

# Zeitschriftenlese

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Arnold, Klaus: Gut ist, was ethisch korrekt ist? Journalistische Qualität und ethisches Handeln aus Sicht der Kommunikationswissenschaft. – S. 288-296

„In der Kommunikationswissenschaft sind seit den 1990er Jahren eine Reihe von Konzepten zur Qualität im Journalismus entwickelt worden. Darauf aufbauend wird argumentiert, dass journalistische Qualitäten vor allem mit der vom Journalismus selbst entwickelten gesellschaftlichen Funktion sowie mit der öffentlichen Aufgabe begründet werden können. Im Unterschied zur journalistischen Ethik ist der Qualitätsbegriff weniger auf das Handeln, sondern mehr auf die Produkte bezogen. Zudem weist die Qualitätsperspektive eine größere Nähe zum Markt und den Nutzern auf.“

Rath, Matthias: Medienqualität und die Kompetenz des Publikums: Medienethische Anmerkungen zu einer Chimäre. – S. 297-305

„Medienqualität wird häufig als normatives Kriterium zur Beurteilung von Medienprodukten und Medienhandeln angesehen. In diesem Beitrag wird gezeigt, dass der Ausdruck deskriptiv verstanden werden muss und als medienethische Kategorie ungeeignet ist. Normative Indikatoren für eine positiv bewertete Medienqualität müssen ethisch begründet werden. Dies gelingt aber nicht über die Eigenschaft der Medienprodukte, sondern über die Medienkompetenz der Nutzerinnen und Nutzer.“

Lilienthal, Volker: Kritikable Medienkritik: Aktuelle Entwicklungsprobleme des Medienjournalismus. – S. 306-316

„Der deutsche Medienjournalismus laboriert an Entwicklungsproblemen wie der wachsenden Unübersichtlichkeit seiner Gegenstände, redaktioneller Ressourcenarmut und einem Verlust an Unabhängigkeit im politökonomischen Wettbewerb der Medien untereinander. Besonders prekär ist die Lage der Medienfachdienste in kirchlicher Trägerschaft. Hierzu wird eine ökonomische Kooperation vorgeschlagen. Währenddessen artikuliert sich Medienkritik auch jenseits professionell-journalistischer Foren in Blogs und Social Media. Kritische Mediennutzer beweisen dabei oft ein erstaunliches Urteilsvermögen. Die Zukunft wird einem neuen Typ dekonstruktiver Medienkritik gehören. Hierbei werden die beobachteten medialen Konstrukte einer radikalen Überprüfungsrecherche und Ideologiekritik unterworfen.“

Washietl, Engelbert: Und bitte nicht mehr „Content“ sagen: Die Zeit ist reif, von der gedanklichen Trennung von Print und Online abzugehen. – S. 317-323

„Die Rahmenbedingungen für Qualität sind besser, als sie beschrieben werden. Qualität ist bei führenden Journalisten gut aufgehoben. Wenn den Verlagsmanagern in wirtschaftlich angespannten Jahren die Lust vergeht, sich mit solchen Nebenfragen zu befassen, sind es Journalisten, die das Qualitätsanliegen hinüberretten. Über Boulevardisierung zu klagen, bringt wenig – sie ist sogar in der politischen Klasse Realität geworden und bedauerlich. Unbeirrt sollte die Mehrheit der Journalisten, egal ob in Print oder Online, einer praktischen Berufsethik im Kampf um das richtige Wort zum Durchbruch verhelfen. Abseits des Boulevards breitet sich nämlich selbst in besten Medien ein Mainstream journalistischer Gedankenlosigkeit aus, die einen sich selbst wiederholenden Unsinn erzeugt. Unter dem Modebegriff Content fällt sie als solche gar nicht auf.“

Bank, Stefan von der: Medienethik durch Medienkompetenz? Über den Zusammenhang von Medienkompetenz und (medien-)ethischem Lernen. – S. 324-332

„Der Erwerb von Medienkompetenz hat viel mit der Entwicklung und Stärkung einer reifen Persönlichkeit zu tun. Es geht um sehen und wahrnehmen können, um bewerten und selektieren, Kenntnisse entwickeln und Urteile treffen, und letztlich darum, verantwortlich handeln zu können. Auch in der Ethik geht es um menschliche Lebensführung und gutes Handeln. Daher stellt sich die Frage nach der Verknüpfung von Medienkompetenz und Ethik: Welchen Beitrag kann Medienkompetenz zur Entwicklung medienethischer Kompetenz leisten? Ein narrativ-biographischer Ethikansatz kann ein Modell sein, medienethisches Handeln zu erlernen. Lernort hierfür kann das Arbeiten an und mit der eigenen Medienbiographie sein. Dies wiederum ist Kernaufgabe der (Weiter-)Bildung im Bereich Medienkompetenz.“

Karmasin, Matthias: Medienethik: Wirtschaftsethik medialer Kommunikation: eine Ergänzung der sozial- und individualethischen Tradition der medienethischen Debatte. – S. 333-347

„Der Beitrag behandelt die Frage, welche Antworten aus medienethischer Perspektive auf aktuelle Herausforderungen wie Globalisierung und Kommerzialisierung sinnvoll wären. Da – so das zentrale Argument – viele medienethische Problemlagen ihren Ursprung in ökonomischen Strukturen und Bedingungen haben, bietet sich eine wirtschaftsethische Fundierung der Medienethik an. In der Folge entwickelt der Beitrag Konturen einer Medienethik als Wirtschaftsethik medialer Kommunikation und lotet das heuristische und praktische Potenzial dieses Ansatzes aus. Dem Autor geht es um eine Ergänzung der sozial- und individualistischen Tradition der medienethischen Debatte durch die Einführung einer Ethik der Mesebene, der Organisationsethik.“

Dreyer, Stephan; Heise, Nele; Johnson, Katharina: „Code as code can“: Warum die Online-Gesellschaft einer digitalen Staatsbürgerkunde bedarf. – S. 348-358

„Das Handeln und Verhalten von Menschen wird heute neben Märkten, Gesetzen und sozialen Normen auch von Software-Code gesteuert. Im Zeichen der Digitalisierung sind mehr und mehr Bestandteile unseres Alltagslebens in netz- und code-basierte Software ausgelagert. Code ist allgegenwärtig und wirkmächtig, zugleich aber auch nicht unmittelbar sichtbar: Er ist undurchschaubar, unantastbar und unterliegt Produktionslogiken, die sich der Kenntnis und Einflussnahme der Nutzer und möglichen Rechenschaftspflichten entziehen. Damit unterscheidet sich Code als Steuerungsfaktor menschlichen Verhaltens grundsätzlich von rechtlichen und sozialen Normen. Vor diesem Hintergrund diskutiert der Beitrag aus medienethischer Perspektive zum einen die Verantwortung der vergleichsweise autark handelnden Anbieter codebasierter Dienste mit Blick auf Fragen der Transparenz, Legitimation und Kontrolle derartiger Angebote. Zum anderen wird die Notwendigkeit einer digitalen Staatsbürgerkunde herausgestellt, die den Anwendern nicht nur Kenntnisse um die Funktionslogiken von Code im Sinne einer Code Literacy vermittelt, sondern (potenziell) auch zu einer informierten, kritischen sowie aktiv-gestaltenden Teilhabe an der digitalen Gesellschaft befähigt.“

Rutz, Michael: Risse im Medien-Fundament der Demokratie: Anmerkungen zu Ursachen und Folgen einer krisenhaften Entwicklung. – S. 359-366

„Der rasche Wandel der Medienlandschaft bringt Folgen hervor, die die notwendige Informationsbasis einer Demokratie gefährden. Das macht es nicht nur notwendig, verschiedene medienpädagogische Maßnahmen zu ergreifen. Man muss darüber hinaus auch über breite und tiefe Informationsangebote im Bereich Print und Online nachdenken, die über eine öffentlich-rechtliche Verfasstheit ähnlich dem öffentlich-rechtlichen Rundfunk subventioniert werden könnten.“

Lünenborg, Margreth: Politik, Sport und Krieg nach den Regeln der Medien: Zum Verhältnis von Authentizität, Inszenierung und Öffentlichkeit. – S. 367-378

„Eine normative Trennung des Authentischen vom Inszenierten kann in Folge neuer, hybrider Darstellungsformen nicht mehr kategorial vorgenommen werden. Vielmehr zeigen sich vielfältige Modi medialer Inszenierungen in Informations- und Unterhaltungsangeboten. Der Artikel diskutiert die Folgen sich wandelnder Präsentationsmuster, crossmedialer Verwertungserwartungen und beschleunigter Aufmerksamkeitszyklen für die mediale Inszenierung des Politischen. Fragen nach dem Ausmaß, der Legitimität und den gesellschaftlichen Folgen von Inszenierungsstrategien für die öffentliche Kommunikation werden erörtert. Es bleibt zu konstatieren, dass Authentizität als eine spezifische Ausprägung von Inszenierung erscheint, mit dem Ziel, Glaubwürdigkeit und Echtheit zu transportieren. Damit wird das Sichtbarmachen der Bedingungen medialer Produktion zur zentralen ethischen Anforderung, die Transparenz herstellt und Voraussetzungen schafft für die Möglichkeit, Medienaussagen als wahrhaftig zu begreifen.“

Reitz, Bettina; Zöllner, Martin: Die Vermischung von Realität und Fiktion stiftet Verwirrung: Gratwanderungen beim Unterhaltungsfernsehen aus öffentlich-rechtlicher Position. – S. 379-389

„Ein immens gewachsenes Medienangebot, neue (Inter-)Aktivität bei der Mediennutzung und leichtes Eintauchen in virtuelle Welten stellen die öffentlich-rechtlichen Sendeanstalten vor neue, auch ethische Herausforderungen. Sie müssen ein breites Publikum ansprechen, ihrem Bildungsauftrag gerecht werden und zugleich auf Entwicklungen und Trends angemessen reagieren. Diesen ethischen Ansprüchen können die öffentlich-rechtlichen Sender nur gerecht werden, wenn sie den Zuschauer im Blick behalten. Das bedeutet, dass sie ihr Programm mit spannenden Geschichten füllen und dabei klar zwischen Wirklichkeitspräsentation und Inszenierung unterscheiden müssen. Der Zuschauer selbst sollte mit unterhaltenen wie anspruchsvollen Inhalten herausgefordert werden, die nicht mit der Würde Einzelner der Unterhaltung Willen spielen.“

Lehr, Gernot: Kampagnenjournalismus oder Verdachtsberichterstattung? Berichterstattung über mutmaßliches Fehlverhalten und deren juristische und ethische Einordnung. – S. 390-393

„Die Massenmedien geraten bei der Ausübung ihrer verfassungsrechtlich geschützten Wächter- und Kontrollfunktionen regelmäßig mit den ebenfalls durch das Grundgesetz geschützten Persönlichkeitsrechten der von der Medienberichterstattung betroffenen Menschen in Konflikt. Ein Musterbeispiel für den praktizierten Grundrechtsausgleich stellt die Berichterstattung über mutmaßliches Fehlverhalten dar, das noch nicht bewiesen ist. Der Beitrag führt aus, was die Voraussetzungen für eine zulässige Verdachtsberichterstattung sind und wo die Grenzen zum Kampagnenjournalismus überschritten werden.“

Fuchs, Martin: Impulse für eine digitale Medienethik: Überlegungen zum Zusammenhang von digitaler politischer Kommunikation und Medienethik. – S. 404-407

„Die digitale Medienethik – auch: Internetethik – gilt als Bereichsethik, die als ein Teilgebiet der Medienethik angesehen wird. Bisher gibt es im deutschsprachigen Raum nur sehr wenige Publikationen und Forschungsprojekte, geschweige denn einen definierten Diskussionsrahmen, der sich umfassend mit den Fragestellungen, der digitalen Medienethik befasst. Folgender Beitrag soll einige Impulse aus der praktischen Erfahrung mit digitalen Kampagnen in Politik und Journalismus geben und zu weiteren Forschungsaktivitäten inspirieren.“

Paganini, Claudia: Warum nicht ein bisschen schwindeln? Täuschung und Lüge aus moralphilosophischer Sicht. – S. 408-418

„Täuschung und Lüge sind in unserem Alltag allgegenwärtig, so auch in den Medien. Hier scheint es gar Anwendungsgebiete zu geben, wie etwa Werbung oder PR, die für die Unwahrheit geradezu prädestiniert sind. Ist es zielführend, für diese Lebensbereiche normative Kriterien erarbeiten zu wollen? Ist es sinnvoll, darüber zu streiten, ob etwa Pressesprecher Tatsachen verdrehen dürfen? Oder handelt es sich lediglich um eine Frage des persönlichen Empfindens? Im Anschluss an die Diskussion dieses metaethischen Problems geht der Beitrag methodischen Überlegungen nach, nämlich der Frage, ob Medienethiker eher bei allgemeinen Normen oder bei Beobachtung konkreter Phänomene ansetzen sollen, wenn sie normative Aussagen zum Thema „Täuschung und Lüge“ tätigen wollen. In Abgrenzung von einer Festlegung dessen, was eine erlaubte Lüge ist und was eine verbotene, wird abschließend für die Betonung jenes positiven Wertes argumentiert, der durch eine Praxis des Täuschens in Frage gestellt wird.“

Thummes, Kerstin: Die Grauzonen der Halbwahrheiten: Voraussetzungen für die Verantwortbarkeit täuschender PR infolge organisationaler Entkopplungen. – S. 419-431

„Der vorliegende Beitrag untersucht Voraussetzungen verantwortbarer Täuschungen in der PR infolge organisationaler Entkopplungen. Dazu werden PR und Täuschung aus neo-institutionalistischer Perspektive analysiert und mit Ansätzen zur Beurteilung und Segmentierung unternehmerischer Verantwortung verknüpft. Anhand der Unterscheidung von drei Typen der Entkopplung zeigt sich im Ergebnis, dass Halbwahrheiten von Bezugsgruppen als Teil unternehmerischer Verantwortung wahrgenommen werden können, wenn sie in institutionellen Rahmenbedingungen verankert und inhaltlich sowie zeitlich begrenzt sind. Damit sind dem verantwortungsvollen Einsatz von Täuschungen in der PR enge Grenzen gesetzt.“

Nothelle, Claudia: Vorsicht Falle! Scripted Reality, retouchierte Fotos, Pseudonyme – Täuschung als medienethische Herausforderung. – S. 432-442

„Mediale Täuschungen und Fälschungen sind keine neuen Phänomene, doch durch die digitalen Medien bekommen sie eine vollkommen neue Qualität. Insbesondere die Täuschung präsentiert sich als vielschichtiges Phänomen. Das beginnt mit der Täuschung, das ein Mehr an Informationen auch ein Mehr

an Informiertheit bringt. Angesichts der Flut an Informationen im Netz ist die Rolle des Journalisten als Informationsmakler wichtiger denn je. Auch weil längst nicht alles, was heute real erscheint, auch real ist: Scripted-Reality, kaum überprüfbare Netz-Identitäten, bearbeitete und verfälschte Bilder. Die richtige Antwort des Journalismus auf diese neuen Herausforderungen sind letztlich die alten Tugenden. Neue medienethische Maßstäbe braucht es in der digitalen Welt nicht, die Prinzipien von Wahrhaftigkeit, Aufrichtigkeit und Fairness gelten nach wie vor. Doch die veränderten Rahmenbedingungen muss sich auch die Medienethik bewusst machen und sich ihnen mit ihren Herausforderungen stellen.“

Kocks, Klaus: Die Inszenierung des Authentischen: Ein Paradoxon zwischen Wahrheitsillusion und residualen Ressentiments. – S. 443-454

„Authentizität meint ein *Acheiropoieton*, das nicht von Menschenhand geschaffene Kunstwerk. In der christlichen Tradition sind diese Marienbilder und das Antlitz Jesu nach dem Schweißtuch der Heiligen Veronika sowie eine unübersehbare Zahl von Reliquien. Die *theo tekton eikona*, von Gott geschaffene Bilder, galten als frei von jeder Fälschung, jedweder Inszenierung; sie stiften das tief irrationale Paradigma des Authentischen. Der Nationalcharakter ist ein belastbares Exempel für Authentizität jenseits der Religion. Der Gründungsmythos einer Nation versucht, eine Authentizität zu konstruieren, die den kulturellen Ansprüchen und dem politischen Begehren eine mythische Begründung liefert. Man erkennt dann bestimmte Dinge als typisch oder symbolisch, also als Referenz auf diese Mythen. Das Authentische ist immer nur ein Anschein, eine Illusion, die vorgibt, die Wirklichkeit zu sein. Das Authentische ist eine besonders raffinierte Inszenierung, die eben diesen Charakter des Inszenierten leugnet. Die Menschen belohnen den Eindruck von Authentizität mit der Zumessung von Glaubwürdigkeit und der deutlich erhöhten Bereitschaft, einer vorgegebenen Strategie zu folgen.“

Rauch, Raphael: „Neues Sendungsbewusstsein“: Islamische Verkündigung im öffentlich-rechtlichen Rundfunk. – S. 455-478

„Im Frühjahr 2007 tobte in der Medienpolitik der Streit darüber, ob Muslimen Sendezeit im Rundfunk eingeräumt werden sollte. Die CSU warnte vor „Moschee-Sendern“, andere sahen in einem „Wort zum Freitag“ den Schlüssel zur medialen Integration von Muslimen. Der Aufsatz analysiert die Faktoren, die zur Integration islamischer Glaubenssendungen in den öffentlich-rechtlichen Rundfunk geführt haben. Anders als in bisherigen Arbeiten wird der Beginn der Sendungen nicht im Jahr 2007, sondern in den 1960er Jahren verortet, als im WDR-„Gastarbeiterfunk“ ein „Türkisches Geistliches Wort“ gesendet wurde.“

Hahn, Judith; Schüller, Thomas; Wode, Christian: Kirchenrecht in den Medien: Analyse der Berichterstattung in den Nachrichtensendungen von ARD und ZDF. – S. 479-793

„Kirchenrecht in den Medien – das ist ein wenig wahrgenommenes und doch präsent Thema, vor allem in den vergangenen Jahren, in denen in der medialen Auf-

arbeitung des Missbrauchsskandals kirchliches Strafrecht und ämterrechtliche Fragen öffentlich diskutiert wurden. Doch nicht nur kirchliche Skandale haben einen rechtlichen Bezug; vielmehr lässt sich über die in der Welt verfasste Kirche – eine Glaubensgemeinschaft in Rechtsgestalt – kaum sprechen, ohne zumindest indirekt auf ihre rechtliche Organisation abzustellen, denn diese durchzieht die Kirche als strukturelle Perspektive. Auch im Kern des medial vermittelten Kirchendiskurses findet sich daher zumeist ein kirchenrechtlicher Gehalt. Kirchenrecht in den Medien – eine Analyse dazu muss exemplarisch bleiben. In der Studie „Kirchenrecht in den Medien“, deren Ergebnisse hier vorgestellt werden, wurde der kirchenrechtliche Gehalt in den zentralen Nachrichtensendungen der öffentlich-rechtlichen Fernsehsender ARD und ZDF im Jahr 2010 erhoben. Von A wie Abendmahl, B wie Beichtiegelbruch bis Z wie Zölibat erweist sich 2010 als ein Jahr voller brisanter Themen, dominiert von der Berichterstattung über die Missbrauchsfälle in kirchlichen Einrichtungen.“

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Knobloch-Westerwick, Silvia et al.: Tragedy Viewers Count Their Blessings: Feeling Low on Fiction Leads to Feeling High on Life. – S. 747-766

„Hypotheses were derived from downward comparison and attachment theory to address the tragedy paradox: more sadness produces greater tragedy enjoyment. Participants (n = 361) watched a tragedy and reported affect, enjoyment, life happiness, and spontaneous thoughts (categorized into self- vs. socio-focused). Greater sadness led to greater enjoyment, mediated by life reflection; specifically, both self- and socio-focused thoughts mediated this sadness impact on tragedy enjoyment. Furthermore, more sadness led to greater life happiness increase during exposure, mediated by socio-focused thoughts only. No parallel effects emerged for positive affect. The present findings suggest that tragedy-induced sadness instigates (a) life reflection that increases tragedy enjoyment as well as (b) specifically thoughts about close relationships that, in turn, raise life happiness, which (c) subsequently increases tragedy enjoyment further.“

Hopper, K. Megan; Stevens Aubrey, Jennifer: Examining the Impact of Celebrity Gossip Magazine Coverage of Pregnant Celebrities on Pregnant Women's Self-Objectification. – S. 767-788

„The present experimental study examined the impact of celebrity gossip magazine coverage on pregnant women through the lens of objectification theory (Fredrickson & Roberts, 1997). In total, 301 pregnant women were randomly assigned to view highly sexually objectifying full-body images and accompanying text depicting pregnant celebrities, low objectifying headshot-only images and accompanying text depicting celebrities, or images of baby products with no people depicted (control). Exposure to the headshot-only condition resulted in significantly more self-ob-

jectification than exposure to control images. We speculate exposure to the headshot-only images primed self-objectification in participants because they visualized nonpregnant, thin, toned, and sculpted celebrity bodies that are frequently objectified by the media. Further analyses revealed that participants' stage in pregnancy, history with pregnancy, and age moderated the main effects. Among those in their first trimester, assignment to the headshot-only condition significantly predicted state self-objectification; however, among those in their third trimester, the full-body condition predicted state self-objectification at a level of marginal significance. Further, exposure to the headshot-only stimuli predicted self-objectification for those having no prior live births. Among those participants in the younger age group, exposure to the headshot-only condition significantly predicted self-objectification; however, among those in the middle age group, the full-body condition significantly predicted self-objectification.“

Fu, W. Wayne: National Audience Tastes in Hollywood Film Genres: Cultural Distance and Linguistic Affinity. – S. 789-817

„Studies of transnational media flow and reception discuss audiences as cultural-linguistic groups that make idiosyncratic content choices, but say little to distinguish or explain their collective tastes. The literature on (inter)cultural consumption suggests that cultural preferences are more similar among societies that share a cultural or linguistic affinity than those that do not. Examining national acceptance of, and taste in, Hollywood films within a global sample of countries, this study quantifies the dissimilarities in genre preferences between the United States and importing countries based on 2002-2007 box-office sales. The analysis shows that genre taste dissimilarities are related positively to cultural distance between countries, and negatively to the English proficiency of the importing country. Furthermore, the economic attributes of the importer have no effect on taste dissimilarity. The analysis also shows that the genre tastes of individual countries have converged toward those of American audiences during these years.“

Fransen, Marieke L.; Hoeven, Claartje L. ter: Matching the Message: The Role of Regulatory Fit in Negative Managerial Communication. – S. 818-837

Heide, Brandon Van Der et al.: The Proteus Effect in Dyadic Communication: Examining the Effect of Avatar Appearance in Computer-Mediated Dyadic Interaction. – S. 838-860

„An original experiment explored the differing predictions of the Proteus effect (Yee & Bailenson) and behavioral compensation processes (Bond) in dyadic computer-mediated interaction. The experiment randomly assigned male dyad members to see an attractive, unattractive, or no avatar representation of his female partner, while female dyad members were assigned to see either attractive, unattractive, or no avatar representation of themselves. Results supported the hypothesized behavioral compensation effect such that both partner and naïve observer reports of rela-

tional communication suggested that females who saw unattractive avatars of themselves behaved more positively toward their partners than those who saw no avatar or saw an attractive avatar. These results, their theoretical implications, and future directions are discussed.“

## Communication, Culture & Critique

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Streeter, Thomas: Policy, Politics, and Discourse. – S. 488-501

„This overview of discursive approaches to media policy studies explores the theoretical background and implications of the approach, locating the accompanying articles in relation to broader traditions. Situating discourse approaches in terms of the general interpretive turn in social science and a reaction against Laswellian policy „science“, the essay sketches the evolution of discursive approaches to policy from an emphasis on demystification to one of social construction. It concludes by arguing that discursive approaches help reveal points of instability in the current global media policy discourse, and thus suggests some avenues for potential change.“

Dunbar-Hester, Christina: What’s Local? Localism as a Discursive Boundary Object in Low-Power Radio Policymaking. – S. 502-524

„This article addresses the discourse of „localism“ used in the formulation of low-power FM radio service in the United States. It builds on S. L. Star and J. Griesemer’s (1989) concept of „boundary object“ to theorize localism as a „discursive boundary object.“ Drawing on interviews with advocates and regulators, participant observation with low-power radio activists, and documentary research in relevant policy discussions, the article argues that „localism“ moved across discourse communities and effaced differences for groups who otherwise might not have agreed. „Localism“ was also polemically deployed at the level of national policy. Its unique potency may be seen in the seeming inability of even actors who opposed the introduction of low-power FM radio service to oppose localism outright.“

Mochnacki, Alex: Calling All Copyfighters: Experts as Superheroes, Comic Books as Intervention and Boundary Making in Canadian Copyright Policy. – S. 525-549

„Critical discourse analysis (Fairclough 1992) provides collective action scholars with means to interpret the practices of media, and particularly activist media, in politically engaging and mobilizing publics. Claims that novel forms of digital media bypass obstacles of mainstream media and facilitate greater public participation in policy-making require empirical and theoretical assessment. This article scrutinizes one notable digital intervention in copyright policy-making: an interactive and „clickable“ PDF comic, published by Appropriation Art, presenting a framed narrative surrounding the „Fair Copyright for Canada“ campaign. Analyzing the comic’s composition and its intertextual, interdiscursive, and performative character, the

analysis shows it is related to institutionalized political and mainstream media practice and, contrary to intention, helps reproduce traditional institutional divides between policy „insiders“ and „outsiders“.“

Gangadharan, Seeta Pena: Translation in the Media Ownership Debate: The Work of Civil Society Groups and the Federal Communications Commission, 2002-2007. – S. 550-567

„This article examines the concept of translation, which refers to the work of civil society and state actors in linking the discursive activities of publics inside and outside the rule-making system. Using interview material and textual analysis of key documents, this article examines public participation in the 2002-2007 media ownership debate. Despite restrictive, conventional practices in administrative procedure, minority leadership and civil society groups supported the emergence of public opposition to ownership deregulation. While opposition did not prevent deregulation, it shaped the broader context in which publics evaluated agency decisions. This case suggests that translation is both a process and an outcome and that support of publics requires constant renewal and reinvention.“

Lentz, Becky: Excavating Historicity in the U.S. Network Neutrality Debate: An Interpretive Perspective on Policy Change. – S. 568-597

„This article offers a framework for studying the historicity of the contemporary debate about network neutrality in the United States by drawing on the theory of intertextuality. Contrary to the popular notion that the idea of „neutrality“ first appeared in 2002, the article traces the term back to the 1960s when the Federal Communications Commission took up the problem of convergence or „communications“ in the Computer Inquiry proceedings. The article closes with some reflections about how an intertextual perspective informs study of policy as a constitutive discursive practice.“

Dixon, Stephanie: Discursive Intervention in International Intellectual Property Policymaking: How Developing Countries and Civil Society Employ Text to Challenge and Change the Status Quo. – S. 598-615

„This study looks at discursive instabilities or tensions in intellectual property (IP) policymaking and their role in efforts by developing country representatives and civil society actors struggling to mobilize alternative agendas. I address 2 research questions: (1) How are discursive strategies of policy framing employed to challenge the international IP regime status quo and its underlying rationale? and (2) How does a discursive approach to policy analysis expand our understanding of how ideas about IP governance evolve, and what are the implications of this understanding for actors seeking to intervene in the debate? This study finds the production and distribution of texts to be a central site of ongoing contestation against normative conventions and narratives that reproduce the hegemonic order.“

Powell, Alison; Nash, Vicki: *Beyond Rational Games: An Analysis of the Ecology of Values in Internet Governance Debates.* – S. 616-633

„The same characteristics that make the Internet so unique as a tool for also create concerns that dangerous and illegal content and interactions are more easily available, particularly to children. This article explores these issues by examining the debate between two long-established strands of digital advocacy: child protection and freedom of expression. It suggests the value of a new analytic framework and model of intervention, arguing that a negotiation of values characterizes a policy development ecology. This article describes an „ecology of values“ based on the phonetic, rather than epistemic, aspects of the discursive relationships created between members of these two advocacy groups, where core values are negotiated and redefined as part of the policymaking process.“

Kirkpatrick, Bill: *Vernacular Policymaking and the Cultural Turn in Media Policy Studies.* – S. 634-647

„Borrowing concepts from cultural studies, legal pluralism, interpretative policy analysis, and other areas, the author argues for an expanded media policy analysis that also considers unofficial, bottom-up, and „vernacular“ media policy: the kinds of media policies that are formulated and enforced in a range of settings and by differently empowered policymakers, from parents restricting the media consumption of children to Internet pranksters regulating behavior online. Although this essay remains an initial conceptual statement, with research on particular case studies yet to be done, I argue that a better appreciation of the diverse sites and modes of media policymaking and their relationship to the official policy sphere will deepen our understanding of media policy.“

## Communications Jg 38 (2013) Nr 4

Martinez-Pecino Martinez, Roberto; Matos Delerue, Alice; Silva, Patricia: *Portuguese Older People and the Internet: Interaction, Uses, Motivations, and Obstacles.* – S. 331-346

„This study analyzes Portuguese seniors' Internet activity and determines their reasons, benefits, and motivations for web use as well as the obstacles faced by non-users. Results were derived from a questionnaire completed by 189 seniors enrolled in universities for seniors. 68.1 % defined themselves as Internet users. The seniors asked principally go online to check e-mail and gather information. They state that the Internet is useful, helps them to stay up-to-date, and to preserve (but not expand) relationships. Non-user status is not attributed to old age or health reasons. According to the technology acceptance model, ease of use and perception of utility were related to both Internet use and its intensity of use. Family influence also played a key role. Gender differences were not found in Internet use, intensity of use, or in use motivations.“

Szulc, Lukasz; Dhoest, Alexander: *The Internet and Sexual Identity Formation: Comparing In-*

*ternet Use Before and After Coming Out.* – S. 347-365

„Even in its early years, the Internet was recognized as a medium with great potential for lesbians, gay men, and bisexual individuals (LGBs), especially for LGB youths struggling with their sexual identity. Yet, Internet research related to coming out tends to focus on particular cases or Internet use before and during coming out. Consequently, as such research emphasizes the opportunities and positive aspects of the Internet for LGBs, it may lead to an overestimation of the importance of sexual identity in terms of LGB Internet use. Therefore, in this paper we explore the LGB-specific Internet use of a broad crosssection of the LGB community both before or during and after coming out. Our quantitative online survey and in-depth interviews show that LGBs use the Internet for LGB-oriented purposes less after coming out than before or during it. The results suggest that sexual identity becomes a less salient topic in terms of everyday Internet use after coming out.“

Cauwenberge, Anna van; d'Haenens, Leen; Beentjes, Hans: *Young people's News Orientations and Uses of Traditional and New Media for News.* – S. 367-388

„This article reports on Flemish college students' news orientations and their uses of traditional and new media for news within a public service media environment. We used five homogeneous focus groups that covered variation in news media use. The analysis of the focus groups revealed major differences in news behaviors and attitudes between participants who mainly depended on traditional media for news, and those who also went online for news. While a growing body of research reports on young people's increasing use of online media for news, particularly among those that are most disengaged with traditional news media, our findings indicated that only the most eager news-users were motivated to gather information online. Additionally, we found that traditional media, in particular national quality papers and the Flemish public service newscast, were still the main reference points for public affairs information among our participants.“

Vos, Debby: *The Vertical Glass Ceiling: Explaining Female Politicians' Underrepresentation in Television News.* – S. 389-410

„This study analyses television news coverage of female politicians in Flanders (Belgium). Women politicians receive less coverage than their male colleagues do. We investigate whether this gender bias can be explained by political differences between men and women or whether a real media bias exists. We examine ten possible explanations, which can be divided into two groups: characteristics of female politicians, such as their function, and of news features, such as the theme of the item. Overall, the lower level functions of female politicians largely determine their limited television news coverage. Nevertheless, female politicians still get less speaking time, even when controlling for all ten variables. Thus, in addition to political gender differences, a real gender bias exists in Flemish television news: Female politicians receive less news

coverage compared to male politicians with a similar political status.“

Igartua, Juan-Jose; Barrios, Isabel: Hedonic and Eudaimonic Motives for Watching Feature Films. Validation of the Spanish Version of Oliver – Raney’s Scale. – S. 411-431

„Three studies are presented to validate the Spanish version of Oliver and Raney’s (2008; 2011) eudaimonic and hedonic motivations scale. In Study 1, 132 university students watched a dramatic (sad) film, filling out the scales to evaluate motivations regarding cinema consumption and reception processes. Eudaimonic motivation was associated with deeper cognitive processes during the reception and stronger identification with the protagonist. Study 2 evaluated the test-retest reliability of the eudaimonic and hedonic motivations scale (n = 44). In Study 3 (n = 537), statistically significant age differences were observed in hedonic and eudaimonic motivations. Furthermore, convergent correlations were detected between hedonic and eudaimonic motivations and preferences of different film genres. These results allow us to conclude that the Spanish version of the hedonic and eudaimonic motivations scale presents adequate psychometric properties, thus being convergent with those obtained by Oliver and Raney.“

Graf, Rutger de; Vossen, Robert van der: Bits versus Brains in Content Analysis. Comparing the Advantages and Disadvantages of manual and automated Methods for Content Analysis. – S. 433-443

### Computer Law Review International Jg 14 (2013) Nr 6

Mantelero, Alessandro; Vaciago, Giuseppe: The „Dark Side“ of Big Data: Private and Public Interaction in Social Surveillance: How Data Collections by Private Entities Affect Governmental Social Control and How the EU Reform on Data Protection Responds. – S. 161-169

„The revolution in social analysis due to Big Data and their predictive capacities poses different questions related to risks of asymmetries in the control over information. In order to have access to this technology and to exploit its power, it is necessary to have the availability of large data sets and to invest heavily in equipment and research. Only governments and big companies have these resources and, consequently, are able to exercise such control over digital information both to enhance their performances and to enhance their control over individuals. Considering the role of government agencies and their increasing requests of information to the private sector for public security purposes, it appears necessary to adopt specific rules in order to regulate the information flow, to define the rights over data and to ensure adequate enforcement. If it is true that information is often publicly available, it is also true that the line between the public and private sphere will become even more blurred in the Big Data era. After a brief introduction (I.) this article first outlines the new scenario of Big Data (II.) before an-

alyzing the governments’ interplay with private entities which crucially enhances their social control (III.). Finally, the currently envisaged changes by the EU reform on data protection are scrutinized in their potential effects on the future of social control (IV.).“

Dörr, Bianka S.: Electronic Patient Records and eHealth – Current Legal Developments in Switzerland: How Best to Arrange Relevant Medical Patient Data in Digital Age? – S. 170-174

„Within the greater scheme of the „eHealth Switzerland Strategy“, the introduction of electronic patient records (so-called „ePatientrecords“) gains key importance. An electronic patient record provides treatment-relevant medical data, which can be accessed by authorized persons (patients and health care professionals) swisswide and any time by using automated processes. The establishment of such an electronic patient record is optional, but given the sensitive health data contained in these records particular importance has to be placed on privacy and data security matters. This paper will, after a glance at the eHealth strategy Switzerland (I.) and the potential of eHealth applications (II.), critically look at the Swiss Draft Bill on Electronic Patient Records which has recently been submitted to the Swiss parliament.“

### Computer und Recht Jg 29 (2013) Nr 12

Lisch, Karsten: Die produktbezogene Beschaffung von IT-Leistungen: zum Verhältnis von Wettbewerb und Beschaffungsfreiheit in euro-  
paweiten Vergabeverfahren. – S. 761-765

Sassenberg, Thomas; Franke, Johannes: Die regulatorische Einordnung der Videokonferenz: wann ist das Angebot von Videotelefonie wesentliche telekommunikationsrechtliche Pflichten auslöst. – S. 772-779

Ahlich, Stefan; Sagalov, Leonid: Konzernverbundene Unternehmen ohne Datenverarbeitung als Anknüpfungspunkt umfassender datenschutzrechtlicher Verantwortlichkeit? zu den Schlussanträgen des EuGH-Generalsanwalts in der Rechtssache C-131/12. – S. 783-789

„Der räumliche Anwendungsbereich der Europäischen Datenschutzrichtlinie 95/46/EG und damit auch der auf ihrer Basis anwendbaren nationalen Datenschutzgesetze im Zusammenhang mit Internetdiensten ist seit geraumer Zeit umstritten. Ob und wenn ja welches mitgliedstaatliche Datenschutzrecht auf diese Dienste Anwendung findet, wird durch Art. 4 der Richtlinie bestimmt, der in Deutschland durch § 1 Abs. 5 Bundesdatenschutzgesetz (BDSG) umgesetzt wird. In seinen Schlussanträgen in der Rechtssache C-131/12 (Google Spain S.L., Google Inc. gegen Agencia Española de Protección de Datos (AEPD), Mario Costeja González) spricht sich EuGH-Generalsanwalt Níillo Jääskinen für eine neuartige Interpretation des Art. 4 Abs. 1 lit. a der Richtlinie

aus. Dieser Beitrag bewertet diesen Vorschlag und beleuchtet mögliche Konsequenzen.“

Kremer, Sascha; Buchalik, Barbara: Zum anwendbaren Datenschutzrecht im internationalen Geschäftsverkehr: internationales Privatrecht und rechtliche Vorgaben in Deutschland in der Korrektur von LG Berlin, Urt. v. 30.4.2013 – 15 O 92/12, CR 2013, 402ff. – S. 789-794

„Der Beitrag befasst sich mit der Anwendbarkeit deutschen Datenschutzrechts im internationalen Geschäftsverkehr, ausgehend von einem gegen Apple wegen deren Datenschutzrichtlinie für den Apple Store ergangenen Urteil des LG Berlin. Hierfür kommt es maßgeblich auf die Systematik des Internationalen Privatrechts („IPR“) als auch auf die mit dem Datenschutzrecht im Zusammenhang stehenden europäischen und deutschen Vorgaben an. Nach einer Darstellung der Ausgangslage mit einem Überblick zur fraglichen Entscheidung des LG Berlin (I.) wird zunächst die internationale Zuständigkeit der deutschen ordentlichen Gerichte behandelt (II.), bevor auf das anzuwendende materielle Recht eingegangen wird (III.). Der Beitrag endet mit einem Fazit (IV.).“

Schmitz, Peter; Eckhardt, Jens: Mehr Verbraucherschutz durch das Gesetz gegen unseriöse Geschäftspraktiken: eine Verbesserung im Spannungsverhältnis zur Garantie des Fernmeldegeheimnisses. – S. 818-822

„Das GuGG enthält insbesondere Regelungen zum Schutz der Verbraucher bei Inkassomaßnahmen, Telefonwerbung und Abmahnungen in Urheber- und Wettbewerbsachen. Bei den Inkassomaßnahmen soll dies insbesondere durch eine höhere Informationspflicht der Inkassoinstitute gegenüber dem Schuldner erfolgen, in dem diese u.a. den „Forderungsgrund“ mit dem Datum des Vertragsschlusses angeben und auf Nachfrage die „wesentlichen Umstände des Vertragsschlusses“ mitteilen müssen. Diese erhöhte Transparenz soll einen besseren Schutz vor unberechtigten und missbräuchlichen Inkassomaßnahmen bewirken. Der Beitrag prüft, wie weit diese Informationspflicht reicht und ob diese zum Konflikt mit dem Fernmeldegeheimnis führt.“

Lejeune, Mathias: Datenaustausch mit den Vereinigten Staaten von Amerika: was gilt und was nach EU-Datenschutz-GVO und für eine Freihandelszone gelten soll. – S. 822-828

### Jg 30 (2014) Nr 1

Wiebe, Andreas: Der Schutz von Datenbanken – ungeliebtes Stiefkind des Immaterialgüterrechts: eine Zwischenbilanz sechzehn Jahre nach Einführung der §§ 87aff. UrhG, CR 2014, 1-10. – S. 1-10

„Datenbanken sind neben Software die zweite Säule der Informations- und Wissensgesellschaft. Umso mehr verwundert es, dass der Rechtsschutz von Datenbanken in der juristischen Diskussion immer noch

ein Randdasein führt. Das gilt insbesondere für das Sui-generis-Recht nach §§ 87aff. UrhG. Obwohl die zugrunde liegende Richtlinie keine gesetzgeberische Glanzleistung darstellte, hat die Rechtsprechung sich zunehmend um Konkretisierungen und Eingrenzungen bemüht, um das Recht handhabbar zu machen. Mit der zunehmenden automatisierten Auswertung von Datenbanken über das Internet hat der Datenbankschutz eine enorme praktische Relevanz gewonnen. Zeit für eine Zwischenbilanz, insbesondere der §§ 87aff. UrhG. Nach einer kurzen Einführung (I.) präsentiert der Beitrag den aktuellen Stand zum Datenbankbegriff (II.), zum Verhältnis zwischen Urheberrecht und Datenbankherstellerecht (III.), der Schutzvoraussetzungen in § 87a UrhG (IV.), zum Schutzzumfang, § 87b UrhG (V.), zur Weiterverarbeitung und „Veredelung“ (VI.) und zu den ergänzenden zivilrechtlichen Instrumenten (VII.).“

Schuster, Fabian: Der Arbeitgeber und das Telekommunikationsgesetz: ein Arbeitgeber unterfällt auch bei Gestattung der privaten Nutzung von Telefon und E-Mail durch die Arbeitnehmer nicht den Pflichten nach dem TKG. – S. 21-27

Ladeur, Karl-Heinz; Gostomzyk, Tobias: Medienkollisionsrecht: Der Rundfunk im Netzwerk der Netzwerke: Kollision und Symbiose von Telemedien und Rundfunk am Beispiel des Werberechts. – S. 28-35

„Beim Hybrid-TV begegnen sich Telemedien und Rundfunk auf einem Bildschirm. Das führt sowohl zu einer Symbiose der Inhalte wie beispielsweise beim Social-TV, als auch zu einer Kollision von linearer Programmlogik und nichtlinearer Vernetzungslogik: Das Fernsehen führt Zuschauer grundsätzlich durch Programme und strebt danach, sie als Massenmedium – etwa zur Prime Time – zu bündeln. Videoclips im Internet sind dagegen regelmäßig zeitunabhängig abrufbar. Rundfunk und Telemedien konkurrieren nunmehr nebeneinander um Aufmerksamkeit – und letztlich Werbeerlöse. Die daraus entstehenden Konflikte erfordern eine in hohem Maße flexible, Veränderungen verarbeitende Regulierung. Dazu soll der Gedanke eines Medienkollisionsrechts mit dem Ziel entwickelt werden, sowohl der Logik des Rundfunks als auch der Logik des Internets gerecht zu werden.“

Heckmann, Jörg: Pars pro toto: Verletzung des Urheberrechtsgesetzes durch das öffentliche Zugänglichmachen von Dateifragmenten („Chunks“) in Peer-to-Peer-Tauschbörsen? Wann sich der Anschlussinhaber mit Hinweisen auf „Chunks“ verteidigen kann. – S. 41-45

„Die Forderung nach Urheberrechtsschutz oder (zumindest) nach Leistungsschutzrechten für „atomisierte“ Werkteile oder andere minimale Leistungen ist zeitlos und letztlich älter als das Urheberrecht selbst. Dieses Begehren wird maßgeblich durch neue technische Entwicklungen und Nutzungsformen genährt – wie beispielsweise die Snippet-Bereitstellung durch Googles Bucherdigitalisierungskampagne, die Verwendung von einzelnen Tönen als Sample („Metall auf



Metall“) oder das Leistungsschutzrecht für Presseverleger, durch welches auch kurze und kürzeste Ausschnitte aus Presseerzeugnissen einen Schutz erfahren haben.“

Hoffmann, Christian: Das besondere elektronische Anwaltspostfach: eine Förderung des elektronischen Rechtsverkehrs mit den Gerichten. – S. 62-67

Ramos, Thanos: The Future is Near ... Field Communications? Rechtliche Rahmenbedingungen bei kontaktlosen Zahlungen mittels mobiler Endgeräte. – S. 67-72

### Convergence Jg 19 (2013) Nr 4

Farquhar, Lee: Performing and Interpreting Identity Through Facebook Imagery. – S. 446-471

„This one-year cyber-ethnography examines identity presentations and interpretations of 346 Facebook users. The social-psychological theoretical framework used drew specifically from symbolic interaction, Goffman’s performance of self, and schema theory. Generally, Facebookers sought social acceptance with their presentations. Primary findings indicate that the Facebookers present over-simplified imagery to reduce ambiguity and align with specific social groups. This study asked Facebookers to respond to strangers’ Facebook profiles, and the responses showed that due to the glut of identity-related information on the site, interpretations are heavily reliant on schemas. Online interview participants indicated several basic categories of identity performance that were used to assess others. Furthermore, online interview participants felt confident giving detailed descriptions of strangers’ personalities based on only a few minutes of viewing their profiles.“

Canter, Lily: The Interactive Spectrum: The Use of Social Media in UK Regional Newspaper. – S. 472-495

„The rise in use of social media platforms as tools of communication has presented journalists with an abundance of opportunities and challenges in equal measure. These platforms have enabled journalists to engage directly with their readers and develop new forms of interactivity, both pertinent and banal in nature. By analysing the content of multiple social media profiles at two daily regional newspapers in the United Kingdom, it has been possible to determine how interactivity between journalists and readers is being shaped. This article has identified a spectrum of interactivity, which indicates that individual journalists are engaging with their readers in an informal, personal and reciprocal manner via social media platforms. This is in contrast to the formal approach being taken by their associated media companies that are transferring traditional top-down forms of communication from the offline world to the online world. Research for this article was conducted via interviews and content analysis.“

Bachmann, Ingrid; Zuniga, Homero Gil de: News Platform Preference as a Predictor of Political and Civic Participation. – S. 496-512

„Scholars have observed the influence of online and offline media use on the promotion of political and civic engagement. Findings indicate a positive correlation between media use and participation. This study moves beyond such effect on participation. Using data from an original national US survey, this article explores the effects of News Platform Preference Scale – a construct that measures the contrast between online and traditional news use in a continuum – on participatory behaviours. Controlling for usual online and offline media use, results show that a preference for digital media has strong positive effects over political and civic participation, suggesting these media may indeed be different.“

### European Journal of Communication Jg 28 (2013) Nr 6

Hepp, Andreas: The Communicative Figurations of Mediatized Worlds: Mediatization Research in Times of the ‘Mediation of Everything’. – S. 615-629

„When various media in their entirety mark how we articulate our social worlds, we need an approach of mediatization research that reflects this transmediality. To develop such an approach, the article first discusses the ‘institutionalist’ and ‘social-constructivist’ traditions of mediatization research. Both traditions concur in their understanding of mediatization as being a concept to capture the interrelation between the change of media and communication on the one hand, and the change of culture and society on the other hand. Taking this as a foundation it becomes possible to reflect on the role of certain media as ‘moulding forces’, i.e. as certain institutionalizations and reifications of communication. Such a conceptual reflection offers the chance to view the mediatization process as the change of transmedial communicative figurations by which we construct our mediatized worlds. Based on this theoretical foundation, the article subsequently reflects a twofold operationalization, i.e. as diachronous and synchronous mediatization research.“

Lundström, Ragnar: Framing Fraud: Discourse on Benefit Cheating in Sweden and the UK. – S. 630-645

„This article analyses discourse on benefit fraud in Swedish and British newspapers. It furthermore compares discourse on fraud in newspapers and political blogs in the two countries. In Sweden, fraud is primarily articulated as a collective social problem in policy discussions related to the health insurance programme. In the UK, it is often articulated employing strategies commonly associated with crime news narratives, and centred on images of individual cheaters. The main result of the analysis presented here is that these observed differences between British and Swedish media representations are related to the ways in which the relationship between the welfare state and the citizens traditionally have been constructed in liberal and social democratic contexts respectively. Po-

litical attempts to highlight the issue of benefit fraud, and dominant media representations of such attempts, must therefore be understood not as attempts to combat fraud, but rather as attempts to delegitimize the more general aim and purpose of the welfare state. They challenge the deservingness of welfare recipients in general, not just the ones that cheat, and they thereby transform the conditions for public trust in the welfare state. News discourse on fraud in both countries establishes a neoliberal, financialized and individualized notion of welfare dependency, through which the relationship between social and structural circumstances on the one hand, and poverty, exclusion and inequality on the other, become blurred. The comparison of newspapers and blogs suggests that although dominant media representations are contested through citizen-created journalism in both contexts, they also limit the conditions for discursive struggles over the issue of benefit fraud significantly.“

Wonneberger, Anke; Schoenbach, Klaus; Meurs, Lex van: *How Keeping Up Diversifies: Watching Public Affairs TV in the Netherlands 1988 – 2010.* – S. 646-662

„Although concerns have been raised that political information programmes might increasingly substitute more serious information, empirical evidence about changes of individual viewing behaviour is scarce. The authors discuss audience specialization and diversification as two opposing patterns of audience response to a growing variety of public affairs programmes. While specialization results from selective programme choice, diversification may be furthered by the impact of situational factors. Using electronically recorded people-meter data, this study explores information viewing in the Netherlands over the last two decades. As opposed to concerns about audience fragmentation, the authors find that public affairs viewing has become more diverse on the individual level with entertaining information programmes used as an additional source of information. Dutch viewers were exposed to different public affairs information. The personal relevance of TV as a medium is one of the main drivers behind high levels of exposure.“

Hille, Sanne; Bakker, Piet: *I Like News. Searching for the ‘Holy Grail’ of Social Media: The Use of Facebook by Dutch News Media and Their Audiences.* – S. 663-680

„News media are increasingly using Facebook as a platform for distribution and user interaction. This article focuses on how Dutch media use Facebook and how audiences participate. By using Facebook, media outsource part of their distribution to a third party platform, avoiding maintenance costs while also hoping for additional revenues because of the increased website traffic. Results indicate that offline and online presence of legacy media do not predict their footprint on Facebook. Media do not seem to have a clear strategy on using Facebook, which leads to an underperformance on the social media platform with low participation and minimal interaction. As users ‘like’ media and ‘share’ stories, ‘audience distribution’ would be a better term to describe these practices than ‘audience participation’.“

Larsson, Anders Olof: *Bringing It All Back Home? Social Media Practices by Swedish Municipalities.* – S. 681-695

„Since the mid-1990s, the Internet has often been pointed to as having the potential for reinvigorating democratic processes. While such overly optimistic claims have largely been disproven by empirical research, a similar rhetoric is now commonly heard in conjunction with the rise of so-called social media like Twitter or Facebook. This study assesses social media practices by politicians on the local level. Featuring a quantitative structural analysis of social media practices by all 290 Swedish municipalities, the study gauges the spread of these types of emerging online platforms in local governments and uses statistical analyses to explain the observed variations. Results indicate that the uptake of social media by municipality governments is slow and in some cases decreasing, perhaps due to the legal and operational risks involved. Overall, the study mainly supports the normalization hypothesis, concluding that offline patterns of municipality characteristics are largely translatable to the online also in the era of ‘Web 2.0’.“

Helsper, Ellen Johanna; Eynon, Rebecca: *Distinct Skill Pathways to Digital Engagement.* – S. 696-713

„Digital literacy and inclusion have been two important, largely separate, areas of study that examine the relationships between Internet skills and engagement. This article brings together these areas of research by testing a model that assumes specific pathways to inclusion: specific sociodemographic factors predict specific digital skills and specific digital skills predict related types of engagement with the Internet. Analyses of nationally representative survey data of Internet use in Britain highlight considerable measurement and conceptual challenges that complicate digital literacy research. The findings suggest that linking literacy and exclusion frameworks allows for a more nuanced understanding of digital engagement. Different groups lacked different skills, which related to how their engagement with the Internet varied.“

## Journal of Communication Jg 63 (2013) Nr 6

Koch, Thomas; Zerback, Thomas: *Helpful or Harmful? How Frequent Repetition Affects Perceived Statement Credibility.* – S. 993-1010

„On the basis of experimental data, we study how repetition of a statement affects perceived statement credibility. We identify 2 counteracting effects: The first effect, known as „truth effect“, describes a positive relationship between repetition and statement credibility. People tend to ascribe higher credibility to messages that they repeatedly encounter. In contrast, the second effect occurs when repetition is taken too far. Here, an indirect and negative effect is identified and participants start to perceive the message as a persuasive attempt. This perception triggers reactance, which in turn considerably reduces participants’ trust in the source and leads to a significant decrease in the overall credibility of the message. Our results broaden the

understanding of the benefits and harms of repeated persuasive messages.“

Yuan, Elaine J.; Feng, Miao; Danowski, James A.: „Privacy“ in Semantic Networks on Chinese Social Media: The Case of Sina Weibo. – S. 1011-1031

„Unprecedented social and technological developments call into question the meanings and boundaries of privacy in contemporary China. This study examines the discourse of privacy on Sina Weibo, the country's largest social medium, by performing a semantic network analysis of 18,000 postings containing the word ‚(privacy)‘. The cluster analysis identifies 11 distinct yet organically related concept clusters, each representing a unique dimension of meaning of the complex concept. The interpretation of the findings is situated in the discussion of the rapidly evolving private realm in relation to emerging new contexts of the public realm. Privacy, justified for both its instrumental functions and intrinsic values, both reflects and constitutes new forms of sociality on the sociotechno space of Weibo.“

Treem, Jeffrey W.: Technology use as a Status Cue: The Influences of Mundane and Novel Technologies on Knowledge Assessments in Organizations. – S. 1032-1053

„This study explores the relationship between the use of information and communication technologies (ICTs) and assessments of workers' knowledge and abilities in 2 knowledge-intensive organizations. Drawing on expectation states theory, the article argues that a worker's communication through mundane, widely diffused ICTs may lead to status assessments from colleagues that are different than when he or she communicates through novel ICTs. Data from interviews and observations at both organizations revealed that mundane ICT use influenced assessments about the general level of proficiency of workers, and use of novel ICTs influenced assessments about a specialist type of proficiency. Additionally, workers expressing communicative cues indicative of higher statuses played larger roles in organizational tasks than workers who were viewed as lower-status.“

Saxton, Gregory D.; Anker, Ashley E.: The Aggregate Effects of Decentralized Knowledge Production: Financial Bloggers and Information Asymmetries in the Stock Market. – S. 1054-1069

„New media have markedly enhanced individuals' capacity to produce and disseminate original knowledge; however, the literature has not extensively examined the broad effects of such decentralized production processes. This study thus focuses on a unique context—the stock market—in which it is possible to test the aggregate impact of blog-based information production. Using data on 150 top financial bloggers and stock returns from the S&P 500, this study supports the hypothesis that financial blogging activity diminishes harmful information asymmetries between key market investors. This study thus adds to the „media effects“ literature, highlights the societal relevance of

bloggers, and shows how economic concepts and financial market settings can be employed for powerfully testing communication theories.“

Martins, Nicole et al: A Content Analysis of Print News Coverage of Media Violence and Aggression Research. – S. 1070-1087

„We conducted a content analysis of news articles (N = 540) to examine whether news coverage of media violence accurately reflects scientific knowledge about exposure to media violence and its effects on viewer aggression. The analysis revealed that over the past 30 years, news articles generally suggested that a link between media violence and aggression exists. However, the tone shifted sharply back toward a neutral conclusion since 2000. This shift may be attributable to the type of medium discussed (e.g., television vs. video games), the number of unaffiliated sources that are cited in the news article, and the sex of the journalist. Implications for how this news coverage may influence news readers are discussed.“

Nathanson, Amy I. et al: The Relation between Television Exposure and Theory of Mind among Preschoolers. – S. 1088-1108

„This study explored the relation between preschoolers' television exposure and one important indicator of cognitive processing called theory of mind (ToM). A total of 107 preschoolers and their parents provided data on the preschoolers' television exposure (including both intentional viewing and exposure via background television), parent-child discussion of television, and preschoolers' ToM. The results indicated that preschoolers who were exposed to more background television and who had a television in their bedroom performed more poorly on ToM assessments compared with other children. Parent-child discussion of television was positively related to ToM performance, however. These results have implications for how we understand the effects of television on preschoolers.“

Theiss, Jennifer; Knobloch, Leanne K.: A Relational Turbulence Model of Military Service Members' Relational Communication during Reintegration. – S. 1109-1129

Cho, Jaeho: Campaign Tone, Political Affect, and Communicative Engagement. – S. 1130-1152

„Research suggests that, overall, campaign advertising encourages citizen political communication. Extending this line of inquiry, this study aims to provide a more nuanced understanding of ad effects by distinguishing campaign ads based on advertising tone, the candidate on whose behalf the ads work, and voters' candidate preference. Analyses of a national survey merged with ad tracking data for the 2000 presidential campaign demonstrate that different types of political advertising elicit a range of emotions about the candidates and that some of these emotions impact the likelihood and nature of political discussion. Formal testing of indirect effects reveals that attack advertising encourages homogeneous political discussion by elic-

iting feelings of anxiety about the opposing candidate. Implications of these findings are discussed.“

Chang, Leanne; Jacobson, Thomas L.; Zhang, Weiyu: A Communicative Action Approach to Evaluating Citizen Support for A Government's Smoking Policies. – S. 1153-1174

„This study examines the communicative grounds of democratic legitimacy in a hybrid political system, Singapore, by applying Habermas's theory of communicative action. The theory holds that citizens will be more likely to accept the rightfulness of a political order to the extent that they recognize its orientation as being communicative, oriented to increasing reciprocal understanding with the public. Assessments of communicative action are indicated by 2 conditions: whether citizens agree with government claims and whether citizens perceive opportunities to engage in dialog with policymakers in public discourse. The communicative action approach is tested using the case of Singapore government's action on smoking control. National survey results indicate that selected validity conditions and speech conditions are positively associated with legitimacy appraisals.“

### Journal of Communication Inquiry Jg 38 (2014) Nr 1

Kumar, Anup: Looking Back at Obama's Campaign in 2008: „True Blue Populist“ and Social Production of Empty Signifiers in Political Reporting. – S. 5-24

„This paper is about populism as a discursive political practice and the news media. Building on Ernesto Laclau's (2005) argument of why empty signifiers are important to understand the politics of populism, this paper shows why empty signifiers matter to political reporting. I argue that the emptiness is a valuable social artifact of articulation to understand populist discourse and its manifestation in political reporting. I show how empty signifiers such as change, hope, we and Barack Obama's identity were fostered in the discourse in the American print media.“

Chavez, Christopher A.: Linguistic Capital and the Currency of Spanish in Hispanic Advertising Production. – S. 25-43

„This study examines how advertising intended for U.S. Latinos is indelibly shaped by the interaction between Hispanic agencies and their English monolingual clients. Although previous research on Hispanic advertising has typically focused on the psychological state of the speaker, less attention has been paid to the social consequences of speech. Using Bourdieu's theory of practice as an analytical framework, qualitative interviews were conducted with 34 advertising practitioners. The testimonies reveal that in limited contexts within the production of Hispanic advertising, practitioners' knowledge of Spanish serves as a form of linguistic capital, which they have been able to successfully convert into economic capital. However, the value associated with speaking Spanish is relatively constrained due to language ideologies at play in the larger social space. In this class-stratified, multilingual

professional community, more powerful English monolinguals maintain strict control over Spanish language messages. This is made possible by formal and informal practices built into the production process.“

Cox, Nicole B.; Proffitt, Jennifer M.: Mimicking Bollywood in Slumdog Millionaire: Global Hollywood's Newest Co-Optation of Culture. – S. 44-61

„In an age when mass media transcend geographic barriers, Slumdog Millionaire (SDM) represents a new type of film in the global media market – a seemingly Bollywood, although not technically Bollywood, production. As film-going provides a site for ideological and cultural production, this article examines SDM's success as a product imitative of Bollywood film. Due to its recency, SDM has yet to be examined as a product that crosses both cultural and geographic boundaries with commercial ties to major Hollywood media conglomerates. Applying political economic theory, this research examines the reasons for Hollywood involvement in a film production that is mimetic of the Bollywood genre, in an attempt to better understand the global political economic factors that drive the film industry today.“

Mourad, Sara: The Naked Body of Alia: Gender, Citizenship, and the Egyptian Body Politic. – S. 62-78

„In November 2011, 20-year-old Egyptian blogger Alia al-Mahdy posted a nude picture of herself on her blog. The photograph received 1.5 million hits within a week of its posting and drew condemnations from conservatives and liberals alike in the critical period leading up to the deeply polarized first post-Mubarak parliamentary election. How was Alia's nudity framed in mainstream public discourse and by Alia herself? Drawing on a corpus of primary sources, 60 articles from mostly Egyptian and Arab newspapers, this article argues that the public controversy transcends contentious media representations of women to reach into the heart of Egyptian revolutionary citizenship. While mainstream Egyptian and Arab media discourse framed Alia's nudity as „merely cultural“ and „Westernized,“ Alia described it as an artistic social commentary. These rhetorical frames reveal the reconfiguration of political dissent – its forms, channels, and actors – and the tensions around national identity that animate the contemporary Arab public sphere.“

### Journal of Health Communication Jg 18 (2013) Nr 7

Zazove, Philip et al.: Deaf Persons' English Reading Levels and Associations with Epidemiological, Educational, and Cultural Factors. – S. 760-772

„One hundred six Michigan d/Deaf persons, part of a study evaluating how to improve d/Deaf persons' understanding of cancer prevention recommendations, had reading levels determined using the Test of Reading Comprehension, Syntactic Sentences. Respondents averaged 52 years old, 59 % female, 84 % Caucasian, 58 % married, and 75 % Deaf community

members. The mean Test of Reading Comprehension, Syntactic Sentences score was 6.1 (women: 6.2, men: 6.0). Higher scores were associated with greater income ( $p = .02$ ), employment ( $p = .01$ ), education (high school  $p = .002$ , some college  $p < .001$ ), English use (child at home, teacher in school, at home now: all  $p < .001$ ), a hearing spouse ( $p = .003$ ), hard of hearing/d/Deaf father ( $p = .02$ ), losing hearing after age 20 years, believing smoking is bad ( $p < .001$ ), speaking with and satisfaction with physicians and nurses ( $p < .001$ ), good communication with ( $p = .01$ ), and comfort discussing cancer with doctors ( $p < .001$ ). Lower scores were associated with using American Sign Language with physicians and nurses (.019) and Deaf community membership ( $p = .02$ ). In multivariate analysis, higher scores were associated with higher income, college degree, and teacher using English. Reading levels of a predominantly Deaf population were low. Higher income, college degree, and teacher using English were associated with higher reading levels.<sup>4</sup>

Ho, Shirley S.; Peh, Xianghong; Soh, Veronica W. L.: The Cognitive Mediation Model: Factors Influencing Public Knowledge of the H1N1 Pandemic and Intention to Take Precautionary Behaviors. – S. 773-794

„This study uses the cognitive mediation model as the theoretical framework to examine the influence of motivations, communication, and news elaboration on public knowledge of the H1N1 pandemic and the intention to take precautionary behaviors in Singapore. Using a nationally representative random digit dialing telephone survey of 1,055 adult Singaporeans, the authors' results show that the cognitive mediation model can be applied to health contexts, in which motivations (surveillance gratification, guidance, and need for cognition) were positively associated with news attention, elaboration, and interpersonal communication. News attention, elaboration, and interpersonal communication in turn positively influence public knowledge about the H1N1 influenza. In addition, results show that the motivations have significant indirect effects on behavioral intentions, as partially mediated by communication (media attention and interpersonal communication), elaboration, and knowledge. The authors conclude that the cognitive mediation model can be extended to behavioral outcomes, above and beyond knowledge. Implications for theory and practice for health communication were discussed.“

Mulvaney, Shelagh A. et al.: Validation of the Diabetes Numeracy Test with Adolescents With Type 1 Diabetes. – S. 795-804

Puhl, Rebecca M.; Luedicke, Joerg; Heuer, Chelsea A.: The Stigmatizing Effect of Visual Media Portrayals of Obese Persons on Public Attitudes: Does Race or Gender Matter? – S. 805-826

„Overweight and obese persons are frequently stigmatized in news media. The present study is the first to systematically compare public reactions to positive and negative images of obese persons accompanying news reports on obesity (while manipulating gender and race of the target) and their effects on generalized

attitudes and social distance toward obese persons. The authors conducted 3 randomized experimental studies using online surveys to assess public perceptions of positive versus stereotypical images of obese adults (who varied by gender and race) accompanying a neutral news report about obesity. The sample included 1,251 adults, who were recruited through a national survey panel during May of 2010. Participants who viewed negative, stereotypical images of obese targets increased social distance, antifat attitudes, and ratings of laziness and dislike toward obese persons, whereas positive, nonstereotypical images induced more positive attitudes. These findings remained consistent when accounting for sociodemographic variables. African American female obese targets portrayed in images evoked higher ratings of dislike and social distance compared with Caucasian targets, but ratings were similar for male and female targets. This study provides evidence that images of obese person accompanying written media influence public attitudes toward obese people, and may reinforce weight stigmatization if images contain stereotypical portrayals of obese persons. Implications for efforts to report about obesity in the news media are discussed.“

Sarge, Melanie A.; Knobloch-Westerwick, Silvia: Impacts of Efficacy and Exemplification in an Online Message About Weight Loss on Weight Management Self-Efficacy, Satisfaction, and Personal Importance. – S. 827-844

„Health information search is among the most popular Internet activities, requiring health campaigns to attract attention in a context of unprecedented competition with alternative content. The present study reconstructs a similar context that allows selective avoidance and exposure in order to examine which health message characteristics foster particular message impacts. Drawing on social cognitive theory, a 3-session study examined short-term and delayed impacts of efficacy and exemplification as characteristics of a weight loss online message, offered for selective reading among other content, on weight management self-efficacy, satisfaction, and personal importance. Short-term impacts and impacts 2 weeks after exposure reflect that the high-efficacy exemplar version increased self-efficacy and satisfaction, while the high-efficacy base-rate version lowered them. However, the exemplar and base-rate versions of the low-efficacy message increased importance of body weight management.“

Smith, Sandi W. et al.: The Effects of Heuristic Cues, Motivation, and Ability on Systematic Processing of Information about Breast Cancer Environmental Factors. – S. 845-865

„The heuristic systematic model is used to investigate how ability, motivation, and heuristic message cues predict knowledge scores for individuals receiving messages written for different literacy levels about 3 environmental risk factors for breast cancer. The 3 risk factors were the roles of genetics, progesterone, and ingesting perfluorooctanoic acid in breast cancer risk. In this study, more than 4,000 women participated in an online survey. The results showed support for the hypotheses that ability (measured as education, number of science courses, and confidence in scientific

ability) predict knowledge gain and that those individuals who presented with the lower literacy level message had significantly higher knowledge scores across all 3 message topics. There was little support for motivation or heuristic cues as direct predictors of knowledge gain across the 3 message topics, although they served as moderators for the perfluorooctanoic acid topic. The authors provide implications for health communication practitioners.“

Hofman, Robine et al.: Parental Decisional Strategies Regarding HPV Vaccination Before Media Debates: A Focus Group Study. – S. 866-880

„Before the introduction of the human papillomavirus (HPV) vaccine, decisional strategies and factors that could guide HPV vaccination intentions were explored. The authors conducted 4 focus group discussions with 36 parents of children 8-15 years of age. Three groups consisted primarily of Dutch parents and 1 group of only Turkish parents. Discussions followed a semi-structured question route. Results showed that some parents used an approach of systematically seeking information as a way to prepare a decision, whereas others merely relied on trust in the message source. In general, parents believed that it was important to protect their child against negative outcomes that could result from vaccinating or not, and they felt that it is their responsibility to decide about uptake. Perceived susceptibility, vaccine effectiveness, and possibility of serious side effects were most important in the HPV vaccination decision-making process. In conclusion, parents perceived a lack of information and felt insecure about the vaccine's safety and effectiveness. This may result in ambivalent feelings toward HPV vaccination, which, in turn, may lead to postponing decisions about uptake. To facilitate informed decision making, which requires central processing, personally relevant messages about the knowns and unknowns regarding the effects of HPV vaccination should be provided.“

Boiarsky, Greg; Rouner, Donna; Long, Marilee: Effects of Responsibility Attribution and Message Source on Young Adults' Health Attitudes and Behaviors. – S. 881-894

„This study investigated the effect of message attributes on responses to health messages. The authors examined 3 variables—responsibility attribution (individual vs. social), source (personal blog vs. online magazine), and illness (stigmatized vs. nonstigmatized) for effects on young adults' health-related attitudes and behaviors. Responsibility attributions influenced attitudes about individual responsibility for health but did not alter participants' behavioral intentions. Further, individuals exposed to a story from a health magazine exhibited stronger intentions to communicate about health than individuals exposed to a personal health blog. Although women's attitudes regarding social responsibility for health did not differ by illness type or responsibility attribution, men's attitudes did.“

Jg 18 (2013) Nr 8

Wyatt, Todd M.; DeJong, William; Dixon, Elizabeth: Population-Level Administration of AlcoholEdu for College: An ARIMA Time-Series Analysis. – S. 898-912

„Autoregressive integrated moving averages (ARIMA) is a powerful analytic tool for conducting interrupted time-series analysis, yet it is rarely used in studies of public health campaigns or programs. This study demonstrated the use of ARIMA to assess AlcoholEdu for College, an online alcohol education course for first-year students, and other health and safety programs introduced at a moderate-size public university in the South. From 1992 to 2009, the university administered annual Core Alcohol and Drug Surveys to samples of undergraduates (Ns = 498 to 1032). AlcoholEdu and other health and safety programs that began during the study period were assessed through a series of quasi-experimental ARIMA analyses. Implementation of AlcoholEdu in 2004 was significantly associated with substantial decreases in alcohol consumption and alcohol- or drug-related negative consequences. These improvements were sustained over time as succeeding first-year classes took the course. Previous studies have shown that AlcoholEdu has an initial positive effect on students' alcohol use and associated negative consequences. This investigation suggests that these positive changes may be sustainable over time through yearly implementation of the course with first-year students. ARIMA time-series analysis holds great promise for investigating the effect of program and policy interventions to address alcohol- and drug-related problems on campus.“

Hong, Traci; Beaudoin, Christopher E.; Johnson, Carolyn: A Panel Study of Peer Norms and Adolescent Alcohol Consumption: Developing Strategies for Communication Interventions. – S. 913-930

„Given that alcohol consumption and binge drinking among adolescents in the United States remain prevalent, this study assesses changes in the influence of peer norms and their interactions with time, gender, and ethnicity on alcohol consumption. Panel survey interviews of adolescents (N = 1,607) were completed in 9th grade and then again in 12th grade with students from Louisiana. Fixed effects multiple regression assessed the relations between the changes in 2 types of peer norms (i.e., descriptive norms and injunctive norms) and 2 alcohol consumption measures: 30-day alcohol prevalence and binge drinking. Increases in 30-day alcohol prevalence and binge drinking were associated with only descriptive norms. The effects of both types of peer norms intensified over time, and the effects of descriptive norms varied according to gender and ethnicity. Specifically, the influence of descriptive norms was greater on boys than on girls and on Caucasians than on African Americans. Communication interventions that target adolescents in the context of alcohol consumption should consider the temporal variability of peer normative influence and how it varies by gender and ethnicity.“

Kenny, Maureen C.; Wurtele, Sandy K.: Latino Parents' Plans to Communicate about Sexuality with their Children. – S. 931-942

„This study investigated 86 Latino parents' intentions to communicate about sexuality issues with their children. They reported on their history of sexuality education, when they would first discuss sexuality-related topics, and their perceived effectiveness of each topic. Compared with a sample of Caucasian parents, Latino parents intended to discuss sexual abuse/molestation at an earlier age, but planned to discuss human reproduction, intercourse, and AIDS at significantly later ages. Suggestions for assisting Latino parents with communications regarding sexuality topics are provided.“

Venetis, Maria K.; Robinson, Jeffrey D.; Kearney, Thomas: Consulting With a Surgeon Before Breast Cancer Surgery: Patient Question Asking and Satisfaction. – S. 943-959

Ybarra, Michele L. et al.: Feasibility and Acceptability of a Text Messaging-Based Smoking Cessation Program in Ankara, Turkey. – S. 960-973

„Data from high-income countries suggest that cell phone-based smoking cessation programs have the potential to affect cessation rates. There is a paucity of research, however, about the feasibility of cell phone-based smoking cessation programs in lower income countries that have higher smoking prevalence rates. A one-arm feasibility and acceptability pilot study of SMS Turkey, a text messaging-based smoking cessation program, was conducted in Ankara, the capital of Turkey. The authors recruited 75 daily smokers who were seriously thinking about quitting in the subsequent 30 days into the 6-week SMS Turkey program. Recruitment was completed in 4 months. Participant retention was high: Almost all (96 %) completed the program, and 84 % provided 12-week follow-up data. Most (89 %) of the respondents who completed the 4-week follow-up measures (n = 38, 51 %) said that the text messages were easy to understand and referred to what they were experiencing and feeling during the quitting process (78 %). On the basis of intention to treat, 13 % of participants (n = 10) reported, at 12-week follow-up, continuous abstinence since their quit date, confirmed by carbon monoxide readings. The cell phone text messaging-based smoking cessation intervention appears feasible and acceptable in Ankara, Turkey.“

Rosenfeld, Lindsay et al.: Iterative Evaluation of a Web-Based Health Information Resource. – S. 974-990

„This article presents the research process and methods used to evaluate and improve a web-based health information resource, called „Community Connect to Research“, intended for the public. The research process was iterative and involved collaboration with many partners. Two formal evaluations were conducted in 2009 and 2010 using key informant interviews, usability interviews, focus groups, an online survey, and readability and suitability assessment tools. These

methods provided users' perspectives on the overall design, content, and literacy demands of the website as well as valuable feedback on their interaction with the website. The authors subsequently redesigned Community Connect to Research, making significant improvements on the basis of what they learned from the evaluation. The second evaluation revealed that the redesign addressed many issues found in the first evaluation and identified additional areas of possible improvement. Overall, both evaluations suggested that participants believed that the website was useful and valuable, indicating that Community Connect to Research is a health information resource that provides patients and families with accessible, relevant, and high-quality information. Regular formal evaluation is an essential tool for effective ongoing enhancement of health information resources meant for the public.“

Howard, Tera; Jacobson, Kara L.; Kripalani, Sunil: Doctor Talk: Physicians' Use of Clear Verbal Communication. – S. 991-1001

Seo, Mihye; Matsaganis, Matthew D.: How Interpersonal Communication Mediates the Relationship of Multichannel Communication Connections to Health-Enhancing and Health-Threatening Behaviors. – S. 1002-1020

„This article examines how everyday media use and interpersonal communication for health information could influence health behaviors beyond intervention or campaign contexts. The authors argue that interpersonal communication works as an independent information channel and mediates the relation between media channels and health behaviors. In addition, the authors investigate whether interpersonal communication differently influences the relation between media connections and health behaviors for more and less educated individuals. Using data from the 2008 Annenberg National Health Communication Survey, the authors show that multiple communication channels for health information encourage health-enhancing behaviors but do not have significant relations with health-threatening behaviors. Interpersonal communication is directly linked to health-enhancing behaviors, but it also mediates the influence of individuals' multichannel media environment on health-enhancing behaviors. The mediating role of interpersonal health communication was only significant for less educated people. In addition, among media channels, television was a more important instigator of health-related conversations with family and friends for the less educated group. The theoretical and practical implications of these findings, as well as suggestions for future research directions, are discussed.“

Jg 18 (2013) Nr 9

Quick, Brian L.: Perceived Message Sensation Value and Psychological Reactance: A Test of the Dominant Thought Disruption Hypothesis. – S. 1024-1038

„The present study tests to see whether perceived message sensation value reduces psychological reactance within the context of anti-marijuana ads for television.

After controlling for sensation seeking, biological sex, and marijuana use, the results indicate that message novelty is negatively associated with a freedom threat, whereas dramatic impact and emotional arousal were not associated with the antecedent to reactance. Results support the use of novel messages in future ads while at the same time offer an explanation to the challenges involved in creating effective anti-marijuana ads. Overall, the results provide partial support for the dominant thought disruption hypothesis and are discussed with an emphasis on the theoretical and practical implications for health communication researchers and practitioners.“

Lustria, Mia Liza A. et al.: A Meta-Analysis of Web-Delivered Tailored Health Behavior Change Interventions. – S. 1039-1069

„Web-based tailored intervention programs show considerable promise in effecting health-promoting behaviors and improving health outcomes across a variety of medical conditions and patient populations. This meta-analysis compares the effects of tailored versus nontailored web-based interventions on health behaviors and explores the influence of key moderators on treatment outcomes. Forty experimental and quasi-experimental studies (N =20,180) met criteria for inclusion and were analyzed using meta-analytic procedures. The findings indicated that web-based tailored interventions effected significantly greater improvement in health outcomes as compared with control conditions both at posttesting,  $d = .139$  (95 % CI = .111, .166,  $p < .001$ ,  $k = 40$ ) and at follow-up,  $d = .158$  (95 % CI = .124, .192,  $p < .001$ ,  $k = 21$ ). The authors found no evidence of publication bias. These results provided further support for the differential benefits of tailored web-based interventions over nontailored approaches. Analysis of participant/descriptive, intervention, and methodological moderators shed some light on factors that may be important to the success of tailored interventions. Implications of these findings and directions for future research are discussed.“

Vandelanotte, Corneel et al.: What Kinds of Website and Mobile Phone-Delivered Physical Activity and Nutrition Interventions Do Middle-Aged Men Want? – S. 1070-1083

„Within a health context, men in Western societies are a hard-to-reach population who experience higher rates of chronic disease compared with women. Innovative technology-based interventions that specifically target men are needed; however, little is known about how these should be developed for this group. This study aimed to examine opinions and perceptions regarding the use of Internet and mobile phones to improve physical activity and nutrition behaviors for middle-aged men. The authors conducted 6 focus groups (n = 30) in Queensland, Australia. Their analyses identified 6 themes: (a) Internet experience, (b) website characteristics, (c) Web 2.0 applications, (d) website features, (e) self-monitoring, and (f) mobile phones as delivery method. The outcomes indicate that men support the use of the Internet to improve and self-monitor physical activity and dietary behaviors on the condition that the website-delivered interventions are quick and easy to use, because commit-

ment levels to engage in online tasks are low. Participants also indicated that they were reluctant to use normal mobile phones to change health behaviors, although smartphones were perceived to be more acceptable. This pilot study suggests that there are viable avenues to engage middle-aged men in Internet- or in mobile-delivered health interventions. This study also suggests that to be successful, these interventions need to be tailor-made especially for men, with an emphasis on usability and convenience. A wider quantitative study would bring further support to these findings.“

Kunkel, Dale et al.: Food Marketing to Children on U.S. Spanish-Language Television. – S. 1084-1096

„Latino children in particular are at risk of childhood obesity. Because exposure to televised food marketing is a contributor to childhood obesity, it is important to examine the nutritional quality of foods advertised on Spanish-language children’s programming. The authors analyzed a sample of 158 Spanish-language children’s television programs for its advertising content and compared them with an equivalent sample of English-language advertising. The authors evaluated nutritional quality of each advertised product using a food rating system from the U.S. Department of Health and Human Services. In addition, the authors assessed compliance with industry self-regulatory pledges. The authors found that amount of food advertising on Spanish-language channels (M = 2.2 ads/hour) was lower than on English-language programs, but the nutritional quality of food products on Spanish-language channels was substantially poorer than on English channels. Industry self-regulation was less effective on Spanish-language channels. The study provides clear evidence of significant disparities. Food advertising targeted at Spanish-speaking children is more likely to promote nutritionally poor food products than advertising on English-language channels. Industry self-regulation is less effective on Spanish-language television channels. Given the disproportionately high rate of childhood obesity among Latinos, the study’s findings hold important implications for public health policy.“

Neumark, Yehuda et al.: Online Health Information Seeking Among Jewish and Arab Adolescents in Israel: Results From a National School Survey. – S. 1097-1115

„This study examined patterns and determinants of seeking online health information among a nationally representative sample of 7,028 Jewish and Arab 7th-through 12th-grade students in 158 schools in Israel. Nearly all respondents (98.7 %) reported Internet access, and 52.1 % reported having sought online health information in the past year. Arab students (63 %) were more likely than Jewish students (48 %) to seek online health information. Population-group and sex differences in health topics sought online were identified, although fitness/exercise was most common across groups. Multivariate regression models revealed that having sought health information from other sources was the strongest independent correlate of online health information-seeking among Jews (adjusted odds ratio = 8.93, 95 % CI [7.70, 10.36]) and Arabs



(adjusted odds ratio = 9.77, 95 % CI [7.27, 13.13]). Other factors associated with seeking online health information common to both groups were level of trust in online health information, Internet skill level, having discussed health/medical issues with a health care provider in the past year, and school performance. The most common reasons for not seeking online health information were a preference to receive information from a health professional and lack of interest in health/medical issues. The closing of the digital divide between Jews and Arabs represents a move toward equality. Identifying and addressing factors underpinning online health information-seeking behaviors is essential to improve the health status of Israeli youth and reduce health disparities.“

Lundell, Helen; Niederdeppe, Jeff; Clarke, Christopher: Public Views About Health Causation, Attributions of Responsibility, and Inequality. – S. 1116-1130

„Success in addressing health disparities and their social determinants will require understanding public perceptions of health causation, attributions of responsibility, and potential solutions. To explore these perceptions, the authors conducted 12 focus groups (6 with liberals, 6 conservatives; N = 93 participants) in a large U.S. Northeastern state. Participants communicated highly nuanced views about health causation and disparities, identifying layers of responsibility for health. However, individual behaviors and personal responsibility dominated the discussion and served as a counterargument to the significance of social determinants. Participants also showed limited awareness of the range of policies that could be adopted to address health disparities. As policy initiatives benefit from public support in gaining political traction, the authors suggest research paths and possible communication strategies for scholars and advocates.“

Quinn, Gwendolyn P. et al.: Improving Awareness of Cancer Clinical Trials among Hispanic Patients and Families: Audience Segmentation Decisions for a Media Intervention. – S. 1131-1147

„Clinical trials hold great promise for cancer treatment; yet, Hispanic cancer patients have low rates of clinical trial participation. Lack of awareness and knowledge of clinical trials and language barriers may account for low participation rates. Patient education through audiovisual materials can improve knowledge of and attitudes toward clinical trials among Hispanic populations. In this study, 36 Hispanic cancer patients/survivors and caregivers in Florida and Puerto Rico participated in focus groups to aid in developing a Spanish-language DVD and booklet intervention designed to increase knowledge about clinical trials. Focus group results showed (a) low levels of knowledge about clinical trials, (b) uncertainty about why a physician would expect a patient to make a choice about treatment, and (c) desire for family participation in decision making. Respondents expressed various preferences for aspects of the DVD such as showing extended family in the DVD and physician explanations about key terms. On the basis of these preferences, the authors developed a creative brief for a DVD. The

content of the DVD was reviewed by Hispanic community leaders and key stakeholders. A final DVD was created, in Spanish, using Hispanic patients and physicians, which contained the information deemed important from the focus groups and stakeholder interviews. The DVD is complete with companion booklet and currently undergoing a randomized control trial.“

Keer, Mario et al.: The Effects of Integrating Instrumental and Affective Arguments in Rhetorical and Testimonial Health Messages. – S. 1148-1161

„Recent research highlights the superior influence of affect over cognition in health decision making. The present study examined the independent and combined effects of 2 message characteristics that are thought to tap into the cognition-affect distinction: message format (rhetorical vs. testimonial) and argument type (instrumental vs. affective). In this 2 × 2 experiment, 81 college students were randomly assigned to 1 of 4 health messages discouraging binge drinking. The results indicated that messages containing affective arguments were judged more positively and perceived as more effective than were messages containing instrumental arguments. The results further revealed an interaction effect between message format and argument type. Testimonials were more persuasive when they contained affective arguments than when they contained instrumental arguments. Type of arguments did not influence the efficacy of rhetorical messages. Mediation analyses revealed that instrumental arguments reduce the efficacy of testimonials because they prevent individuals from being transported into the story, and increase psychological reactance. In conclusion, testimonial messages more effectively discourage binge drinking among college students when they contain affective, as opposed to instrumental, arguments.“

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Guidotti, Tee L.: Communication Models in Environmental Health. – S. 1166-1179

„Communication models common in environmental health are not well represented in the literature on health communication. Risk communication is a systematic approach to conveying essential information about a specific environmental issue and a framework for thinking about community risk and the alternatives for dealing with it. Crisis communication is intended to provide essential information to people facing an emergency in order to mitigate its effects and to enable them to make appropriate decisions, and it is primarily used in emergency management. Corporate communication is intended to achieve a change in attitude or perception of an organization, and its role in environmental health is usually public relations or to rehabilitate a damaged reputation. Environmental health education is a more didactic approach to science education with respect to health and the environment. Social marketing uses conventional marketing methods to achieve a socially desirable purpose but is more heavily used in health promotion generally. Communication models and styles in environmental health are special-

ized to serve the needs of the field in communicating with the community. They are highly structured and executed in different ways but have in common a relative lack of emphasis on changing personal or lifestyle behavior compared with health promotion and public health in general and a tendency to emphasize content on specific environmental issues and decision frameworks for protecting oneself or the community through collective action.“

Mutti, Seema et al.: The Efficacy of Cigarette Warning Labels on Health Beliefs in the United States and Mexico. – S. 1180-1192

„Concern over health risks is the most common motivation for quitting smoking. Health warnings on tobacco packages are among the most prominent interventions to convey the health risks of smoking. Face-to-face surveys were conducted in Mexico ( $n = 1,072$ ), and a web-based survey was conducted in the US ( $n = 1,449$ ) to examine the efficacy of health warning labels on health beliefs. Respondents were randomly assigned to view two sets of health warnings (each with one text-only warning and 5-6 pictorial warnings) for two different health effects. Respondents were asked whether they believed smoking caused 12 different health effects. Overall, the findings indicate high levels of health knowledge in both countries for some health effects, although significant knowledge gaps remained; for example, less than half of respondents agreed that smoking causes impotence and less than one third agreed that smoking causes gangrene. Mexican respondents endorsed a greater number of correct beliefs about the health effects of smoking than did the U.S. sample. In both countries, viewing related health warning labels increased beliefs about the health risks of smoking, particularly for less well-known health effects such as gangrene, impotence, and stroke.“

Shreffler-Grant, Jean et al.: The Montana State University Conceptual Model of Complementary and Alternative Medicine Health Literacy. – S. 1193-1200

„This article aims to present and describe a model of complementary and alternative medicine (CAM) health literacy. The model is the conceptual basis for CAM health literacy, which is operationally defined as the information about CAM needed to make informed self-management decisions regarding health. Improving health literacy is a national priority, and widespread use of CAM has added to the complexity of this task. There are no currently available models or measures of health literacy regarding CAM. The authors developed the model using an iterative process of deriving concepts, constructs, and empirical indicators from the literature and the author's prior work, review and critique by experts, and revision. The model of CAM health literacy can serve as the basis for future research on the use and efficacy of CAM and the constructs and concepts within it can be used to identify points of intervention for research or for clinical practice. It is anticipated that the model will have scientific and clinical application for assessing health literacy in other self care decision-making situations.“

Windsor, Richard et al.: The Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT) Adoption Scale: Evaluating the Diffusion of a Tobacco Treatment Innovation to a Statewide Prenatal Care Program and Providers. – S. 1201-1220

„When a new patient education program is being considered for adoption by a public health agency, it is essential to determine provider perceptions of its acceptability for routine use. In 2007, the West Virginia Bureau of Public Health Perinatal Program, Right From The Start (RFTS), decided to adopt the Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT) Program. RFTS is a statewide perinatal home visitation initiative delivered by designated care coordinators (DCCs). The authors developed the SCRIPT Adoption Scale (SAS) in the absence of a valid instrument to assess the perceived attributes of a tobacco treatment innovation among the RFTS DCC population. They evaluated the validity of the five constructs of the Rogers' Diffusion of Innovations model in an organization (relative advantage, compatibility, complexity, observability, and trialability) to predict SCRIPT use. After reviewing the literature and developing draft SAS forms, 2 expert panel reviews established the face and content validity of a 43-item SAS. It was administered to 90 % (85/90) of the RFTS DCC population. Psychometric analyses confirmed the validity and reliability of a 28-item scale. All 28 items had factor loadings greater than 0.40 (range = 0.43-0.81). All SAS subscales were strongly correlated,  $r = 0.51$  to  $0.97$ , supporting the convergent validity of a 5-factor SAS. There was a significant association between the DCC SAS score and DCC SCRIPT Program Implementation Index supporting the SAS convergent (construct) validity ( $r = 0.38$ ). The SAS internal consistency  $r = 0.93$  and stability  $r = 0.76$ . Although 2 specific subscales need to be improved, the SAS can be adapted by prenatal care programs to measure the attributes of adoption of new, evidence-based patient education and counseling methods.“

Cohen, Elisia L.; Head, Katharine J.: Identifying Knowledge-Attitude-Practice Gaps to Enhance HPV Vaccine Diffusion. – S. 1221-1234

„To examine differences in knowledge, attitudes, and related practices among adopters and nonadopters of the human papillomavirus (HPV) vaccine, the researchers conducted 83 in-depth interviews with 18- to 26-year-old women. The study identified knowledge-attitude-practice gaps in the context of the HPV vaccine to explain why diffusion of a preventive innovation (such as the HPV vaccine) requires targeted risk communication strategies in order to increase demand. Salient findings included similarities between vaccinated and unvaccinated women's lack of knowledge and uncertainties about HPV and cervical cancer. Vaccinated women who had no knowledge of HPV or no-risk/low-risk perceptions of HPV reported receiving vaccination, indicating HPV risk protection behavior could precede knowledge acquisition for vaccinated women. These vaccinated women identified an interpersonal network supportive of vaccination and reported supportive social influences. Among unvaccinated women, unsupportive vaccination attitudes in-

cluded low perceived personal risk of HPV. In contrast, unvaccinated women often cited erroneous beliefs that HPV could be avoided by abstinence, monogamy, and knowledge of their partners' sexual history as reasons that the vaccine was not personally relevant. Unvaccinated women cited interpersonal influences that activated short- and long-term vaccination safety and efficacy concerns. Different levels of fear regarding the HPV vaccine may underlie (a) attitudinal differences between vaccinated and unvaccinated women in perceived vaccination value and (b) attitude-practice gaps."

Goldner, Melinda et al.: The Intersection of Gender and Place in Online Health Activities. – S. 1235-1255

„This study examines how rurality and gender are related to online health activities. Rural women face greater health risks and yet have access to a weaker health system infrastructure, which has resulted in a health disadvantage. New health information technologies may ameliorate some of these disparities; thus, the authors examine the relevance of gender and place in going online to search for health information, buy medicines, participate in health-related support groups, communicate with physicians, or maintain a personal health record. Analyzing data from the National Cancer Institute's 2007 Health Information National Trends Survey, the authors found that the relations between rurality and gender vary, depending on the specific type of online health activity, and that gender may be a more salient factor than rurality in determining whether individuals engage in particular types of online health activities. This study contributes to the literature by examining how gender and place are related to online health activities, a combined area neglected in past research, and advancing research on gender and technology. This research highlights the importance of expanding high-speed access in rural locations, increasing technological and health literacy, and tailoring the Internet to specific populations.“

Ramirez, A. Susana: Effects of Ethnic Targeting on the Perceived Effectiveness of Cancer Prevention Message Among Latinas and Non-Latina White. – S. 1256-1273

„In general, efforts to target Latinos are made through Spanish-language messages, yet 75 % of U.S. Latinos are bilingual or English dominant. Acculturation (adapting mainstream traits) is associated with increased lifestyle-related risk behaviors. Latinos maintain cultural traits and ethnic identification even as they appear to acculturate (e.g., through language). This raises questions about how to communicate health information to more-acculturated Latinos who are not reached by traditional Spanish outreach yet may not identify with general-market messages. This study tested the relative efficacy of English-language messages targeted to Latinas, compared with general-market messages, among highly acculturated Latina women and non-Latina White women. In this pair of online experiments, Latinas (n = 715) and non-Latina White women (n = 704) rated the perceived effectiveness of general-market versus Latina-targeted Pap smear and mammogram public service announce-

ments. In 1 of 2 experiments ethnically targeted messages were rated relatively more effective for the intended audience and equally effective for the general audience. The author discusses implications for how campaigns reach U.S. Latinos across the acculturation spectrum.“

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Blanton, Hart; Gerrard, Meg; McClive-Reed, Kimberly P.: Threading the Needle in Health-Risk Communication: Increasing Vulnerability Salience While Promoting Self-Worth. – S. 1279-1292

„Health interventions often draw attention to the risks associated with unhealthy choice but in the process produce a boomerang effect such that those targeted become more committed to risky behavior. In 2 studies designed to promote condom use among sexually active college students, the authors document strategies for highlighting risk while promoting healthy choices. Study 1 demonstrated that optimistic perceptions regarding the likelihood of contracting sexually transmitted diseases (STDs) can be counteracted by drawing attention to the emotional consequences of contracting STDs, instead of its likelihood. Rather than promoting condom use, however, this procedure generated a boomerang effect: It decreased commitment to using condoms, especially among high self-esteem individuals. Study 2 showed that this unwanted effect could be reversed when emotional vulnerability was paired with a self-affirmation. This finding suggests that there can be benefits to adding threatening content to health interventions, provided that the message also contains elements designed to protect feelings of self-worth.“

LoDolce, Megan E. et al.: Sugar as Part of a Balanced Breakfast? What Cereal Advertisements Teach Children About Healthy Eating. – S. 1293-1309

„Marketing that targets children with energy-dense, nutrient-poor foods is a likely contributor to the childhood obesity crisis. High-sugar ready-to-eat cereals are the packaged food most frequently promoted in child-targeted food advertising on television. The authors combined content analysis of product nutritional quality and messages presented in cereal television advertisements with syndicated data on exposure to those ads. The analysis quantifies children's exposure to specific products and messages that appear in advertisements and compares it with adult exposure. Children viewed 1.7 ads per day for ready-to-eat cereals, and 87 % of those ads promoted high-sugar products; adults viewed half as many ads, and ads viewed were equally likely to promote high- and low-sugar cereals. In addition, the messages presented in high-sugar ads viewed by children were significantly more likely to convey unrealistic and contradictory messages about cereal attributes and healthy eating. For example, 91 % of high-sugar cereal ads viewed by children ascribed extraordinary powers to these products, and 67 % portrayed healthy and unhealthy eating behaviors. Given children's vulnerability to the influ-

ence of advertising, the emotional and mixed messages used to promote high-sugar cereals are confusing and potentially misleading.“

Williams, Karen Patricia; Templin, Thomas N.; Hines, Resche D.: Answering the Call: A Tool That Measures Functional Breast Cancer Literacy. – S. 1310-1325

„There is a need for health care providers and health care educators to ensure that the messages they communicate are understood. The purpose of this research was to test the reliability and validity, in a culturally diverse sample of women, of a revised Breast Cancer Literacy Assessment Tool (Breast-CLAT) designed to measure functional understanding of breast cancer in English, Spanish, and Arabic. Community health workers verbally administered the 35-item Breast-CLAT to 543 Black, Latina, and Arab American women. A confirmatory factor analysis using a 2-parameter item response theory model was used to test the proposed 3-factor Breast-CLAT (awareness, screening and knowledge, and prevention and control). The confirmatory factor analysis using a 2-parameter item response theory model had a good fit (TLI = .91, RMSEA = .04) to the proposed 3-factor structure. The total scale reliability ranged from .80 for Black participants to .73 for total culturally diverse sample. The three subscales were differentially predictive of family history of cancer. The revised Breast-CLAT scales demonstrated internal consistency reliability and validity in this multiethnic, community-based sample.“

Chang, Chingching: Men's and Women's Responses to Two-Sided Health News Coverage: A Moderated Mediation Model. – S. 1326-1344

„This study explores how audiences respond to news coverage of food and nutrition topics when that coverage provides either 2-sided (positive and negative) information or 1-sided, unanimously positive information. A moderated mediation model helps clarify the different impacts of 2- and 1-sided news coverage and the psychological processes they elicit. Specifically, gender moderates the relative effects of 1- and 2-sided news stories; ambivalent feelings play a mediating role in the process. The findings confirm the model predictions: When reading 2-sided as opposed to 1-sided news, men experience more ambivalent feelings, less favorable attitudes toward the health issues, and lower intentions to adopt the advocated behaviors, whereas women do not exhibit such differences. Moreover, the ambivalent feelings mediate the interaction between gender and news presentation (i.e., 1- or 2-sided) on attitudes toward health issues and behavioral intentions to adopt advocated health behaviors.“

Corpman, David W.: Mobile Health in China: A Review of Research and Programs in Medical Care, Health Education, and Public Health. – S. 1354-1367

„There are nearly 1 billion mobile phone subscribers in China. Health care providers, telecommunications companies, technology firms, and Chinese governmental organizations use existing mobile technology and social networks to improve patient-provider com-

munication, promote health education and awareness, add efficiency to administrative practices, and enhance public health campaigns. This review of mobile health in China summarizes existing clinical research and public health text messaging campaigns while highlighting potential future areas of research and program implementation. Databases and search engines served as the primary means of gathering relevant resources. Included material largely consists of scientific articles and official reports that met predefined inclusion criteria. This review includes 10 reports of controlled studies that assessed the use of mobile technology in health care settings and 17 official reports of public health awareness campaigns that used text messaging. All source material was published between 2006 and 2011. The controlled studies suggested that mobile technology interventions significantly improved an array of health care outcomes. However, additional efforts are needed to refine mobile health research and better understand the applicability of mobile technology in China's health care settings. A vast potential exists for the expansion of mobile health in China, especially as costs decrease and increasingly sophisticated technology becomes more widespread.“

Glanz, Karen et al.: Randomized Trial of Tailored Skin Cancer Prevention for Children: The Project SCAPE Family Study. – S. 1368-1383

„This study evaluated a tailored intervention to promote sun protection in parents and their children, hypothesizing that the tailored intervention would lead to improved skin cancer prevention behaviors compared to generic materials. Families were recruited through schools and community centers and were included if there was 1 child in Grades 1-3 at moderate to high risk for skin cancer. Participants were randomized into one of two intervention groups: a tailored intervention, in which they received personalized skin cancer education through the mail; or a control group who received generic skin cancer information materials. Before and after intervention, parents completed questionnaires about their and their children's skin cancer risk and prevention knowledge and behaviors. Parents also completed 4-day sun exposure and protection diaries for their child and themselves. Tailored group participants demonstrated significantly greater positive changes in prevention behavior after the intervention, including children's use of sunscreen, shirts, and hats, and parents' use of shade, and skin examinations. Effect sizes were small and perceived benefits and social norms mediated intervention effects. Findings from this study support the efficacy of focusing tailored communications to families in order to change skin cancer prevention practices in young children.“

Cupp, Pamela K.: The Impact of Thai Family Matters on Parent-Adolescent Sexual Risk Communication Attitudes and Behaviors. – S. 1384-1396

„This article reports on a combined family-based substance abuse and HIV-prevention intervention targeting families with 13-14-year-old children in Bangkok, Thailand. Families (n = 340) were randomly and proportionally selected from 7 districts in Bangkok with

half randomly assigned to an experimental or control condition. Families in the intervention condition were exposed to 5 interactive booklets about adolescent substance use and risky sexual behavior. Trained health educators followed up by phone to encourage completion of each booklet. Primary outcomes reported in this article include whether the intervention increased the frequency of parent-child communication in general or about sexual risk taking in particular as well as whether the intervention reduced discomfort discussing sexual issues. The authors also tested to see whether booklet completion was associated with communication outcomes at the 6-month follow-up. Multivariate findings indicate that the intervention had a significant impact on the frequency of general parent-child communication on the basis of child reports. The intervention had a marginal impact on the frequency of parent-child communication about sexual issues on the basis of parent reports. Booklet completion was associated with reduced discomfort discussing sex and was marginally associated with frequency of parent-child discussion of sex on the basis of parent reports only. These findings indicate that a family-based program can influence communication patterns.“

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Wong, Norman C. H.; Harvell, Lindsey A.; Harrison, Kylie J.: The Unintended Target: Assessing Nonsmokers' Reactions to Gain- and Loss-Framed Antismoking Public Service Announcements. – S. 1402-1421

„This study examined nonsmokers' emotional responses and intentions to promote smoking cessation after exposure to a gain- or loss-framed antismoking public service announcement (PSA). Participants were 183 nonsmokers, and results reveal that gain- and loss-framed antismoking PSAs elicited different types and levels of affect as a function of the message theme for the antismoking PSA. Although secondhand smoke PSAs elicited higher levels of anger toward smokers and fear of secondhand smoke, smoking addiction PSAs tended to elicit more guilt among nonsmokers. Elicited emotions were significant predictors of intentions, and overall, loss-framed appeals worked better than gain-framed appeals at increasing nonsmokers' intentions to talk to friends who smoke about quitting.“

Hornik, Robert et al.: Effects of Scanning (Routine Health Information Exposure) on Cancer Screening and Prevention Behaviors in the General Population. – S. 1422-1435

„Research on health information exposure focuses primarily on deliberate information-seeking behavior and its effects on health. By contrast, this study explores the complementary and perhaps more influential role of health information acquired through exposure to routinely used sources, called scanning. The authors hypothesized that scanning from nonmedical sources, both mediated and interpersonal, affects cancer screening and prevention decisions. The authors used a nationally representative longitudinal survey of 2,489 adults 40 to 70 years of age to analyze the effects

of scanning on 3 cancer screening behaviors (mammography, prostate-specific antigen [PSA], and colonoscopy) and 3 prevention behaviors (exercising, eating fruits and vegetables, and dieting to lose weight). After adjustment for baseline behaviors and covariates, scanning at baseline predicted weekly exercise days 1 year later as well as daily fruit and vegetable servings 1 year later for those whose consumption of fruits and vegetables was already higher at baseline. Also, among those reporting timely screening mammogram behavior at baseline, scanning predicted repeat mammography. Scanning was marginally predictive of PSA uptake among those not reporting a PSA at baseline. Although there were strong cross-sectional associations, scanning did not predict dieting or colonoscopy uptake in longitudinal analyses. These analyses provide substantial support for a claim that routine exposure to health content from nonmedical sources affects specific health behaviors.“

Ports, Katie A.; Reddy, Diane M.; Barnack-Tavlaris, Jessica L.: Sex Differences in Health Care Provider Communication during Genital Herpes Care and Patients' Health Outcomes. – S. 1436-1448

„Research in primary care medicine demonstrates that health care providers' communication varies depending on their sex, and that these sex differences in communication can influence patients' health outcomes. The present study aimed to examine the extent to which sex differences in primary care providers' communication extend to the sensitive context of gynecological care for genital herpes and whether these potential sex differences in communication influence patients' herpes transmission prevention behaviors and herpes-related quality of life. Women (N = 123) from the United States recently diagnosed with genital herpes anonymously completed established measures in which they rated (a) their health care providers' communication, (b) their herpes transmission prevention behaviors, and (c) their herpes-related quality of life. The authors found significant sex differences in health care providers' communication; this finding supports that sex differences in primary care providers' communication extend to gynecological care for herpes. Specifically, patients with female health care providers indicated that their providers engaged in more patient-centered communication and were more satisfied with their providers' communication. However, health care providers' sex did not predict women's quality of life, a finding that suggests that health care providers' sex alone is of little importance in patients' health outcomes. Patient-centered communication was significantly associated with greater quality-of-life scores and may provide a promising avenue for intervention.“

King, Abby C. et al.: Employing Virtual Advisors in Preventive Care for Underserved Communities: Results From the COMPASS Study. – S. 1449-1464

„Electronically delivered health promotion programs that are aimed primarily at educated, health-literate individuals have proliferated, raising concerns that such trends could exacerbate health disparities in the

United States and elsewhere. The efficacy of a culturally and linguistically adapted virtual advisor that provides tailored physical activity advice and support was tested in low-income older adults. Forty inactive adults (92.5 % Latino) 55 years of age and older were randomized to a 4-month virtual advisor walking intervention or a waitlist control. Four-month increases in reported minutes of walking/week were greater in the virtual advisor arm (mean increase =  $253.5 \pm 248.7$  minutes/week) relative to the control (mean increase =  $26.8 \pm 67.0$  minutes/week;  $p = .0008$ ). Walking increases in the virtual advisor arm were substantiated via objectively measured daily steps (slope analysis  $p = .002$ ). All but one intervention participant continued some interaction with the virtual advisor in the 20-week poststudy period (mean number of poststudy sessions =  $14.0 \pm 20.5$ ). The results indicate that a virtual advisor delivering culturally and linguistically adapted physical activity advice led to meaningful 4-month increases in walking relative to control among underserved older adults. This interactive technology, which requires minimal language and computer literacy, may help reduce health disparities by ensuring that all groups benefit from e-health opportunities.“

Labacher, Lukas; Mitchell, Claudia: Talk or Text to Tell? How Young Adults in Canada and South Africa Prefer to Receive STI Results, Counseling, and Treatment Updates in a Wireless World. – S. 1465-1476

„Young adults often lack access to confidential, long-lasting, and nonjudgmental interactions with sexual health professionals at brick-and-mortar clinics. To ensure that patients return for their STI test results, post-result counseling, and STI-related information, computer-mediated health intervention programming allows them to receive sexual health information through onsite computers, the Internet, and mobile phone calls and text messages. To determine whether young adults (age:  $M = 21$  years) prefer to communicate with health professionals about the status of their sexual health through computer-mediated communication devices, 303 second-year university students (183 from an urban North American university and 120 from a periurban university in South Africa) completed a paper-based survey indicating how they prefer to communicate with doctors and nurses: talking face to face, mobile phone call, text message, Internet chat programs, Facebook, Twitter, or e-mail. Nearly all students, and female students in South Africa in particular, prefer to receive their STI test results, post-results counseling, and STI-related information by talking face to face with doctors and nurses rather than communicating through computers or mobile phones. Results are clarified in relation to gender, availability of various technologies, and prevalence of HIV in Canada and in South Africa.“

Kang, Hannah; An, Soontae: How Direct-to-Consumer Drug Websites Convey Disease Information: Analysis of Stigma-Reducing Components. – S. 1477-1491

„Given the growing trend of the Internet as a source of health information, this study evaluated whether direct-to-consumer prescription drug websites for

stigmatized illnesses contained stigma-reducing components: onset controllability, offset controllability, and recategorization. The authors examined the contents of the first-level homepages and the second-level pages in 88 stand-alone websites for 15 different stigmatized conditions. Overall, about a third of the websites did not provide a direct link to detailed disease information on the homepage. On the homepages, three stigma-reducing components were rarely offered either through textual or visual cues. On the second level, in terms of textual cues, onset controllability and recategorization were the most prevalent, while offset controllability was relatively less frequent. There were no visual cues on the second level. Results point out the limited and insufficient stigma-reducing components of direct-to-consumer prescription drug websites.“

Sixsmith, Jane; Doyle, Priscilla; Barry, Margaret: Reporting Health Communication Activities for the Prevention and Control of Communicable Diseases in Europe. – S. 1494-1506

„Health communication is part of the public health response to the significant continuing threat of communicable diseases in Europe. However, the nature and extent of health communication activities in the context of Europe aimed at the prevention and control of communicable diseases is currently unknown. This severely restricts capacity development as neither strengths nor gaps in knowledge and practice are evident and therefore cannot be addressed. This article reports on the initial phase of a research project aimed at supporting the optimal use and development of health communication activities in the European Union and the European Economic Area. The study used a mixed-methods design – an e-survey and telephone interviews – with participants from 30 countries to identify activities, followed by an opportunistic group interview with 15 key stakeholders to identify perceived needs of public health bodies in relation to identified gaps. Results indicate that health communication activities are not clearly delineated in national public health structures and policies, there is an emphasis on crisis communication, and limited evaluation of activities and education and training opportunities for health communication are required. The facilitation of partnership working with a forum for knowledge exchange between Member States would enhance efficacious health communication.“

Barry, Margaret M.; D'Eath, Maureen; Sixsmith, Jane: Interventions for Improving Population Health Literacy: Insights from a Rapid Review of the Evidence. – S. 1507-1522

„The promotion of health literacy is critical to active and informed participation in health promotion, disease prevention, and health care. This article reports on a rapid review of the evidence concerning effective strategies for improving health literacy. This review was undertaken as part of a series of evidence reviews commissioned by the European Centre for Disease Prevention and Control through the Translating Health Communications Project. The authors searched a range of electronic databases and identified six evidence reviews published between 2000 and 2011.

A narrative synthesis of the findings was then conducted. The majority of the published research originated in the United States, and the studies reviewed mainly focused on functional health literacy interventions that occurred in clinical settings. Considerable gaps in the evidence exist regarding the most effective population-level health literacy interventions, particularly with regard to communicable diseases. There is a paucity of intervention studies conducted on this topic in Europe. Implications of the findings for improving population health literacy on the prevention and control of communicable diseases in Europe are considered.“

MacDonald, Laura et al.: Promotional Communications for Influenza Vaccination: A Systematic Review. – S. 1523-1549

„The authors conducted a systematic review that aimed to map current practice and identify effective practice in promotional communications for seasonal influenza vaccination in Europe. They identified 22 studies from 7 European countries. Included studies were primarily outcome evaluations of communications promoting vaccination to health care workers and elderly adults. Evidence on communications to improve public acceptance was sparse. A range of communication approaches, methods, materials, and channels were used, frequently in combination. All forms of promotional communications have the potential to increase uptake in health care workers and can also improve uptake among patients. There was promising evidence that mass communication methods, delivered as standalone activities or as one component of a communication mix, can improve uptake in target populations. Education for health care workers and improved service delivery are common adjuncts to promotional communications that were associated with effectiveness. The evidence suggests that personalized communications, combined with improved service delivery, might boost rates of uptake among elderly adults. Future development of good practice could be enhanced by more systematic, theory-based intervention design and more detailed reporting of process and outcome evaluations. Vaccine hesitancy is increasingly prevalent; more policy and research to improve public acceptance should therefore be considered.“

Cairns, Georgina; de Andrade, Marisa; MacDonald, Laura: Reputation, Relationships, Risk Communication, and the Role of Trust in the Prevention and Control of Communicable Disease: A Review. – S. 1550-1565

„Population-level compliance with health protective behavioral advice to prevent and control communicable disease is essential to optimal effectiveness. Multiple factors affect perceptions of trustworthiness, and trust in advice providers is a significant predeterminant of compliance. While competency in assessment and management of communicable disease risks is critical, communications competency may be equally important. Organizational reputation, quality of stakeholder relationships and risk information provision strategies are trust moderating factors, whose impact is strongly influenced by the content, timing and coordination of

communications. This article synthesizes the findings of 2 literature reviews on trust moderating communications and communicable disease prevention and control. We find a substantial evidence base on risk communication, but limited research on other trust building communications. We note that awareness of good practice historically has been limited although interest and the availability of supporting resources is growing. Good practice and policy elements are identified: recognition that crisis and risk communications require different strategies; preemptive dialogue and planning; evidence-based approaches to media relations and messaging; and building credibility for information sources. Priority areas for future research include process and cost-effectiveness evaluation and the development of frameworks that integrate communication and biomedical disease control and prevention functions, conceptually and at scale.“

Würz, Andrea; Nurm, Ülla-Karin; Ekdaal, Karl: Enhancing the Role of Health Communication in the Prevention of Infectious Diseases. – S. 1566-1571

„Despite the recognized importance of health communication for disease prevention, a gap in knowledge was becoming apparent as regards the extent and nature of its use at the European level to support prevention and control of infectious diseases. To address this gap, the European Centre for Disease Prevention and Control (ECDC) commissioned in 2009 a consortium of universities to undertake a 3-year research project called ‚Translating Health Communications‘. The outcomes of this project comprise 2 major areas: (a) primary information gathering to provide insights into how health communication activities are currently being used for communicable disease prevention in the European Union and European Economic Area and (b) synthesis of knowledge on the evidence of use and application of health communication approaches. The overview of main findings of the project presented in this article highlights the many challenges that remain and the various areas of opportunity in order to raise the profile of health communication in the prevention of infectious diseases in the European context.“

**Journal of Media Economics**  
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Dunham, Wayne R.: Framing the Right Suspects: Measuring Media Bias. – S. 122-147

„This article examines ideological bias in six large daily newspapers and The Associated Press. The media examined are three to six times more likely to associate ideological labels (or frames) with organizations (think tanks) with a conservative orientation than think tanks having a liberal orientation. This tends to frame the analyses done by conservative think tanks as less objective than the analysis done by liberal think tanks. Regression results suggest that approximately three-fourths of the explained differential in framing rates is due to media bias. The rest is primarily explained by the differential in the „quality“ of think tanks.“

Chiang, Yi-hsuan; Jane, Wen-jhan: The Effects of Outcome Uncertainties, Patriotism, and Asian Regionalism in the World Baseball Classic. – S. 148-161

„This article investigates the effects of patriotism and Asian regionalism on game attendance and television viewers by using World Baseball Classic match data. The micro data of TV ratings provides comprehensive insights into the behavior of TV viewers. The results imply that attendance and TV viewers are affected by patriotism and Asian regionalism. Patriotism and regionalism have a significant positive effect on TV ratings. Although total points scored and game uncertainty are not significantly related to attendance and TV ratings in the game-level analysis, total points scored are significantly positively related to TV ratings in the inning-level analysis. Coefficients of inning-level uncertainty are partially negatively related to Videoland Sport's TV rating. The evidence weakly supports the hypothesis of game uncertainty.“

#### Jg 26 (2013) Nr 4

Yang, Myengja: Churn Management and Policy: Measuring the Effectiveness of Fixed-Mobile Bundling on Mobile Subscriber Retention. – S. 170-185

„This article uses a Tobit regression model to investigate the factors affecting mobile subscriber retention in South Korea. The results show that fixed and mobile bundling plays a significant role in lengthening mobile subscriber retention, while its effectiveness varies depending on which fixed services are included in the bundle. The provision of 4G wireless broadband service (i.e., WiBro) in a bundle with 2G/3G mobile service showed a positive but insignificant relationship with mobile subscriber retention. In addition, previous relationship of a subscriber with an operator has a significant effect on mobile subscriber retention: Customers who recontracted remained longer with a contractor compared to those who changed operators. Monthly mobile payment has a significant but negative effect on mobile subscriber retention. Subsidy-bound contracts and gender had no effect on retaining mobile subscribers in the long term.“

Lin, Yih-Ming et al.: Assessing the Economic Value of Public Service Broadcasting in Taiwan Using the Contingent Valuation Approach. – S. 186-202

„The objective of the study is to provide empirical evidence on the value of public service broadcasting (PSB) in Taiwan, which is a critical factor when considering the provision of more public funding. Being based on a nationwide telephone survey in Taiwan, this study uses the contingent valuation method to elicit citizens' willingness to pay (WTP) for maintaining the current PSB in Taiwan. The results show that household average WTP per year for PSB is estimated to be NT\$982 (US\$29.89), which is equal to 0.18 % of GDP per capita in 2007. Such WTP estimate is much higher than the current government subsidy for PSB per household, which implies respondents' high appreciation on PSB as well as the potential benefit that

Taiwan PSB could bring to the family. Our estimates of WTP provide important information for government authorities and policy-makers when making funding decisions. Furthermore, our survey results also point to some prioritized functions as potential niches on which the Taiwan PSB could focus in the future.“

Taneja, Harsh: Audience Measurement and Media Fragmentation: Revisiting the Monopoly Question. – S. 203-219

„Many studies have examined contests between audience measurement systems in media markets. These suggest that the audience measurement industry is a natural monopoly. This study revisits the question with a novel approach by investigating a market at a time when two measurement services provided data. Executives were interviewed in the Indian television market on how they used information available from two competing ratings services. Although market participants recognized only one system (TAM, which provided weekly ratings) as the currency for trading advertising time, many used the second system (aMAP, an overnight ratings service) selectively for improving network performance. Therefore, fragmented markets can support multiple systems if they serve distinct institutional interests.“

#### Journalism & Mass Communication Quarterly Jg 90 (2013) Nr 4

Yamamoto, Masahiro; Ran, Weina: Community Newspapers as a Macro-level Source of Social Control. – S. 629-651

„This study conceptualizes community newspapers as a unique community-level resource that promotes community social control. Specifically, community newspapers were hypothesized to have negative effects on drug abuse violations, both directly and indirectly, as mediated by civic engagement. Results indicate that a macro-level measure of community newspapers had an indirect negative effect on drug abuse violations through its positive effect on civic engagement. Implications are discussed for the role of community newspapers in building a healthy community.“

Kiousis, Spiro et al.: Exploring the Role of Agenda-Building Efforts in Media Coverage and Policymaking Activity of Healthcare Reform. – S. 652-672

„This investigation explores the relationships among information subsidies, news media coverage, and policymaking activities regarding healthcare reform during the first year of the Obama presidential administration. Specifically, a comparison of information subsidies (from the president, federal government offices, Congress, and healthcare-related stakeholder groups), news media content, and policymaking activity was completed from March 2009 to December 2009. Significant correlations were found for the salience of issues and stakeholder groups among information subsidies, news media coverage, and policymaking activ-



ity. Robust linkages were also found concerning issue attribute salience.“

Cole, James T.; Greer, Jennifer D.: Audience Response to Brand Journalism: The Effect of Frame, Source, and Involvement. – S. 673-690

„This study examined reactions to brand journalism in light of frame, source, and product involvement. Participants in an experimental study viewed a custom magazine with either a commercial (branded) or editorial (nonbranded) frame and read a story quoting either a peer or a corporate source. Readers rated the nonbranded magazine higher in credibility, but source cues had no direct effects on credibility ratings. Source did matter when combined with consumer product involvement. Highly involved consumers had stronger brand attitudes and purchase intent after reading advice from a peer source; low-involved consumers responded more favorably to a corporate source.“

Moon, Bitt Beach; Rhee, Yunna: Exploring Negative Dimensions of Organization-Public Relationships (NOPR) in Public Relations. – S. 691-714

„Although much research on organization-public relationship (OPR) has been conducted in public relations, negative relational features have been researched less extensively. It is imperative to identify negative relational components for restoring the damaged relationships between organization and publics and to understand how negative OPR (NOPR) can hamper public relations efforts. This study focused on exploring dimensions of NOPR through a systematic scale development process. In this study, four dimensions of NOPR – dissatisfaction, distrust, control dominance, and dissolution – were identified and the twenty-two-item scale was statistically reliable and valid. It was also shown that NOPR influenced Public's Communication Behavior (PCB).“

Jung, Jaemin; Chan-Olmsted, Sylvia; Kim, Youngju: From Access to Utilization: Factors Affecting Smartphone Application Use and Its Impacts on Social and Human Capital Acquisition in South Korea. – S. 715-735

„This study examines the mobile divide from the perspective of perception of information and knowledge inequity due to smartphone usage, exploring factors that may influence the use of smartphone applications and assessing discrepancies in social and human capital due to usage differences. A survey of smartphone users revealed that gender, age, personal innovativeness, and consumption skills were significant predictors of the frequent use for applications. Simply having more smartphone applications does not contribute to increases of social or human capital; it is usage of these apps that makes a difference.“

Nekmat, Elmie; Gonzenbach, William J.: Multiple Opinion Climates in Online Forums: Role of Website Source Reference and Within-Forum Opinion Congruency. – S. 736-756

„Through the Spiral of Silence framework, this study examines the online opinion climate effect on individ-

ual willingness to post messages in forums, using a 2 × 2 experiment manipulating website source (mainstream news/ideologically homogeneous activist group) and opinion congruency (minority/majority opinion). Individuals' willingness to post was affected only by their opinion congruency with those expressed in forums. Analysis revealed instances of individuals ‚speaking up‘ as compared to ‚speaking out‘. Other deterrents to willingness to post were also uncovered.“

Xu, Qian: Social Recommendation, Source Credibility, and Recency: Effects of News Cues in a Social Bookmarking Website. – S. 757-775

„A 2 (number of diggs: a few, many) × 2 (source credibility: low, high) × 2 (recency: more recent, less recent) between-subjects experiment was conducted to explore how three news cues individually and interactively affected perception of credibility, newsworthiness, click likelihood, and sharing behavioral intentions toward the news feed on a social bookmarking website. The findings indicated that social recommendation in the form of number of diggs was the primary factor to influence perceived news credibility and click likelihood. The influence of source credibility was dependent upon the effect of other cues. There was also a cue-cumulation effect of source credibility and recency on perceived newsworthiness.“

Literat, Ioana: Participatory Innovation: The Culture of Contests in Popular Science Monthly, 1918-1938. – S. 776-790

„By analyzing the contests that appeared in Popular Science Monthly from 1918 to 1938, this article discusses the rhetoric of public engagement with technological innovation, and the magazine's construction of a readership community. A close analysis of these contests reveals a burgeoning participatory culture within the context of the popularization of science and technology in the mass-circulation press of early twentieth-century America. Significantly, the contests frame their public as an active participant in the development of science and technology, in sharp contrast to the passive, diffusionist model of science popularization that dominated the interwar period in the United States.“

## Kommunikation und Recht Jg 16 (2013) Nr 12

Hoeren, Thomas: Werberechtliche Grenzen des Einsatzes von Adblockern – am Beispiel von „Adblock Plus“. – S. 757-762

„Der Beitrag untersucht die rechtliche Zulässigkeit von sogenannten Werbeblockern. Mit Hilfe dieser Software lassen sich Werbeelemente in digitalen Angeboten ausblenden. Der Autor setzt sich mit der Frage auseinander, ob das Angebot oder der Vertrieb der Software eine gezielte Behinderung von Mitbewerbern, eine wettbewerbsrechtliche Irreführung oder eine allgemeine Marktbehinderung darstellen könnten und verneint dies im Ergebnis.“

Volkman, Christian: Verantwortlichkeit von Plattformbetreibern für rechtsverletzende Nutzerkommentare. – S. 762-765

„Der Europäische Gerichtshof für Menschenrechte (EGMR) hat die Verurteilung eines Internet-Nachrichtenportals durch estnische Gerichte zur Zahlung von Schadensersatz wegen durch Nutzer dieses Portals eingestellter rechtsverletzender Inhalte gebilligt.“

Kahler, Thomas: Der neue EVB-IT Erstellungsvertrag. – S. 765-769

„Am 9. 7. 2013 ist mit dem EVB-IT Erstellungsvertrag ein neuer EVB-IT Standardvertrag veröffentlicht worden und in Kraft getreten. Der EVB-IT Erstellungsvertrag ist damit ein weiterer Standardvertrag, der auf dem Verhandlungsweg zwischen der öffentlichen Hand unter Federführung des Bundesministeriums des Innern (BMI) und dem Bundesverband Informationswirtschaft, Telekommunikation und neue Medien e. V. (BITKOM) entstanden ist. Der Vertrag regelt insbesondere die Entwicklung von Individualsoftware. Er ist vom EVB-IT Systemvertrag abgeleitet. Der Beitrag stellt die wichtigsten Regelungen für die Anwender des Vertrages vor. Der Autor war Verhandlungsführer für den BITKOM.“

Roos, Philipp: Der Entwurf eines IT-Sicherheitsgesetzes: Regelungsinhalte und ihre Übereinstimmung mit dem Richtlinienvorschlag der EU Kommission. – S. 769-775

„Das IT-Sicherheitsrecht gewinnt mit der zunehmenden gesellschaftlichen Abhängigkeit vom Internet beständig an Relevanz. Mit dem Referentenentwurf für ein IT-Sicherheitsgesetz liegt ein erster nationaler Gesetzesentwurf vor. Dieser enthält u. a. Meldepflichten und Sicherheitsanforderungen für die Betreiber kritischer Infrastrukturen. Auch die Pflichten von Telekommunikationsunternehmen und Telemediendiensteanbietern sollen erweitert werden. Der vorliegende Beitrag beleuchtet den Referentenentwurf und vergleicht diesen mit dem entsprechenden Richtlinienvorschlag der Europäischen Kommission.“

Prütting, Jens: Das Prinzip der regulierten Selbstregulierung im Jugendmedienschutz. – S. 769-775

„Der vorliegende Aufsatz entstand anlässlich eines Rechtsstreits, der derzeit beim VG Kassel zwischen der LPR Hessen und dem Fernsehsender RTL2 anhängig ist. Gegenstand sind Fragen der Effektivität und Kontrollkompetenzen im Jugendmedienschutz. Deren Herzstück – das Prinzip der regulierten Selbstregulierung – wird hinsichtlich seines wesentlichen Verfahrensaspekts in § 20 Abs. 3 JMStV analysiert.“

Gerpott, Torsten: Regulierungsvorschlag der Kommission zur Verwirklichung eines integrierten europäischen Telekommunikationsmarktes. – S. 781-788

„Die Europäische Kommission hat vor kurzem den Entwurf einer Verordnung vorgelegt, mit der ein europaweit integrierter Telekommunikationsmarkt erreicht werden soll. Dieser Beitrag fasst den Vorschlag

zusammen und zeigt dessen Implikationen für die Entwicklungsaussichten des Telekommunikationssektors vor allem in Deutschland auf.“

Jg 17 (2014) Nr 1

Diercks, Nina: Social Media im Unternehmen: zur Zweckmäßigkeit des Verbots der (privaten) Nutzung unter besonderer Berücksichtigung von § 88 TKG. – S. 1-7

„Der Beitrag greift lösungsorientiert die Diskussion um Verbote der (privaten) Internet-, E-Mail- und Social Media Nutzung am Arbeitsplatz vor dem Hintergrund des heute in Unternehmen geforderten Informations- und Kommunikationsverhaltens der Mitarbeiter unter besonderer Berücksichtigung der aktuellen Rechtsprechung zu § 88 TKG auf.“

Dehießelles, Sebastian: Empfehlung-E-Mails – nur eingeschränkt zu empfehlen: zugleich Kommentar zu BGH, Urt. v. 12.9.2013 – I ZR 208/12, K&R 2013, 792ff. – S. 7-9

„Mit der „tell-a-friend“-Entscheidung hat der BGH die seit einigen Jahren umstrittene Frage der rechtlichen Zulässigkeit von Empfehlungswerbung zunächst im strengsten Sinne beantwortet. Ob hieraus nun lediglich eine Einschränkung oder doch ein faktisches Verbot dieses Marketinginstruments resultiert, bleibt aber offen.“

Brosch, Christopher: Das Gesetz zur Förderung des elektronischen Rechtsverkehrs mit den Gerichten. – S. 9-14

„Das Gesetz zur Förderung des elektronischen Rechtsverkehrs mit den Gerichten I fasst verschiedene Maßnahmen zusammen, die, so darf erwartet werden, zu einem Durchbruch des elektronischen Rechtsverkehrs führen werden – allen voran die Einführung der sicheren Übermittlungswege als Alternative zur qualifizierten elektronischen Signatur, einschließlich eines besonderen elektronischen Postfachs für jeden Rechtsanwalt, und die Ersetzung mehrerer Länderöffnungsklauseln durch verbindliche bundeseinheitliche Regelungen. Der Beitrag stellt die wichtigsten Regelungen des Gesetzes im Überblick dar.“

Kochinke, Clemens: Licht in der Grauzone: Google Books. – S. 15-18

„Weit über Googles Digitalisierungsgeschäft hinaus strahlt das Licht, das ein US-Bundesgericht im Google Books-Fall in die Grauzone des Fair Use-Grundsatzes im amerikanischen Urheberrecht geworfen hat.“

Talke, Armin: Verwaiste und vergriffene Werke: Kommt das 20. Jahrhundert endlich in die Digitale Bibliothek? – S. 18-24

„Dieser Beitrag befasst sich mit den neuen Regelungen, nach denen ab 2014 unter bestimmten Voraussetzungen noch urheberrechtlich geschützte Werke ohne Zustimmung des Rechteinhabers eingescannt und im Internet zugänglich gemacht werden dürfen.“

Palzer, Christoph: Pressekonzentrationsrecht nach der 8. GWB-Novelle – Ausschnitte einer „Reform in Permanenz“. – S. 24-30

„Schon seit geraumer Zeit ist die wirtschaftliche Situation vor allem von Zeitungsverlagen vielfach nicht mehr rosig. Ein wachsender Konkurrenzdruck durch die Neuen Medien – sowohl mit Blick auf den Leserkreis als auch auf das wirtschaftlich bedeutsame Anzeigengeschäft – scheint zunehmend dazu zu zwingen, entweder durch enge Kooperation oder durch Zusammenschlüsse weitere Effizienz- und Rationalisierungspotentiale zu erschließen. Beinahe ebenso lange werden dabei die „Fesseln“ der traditionell eher strengen Pressefusionskontrolle von Seiten der betroffenen Verlage als zu eng empfunden und als nicht mehr zeitgemäß beklagt – schlussendlich mit Erfolg. Mit der am 30.6.2013 in Kraft getretenen 8. GWB-Novelle hält eine erhebliche Lockerung des Pressekonzentrationsrechts Einzug in das Gesetz. Der vorliegende Beitrag stellt die Neuerungen vor und geht zugleich der Frage nach, ob es sich dabei um (überfälligen) rechtspolitischen Pragmatismus oder aber einen wettbewerbspolitischen, möglicherweise gar verfassungswidrigen Fehlgriff handelt.“

### Jg 17 (2014) Nr 2

Redlich, Philipp C.: RedTube-Abmahnungen: Urheberrechtsverstoß durch Streaming? – S. 73-76

„Der Beitrag setzt sich mit der Frage auseinander, ob der Nutzer von Streaming-Angeboten sich Gedanken machen muss, ob ein Video, das er aufruft, legal oder illegal über die Plattform verbreitet wird.“

Müller-Riemenschneider, Severin; Specht, Louisa: Share oder Like? – Zur Reichweite der Einwilligung bei der Einbindung von Facebook-Buttons. – S. 77-80

„Die Einbindung von Facebook-Buttons erfreut sich größter Beliebtheit. Sie eröffnen die Möglichkeit, die Sichtbarkeit von Inhalten im Internet innerhalb kürzester Zeit über das Facebook-Netzwerk deutlich zu erhöhen. Insbesondere Urheber von Sprachwerken – z. B. journalistischer Beiträge – machen von dieser Möglichkeit, eine Steigerung der Bekanntheit ihrer Werke herbeizuführen, gerne Gebrauch.“

Piltz, Carlo: Störerhaftung im Datenschutzrecht? – S. 80-85

„Mit Urteilen vom 9.10.2013 entschied das VG Schleswig, dass ein Fanpage-Betreiber bei Facebook für die Verarbeitung von Nutzerdaten und damit auch mögliche Datenschutzverstöße, weder selbst verantwortlich ist, noch als Störer haftet. Dieser Beitrag geht der Frage nach, ob die vom BGH entwickelte Störerhaftung im Internet bei Datenschutzverstößen tatsächlich unanwendbar ist oder doch eine weitere Fallgruppe dieser Haftungsfigur von Internetintermediären darstellt.“

Steinhoff, Astrid: Nutzerbasierte Online Werbung 2.0: Datenschutzrecht im Konflikt mit Targeting-Methoden. – S. 86-90

„Seit Jahren streiten sich die Datenschützer nun schon darüber, inwieweit die Cookie-Richtlinie direkt angewendet werden kann und soll und richtlinienkonform auszulegen ist. Diese Unklarheiten hat der Gesetzgeber bislang nicht zum Anlass genommen, eine klare Regelung und Umsetzung in Deutschland anzustreben. Dennoch hat sich in den vergangenen Jahren zumindest in den anderen europäischen Ländern einiges getan, was umso deutlicher zeigt, dass es gar nicht darauf ankommt, ob diese Richtlinie umgesetzt ist oder nicht, sondern es vielmehr schon der Richtlinie selbst an einem klaren Gehalt zur Ausgestaltung fehlt.“

Meyer, Sebastian: Google: AGB sind immer noch unwirksam: Zugleich Kommentar zu LG Berlin, K&R 2014, 56ff. – S. 90-93

„Das LG Berlin hat in seinem Urteil vom 19.11.2013 festgestellt, dass weite Teile der Nutzungsbedingungen sowie der Datenschutzerklärung von Google unwirksam sind, weil sie nach deutschen Maßstäben einer Inhaltskontrolle nicht standhalten. Dieser Beitrag soll die Entscheidung des LG Berlin kommentieren und die praktische Bedeutung der Entscheidung für Google und andere Anbieter aufzeigen.“

Schmittmann, Jens M.: Aktuelle Entwicklungen im Steuerrecht in der Informationstechnologie 2012/2013. – S. 94-100

„Der Beitrag fasst die wesentlichen Entwicklungen in Legislative und Judikative im Steuerrecht zusammen, soweit sich Bezüge zum Informationstechnologierecht ergeben. Er knüpft an die Beiträge des Verfassers der Vorjahre<sup>1</sup> sowie seinen Vortrag in Berlin anlässlich der DSRI Herbstakademie 2013 an.“

### Mass Communication & Society

#### Jg 16 (2013) Nr 4

Messner, Marcus; DiStaso, Marcia W.: Wikipedia versus Encyclopedia Britannica: A Longitudinal Analysis to Identify the Impact of Social Media on the Standards of Knowledge. – S. 465-486

„The collaboratively edited online encyclopedia Wikipedia is among the most popular websites in the world. Subsequently, it poses a great challenge to traditional encyclopedias, which for centuries have set the standards of society's knowledge with their printed editions. It is, therefore, important to study the impact of social media on the standards of our knowledge. This longitudinal panel study analyzed the framing of content in encyclopedia entries of top Fortune companies in Wikipedia and the online version of Encyclopedia Britannica in 2006, 2008, and 2010. Content analyses of the length, tonality, and topics of 3,985 sentences showed that Wikipedia entries were significantly longer, were more positively and negatively framed, and focused more on corporate social responsibilities and legal and ethical issues than the online entries of the traditional encyclopedia, which were

predominantly neutral. The findings stress that the knowledge-generation processes in society appear to be fundamentally shifting because of the use of social media collaboration. These changes significantly impact which information becomes available to society and how it is framed.“

Sanderson, Jimmy: From Loving the Hero to Despising the Villain: Sports Fans, Facebook, and Social Identity Threats. – S. 487-509

„This research explored how University of Cincinnati football fans used Facebook to manage a social identity threat arising from head football coach Brian Kelly leaving the school to become the head coach at the University of Notre Dame. A thematic analysis of 717 wall postings in the „Get Out of Our City Brian Kelly“ Facebook group was conducted. Results revealed that fans responded to this social identity threat in the following ways: (a) rallying, (b) stigmatizing, (c) victimization, (d) intimidation, and (e) degradation. The results suggest that social media sites are prime vehicles for sports fans to collectively manage social identity crises. Social media enables fans to perpetuate messages that elevate group distinctiveness, minimize in-group issues, and derogate out-group members.“

Chen, Gina Masullo: Don't Call Me That: A Techno-Feminist Critique of the Term Mommy Blogger. – S. 510-532

„This article argues that although the act of mommy blogging may be empowering, the term itself reinforces women's hegemonic normative roles as nurturers, trusting women who blog about their children into a form of digital domesticity in the blogosphere. Drawing on 29 blogs posts women wrote debating the term mommy blogger and 649 comments posted on these blogs, the author uses Judith Butler's concept of performativity to rhetorically analyze the term, using a techno-feminist lens and cyber-ethnographic approach. The author asserts that the use of the term mommy blogger continues the culturally ingrained performance of motherhood women learned since childhood, and, in so doing, holds women captive in this subjective norm that may not fit them. The use of mommy, versus mother, highlights the nurturing aspect of motherhood and conjures a prototype of the ideal mother, further marginalizing women by focusing on one attribute that does not apply to all women or even all mothers.“

Kang, Hyunjin et al.: Does Online News Reading and Sharing Shape Perceptions of the Internet as a Place for Public Deliberations? – S. 533-556

„With the rapid development of interactive communication technology, the Internet is a major source of news and also plays an important role in connecting individual members of society. However, Internet users may have different perspectives on whether the Internet positively functions as a medium for public deliberation. Based on the assumption that being exposed to information on public affairs is a crucial step for one's civic engagement, this study explores how individuals' motives related to news consumption, elaborative online news reading, and online news shar-

ing influence their perceptions of online deliberation using structural equation modeling method (N = 998). The study finds significant relationships between news consumption motives and elaborative news reading and sharing behaviors, but only elaborative reading behavior had a significant effect on one's perceptions of online deliberation. The implications of these findings are discussed.“

Willnat, Lars et al.: Online Media and Political Participation: The Case of Malaysia. – S. 557-585

„This study is based on a survey of 526 adult Malaysians who were interviewed shortly before the 2008 national election about online media use, levels of political participation, and voting intentions. The goal was to document the role of online media in a society that controls political information in traditional media and, in turn, compels citizens to seek alternative news sources online. As predicted, the findings indicated that online media use was positively associated with higher levels of political participation among Malaysian voters. The use of and exposure to social networking sites, political blogs, political online videos, party websites, and political ads on cell phones showed strong associations with political activism. However, the use of political online media did not predict voters' likelihood of voting.“

Feldman, Lauren: Learning about Politics from The Daily Show: The Role of Viewer Orientation and Processing Motivations. – S. 586-607

„Although late-night comedy and satirical news programs like The Daily Show have been recognized as important sources of political information, prior research suggests that viewers gain only a limited amount of political knowledge from watching these programs. Drawing from uses and gratification theory and extant research on political information processing, this study examines whether learning from The Daily Show depends on whether viewers orient to the message as news or as entertainment. Results from an online experiment suggest that viewers who orient to a segment from The Daily Show as news or as a mix of news and entertainment invest more mental effort and subsequently learn more than viewers who have a purely entertainment orientation. Further, among viewers with a purely entertainment orientation, providing them with an explicit informational-processing goal increases the amount of mental effort and learning relative to viewers who are given no explicit viewing objective.“

Jg 16 (2013) Nr 5

Wright, Paul J.; Arroyo, Analisa: Internet Pornography and U.S. Women's Sexual Behavior: Results From a National Sample. – S. 617-638

„Representative studies on Internet pornography exposure and women's sexual behavior are needed. National data were utilized to explore the association between 1,077 U.S. women's exposure to Internet pornography and number of sexual partners. Internet

pornography exposure and number of sexual partners were positively correlated. This association remained after controlling for age, marital status, ethnicity, education, and religiosity. However, the association was moderated in theoretically predictable ways by women's confidence in media and perceived life dullness.“

Lowrey, Wilson; Erzikova, Elina: One Profession, Multiple Identities: Russian Regional Reporters' Perception of the Professional Community. – S. 639-660

„Drawing on perspectives on occupation and identity, this study examines Russian regional journalists' perceptions of their professional community. Different journalistic values derived from a fierce professional competition contributed to reporters' view of the community as disjointed and polarized. The study also found that type of ownership influenced journalists' identity and the way they conceptualize practice. Although journalists of private newspapers believe a newspaper should be a profit-generating enterprise, state owned/supported newspapers' reporters think a quality paper should inform citizens regardless of profit concern. In this province, state-owned or supported newspapers have well-defined missions, whereas the paper that struggles to survive as privately owned lacks clearly articulated goals.“

Allen, Myria; Wicks, Robert H.; Schulte, Stephanie: Online Environmental Engagement among Youth: Influence of Parents, Attitudes and Demographics. – S. 661-686

„Although young citizens may not always politically engage in the same fashion as their elders, research suggests they are using Facebook, Twitter, and other newer communication systems to mobilize politically both generally and around environmental issues. Given the declining environmental conditions facing young citizens, a national stratified quota sample of 1,096 U.S. parents and their children between the ages of 12 and 17 was conducted to investigate the factors potentially related to their efforts to persuade members of their online social networks to be more environmental. We believe that online peer persuasion is an important concept to investigate because peer persuasion can create subjective norms that ultimately may influence behavior. Hierarchical regression analysis revealed that, although parents influence youth behavior (Adj. R 2 = .11), the greatest variance in behavior was explained by the youth's own environmental self-efficacy, environmental news consumption, political interest, time spent online, gender, and environmental consumerism (?R 2 = .29). Youth political interest and environmental consumerism were especially important variables in the final model. Structural equation modelling reinforced that parental influence is primarily indirect. This study appears to be among the first to link environmental consumerism with youth online peer persuasion.“

Kiss, Simon J.: Legislation by Agenda-Setting: Assessing the Media's Role in the Regulation of Bisphenol A in the U.S. States. – S. 687-712

„Starting in 2008, debate about potential hazardous effects from exposure to bisphenol A (BPA) migrated

from the pages of scientific journals to the U.S. media, regulatory authorities, and state legislatures. In the context of deep scientific conflict about the existence of adverse health effects attributable to BPA, this article asks why it was the case that some state legislatures considered or adopted legislative bans on products made from BPA, whereas others did not. Drawing on existing theories of agenda-setting and policy change via punctuated equilibrium as well as a well-defined methodology (event history analysis), evidence of agenda-setting is presented. Particularly, it is argued that routine and high-impact health coverage was significantly related to the chance that a state legislature considered legislation banning products made with BPA. This was indirectly, but importantly, related to the actual adoption by state legislatures of legislative bans on products made with BPA.“

Liu, Yung-I et al.: The Impact of News Use and News Content Characteristics on Political Knowledge and Participation. – S. 713-737

„Research has examined the relationship between traditional news media use and normatively important political outcomes such as knowledge and participation. However, most research fails to account for variations in the nature of news over time and across communities that could alter the fundamental relationship between exposure and these outcomes. Here two studies are presented – one with variation in news characteristics over time based on the American National Election Studies time series data and another with variation across local communities and newspapers within a single state during a single election year – to assess the hypothesis that the relationship between news use and political outcomes are moderated by natural variations in the nature of the news content and news outlets.“

Lewis, Norman Paul: Idea Plagiarism: Journalism's Ultimate Heist. – S. 738-757

„A survey (n = 953) and 8 interviews reveal journalists reject the notion that the sources of seminal story ideas should be attributed. Broadcasters and those in competitive markets were less likely than other journalists to see idea attribution as important, yet rejection of idea plagiarism was so widespread (74.1 %) that no correlations surfaced with job type, career longevity, or ethical decision-making barometers. Although omitting the source of ideas may be widely accepted, it is not benign. Depriving readers of the origin of news limits their ability to critique a story's validity and in some cases precludes them from getting the story at all, as some journalists, especially broadcasters, would rather ignore a story than tacitly acknowledge a competitor.“

## Jg 16 (2013) Nr 6

Hust, Stacy J.T. et al: The Effects of Sports Media Exposure on College Students' Rape Myth Beliefs and Intentions to Intervene in a Sexual Assault. – S. 762-786

„An online survey was fielded to freshmen living in residence halls at a northwestern university in the

United States. Structural equation modelling was used to investigate the structure of relationships among exposure to mainstream sports media, rape myth acceptance, and intentions to intervene in sexual assault situations while controlling for gender traits. Given that prior research suggests men and women differ in their beliefs about sexual assault, analyses were performed on male (n = 111) and female (n = 241) respondents separately. Among women, exposure to sports media was positively associated with rape myth acceptance, which in turn was negatively associated with intentions to intervene in sexual assault situations. Among men, consuming sports media was negatively associated with intentions to intervene in a sexual assault. The findings suggest that exposure to some sports media may be negatively associated to individuals' intentions to intervene in a sexual assault.“

Cummins, R. Glenn; Hahn, Dustin: Re-presenting Sport: How Instant Replay and Perceived Violence Impact Enjoyment of Mediated Sports. – S. 787-807

„Scholars have asserted that instant replay profoundly impacted the practices and conventions of televising athletic competition. However, empirical explorations of how this technique impacts viewer response are scarce. This experiment was designed to fill this gap by exploring the relationship between instant replay, perceived violence, and enjoyment across both exciting and dull game play. Results suggest that replay impacts perceived violence such that viewing dull play followed by replay increased perceived violence, whereas the opposite was true for exciting play. Moreover, perceived violence more strongly contributed to enjoyment of dull play relative to exciting play. Taken together, these findings illustrate the potential utility of replay to impact viewer perception of mediated sports.“

Whiteside, Erin; Rightler-McDaniels, Jodi L.: Moving Towards Parity? Dominant Gender Ideology versus Community Journalism in High School Basketball Coverage. – S. 808-828

„This research uses a content analysis to explore how male and female high school athletes are framed. In analyzing basketball coverage from 121 unique newspapers, results show that although boys received the bulk of the coverage, the gap in parity is much smaller compared to prior research. Furthermore, girls were generally not framed as overtly feminine. Still, the coverage also reflects lingering commonsense assumptions about gender, most notably in reference to the athletic body. The authors discuss the potential of high school sports coverage to challenge normative understandings of gender and sports and to consider the role community journalism standards may play in the construction of equitable and just interscholastic sports coverage.“

Matthews, Nicholas L.; Weaver, Andrew J.: Skill Gap: Quantifying Violent Content in Video Games Play between Variably Skilled Users. – S. 829-846

„This study investigated the effect of individuals' self-reported skill levels on generated violent content. After playing a violent video game, participants (N = 68) completed a questionnaire determining skill level with measures modified from previous game studies. The resulting 4,023 instances of violence were analyzed using techniques adapted from prior video game content analyses and the National Television Violence Study. Findings indicated a significant difference in the amount and context of violent acts between higher skilled and lower skilled players. Those who reported being higher skilled generated more instances of violence, were more often the perpetrators rather than the targets of violence, experienced greater consequences (graphicness) of violence, and experienced more on-screen and up-close violence.“

Billings, Andrew C.; Hardin, Marie C.: Mega-sport in a Mega-City to a Mega-Audience: The Impact of 2012 London Olympic Media. – S. 847-932

Beiträge zum Symposium: The Olympics, Media, and Society: Focus: London 2012.

## Media Perspektiven (2013) Nr 11

ARD-Projektgruppe Jugend: Erlebniswelt Radio: Kontaktwege zwischen Radioprogrammen und ihren Hörern am Beispiel der Zwölf- bis 29-Jährigen. – S. 510-521

„Radio ist nach wie vor ein in allen Generationen stark genutztes Medium. Gleichzeitig wird die Konkurrenz um Aufmerksamkeit und Zeitbudget wie auch um Inhalte immer größer. Radioprogramme müssen deshalb auf zusätzlichen Plattformen neben dem eigenen Hörfunkprogramm vertreten sein und die Kommunikation mit den Hörerinnen und Hörern pflegen und intensivieren. Die von der ARD-Projektgruppe Jugend initiierte Studie Erlebniswelt Radio beleuchtet für die Zielgruppe der Zwölf- bis 29-Jährigen, welche Kontaktwege im Sinne von Kundenbindung und Kundengewinnung ergänzend zum eigenen Radioprogramm genutzt und wie diese bewertet werden.“

Hölig, Sascha; Hasebrink, Uwe: Nachrichtennutzung in konvergierenden Medienumgebungen: International vergleichende Befunde auf Basis des Reuters Institute Digital News Survey 2013. – S. 522-5336

„Zum Funktionieren einer Demokratie gehört es, dass die Mitglieder einer Gesellschaft sich über aktuell relevante Themen informieren und eine eigene Meinung bilden können. Die Beantwortung der Frage, wie Nachrichten unter den Bedingungen einer digitalen Medienlandschaft gefunden und genutzt werden und welche Bedeutung traditionelle Medienangebote im Vergleich zu neuen Plattformen und Angeboten haben, stand im Zentrum des Reuters Institute Digital News Survey 2013, der die Nachrichtenrepertoires in fünf europäischen und drei außereuropäischen Ländern untersuchte. In Deutschland sind das allgemeine Interesse an Nachrichten sowie die Nutzungshäufig-

keit von Nachrichten im internationalen Vergleich hoch ausgeprägt. Die traditionellen Mediengattungen und Anbieter spielen nach wie vor eine maßgebliche Rolle für die Nachrichtennutzung. Zugleich wird für die Zuwendung zu Nachrichten zunehmend auch das Internet als Übertragungskanal relevant – besonders für die jüngeren Altersgruppen. Die bisher vorherrschende Orientierung an einigen wenigen massenmedialen Anbietern, löst sich im Internet zusehends auf.“

Feierabend, Sabine; Karg, Ulrike; Rathgeb, Thomas: Kleinkinder und Medien: Ergebnisse der miniKIM-Studie 2012. – S. 537-544

„Mit der Untersuchung miniKIM legt der Medienpädagogische Forschungsverbund Südwest in Kooperation mit dem SWR erstmals Basisdaten zur Mediennutzung von Kindern im Alter zwischen zwei und fünf Jahren vor. Als Ergänzung zur KIM-Studie zeigt die Untersuchung die Bedeutung verschiedener Medien bereits im Vorschul- und Kindergartenalter und zeichnet die ersten Schritte der Jüngsten in die Medienwelt nach. Trotz breiter Medienausstattung der Haushalte, in denen die Zwei- bis Fünfjährigen leben, stehen den Kindern nur ausgewählte Medien selbst zur Verfügung bzw. haben ihren Platz im Kinderzimmer. Die weiteste Verbreitung haben Kassettenrekorder und CD-Player: Etwa jedes vierte Kind zwischen zwei und fünf Jahren besitzt selbst ein solches Gerät.“

Lepa, Steffen et al.: Wie hören die Deutschen heute Musik? Trends und Basisdaten zur musikbezogenen Audiomedienutzung 2012 in Deutschland. – S. 545-553

„Seit mehr als hundert Jahren entwickeln sich ständig neue Technologien zur Speicherung, Übertragung und Wiedergabe von Musik. In den letzten beiden Jahrzehnten hat sich mit der digitalen Vernetzung unserer Medienumwelt und dem Siegeszug des mobilen Internets erneut eine substantielle Veränderung der Möglichkeiten der praktischen Nutzung von Musik im Alltag ergeben. Die Studie Musik und Medien 2012 ist die erste deutschlandweite empirische Repräsentativbefragung, welche medienübergreifend Nutzungsdaten zur Verbreitung und Nutzungsintensität der heute zur Musikrezeption nutzbaren Audioquellen, Audiogeräte und Audioemitter in der deutschen Bevölkerung ab 14 Jahren zur Verfügung stellt.“

### (2013) Nr 12

Gscheidle, Claudia; Gerhard, Heinz: Berichterstattung zur Bundestagswahl 2013 aus der Sicht der Zuschauer: Ergebnisse einer Repräsentativbefragung und des AGF-Fernsehpanels. – S. 558-573

„Direkt nach der Bundestagswahl wurde auch 2013 die Resonanz der Bundesbürger auf die Wahlberichterstattung in den Medien ermittelt. Neben den quantitativen Daten der AGF-Fernsehforschung werteten die Autoren hierzu eine im Auftrag der ARD/ZDF-Medienkommission durchgeführte Repräsentativstudie aus, in der 1204 Bürger in der Woche nach der Wahl befragt wurden.“

Partheymüller, Julia; Schäfer, Anne: Das Informationsverhalten der Bürger im Bundestagswahlkampf 2013: Ergebnisse einer repräsentativen Telefonbefragung im Rahmen der nationalen Wahlstudie „German Longitudinal Election Study“. – S. 574-588

„Moderne Wahlkämpfe finden unter den Bedingungen eines komplex-ausdifferenzierten politischen Informationsangebots statt. Vor diesem Hintergrund wurden auf Basis einer telefonischen Repräsentativbefragung von rund 7900 Wahlberechtigten einerseits die Dynamik des Informationsverhaltens im Wahlkampf sowie andererseits die Bestimmungsgrößen der Nutzung verschiedener Informationsquellen für eine umfassende Palette an Informationsquellen im Kontext des Bundestagswahlkampfes 2013 analysiert. Die dynamischen Analysen ergaben, dass die Zuwendung zu traditionellen Massenmedien vorwiegend habituell geprägt ist. Für neue Medien, politische Gespräche im persönlichen Umfeld, die Parteienkommunikation sowie für die Perception von Meinungsumfragen ließ sich demgegenüber ein stärker situativ-dynamisches Informationsverhalten beobachten, das heißt die Informationen wurden desto häufiger und intensiver beachtet, je näher der Wahltermin rückte.“

Krüger, Udo Michael; Zapf-Schramm, Thomas; Müller, Christiane: Wahlinformationen im öffentlich-rechtlichen und privaten Fernsehen: Ergebnisse des ARD/ZDF-Wahlmonitors 2013. – S. 589-612

„Die vorliegende Analyse dokumentiert und quantifiziert die Informationsangebote zur Bundestagswahl 2013 in den deutschen Fernsehhauptprogrammen ARD/Das Erste, ZDF, RTL, Sat.1 und ProSieben und setzt damit die Reihe des ARD/ZDF-Wahlmonitors aus früheren Wahljahren fort. Ermittelt wurden Umfang der Wahlinformation, Sendungsformen, Wahlthemen sowie die Präsenz der Politiker und Parteien. Der ARD/ZDF-Wahlmonitor umfasst das Programm am Haupt- und Spätabend in den acht Wochen vor der Bundestagswahl, am Wahltag (22. September) sowie in der Woche nach der Wahl. Ausgewertet wurden Nachrichten, Magazine, spezielle Wahlsendungen sowie Sendungen verschiedener Genres mit wahlrelevanten Beiträgen (u. a. Gesprächssendungen, Shows).“

### (2014) Nr 1

Krüger, Udo Michael; Müller, Christiane: „logo!“ Fernsehnachrichten für Kinder – Inhaltsanalyse: Themenstruktur und Sendungsformen 2011 bis 2012. – S. 3-20

„Die Kindernachrichtensendung „logo!“ im KiKA wurde auf der Basis einer Vollerhebung der Jahre 2010 bis 2012 mit dem für Kindernachrichten modifizierten Instrument des InfoMonitors untersucht. Die Ergebnisse bestätigen ein kinderspezifisches Nachrichtenprofil, das sich als eigenständiges Sendungskonzept formal und inhaltlich von den Nachrichtenangeboten für Erwachsene unterscheidet, ohne auf die wesentlichen Ereignisse des Weltgeschehens zu verzichten. Dieser Befund basiert auf der Analyse von Informati-

onsanlässen, Themen, Präsentationsformen, Ländern und Akteuren in den „logo!“-Nachrichten.“

Schumacher, Gerlinde; Hammer, Daniela: „logo!“ Fernsehnachrichten für Kinder – Akzeptanz und Gefallen: Forschungsergebnisse zu den Kindernachrichten des ZDF im KiKA. – S. 21-32

„Seit einem Vierteljahrhundert bietet „logo!“ – vom ZDF für KiKA produziert – als einzige tägliche Kindernachrichtensendung im deutschen Fernsehen tagesaktuelle Nachrichten aus aller Welt. Die Themen sind eine Mischung aus Berichten zur großen Weltpolitik und zu Problemen direkt vor der Haustür der Kinder. „logo!“ hat den Anspruch, über komplexe Nachrichteninhalte so zu berichten, dass Kinder sie verstehen und einordnen können. Ergebnisse aus der begleitenden Forschung geben Auskunft darüber, wie dieses Konzept angenommen wird und wie seine Umsetzung Kindern und Eltern gefällt.“

Schmitt, Josephine B.: Onlinenachrichten und politisches Wissen bei Jugendlichen: Ergebnisse einer Befragung an deutschen Schulen. – S. 33-46

„In wissenschaftlichen Studien zeigt sich immer wieder, dass Jugendliche und junge Erwachsene über weniger Interesse an politischen Themen sowie über geringeres politisches Wissen verfügen als ältere Menschen. Die Aneignung politischen Wissens ist eng mit der Nutzung von Massenmedien verbunden. Jugendliche greifen zunehmend auf das Internet als Informationsmedium zu. Die vorliegende, nicht repräsentative Untersuchung, die auf einer Befragung von 571 Schülern der Klassenstufen 8 bis 12 im April/Mai 2013 basiert, ging unter anderem folgenden Fragen nach: Wie finden sich Jugendliche in der Angebotsfülle des Internets zurecht? Anhand welcher Kriterien wählen sie ihre Informationsquellen aus? Inwiefern eignen sie sich schließlich mit Hilfe dieser Quellen politisches Wissen an? Welche Rolle spielen Angebote öffentlich-rechtlicher Medien bei der Aneignung von politischem Wissen?“

Engel, Bernhard: Entwicklungspfade in der konvergenten Medienwelt: Kohortenanalyse auf Basis des Convergence Monitors 2008 bis 2013. – S. 47-55

„Konvergenz von Medieninhalten und Medientechnologien ist eine zentrale Entwicklungstendenz der Digitalisierung. Endgeräte sind zunehmend multifunktionaler, gleichzeitig werden die Zugriffsoptionen auf Content ausdifferenzierter. Um sich ein Gesamtbild der Etablierung relevanter Technologien im Bereich von Telekommunikation und Medien zu verschaffen, werden im Convergence Monitor seit 2008 jährlich etwa 1500 Personen im Alter zwischen 14 und 64 Jahren befragt.“

## Media Psychology Jg 16 (2013) Nr 3

Katz, Sherri Jean; Byrne, Sahara: Construal Level Theory of Mobile Persuasion. – S. 245-271

„This article introduces the construal level theory of mobile persuasion. Concepts associated with both construal level theory and mobile technology are articulated through a literature review and synthesized into a series of assumptions that relate specifically to persuasive communication. Eight theoretical propositions are proposed, introducing three message functions: shifting construal level orientation, bridging construal level perception of choice, and traversing psychological distance to choice. We argue that conceptual relationships between the affordances of mobile technology and construal level theory make mobile devices particularly suited to test and implement these propositions. Message success and message resistance are discussed through this framework. We specify the potential to use construal level theory in effective mobile health interventions and propose a research agenda to further apply construal level theory to the process of communication.“

Li, Cong; Kalyanaraman, Sriram: „I, Me, Mine“ or „Us, We, Ours?“. The Influence of Cultural Psychology on Web-Based Customization. – S. 272-294

„A profusion of recent research on consumer responses to individualized messages points to an enduring interest in the psychology of web-based customization. Across disciplines, the consensus is that highly individualized messages will generate more favorable outcomes than less individualized ones because they match message recipients' need for unique self-identity. We challenge this popular notion by arguing that highly individualized messages will not be as effective in collectivistic cultures that discourage unique self-identity. We test this proposition in a 2 × 3 experiment by randomly assigning participants (N = 120) representing either an individualistic or collectivistic culture (American, Chinese, respectively) to one of two levels of a customized message (highly individualized vs. less highly individualized) or a noncustomized, generic message (control condition). The experimental findings suggest a significant mediated moderation effect: Culture moderates the relationship between message type and attitude such that American participants report a more favorable attitude toward highly individualized messages and Chinese participants report a more favorable attitude toward less highly individualized messages, and this moderation is mediated by a psychological sense of community. Besides theoretical implications, we also highlight an original methodological procedure for manipulating customized messages in online environments.“

Yun, Gi Woong et al.: Selective Moderation, Selective Responding, and Balkanization of the Blogosphere: A Field Experiment. – S. 295-317

„The idealistic view that the web can function as a public sphere for crosscutting discussions has been



met with much scepticism. In the current study, a field experiment was conducted to assess the openness of abortion-related weblogs to input made by new users of the weblogs. Consistent with the social identity model of deindividuation effects (SIDE), existing weblog users selectively responded to new user comments by refuting incongruent comments more frequently than responding to either congruent or neutral comments. Furthermore, they exhibited contrast bias by refuting rather than supporting neutral or even congruent comments made by new users. On the other hand, weblog administrators employed moderation systems on a very limited basis and did not selectively moderate comments, incongruent or otherwise, made by new users. Theoretical and social implications of these findings are discussed.“

Prestin, Abby: *The Pursuit of Hopefulness: Operationalizing Hope in Entertainment Media Narratives.* – S. 318-346

„Hope is associated with benefits for psychological and physical wellbeing; consequently, efforts to increase or sustain hopeful feelings are increasingly incorporated into wellness interventions. Although entertainment media provide a wealth of emotionally evocative content, little systematic attention has been given to discrete positive emotions and no investigations to date have identified narratives that generate hope. To address this gap, this research explores underdog narratives, or those depicting characters struggling to meet a goal despite unfavorable odds, as a means to evoke hope, as well as the effect of this emotional experience on subsequent goal-directed motivation. Participants (N = 248) were randomly assigned to one of three media conditions—underdog narrative, comedy, nature scenes – or a no-media control group. Those in the media groups viewed one 5-minute video clip a day for five consecutive days. Consistent with hypotheses, those in the underdog condition felt more hopeful and reported greater motivation to pursue their own goals than those in other conditions. Further, the emotional experience of hope was durable, with hopefulness remaining elevated above baseline levels up to three days after the final media exposure. Implications of these findings for media effects theory and health promotion are discussed.“

Landreville, Kristen D.; LaMarre, Heather L.: *Examining the Intertextuality of Fictional Political Comedy and Real-World Political News.* – S. 347-369

„This study examines the intertextuality of a fictional political comedy and a political news article. In an experiment, participants watched the political comedy *Man of the Year* or a control film, read a politically relevant news article on electronic voting, and were asked their discussion intention about the political issue featured in the news article. Beyond direct effects, the mediating influence of elaboration about the politically relevant news article on discussion intent was analyzed. Results revealed no main effect of political comedy viewing on discussion intent, and no mediating effect of elaboration either. However, viewing the fictional political comedy was associated with higher levels of elaboration about the related news article,

which shows evidence of intertextuality among media texts. Moreover, perceived external realism of the fictional political comedy was a significant positive predictor of discussion intent about the news article. Results also showed perceived external realism about the fictional political comedy to be a nearly significant moderator of the elaboration and discussion intent relationship. A broader discussion regarding the theoretical and practical implications of the findings is included.“

Jg 16 (2013) Nr 4

Ward, L. Monique; Carlson, Corissa: *Modeling Meanness: Associations Between Reality TV Consumption, Perceived Realism, and Adolescents' Social Aggression.* – S. 371-389

„Although research documents connections between adolescents' television exposure and both their physical and social aggression, less is known about contributions of reality television. Might this genre be even more influential than other media formats because it features real-life people and may be perceived as more realistic? To examine this question, we surveyed 174 adolescents who indicated their regular exposure to five media formats or genres, their consumption of 23 socially aggressive reality TV programs, their perceptions of the realism of reality TV content, and their engagement in each of 22 socially aggressive acts. As expected, frequent consumption of socially aggressive reality programming was associated with higher levels of social aggression, contributing above and beyond other media. Moreover, findings were particularly strong among adolescents attributing higher levels of realism to this content. Gender, however, did not moderate these associations. Implications for future analyses of adolescent media use are discussed.“

Gola, Alice Ann Howard et al.: *Building Meaningful Parasocial Relationships Between Toddlers and Media Characters to Teach Early Mathematical Skills.* – S. 390-411

„Very young children have difficulty transferring what they view onscreen to their offscreen worlds. This study examined whether familiarizing toddlers with a character would improve toddlers' performance on a subsequent seriation task. Toddlers were randomly assigned to one of three conditions: (1) a familiarized character condition where toddlers viewed character-based videos and engaged in character-based play over a 3-month period before viewing the seriation video demonstration; (2) an unfamiliarized character condition where the toddler only saw the seriation video demonstration; and (3) a no-exposure control group where the toddler did not see the seriation video demonstration or have any involvement with the character. All toddlers were tested on the same seriation task at age 21 months, with the familiarized character group beginning the study at age 18 months and the other groups participating only at age 21 months. Toddlers in the familiarized character condition, but not the unfamiliarized character condition, completed the seriation task significantly better than the no-exposure control group. Within the familiarized character condition, toddlers who nurtured the character

during play subsequently had higher seriation scores. The results suggest that meaningful relationships with media characters can help toddlers learn early mathematical skills.“

Lee, Mina; Roskos, Beverly; Ewoldsen, David R.: The Impact of Subtitles on Comprehension of Narrative Film. – S. 412-440

„Theoretically, viewers of a movie strive to construct coherent mental models to understand the local events as they occur, and to link these situation mental models coherently to understand the movie as a whole. This article reports the results of two experiments on the impact of subtitles on the local and global coherence of mental models of a movie. In both experiments, the extent to which attention and memory resources available for generating local and global mental models was manipulated by having half of the participants watch the movie in English (standard condition) while the other half watched in French with English subtitles (subtitled condition). Experiment 1 examined patterns of inferences generated during movie watching. Results showed that participants in the standard condition made more elaborative inferences than those in the subtitled condition, indicating a higher level of global coherence. In contrast, results also showed that participants in the subtitled condition made more bridging inferences than those in the standard condition, indicating a higher level of local coherence. In Experiment 2, participants sorted movie events according to perceived similarity of events, and the data were submitted to a Pathfinder analysis. The resulting collective network of events for the standard and subtitled conditions corroborated the results of Experiment 1. We argue that the tradeoff between local and global coherence should be addressed in current theories of narrative comprehension.“

Rooney, Brendan; Hennessy, Eilis: Actually in the Cinema: A Field Study Comparing Real 3D and 2D Movie Patrons' Attention, Emotion, and Film Satisfaction. – S. 441-460

„While 3D movies and fantasy film genre rise in popularity, the empirical exploration of viewers' cognitive and emotional engagement with film is currently limited and entirely derived from laboratory-based studies of small samples. This study investigated the effect of stereoscopic realism (3D effect) on viewers' attention, emotion, and satisfaction by collecting data from 225 cinema patrons who were leaving the movie theatre having just viewed Thor. The viewers from the 3D condition rated their experience as more perceptually realistic and reported being less distracted during the film than their 2D counterparts. Yet no significant group differences were observed in self-reported emotional arousal or satisfaction with the whole experience. Further analysis revealed that perceptual realism was a better predictor of viewer satisfaction than emotional arousal. We consider the idea that these findings may be a function of the fantasy genre and call for researchers to extend this line of study.“

Francuz, Piotr; Zabielska-Mendyk, Emilia: Does the Brain Differentiate Between Related

and Unrelated Cuts When Processing Audiovisual Messages? An ERP Study. – S. 461-475

„The purpose of this study is to test the hypothesis that during audiovisual message processing (e.g., television or film), cuts in the video track cause an orienting response, which is reflected in the involuntary shift of attention. In classic research by Reeves et al. (1985), changes in the alpha band were noticed in reaction to montage cuts. We propose an investigation of the brain's reaction to montage cuts by means of event-related potentials (ERPs), which are the brain's electrophysiological responses to a stimulus. Well-known indices of orienting response are two ERP components: P3 and slow cortical potential (SCP). Ten participants watched a film consisting of 105 related and 114 unrelated cuts while an electroencephalographic signal was recorded. The hypothesis that unrelated cuts in the video track when watching an audiovisual message cause more pronounced SCP was confirmed. There was no effect of unrelated cuts on P3. The results of this study provide a good starting point for further research on brain reactions to the structural features of an audiovisual message, such as close ups or camera moves.“

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Eckert, Stine; Chadha, Kalyani: Muslim bloggers in Germany: an Emerging Counterpublic. – S. 926-942

„The Muslim minority in Germany has been historically misrepresented in and excluded from the mainstream public sphere. In response, some Muslims in Germany have turned to blogs as an alternative space to challenge the dominant public discourse through varied discursive practices. In this study, we examine these practices through 28 in-depth interviews with Muslim bloggers in Germany. Applying Nancy Fraser's theory of counterpublics, we posit that this group, which seeks to challenge mainstream representations and offer oppositional counter-discourses, represents an emerging counterpublic.“

Hanusch, Folker; Hanitzsch, Thomas: Mediating orientation and self-expression in the world of consumption: Australian and German lifestyle journalists' professional views. – S. 943-959

„Despite having experienced rapid popularity over the past two decades, lifestyle journalism is still somewhat neglected by academic researchers. So far mostly explored as either part of wider lifestyle programming, particularly on television, or in terms of individual sub-fields, such as travel, fashion or food journalism, lifestyle journalism is in need of scholarly analysis particularly in the area of production, based on the increasing importance which the field has in influencing audiences' ways of life. This study explores the professional views of 89 Australian and German lifestyle journalists through in-depth interviews in order to explore the ways in which they engage in processes of influencing audiences' self-expression, identities and consumption behaviors. The article argues that

through its work, lifestyle journalism is a significant shaper of identities in today's consumer societies."

Djerf-Pierre, Monika; Ekström, Mats; Johansson, Bengt: Policy-failure or moral scandal? Political accountability, journalism and new public management. – S. 960-976

„Political accountability is fundamental in a democratic society. Societal changes such as the marketization of the public sector have, however, made accountability issues complex and negotiable. The question of who is to be held to account for policy failures is increasingly a subject of struggle within the media. The aim of this article is to examine how journalism does „accountability work“ in a political setting marked by new public management. The empirical study focuses on an example of intensive news coverage of the mistreatment of elderly people in private health care, in Sweden, 2011. A corpus of 156 news items is analyzed. The analysis focuses on the use of accountability interviews, and how journalism constructs boundaries of political accountability by framing social problems. In general, the study shows that the political accountability work carried out was weak and restricted, the problems were constructed as a moral scandal instead of a policy failure.“

Zarzycka, Marta; Kleppe, Martijn: Awards, archives, and affects: tropes in the World Press Photo contest 2009-11. – S. 977-995

„Photography contests have assumed an increasingly significant public role in the context of the global surge of mass-mediated war reporting. This study focuses on the recurrence of visual tropes in press photographs awarded in the annual contest World Press Photo (WPP) in the years 2009-11. By tropes, we mean conventions (e.g. a mourning woman, a civilian facing soldiers, a distressed witness to an atrocity) that remain unchanged despite their travels across the visual sphere, gaining professional and public recognition and having a strong affective impact. We contend that photography contests such as the WPP influence and organize a process of generic understanding of war, disaster and atrocity that is based on a number of persistent tropes, such as the mourner, the protester or the survivor amidst chaos and ruins. We further show that these tropes are gendered along traditional conceptions of femininity and masculinity, appealing strongly to both judges and wider audiences. The evidence for our claim comes from an analysis of the photographs that won awards, observation of the judging sessions, semi-structured interviews with three jury chairmen, and public commentary on the juries' choices (blogs, newspapers and websites).“

Westgate, Christopher Joseph: Notes on the Wire: ballads, biases, and borders of performance journalism. – S. 996-1010

„Performance plays a lead role in the story of journalism. From the speeches of town criers to the spectacles of television comedians, the news has always relied on performers. Media scholars, however, have largely accounted for journalism's history with a bias toward space and print at the expense of time and performance. This article argues that corridistas (balladeers)

balance the spatial bias of print with the temporal bias of performance in order to preserve the historical connection between music and news. Corridos (news ballads) induce scholars and reporters to rethink the role of objectivity in journalism with methods that show more than one truth. A textual analysis of two ballads from different centuries illuminates the importance and relevance of performance journalism today.“

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Scott, Martin: The mediation of distant suffering: an empirical contribution beyond television news texts. – S. 3-19

„This article draws on the results of a large-scale audience study to examine how audiences respond to mediated encounters with distant suffering on UK television. The research involved two phases of focus groups separated by a two-month diary study. Research participants' mediated experiences of distant suffering were generally characterised by indifference and solitary enjoyment, with respect to distant and dehumanised distant others. However, the results also signal that, in various ways, non-news factual television programming offers spectators a more proximate, active and complex mediated experience of distant suffering than television news.“

Soriano, Cheryll Ruth Reyes: Constructing collectivity in diversity: online political mobilization of a national LGBT political party. – S. 20-36

„The internet has opened up a space for discussions of queer sexuality and the interconnectivity made possible by internet technologies enables the active exchange of queer ideologies across distant spaces that facilitate the formation of 'queer counterpublics'. But how do cyberqueer movements form a collectivity amid the instability of individual and collective identities and the vulnerabilities and controls posed by new technology mediation? Through the case study of Ladlad, a lesbian, gay, bisexual, and transgender (LGBT) political party in the Philippines, this paper examines the role of online media in the construction of a queer movement. The article argues that the process of connectivity facilitated by online spaces creates nodes of identification, belonging, and support that symbolically form a collective site of resistance to sources of oppressive power for LGBTs.“

Goodings, Lewis: Social media and the co-production of bodies online: Berson, Serres and Facebook's Timeline. – S. 37-51

„Social media's networked form of communication provides people with bodies that are combinations of embodied and technologically mediated action. This creates multiple forms of visibility within the infospheres (Terranova) of social media, which require simultaneous production of bodies in and through offline and online spaces. Bergson's non-dualistic model of bodies as images addresses the challenges of experiencing 'bodies online'; understood as expressions that blur the subject-object and representation-being dualisms. This article explores how socially mediated

bodies are disposed for action in ways that involve negotiating communication through the mediated noise (Serres) of social media, along with managing bodies that are faced with the spatialisation of time through new features such as Facebook's Timeline."

Valtysson, Bjarki: Democracy in disguise: the use of social media in reviewing the Icelandic Constitution. – S. 52-68

„The aim of this article is to scrutinise the participative processes enabled by social media services in the collaborative rewriting of the Icelandic Constitution. The Constitutional Council creating and presenting the bill made use of Facebook, YouTube, Flickr, Twitter, and its own *stjornlagarad.is* site to encourage and ensure engagement and participation by the general public in the rewriting process. This article presents the participating citizens as a weak networked public, the Constitutional Council as an intermediate public, and the members of Icelandic Parliament as a strong public. Despite open structures and the facilitation of information, statements, and in some cases deliberation, the communicative efforts of the general public remain in the form of weak publics belonging to the cultural public spheres since decision-making still takes place in the 'upper' structures of political public spheres.“

Ali, Christopher: The last PEG or community media 2.0? Negotiating place and placelessness at PhillyCAM. – S. 69-86

„This article investigates the changes, challenges and opportunities present in American community media through a case study of PhillyCAM, a community television/media center in Philadelphia, PA. From this ethnographic study, it is suggested that community media navigate the tensions between television and digital media/user-generated content through reliance on place and liveness. In shifting from 'community television' to 'community media' these organizations are able to situate themselves as dynamic components in a local and participatory media ecosystem, develop new programs and strategic partnerships, and differentiate themselves from other organizations, while remaining consistent with their original mandates.“

Markham, Tim: Social media, protest cultures and political subjectivities of the Arab spring. – S. 89-104

„This article draws on phenomenological perspectives to present a case against resisting the objectification of cultures of protest and dissent. The generative, self-organizing properties of protest cultures, especially as mobilized through social media, are frequently argued to elude both authoritarian political structures and academic discourse, leading to new political subjectivities or 'imaginaries'. Stemming from a normative commitment not to over-determine such nascent subjectivities, this view has taken on a heightened resonance in relation to the recent popular uprisings in the Middle East and North Africa. The article argues that this view is based on an invalid assumption that authentic political subjectivities and cultures naturally emerge from an absence of constraint, whether political, journalistic or academic. The valorization of amorphousness in protest cultures and social media

enables affective and political projection, but overlooks politics in its institutional, professional and procedural forms.“

Natale, Simone; Ballatore, Andrea: The web will kill them all: new media, digital utopia, and political struggle in the Italian 5-Star Movement. – S. 105-121

„This article examines the role of discourses about new media technology and the web in the rise of the 5-Star Movement (Movimento 5 Stelle, or M5S) in Italy. Founded by comedian and activist Beppe Grillo and web entrepreneur Gianroberto Casaleggio in 2009, this movement succeeded in becoming the second largest party at the 2013 national elections in Italy. This article aims to discuss how elements of digital utopia and web-centric discourses have been inserted into the movement's political message, and how the construction of the web as a myth has shaped the movement's discourse and political practice. The 5-Star Movement is compared and contrasted with other social and political movements in western countries which have displayed a similar emphasis on new media, such as the Occupy movement, the Indignados movement, and the Pirate Parties in Sweden and Germany. By adopting and mutating cyber-utopian discourses from the so-called Californian ideology, the movement symbolically identifies itself with the web. The traditional political establishment is associated with „old“ media (television, radio, and the printed press), and represented as a „walking dead“, doomed to be superseded and buried by a web-based direct democracy.“

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Reißmann, Wolfgang: Transparente Sichtbarkeitsfigurationen als Bedingung gegenwärtiger Mediensozialisation: Rekonstruktion und Impulse für die weitere Forschung. – S. 9-20

„In historischer Perspektive wird die sukzessive Umkehrung bzw. Ausdifferenzierung medial konstituierter Sichtbarkeitsfigurationen skizziert. Der Weg führt von einem medial ermöglichten Sehen in die Welt bei eigener Unsichtbarkeit (Massenmedien), über opake Sichtbarkeitsrelationen (Frühphase der kollektiven Internetaneignung) zu zunehmend transparenten Sichtbarkeitsfigurationen (Gegenwart des ‚Social Web‘, ‚Web 2.0‘). Darauf aufbauend wird nach möglichen Konsequenzen der veränderten Sozialisationsbedingungen gefragt. Es werden drei thematische Zusammenhänge präsentiert, die als Impulse für die weitere Forschung fungieren sollen. Ziel ist, auf diese Weise zur Selbstverständigung und zur Sensibilisierung für aktuelle Herausforderungen der Mediensozialisationsforschung beizutragen.“

Paus-Hasebrink, Ingrid et al.: Das Internet im Alltag sozial benachteiligter Heranwachsender. – S. 21-29

„Der Beitrag stellt eine qualitative Langzeit-Panelstudie zur (Medien-)Sozialisation sozial benachteiligter Kinder in Österreich vor (2005-2012). Im Mittelpunkt steht die Frage, welchen Stellenwert Online-Angebote

im Medienrepertoire von Kindern zwischen elf und 13 Jahren einnehmen; dazu werden Ergebnisse der vierten Panelwelle (2012) präsentiert. Der Studie liegt ein praxeologischer Ansatz zur Erforschung von (Medien-)Sozialisationsprozessen als integrative Familienforschung zu Grunde.“

Spanhel, Dieter: Sozialisation in mediatisierten Lebenswelten: Grundzüge eines theoretischen Bezugsrahmens. – S. 30-43

„In dem Beitrag wird ein theoretischer Bezugsrahmen für eine neue begriffliche Fassung von Sozialisation konzipiert. Aus systemischer Sicht lässt sich Sozialisation als ein Kommunikationsmedium beschreiben. Sozialisation steuert die Kommunikation in den sozialen Systemen und wirkt dadurch auf die Persönlichkeitsentwicklung und die soziale Integration der Kinder und Jugendlichen ein. Mit Hilfe dieser begrifflichen Fassung lassen sich die Probleme der Sozialisation in mediatisierten Lebenswelten und damit verbundene Forschungsaufgaben für die Medienpädagogik beschreiben.“

Sundin, Ebba: From Billboards to Tablets: The News Concept and Its Role as a Part of the Political Socialization. – S. 44-52

„With a changing media landscape, one might ask how the tradition of studying media's role in the complex process of political socialization can be pushed forward to match the meanings of these changes of integrated interpersonal and media communication forms. In this article, the overall aim is to discuss how to approach the research field of political socialization connected to the news content in all different forms of channels that are part of today's media worlds of children and adolescents. The reason for this discussion is the belief of the continuing importance of gaining knowledge of news media's role in the political socialization process of children and adolescents. Also, the question is to address if it might be useful to re-connect with the basic ideas of political socialization and frame the ideas in a model with the contemporary concepts of 'digitization', 'mediatization', 'glocalization' and globalization.“

Hagen, Lutz; Renatus, Rebecca; Schenk, Susan: Mediale Ubiquität als Faktor jugendlicher Lebenswelten: Aktivitäten, Motive und Wertvorstellungen der Unterwegsnutzerinnen und -nutzer des Internets. – S. 53-70

„Die Internetnutzung über mobile Geräte beschränkt sich nicht auf eine technische Avantgarde, sondern ist bereits zum weit verbreiteten Jugendphänomen avanciert. Das zeigt eine Befragung unter 2.200 sächsischen Schülerinnen und Schülern. Im Zuge der anwachsenden medialen Ubiquität werden vor allem Soziale Plattformen zunehmend ‚Treiber‘ im Sozialisationsprozess, der in steigendem Maße auf der Eigenaktivität des Individuums beruht. Ebenso steigt der Einfluss der Peergroup. Sie wandert mit dem Smartphone quasi in die Hosentasche. Vor allem Mädchen greifen von unterwegs aus auf das Internet zu, da sie ihre kommunikativen Bedürfnisse auf sozialen Plattformen offenbar besonders gut ausleben können.“

Weber, Mathias: Medien – Freunde – Identität: gemeinsame Nutzung audiovisueller Unterhaltungsangebote in konvergenten Medienumgebungen. – S. 71-83

„Im Zuge der Medienkonvergenz sind Jugendliche heute sehr frei in der Auswahl audiovisueller Medieninhalte sowie in der Gestaltung des sozialen Kontexts ihrer Nutzung. Das erleichtert besonders die der elterlichen Aufsicht weitgehend entzogene gemeinsame Mediennutzung im Freundeskreis. Der Beitrag beleuchtet, welche Funktionen gemeinsame Mediennutzung in der Entwicklungssituation Jugendlicher, ihrer Identitätsarbeit und besonders der Ausdifferenzierung sozialer Rollen hat.“

Guljamow, Martin; Lepa, Steffen; Weinzierl, Stefan: Survey Musik und Medien 2012: die Nutzung neuer digitaler Technologien und Angebote des alltäglichen Musikhörens durch Jugendliche. – S. 84-96

„Es werden ausgewählte Ergebnisse einer deutschlandweiten Repräsentativbefragung zur Nutzung von Audiotechnologien des alltäglichen Musikhörens in 2012 vorgestellt. Anhand einer Latent Class Analysis werden für das jugendliche Alterssegment (14-21 Jahre) zwei zentrale Nutzertypen identifiziert, mit Hilfe einer logistischen Regression soziale Ungleichheiten (Geschlecht, Haushaltseinkommen) in Bezug auf deren Angehörige demonstriert und die Resultate im Hinblick auf Fragen der Mediensozialisation beleuchtet.“

Burchert, Joanna et al.: Azubis online: über die Kompetenzen und Motive der Nutzung des Internets in der Ausbildung. – S. 97-107

„Wie gehen Auszubildende mit dem Internet, vor allem mit dem Web 2.0 um? Stimmt das Klischee, dass Auszubildende nicht hinreichend kompetent sind, um sich aktiv online einzubringen? Vor dem Hintergrund des dualen Systems der beruflichen Ausbildung wird nachgezeichnet, in welcher Lebenssituation sich die Jugendlichen befinden und inwiefern dies ihre Nutzung des Webs beeinflusst. Im Ausblick reflektieren wir, wie digitale Angebote die Entwicklung der Auszubildenden unterstützen könnten.“

Hofhues, Sandra; Jochums, Anna-Sophia; Kohrs, Lisa Marie: Vielfalt der Medien, Komplexität medialer Bildungsräume? Gestaltung und Erforschung crossmedial-vernetzter Medienprojekte an Hochschulen. – S. 108-119

„Welche Gestaltungs- und Forschungsoptionen für mediale Bildungsräume stehen an Hochschulen zur Verfügung? Um diese Frage zu beantworten, werden Überlegungen zur Mediensozialisation an der Hochschule mit medienpädagogischen Konzepten verknüpft, ehe die Bedeutung der Gestaltung von Sozialisationsbedingungen mit Medien untersucht und nach entwicklungsorientierten Perspektiven zu deren Erforschung gesucht wird. Zur Veranschaulichung dieser Überlegungen dient das Projekt ‚Reflect!‘, das an einer Hamburger Hochschule im Wintersemester 2012/2013 die Auseinandersetzung mit und über Me-

dien anstieß und soziales, kritisch-reflexives Medienhandeln ermöglichte.“

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Krotz, Friedrich: Die Institutionalisierung des Internets und warum und wie wir uns dagegen wehren sollten. – S. 12-19

„Wie sich ein Medium entwickelt ist nicht von vornherein festgelegt. Es besteht zunächst aus praktischen und technischen Möglichkeiten. Welche Bedeutung und Funktion es in einer Gesellschaft hat, hängt von seiner sozialen Einbettung ab, die gesellschaftlichen Aushandlungs- und Entwicklungsprozessen unterliegt.“

Thomas, Tanja; Grittmann, Elke: Macht und Ohnmacht in Medienkulturen: Aktuelle Verschiebungen und Herausforderungen. – S. 20-27

„Der Beitrag diskutiert unter anderem angesichts aktueller Debatten um Cybermobbing, ‚Googleisierung‘ und ‚Dash-cams‘, wie Macht und Ohnmacht in alltäglichen mediatisierten Praktiken verschränkt und somit ambivalente Prozesse der Ermächtigung und Entmündigung in Medienkulturen miteinander verknüpft sind.“

Brüggen, Niels: Wer ist hier der Souverän? Kritische Anmerkungen zur Medienkompetenzförderung in der digitalen Gesellschaft. – S. 28-35

„Medienpädagogik erscheint angesichts aktueller Entwicklungen der ‚digitalen Gesellschaft‘ auf den ersten Blick ohnmächtig. Denn: Welche Möglichkeiten, souverän über den Umgang mit Daten zu bestimmen, gibt es im Social Web? Der Beitrag reflektiert Konsequenzen für die Medienkompetenzförderung.“

Siller, Friederike et al: Gute Apps für Kinder: Zur Entstehung eines Kriterienkatalogs. – S. 46-51

„Kinder haben heute in Familien einen guten Zugang zu mobilen Geräten mit Touch-Funktion. In diesem Zusammenhang werden auch zahlreiche Apps zum Lernen, Spielen, Lesen oder Kreativsein verwendet. Was jedoch eine gute App ist, lässt sich nicht einfach beantworten. Da es bisher keinen Kriterienkatalog zur Bewertung von Apps gab, hat sich das Media Literacy Lab dem Thema in einem offenen Online-Kurs gewidmet. In diesem Rahmen sind sowohl ein erster Kriterienkatalog als auch eine Internetseite mit Bewertungen von über 100 Apps für Kinder entstanden.“

Winkmann, Michael: Biografie: Ein Spiel: Das identitätsbildende Potenzial von Computerspielen in (religiösen) Bildungsprozessen. – S. 52-57

„In der öffentlichen Wahrnehmung werden Computerspiele häufig in Verbindung mit Gewaltverherrlichung oder Suchtproblematik diskutiert. Das provozierende, gewalttätige Bild, das in einigen Köpfen bezüglich Computerspielen vorherrscht, lenkt den Blick

weg von den Potenzialen, die Computerspiele für Bildungsprozesse entwickeln können. Am Beispiel der Identitätsbildung soll gezeigt werden, wie das Free-ware-Computerspiel ‚Passage‘ Unterricht bereichern kann.“

Schuldt, Karsten; Lutz, Brigitte: Verknüpfung von Lernsoftware und Bibliothekssystem – neue Chancen für den Unterricht. – S. 58-61

„Eine Verknüpfung der innerhalb der One-Laptop-per-Child-Initiative entwickelten Betriebsoberfläche Sugar mit freien Bibliothekssystemen kann große Synergieeffekte für Schulen und Bibliotheken haben. Ein Projekt am Schweizerischen Institut für Informationswissenschaft erforscht die Optionen der Einbindung bibliothekarischer Angebote in Schulen über Sugar, den Aufbau und das Führen von Schulbibliotheken sowie die Möglichkeit öffentlicher Bibliotheken, den Unterricht durch Anbindung per Sugar zu unterstützen.“

Batzler, Katja; Winterstein, Nadja: Blandes on Tour: TanzMedia Projekte als Brücke der Zeit. – S. 62-69

„Junge Menschen mit verschiedenen kulturellen Hintergründen begegnen sich im Rahmen eines TanzMedia Projektes und produzieren einen Videotanzfilm oder eine Performance zur öffentlichen Präsentation in einem passenden Kontext.“

### Medien & Zeit Jg 28 (2013) Nr 3

Pfolz, Veronika; Körber, Christian: „Und es hat den Kindern allen, Bobbys Antwort sehr gefallen“: Propaganda für Kinder: Die Bobby-Bär-Bildgeschichte in Das Kleine Blatt. – S. 5-13

„Das Kleine Blatt war 1927 dezidiert mit der Intention gegründet worden, die Leute zu unterhalten und im sozialdemokratischen Sinn zu informieren. Der vorliegende Beitrag setzt hier an und untersucht, inwieweit die Maxime des Kleinen Blattes ‚unterhalten und instruieren‘ auch auf der Kinderseite und im speziellen für die Bildgeschichte Bobby Bär gegolten hat. Die daraus abgeleitete Fragestellung der weiteren Forschung lautet daher: Wie politisch sind die unterhaltenden Geschichten der Figur des Bobby Bär? Welche Werte werden darin vermittelt? Inwieweit werden die Erziehungsideale der Sozialdemokratie umgesetzt? Und: gibt es nicht vielleicht Widersprüche dazu?“

Herczeg, Petra; Rosenberg, Rainer: Denn sie hören mit Haut und Haaren: Das Kinderradio als Unterhalter und Vermittler von Weltwissen. Ein Dialog zwischen Theorie und Praxis. – S. 14-22

„Der Beitrag versteht sich als Versuch, dem Vorurteil ‚Alle Theorie ist grau‘ ebenso wie dem seitens der PraktikerInnen wie der WissenschaftlerInnen vorherrschendem Generalverdacht der Ahnungslosigkeit des jeweiligen Gegenübers etwas entgegenzusetzen. So wählte das AutorInnen duo die Dialogform, um vor

dem Hintergrund der geschichtlichen Entwicklung relevante Fragen über die Gegenwart und Zukunft des Kinderradios zu diskutieren. Seitens der Wissenschaft liegen die Befunde pro Kinderradio klar auf der Hand. Seitens der Praxis können gleichermaßen Ergebnisse von HörerInnenbefragungen und Alltagserfahrungen über die Hürden und Herausforderungen der Produktion von Kinderradioprogrammen vorgewiesen werden. Daraus lässt sich schließlich ableiten, warum Kinderradio ein vernachlässigtes Feld auf dem Radiomarkt ist. Dennoch konnten im österreichischen Kultursender Ö1 Nischen für Kinderradio geschaffen und u.a. mit einer Medienfigur (Rudi, der rasende Radiohund) belebt werden, die auf die Bedürfnisse, Erwartungen und Rezeptionsgewohnheiten der, eine Medienkindheit erlebenden jungen ZuhörerInnen eingehen.“

Litschka, Michael: Kommerzialisierung der Kinder als medienökonomisches Problem: Eine wirtschafts- und medienethische Analyse. – S. 23-35

„Kindermarketing, Kinder-PR, Kundenbindung für Kinder und Jugendliche sind medienwirtschaftliche Phänomene mit starken normativen Implikationen. In diesem Beitrag wird gezeigt, wie diese Phänomene als natürliche Folge eines theoretischen Verständnisses der Medienlandschaft verstanden werden können, das neoklassisch geprägt ist. Die Ökonomisierung der Medien und die Mediatisierung der Unternehmen generell wird in Zusammenhang mit dieser Form der Kinderbewirtschaftung gebracht und gezeigt, dass eine medienethische Analyse dieses Problems nur mittels Wirtschaftsethik erfolgreich sein wird. Als mögliche Anwendung wirtschaftsethischer Modelle auf mediale und kommunikative Prozesse wird der Capability Approach von Amartya Sen vorgeschlagen. Dessen Betonung der Wahlfreiheiten der Individuen und der notwendigen Befähigungen, diese Wahlfreiheiten auch zu nutzen, geht weit über die traditionellen Nutzen- und Gewinnsaspekte mancher Unternehmensstrategien hinaus und zeigt einen Weg aus dem Dilemma der Kinderbewirtschaftung. Als Konsequenz dieser theoretischen Überlegungen wird die unternehmensethische Umsetzung von Verantwortung mittels Organisation und Kommunikation von Ethik verlangt.“

Paus-Hasebrink, Ingrid; Sinner, Philip: Nutzung, Chancen und Risiken Heranwachsender im Internet – Österreichische Kinder im europäischen Vergleich: Ergebnisse des Forschungsprojekts EU Kids Online. – S. 36-45

„Das Internet ist aus dem Alltag, insbesondere von Kindern und Jugendlichen, nicht mehr wegzudenken, dies kann als Gemeinplatz gelten. Seine Nutzung bietet einerseits Chancen, wie Informations-, Unterhaltung- und Beteiligungsmöglichkeiten, andererseits sind damit aber auch Risiken und potenzielle Gefahren verbunden. Den Herausforderungen und der Erforschung dieses Themenkreises stellt sich seit 2006 das europäische Forschungsnetzwerk von EU Kids Online. Der Beitrag stellt vor, wie österreichische Kinder und Jugendliche zwischen neun und 16 Jahren das Internet nutzen und wodurch sich ihre Ausgangssitua-

tion und ihre Nutzungsweisen im europäischen Vergleich charakterisieren lassen. Das Herzstück bildet die Vorstellung einer Ländereinteilung in vier Cluster auf Basis von Nutzungs-, Risiko- und Erziehungsstrategien in 25 Ländern und daraus resultierende Strategie-Empfehlungen, wie ein sicherer und gewinnbringender Umgang mit dem Internet gefördert werden kann. Abschließend werden Konsequenzen diskutiert und Empfehlungen speziell mit Blick auf Österreich formuliert, wie den bestehenden landesspezifischen Gegebenheiten und skizzierten Problemen zielgerichtet begegnet werden kann.“

## Jg 28 (2013) Nr 4

Wilke, Thomas: Die Urania-Gesellschaft und die Popularisierung naturwissenschaftlicher Erkenntnisse am Ende des 19. Jahrhunderts. – S. 5-13

„Der Beitrag beschäftigt sich mit der Urania-Gesellschaft in der Zeit von ihrer Gründung 1889 bis circa 1900 und ihren programmatisch zu verstehenden Popularisierungsstrategien wissenschaftlicher Naturerkenntnisse. Dabei verstand sich die Gesellschaft selbst als ein Mittler zwischen Wissenschaft und Öffentlichkeit, ohne dass selbst Wissen produziert wurde oder die Kommerzialisierung der Bildungsangebote selbst problematisiert werden musste. Durch die Integration neuer Medien, wie dem Phonographen, der Photographie und der Kinematographie wirkte sie als neuer Inszenierungsraum innerhalb Berlins als Besucher magnet. Gleichzeitig erhöhte sich die Attraktivität des durchaus dichten Angebots über die populären und üppig dekorierten Vorträge des wissenschaftlichen Theaters, die Möglichkeit des Experimentierens für das Publikum und die technische Ausstattung der astronomischen Abteilung. In einer historisch neuen Qualität kommunizierte sie über die hauseigene Verschärfung der unterschiedlichen Wissens- und Bildungsangebote naturwissenschaftliche Erkenntnisse einem breiten und nicht zwangsläufig vorgebildeten Publikum.“

Koenen, Erik: „Laien, Praktiker, nicht nur Wissenschaftler theoretisieren“: der Beitrag der modernen Wissensgesellschaft zum Entstehungszusammenhang und Verwissenschaftlichungsprozess der Zeitungskunde. – S. 14-24

„Der Beitrag geht der bislang kaum erforschten und erörterten Fach- und Theorietradition der zeitungskundlichen Praktikergelehrten nach. Mit der Leitfrage nach der Eigenlogik der wechselseitigen Verflechtung der ursprünglich voneinander geschiedenen gesellschaftlichen Struktur- und Wissensbereiche von Journalismus und Presse einerseits, Wissenschaft andererseits wird eine historische Wurzel des noch heute kontrovers diskutierten Wissenstransfers zwischen Kommunikations- und Medienwissenschaft und Medienpraxis freigelegt. Inhalt und Ziele sind: ausgehend vom Konzept der historisierten Wissensgesellschaft (1) den Entstehungszusammenhang und Verwissenschaftlichungsprozess des Fachs Zeitungskunde neu zu interpretieren sowie (2) für die zur Diskussion stehende Tradition der zeitungskundlich wirkenden Praktiker

die Spezifik ihres Wissenschaftsverständnisses zu eruieren, wie es originär aus dem Wechselspiel von praktischen Sichten, professionellem Erfahrungswissen und zeitungskundlich-wissenschaftlicher Reflexion resultierte.“

Dernbach, Beatrice: Zwischen Reputation und Prominenz: Wie Wissenschaftler mit modernen Massenmedien umgehen: der Wandel im System Wissenschaft. – S. 25-31

„Der Beruf des Wissenschaftlers hat sich verändert. Sprach der Soziologe Max Weber von der „inneren Berufung“ zur Wissenschaft, so beschreibt Jo Reichertz die heutigen Tätigkeiten als Mix, zu dem auch „face-work und impression management“ gehören. Dieser Wandel des Berufsbildes und der Tätigkeiten hin zu einer externen Präsentation und Kommunikation werden vor dem Hintergrund der veränderten Systembeziehungen zwischen Wissenschaft, Öffentlichkeit und Medien diskutiert. Letztere stellen an die Wissenschaftler die Anforderungen, ihre finanzielle Förderung zu legitimieren und deshalb, anders als in der Vergangenheit, mit Medien und der Gesellschaft zu kommunizieren. Diese Entwicklung wiederum hat Rückkopplungen in das Wissenschaftssystem. Galt früher als die zentrale wissenschaftliche Währung die Reputation, in der Regel nachgewiesen durch viele einschlägige Publikationen, so hat mittlerweile der von Medien generierte Faktor Prominenz eine hohe Wertigkeit erreicht. Einige Studien und Analysen zeigen zwar noch keine flächendeckende, aber erste signifikante Anzeichen für eine zunehmende Medialisierung der Wissenschaft.“

Eisenegger, Mark; Gedamke, Susanne: Wissenschaft in den Medien: zur Logik medialer Wissenschaftsthematisierung. – S. 34-44

„Der vorliegende Beitrag befasst sich mit dem Wandel und den Regularitäten der medienvermittelten Resonanz des Handlungssystems Wissenschaft. Vor dem Hintergrund einer vermuteten Reputationsvolatilität des Systems und einer verstärkt problematisierenden Berichterstattung über Wissenschaft wurden mithilfe einer diachronen Inhaltsanalyse Berichterstattungsmerkmale überprüft, welche zu dieser Reputationsvolatilität beitragen. In der Langzeitentwicklung der Berichterstattung über Wissenschaft in Schweizer Medien zeigt sich eine Zunahme der problematisierenden Wissenschaftsberichterstattung. Weiterhin kann aus gegenwärtiger Perspektive eine zweigeteilte Wissenschaftsberichterstattung festgestellt werden: Einerseits lässt sich eine neutrale bis positive Thematisierung beobachten, die weitgehend auf die Kommunikations-Inputs der Wissenschaft abstellt und vermeldenden Charakter hat. Andererseits werden medial vor allem dann journalistische Ressourcen mit erhöhter Eigenleistung aktiviert, wenn die Möglichkeit besteht, Wissenschaft zu skandalisieren. Die problematisierende Berichterstattung ist in der Gegenwart mehrheitlich im Kontext hochschulpolitischer Konflikte zu verorten, in welchen das System Wissenschaft skandalisiert wird. Dieses ambivalente Grundmuster von Wissenschafts-PR und skandalisierender Berichterstattung führt zu einer erhöhten Volatilität in der Reputationsentwicklung des Wissenschaftssystems.“

Bauernschmidt, Stefan: Wissenschaft im Imagefilm: über eine neue visuelle Form externer Wissenschaftskommunikation. – S. 45-52

„Der vorliegende Beitrag rückt eine höchst aktuelle und zu einem sozialen Tabubestand aufsteigende visuelle Form externer Wissenschaftskommunikation ins Zentrum der Aufmerksamkeit: den Imagefilm. Obgleich Imagefilme in zunehmendem Maße von Hochschulen und außeruniversitären Forschungseinrichtungen eingesetzt werden, findet dieses Phänomen in der einschlägigen Forschungsliteratur nur marginal und unsystematisch Beachtung. Es wird daher zunächst auf deren Verbreitung eingegangen, deren Relevanz in Wissensgesellschaften hervorgehoben und im Anschluss daran Imagefilme in einer ersten Annäherung charakterisiert. Der zweite Abschnitt behandelt das Auftauchen dieser visuellen Form im Zusammenhang mit der Krise des Verhältnisses zwischen Wissenschaft und Gesellschaft. Es wird auf das damit aufgerufene Ursachenbündel, insbesondere auf das sich verändernde Verhältnis zwischen Staat, Hochschule und Öffentlichkeit, eingegangen; Wandlungen, die zur Übertragung dieser visuellen Form aus der Welt der Wirtschaft in die wissenschaftliche Welt und zu deren Einsatz in der externen Wissenschaftskommunikation geführt haben.“

## Multimedia und Recht Jg 16 (2013) Nr 12

Solmecke, Christian; Vondrik, Simon-Elias: Rechtliche Probleme bei Produkten mit serverbasierten Zusatzdiensten: Was passiert, „wenn der Kühlschrank keine Einkaufsliste mehr schreibt...“. – S. 755-760

„Auf Grund der computertechnischen Entwicklung befinden sich heutzutage in alltäglichen Gegenständen (Körpergewichtswaagen, Bilderrahmen, Brillen) oftmals kleine Chips, die das jeweilige Produkt über Server mit anderen Geräten wie dem Smartphone verbinden. Mithilfe dieser Technik kann das Smartphone vom Produkt übersandte Daten verarbeiten und für den Kunden nutzbar machen. Der Kauf eines solchen Produkts erfolgt jedoch oftmals ohne nähere Vereinbarungen über den Serverdienst, obwohl der Serverdienst einen erheblichen Wertfaktor des Produkts darstellt. Dieser Beitrag befasst sich mit der Frage, welche Rechtsfolgen die Einstellung eines serverbasierten Zusatzdienstes mit sich bringt. Nach einer Prüfung, inwiefern der Serverdienst Vertragsbestandteil ist, wird dargestellt, dass dem Endnutzer grundsätzlich ein vertraglicher Anspruch gegen den Verkäufer auf den Betrieb des Servers zusteht. Dementsprechend sind Ansprüche aus Leistungsstörungenrecht gegen den Verkäufer grundsätzlich denkbar. Auch bestehen deliktische Ansprüche auf Grund einer Eigentumsverletzung sowohl gegen den Verkäufer als auch gegen den Serverbetreiber.“

Krüger, Stefan; Biehler, Manuel; Apel, Simon: Keine „Used Games“ aus dem Netz: Unanwendbarkeit der „UsedSoft“-Entscheidung des EuGH auf Videospiele. – S. 760-765



„Das „UsedSoft“-Urteil des EuGH (MMR 2012, 586) hat zu einer grundlegenden Neubewertung des Erschöpfungsbegriffs beim Online-Vertrieb von Computerprogrammen geführt. Es stellt sich nun die Frage, ob diese dogmatisch kritikwürdige Entscheidung des Gerichtes auf Filmwerke, Sprachwerke, Werke der Musik und/oder Multimediawerke übertragbar ist. Der Beitrag zeigt am Beispiel von Videospiele (sog. „hybride Werke“) auf, dass dies nicht der Fall ist: Die Erschöpfung des Verbreitungsrechts an Vervielfältigungsgütern von Werken, die nicht oder nicht ausschließlich Computerprogramme sind, kann auch nach dem „UsedSoft“-Urteil des EuGH nur hinsichtlich unmittelbar körperlich in Verkehr gebrachter Vervielfältigungsgüter eintreten. In Gegensatz zur Computerprogramm-RL ist der Wortlaut der für sonstige Werke einschlägigen RL 2001/29/EG („InfoSoc-RL“) eindeutig im Hinblick auf die Erschöpfung des Verbreitungsrechts bei körperlos – via Internet-Download – erworbenen Vervielfältigungsgütern: Eine Erschöpfung tritt nicht ein. Gegen eine Übertragung des „UsedSoft“-Urteils auf andere Werkarten oder hybride Werke, wie etwa Videospiele, spricht neben dem eindeutigen Wortlaut der InfoSoc-RL insbesondere die Gesetzgebungshistorie.“

Wicker, Magda: Durchsuchung in der Cloud: Nutzung von Cloud-Speichern und der strafprozessuale Zugriff deutscher Ermittlungsbehörden. – S. 765-769

„Ein Zugriff der Ermittlungsbehörden auf Informationen im Internet ist bereits heute gängige Praxis. Im Zusammenhang mit dem Cloud Computing sind die Voraussetzungen der strafprozessualen Ermittlungsbefugnisse jedoch weitestgehend ungeklärt. Der vorliegende Beitrag zeigt auf, wie die Strafverfolgungsbehörden auf die in der Cloud gespeicherten Daten eines verdächtigen Cloud-Nutzers zugreifen können. Dabei wird nicht nur der Mitgewahrsam des Cloud-Nutzers am Datenträger in der Cloud bejaht, sondern es werden auch die Zugriffsrechte auf im Ausland gespeicherte Daten diskutiert.“

Hain, Karl-E.; Steffen, Christine; Wierny, Thomas: Must-Carry! Must Offer! Must-Pay? Deutsche Must-Carry-Regelungen zu Gunsten öffentlich-rechtlicher Angebote und die Frage der Einspeiseentgelte. – S. 769-773

„Nach der Kündigung der Einspeiseverträge durch die öffentlich-rechtlichen Anstalten haben die großen Kabelnetzbetreiber die Frage der Entgeltspflichtigkeit der Einspeisung öffentlich-rechtlicher Angebote mit Must-Carry-Status – bislang ohne Erfolg – vor die Gerichte getragen. Vor diesem Hintergrund wird den Fragen nachgegangen, ob das deutsche Medien-/ Rundfunkrecht bezüglich öffentlich-rechtlicher Angebote „echte“ Must-Carry-Pflichten statuiert und ob die Anstalten verpflichtet sind, Einspeiseentgelte zu zahlen.“

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Kotthoff, Jost; Wiczorek, Mirko: Rechtsrahmen von Softwarelizenzaudits: Zulässigkeit und Grenzen. – S. 3-10

„Softwarelizenzaudits sind „en vogue“. Immer häufiger möchten Rechtsinhaber den tatsächlichen Umfang der Nutzung ihrer Softwareprodukte im Wege solcher Audits überprüfen. Für die Lizenzteilnehmer enden sie regelmäßig mit dem Vorwurf von Urheberrechtsverletzungen und erheblichen kommerziellen Nachforderungen. Der vorliegende Beitrag untersucht Zulässigkeit und Grenzen solcher Audits und zeigt Handlungs- und Vorsorgemöglichkeiten auf.“

Lauber-Rönsberg, Anne: Rechtsdurchsetzung bei Persönlichkeitsrechtsverletzungen im Internet: Verantwortlichkeit von Intermediären und Nutzern in Meinungsforen und Personenbewertungsportalen. – S. 10-14

„Der Beitrag untersucht die Verantwortlichkeit von Intermediären und Nutzern bei Persönlichkeitsverletzungen im Internet vor dem Hintergrund des Spannungsverhältnisses zwischen der durch Art. 5 Abs. 1 GG geschützten Anonymität der Nutzung und der zum Schutz des allgemeinen Persönlichkeitsrechts gebotenen Haftungsverantwortung. Er diskutiert insbesondere die Frage, inwieweit Portalbetreiber eine Pflicht zur Registrierung der Nutzer trifft, um eine Durchsetzung von Persönlichkeitsrechten zu ermöglichen. Des Weiteren wird erörtert, inwieweit ein Auskunftsanspruch des Betroffenen gegen den Portalbetreiber auf Mitteilung der Identität eines anonym handelnden Verletzers besteht.“

Habammer, Christoph; Denkhau, Wolfgang: Verhindert das Unionsrecht die Digitalisierung der Verwaltung? Binnenmarktkonformität und Notifizierungspflicht des De-Mail-Standards des EGovG. – S. 14-18

„Zum 1.8.2013 ist das E-Government-Gesetz des Bundes in Kraft getreten. Schon während des Gesetzgebungsverfahrens wurde allerdings die Frage nach der Vereinbarkeit des Gesetzes mit dem Unionsrecht aufgeworfen. Dies gilt vor allem für die Änderungen am De-Mail-Standard. Der Beitrag untersucht einen möglichen Verstoß des Gesetzes gegen die Dienstleistungs- und Niederlassungsfreiheit und prüft das Bestehen einer Notifizierungspflicht gem. RL 98/34/EG (EG-Informations-RL).“

Holznapel, Bernd: Grünbuch Konvergenz der Medien 2013: verpasste Chancen oder gangbarer Weg aus dem Globalisierungsdilemma? – S. 18-24

„Im April 2013 hat die Kommission erneut ein Grünbuch zur Konvergenz der Medien vorgelegt. Es soll eine Grundsatzdebatte über die zukünftige europäische Medienregulierung anstoßen. Der vorliegende Beitrag setzt sich mit dem im Grünbuch aufgeworfenen Regulierungsfragen kritisch auseinander.“

Hain, Karl-E.: Das deutsche Must-Carry-Regime auf dem Prüfstand: Vereinbarkeit entgeltlos zu erfüllender Must-Carry-Pflichten mit Unionsrecht und deutschem Verfassungsrecht. – S. 24-28

„Das deutsche Rundfunkrecht statuiert „echte“ Must-Carry-Pflichten zu Gunsten bestimmter öffentlich-rechtlicher Angebote. Diese müssen die öffentlich-rechtlichen Anstalten den Kabelnetzbetreibern (KNB) tatsächlich zur Verbreitung zur Verfügung stellen. Die Anstalten sind indes nicht durch das öffentliche Rundfunkrecht verpflichtet, Einspeiseentgelte zu zahlen. Vielmehr dürfen die Anstalten wegen des von ihnen zu beachtenden haushaltsrechtlichen Grundsatzes der Sparsamkeit keine Entgelte mehr für die Verbreitung von Angeboten nach Maßgabe und im Rahmen der Must-Carry-Pflichten zahlen. Nachfolgend soll untersucht werden, ob diese Rechtslage mit dem Unionsrecht, insbesondere dem Art. EWG\_RL\_2002\_22 Artikel 31 Universaldienstrichtlinie (UDRL) unter Berücksichtigung unionaler Grundrechte, und dem deutschen Verfassungsrecht vereinbar ist.“

## Jg 17 (2014) Nr 2

Boehm, Franziska; Pesch, Paulina: Bitcoins: rechtliche Herausforderungen einer virtuellen Währung: eine erste juristische Einordnung. – S. 75-79

„Bitcoins werden immer häufiger als elektronisches Zahlungsmittel im Internet und gelegentlich auch ‚offline‘ als Ersatzwährung eingesetzt. Der Beitrag beschreibt die technische Funktionsweise und die rechtliche Bedeutung von Bitcoins. Neben grundlegenden Fragen zur Herstellung und Transaktion von Bitcoins wird ihre juristische Relevanz in den Bereichen des Öffentlichen, des Straf- und des Zivilrechts dargestellt. Neben der steuerrechtlichen Klassifikation stellen Bitcoins als Gegenstand strafrechtlicher Delikte die Rechtswissenschaft vor neue Herausforderungen. Auch sind der ‚Diebstahl‘ von Bitcoins und ihre Verwendung im E-Commerce rechtlich noch ungeklärt. Der Beitrag unternimmt den Versuch einer ersten rechtlichen Einordnung von Bitcoins und zeigt den erheblichen Forschungsbedarf in diesem Bereich auf.“

Mengden, Martin: 3D-Druck – Droht eine „Urheberrechtskrise 2.0“? Schutzzumfang und drohende Rechtsverletzungen auf dem Prüfstand. – S. 79-85

„Das 3D-Druckverfahren wird zusehends populärer und zu unterschiedlichsten Zwecken genutzt. Es wirkt sich damit potenziell auf eine Vielzahl von (Teil-)Gebieten des Rechts aus, was einen übergreifenden Blick zur Einordnung und Bewertung des neuen Phänomens erforderlich macht. Umso mehr verwundert es, dass die rechtswissenschaftliche Diskussion um den 3D-Druck bislang sehr überschaubar geblieben ist. Vorliegender Beitrag analysiert und vergleicht die Teilgebiete des Immaterialgüterrechts, indem Schutzzumfang und drohende Rechtsverletzungen

aufgezeigt und zueinander in Beziehung gesetzt werden.“

Hilgert, Peter; Hilgert, Sebastian: Nutzung von Streaming-Portalen: urheberrechtliche Fragen am Beispiel von Redtube. – S. 85-88

„Die massenhafte Abmahnung tatsächlicher oder vermeintlicher Nutzer des Streaming-Portals Redtube hat hohe Wellen geschlagen. Der Fall hat viele Facetten. Nachfolgend soll die Frage diskutiert werden, ob die Nutzung dieses Portals eine Urheberrechtsverletzung darstellt.“

Hoffmann, Christian; Schulz, Sönke E.; Borchers, Kim Corinna: Grundrechtliche Wirkungsdimensionen im digitalen Raum: Bedrohungslagen im Internet und staatliche Reaktionsmöglichkeiten. – S. 89-95

„Derzeit kreist eine öffentliche Debatte um die umfangreichen Ausspähaktivitäten der NSA sowie weiterer Enthüllungen von Edward Snowden, durch welche Schutzdefizite im globalen digitalen Raum offenbart wurden. Infolgedessen wird häufig das Grundgesetz herangezogen und kritisiert, dass es nur defizitären Schutz im Rahmen internationaler Kommunikation und Interaktion gewährleistet. Daher erscheint es nur folgerichtig zu analysieren, inwiefern es sinnvoll ist, die grundrechtlichen Wirkungsdimensionen fortzuentwickeln, und ob es darüber hinaus weitere Reaktionsmöglichkeiten des Staates gibt, seinem verfassungsrechtlichen Schutzauftrag vollumfänglich nachzukommen.“

Müller-Teckhof, Alexander: Gesetz zur Förderung des elektronischen Rechtsverkehrs mit den Gerichten: Harmonisierung der Formerfordernisse mit Möglichkeiten moderner Kommunikation. – S. 95-100

„Am 16.10.2013 ist das Gesetz zur Förderung des elektronischen Rechtsverkehrs mit den Gerichten im Bundesgesetzblatt verkündet worden (BGBl. I, S. 3786). Obgleich die Kernvorschriften des Gesetzes, die Regelung des § 130a ZPO und seine inhaltsgleichen Parallelvorschriften in den anderen Verfahrensordnungen, erst ab 2018 in Kraft treten werden, wirft das Gesetz durch die Fülle der erforderlichen Vorarbeiten seinen Schatten voraus. Eine ganze Reihe von Vorschriften erlangt zudem bereits wesentlich früher Geltung. Der Beitrag stellt das Gesetz im Überblick vor und unternimmt eine erste Einordnung der Neuregelungen.“

## new media & society Jg 15 (2013) Nr 8

Dencik, Lina: Alternative News Sites and the Complexities of ‘Space’. – S. 1207-1223

„Crucial to contemporary debates on political space is a common understanding of changing conditions, not least brought on by developments in communication and media, especially with regards to online activity, that are leading to a spatial ‘shift’ upwards to the global. This article seeks to contribute to the debate on new

media technologies and political space by exploring the way in which space comes to matter in the context of alternative user-generated news sites. Drawing especially on the case of OhmyNews International and the difficulties this site has had with moving from a domestic space to a global space of activity, this article makes the case for a much more comprehensive integration of research into online practices into the often parallel debate on the globalization of politics.“

**Okuyama, Yoshiko: A Case Study of US Deaf Teens' Text Messaging: Their Innovations and Adoption of Textisms. – S. 1224-1240**

„The purpose of this article is to explore textism in English as adopted by American deaf adolescents, examining its features and social function within the under-represented population of deaf teens in growing research on texting. This case study collected a corpus of 370 text messages exchanged via cell phone between a high-school pair at a US residential school. Also included were survey responses from 35 high-school students and interviews with the texting pair and several teachers, all of which enhanced the understanding of how deaf adolescents at this school used texting for communication. The corpus was analyzed, along with the surveyed general characteristics of texting. The pair's messages indicated that the deaf adolescents adopted various characteristics of textism used by the English-speaking hearing adolescents studied by other researchers. However, the corpus also showed incidents of characteristics unique to the deaf teens' texting, such as structural transfer from sign language.“

**Kushner, Scott: The Freelance Translation Machine: Algorithmic Culture and the Invisible Industry. – S. 1241-1258**

„Much of the work performed by the global translation industry is handled by freelance labor. This segment of the industry has seen a radical structural transformation that has accompanied a radical transformation in the media environment that supports its work. The emergence of online freelance translation marketplaces has married the logics of standardization, automation, and protocol to casual labor, motivated by incremental profit and lubricated by entrepreneurialism. Customs and practices native to contemporary internet culture generate a freelance translation machine made of equal parts flesh and silicon that manages skilled labor algorithmically. In parallel with the specific case of freelance translation practices, this article develops and deploys a notion of algorithmic culture that accounts for the integration of human cognition in computational processes. Consequently, the possibility emerges that users instrumentalize algorithms even as algorithms instrumentalize users.“

**Pietrobruno, Sheenagh: YouTube and the Social Archiving of Intangible Heritage. – S. 1259-1276**

„Since 2003, UNESCO has promoted and protected the function and values of intangible heritage. A method of safeguarding employed by UNESCO is the storage of videos of immaterial heritage on YouTube. Individuals have also been producing videos of the very practices sanctioned by UNESCO and uploading

them to this website. The combining of UNESCO and user-generated heritage videos is producing informal archives of digital heritage. This exploration of YouTube as an archive of intangible heritage examines whether social archiving has the potential to counter official heritage narratives that can reproduce distinctions based upon gender. The capacity of social archiving to challenge gendered divisions is examined through the Mevlevi Sema (or whirling dervish) ceremony of Turkey, safeguarded by UNESCO in 2005. This research, which integrates social media and archive studies with actual and virtual ethnography, considers technical aspects including algorithms as well as social and cultural facets of digital media.“

**Söderberg, Johan: Determining Social Change: The Role of Technological Determinism in the Collective Action Framing of Hackers. – S. 1277-1293**

„This article takes the political engagement of hackers as a prism for examining the relations between technological determinist thinking and collective action. The concept 'collective action framing' is borrowed from social movement theory to describe how hackers have appropriated notions of a post-industrial, information society in their struggles against intellectual property laws and state censorship. Hackers have reintroduced an element of conflict and antagonism into otherwise politically innocuous visions of post-industrialism. This residual of antagonism can be traced back to the roots of the post-industrial myth in Marxist, historical materialist theory. By exploring these origins, the article proceeds to compare the hopes invested by hackers in the emancipatory force of information technology with the earlier beliefs of labour movements that the forces of history were on their side. Building on this comparison it is argued that technological determinism does not always lead to political resignation, but can also serve as a foundation for collective action.“

**Loveland, Jeff; Reagle, Joseph: Wikipedia and Encyclopedic Production. – S. 1294-1311**

„Wikipedia is often presented within a foreshortened or idealized history of encyclopedia-making. Here we challenge this viewpoint by contextualizing Wikipedia and its modes of production on a broad temporal scale. Drawing on examples from Roman antiquity onward, but focusing on the years since 1700, we identify three forms of encyclopedic production: compulsive collection, stigmatic accumulation, and corporate production. While each could be characterized as a discrete period, we point out the existence of significant overlaps in time as well as with the production of Wikipedia today. Our analysis explores the relation of editors, their collaborators, and their modes of composition with respect to changing notions of authorship and originality. Ultimately, we hope our contribution will help scholars avoid ahistorical claims about Wikipedia, identify historical cases germane to the social scientist's concerns, and show that contemporary questions about Wikipedia have a lifespan exceeding the past decade.“

Mansell, Robin; Steinmueller, W. Edward: Copyright Infringement Online: The Case of the Digital Economy Act Judicial Review in the United Kingdom. – S. 1312-1328

„The proportionality of the UK Digital Economy Act 2010 which aims to curtail illegal peer-to-peer file-sharing is examined in this paper in the light of changes in online norms and culture. Based on an analysis of recent studies and a critical reflection on the nature of changes in digital media production and file-sharing behaviour, we conclude that the Digital Economy Act introduces disproportionate social costs for UK Internet users, with uncertain prospects for improving creative industry revenues. The wider implications of these developments for the emerging online culture are also considered.“

Strandberg, Kim: A Social Media Revolution or Just a Case of History Repeating Itself? The Use of Social Media in the 2011 Finnish Parliamentary Elections. – S. 1329-1347

„This article analyses the use of social media by both candidates and citizens in the 2011 Finnish parliamentary election campaign. Utilizing data on the candidates' use of various social media sites, survey data from the 2011 Finnish election study, and survey data from a Finnish panel, the analyses reveal that the significance of social media was generally modest in the election campaign. The findings show that although candidates did use social media extensively, the on-line electoral patterns were found to be mostly normalized. The citizens' use of social media in the campaign was also very low and its impact on their voting decision even smaller. However, the irrelevance of political interest in explaining extensive social media use, found in the analyses, break established patterns explaining political participation.“

Gerlitz, Carolin; Helmond, Anne: The Like Economy: Social Buttons and the Data-Intensive Web. – S. 1348-1365

„The paper examines Facebook's ambition to extend into the entire web by focusing on social buttons and developing a medium-specific platform critique. It contextualises the rise of buttons and counters as metrics for user engagement and links them to different web economies. Facebook's Like buttons enable multiple data flows between various actors, contributing to a simultaneous de- and re-centralisation of the web. They allow the instant transformation of user engagement into numbers on button counters, which can be traded and multiplied but also function as tracking devices. The increasing presence of buttons and associated social plugins on the web creates new forms of connectivity between websites, introducing an alternative fabric of the web. Contrary to Facebook's claim to promote a more social experience of the web, this paper explores the implementation and technical infrastructure of such buttons to conceptualise them as part of a so-called 'Like economy'.“

Graham, Mark; Schroeder, Ralph; Taylor, Greg: Re: Search. – S. 1366-1373

„Search has assumed a position of central importance in the way that people access and use online information and services. In this introduction we summarize the four articles constituting this themed section, and in so doing explore the ascendancy of search, the power it bestows upon those who control it, its role in shaping access to information, and its capacity to function as a mirror for society. We point to important outstanding questions and suggest some avenues for future work in this area.“

Antunovic, Dunja; Hardin, Marie: Women Bloggers: Identity and the Conceptualization of Sports. – S. 1374-1392

„With the emergence of the blogosphere, women have gained a unique opportunity to share their experiences. This study explored the formation of self and the conceptualization of sports in the „Sports Blog“ directory of BlogHer, a women's blog network. A content analysis of 449 profiles in the directory revealed that women bloggers tend to use blogging to document personal experiences of participation in sports and to provide resources for others about physical activity, health, and fitness. Women's active and participatory relationship with sports defies both stereotypical representations of women in mainstream sports media and hegemonic masculine discourses replicated in the blogosphere. We suggest that women who blog about sports challenge assumptions about sports consumption and engagement in sports. This study offers an alternative conceptualization of sports blogging as well as a broader understanding of the role of sports in women's lives.“

## Jg 16 (2014) Nr 1

Yang, Chia-chen; Brown, B. Bradford; Braun, Michael T.: From Facebook to Cell Calls: Layers of Electronic Intimacy in College Students' Interpersonal Relationships. – S. 5-23

„Communication technologies are widely used to manage interpersonal relationships, but little is known about which media are most useful at different stages of relationship development, and how the pattern of usage may be influenced by contextual factors or users' gender. Drawing on theories of relationship development, this study examined usage patterns among 34 college students participating in six geographically stratified focus group interviews. Analyses revealed a sequence of media use tied to stages of relationship development – from Facebook in early stages to instant messaging and then cell phones as a relationship progressed. Judgments about the efficacy and appropriateness of using a medium were based on how well its salient features matched prominent goals or addressed major concerns of a relationship at the given stage. International students added two technologies to the sequence to accommodate time differentials and distance from communication partners. Males were less explicit about the sequence, except when referring to cross-sex relationships.“

Sullivan, Jonathan: China's Weibo: Is faster different? – S. 24-37

„The popularization of microblogging in China represents a new challenge to the state’s regime of information control. The speed with which information is diffused in the microblogosphere has helped netizens to publicize and express their discontent with the negative consequences of economic growth, income inequalities and official corruption. In some cases, netizen-led initiatives have facilitated the mobilization of online public opinion and forced the central government to intervene to redress acts of lower level malfeasance. However, despite the growing corpus of such cases, the government has quickly adapted to the changing internet ecology and is using the same tools to help it maintain control of society by enhancing its claims to legitimacy, circumscribing dissent, identifying malfeasance in its agents and using online public opinion to adapt policy and direct propaganda efforts. This essay reflects on microblogging in the context of the Chinese internet, and argues that successes in breaking scandals and mobilizing opinion against recalcitrant officials should not mask the reality that the government is utilizing the microblogosphere to its own advantage.“

Zhang, Lin; Fung, Anthony YH: Working as Playing? Consumer Labor, Guild and the Secondary Industry of Online Gaming in China. – S. 38-54

„China has become one of the biggest consumers and producers of online games in the world; however, little is known about a burgeoning secondary industry emerging out of the socioeconomic interaction between gamers and the online gaming industry. Through the lens of online gaming guilds – the intermediary institutions between the industry and gamers – this article discusses how the Chinese information economy’s dependence on consumer labor and the gamers’ entrepreneurial resourcefulness have produced a secondary industry. As the secondary industry has evolved, the gaming industry has come to depend on the productive play of consumers. This changing regime of value has given rise to bio-political control of consumer labor and, along with state control, is drawing gamers into the tug-of-war between entrepreneurial invention and labor exploitation. By depicting the complex negotiations between capital and labor, and community and commerce, on both subjective and institutional levels, this article re-examines and explicates the Western debate over consumer digital cultural production and its social, economic, and political implications.“

Singer, Jane B.: User-generated Visibility: Secondary Gatekeeping in a Shared Media Space. – S. 55-73

„This article explores implications of the transition to an environment in which users have become secondary gatekeepers of the content published on media websites. This expanded user role, facilitated by technology and enabled by digital news editors, includes assessment of contributions by other users; communication of the perceived value or quality of user- and journalist-produced content; and selective re-dissemination of that content. The result is a two-step gatekeeping process, in which initial editorial decisions to

make an item part of the news product are followed by user decisions to upgrade or downgrade the visibility of that item for a secondary audience. Preliminary empirical evidence indicates these user gatekeeping capabilities are now pervasive on US newspaper sites.“

Penney, Joel; Dadas, Caroline: (Re)Tweeting in the Service of Protest: Digital Composition and Circulation in the Occupy Wall Street Movement. – S. 74-90

„Based on 17 in-depth interviews with people involved in the Occupy Wall Street (OWS) movement, we present a typology of how Twitter is used in the service of protest that draws attention to its utilization in conjunction with face-to-face actions. The OWS case study demonstrates how the rapid digital circulation of texts allows protestors to quickly build a geographically dispersed, networked counterpublic that can articulate a critique of power outside of the parameters of mainstream media. Furthermore, we find that the relay of pre-existing material was perceived to be just as meaningful a form of participation as drafting original compositions. By including these forwarding activities in their online efforts, these Twitter users worked to expand the circulation of information building and sustaining an OWS counterpublic. However, dependence on this external platform leaves protestors vulnerable to restrictions on their ability to communicate, as well as to unwanted surveillance from potentially hostile authorities.“

Wojcieszak, Magdalena; Smith, Briar: Will Politics be Tweeted? New Media Use by Iranian Youth in 2011. – S. 91-109

„The uprisings after the 2009 elections in Iran generated debate on new media’s potential to affect dissent in authoritarian countries. We surveyed 2800 young, educated, metropolitan, and technologically savvy Iranians over a year after the election and during the uprisings in the Middle East and North Africa to examine what sources these youth use for information, the extent to which they rely on new media for political exchanges, their experiences with online censorship, and political efficacy as related to new media. Although the Internet was stated as the most important news outlet, state-controlled television was often used, and Twitter was the least prevalent new media platform. Personal issues and IT/science were more often discussed via new media than politics. Further, it was using new media, not talking politics online, that predicted the frequency with which respondents encountered blocked websites online and also perceptions of their own political efficacy. Although our findings may support voices that are skeptical about technology’s ability to sustain revolution, we also identify what can be described as hubs of politicized Iranian youth.“

Mukherjee, Rahul: Interfacing Data Destinations and Visualizations: A History of Database Literacy. – S. 110-128

„I look at journals and popular magazines on computers and information systems from the early 1970s through the early 1990s to see how they construct expertise about databases and address various publics with different „database literacy“ levels. During this

period, emerging database technologies such as relational database models and menu-driven interfaces made it possible for users to keep a distance from their data. Alongside such technical changes, socially constructed discourse distinguished „information“ from „data“ and experts (including computer programmers) emphasized that data was too enormous and unwieldy to be handled by common users and prescribed that such users should concentrate on working with information; that is, data processed by the database management systems (DBMSs). By tracing the socio-technical forces that created data-information categorizations and the dynamic interfacing role played by DBMSs, the article attempts to understand how we arrived at notions about where and how our data are stored.“

Choi, Sujin; Park, Han Woo: An Exploratory Approach to a Twitter-based Community Centered on a Political Goal in South Korea: Who Organized It, What They Shared, and How They Acted. – S. 129-148

„This study provides an empirical account of how an online community has employed social media to mobilize people for a political goal. The case explored is a Twitter-based community in South Korea that calls for the elimination of a conservative national daily newspaper and whose activism is contextualized in the political history of Korea. Based on the mixed-method approach, the research results suggest that the role of the group organizer as an information provider and coordinator contributed to the sustainability of the group, and that group members formed a collective identity through the framing process of discourse. In addition, massive „retweeting“ and „culture jamming“ tactics were found to be strategically employed to enhance group solidarity, to broaden the base of support, and to crystallize involvement into political acts with other offline actions. Rather than decaying to an echo chamber or „slacktivism“, the online community seemed to demonstrate a new form of collective activism through the mediation of technology in everyday life.“

Rodriguez Ortega, Vincente: Spoof Trailers, Hyperlinked Spectators & the Web. – S. 149-164

„Spoof trailers are trailers for a non-existent film that typically has a parodic tone, changing the genre of the source film or films. They may combine materials from different films in the form of mash-ups or re-order scenes or shots of a single film, altering the original title cards and voiceover narration. They may also incorporate images and sound bites from popular media artefacts. Spoof trailers have also become one of the key manners through which Internet users inscribe their creativity on the Web, defy copyright laws and re-contextualize previously existing cultural material to challenge the distinction between producers and consumers. I seek to analyse what are the aesthetic characteristics of spoof trailers, the viewing environments in which they exist and the dominant logics at work within the Internet to account for this emerging, Web-specific, form of film culture.“

## Nordicom Review Jg 34 (2013) Nr 2

Verdegem, Pieter; Fuchs, Christian: Towards a Participatory, Co-operative and Sustainable Information Society: A Critical Analysis of Swedish ICT Discourses. – S. 3-18

Horsböl, Anders: Energy Transition in and by the local Media: the Public Emergence of an „Energy Town“. – S. 19-34

Westerlund, Michael: Talking Suicide: Online Conversations about a Taboo Subject. – S. 35-46

Simonsen, Thomas Mosebo: The Mashups of YouTube. – S. 47-64

Karlsson, Michael; Clerwall, Christer: Negotiating Professional News Judgement and „Clicks“: Comparing Tabloid, Broadsheet and Public Service Traditions in Sweden. – S. 65-77

Näsi, Matti; Räsänen, Pekka: Changing Media Preferences? Comparing the Perceived Importance of Television, Newspapers and the Internet in Finland, 1999-2009. – S. 77-93

Hujanen, Jaana: Use of Development Dialogues in Learning and Changing Journalism Practice. – S. 93-107

Martinez, Carolina; Jarlbo, Gunilla; Sandberg, Helena: Children's Views and Practices Regarding Online Advertising: An Interview Study with Swedish Nine-Year-Olds. – S. 107-123

Vigsö, Orla: Ironic Crisis Communication? Reflections on Three Videos by the Swedish Rail Company SJ. – S. 123-135

## Political Communication Jg 30 (2013) Nr 4

Hill, Seth J. et al.: How Quickly We forget: The Duration of Persuasion Effects From Mass Communication. – S. 521-547

„Scholars do not usually test for the duration of the effects of mass communication, but when they do, they typically find rapid decay. Persuasive impact may end almost as soon as communication ends. Why so much decay? Does mass communication produce any long-term effects? How should this decay color our understanding of the effects of mass communication? We examine these questions with data from the effects of advertising in the 2000 presidential election and 2006 subnational elections, but argue that our model and results are broadly applicable within the field of political communication. We find that the bulk of the persuasive impact of advertising decays quickly, but

that some effect in the presidential campaign endures for at least 6 weeks. These results, which are similar in rolling cross-section survey data and county-level data on actual presidential vote, appear to reflect a mix of memory-based processing (whose effects last only as long as short-term memory lasts) and online processing (whose effects are more durable). Finally, we find that immediate effects of advertising are larger in sub-national than presidential elections, but decay more quickly and more completely. [Supplementary material is available for this article. Go to the publisher's online edition of Political Communication for the following free supplemental resource(s): discussion of methodological issues; results for an alternative specifications of key models; full reports of model results.]<sup>4</sup>

**Eshbaugh-Soha, Matthew: Presidential Influence of the News Media: The Case of the Press Conference. – S. 548-565**

„Can presidents influence news coverage through their press conferences? Scant research has explored this question leaving two possible answers. On the one hand, presidential news management efforts, combined with norms of journalistic professionalism and the cost of producing news, suggest that the nightly news will cover presidential press conferences. On the other hand, the costs of delivering press conferences espoused by some scholars insinuate that press conferences will have little impact on news coverage. To determine whether the press conference influences news coverage, I use plagiarism detection software to assess the propensity of television news to incorporate the president's rhetoric into stories that cover the president's press conferences. I find that news reports on the press conference rely heavily on the president's words, indicating that it is an important event for presidential influence of the news media and perhaps eventually the public.“

**Levendusky, Matthew: Partisan Media Exposure and Attitudes toward the Opposition. – S. 565-581**

„How has the rise of partisan media outlets changed how citizens perceive the other party? In particular, does watching partisan news sources make citizens dislike and distrust the other party? Drawing on social identity theory, I explain how the slanted presentation of the news on partisan outlets leads viewers to perceive the other party more negatively, to trust them less, and to be less supportive of bipartisanship. Using a series of original experiments, I find strong support for my arguments. I conclude by discussing the normative and empirical implications of these findings.“

**Tenenboim-Weinblatt, Keren: The Path to Political Substance: Exploring the Mediated Discourse Surrounding Controversial Media Texts. – S. 582-601**

„This article proceeds from the assumption that entertainment texts-particularly controversial ones-function in a broad intertextual field and that their political significance does not lie solely in their value as stand-alone texts, or in their direct influence on political knowledge, attitudes, opinions, and behaviors, but

in their ability to instigate politically relevant discussions in other media venues. Focusing on the mediated discourse surrounding two controversial U.S. docudramas, *The Reagans* and *The Path to 9/11*, this study examines the political qualities of the public discourse surrounding these docudramas in the U.S. news media and investigates which factors were significant predictors of political substance in this discourse. Based on a distinction between „issue substance“ and „media substance“ as the two major types of political substance that emerge in the discourse surrounding controversial texts, the analysis demonstrates how these types of political substance varied across the two docudramas and across various dimensions of the discourse, among them the time in which the discussion took place. The analytical framework presented in this article is offered as a platform for future examinations of the contribution of media-centered political scandals to public discourse, the conditions under which entertainment texts spur substantive political discussions, and the complex interactions between journalism, entertainment, and politics in contemporary media environments.“

**Östman, Johan: When Private Talk Becomes Public Political Expression: Examining a Practice-Field Hypothesis of Youth Political Development. – S. 602-619**

„Previous research indicates the importance of interpersonal communication in the political socialization process. Investigations of political talk have mostly been restricted to frequency, and the theorizing of its effects centered on cognitive outcomes such as knowledge and ideological identification. This study examined the part played by private political talk in promoting expressive forms of political participation among adolescents. Recent survey panel data from Swedish 13-18-year-olds were analyzed. Results showed that frequency of private political talk predicted the extent of public political expression even when self-selection and previous levels of political expression were accounted for. Data offered some support for an expected interaction of private political talk and political interest in predicting public expression. The overall findings are consistent with the theoretical idea that political talk offers adolescents opportunities to enact participation in safe settings, and that this is a mechanism that can explain why talking about politics is favorable for political development during adolescence.“

**Publizistik  
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**Potthoff, Matthias; Kopp, Swenja: Die meist-beachteten Autoren und Werke der Kommunikationswissenschaft: Ergebnis einer Zitationsanalyse von Aufsätzen in Publizistik und Medien & Kommunikationswissenschaft (1970 – 2010). – S. 347-366**

„Die vorliegende bibliometrische Analyse von Aufsätzen in Publizistik und Medien & Kommunikationswissenschaft der Jahre 1970 bis 2010 gibt erstmals umfassend Auskunft über die am häufigsten zitierten

Werke und Autoren der Kommunikationswissenschaft. Vorgestellt werden die 57 am häufigsten zitierten Wissenschaftler und die 45 meistbeachteten Werke. Der Kanon spiegelt die unterschiedlichen theoretischen Zugänge (Handlungs- und Systemtheorie) sowie Teildisziplinen (Medienwirkungs- und Journalismusforschung) des Fachs wider. Die Studie erlaubt auch allgemeine Aussagen über die Zitationstraditionen des Fachs. Insgesamt nimmt die Zahl der Zitationen seit Mitte der Neunzigerjahre zu; dies ist vermutlich auf die digitale Wende zurückzuführen – elektronische Datenbanken und vor allem das Internet erleichtern den Zugang zu Quellen. Die Häufigkeit der Zitationen in der Kommunikationswissenschaft zeigt eine für wissenschaftliche Veröffentlichungen typische Verteilung: Die meisten Studien werden wenig, wenige Studien werden häufig zitiert.“

Henn, Philipp; Dohle, Marco; Vowe, Gerhard: „Politische Kommunikation“: Kern und Rand des Begriffsverständnisses in der Fachgemeinschaft: ein empirischer Ansatz zur Klärung von Grundbegriffen. – S. 367-387

„Begriffe sind Voraussetzung und Ergebnis von Forschung. Die Auseinandersetzung um Grundbegriffe eines Fachs treibt den wissenschaftlichen Fortschritt voran. Ziel dieses Beitrags ist es nicht, eine verbindliche Definition für „Politische Kommunikation“ vorzuschlagen, sondern auf der Grundlage der Prototypensemantik zu klären, was gegenwärtig in der Fachgemeinschaft als Kern des Begriffsverständnisses gilt und was als Rand. Damit wird ein allgemeiner Weg zur Klärung von Begriffsverständnissen erprobt. Ausgangspunkt ist eine dimensionale Analyse des Begriffs „Politische Kommunikation“, in der eine deduktiv gesetzte vierdimensionale Grundstruktur durch eine Inhaltsanalyse von Lehrbuchdefinitionen überprüft wurde. Daraus ergibt sich ein Instrument für eine Vignettenanalyse, um das Begriffsverständnis von Studierenden und Dozierenden empirisch zu ermitteln (n = 161). Als Ergebnis zeigt sich: Stark in das politische System eingebundene Kommunikationsakteure in einem massenmedialen Kommunikationskontext bilden den Kern des Begriffsverständnisses. Unterscheidungen von Kommunikationsinhalten und von Kommunikationsfolgen bleiben für das Begriffsverständnis bedeutungslos. Zwischen Studierenden und Dozierenden zeigen sich leichte Unterschiede. Auf dieser Basis sind Gruppen- und Ländervergleiche sowie Längsschnittanalysen möglich, vor allem um die Varianz im Begriffsverständnis zu ermitteln.“

Nitsch, Cordula; Lichtenstein, Dennis: Politik mal anders: Die Politikdarstellung in „Harald Schmidt“ im Kontrast zur „Tagesschau“. – S. 389-407

„Im Fernsehen findet die Darstellung von Politik längst nicht mehr nur innerhalb der klassischen Nachrichtensendungen statt, sondern zunehmend auch in vorwiegend unterhaltenden Formaten wie z. B. in Late-Night-Shows. Diese Sendungen und ihr Potential für den politischen Diskurs sind in der deutschsprachigen Forschung bislang jedoch kaum reflektiert worden. Der Beitrag unternimmt eine Analyse der Late-Night-Show Harald Schmidt und arbeitet im Ver-

gleich mit der Nachrichtensendung Tagesschau spezifische Merkmale der Politikdarstellung heraus. Neben dem Anteil politischer Themen interessieren die angesprochenen politischen Akteure und ihre Darstellung sowie die Aufbereitung der politischen Beiträge. Die quantitative Inhaltsanalyse bezieht sich auf eine Vollerhebung der wöchentlich gesendeten Ausgaben einer Harald Schmidt-Staffel (2009/10) sowie auf die jeweils drei vorangehenden Ausgaben der Tagesschau. Erwartungsgemäß finden sich in Harald Schmidt weniger politische Themen als in der Tagesschau. Bei der Akteursauswahl werden Individualakteure und nationale Akteure bevorzugt und diese häufiger anhand privater Aspekte dargestellt. Hinsichtlich der Aufbereitung der politischen Beiträge zeigen sich ein geringerer Informationsgehalt, ein höherer Personalisierungsgrad und eine weniger ausgewogene Kommentierung.“

Lehmkuhl, Markus: Wissenschaftsformate des deutschen Fernsehens im internationalen Vergleich: zum Einfluss der Segmentierung des Marktes auf das Angebot. – S. 409-426

„Dieser Beitrag untersucht, welche Faktoren Umfang und Struktur von Wissenschaftssendungen im deutschen Fernsehen erklären. Dabei steht der Einfluss des nationalen Senderprofils im Mittelpunkt. Nach einem Vergleich mit Medienmärkten in zehn anderen europäischen Ländern wurden drei Faktoren identifiziert, die relevant sind für das Verständnis des großen Angebotes von Wissenschaftsformaten im deutschen Fernsehen: 1. Die vergleichsweise starke Segmentierung des öffentlich-rechtlichen TV-Marktes. 2. Die vergleichsweise große Zahl von kommerziellen Sendern mit mittlerer Reichweite (5-10 % Marktanteil). 3. Die vergleichsweise geringe Abhängigkeit von werbeerlösen öffentlich-rechtlicher Sender bei gleichzeitig vergleichsweise hohen Einnahmen aus Rundfunkgebühren. Im europäischen Vergleich ist Deutschland zusammen mit Finnland und Schweden als Land zu bezeichnen, dessen TV-Marktstrukturen ein großes und vielfältiges Angebot an TV-Wissenschaftssendungen begünstigen.“

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Mädchen und Jungen ihren eigenen Lernbegleiter entwerfen könnten. – S. 48-50

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Götz, Maya: Und täglich grüßt das Stereotyp: Warum sich bei den Geschlechterstereotypen so wenig bewegt und bewegt wird. – S. 59-63

### TV Diskurs

Jg 17 (2013) Nr 4

Zurstiege, Guido: Vom Künstlerplakat zur post-ideologischen Werbung: Kontinuität und Wandel der strategischen Kommunikation. – S. 18-23

„Die Werbung erlebt einen rasanten und in vielen Bereichen tief greifenden Wandel im Mediensystem. Zugleich ist sie selbst einer der stärksten Antreiber dieses Wandels. Die zunehmende Ästhetisierung der Werbung in Form von programmintegrierten sowie programmäquivalenten Markenbotschaften sowie die zunehmende Individualisierung von Markenbotschaften sind im Kontext digitaler Medien die Fluchtpunkte dieser Entwicklung.“

Schwender, Clemens: Werbewirkung aus medienpsychologischer Sicht. – S. 24-29

„Menschen treffen immer wieder Entscheidungen. Die Entscheidungen, die hier diskutiert werden, sind Kaufentscheidungen. Dabei muss in der Regel ein Investment getätigt werden, dessen Erfolg sich erst später zeigt. Ein Problem dabei ist, dass Entscheidungen dieser Art von Unsicherheit geprägt sind, da man die Konsequenzen nicht immer mit Sicherheit voraussagen kann. Diese entfalten sich erst in der Zukunft. Es gibt kaum eine Möglichkeit, Entwicklungen zuverlässig vorherzusagen. Beim Einsatz von Ressourcen – und bei Kaufentscheidungen geht es darum – steht somit immer die Investition auf dem Spiel. Neben Fragen der Entscheidungsfindung soll die Rolle von Emotionen geklärt werden.“

Neuromarketing: die Überprüfung des Bauchgefühls: Verstehen, was den Kunden bewegt und wie er Werbung verarbeitet – Gespräch mit Christian Scheier. – S. 30-37

„Wie arbeitet eine Werbeagentur? Wahrscheinlich ist die Vorstellung verbreitet, dass dort vor allem kreative Texter und Grafiker Ideen entwickeln und diese nach ihrem persönlichen ästhetischen Empfinden umsetzen und ausprobieren, bis schließlich ein erfolgreicher Werbespot daraus wird – wenn man Glück hat. Dieses Bauchgefühl, mit dem man bisher prognostiziert hat, was wohl bei dem Kundeneinkauf Interesse an einem Produkt weckt, erweist sich unter wirtschaftlichen Gesichtspunkten als zu ungenau. Rund 10 Mrd. Euro,

so der Spezialist für Neuromarketing Dr. Christian Scheier, gehen der Wirtschaft dadurch verloren, dass viele Produkte bzw. die Werbung für diese Produkte am Kunden vorbeigeht. Wie man das ändern kann, dazu Dr. Christian Scheier im Interview.“

Reichertz, Jo: Glück als Konsumgut? Massenmedien und die Werbung als Produzenten von Glücksvorstellungen. – S. 38-43

„Was Glück ist und wie man Glück zeigt, das sind Vorstellungen und Praktiken, welche stark an die Kultur einer Gesellschaft gebunden sind und sich deshalb immer wieder wandeln. In dem Diskurs über die Vorstellungen von Glück kommt den Medien und der Werbung eine prominente Rolle zu. Sie sponsern jedoch nur Formen des Glücks und der Glücksdarstellung, die zu ihnen passen: Glück wird deshalb immer mehr zu kaufbarem Glück, das anderen gezeigt werden kann und muss.“

„Werbung ist ein Spiegel der Zeit!“. Über klassische Geschlechterstereotype und neue Rollenbilder in der Werbung – Gespräch mit Susanne Stark. – S. 44-47

„Sie wissen ja, eine Frau hat zwei Lebensfragen: Was soll ich anziehen und was soll ich kochen?“ Dieses Zitat stammt aus einer Werbung für Pudding der Marke Dr. Oetker aus den 1950er-/1960er-Jahren. Keine Frage, wer heute diesen Werbespot anschaut, wird sich irgendwo zwischen schallendem Gelächter und Kopfschütteln wiederfinden, so fehl am Platz wirkt das hier offerierte Rollenbild. Aber wie sieht es eigentlich mit den Geschlechterbildern in unserer heutigen Werbewelt aus? Wie haben sich die Bilder von Mann und Frau in der Werbung verändert? Werden noch immer alte Klischees bemüht oder sind sie modernen Rollenbildern gewichen? Dieser Frage ist Dr. Susanne Stark mit Studenten in einer Untersuchung nachgegangen. Zu den Forschungsschwerpunkten der Professorin für Marketing an der Hochschule Bochum zählt die Kommunikationspolitik von Unternehmen im öffentlichen Wandel.“

Mikat, Claudia: Was darf Werbung? Grundprinzipien, Ge- und Verbote sowie Schutzvorschriften für Kinder. – S. 48-51

„Nach aktuellen Verbraucher- und Konsumanalysen verfügen die ca. 5,92 Mio. 6- bis 13-jährigen in Deutschland allein dank ihres Taschengeldes über eine Kaufkraft von gut 1,6 Mrd. Euro. Sie geben diese Summe vor allem für Süßigkeiten, Zeitschriften, Essen und Trinken aus und haben weiterhin wachsende Spielwarenwünsche. Kinder genießen darüber hinaus großes Mitspracherecht bei familiären Kaufentscheidungen und nehmen erheblichen Einfluss auf die Freizeitgestaltung der Familie. Und sie nutzen eine Vielzahl analoger und digitaler Medien. Es verwundert daher nicht, dass Kinder eine wesentliche Zielgruppe von Werbung sind. Von den Eltern wird Werbung allerdings äußerst kritisch gesehen und wirft immer wieder Fragen auf: Was darf Werbung im Fernsehen, insbesondere solche, die sich an Kinder richtet?“

„Alle Kugeln im ordnungsgemäßen Zustand!“. Über die Arbeit des Deutschen Werberates – Gespräch mit Julia Busse. – S. 52-55

„Werbung muss oft als Prügelknabe herhalten: Sie diskriminiert, sie bricht Tabus, sie provoziert, sie verführt ... Und manchmal nervt sie auch einfach. Dabei buhlt sie eigentlich „nur“ um ein bisschen Aufmerksamkeit beim Zuschauer, Zuhörer oder Leser, will Sympathie wecken und Vertrauen für ein Produkt gewinnen. Um bestimmte Standards der kommerziellen Kommunikation zu wahren, wurde branchenintern vor über 40 Jahren der Deutsche Werberat gegründet. Julia Busse ist heute Geschäftsführerin und Sprecherin des Deutschen Werberates und Justiziarin beim Zentralverband der deutschen Werbewirtschaft (ZAW).“

Gangloff, Tilmann P.: Neue Medien, alte Methoden: Die Quotenforschung ist hierzulande noch nicht im Tablet-Zeitalter angekommen. – S. 56-59

„Allen Qualitätsbeteuerungen und Fernsehpreisen zum Trotz: Letztlich entscheidet der Marktanteil einer Sendung über Erfolg und Misserfolg. Umso wichtiger ist die Zuverlässigkeit der Instrumente, die die Zuschauerzahlen messen. Die täglich veröffentlichten Einschaltquoten sagen aber nur die halbe Wahrheit: weil sie ein Sehverhalten suggerieren, das überhaupt nicht der Wirklichkeit entspricht; und weil viele moderne Nutzungsmethoden gar nicht erfasst werden.“

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