanced when it is targeted or tailored to the needs of a specific population or individual. In a segmentation analysis of the U.S adult population-using data from 2,636 respondents to a mail panel survey-we identified four segments of the adult population that vary significantly with regard to health information preferences based on their degree of engagement in health enhancement, and their degree of independence in health

decision making. We also created a brief (10 item), easy-to-administer screening instrument that indicates into which segment people fall. The purpose of this article is to describe the segments, and the screening instrument, and to present initial tests of its validity. We believe this instrument offers a practical tool for differentiating motivationally coherent subgroups of the adult population with regard to their health information preferences, and therefore may have practical value in improving health communication and health services provision efforts. Additional research is needed to further validate the tool and test its utility in guiding the creation of targeted health messages and programs."

Katz, Itamar: Explaining the Increase in Condom Use Among South African Young Females. – S. 737–754

„Since 1998 South Africa has experienced stability in HIV prevalence among its 15 to 19 year olds, and to a lesser extent among its 20 to 24 year olds. While a few studies point to behavioural change, mainly an increase in condom use, none has established the reasons. This article explores the influence of various information sources about AIDS upon the use of condoms among rural and urban South African young females, using the South Africa Demographic Health Survey of 1998 (1998 SADHS), while controlling for various socioeconomic and cultural parameters. – The results show that condom use among urban residents was positively correlated with mass media exposure, television as a source of information about AIDS, and the number of mass media sources from which the respondent received information about AIDS. Condom use among rural residents was associated with the number of sources of information about AIDS, exposure to mass media, and the language and education of the respondent. Among urban residents condom use was almost twice as high as among rural residents. – The results from the article indicate that three elements influenced the increase in condom use among females: the threat of AIDS, mass media, and receptiveness to condom use. The receptiveness was culturally dependent."

Johnny, Leanne; Mitchell, Claudia: „Live and Let Live": An Analysis of HIV/AIDS-Related Stigma and Discrimination in International Campaign Posters. – S. 755–768

„As a corollary to The Declaration of Commitment adopted by the United Nations General Assembly Special Session on HIV/AIDS in June 2001, UNAIDS developed a World AIDS Campaign that sought to eradicate HIV/AIDS-related stigma and discrimination. The campaign incorporated several educational strategies, including a poster campaign that advocated the just and equal treatment of people living with HIV/AIDS. In an effort to develop an understanding of these educational efforts, this study deconstructs the 2002-2003 World AIDS Campaign posters. While the overall results suggest that the campaign has been successful in redefining images of HIV/AIDS, they also show that certain aspects of these posters may actually serve to reinforce stigma and discrimination. Using a visual studies approach to textual analysis, this study explores the underlying ideological and cultural assumptions that exist within the posters and provides a method for evaluating such materials."

Chang, Chingching: Changing Smoking Attitudes by Strengthening Weak Antismoking Beliefs: Taiwan as an Example. – S. 769–788

„I first explored the strength of Taiwanese high school students' beliefs regarding five antismoking messages. Findings of a nationwide survey showed that the students held these beliefs in the following order of decreasing strength: second-hand smoke damages health, smoking has long-term health consequences, smoking has short-term health consequences, cigarette marketers are manipulative, and smokers are perceived negatively. Experiment one further showed that antismoking ads featuring weakly held beliefs are more effective than those featuring strongly held beliefs. Experiment two demonstrated that antismoking campaigns need to be framed carefully; in general, it is more effective to positively frame messages about strongly held antismoking beliefs but negatively frame messages about weakly held antismoking beliefs."

Fleming, Kenneth; Thorson, Esther; Zhang, Yuyan: Going Beyond Exposure to Local News Media: An Information-Processing Examination of Public Perceptions of Food Safety. – S. 789–806

„The relationship between local news media and public perceptions of food safety was examined in a statewide telephone survey (n = 524). The theoretical framework of the study was based on a review of the social and psychological factors that affect public concerns about food safety, the relationship between mass communication and risk perception, and the thesis of information-processing strategies and its impact on learning from the news. The results show that information-processing strategies substantially mediated the relationship between local news media and public perceptions of food safety, with elaborative processing being more influential than active reflection in people's learning from the news media. Attention to local television had an independent effect, after demographics, awareness of food safety problems, and perceived safety of local food supply were statistically controlled. Other important predictors included gender, education, ethnicity, and perceived safety of local food supply."

Jg 11 (2006) Nr Supplement 2

Hutchinson, Paul; Wheeler, Jennifer: The Cost-Effective of Health Communication Programs: What Do We Know?. – S. 7–46

„While a considerable body of evidence has emerged supporting the effectiveness of communication programs in augmenting health, only a very small subset of studies has examined also whether these programs are cost effective, that is, whether they achieve greater health gains for available financial resources than alternative interventions. In this article, we examine the available literature on the cost-effectiveness of health behavior change communication programs, focusing on communication interventions involving mass media, and, to a lesser extent, community mobilization and interpersonal communication or counseling. Our objective is to identify the state of past and current research efforts of the cost-effectiveness of behavior change communication programs. This review makes

three principal conclusions. First, the analysis of the cost-effectiveness of health communication programs commonly has not been performed. Second, the studies reviewed here have utilized a considerable diversity of methods and have reflected varying levels of quality and adherence to standard cost-effectiveness methodologies. This leads to problems of transparency, comparability, and generalizability. Third, while the available studies generally are indicative of the cost-effectiveness of communication interventions relative to alternatives, the evidence base clearly needs to be expanded by additional rigorous cost-effectiveness analyses."

Guilkey, David K.; Lance, Peter: Cost-Effectiveness and Analysis for Health Communication Programs. – S. 47–67

Kincaid, D. Lawrence; Do, Mai Phuong: Multivariate Causal Attribution and Cost-Effectiveness of a National Mass Media Campaign in the Philippines. – S. 69–90

Hutchinson, Paul et al: Measuring the Cost-Effectiveness of a National Health Communication Program in Rural Bangladesh. – S. 91–122

Sweat, Michael et al: Cost-Effectiveness of an Environmental-Structural Communication Interventions for HIV Prevention in the Female Sex Industry in the Dominican Republic. – S. 123–142

Sood, Suruchi; Nambiar, Devaki: Comparative Cost-Effectiveness of the Components of a Behavior Change Communication Campaign on HIV/Aids in North India. – S. 143–162

Frick, Kevin D.: Cost-effectiveness Studies of Behavior Change Communication Campaigns: Assessing the State of the Science and How to Move the Field Forward. – S. 163-173

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Slopen, Natalie B. et al: Age Analysis of Newspaper Coverage of Mental Illness. – S. 3–16

Bylund, Carma L. et al: Exploration of the Construct of Reliance Among Patients Who Talk with Their Providers About Internet Information?. – S. 17–28

Davis, Joel J.; Cross, Emily; Crowley, John: Pharmaceutical Websites and the Communication of Risk Information. – S. 29–40

Carter, Owen B. J.; Donovan, Robert J.: Public (Mis)understanding of the UV Index. – S. 41–52

Roberto, Anthony J. et al: A Computer-based Approach to Preventing Pregnancy, STD, and HIV in Rural Adolescents. – S. 53–76

Leeman-Castillo, Bonnie A. et al: Acceptability of a Bilingual Interactive Computerized Educational Module in a Poor, Medically Underserved Patient Population. – S. 77–94

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Everbach, Tracy: The Culture of a Women-Led Newspaper: An Ethnographic Study of the Sarasota Herald-Tribune. – S. 477–493

Schiffer, Adam J.: Blogswarms and Press Norms: News Coverage of the Downing Street Memo Controversy. – S. 494–510

Miller, Andrea: Watching Viewers Watch TV: Processing Live, Breaking, and Emotional News in a Naturalistic Setting. – S. 511–529

Huge, Michael; Glynn, Carroll J.; Jeong, Irkwon: A Relationship-Based Approach to Understanding Third-Person Perceptions. – S. 530–546

Coleman, Cynthia-Lou et al: Examining Claimsmakers' Frames in News Coverage of Direct-to-Consumer Advertising. – S. 547–562

Cho, Sooyoung: The Power of Public Relations in Media Relations: A National Survey of Health PR Practitioners. – S. 563–580

Arceneaux, Noah: The Wireless in the Window: Department Stores and Radio Retailing in the 1920s. – S. 581–595

Knobloch-Westerwick, Silvia; Coates, Brendon: Minority Models in Advertisements in Magazines Popular with Minorities. – S. 596–614

Nan, Xiaoli et al: What If a Web Site Can talk?: Exploring the Persuasive Effects of Web-Based Anthropomorphic Agents. – S. 615–631

Meirick, Patrick C.: Media Schemas, Perceived Effects, and Person Perceptions. – S. 632–649

Carter, Edward L.; Clark, Brad: „Arrogance Cloaked as Humility" and the Majoritarian First Amendment: The Free Speech Legacy of Chief Justice William H. Rehnquist. – S. 650–668

Kommunikation & Recht

Jg 10 (2007) Nr 1

Degenhart, Christoph: Rundfunkrecht in der Entwicklung. – S. 1–8

„Die Rechtsprechung zum Rundfunkrecht hatte sich im Berichtszeitraum mit verfassungsrechtlichen Grundsatzfragen wie der Beurteilung mittelbarer Medienbeteiligungen der politischen Parteien oder der Subventionierung örtlicher privater Veranstalter zu befassen. Der bayerische Sonderweg in der Rundfunkordnung dürfte faktisch beendet sein. Fragen der Gebührenfinanzierung des öffentlich-rechtlichen Rundfunks beschäftigte die Rechtsprechung in vielfacher Weise und dürften, wie auch das Medienkonzentrationsrecht, einen Schwerpunkt der künftigen Rechtsentwicklung bilden. Weitere Entscheidungen aus dem Berichtszeitraum betrafen u. a. den Rundfunkbegriff, Fragen der Rundfunkverbreitung und Kabelbelegung sowie Einzelfragen der Rundfunkberichterstattung."

Maisch, Marc: Das Informationsweiterverwendungsgesetz – der neue Markt für IT-Dienstleister?. – S. 9–13

„Öffentliche Stellen als größte Informationsproduzenten aller Art und IT-Dienstleister mit steigendem Bedarf an Mehrwertinformationen werden nach dem In-Kraft-Treten des Informationsweiterverwendungsgesetzes (IWG) 2007 erstmals auf gesetzliche Regelungen über die Weiterverwendung der Informationen zurückgreifen können. Das Informationsweiterverwendungsgesetz schafft damit grundsätzlich Rechtsklarheit und Rechtssicherheit und öffnet zugleich den Markt für eine neue Generation von Informations- und Kommunikationsdienstleistungen."

Buchmann, Felix: Widerrufsfrist bei Fernabsatzverträgen: neues Unheil für gewerbliche „ebay"-Verkäufer. – S. 14–19

„Zwei Entscheidungen in diesem Jahr haben für Geschäfte auf der Handelsplattform „ebay" erhebliche Auswirkungen und sind doch bis jetzt in der „ebay"-Praxis weitgehend unberücksichtigt geblieben: In einem Beschluss vom 18.7.2006 erklärte das Kammergericht eine Widerrufsbelehrung in einer „ebay"-Auktion für rechtswidrig, in der lediglich eine Widerrufsfrist von 14 Tagen gewährt wurde. Das OLG Hamburg entschied für ein vergleichbares Angebot in einem Urteil vom 24.8.2006 ebenso. Der Beitrag setzt sich mit der Frage auseinander, ob diese Rechtsprechung richtig sein kann und ob Sinn und Zweck des Verbraucherschutzes eine solche Rechtsprechung erfordern oder ob hier eine teleologische Reduktion der den Entscheidungen zugrunde liegenden § 355 Abs. 2 S. 2 BGB in Betracht kommt. Dabei wird insbesondere der Kauf im Internetversandhandel mit Geschäften bei „ebay" verglichen, die nach den aktuellen Entscheidungen der beiden Obergerichte nunmehr unterschiedlichen Widerrufsbedingungen unterliegen. Die Untersuchung gilt dabei für alle anderen Anbieter von Internetauktionen. Kernproblem ist bei allen diesen Angeboten die Frage, wie sich die Rechtslage darstellt, wenn der Verbraucher eine Annahmeerklärung abgibt. Von den Gerichten nicht behandelt wurde die damit unmittelbar zusammenhängende Frage, ob ein Verbraucher auch Wertersatz für die bestimmungsge-

mäße Ingebrauchnahme einer Sache nach § 357 Abs. 3 S. 1 BGB zu leisten hat. Unter Zugrundelegung der von den beiden Obergerichten gefundenen Entscheidungen ist nun auch dies zu verneinen."

Säcker, Franz Jürgen; Wolf, Maik: Rechtsprobleme der Mobilfunkregulierung im Hinblick auf § 30 Abs 1 S. 1 TKG. – S. 20–25

„Die Entscheidung der BNetzA, die Terminierungsentgelte der Mobilfunknetzbetreiber einer Ex-ante-Genehmigung nach § 31 TKG zu unterwerfen, beendet für diese einen wettbewerbsverdünnten Zustand des Dornröschenschlafs. Im Vorfeld dieser Entscheidung hatte die BNetzA den betroffenen Unternehmen angeboten, gemeinschaftlich einen „Preissenkungspfad" zu beschreiten. Dies war aber an der mangelnden Kooperationsbereitschaft des Betreibers von e-plus gescheitert. Dieses Angebot der BNetzA ist Gegenstand kritischer Betrachtung. Der Beitrag widmet sich der Bedeutung wettbewerbsrechtlicher Prinzipien für die Wahl zwischen Ex-ante- und Ex-post-Regulierung."

Armgardt, Matthias; Spalka, Adrian: Der Anscheinsbeweis gemäß § 371 a Abs. 1 S. 2 ZPO vor dem Hintergrund der bestehenden Sicherheitslücken bei digitalen Signaturen. – S. 26–31

„Der nachfolgende Beitrag befasst sich mit dem Problem der zur Zeit von den meisten Juristen noch nicht genügend wahrgenommenen bestehenden Sicherheitslücken bei digitalen Signaturen und fordert angesichts dessen eine sehr restriktive Auslegung des § 371a ZPO zum Schutz des Verwenders digitaler Signaturen."

Jg 10 (2007) Nr 2

Engels, Stefan; Jürgens, Uwe; Fritzsche, Saskia: Die Entwicklung des Telemedienrechts im Jahr 2006. – S. 57–68

„Dieser Beitrag stellt aktuelle Entwicklungen des Telemedienrechts im Jahr 2006 dar. Berücksichtigt werden Gesetzgebung, Rechtsprechung, Verwaltungspraxis und in Einzelfällen auch Schrifttum bis Ende 2006. Die Übersicht stellt dabei die maßgeblichen Fragestellungen der „ordnungsrechtlichen" Dimension des Internetrechts in den Mittelpunkt. Einen Überblick über (allgemeine) zivil-, wettbewerbs-, kennzeichen-, urheber-, und jugendschutzrechtlichen Fragen dieser Querschnittsmaterie geben in der K&R zum Beispiel die Beiträge zum Online-Werberecht (Pierson, K&R 2006, 489ff. und 547ff.), Fernabsatz- bzw. E-Commerce-Recht (Schmittmann, K&R 2006, 379ff.; Schlömer/ Dittrich, K&R 2006, 373ff.) und zum Domainrecht (Härting/ Reinholz, K&R 2006, 429ff.)."

Pothmann, Julia; Guhn, Jakob: Erste Analyse der Rechtsprechung zu .eu-Domains in ADR-Verfahren. – S. 69–77

Splittgerber, Andreas; Klytta, Joanna: Auskunftsansprüche gegen Internetprovider. – S. 78–84

Ladeur, Karl-Heinz: eBay-Bewertungssystem und staatlicher Rechtsschutz von Persönlichkeitsrechten. – S. 85–90

„Die Kontroverse um die rechtliche Kontrolle von Bewertungen innerhalb von Rating-Systemen (eBay) signalisiert die Schwierigkeiten des Rechtssystems, sich auf neue Phänomene der Selbstorganisation gesellschaftlicher Normen einzustellen. Deren Anerkennung ist aber Voraussetzung für die Entwicklung einer Rechtsdogmatik, die sich auf die Kooperation von staatlichem Recht und gesellschaftlicher Normbildung umstellt. Das eBay-Vertragssystem ist als ein „Netzwerk" (Vertragsverbund) einzuordnen, das Information als ein kollektives Gut fördert. Daraus ergibt sich eine Einschränkung der Kontrolle einzelner Bewertungen durch staatliches Recht, das vor allem die institutionelle Infrastruktur des Bewertungssystems in Gestalt eines Schlichtungsverfahrens anregen sollte."

Jg 10 (2007) Nr 3

Rath, Michael; Hausen, Sebastian: Viel Lärm um nichts?: Pflichtangaben in geschäftlichen E-Mails. – S. 113–117

„Der Beitrag befasst sich mit der durch das Inkrafttreten des „Gesetzes über elektronische Handelsregister und Genossenschaftsregister sowie das Unternehmensregister (EHUG)" aufgeworfenen Frage, ob die Nichteinhaltung der nunmehr auch ausdrücklich für geschäftliche E-Mails geltenden handelsrechtlichen Pflichtangaben wettbewerbswidrig ist. Dabei wird auch geklärt, ob die durch das EHUG gesetzlich kodifizierten Angabepflichten in einer geschäftlichen E-Mail nicht einfach durch einen Hyperlink auf die im Internet abrufbare Anbieterkennzeichnung erfüllt werden können."

Schlömer, Uwe; Dittrich, Jörg: eBay & Recht: Rechtsprechungsübersicht zum Jahr 2006/II. – S. 117–124

„Der Beitrag setzt den ersten Teil der Rechtsprechungsübersicht aus dem Jahr 2006 zum Thema „eBay&Recht" (Schlömer/Dittrich, K&R 2006, 373ff.) fort. Im Brennpunkt steht dabei eine Mehrzahl instanzgerichtlicher Entscheidungen zum Widerrufsrecht bei Fernabsatzverträgen, die ob ihrer Uneinheitlichkeit bei Unternehmern zu nicht unmaßgeblicher Verunsicherung geführt haben."

Nacimiento, Grace: Telekommunikationsrecht: Rechtsprechungsbericht 2006. – S. 125–134

„Im Berichtszeitraum hat die Übergangsvorschrift des 150 Abs. 1 TKG die Gerichte weiter beschäftigt. Einen weiteren Schwerpunkt bildet der Bereich der Entgeltregulierung u. a. mit Eilbeschlüssen zur Anfechtung der Genehmigungspflicht für Mobilfunkterminierungsentgelte und Entscheidungen zur restriktiven Beiladungspraxis des VG Köln in Verfahren zu streitigen Entgeltgenehmigungen. Rechtsschutz gegen Regulierungsverfügungen, Missbrauchsaufsichtsmaßnahmen, Verwaltung knapper Ressourcen und der Schutz von Geschäfts- und Betriebsgeheimnissen in TK-Verfahren waren ebenfalls Gegenstand wichtiger Entscheidungen im Berichtszeitraum. Von Interesse sind schließlich auch einige zivilgerichtliche Urteile mit Bezug zum TKG."

Solmecke, Christian: Rechtliche Beurteilung der Nutzung von Musiktauschbörsen. – S. 138–144

„Mit pauschalen Schadensersatzforderungen in Höhe von mehreren Tausend Euro sehen sich derzeit tausende Nutzer von Internettauschbörsen konfrontiert. Geltend macht diese Ansprüche die Musikindustrie in Deutschland und hält auf diese Weise Gerichte und Anwälte auf Trab. Da die Urheberrechtsverletzungen meist von Kindern begangen worden sind, wenden sich die Tonträgerhersteller an deren Eltern und fordern diese im Wege der Störerhaftung zur Unterlassung auf. Das Gros der Fälle hatte das Landgericht Hamburg zu entscheiden, das sich auf die Seite der Rechteinhaber geschlagen hat. Mittlerweile haben sich auch andere Gerichte zu der Problematik geäußert und weichen von der Rechtsprechung der Hanseaten ab. Nachfolgend sollen die rechtlichen Problemfelder des Filesharing eingehend erörtert werden."

Heidrich, Joerg: Zwischen Free Speech und Mitstörerhaftung. – S. 144–147

Groß, Michael: Aktuelle Lizenzgebühren in Patentlizenz-, Know-how- und Computerprogrammlizenz-Verträgen 2006. – S. 147–151

Schmitz, Peter: Übersicht über die Neuregelung des TMG und des RStV. – S. 135–138

„Im Rahmen des „Gesetzes zur Vereinheitlichung von Vorschriften über bestimmte elektronische Informations- und Kommunikationsdienste (Elektronischer-Geschäftsverkehr-Vereinheitlichungsgesetz – ElGVG)" wird insbesondere das Telemediengesetz (TMG) erlassen, in dem die bisherigen Regelungen des TDG und TDDSG aufgehen. Die Länder heben in eigener Initiative zudem den MDStV auf und ändern den RStV. Der Bundestag hat das ElGVG in dritter Lesung am 16.1.2007 verabschiedet und an den Wirtschaftsausschuss verwiesen (BT-Drs. 54/07). Mit einem Inkrafttreten ist deshalb im März 2007 zu rechnen. Dieser Änderungszeitpunkt gilt entsprechend ungefähr auch für die Änderung des RStV durch die Landesgesetzgeber."

Media psychology

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Ballard, Mary E. et al: Repeated Exposure to Video Game Play Results in Decreased Blood Pressure Responding. – S. 323–342

„Repeated exposure to violent media is related to negative outcomes, including aggression, hostility, and cognitive and social deficits. We examined if cardiovascular and emotional responding to video game play changed across 3 weekly sessions. Participants were 41 adolescents (M age = 14.8; male = 29; female = 12) from rural Appalachia. Participants attended 3 weekly sessions and played 1 of 3 video games (basketball, fighting, or horror) each time. Measures included heart rate (HR); systolic blood pressure (SBP); diastolic blood pressure (DBP); self-reported aggression, anger, and reactions to game play; and history of video game play. Resting and posttest cardiovascular measures did not differ from session to session. Adolescents displayed HR and SBP reactivity to game play

within each session. They also demonstrated decreased SBP and DBP responding to video game play across the 3-week period, regardless of game content. Affective responses did not change significantly across the course of the experiment. Adolescents who played the violent games reported more frustration and arousal than those who played the sports game. The implications of these findings are discussed."

Ravaja, Niklas et al: Phasic Emotional Reactions to Video Game Events: A Psychophysiological Investigation. – S. 343–368

„We examined emotional valence- and arousal-related phasic psychophysiological responses to different video game events among 36 young adults who played Super Monkey Ball 2 (Sega Corporation, Tokyo, Japan). Event-related changes in zygomaticus major, corrugator supercilii, and orbicularis oculi electromyographic activity, skin conductance level, and cardiac interbeat intervals were recorded. Instantaneous game events elicited reliable psychophysiological responses indexing valence and arousal. A largely linear, positive dose-response relationship between rewards obtained in the game and phasic increases in arousal was revealed. The valence of the emotional response varied as a function of the player's active participation (active coping). In addition, not only positive events, but also some putatively negative events elicited positively valenced arousal. The findings extend our understanding of the phasic changes in the emotional state during video games and a dynamic flow of events and action and may have several applied implications (e.g., for game design)."

Lang, Annie et al: Parsing the Resource Pie: Using STRTs to Measure Attention to Mediated Messages. – S. 369–394

„This study directly tests the hypothesis that secondary task reaction time (STRTs) measured during television viewing index available resources rather than resources allocated by the viewer, resources required by the message, or resources remaining in the system. An initial test of the hypothesis did not support the theoretical interpretation of STRTs as either available or remaining resources. A subsequent secondary analysis introduced a new measure of television message complexity called information introduced. The stimuli were recoded using this measure and reanalyzed to test the same hypothesis. Results of the secondary analysis yielded a pattern of STRT responses supporting the prediction that STRTs are indexing available resources."

Potter, Robert F.; Choi, Jinmyung: The Effects of Auditory Structural Complexity on Attitudes, Attention, Arousal, and Memory. – S. 395–420

„Twenty-five participants listened to 8 radio messages-half of which were greater in auditory structural complexity. Physiological measures were taken during message presentation, and self-report measures after each. Results show that increased auditory structural complexity led to higher self-reported and physiological arousal, better attitudes toward the messages overall and toward their nonclaim components. There were no differences in attitudes toward the claims made in the messages at each level of structural complexity. Structurally complex messages were also freely re-

called more often than simple messages. The prediction that messages high in auditory structural complexity would result in greater self-reported attention levels received only moderate support. Furthermore, high levels of auditory structural complexity resulted in unexpectedly higher cardiac activity compared to messages low in structural complexity."

Nabi, Robin L. et al: Emotional and Cognitive Predictors of the Enjoyment of Reality-Based and Fictional Television Programming: An Elaboration of the Uses and Gratifications Perspective. – S. 421–448

„This article reports the results of two studies designed to compare predictors of enjoyment of reality-based and fictional television programming. In Study 1, 260 adults completed a survey of their cognitive and emotional reactions to either the fictional or reality-based programming that they generally watch. In Study 2, 502 adults completed a similar survey but with a particular reality-based or fictional program in mind. Results suggest first that though voyeurism (i.e., curiosity about others) appears to be a key distinguishing gratification between reality and fictional programming, it is not always a predictor of reality television enjoyment. Indeed, many predictors of enjoyment, like happiness, parasocial relationships, social comparison, self-awareness, negative outcome, and dramatic challenge, varied as much among types of reality programs as between reality and fiction. Of particular interest, three variables-learning, suspense, and transportation-had opposite effects on enjoyment, depending on their programming context. The implications of these findings, as well as the role of perceived realism and our ability to explain more variance in enjoyment of reality versus fictional programming, are addressed. Apart from its insight into the reality television phenomenon, this research helps to more clearly articulate the cognitive and emotional underpinnings of enjoyment and further offers a unique theoretical perspective on the connection between the uses and gratifications paradigm and the construct of enjoyment."

Kim, Janna L. et al: Sexual Readiness, Household Policies, and other Predictors of Adolescents' Exposure to Sexual Content in Mainstream Entertainment Television. – S. 449–472

„Using a national, telephone survey of 1,762 adolescents aged 12-17 years, this study identifies the prospective predictors of exposure to television's sexual content with a particular emphasis on the contributions of teenagers' sexual readiness versus household television policies. Though believing that one's friends approve of sex and having greater noncoital sexual experience predicted heavier viewing of sexual content in the subsequent year, household restrictions had a nearly equal and opposite effect. In particular, having a television in the bedroom and spending more time at home unsupervised at baseline were associated with heavier sexual content viewing one year later. In addition, Black, female, younger, and more highly viewer-involved teens watched significantly more sexually oriented television than did other groups. Results are considered in light of recent findings showing that heavier viewing of televised sexual content leads to more rapid initiation of sexual intercourse in the subsequent year (Collins et al., 2004)."

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Bacchi, Carol: Approaches to Gender Mainstreaming: What's the Problem (represented to be)?. – S. 4–14

Lettow, Susanne: Nach der Dekonstruktion: technowissenschaftlicher Antiessentialismus als Herausforderung feministischen Denkens. – S. 15–22

Amir-Ebrahimi, Masserat: Performance in everyday life and the rediscovery of the „Self" in Iranian Weblogs. – S. 23–31

Sulzer, Carina: Karrieren trotz Barrieren?. – S. 32–49

Dermutz, Susanne: Gender statt Feminismus: über Begriffe und Wirkungszusammenhänge: ein Versuch. – S. 50–62

Müller, Bettina: RAWA – und die Medien. – S. 63–68

medien + erziehung
Jg 50 (2006) Nr 6

Schwier, Jürgen; Schauerte, Thorsten: „Mittendrin statt nur dabei": Inszenierungsformen des Fernsehsports. – S. 9–17

„Die Medien haben maßgeblich zur Transformation des modernen Sports beigetragen, für den inzwischen das wirkungsvolle Zur-Geltung-Kommen im Fernsehen von erheblicher Bedeutung ist. In diesem Zusammenhang werden die Inszenierungsmuster des Sports und des Fernsehsports sowie die Anpassungen des Sports an mediale Bedingungen rekonstruiert. Ein zweiter Argumentationsschritt beschäftigt sich mit den durch das Fernsehen selbst geschaffenen Sportspektakeln."

Dohle, Marc; Vowe, Gerhard: Der Sport auf der „Mediatisierungstreppe"?: ein Modell zur Analyse medienbedingter Veränderungen des Sports. – S. 18–28

„Der Aufsatz soll dazu beitragen, Ausmaß und Art medienbedingter Veränderungen im Sport systematisch zu ermitteln. Dazu wird ein differenziertes Mediatisierungskonzept in Gestalt eines Stufenmodells („Mediatisierungstreppe") entwickelt. Mit dem Modell können die vielfältigen Veränderungen im Sport geordnet, beschrieben und Ansatzpunkte für ihre Erklärung gefunden werden. Abschließend wird geprüft, wo die Grenzen der Mediatisierung des Sports liegen."

Horky, Thomas: Das schnelle Ende der Ehe von RTL und Beachvolleyball: zur Inszenierung von Sport im Fernsehen. – S. 29–40

„Der Beitrag untersucht das Inszenierungskonzept von RTL bei den Übertragungen von Beachvolleyball im Jahr 2005. In einer zweistufigen Analyse wird das Programmangebot dargestellt, zusätzlich werden Daten der Zuschauerforschung und des Marketings einbezogen. Als wesentlichen Grund für das Scheitern des Mediensports Beachvolleyball wird die fehlende journalistische Qualität des Angebots von RTL und der Versuch der Abbildung einer kongruenten Rezeptionssituation des Fernsehsports gekennzeichnet."

Olsson, Tobias; Viscovi, Dino: Who Watches What and Why?: the Media Sport Audience. – S. 41–50

„Noch vor zwei Jahrzehnten war Fußball eine seltene Erscheinung im schwedischen Fernsehen. Heute sind in Schweden wie überall in Europa die Fernsehprogramme voll von Sportereignissen, besonders Fußballereignissen. Die Spiele der Bundesliga, der nationalen europäischen Ligen, die paneuropäischen Meisterschaften und die zwischen Nationalmannschaften haben alle ihren Weg in die Primetime-Schienen gefunden. Die treibende Kraft dahinter ist das Mediensport-Publikum. Für die Sendeanstalten ist es zu einer wichtigen Größe geworden – entweder als zahlende Kunden oder als Zielgruppe für ihre Werbekunden. Vor dem Hintergrund hoher Kosten und harten Wettbewerb auf dem Markt haben kommerzielle Sender Sport und sein für sie lukratives Publikum als eine zuverlässige Größe für steigende Quoten und steigende Einnahmen erkannt."

Dohle, Marc; Klimmt, Christoph; Schramm, Holger: König Fußball: Rezeptionsmotive und Medienmenüs an einem Bundesliga-Spieltag. – S. 51–62

„Im Artikel werden die Ergebnisse einer zweiwelligen Befragung von 290 Nutzerinnen und Nutzern fußballbezogener Medieninhalte vorgestellt. Analysiert wurde die Selektion von Medienangeboten unter der Voraussetzung, dass mehrere ähnliche Angebote zur Verfügung stehen. Überprüft wurde (1) die Übereinstimmung zwischen allgemeinen Nutzungsmotiven und speziellen Gratifikationserwartungen an konkrete Medienangebote sowie (2) die Frage, ob es eine Übereinstimmung zwischen erwarteten und erhaltenen Gratifikationen gab."

Marr, Mirko: Prominenz als Bedrohung: zur Medialisierung des Spitzensports. – S. 63–72

„Vor dem Hintergrund der kommunikationswissenschaftlichen Medialisierungsdebatte fragt der Beitrag nach der möglichen Bedrohung des modernen Spitzensports durch Medienprominenz. Die Diskussion attestiert der sporteigenen Prominenzierung eine weitestgehende Immunität gegenüber direkten Medialisierungseffekten. Da aber sportliche Höchstleistungen zunehmend vom Einsatz kostenintensiver Zusatzfaktoren abhängig sind und mediale Prominenz als Währung den Zugang zu diesen Faktoren begünstigt, lässt sich jedoch eine indirekte Bedrohung des Sports durch Medienprominenz konstatieren."

Beck, Daniel: Sportstars im Wettkampf und privat: die Berichterstattung über erfolgreiche Sportler im Wandel der Zeit. – S. 73–81

„Ein wesentlicher Bestandteil der Sportberichterstattung ist die Berichterstattung über einzelne erfolgreiche Sportlerinnen und Sportler, wobei ein großes Medieninteresse nicht nur an den sportlichen Leistungen,

sondern auch am Privatleben dieser Stars besteht. Der Beitrag beleuchtet mögliche Gründe für die große Bedeutung der Stars und zeigt anhand von Fallbeispielen und einer Inhaltsanalyse von Schweizer Printmedien auf, wie sich Art und Umfang der Berichterstattung über Sportstars seit 1950 verändert haben."

Jacke, Christoph; Kleiner, Marcus S.: Fußballjournalismus als Popjournalismus: ein Problemaufriss am Beispiel der Printmagazine Kicker, 11 Freunde und Rund. – S. 82–90

„Popjournalistische Schreibweisen halten Einzug in den einst auf informationslastigen Berichten gründenden Fußballjournalismus. Im vorliegenden Beitrag wird anhand der drei deutschen Fußballmagazine Kicker, 11 Freunde und Rund überprüft, inwiefern sich deren Berichterstattungsmuster sowie Darstellungsformen unterscheiden und sich Aspekte popjournalistischer Schreibweisen in den neuen Magazinen wiederfinden."

Dimitriou, Minas: „We love to entertain you": online-Sport als die ultimative Form des Infotainments. – S. 91–101

Müller-Lietzkow, Jörg: Sport im Jahr 2050: E-Sport! oder: ist E-Sport Sport?. – S. 102–112

„Die nachfolgende Untersuchung stellt sich die Frage, wie zukünftig das wettkampfmäßige Spielen von interaktiven digitalen Unterhaltungsprogrammen, also Computer- und Videospielen, in den Kanon von Medienaktivitäten einzuordnen ist. Vieles spricht dafür, von einem neuen Sport, dem E-Sport, auszugehen. Um allerdings ein Gleichheitszeichen zwischen E-Sport und Sport zu setzen, bedarf es einer entsprechenden Analyse des Ist-Standes. Anhand einer empirischen Erhebung (n = 195) sowie einer über sieben Vergleichsebenen angelegten Analyse wird eine definitorische Einordnung von E-Sport vorgenommen. Die Quintessenz an dieser Stelle ist, dass es sich bei E-Sport eindeutig um eine moderne Form von Sport handelt, die 2050, ebenso wie heute Fußball oder Tennis, ganz normal sein dürfte."

Jg 51 (2007) Nr 1

Spanhel, Dieter: Bedeutung der Medien in den ersten Lebensjahren. – S. 10–17

„Seit etwa einem Jahr bietet der aus Israel stammende Sender BabyTV sein Programm auch in Deutschland an. Noch ist er nur über Kabel in Baden-Württemberg und auch nur in englischer Sprache zu empfangen. Anvisiert wird aber, das Angebot 2007 auszuweiten und dann auch auf Deutsch zu senden (vgl. Interview mit Maya Talit, S. 39). BabyTV richtet sich an Babys und Kleinkinder und an deren Eltern, für die rund um die Uhr, also 24 Stunden am Tag Fernsehen angeboten wird. Glaubt man Programmverantwortlichen für Kinderprogramm in Deutschland wird es für Kinder unter zwei Jahren in näherer Zukunft kein weiteres Angebot neben BabyTV geben. Das Fernsehen ist aber nicht der einzige Weg, auf dem die Jüngsten mit Medien in Berührung kommen. Neben Musikkassetten bzw. CDs mit Kinderliedern oder klassischer Musik gibt es Hörkassetten, interaktive Bilderbücher, DVDs und natürlich auch Lerncomputer, die laut Werbung dem Kleinkind nicht nur nicht schaden,

sondern seiner Entwicklung sogar förderlich sind. In Anbetracht von PISA und IGLU fallen solche Angebote bei Eltern auf fruchtbaren Boden. Sie wollen nicht schuld daran sein, dass ihr Kind später möglicherweise aufgrund mangelnder Bildung auf dem immer härter umkämpften Arbeitsmarkt den Kürzeren zieht und sind froh, in den Medien einen Partner zu finden, der ihnen sagt, wo sie ansetzen können, um die Entwicklung der kognitiven oder sozialen Kompetenzen ihrer Kinder möglichst frühzeitig zu unterstützen. Mit der vorliegenden merz wird die aktuelle Diskussion zu Medienangeboten für Kleinkinder gebündelt. Es kommen unterschiedliche Perspektiven auf das Thema zum Ausdruck, der Schwerpunkt liegt dabei auf dem Fernsehen."

Becker-Stoll, Fabienne: Fernsehen für die Kleinsten?: eine Einschätzung aus neurobiologischer Perspektive; Interview mit Fabienne Becker-Stoll. – S. 18–23

Fleischer, Sandra; Haas, Julia: Kleinkinder im Visier der Fernsehmacher. – S. 23–31

Beckmann, Frank: Möglichkeiten und Grenzen des Kinderfernsehens; Interview mit Frank Beckmann. – S. 32–36

Bloech, Michael: Nichts für Babys – BabyTV. – S. 37–38

Talit, Maya: BabyTV – ein Programm für altersgerechte und entwicklungsfördernde Unterhaltung; Interview mit Maya Talit. – S. 39–41

Theunert, Helga; Wagner, Ulrike: Neue Wege durch die konvergente Medienwelt. – S. 42–50

„,Vergnügen und Information, Kommunikation und Interaktion' all das suchen und finden Heranwachsende heutzutage in einer immer komplexer werdenden Medienwelt. Insbesondere Heranwachsende mit niedrigem Bildungshintergrund sehen die Medien eher als Konsumraum. Für Heranwachsende mit hohem Bildungshintergrund hingegen sind die Medien auch Gestaltungsraum. Die Studie ,Neue Wege durch die konvergente Medienwelt' gewährt systematische und tiefgehende Einblicke, wie sich Jugendliche in der konvergenten Medienwelt bewegen."

Schachtner, Christina; Neumayer, Monika: Peacewiki – Reflexionen über eine virtuelle Lernumgebung (Teil 1). – S. 51–57

„Dem Bildungsprojekt Peacewiki liegt ein pädagogisches Konzept zugrunde, das gesellschaftspolitisch und konstruktivistisch ausgerichtet ist. Das zentrale Anliegen ist die Herstellung eines öffentlichen virtuellen Raumes zum Thema Frieden. In dem Beitrag werden die theoretischen und politischen Implikationen des Projekts dargestellt. Im zweiten Teil (merz 02/07) steht die konkrete Umsetzung des Projektes im Mittelpunkt."

Welle, Insa: Medienerziehung in der Grundschule: Recherchieren und Informieren über den Jade-Weser-Port. – S. 58–63

„Die vorliegende Dokumentation bildet die Planung und Durchführung eines Unterrichtsprojekts als Beispiel für eine „induktive Mediennutzung" in der All-

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tagspraxis einer Grundschule ab. Den thematischen Bezugsrahmen hierfür eröffnet ein Konfliktthema aus dem wirtschaftlich-politischen Alltag der Region Wilhelmshaven/Friesland."

Korn, Andreas: Computerspiele: Bildästhetik und Medien im Wandel. – S. 64–69

„Während traditionelle audiovisuelle Medien wie das TV und der Film schon lange im Fokus wissenschaftlicher Analysen stehen, ergeben sich von dem durch enorme Veränderungen gekennzeichneten Computerspiel eine Fülle von Impulsen, die in öffentlichen und fachlichen Kreisen ihre Auseinandersetzung fordern. Aus der Fülle der Themen richtet sich der Blick hier auf kulturhistorische, technologische und bildästhetische Diskurse."

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Herdin, Thomas: Re-Thinking Culture: Challenges in the Field of Media and Communication. – S. 4–14

Lee, Chin-Chuan: Chinese Media Discourses on the Global Order. – S. 15–23

Sparks, Colin: The Wolves are Coming ... But not Quite as Quickly as We Thought. – S. 24–36

Xiguang, Li: How to Tell the Truth Without Outraging the Press?: The Impact of Commercialization on Chinese Media. – S. 37–51

Burgh, Hugo de: News Probe: What Does It Tell Us about Chinese Journalism Today?. – S. 52–66

Xiao, Zhou: The Changing Value Chain Structure of Chinese Media Industry. – S. 67–73

Fan, Hong: The Role of Mass Media in Health Communication in China. – S. 74–78

Kloet, Jeroen de: Cultural Synchronization: Hip Hop with Chinese Characteristics?. – S. 79–86

Eurasia-Pacific Uninet & China Studies Center. – S. 87–88

Jg 30 (2006) Nr 4

Signitzer, Benno: Public Relations-Qualitätssicherung von unten: ein Kommentar. – S. 3–7

Szondi, György: Re-Valuating Public Relations Evaluation: Putting Values at the Centre of Evaluation. – S. 7–26

Brandstetter, Günther: Professionalisierung durch PR-Evaluation?: PR-Evaluation im deutschsprachigen Raum unter besonderer Berücksichtigung der Medienresonanzanalyse (MRA). – S. 27–39

Vötter, Verena: Qualitätssicherung und Public Relations: Qualitätsmanagement durch Zertifizierungsverfahren. – S. 40–50

Hörschinger, Peter: CMS II – ein sichtbares Zeichen für Qualität?: der Consultancy Management Standard II in der Praxis. – S. 51–54

Hänsch, Andreas; Rest, Franz: Public Relations-Ausbildung in Österreich: einige Qualitätsaspekte. – S. 54–64

Multimedia und Recht
Jg 10 (2007) Nr 1

Klickermann, Paul H.: Urheberrechtschutz bei zentralen Datenspeichern. – S. 7–11

„Die Speicherung urheberrechtlich geschützter Daten auf zentralen Datenspeichern sowie der Abruf solcher Daten löst durch die zunehmende Vernetzung von Multimediageräten einen Interessenkonflikt zwischen Urhebern und Nutzern aus. Nirgends ist der Rechtsschutz für den Urheber so schwierig wie im Internet. Bereits das Kopieren digitaler Werke wird dem Nutzer so leicht gemacht, dass selbst der Kopierschutz durch findige Software umgangen werden kann. – Der Beitrag untersucht die urheberrechtlichen Probleme der Fixierung und Umwandlung von Daten auf Speichermedien anhand von MP3-Dateien, insbesondere, ob eine zentrale Datenspeicherung für den Nutzer privilegiert ist. Weiterhin sollen mit dem Beitrag die mit dem Datenfluss zusammenhängenden Probleme bei der drahtlosen Übertragung von Daten, des Kopierschutzes von Werken und ihres Abrufs mittels Streaming beleuchtet werden."

Hartl, Robert: Fremde Kennzeichen im Quelltext von Webseiten: Marken- und wettbewerbsrechtliche Zulässigkeit. – S. 12–15

„Das Internet wird als Marketinginstrument wie auch als Vertriebsweg wirtschaftlich zunehmend lukrativer. Gerade Kennzeichen von Produkten und Dienstleistungen ziehen potenzielle Kunden besonders an. Mitbewerber versuchen daher, deren Bekanntheit und Renommee für eigene Interessen – meist ähnliche Angebote – zu nutzen. Dagegen möchten die Inhaber der geschützten Kennzeichen Letztere verteidigen, um so die eigenen Waren oder Dienste vor Nachahmern zu schützen. Da Webseitenbesucher häufig über Suchmaschinen ihren Weg auf Internetseiten finden, setzen Mitbewerber traditionell hier an. Eine offensichtliche Nutzung fremder Kennzeichen auf Webseiten ist zwar regelmäßig suchmaschinentechnisch vorteilhafter, jedoch für den tatsächlichen Kennzeicheninhaber ebenso regelmäßig leicht feststell- und abwendbar. Im Bereich weniger augenscheinlicher Verwendung fremder Kennzeichen im Web kam es in den letzten Jahren immer wieder zu divergierenden Entscheidungen. Den wohl nur vorläufigen Abschluss hierzu markiert

ein Urteil des Bundesgerichtshofs (MMR 2006, 812) das Grundlage dieses Beitrags ist. Einer einleitenden Veranschaulichung der technischen Hintergründe (I.) folgen die rechtliche Würdigung der entsprechenden Manipulationsmöglichkeiten (II.) und ein abschließendes Fazit (III.).“

Roßnagel, Alexander: Konflikte zwischen Informationsfreiheit und Datenschutz?. – S. 16–20

„Im Bund und in acht Bundesländern gibt es Informationsfreiheitsgesetze, in allen anderen Bundesländern wird diskutiert, solche zu erlassen. Ein schwerwiegendes Problem solcher Gesetze ist die Frage, wie das Verhältnis von Informationsfreiheit zum Schutz personenbezogener Daten ausgestaltet werden muss. Im folgenden Beitrag werden sowohl Zielsetzungen und Ausprägungen der informationellen Selbstbestimmung dargestellt (I.) als auch Gründe und Ausprägungen eines allgemeinen und voraussetzungslosen Zugangsrechts zu Akten der öffentlichen Verwaltung präsentiert (II.). Anschließend werden ergänzende und konfligierende Aspekte beider Rechtskreise beschrieben (III.) und sodann das Verhältnis von informationeller Selbstbestimmung und Aktenzugangsrecht rechtsdogmatisch erfasst (IV.). Abschließend werden Möglichkeiten erörtert, wie ein datenschutzfreundliches Aktenzugangsrecht mit einem informationsfreundlichen Datenschutz zu vereinbaren ist (V.).“

Klaes, Silke: Verbraucherschutzregelungen in der Telekommunikation im europäischen Vergleich. – S. 21–26

„In den letzten Jahren entwickelten sich mit den Mehrwertdiensten zahlreiche Inhalte, die Überschneidungen zwischen Telekommunikationsdiensten und Telediensten darstellten. Oftmals kamen diese Dienste durch missbräuchliche Nutzung gerade hochpreisiger Rufnummern in Verruf und es wurden gesetzliche und freiwillige Verbraucherschutzregelungen in den verschiedenen europäischen Staaten geschaffen. Dieser Aufsatz gibt einen Überblick über die geltenden Regelungen auf EU-Ebene, die im EU-Review in den nächsten Monaten eine mögliche Überarbeitung erfahren, und die nationalstaatlichen Umsetzungen des Verbraucherschutzes in der Telekommunikation. Abschließend wird untersucht werden, ob gesetzliche oder freiwillige Regelungen einen effektiven Verbraucherschutz i. S. e. ‚better regulation‘ in Europa bieten können.“

Hoeren, Thomas: Zoning und Geolocation: technische Ansätze zu einer Reterritorialisierung des Internets. – S. 3–7

„In der rechtlichen Diskussion vermehren sich die Stimmen, die auf technische Möglichkeiten zu einer Reterritorialisierung des Internets hinweisen. Es soll zunehmend möglich sein, den Zugriff des Internet auf bestimmte Regionen zu beschränken. Dadurch wären viele kollisionsrechtliche Probleme des Internetrechts gelöst. Der Beitrag untersucht die Möglichkeiten für eine solche Geolocation und zeigt die technischen Grenzen solcher Verfahren auf.“

Kennedy, Helen: Beyond anonymity, or future directions for internet identity research. – S. 859–876

„This article draws on empirical research into internet use by minority ethnic women to consider whether anonymity remains a useful focus for sociocultural studies of internet identities. The central argument of the article is that the time has come for internet identity research to reposition itself conceptually, to move away from a preoccupation with the generalized, enduring claim that internet identities are anonymous, multiple and fragmented-not only because, in some cases, online identities are continuous with offline selves, but also, more importantly, because common uses of the concept of anonymity are limited as starting points for carrying out analyses of internet experiences. In short, it argues that the terms of internet identity research are problematic, that contexts matter, and that studies of internet identities need to engage with and learn from ongoing debates within cultural studies which call into question the usefulness of the very concept of identity.“

Orgad, Shani: The cultural dimensions of online communication: a study of breast cancer patients' internet spaces. – S. 877–900

„Many have studied the interrelations between online spaces and offline contexts, highlighting that internet spaces are fundamentally embedded within specific social, cultural and material contexts. Drawing upon a study of breast cancer patients' computer-mediated communication (CMC), this article aims to contribute to our understanding of the role of cultural elements in shaping the participation in and design of, CMC environments. It uses an analysis of patients' interviews and breast cancer websites as an exploratory site for identifying cultural dimensions that should be considered in studying online spaces. It shows how both the breast cancer sites and their participants emphasize a sense of global similarity and commonality, while at the same time this CMC context is shaped by specific linguistic, national, temporal, spatial, religious, ideological and discursive North-American dimensions. It concludes with a broader discussion of the importance of examining the cultural aspects of online contexts and by extension, how cultural elements shape the methodologies that researchers employ.“

Hellsten, Iina; Leydesdorff, Loet; Wouters, Paul: Multiple presents: how search engines rewrite the past. – S. 901–924

„Internet search engines function in a present which changes continuously. The search engines update their indices regularly, overwriting webpages with newer ones, adding new pages to the index and losing older ones. Some search engines can be used to search for information on the internet for specific periods of time. However, these ‚date stamps‘ are not determined by the first occurrence of the pages in the web, but by the last date at which a page was updated or a new page was added and the search engine's crawler updated this change in the database. This has major implications for the use of search engines in scholarly research as well as theoretical implications for the conceptions of

time and temporality. This article examines the interplay between the different updating frequencies by using AltaVista and Google for searches at different moments of time. Both the retrieval of results and the structure of retrieved information erodes over time."

Chan, Joseph M.; Lee, Francis L. F.; Pan, Zhongdang: Online news meets established journalism: how China's journalists evaluate the credibility of news websites. – S. 925–948

„The internet presents challenges to traditional journalism by being a platform for alternative practices of news production and dissemination. In response, traditional journalists are expected to engage in 'news repair' in order to reconfirm the authority of existing news institutions and the legitimacy of traditional models of journalism. This interaction between new media and journalistic practices must be contextualized within a media system. Built upon these premises, this study analyzes data from probability sample surveys of journalists in two Chinese cities. It finds that journalists regard mainstream media organizations' websites as more credible than those run by commercial portals. The perceived credibility of these two types of news websites varies with journalists' beliefs about journalism. While party journalism remains a dominant lens through which Chinese journalists evaluate the two types of websites, the sites of commercial portals are viewed by some to be embodying an alternative model of journalism."

Woo, Jisuk: The right not to be identified: privacy and anonymity in the interactive media environment. – S. 949–968

„This article explores how the development of information technology, especially interactive computers, changes the privacy environment as experienced by individuals and the policy implications of these changes. External entities, such as governments and commercial industries, that 'invade' people's rights to be left alone are of less concern now than individuals who voluntarily give up their privacy by willingly providing personal information for other benefits on the internet. Also, in the interactive environment, intended and unintended activities of more diversified and less easily identifiable entities have become more of a threat to individual privacy. In this new environment, rather than 'providing' privacy for passive individuals, a more user-oriented, active approach is needed to help users to protect themselves from more diversified and unknown forces and potential loss of control. This article suggests that focusing on the right not to be identified on the network by allowing affirmative acts of secrecy and deception regarding identity and identification might be the most effective-and sometimes only practically viable-way of ensuring privacy in the interactive environment."

Grimes, Sara M.: Online multiplayer games: a virtual space of intellectual property debates?. – S. 969–990

„This article explores how online multiplayer digital games are used as a venue for the negotiation of intellectual property rights. Recent disputes between players and creators are contributing to both a shift in contemporary notions about the nature and limits of copyright and a growing relationship between virtual leisure and real-world economics. A brief overview of

the debate as it has been portrayed in both academic literature and the popular press will provide the context for this analysis. The focus then shifts to the ways in which existing laws and understandings about intellectual property are transforming to accommodate the unique characteristics of online multiplayer games. The contentious issue of labor within online gaming is discussed through a consideration of shifting social conceptualizations of play and the confounding of leisure and labor. The underlying use value-exchange-value relationship is also explored within the theoretical framework of a political economic perspective."

Wei, Ran: Lifestyles and new media: adoption and use of wireless communication technologies in China. – S. 991–1008

„This study examines the relationships between the lifestyles of urban Chinese consumers and the adoption and use of pagers and mobile phones. Based on a probability sample of 7094 respondents from China's seven most prosperous cities, results show that the respondents identified as yuppies tended to integrate pagers and mobile phones into their conspicuous, westernized and socially active lifestyle. Adopting a pager and mobile phone is found to be a means to achieve social differentiation and identity among this lifestyle segment. The study demonstrates the utility of segmentation analysis in delineating complex relationships among demographics, lifestyles and adoption and use of new media."

LaRose, Robert; Rifon, Nora: Your privacy is assured – of being disturbed: websites with and without privacy seals. – S. 1009–1032

„Privacy seals were developed to address concerns about online privacy. However, seals are widely misinterpreted by consumers as privacy protection. This research assessed how well privacy policies matched the standards promised by the seal authorities and compared the privacy protection practices of participating and non-participating sites. Privacy policy statements were interpreted as a form of persuasive communication that attempts to minimize the risks of providing personal information while emphasizing the benefits of personal disclosure. There were few differences in the privacy practices between seal authorities: TRUSTe and BBBOnLine participants offered about the same degree of privacy protection assurances and they were equal with regard to the amount or depth of personal information they requested. Notably, unsealed sites offered nearly equal privacy assurances and made fewer personal information requests than the sealed sites. However, seal program participants did provide superior access to information and assurances of data security."

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Articles in Tribute to Roger Silverstone. – S. 9–48

Fernback, Jan: Beyond the diluted community concept: a symbolic interactionist perspective on online social relations. – S. 49–70

„The study of cybercommunity is inevitably linked to the development of the internet amid other cultural phenomena, and cybercommunity as a cultural prac-

tice has clearly reached a point of critical mass. The concept of online community has become increasingly diluted as it evolves into a pastiche of elements that ostensibly 'signify community'. This study grapples with the concept of community in cyberspace and suggests alternative ways of characterizing online social relations that avoid the vagaries of 'community'. Based on interviews and a theoretical consideration of online community, it finds that the metaphor of 'community' in cyberspace is one of convenient togetherness without real responsibility. This study suggests a symbolic interactionist approach to the examination of online social relationships that is free of the controversy and structural-functional baggage of the term 'community'. It suggests that community is an evolving process, and that commitment is the truly desired social ideal in social interaction, whether online or offline."

Song, Yonghoi: Internet news media and issue development: a case study on the roles of independent online news services as agenda-builders for anti-US protests in South Korea. – S. 71–92

„This study compares the roles of progressive online news services with those of mainstream newspapers in developing reactions to the deaths of two schoolgirls by a US military vehicle into massive anti-US protests during 2002 in South Korea. Clear differences were found between the online news services and the mainstream conservative newspapers' coverage in terms of the number of articles, the composition of news sources, and the frames used to make sense of the issues. It reveals that the progressive media played an important role in escalating reactions to the deaths of the two schoolgirls into a broader anti-US sentiment. The results of the study suggest the limitations to the inter-media agenda-setting model in explicating the dynamics of issue development. Additionally, the potential of alternative online news media in agenda-building and the relationship between the news media and issue development are discussed."

Robinson, Laura: The Cyberself: the self-ing project goes online, symbolic interaction in the digtial age. – S. 93–110

„Juxtaposing symbolic interactionist and postmodern interpretations of cyberself-ing, I bring data to bear on the tensions between these two theoretical stances. I argue that postmodernist accounts are no longer tenable; such studies were based on multi-user domains (MUDs), but generalized to cyberspace. I examine the evolving internet population, which has reached a critical mass of the American population, to demonstrate that MUD users no longer constitute the majority of users. After substantiating this shift in the user base, I elucidate evidence that corroborates the countervailing thesis of 'socialized' online selves. I argue that using a symbolic interactionist perspective to frame the cyberself-ing project allows us to understand the creation of the cyber 'I, me,' and digital 'generalized other,' as well as the dynamics of interactional cuing online."

Kazmer, Michelle M.: Beyond CU L8R: disengaging from online social worlds. – S. 111–138

„People who work, learn, or play in online social worlds must sometimes leave those social worlds.

Such departures may happen for many reasons. Often they are anticipated departures because the social world was meant from the start to be temporary. Most people do not yet have much practice at leaving an online social world, nor do we have a good model of the process. Activities that people undertake while disengaging from transient online social worlds affect them personally, as well as their future personal and professional relationships with one another. For this research, 30 students near the time of graduating from an online learning master's degree program participated in semi-structured interviews exploring their activities and emotions related to disengaging. The result is a model of the disengaging process encompassing 12 dimensions."

Boler, Megan: Hypes, hopes, and actualities: new digital Cartesianism and bodies in cyberspace. – S. 139–165

„'New Digital Cartesianism' investigates the socio-material power inequities embedded in text-based, computer-mediated communication (CMC). Is the body really transcended in text-based computer-mediated communication? This article summarizes software and hardware advertising 'hypes', cyber-enthusiast 'hopes', and the 'actualities' of CMC which contradict this virtual dream of pure minds communicating. Marketing hypes and cyberhopes mythologize disembodied CMC with promises of anonymity and fluid identities. However, the actualities of how users interpret and derive meaning from text-based communication often involve reductive bodily markers that re-invoke stereotypes of racialized, sexualized and gendered bodies. Ironically, despite claims that CMC achieves Descartes' dream of 'pure minds' and the transcendence of body, users frequently rely on stereotyped images and descriptions of bodies in order to confer authenticity and signification to textual utterances. In digital Cartesianism, the body actually functions as a necessary arbiter of meaning and final signifier of what is accepted as 'real' and 'true'."

Political Communication

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Fried, Amy: The Personalization of Collective Memory: The Smithsonian's September 11 Exhibit. – S. 387–406

Thrall, A. Trevor: The Myth of the Outside Strategy: Mass Media News Coverage of Interest Groups. – S. 407–420

Kim, Young-Chan; Jung, Joo-Young; Ball-Rokeach, Sandra J.: „Geo-Ethnicity" and Neighbourhood Engagement: a Communication Infrastructure Perspective. – S. 421–442

Moy, Patricia; Gastil, John: Predicting Deliberative Conversation: The Impact of Discussion Networks, Media Use and Political Cognitions. – S. 443–460

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Crozier, Michael: Recursive Governance: Contemporary Political Communication and Public Policy. – S. 1–18

Porto, Mauro P.: Framing Controversies: Television and the 2002 Presidential Election in Brazil. – S. 19–36

Beltran, Ulises: The Combined Effect of Advertising and News Coverage in the Mexican Presidential Campaign of 2000. – S. 37–64

Rahat, Gideon; Sheafer, Tamir: The Personalization(s) of Politics: Israel, 1949–2003. – S. 65–80

Public Opinion Quarterly

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Groves, Robert M.: Nonresponse Rates and Nonresponse Bias in Household Surveys. – S. 646–675

„Many surveys of the U.S. household population are experiencing higher refusal rates. Nonresponse can, but need not, induce nonresponse bias in survey estimates. Recent empirical findings illustrate cases when the linkage between nonresponse rates and nonresponse biases is absent. Despite this, professional standards continue to urge high response rates. Statistical expressions of nonresponse bias can be translated into causal models to guide hypotheses about when nonresponse causes bias. Alternative designs to measure nonresponse bias exist, providing different but incomplete information about the nature of the bias. A synthesis of research studies estimating nonresponse bias shows the bias often present. A logical question at this moment in history is what advantage probability sample surveys have if they suffer from high nonresponse rates. Since postsurvey adjustment for nonresponse requires auxiliary variables, the answer depends on the nature of the design and the quality of the auxiliary variables."

Abraham, Katharine G.; Maitland, Aaron; Bianchi, Suzanne M.: Nonresponse in the American Time Use Survey: Who Is Missing from the Data and How Much Does It Matter?. – S. 676–703

„This article examines nonresponse in a large government survey, the American Time Use Survey (ATUS), which interviews persons in households previously interviewed in the Current Population Survey. The response rate for the ATUS has been below 60 percent for the first two years of its existence, raising questions about whether the results can be generalized to the target population. The article begins with an analysis of the types of nonresponse encountered in the ATUS. Noncontact accounts for roughly 60 percent of ATUS nonresponse, with refusals accounting for roughly 40 percent. We find little support for the hypothesis that busy people are less likely to respond to the ATUS but find considerable support for the hypothesis that people who are weakly integrated into their communities are less likely to respond, mostly because they are less likely to be contacted. When we compare aggregate estimates of time use calculated using the ATUS base weights without any adjustment for nonresponse, estimates calculated using the ATUS final weights with a nonresponse adjustment, and estimates calculated using weights that incorporate our own nonresponse adjustment based on a propensity model, we find some modest differences, but the three sets of estimates are broadly similar. The article ends with suggestions for further research and analysis."

Link, Michael W. et al: Has the National Do Not Call Registry Helped or Hurt State-Level Response Rates?: A Time Series Analysis. – S. 794–809

„By the end of the initial registration period on August 31, 2003, the National Do Not Call Registry (DNC Registry) had registered more than 50 million telephone numbers. Approximately 18 months later that number had increased to more than 91 million. The impact of the DNC Registry on survey response rates, however, is largely unknown. Some researchers speculate that the registry could make it easier to distinguish between telephone survey interviewers and telemarketers. Other researchers argue that a significant portion of DNC registrants may not make such distinctions and would prefer instead to reduce all unsolicited calls from marketers and interviewers alike. Case outcomes from nearly 4.5 million telephone numbers called between January 1, 2002, and June 30, 2005, as part of the Behavioral Risk Factor Surveillance System were analyzed. Using trend analyses and autoregressive integrated moving average (ARIMA) time series modeling, we assessed the impact of the DNC Registry on state-level monthly response rates in 47 states. Our findings indicate that once pre-DNC Registry trends in response rates and other potential covariates are accounted for, the national Do Not Call rules have had no significant impact on state-level response rates in either a positive or negative direction."

Groves, Robert M. et al: Experiments in Producing Nonresponse Bias. – S. 720–736

„While nonresponse rates in household surveys are increasing in most industrialized nations, the increasing rates do not always produce nonresponse bias in survey estimates. The linkage between nonresponse rates and nonresponse bias arises from the presence of a covariance between response propensity and the survey variables of interest. To understand the covariance term, researchers must think about the common influences on response propensity and the survey variable. Three variables appear to be especially relevant in this regard: interest in the survey topic, reactions to the survey sponsor, and the use of incentives. A set of randomized experiments tests whether those likely to be interested in the stated survey topic participate at higher rates and whether nonresponse bias on estimates involving variables central to the survey topic is affected by this. The experiments also test whether incentives disproportionately increase the participation of those less interested in the topic. The experiments show mixed results in support of these key hypotheses."

Olson, Kristen: Survey Participation, Nonresponse Bias, Measurement Error Bias and Total Bias. – S. 737–758

„A common hypothesis about practices to reduce survey nonresponse is that those persons brought into the respondent pool through persuasive efforts may provide data filled with measurement error. Two questions flow from this hypothesis. First, does the mean square error of a statistic increase when sample persons who are less likely to be contacted or cooperate are incorporated into the respondent pool? Second, do nonresponse bias estimates made on the respondents, using survey reports instead of records, provide accurate information about nonresponse bias? Using a unique data set, the Wisconsin Divorce Study, with divorce records as the frame and questions about the frame information included in the questionnaire, this article takes a first look into these two issues. We find that the relationship between nonresponse bias, measurement error bias, and response propensity is statistic-specific and specific to the type of nonresponse. Total bias tends to be lower on estimates calculated using all respondents, compared with those with only the highest contact and cooperation propensities, and nonresponse bias analyses based on respondents yield conclusions similar to those based on records. Finally, we find that error properties of statistics may differ from error properties of the individual variables used to calculate the statistics.“

Keeter, Scott et al: Gauging the Impact of Growing Nonresponse on Estimates from a National RDD Telephone Survey. – S. 704–719

„Declining contact and cooperation rates in random digit dial (RDD) national telephone surveys raise serious concerns about the validity of estimates drawn from such research. While research in the 1990s indicated that nonresponse bias was relatively small, response rates have continued to fall since then. The current study replicates a 1997 methodological experiment that compared results from a „Standard“ 5-day survey employing the Pew Research Center's usual methodology with results from a „Rigorous“ survey conducted over a much longer field period and achieving a significantly higher response rate. As with the 1997 study, there is little to suggest that unit nonresponse within the range of response rates obtained seriously threatens the quality of survey estimates. In 77 out of 84 comparable items, the two surveys yielded results that were statistically indistinguishable. While the „Rigorous“ study respondents tended to be somewhat less politically engaged, they did not report consistently different behaviors or attitudes on other kinds of questions. With respect to sample composition, the Standard survey was closely aligned with estimates from the U.S. Census and other large government surveys on most variables. We extend our analysis of nonresponse to include comparisons with the hardest-to-reach respondents and with respondents who terminated the interview prior to completion.“

Brick, J. Michael et al: Nonresponse Bias in a Dual Frame Sample of Cell and Landline Numbers. – S. 780–793

„We conducted a dual frame survey of landline and cell phone numbers in 2004 to evaluate the feasibility of including cell phone numbers in random digit dial telephone surveys in the United States. By sampling cell phone numbers, the coverage bias associated with households that have only cell phones is eliminated. However, we discovered two major sources of nonresponse bias in the dual frame sample. In an attempt to reduce these biases, we applied several different estimation schemes. But a comparison to the 2004 Current Population Survey Cell Phone Supplement showed that none of the estimation schemes substantially reduced the nonresponse bias of the estimates. We suggest other methods that might be used in future surveys that include cell phones and discuss the need for additional data collection and research on this issue.“

Johnson, Timothy P. et al: Using Community-Level Correlates to Evaluate Nonresponse Effects in a Telephone Survey. – S. 704–719

„Understanding the relationship between nonresponse processes and key research variables is central to evaluating if and how nonresponse introduces bias into survey estimates. In most telephone surveys, however, little information is available with which to estimate these effects. We report a procedure for examining the potential effects of nonresponse via analyses that (1) investigate the linkages between community-level (zip code) variables and survey nonresponse and (2) examine the associations between these community-level variables and key survey measures. We demonstrate these procedures using hierarchical modeling to analyze data from a state-wide telephone survey in Illinois. One zip code-level indicator of concentrated disadvantage-the percentage of the population below poverty level-was found to be positively associated with nonresponse and, among respondents, with both current physical disability status and lack of health insurance coverage, suggesting that both may have been underestimated in this survey. This inexpensive approach has the potential of enabling researchers to routinely evaluate nonresponse effects in their survey data.“

Publizistik

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Fröhlich, Romy; Scherer, Helmut; Scheufele, Bertram: Kriegsberichterstattung in deutschen Qualitätszeitungen: eine inhaltsanalytische Langzeitstudie zu Framingprozessen. – S. 11–32

„Mit den Golfkriegen und den Kriegen auf dem Gebiet Ex-Jugoslawiens begannen in den 90er Jahren Forscher wie Journalisten Bedingungen, Rolle und Wirkung von Kriegsberichterstattung neu zu diskutieren. Trotz der vergleichsweise großen Zahl empirischer Studien über Kriegsberichterstattung fehlt es bis heute aber an Längsschnittanalysen zu Entwicklungs- und Veränderungsaspekten der medialen Konstruktionsleistung von Kriegsberichterstattung. Diesem Erkenntnisinteresse geht die hier vorgestellte Studie mit einer groß angelegten Inhaltsanalyse nach. Ausgehend von der Tatsache, dass Medien Themen nicht nur aufgreifen, sondern in einer spezifischen Art und Weise verarbeiten, wurde nach Berichterstattungsmustern gesucht, bei denen im journalistischen Produktionsprozess Interpretationsrahmen (frames)

in die mediale Präsentation und Thematisierung von Ereignissen eingebaut werden (framing). Ziel der Studie war es, dieses Framing der deutschen Kriegsberichterstattung näher zu untersuchen. Dabei hat sich gezeigt, dass sich Thematisierung und mediale Rekonstruktion von Kriegen im Laufe der Zeit verändern. Die deutsche Kriegsberichterstattung behält im Laufe der Zeit aber einen starken militärischen und kriegsbezogenen Schwerpunkt bei und thematisiert ganz überwiegend konkretes Kriegsgeschehen (anstatt z. B. Kriegsursachen/folgen)."

Neuberger, Christoph: Interaktivität, Interaktion, Internet: eine Begriffsanalyse. – S. 33–50

„In den letzten Jahren hat es zahlreiche Vorschläge zur Klärung des Interaktivitätsbegriffs in der Kommunikationswissenschaft gegeben. Verbreitet ist eine eingrenzende Strategie, bei der die vielfältigen Definitionen in einem mehrdimensionalen Interaktivitätsbegriff zusammengefasst werden. Daneben gibt es eine ausgrenzende Strategie: Zum einen werden bestimmte technische Medien (computervermittelte Kommunikation, „interaktives Fernsehen") oder Kommunikationssituationen (Face-to-face-Kommunikation) als „interaktiv" ausgezeichnet. Dabei wird allerdings nicht zwischen Potenzial und Prozess, zwischen „Interaktivität" und „Interaktion" unterschieden. Zum anderen bietet sich der in der Soziologie verwurzelte Interaktionsbegriff für eine theoretisch fundierte Definition an. Im Verhältnis zum Kommunikationsbegriff lassen sich sieben Verwendungsweisen belegen. Es wird vorgeschlagen, Interaktion als Kommunikationstyp im Sinne Rafaelis zu begreifen: Interaktive Kommunikation verläuft wechselseitig und nimmt Bezug auf frühere Mitteilungen. Das hier gewählte Verständnis interaktiver Kommunikation ist an die Systemtheorie und die deliberative Öffentlichkeitstheorie anschlussfähig."

Knobloch-Westerwick, Silvia: Kognitive Dissonanz „revisited": selektive Zuwendung zu einstellungskonsistenten und -inkonsistenten politischen Informationen. – S. 51–62

„Diese Studie untersucht anhand der Theorie zur kognitiven Dissonanz, ob Nutzer eines Onlinemagazins solche Inhalte präferieren, die mit ihren Einstellungen zu politischen Themen übereinstimmen. Anders als in früheren Untersuchungen wird Dissonanz themenbezogen definiert und nicht durch Parteipräferenzen; überdies wird die persönliche Relevanz einbezogen. In einer zweistufigen Datenerhebung wurden zunächst Einstellungen und Relevanzeinschätzungen zu politischen Themen erhoben. In einer weiteren Sitzung waren die Teilnehmer gebeten, ein Onlinemagazin anzuschauen. Während der Informationsnutzung zeichnete Software im Hintergrund die Selektionen und Lesezeiten auf. Die Befunde zeigen, dass sich die Leser insgesamt länger einstellungskonsistenten Informationen zuwandten. Dies war jedoch vor allem auf Personen mit hohen Einstufungen für Themenrelevanz zurückzuführen. Leser mit geringen oder mittleren Werten für Themenrelevanz verbrachten signifikant weniger Zeit mit einstellungskonsistenten Inhalten und signifikant mehr Zeit mit einstellungsinkonsistenten Informationen als Leser mit hohen Relevanzeinstufungen. Der Einfluss der Themenrelevanz wird als Erklärung für uneinheitliche Befunde zu kognitiver Dissonanz und Mediennutzung diskutiert."

Loosen, Wiebke: Entgrenzung des Journalismus: empirische Evidenzen ohne theoretische Basis?. – S. 63–79

„„Entgrenzung' ist in der Journalismusforschung so etwas wie eine Pauschaldiagnose für den Zustand der aktuellen Medienkommunikation geworden. Vor allem für die systemtheoretische Journalismusforschung, die sich anfänglich vor allem um Grenzen und Differenzierung gekümmert hat, besteht das Arbeitsprogramm zunehmend in der Auseinandersetzung mit so genannten Entgrenzungsphänomenen. Dahinter steht zumeist die Befürchtung eines durch funktionale Entdifferenzierung ‚schleichenden' Funktionsverlustes des Journalismus. Dabei ist der Rückbezug empirisch beobachteter Indikatoren für Entdifferenzierungsprozesse auf die (System-) Theorie bzw. die Frage nach ihrer grundsätzlichen Kompatibilität noch weitgehend ungeklärt. Vor diesem Hintergrund wird im Rahmen des Beitrags das Verhältnis von Differenzierung und Entdifferenzierung diskutiert sowie eine definitorische Spurensuche zur Klärung des Begriffs der Entdifferenzierung unternommen, der offensichtlich auf ganz unterschiedliche Phänomene und Ebenen bezogen wird. Insgesamt wird dabei deutlich, dass Entdifferenzierung und Systemtheorie durchaus zueinander passen können, aber auch, dass die Diskussion um die strikte Konzentration auf binäre Leitdifferenzen in der frühen Phase der systemtheoretischen Journalismusforschung durch die Auseinandersetzung mit Entgrenzungen und Entdifferenzierungen wieder eingeholt wird."

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Bock, Michael; Kirchgäßner, Bettina; Seeliger, Viola: Product Placement, Markengedächtnis, Markenimage (2): zum Einfluss der Aufmerksamkeit. – S. 146–159

Senokozlieva, Maria et al: Of Frames and Cultures: a Cross-Cultural Comparison of TV Newscasts. – S. 160–174

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Schemer, Christian; Matthes, Jörg; Wirth, Werner: Werbewirkung ohne Erinnerungseffekt?: eine experimentelle Studie zum Mere Exposure-Effekt bei Product Placements. – S. 2–13

„In der Forschung zur Wirkung von Product Placements wird zumeist davon ausgegangen, dass Placements erinnert werden müssen, um eine Wirkung auf die Einstellung gegenüber der Marke entfalten zu können. Allerdings zeigen empirische Studien, dass Placements aufgrund ihrer kurzzeitigen Einblendung oft nicht bewusst wahrgenommen und damit auch nicht erinnert werden. Auf Basis des Mere Exposure-Effektes kann dennoch davon ausgegangen werden, dass diese nicht explizit erinnerten Placements eine Wirkung auf Einstellungen haben können. Dieser Wirkmechanismus wird in einem 3–2–2-faktoriellen Experiment demonstriert. Versuchspersonen sahen einen TV-Magazinbeitrag, in dem ein Placement einer unbekannten Marke mit unterschiedlicher Häufigkeit integriert wurde. Die Ergebnisse lassen deutlich auf einen Mere Exposure-Effekt schließen: Ein mehrfach visuell dargebotenes Markenlogo führt zu einer positiveren Einstellung gegenüber der Marke trotz niedriger Erinnerung. Dieser Effekt ist allerdings an zwei für die Werbewirkungsforschung zentrale Bedingungen geknüpft: Ein hohes Beitragsinvolvement und niedriges Persuasionswissen. Gleichzeitig wird experimentell nachgewiesen, unter welchen Bedingungen sich die Erinnerung an die Marke zwar erhöht, aber die Einstellung gegenüber der Marke verschlechtert (Reaktanzeffekt). Die Ergebnisse werden in ihrer Bedeutung für die Werbepraxis und für die zukünftige Forschung diskutiert."

Heineken, Edgar; Schulte, Frank P.: Charakteristika des Virtual Reality-Mediums als Determinanten der internationalen Informationsintegration in einer hybriden Realität. – S. 14–22

„In einer hybriden Realität kann Information aus der virtuellen Realität (VR) und Information aus der natürlichen Realität umso leichter integriert werden, je stärker das VR-Medium Präsenz erzeugt, d.h. je mehr es gestattet, Information aus der virtuellen Realität als ebenso „unvermittelt" zu erleben wie Information aus der natürlichen Realität. Zur Untersuchung dieses Zusammenhanges wird die Größengewichtstäuschung (GGT) herangezogen, wonach von zwei gleich schweren aber unterschiedlich großen Objekten das kleinere Objekt als schwerer beurteilt wird. Es wird erwartet, dass die Täuschung in einer hybriden Realität, in der die Versuchsteilnehmer/innen die Objekte in der VR sehen und gleichzeitig in der natürlichen Realität heben, umso größer ist, je mehr das VR-Medium für das Präsenz-Erleben relevante Bedingungen wie Abschirmung und sensorisches Feedback erfüllt. 60 Versuchsteilnehmer/innen beurteilten das Gewicht von insgesamt 15 unterschiedlich hohen und schweren Zylindern (drei Höhen, fünf Gewichte) nach der Größenverhältnisschätzmethode. Sie sahen die gehobenen Zylinder entweder in der natürlichen Realität, in einer von drei unterschiedlichen Head-Mounted-Display (HMD) Virtual Realities (mit unverzögerter Synchronisation von Bild und Kopfbewegung, mit verzögerter Synchronisation von Bild und Kopfbewegung, ohne Synchronisation von Bild und Kopfbewegung) oder in zwei unterschiedlichen Desktop-Virtual Realities (mit Abschirmung von visuellen Reizen aus der natürlichen Realität, ohne Abschirmung). Die psychophysischen Urteile zeigen, dass der Grad der GGT, quantifiziert durch den negativen Steigungskoeffizienten der linearen Abhängigkeit der Gewichtsurteile von der Höhe der Zylinder, in der HMD-Realität mit unverzögerter Synchronisation am höchsten ist. Die GGT wird als Verfahren zur Operationalisierung von Präsenz diskutiert."

Jäckel, Michael; Wollscheid, Sabine: „Mehr Dinge zur gleichen Zeit": eine empirische Analyse von medialen Haupt- und Nebenaktivitäten am Beispiel des Fernsehens. – S. 23–33

„Insbesondere im Kontext der Nutzung ‚klassischer' Massenmedien sowie der Internetnutzung erfährt die adäquate Messung simultaner Aktivitäten neue Aufmerksamkeit. Unterschiedliche Methoden der Erfassung von Nebenbeiaktivitäten im Bereich der Fernsehnutzung werden in diesem Beitrag gegenübergestellt und hinsichtlich ihrer Zielsetzungen und Qualität diskutiert. Formen der Tagebuchmethode und der aktivitätsorientierten Befragung werden miteinander verglichen. Im Zentrum steht die Frage, ob eine adäquate Erfassung des Nebenbei-Fernsehens überhaupt mit herkömmlichen Befragungsmethoden erreicht werden kann, die bei den Teilnehmer/inne/n eine möglichst hohe Aufmerksamkeit während der Dokumentation voraussetzen. Es kann gezeigt werden, dass mit unterschiedlichen Formen der Tagebuchmethode sowie der aktivitätsorientierten Befragung annähernd gleiche Ergebnisse erzielt werden, was die Dauer des Nebenbei-Fernsehens betrifft. Auf dieser Grundlage lassen sich allerdings kaum Aussagen zu Rezeptions-Qualitäten treffen, was den zusätzlichen Einsatz qualitativer Methoden erforderlich macht."

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