

# Zeitschriftenlese

AfP

Jg 45 (2014) Nr 1

Nordmann, Matthias: Neuere Entwicklungen im deutschen Pressekartellrecht. – S. 1-8

„Der Artikel stellt die jüngeren Entwicklungen im deutschen Pressekartellrecht dar. Er greift die gesetzgeberischen Änderungen der 8. GWB-Novelle auf und zeichnet die jüngeren, wichtigen Entscheidungen von deutschen Gerichten und dem Bundeskartellamt nach. Die Darstellung erfolgt anhand der drei großen Bereiche des deutschen Kartellrechts, nämlich Wettbewerbsbeschränkungen, Marktmissbrauch und Fusionskontrolle.“

Pentz, Vera von: Ausgewählte Fragen des Medien- und Persönlichkeitsrechts im Lichte der aktuellen Rechtsprechung des VI. Zivilsenats. – S. 8-18

„Die vom VI. Zivilsenat des BGH im letzten Jahr entschiedenen Fälle zum Medien- und Persönlichkeitsrecht werfen ein Schlaglicht auf die Probleme, mit denen der Rechtsanwender konfrontiert ist, wenn er die Zulässigkeit von das Persönlichkeitsrecht berührenden Aussagen zu beurteilen hat. Insbesondere wenn es darum geht, die widerstreitenden Rechtspositionen – das allgemeine Persönlichkeitsrecht des von einer Berichterstattung Betroffenen einerseits und die Meinungs- und Medienfreiheit der Presse andererseits – im Wege praktischer Konkordanz (...) in Ausgleich zu bringen, stellen sich immer wieder interessante Fragen.“

Peifer, Karl-Nikolaus: Konvergenz in der Störer- und Verbreiterhaftung – Vom Störer zum Verbreiter?. – S. 18-23

„Die Störerhaftung befindet sich in Bewegung. Mehrere BGH-Senate verwenden in Details unterschiedliche Definitionen und Konzepte. Jüngst nähert sich das Konzept im Äußerungsrecht der Verbreiterhaftung, im Urheberrecht einer erweiterten Täterhaftung an. Der Beitrag geht der Frage nach, ob daraus insgesamt ein konvergentes Haftungskonzept für Intermediäre folgt und welche Konturen dieses Konzept heute hat.“

Ory, Stephan: Das Urheberrechtvertragsrecht vor dem BVerfG. – S. 23-26

„Der Anspruch eines Urhebers auf die gerichtliche Kontrolle der Angemessenheit der mit dem Verwerter vereinbarten Vergütung ist nicht zu beanstanden: § 32 Abs. 1 Satz 3, Abs. 2 Satz 2 UrhG verstößt nicht gegen Art. 12 Abs. 1 GG, so das BVerfG (BVerfG v. 23.10.2013 – 1 BvR 1842/11, 1 BvR 1843/11 – Rz. 64). Damit hat es das Kernstück der Reform des Urhebervertragsrechts im Jahr 2002 (...) bestätigt. ... Die Begründung des Gerichts kann Auswirkung auf die praktische Anwendung des Konzepts der angemessenen Vergütung haben.“

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Reinecke, Gerhard: Arbeitnehmer, arbeitnehmerähnliche und freie Mitarbeiter in den Bereichen Rundfunk und Fernsehen sowie Kunst und Unterhaltung. – S. 101-106

„Der Aufsatz zeichnet die Entwicklung der Rechtsprechung des BAG und des BVerfG zu den Mitarbeitern der Rundfunkanstalten und zum Bereich Kunst und Unterhaltung von 1970 bis heute nach. Er zeigt die Bedeutung der Rundfunkfreiheit und die sich daraus ergebenden Unterschiede zwischen programmgestaltenden und nichtprogrammgestaltenden Mitarbeitern.“

Degenhart, Christoph: Tagesschau-App im Dreistufentest – Anmerkung zum Urteil des OLG Köln vom 20.12.2013. – S. 107-111

„Das OLG Köln sieht sich gehindert, eine vom Landgericht als unzulässiges presseähnliches Angebot eingestufte Ausgabe der Tagesschau-App am Maßstab des Wettbewerbsrechts zu überprüfen, da das zugrundeliegende Konzept den Dreistufentest durchlaufen hatte. Es wurde jedoch weder, wie das OLG meint, durch Verwaltungsakt ‚genehmigt‘, noch entfaltet die Bekanntgabe durch die Rechtsaufsichtsbehörde verwaltungsaktgleiche Tatbestandswirkung. Gegenstand des Dreistufentests war allein das Konzept des Angebots. Dies bedeutet keine Legalisierung künftiger konkreter Verletzungshandlungen.“

Cronmeyer, Patricia: Das Unternehmenspersönlichkeitsrecht in der gerichtlichen Praxis: Von Rechtsmeinungen, Prognoseentscheidungen und identifizierender Berichterstattung. – S. 111-116

„Der Artikel beleuchtet die gerichtliche Praxis des Unternehmenspersönlichkeitsrechts anhand einiger anschaulicher Praxisbeispiele. Das Unternehmenspersönlichkeitsrecht muss dabei häufig selbst dann hinter den kollidierenden Medienfreiheiten zurückstehen, wenn die Äußerungen schwer kreditgefährdend sind. Dabei fällt auf, dass sich einige Gerichte auf Leerformeln, wie ‚Rechtsmeinung‘ oder ‚Prognoseentscheidung‘ berufen, statt eine einzelfallbezogene Güter- und Interessenabwägung anhand der jeweiligen Eingriffsintensität im Einzelfall vorzunehmen. Gesondert eingegangen wird dabei auf die identifizierende Verdachtsberichterstattung.“

Kall, Maximilian: Aktuelle Rechtsprechung des Europäischen Gerichtshofs für Menschenrechte zur Meinungsfreiheit des Art. 10 EMRK. – S. 116-123

„Die Judikatur des EGMR zu Art. 10 EMRK hat großen Einfluss auf die medienrechtliche Entwicklung in Deutschland – dies hat die Caroline-Rechtsprechung gezeigt. Deshalb lohnt ein Blick auf aktuelle medienrechtliche Entscheidungen des Straßburger Gerichtshofs aus dem Jahr 2013: zu den Grenzen zulässiger öffentlicher Kritik, zum Recht auf Informationszugang und dem Schutz journalistischer Quellen und schließlich zur Freiheit der Massenkommunikation im Inter-

net, insbesondere bei Onlinearchiven und der Haftung für Nutzerkommentare.“

### **Communicatio Socialis** **Jg 47 (2014) Nr 1**

Hackel-de Latour, Renate: Menschen mit Behinderung in den Medien: Wie Inklusion und Teilhabe gelingen können. – S. 4-5

Bosse, Ingo: Ethische Aspekte inklusiver Medienbildung: Gleichberechtigter Zugang zu Information und Kommunikation als Voraussetzung. – S. 6-16

Jäckel, Michael; Eckert, Martin: Provokativ, stigmatisierend – oder einfach normal?: In der Werbung ist Behinderung kaum existent. Fiktive Beispiele erklären die Wirkung. – S. 17-32

Peithmann, Nanette: Mit einem anderen Blick auf das Leben: Die Arbeitssituation von Journalisten mit Behinderung beim öffentlich-rechtlichen Rundfunk. – S. 33-41

Radtke, Peter: Weder sensationell noch mitleiderheischend: Wie Menschen mit Behinderung eine eigene Sendung im Fernsehen bekamen. – S. 42-44

Runge, Kathrin: Von Opfern und Helden: Erfahrungen einer Journalistin mit der Berichterstattung über Menschen mit Behinderung. – S. 45-48

Hemmelmann, Petra; Masuhr, Lilian: „Warum immer nur das Leid und nicht mal das Positive?“. Das Portal Leidmedien.de gibt Journalisten Tipps für die Berichterstattung über Menschen mit Behinderung. – S. 49-55

Lahrman, Markus: Kein Mensch ist Perfekt: Eine Caritas-Kampagne zum Alltag von Menschen mit Behinderung. – S. 56-60

Hackel-de Latour, Renate: „Handicap on air“ und Magazin „Barrierefrei“: Rundfunksendungen, Zeitschriften und Webangebote rund um das Thema Behinderung. – S. 61-71

Klenk, Christian: Franziskus – der Medienstar: Im ersten Jahr seines Pontifikats berichten Journalisten viel und durchweg positiv – wie lange noch?. – S. 72-93

Ring-Eifel, Ludwig: Eine Herausforderung für die Journalisten: Franziskus und seine mitunter subversiven Formen der Kommunikation bergen auch Risiken. – S. 94-99

Hagenkord, Bernd: Das Berichten neu lernen: das Revolutionäre an Franziskus fordert die Journalisten. – S. 100-104

Franzetti, Annika: Methodische Mängel: Die Vatikan-Umfrage zu Partnerschaft und Familie ist zu begrüßen – aber größtenteils unwissenschaftlich. – S. 105-111

### **Communication Research** **Jg 41 (2014) Nr 1**

Rhodes, Nancy et al.: The Accessibility of Family and Peer Norms in Young Adolescent Risk Behavior. – S. 3-26

„The accessibility of attitudes and norms (i.e., how quickly they are activated from memory) has been shown to predict young adult cigarette smoking, but prior work has not examined this effect in young adolescents or with other health risk behaviors. In this study, the accessibility of attitudes and norms was used to predict young adolescent (N = 325, age M = 14.97, SD = .73) self-reported behavior and behavior intention for cigarette smoking, alcohol use, marijuana smoking, and sexual behavior. The accessibility of attitudes and the accessibility of injunctive norms were significantly related to adolescents' health risk behavior. When controlling for current behavior, the accessibility of attitudes and of family norms were significantly related to intent to engage in these behaviors in the future. In contrast, the accessibility of peer norms was only related to reports of current behavior, not future behavior intention. This finding replicates across four behaviors when controlling for age, gender, and race, and provides strong evidence that the accessibility of relevant attitudes and social norms are important factors in young adolescent risk behavior. Implications for communication interventions to reduce teen health risk behavior are discussed.“

Theiss, Jennifer A.; Knobloch, Leanne K.: Relational Turbulence and the Post-Development Transition: Self, Partner, and Relationship Focused Turbulence. – S. 27-51

Jian, Guowei: Revisiting the Association of LMX Quality with Perceived Role Stressors: Evidence for Inverted U Relationships Among Immigrant Employees. – S. 52-73

Jin, Yan; Fisher Liu, Brooke; Austin, Lucinda L.: Examining the Role of Social Media in Effective Crisis Management: The Effects of Crisis Origin, Information Form, and Source on Publics' Crisis Responses. – S. 74-94

„Publics increasingly use social media during crises and, consequently, crisis communication professionals need to understand how to strategically optimize these tools. Despite this need, there is scarce theory-grounded research to understand key factors that affect how publics consume crisis information via social media compared to other sources. To fill this gap, an emerging model helps crisis managers understand how

publics produce, consume, and/or share crisis information via social media and other sources: the social-mediated crisis communication model (SMCC). This study tests essential components of the SMCC model through a 3 (crisis information form) x 2 (crisis information source) x 2 (crisis origin) mixed-design experiment (N = 338). The findings indicate the key role of crisis origin in affecting publics' preferred information form (social media, traditional media, or word-of-mouth communication) and source (organization in crisis or third party), which influences how publics anticipate an organization should respond to a crisis and what crisis emotions they are likely to feel when exposed to crisis information."

Dimitrova, Daniela V. et al.: *The Effects of Digital Media on Politics Knowledge and Participation in Election Campaigns: Evidence From Panel Data.* – S. 95-118

"While the majority of previous research suggests there are positive relationships between digital media use and political participation and knowledge, most studies have relied on cross-sectional surveys and have thus not been able to firmly establish the chain of causality. Also, there is little research investigating use of different forms of digital media and their relative effects on political participation and knowledge. This study examines (a) the effects of digital media use on political participation and knowledge and (b) whether different forms of digital media use affect people differently. Drawing on two representative panel surveys, the study demonstrates that there are only weak effects of digital media use on political learning, but that the use of some digital media forms has appreciable effects on political participation."

Wang, Zheng; Morey, Alyssa C.; Srivastava, Jatin: *Motivated Selective Attention During Political Ad Processing: The Dynamic Interplay between Emotional Ad Content and Candidate Evaluation.* – S. 119-136

"This study examines the dynamic, real-time interplay between the emotional content of political television ads and individuals' political attitudes during ad processing based upon the Dynamic Motivational Activation (DMA) theoretical framework. Time-series cross-sectional models were developed to test the effects of three motivational inputs of emotional ads (arousing content, positivity, and negativity) and viewers' evaluation of the featured candidates on four psychophysiological responses (heart rate, skin conductance level, corrugator electromyography, and zygomatic electromyography). As predicted by the DMA, physiological responses during ad viewing were affected by their own first- and second-order dynamic system feedback effects. These results not only support the predicted dynamic nature of the physiological system but also help disentangle message effects from the moderating and accumulating effects of the physiological system itself. Also as predicted, message motivational inputs interacted with viewers' political attitudes to determine psychophysiological responses to the ads. Supporters of opposing political candidates showed cardiac-somatic response patterns indicative of disparate attention to the advertised information.

Attentional selectivity can be a critical component in determining how information processing influences campaign message reception and effects."

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Hong, Traci: *Examining the Role of Exposure to Incongruent Messages on the Effect of Message Framing in an Internet Health Search.* – S. 159-179

"This study examines the effects of exposure to messages incongruent with one's motivational orientation. In a factorial design with regulatory orientation and message frame as independent variables, participants (N = 106) conducted an information search on a web program. Participants selected online information that was congruent with their activated motivational orientation. Compatibility effects resulted in promotion orientation/gain frame and prevention orientation/loss frame participants reporting more favorable attitudes than promotion orientation/loss frame and prevention orientation/gain frame participants irrespective of exposure to messages incongruent with the activated motivational orientation. A similar pattern of results occurred with message recall. For behavioral intention, significant differences occurred for only the promotion orientation condition where gain-framed messages elicited greater behavioral intentions than the loss-framed message."

Hetsroni, Amir et al.: *Economic Expectations, Optimistic Bias, and Television Viewing During Economic Recession: A Cultivation Study.* – S. 180-207

"We examine the relationship between TV viewing and economic expectations during economic recession. A content analysis of 84 hours of local network primetime programming (news and nonnews) identifies a moderate bias toward economic pessimism in the broadcasts. A survey of the adult population (N = 356) points at a significant positive relationship between TV viewing (total viewing and viewing of news programming) and economic pessimism at both the national and the personal levels. A similar relationship exists between TV viewing and optimistic bias – the tendency to be more pessimistic on economic matters at the national than at the personal level. These results remain significant when controlled for demographics, trust in national institutions, evaluation of current economic situation and consumption of media other than TV, and corroborate a second-order cultivation effect in the economic context."

Lee, Chul-joo: *The Role of Social Capital in Health Communication Campaigns: The Case of the National Youth Anti-Drug Media Campaign.* – S. 208-235

"Using a two-round longitudinal panel data set from the National Survey of Parents and Youth (NSPY), the present study examined the roles of antidrug-related community activities at both individual and aggregate levels in the National Youth Anti-Drug Media Campaign. This study found a main effect of parent's antidrug-specific community activities on targeted par-

ent-child communication about drugs. More interestingly, parents who did not actively participate in antidrug-related community activities were more likely to talk about drugs with their offspring after being exposed to the antidrug campaign ads than were their counterparts. In contrast, there was little evidence for a contextual effect of aggregate-level antidrug-specific community activities on targeted parent-child communication or for its cross-level interaction with campaign exposure. The implications of these findings for communication research and public health intervention efforts were discussed.“

Richards, Adam S.; Sillars, Alan L.: Imagined Interactions as Predictors of Secret Revelation and Health. – S. 236-256

Bevan, Jennifer L.; Sparks, Lisa: The Relationship Between Accurate and Benevolently Biased Serial Argument Perceptions and Individual Negative Health Perceptions. – S. 257-281

„This study explores the extent to which romantic partners' accurate or benevolently biased (i.e., positive relational illusions) perceptions of one another's perceived resolvability and conflict strategy usage in serial arguments are linked to multiple measures of individual negative health perceptions. Eighty-four romantic couples separately completed a questionnaire that assessed self- and partner-reports of the serial argument variables and self-reports of negative health perceptions. Benevolently biased serial argument perceptions were significantly associated with more negative health perception variables than were accurate perceptions. These findings offer tentative support for considering dyadic perceptions in relation to individual well-being in the serial argument context.“

Xu, Qian; Sundar, S. Shyam: Lights, Camera, Music, Interaction! Interactive Persuasion in E-Commerce. – S. 282-308

### Jg 41 (2014) Nr 3

Weigel, Daniel J.; Ballard-Reisch, Deborah S.: Constructing Commitment in Intimate Relationships: Mapping Interdependence in the Everyday Expressions of Commitment. – S. 311-332

Yilmaz, Gamze; Pena, Jorge: The Influence of Social Categories and Interpersonal Behaviors on Future Intentions and Attitudes to Form Subgroups in Virtual Terms. – S. 333-352

„Subgroup formation within larger virtual teams can lead to biased information sharing and conflict. Given this, the present study examined how social categories (i.e., in-group vs. out-group status) and interpersonal behaviors (i.e., a teammate behaving positively vs. negatively) influenced intentions and attitudes toward subgrouping in short-term virtual teams. One hundred sixty-four participants interacted in four-person teams using a synchronous chat program. The analysis showed that, though both social categories and interpersonal behaviors affected subgrouping choices, in-

terpersonal behaviors had a stronger effect. Additionally, there was no evidence for the „black sheep hypothesis“ predicting that in-group members behaving negatively discourages subgrouping. Overall, this exemplified how minimal categorical cues trigger in-group favoritism and out-group discrimination in virtual teams as anticipated by social identity models. The findings also illustrated how interpersonal behaviors robustly affect virtual team dynamics as stated by social information processing theory.“

Thorson, Emily: Beyond Opinion Leaders: How Attempts to Persuade Foster Political Awareness and Campaign Learning. – S. 353-374

„The number of Americans who report engaging in interpersonal persuasion during elections has drastically increased over the past decade. While past studies have demonstrated the impact of such proselytizing on vote choice, the author finds substantial evidence that it may also have larger democratic benefits, both for those attempting to persuade and for those whom they choose to target. Data from the 2008 National Annenberg Election Survey suggest that (a) attempting to persuade contributes to people's ability to give reasons in support of both their own preferred candidate and the opposing candidate, and (b) persuasive conversation is a powerful channel for the spread of political information from the more engaged to the less engaged.“

Xie, Wenjing; Newhagen, John E.: The Effects of Communication Interface Proximity on User Anxiety for Crime Alerts Received on Desktop, Laptop, and Hand-Held Devices. – S. 375-403

„This experiment investigates effects of communication interface proximity, which was conceptualized as three different media platforms (desktop, laptop, and hand-held device), on college students' anxiety when receiving emergency alerts about on-campus crimes via emails and text messages. It proposes a new dimension of proximity, interface proximity, and suggests a shift in the emphasis of proximity from audience to event to user to interface. Ninety seven students received alerts on one of the three devices for 2 days. User anxiety increased for news-like information such as crime alerts and varied according to the proximity of the media platform. A three-level model of anxiety, including trait anxiety, media exposure to negative compelling news, and a trigger event, all contributed to participants' anxiety.“

Weenig, Mieneke W. H.; Wilke, Henk A. M.; Mors, Emma ter: Personal Outcomes and Moral Responsibility as Motives for News Transmission: The Impact of Fate Similarity, Fate Uncertainty, and Relationship Closeness. – S. 404-429

„In two experiments we compared contrasting findings on bad news transmission likelihood between literature on rumors and the MUM-effect in order to contribute to the development of a more general theory of news transmission. We argued that several con-

textual differences account for the contrasting findings between these research conditions. We predicted that fate similarity and fate uncertainty (both present in many rumor contexts and absent in most MUM-contexts) enhance the anticipated personal outcomes of bad news transmission for communicators and hence increase bad news transmission. Supporting our argument, we found that fate uncertainty and fate similarity each increased the likelihood of bad news transmission up to the level of good news transmission. Furthermore, these effects were mediated by communicators' anticipated personal outcomes of transmission. In addition, Experiment 2 demonstrated anticipated personal outcomes to be only an important motive for news transmission decisions in superficial relationships; for close relationships, experienced moral responsibility appeared to be the paramount motive for transmission."

Balmas, Meital: When Fake News Becomes Real: Combined Exposure to Multiple News Sources and Political Attitudes of Inefficacy, Alienation, and Cynicism. – S. 430-454

"This research assesses possible associations between viewing fake news (i.e., political satire) and attitudes of inefficacy, alienation, and cynicism toward political candidates. Using survey data collected during the 2006 Israeli election campaign, the study provides evidence for an indirect positive effect of fake news viewing in fostering the feelings of inefficacy, alienation, and cynicism, through the mediator variable of perceived realism of fake news. Within this process, hard news viewing serves as a moderator of the association between viewing fake news and their perceived realism. It was also demonstrated that perceived realism of fake news is stronger among individuals with high exposure to fake news and low exposure to hard news than among those with high exposure to both fake and hard news. Overall, this study contributes to the scientific knowledge regarding the influence of the interaction between various types of media use on political effects."

### Communication Theory Jg 24 (2014) Nr 1

Skey, Michael: The Mediation of Nationhood: Communicating the World as a World of Nations. – S. 1-20

"This article provides an alternative perspective on the relationship between media and nation by theorizing the significance of media institutions, representations, and practices in routinely articulating the world, as a world of nations. The first part builds a more dynamic framework for understanding these cumulative processes, arguing that an analytical distinction should be made between the mediation of individual nations and the mediation of nationhood. In the second, I consider the possible significance of these processes, namely the articulation of nations as coherent and knowable entities, in sustaining an ongoing sense of (national) identity, place, and community."

Dahlberg, Lincoln: The Habermasian Public Sphere and Exclusion: An Engagement with Poststructuralist-Influenced Critics. – S. 21-41

"One trenchant critique of the Habermasian public sphere conception, voiced particularly strongly by poststructuralist-influenced critics, is that it fails to fully account for exclusion. In this article I examine the strength of this critique. I begin by demonstrating how Habermasians have in many ways already theorized public sphere exclusion. Given this, I ask what is left of the poststructuralist-inspired critique. I argue that what is left is a deep disagreement with Habermasians about the grounding of the public sphere conception. I subsequently ask what difference, and moreover what positive contribution, a poststructuralist (rather than a Habermasian) grounding can make for understanding public sphere exclusion and associated politics."

Krämer, Benjamin: Media Populism: A Conceptual Clarification and Some Theses on its Effects. – S. 42-60

"On the basis of a review of the literature on populism and a definition of populism in general, the concept of media populism is developed. The structural position of media organizations is analyzed regarding the opportunities and constraints when using a populist rhetoric and populist political claims. Two exemplary cases of media populism (typical elements can be found in the tabloid press and in talk radio), and its prevalence in popular culture and on the Internet are discussed. Theses on the effects of media populism are developed, based on cognitive schemata and the dynamics of climates of opinion (or perceived orthodoxies)."

Brüggemann, Michael: Between Frame Setting and Frame Sending: How Journalists Contribute to News Frames. – S. 61-82

"Framing has grown into a thriving approach to analyze media content and effects. Research on frame building is less well developed. In particular, journalists' contributions to shaping the frames in the news deserve further analysis. This article conceptualizes these contributions to creating news frames: Journalistic framing practices are situated on a continuum between frame setting and frame sending. Journalists frame their articles more or less in line with their own interpretations. The challenge for research is to identify the conditions that determine the degree of journalistic frame setting. The article therefore identifies mechanisms and factors that play a role in determining to what degree journalistic frame enactment takes place."

Literat, Ioana; Chen, Nien-Tsu Nancy: Communication Infrastructure Theory and Entertainment-Education: An Integrative Model for Health Communication. – S. 83-103

"This article suggests a hybrid model for entertainment-education, where the integrated activation of communication channels across different levels of influence can increase the reach and effectiveness of entertainment-education campaigns. The synergy be-



tween communication infrastructure theory (CIT) and entertainment-education offers a systematic, integrated and collaborative approach to augment campaign exposure, and represents a promising way to reach at-risk communities with critical health messages. By taking advantage of micro-, meso- and macrolevel opportunities to improve campaign reach, as described in this model, entertainment-education producers can capitalize on the interconnected storytelling network upon which their target communities rely for the fulfillment of their everyday goals.“

### Communication, Culture & Critique Jg 7 (2014) Nr 1

Orgad, Shani; Seu, Irene Bruna: The Mediation of Humanitarianism: Toward a Research Framework. – S. 6-36

„This article examines existing research on the role of mediated narratives and images of distant suffering in cultivating moral response, identifying two central strands: Philosophically oriented accounts and empirical studies of text, audience, and production. On the basis of this critical review, we suggest a research framework that simultaneously builds on and departs from existing work, helping to expand and strengthen a program of research on the mediation of humanitarianism. This framework highlights the importance of: (a) studying mediated humanitarianism as a multisited dialectical process; (b) moving away from prescriptive normativity to studying how the mediation of humanitarianism is experienced, affected, and negotiated; and (c) ‘undoing’ despair as the motivation and consequent impulse of critique of the mediation of humanitarianism.“

Petersen, Jennifer: Risk and the Politics of Disaster Coverage in Haiti and Katrina. – S. 37-54

„This article compares the news coverage of hurricane Katrina and the earthquake in Haiti. Despite the much greater loss of life and physical damage, the earthquake was covered as a manageable crisis while Katrina became catastrophic. This difference in the articulation of disaster had less to do with the actual type of event or damage and more to do with previous expectations regarding security, based in the conceptual apparatus of risk. The idea of risk provided a normative set of expectations about the ability to mitigate disaster. The comparison highlights the political work of disaster news in affirming racialized distinctions between ‘developed’ and ‘underdeveloped’ nations and the role that the idea of risk has in this mapping.“

Shugart, Helene A.: Flesh Made Word: The Obese Body as Cultural Matter. – S. 55-75

„Emergent narratives regarding the obese body challenge the received discourse, which posits that body as the materialization of individual moral failings. In this essay, I assess the emergent spiritual dysfunction narrative, which I contend sites the obese body as a field for and agent of the negotiation of contemporary tensions around consumption. To that end, I assess mainstream representations of three women – Oprah Winfrey, Carnie Wilson, and Kirstie Alley – whose ongoing

and highly publicized ‘battles’ with obesity have been prominently featured in mainstream media in recent years. I argue that popular discourse around these figures locates the tensions around consumption within the dialectics of individual/community and materialism/spiritualism, navigating those tensions in such as to repair and restore broader, currently precarious neoliberal logics.“

Kompatsiaris, Panos: Curating Resistances: Ambivalences and Potentials of Contemporary Art Biennials. – S. 76-91

„The idea of enabling resistant narratives to neoliberalism through dialogical and participatory works, steadily informs the agenda of perennial large-scale exhibitions of contemporary art (biennials) around Europe and the world. Somewhat paradoxically, the proliferation of such shows since the early 1990s depends on this very neoliberal model that values culture for its measurable outcomes. By discussing such predicaments of the ‘biennial phenomenon’ this article lays out its ambivalences and potentials within the current political-economic context. Moreover, through looking at the case of the 7th Berlin Biennale (2012), a controversial exhibition that prioritized activism and the ‘real effects’ of art in society, the article suggests that such biennial complexities could be better addressed through ethnographic methodologies.“

McCann, Bryan J.: Redemption in the Neoliberal and Radical Imaginations: The Saga of Stanley „Tookie“ Williams. – S. 92-111

„The controversial death penalty case of Stanley ‘Tookie’ Williams functioned as a confrontation over the efficacy of capital punishment in America, as well as the legitimacy of neoliberal and radical imaginations. I demonstrate how radical iterations of Williams’s redemption narrative resisted logics of individualism and White supremacy, while neoliberal renderings, even in Williams’s favor, fell prey to such logics. In the end, however, radical discourses of redemption also created a point of legitimation for the state’s decision to execute Williams, revealing redemption as an ambivalent thematic whose rhetorical and political functions are contingent on the stakeholders wielding it. The Williams saga also reveals how conflicting imaginaries confront movement rhetors with daunting questions when, quite literally, confronting life and death.“

Vats, Anjali: Racechange Is the New Black: Racial Accessorizing and Racial Tourism in High Fashion as Constraints on Rhetorical Agency. – S. 112-135

„This essay argues that racial performance in high fashion functions as a disciplinary visual rhetoric which severely constrains objections to the myth of postraciality and enables claims that race is no longer a meaningful category of analysis. Racial performances limit the rhetorical agency of marginalized groups in two ways: They reduce racial identity to a mere accessory and they frame racial interaction as a short-lived tourist encounter. Treating race as an accessory equates Black and White bodies, creating an illusion of equality, while fashion tourism reduces race to spec-

tacle at the expense of the voices of marginalized groups. Racechange in high fashion thus functions as part of a postracial „common sense“ that limits the rhetorical agency of persons of color.“

### Communications Jg 39 (2014) Nr 1

Thorbjørnsrud, Kjersti; Figenschou, Tine Us-tad; Ihlen, Øyvind: A Typology of Mediatiza-tion in Public Bureaucracies. – S. 3-22

„Based on extensive fieldwork, the present article illustrates how the logic of the news media is expanding from influential communication departments to the practices, routines and priorities of traditional career bureaucrats. To theorize the mediatization of a traditional bureaucratic rationale, the article proposes a typology for how rule-based public organizations adapt to and adopt the news media’s implicit ‘logic of appropriateness’. We emphasize the importance of (1) the news rhythm and (2) news formats, but also (3) how and why being in the media is valued by civil servants, and (4) how this leads to a reallocation of resources and responsibilities within the organization. We find that career bureaucrats both anticipate and adopt a news logic in their daily work. The normative implications of these transformations are discussed in the final section of the article.“

Paris, Koen; Van den Bulck, Hilde: In the Foot-steps of Bob and Angelina: Celebrities’ Diverse Societal Engagement and its Ability to Attract Media Coverage. – S. 23-42

„While media coverage is a main aim of celebrities’ societal engagement, academic analysis of its news-making ability is scarce. As a diverse phenomenon, we argue that the ability of celebrities’ societal engagement to attract media attention depends on how certain characteristics (i.e., celebrities’ claim to fame, roles they take on and issues they support) fit news selection criteria to a greater or lesser extent. First, this article determines how the three studied components (claim to fame, role and issue) relate to each other by means of an Internet search and analysis. Second, using the Internet data as a benchmark, the article looks at how celebrities’ engagement is covered in Flemish newspapers. Results suggest that certain forms of celebrities’ societal engagement are more likely than others to generate media coverage, as Flemish newspapers tend to focus more on the issue of development aid, ad hoc celebrity roles, and local Flemish celebrities and issues.“

De Marco, Stefano; Robles, Jose Manuel; Antino, Mirko: Digital Skills as a Conditioning Factor for Digital Political Participation. – S. 43-65

„While all forms of Internet activity have an impact on the lives of Internet users, some are particularly beneficial and allow people to improve their daily lives. One of such Internet use is Digital Political Participation (DDP). In this paper we seek to understand how the influence of digital skills on the adoption of Digital Political Participation practices may form the basis of a second level of digital divide and of a set of political

inequalities. We operationalize the digital skills construct in terms of users’ Internet competence and level of appropriation. We hypothesize that digital skills have a significant influence on the adoption of beneficial uses of the Internet, such as DPP. At the same time, we examine whether digital skill levels are stratified by socio-demographic background, thereby generating political and social inequality. By looking at the Spanish case, we first tested the adequateness of the items chosen to measure these two dimensions. Second, we looked into sequences of multiple influences between socio-demographic variables and digital skills and between digital skills and DPP. The results show that socio-demographic variables have an influence on digital skills. At the same time, digital skills have a strong influence on DPP.“

De Schutter, Bob; Malliet, Steven: The Older Player of Digital Games: A Classification Based on Perceived Need Satisfaction. – S. 67-88

„The current study aims to integrate the findings of previous research on the use of video games by older adults by applying the Uses & Gratifications (U&G) paradigm (Blumler and Katz, 1974). A qualitative study was performed with 35 participants aged between 50 and 74, who were selected from a larger sample of 213. Based upon their primary playing motives and the gratifications they obtain from digital game play, a classification was developed, resulting in five categories of older adults who actively play games: ‘time wasters’, ‘freedom fighters’, ‘compensators’, ‘value seekers’ and ‘ludophiles’.“

Kleemans, Mariska et al.: Enjoyment of Arous-ing Television News: The Role of Age and Sen-sation Seeking. – S. 89-99

„This study investigated the role of television news as entertainment by focusing on the enjoyment that viewers experience while watching television news stories. In particular, the study examined the relationship between arousing news stories and enjoyment, and explored the potential moderating role of age and sensation seeking. Participants (N = 288) watched four news stories and reported both their feelings of arousal and their enjoyment of each story. An U-shaped relationship between arousal and enjoyment was found. This relationship was not moderated by sensation seeking, but it was moderated by age: The level of arousal at which enjoyment reached its maximum was higher in younger viewers.“

### Computer Law Review International Jg 15 (2014) Nr 2

Gercke, Marco: Content of a Comprehensive Cybersecurity Legal Framework. – S. 33-39

„The importance of addressing Cybersecurity with strategies, policies and legislation is widely recognized. But when it comes to details, especially the content that should be covered in a legal framework, many questions remain unanswered. This is mainly a consequence of the lack of widely accepted international standards. The article firstly summarises (1.). Then, an overview about selected regional and international

standards is provided (II.). Finally, the article presents an inventory of legal areas to be contemplated when crafting suitable national Cybersecurity legislation (III.).“

**Schuppert, Stefan:** The EU Parliament Vote on the EU General Data Protection Regulation – The Death of Binding Corporate Rules for Processors?. – S. 40-43

„On March 12, 2014, the European Parliament adopted the draft EU General Data Protection Regulation by a large majority. The vote affirmed the text suggested and already adopted by the EU Parliament’s Committee on Civil Liberties, Justice and Home Affairs (‘LIBE Committee’ or the ‘Committee’). To the great surprise of many privacy professionals, the LIBE Committee deleted the provisions on the newest tool for legitimizing international transfers of personal data: the Binding Corporate Rules for Processors (‘P-BCR’). Will the Parliament vote prove to be the final kiss of death for the P-BCR? This article will argue that deleting the provisions on P-BCR would be a bad development for the international privacy world, and that good arguments should push the European legislators to retain the P-BCR in whatever will be the final output of the current EU privacy reform.“

**Beardwood, John; Stern, Gabriel:** Entry into Force of Canada’s Anti-Spam Law. – S. 44-47

„In July 2014 the first part (out of three) of Canada’s new anti-spam regime will enter into force. The new anti-spam regime focusses on the need to obtain the appropriate consent to send commercial electronic messages and to install unsolicited software programs. In effect, the new anti-spam regime is significantly broader in coverage than either of its US or European counterparts. After a brief overview over the entire new anti-spam regime and its explanatory material (I.), the article identifies ten key elements of the anti-spam regime concerning spam (II.) and unsolicited installed software programs (III.). Organizations ought to understand these key elements in order to assist with data protection compliance (IV.).“

## Computer und Recht Jg 30 (2014) Nr 2

**Redeker, Helmut:** Das Konzept der digitalen Erschöpfung – Urheberrecht für die digitale Welt: Was eigentlich übertragen wird und weitergegeben werden darf. – S. 73-77

„Die Entwicklung des Internets führt dazu, dass Güter wie Software, Musik, Texte oder Filme zunehmend digital übertragen werden. Vertragsrechtlich werden solche Übertragungshandlungen genauso behandelt wie ihre analogen Entsprechungen: Wird ein digitales Gut endgültig gegen Entgelt übertragen, liegt ein Kaufvertrag vor; eine nur zeitweilige Überlassung ist ein Miet- oder Leihvertrag. Urheberrechtlich wird dies oft anders gesehen: Die Weitergabe gekaufter körperlicher Gegenstände ist erlaubt, die Weitergabe der entsprechenden digitalen Gegenstände nicht. Für Software hat der EuGH mit der UsedSoft-Entscheidung einen anderen Weg eingeschlagen: Auch im Urheber-

recht werden physikalische und virtuelle Welt gleichgestellt. Was freilich genau übertragen wird, lässt der EuGH offen. Der Beitrag zeigt auf, dass ein virtueller und kein physikalischer Gegenstand übertragen wird. Er plädiert ferner dafür, virtuelle und analoge Übertragungsvorgänge auch bei anderen digitalen Gütern gleichzustellen. Info-Soc-Richtlinie und WCT sprechen nicht dagegen. Dies führt freilich zur Weitergabeerlaubnis nur bei Verkäufen und nicht bei Vermietungen. Im Bereich digitaler Güter werden Vermietungen aber in Zukunft wirtschaftlich wichtiger sein als im Bereich physikalischer Güter.“

**Lutz, Holger; Weigl, Michaela:** Unified Communications as a Service: Rechtliche Herausforderungen. – S. 85-92

„Dieser Beitrag befasst sich mit den rechtlichen Herausforderungen bei der Bereitstellung und der Nutzung von Unified Communications as a Service („UCaaS“). Nach einer kurzen Darstellung des Begriffs und der Funktionen von UCaaS (I.) beschreibt der Beitrag den auf Anbieter und Kunden von UCaaS anwendbaren Regelungsrahmen aus telekommunikationsrechtlicher und datenschutzrechtlicher Sicht (II.) und widmet sich danach ausgewählten rechtlichen Problemen in Bezug auf einzelne typische Funktionalitäten von UCaaS (III.). Der Beitrag endet mit einer kurzen Zusammenfassung der wesentlichen Ergebnisse (IV.).“

**Klett, Detlef; Ammann, Thorsten:** Gesetzliche Initiativen zur Cybersicherheit: Ein Überblick zu den bisherigen regulatorischen Ansätzen auf nationaler und europäischer Ebene. – S. 93-98

„Seit den Enthüllungen von Edward Snowden werden Fragen der Cybersicherheit in der breiten Öffentlichkeit diskutiert. Auch der Koalitionsvertrag zwischen CDU, CSU und SPD vom 27.11.2013 [...] widmet sich dieser Thematik. Ein Blick hinter die Kulissen zeigt jedoch, dass Maßnahmen zur Cybersicherheit in der Vergangenheit längst eingeleitet wurden. Dies gilt zunächst für diverse regulatorische Ansätze und technische Standards. Mit dem Vorschlag einer Richtlinie des Europäischen Parlaments und des Rates über Maßnahmen zur Gewährleistung einer hohen gemeinsamen Netz- und Informationssicherheit in der Union [...] und dem Entwurf eines Gesetzes zur Erhöhung der Sicherheit informationstechnischer Systeme sind erstmals gesetzgeberische Bemühungen zur Verbesserung der Cybersicherheit als solcher zu verzeichnen. Die wesentlichen Regelungsinhalte der angeführten Gesetzesinitiativen im Lichte der Vereinbarungen des Koalitionsvertrags unter Berücksichtigung ihrer tatsächlichen Hintergründe in einer ersten Annäherung zu untersuchen und dabei auf ihr mögliches Konfliktpotential einzugehen, hat sich dieser Beitrag zur Aufgabe gemacht.“

**Schirnbacher, Martin; Schmidt, Stephanie:** Verbraucherrecht 2014 – Handlungsbedarf für den E-Commerce: Eine komprimierte Darstellung der wesentlichen Neuregelungen. – S. 107-118



„Kein anderes Gesetzgebungsvorhaben wird 2014 größere praktische Auswirkungen auf E-Commerce-Unternehmen haben, als die Umsetzung der Verbraucherrechtlicherichtlinie. Im Zuge der Entstehung der Richtlinie und später bei der Umsetzung in nationales Recht war allenthalben entwarnt worden: Viel Änderungsbedarf würde es nicht geben, die Regelungen entsprächen weitgehend geltendem deutschen Recht. Doch weit gefehlt: Schon die Struktur der Regelungen, die zum 13.6.2014 in Kraft treten, ist anders als nach geltendem Recht. Es ist immer schwieriger, die Systematik von Informationspflichten, Widerrufsrecht und sonstigen Pflichten des Unternehmers z.B. im E-Commerce zu erkennen. Und auch im Detail hat sich vieles geändert. Vor dem Hintergrund des bislang noch geltenden Rechts (im Text schon mit ‚a.F.‘ gekennzeichnet) stellt der Beitrag die wesentlichen Neuerungen für den E-Commerce komprimiert dar, indem zunächst Hintergrund und Systematik der Neuerungen zusammengefasst (I.) und der leicht modifizierte neue Anwendungsbereich des Fernabsatzrechts dargestellt (II.) werden. Sodann werden die neuen vor- und nachvertraglichen Informationspflichten ausführlich vorgestellt und kommentiert (III.), bevor die Neuerungen beim Widerrufsrecht gründlich aufbereitet und erläutert (IV.) werden. Eine Zusammenfassung der sonstigen neuen Regelungen (V.) rundet den Beitrag ab.“

Boos, Carina; Bartsch, Steffen; Volkamer, Melanie: Rechtliche und technische Nutzerunterstützung bei der Button-Lösung: Ein Lösungsvorschlag zur Erkennbarkeit von Kostenfallen als dem immer noch ungelösten Kernproblem. – S. 119-127

„Durch die im August 2012 eingeführte sog. Button-Lösung soll der Verbraucher die rechtliche Situation bei Kostenfallen – also das Nichtzustandekommen des Vertrags – einfacher erkennen und seine Position deshalb auch selbstbewusst gegenüber dem Unternehmer vertreten können. In diesem Beitrag wird zunächst die Idee der Nutzerunterstützung gegen Kostenfallen erläutert (I.), bevor die Button-Lösung detailliert aus rechtlicher Sicht dargestellt wird und Unterschiede zur früheren Rechtslage aus Verbrauchersicht aufgezeigt werden (II.). Daraus lassen sich weiterhin bestehende Probleme für den Verbraucher ableiten (III.). Im Bewusstsein dieser Probleme wird untersucht, wie der Verbraucher zusätzlich zu den verbraucherrechtlichen Schutzbestimmungen durch technische Maßnahmen unterstützt werden kann. Dazu wird erörtert, in welchem Umfang es möglich ist, den Nutzer mit entsprechender Software auf dessen Gerät zu unterstützen. Im Fokus steht dabei das automatisierte Erkennen von Webseiten, durch die der Verbraucher einen ihn zur Zahlung verpflichtenden Vertrag abschließen kann. Zur Unterstützung sollen etwa gezielte Hinweise genutzt werden (IV.). Die Ergebnisse dieser Überlegungen werden schließlich in einem Fazit zusammengefasst (V.).“

Jg 30 (2014) Nr 3

Marly, Jochen: Der Handel mit Gebrauchtssoftware: Das Urteil fällt und alle Fragen offen –

zugleich eine Anmerkung zu BGH, Urt. v. 17.7.2013 – I ZR 129/08 – UsedSoft II. – S. 145-149

„Der Beitrag skizziert zunächst den Hintergrund der Gebrauchtssoftware-Debatte (I.) und untersucht, wie sich der BGH zu den Streitpunkten der urheberrechtlichen Dogmatik positioniert hat (II.). Sodann werden die ausführlichen und detaillierten Hinweise des BGH für das OLG München analysiert (III.), bevor abschließend im Rahmen eines Ausblicks auf die Einrichtung technischer Zugangsbeschränkungen für die Nutzung von Software eingegangen wird (IV.).“

Kühling, Jürgen; Biendl, Michael: Datenschutzrecht – Basis und Bremse des Cloud Computing; Rechtliche Hemmnisse und Lösungsvorschläge für eine breitere Etablierung von Cloud-Diensten. – S. 150-155

„Die Nutzung von Cloud-Technologien birgt aus unternehmerischer Sicht erhebliche Kosteneinsparungs- und Effizienzsteigerungs- sowie aus volkswirtschaftlicher Sicht nicht unbedeutende Wachstumspotentiale. Dennoch schrecken gegenwärtig noch viele Unternehmen vor einem Rückgriff auf externe Cloud-Dienstleister zurück. Dies ist insbesondere Folge von Unsicherheiten mit Blick auf die datenschutzrechtliche Konformität des Einsatzes derartiger Technologien. In der Tat stellen sich bei der (grenzüberschreitenden) Nutzung externer Cloud-Dienstleister eine Vielzahl von datenschutzrechtlichen Fragen, die weder legislativ, noch in der Verwaltungspraxis oder gar höchstrichterlich in ausreichendem Umfang geklärt sind. Im vorliegenden Beitrag beleuchten die Autoren diese datenschutzrechtlichen Hemmnisse und bieten Lösungsvorschläge, insbesondere mit Blick auf die geplante EU-Datenschutz-Grundverordnung.“

Sander, Stefan: E-Mails und die Telekommunikation i.S.d. TKG: Von der Stellung des Fernmeldegeheimnisses in der Systematik des Datenschutzes und der Eigenständigkeit des § 88 TKG gegenüber Art. 10 GG. – S. 176-182

„Verbreitet findet sich in Literatur und Rechtsprechung die Auffassung, § 88 TKG sei bloß die einfachgesetzliche Ausprägung von Art. 10 GG. Mit diesem Argument wird eine Definition der Tatbestandsmerkmale von § 88 Abs. 1 S. 1 TKG ausgelassen und der Blick lediglich auf die Kasuistik des BVerfG zu Art. 10 GG gerichtet. Dieser Beitrag zeigt anhand von drei wesentlichen Unterschieden auf, dass im TKG und im GG der Schutz des Fernmeldegeheimnisses jeweils anders ausgestaltet ist. Dabei wird insbesondere erörtert, was unter dem „technischen Vorgang der Signalübertragung“ i.S.v. § 3 Nr. 22 TKG zu verstehen und wie § 88 TKG in die Systematik des Datenschutzes einzuordnen ist. Abschließend wird zusammengefasst, welche datenschutzrechtlichen Vorschriften potentiell anwendbar sind zur Beurteilung der Zulässigkeit z.B. eines Zugriffs auf E-Mails der Mitarbeiter durch den Arbeitgeber.“

Mantz, Reto: Die Risikoverteilung bei urheberrechtlichen Abmahnungen – Neue Wege mit §97a UrhG?. – S. 189-193

„Urheberrechtliche (Massen-)Abmahnungen haben es in den letzten Jahren zu einer solch traurigen Beharrlichkeit gebracht, dass der Gesetzgeber hier wiederholt aktiv geworden ist. Nachdem die 2008 eingeführte Kostendeckelung in § 97a Abs. 2 UrhG a.F. keine Besserung brachte, hat der Gesetzgeber im Rahmen des ‚Gesetzes gegen unseriöse Geschäftspraktiken‘ 2013 einen neuen Anlauf gestartet und § 97a UrhG weitgehend neu gestaltet. Dieser Umstand bietet Anlass, die Beweislast- und Risikoverteilung bei urheberrechtlichen Abmahnungen nach § 97a UrhG zu betrachten.“

Hübsch, Moritz: Rechtssicheres ersetzendes Scannen: Zur Zulässigkeit von Scanning und Beweiskraft gescannter Dokumente nach Einführung der TR-RESCISCAN. – S. 206-210

Brandi-Dohm, Anselm: Stellungnahme der DGRI zum Vorschlag der EU-Kommission für eine Richtlinie über den Schutz von Geschäftsgeheimnissen: Anmerkungen für den Bereich des IT-Rechts. – S. 211-212

#### Jg 30 (2014) Nr 4

Schneider, Jochen; Spindler, Gerald: Der Erschöpfungsgrundsatz bei „gebrauchter“ Software im Praxistest: Der Umgang mit dem unabdingbaren Kern als Leitbild für Softwareüberlassungs-AGB und andere praxisrelevante Aspekte aus BGH, Urt. v. 17.7.2013 – I ZR 129/08 – UsedSoft II, CR 2014, 168ff. – S. 213-223

Kremer, Sascha; Schmidt, Andreas: Übermittlung elektronischer Entgeltabrechnungen an Arbeitnehmer: Erteilung per E-Mail oder Cloud-Service nach § 108 Abs. 1 GewO möglich?. – S. 228-235

Hoeren, Thomas; Föhlisch, Carsten: Ausgewählte Praxisprobleme des Gesetzes zur Umsetzung der Verbraucherrechterichtlinie. – S. 242-247

„Am 13.6.2014 tritt das Gesetz zur Umsetzung der Verbraucherrechterichtlinie in das deutsche Recht in Kraft. Hierdurch ergeben sich zahlreiche Änderungen durch geänderte und erweiterte Informationspflichten (I.), eine umfassende Neuregelung des Widerrufsrechts (II.) und weitere Normen im Verbraucherschutzrecht (III.). Der Beitrag beleuchtet ausgewählte Aspekte der Neuerungen mit Blick auf die praktische Umsetzung im Onlinehandel.“

Zeidler, Simon Alexander; Brüggemann, Sebastian: Die Zukunft personalisierter Werbung im Internet. – S. 248-257

„Werbung ist seit jeher eine Gratwanderung: Ist sie ansprechend und kreativ, weckt sie Interesse und weiß bestenfalls gar zu unterhalten. Ist sie uninteressant oder kommt sie zu aufdringlich daher, wird sie schnell

als störend empfunden. Gleichwohl ermöglicht uns die Werbung all die Inhalte zu betrachten und Programme zu nutzen, die das Internet für uns bereithält – wohlgemerkt kostenlos. Werbung ist nicht nur die Haupteinnahmequelle einer ganzen Branche. Sie setzt Anreize für neue technische Innovationen und trägt somit wesentlich zum Wachstum der Internetwirtschaft bei. Es gilt Werbung möglichst effizient an den Interessen des Nutzers auszurichten und diese so zu platzieren, dass dieser sie wahrnimmt ohne sie als störend zu empfinden. Hier bietet personalisierte, auf die Interessen und Bedürfnisse des Nutzers ausgerichtete Werbung eine Lösung. Das hieraus resultierende Informationsbedürfnis der Werbetreibenden darf freilich nicht zu Lasten des Rechts auf Privatsphäre und Datenschutz der Nutzer gehen.“

Nietsch, Thomas: Zur Überprüfung der Einhaltung des Datenschutzrechts durch Verbraucherverbände. – S. 272-277

„Nach den jüngeren Entscheidungen des LG Berlin und des KG sowie der politischen Diskussion um das Tätigwerden von Verbraucherverbänden im Datenschutzrecht, das insbesondere durch aktuelle Vorhaben des BMJV vorangetrieben wird, soll dieser Beitrag einen Grundstein für eine Diskussion über rechtliche Grundlagenprobleme in diesem Zusammenhang legen.“

Becker, Ansgar; Germayer, Niklas: Spannungsverhältnis zwischen einer Auskunftspflicht beim Verkauf markenrechtsverletzender Produkte im E-Commerce und dem Bankgeheimnis. – S. 278-280

#### Convergence Jg 20 (2014) Nr 1

Barba, Evan: Toward a Language of Mixed Reality in the Continuity Style. – S. 41-54

„If mixed and augmented reality (MAR) is to one day operate as a communications medium on par with film and television, it must evolve a set of conventions that will allow for meaningful communication between its users. These sets of conventions, often referred to as media languages, bear many similarities to the pattern languages discussed in architecture, human-computer interaction, and other fields. This work introduces the possibility of building a language of MAR based on the notion of scale, which is common to both media and pattern languages. Using examples from previously published work, the idea of transitioning across different scales is posited as the mixed reality equivalent of a fundamental technique of film editing: the cut. A number of possibilities for creating meaningful scale transitions in MAR are also discussed.“

Holloway-Attaway, Lissa: Performing Materialities: Exploring Mixed Media Reality and Moby-Dick. – S. 55-68

„In my research, I explore mixed reality applications developed to engage and sustain collaborative and participatory digital narratives. In particular, I provide a theoretical context for a collaborative research project,

The (re-)Mapping Moby Project, to illustrate how augmented reality tools and social media applications are used to sustain a critical/creative reading of Herman Melville's 1851 work *Moby-Dick* through participatory, performative, and locative digital practices. I address how both 'texts' and 'bodies' assume ontological properties through interfaces and responses that foreground affect, and I demonstrate methods to map locative and narrative shifts as they move from print to digital forms."

Tinnell, John: *Computing En Plain Air: Augmented Reality and Impressionist Aesthetics.* – S. 69-84

"Recent advancements in augmented reality (AR) technology have begun to position the medium for widespread adoption and cultural impact. But these ongoing technical victories give way to pressing challenges in the area of content creation. As the page differs from the screen, so too do the hybrid design spaces of AR differ from the virtual reality of the desktop. Caught in the transition from the personal computing era to the ubiquitous computing paradigm, multimedia producers in many fields will need to adapt to AR platforms. To which traditions, then, might we turn for aesthetic models? This article aims to incite an aesthetic transference between French Impressionist painting and AR media practices, while acknowledging the influences of other avant-garde legacies. I draw upon a transdisciplinary matrix of scholarship in media theory and visual culture in order to emphasize the relevance of Impressionism as an art historical precedent for understanding contemporary AR projects, and to suggest how Impressionist principles of composition might inform AR media aesthetics."

Gurevitch, Leon: *Google Warming: Google Earth as Eco-Machinima.* – S. 85-107

"This article argues that the computer automation of perspective and rendering in Google Earth has far-reaching consequences for the relationships between representations of the earth, its ecology and cultural responses to climate change. Theorists Erwin Panofsky (1991) and William Ivins (1975) to Lev Manovich (1993) and Don Ihde (2009) have argued that the emergence of Renaissance perspective structured a new relationship between the image and the object: contributing to the initiation of industrialisation and science. Whilst Manovich describes the impacts of Renaissance perspective in terms of its effect upon scientific and industrial structures, Jean Louis Comolli has argued that its advent was both a cause and a consequence of a shift to a humanist social regime. This article argues that Google Earth and its corollaries now complicate the visual and discursive constitution of the cultural and ecological environment. The contemporary computer-generated 'visual nominalism' of Google Earth results in a photomapped representation of the earth that can elevate environmental awareness through visualised data sets at the same time as it reduces the earth to a product design-engineered object. As Comolli's *Machines of the Visible* becomes *Machinima of the Visible*, this article asks whether public and scientific calls for a turn towards geoenvironmenting can be viewed through a product design-engineered

interface that reconstitutes the social machine as an engineer of the earth object itself."

Jg 20 (2014) Nr 2

Westerstahl Stenport, Anna; Markstedt, Elias; Crain, Matthew: *Charting and Challenging Digital Media Convergence Practice and Rhetoric through Longitudinal Media Population Surveys.* – S. 140-156

"This article employs national longitudinal media and opinion surveys from Sweden's SOM Institute as a lens to engage media convergence theory during the period 1995 to 2012. Building on rhetorical analysis of SOM questions, the article both concretizes media convergence theory and promotes a reexamination of default categories of media analysis: content, platform, and user behavior, or protocol. By using a triangular vector composition model, the article shows how theories of media convergence can be critically evaluated using SOM questions as a data set and that SOM questions reflect and construct fluid and flexible relationships integral to media convergence theory. SOM's questions regarding emerging media are embedded in the specific historical context of Sweden's striking, though incomplete and contested, digital transformation. This article is the first of its kind to analyze the content of SOM questions; it does not engage in quantitative survey methodology evaluation. Topical foci are news coverage, digitally networked communication, especially the Internet, and digital cinema. The article further gestures to how SOM questions concretize links between media convergence and political engagement, with specific reference to an accompanying rhetoric on agency and activism that is often abstract. To conclude, we discuss some of the larger implications of SOM surveys with respect to changing media convergence discourse in the 21st century."

MacGregor, Phil: *Siren Songs or Path to Salvation? Interpreting the Visions of Web Technology at a UK Regional Newspaper in Crisis, 2006-2011.* – S. 157-175

"A 5-year case study of an established regional newspaper in Britain investigates journalists about their perceptions of convergence in digital technologies. This research is the first ethnographic longitudinal case study of a UK regional newspaper. Although conforming to some trends observed in the wider field of scholarship, the analysis adds to skepticism about any linear or directional views of innovation and adoption: the Northern Echo newspaper journalists were observed to have revised their opinions of optimum Web practices, and sometimes radically reversed policies. Technology is seen in the period as a fluid, amorphous entity. Central corporate authority appeared to diminish in the period as part of a wider reduction in formalism. Questioning functionalist notions of the market, the study suggests cause and effect models of change are often subverted by contradictory perceptions of particular actions. Meanwhile, during technological evolution, the 'professional imagination' can be understood as strongly reflecting the parent print culture and its routines, despite pioneering a new con-

vergence partnership with an independent television company.“

Lysenko, Volodymyr V.; Desouza, Kevin C.: Charting the Coevolution of Cyberprotest and Counteraction: The Case of Former Soviet Union States from 1997 to 2011. – S. 176-200

„The authors systematically investigate the evolution of the modern information and communication technologies (ICTs) and the associated changes in protest – related tactics employed by two main stakeholders in the contemporary contentious political processes – dissenters and incumbent political authorities. Through in-depth investigation of the cyberprotest cases in the former Soviet states of Belarus, Moldova, Russia, and Ukraine, which occurred during the last decade, a coherent outline is developed of the co-evolution of the ICT-enabled protest tactics of the main counterparts in the contemporary political struggle in these countries. Particularly, it was found that there were at least three highly distinguishable levels of development of modern ICTs and the associated types of protest-related tactics employed by the main stakeholders in these events. It was established that as soon as the authorities were able to effectively counteract the previous ICT-enabled tactics by the dissenters, new developments in modern ICTs always empowered the latter to devise new effective strategies to overcome previously successful counterrevolutionary measures of the political authorities.“

McCosker, Anthony: Trolling as Provocation: YouTube's Agonistic Publics. – S. 201-217

„This article explores the productive role of provocation in YouTube publics in the context of two culturally and geographically situated visual events that took place in New Zealand throughout 2011. Through qualitative analysis of the extensive comments fields for the two videos, the article examines the nature of participatory acts associated with what has been called at different times flaming, hating or trolling. The article argues that such acts can only be properly understood within their cultural and geographic context and in their ability to affect and extend 'agonistic' publics. The analysis addresses online passion, conflict and vitriol through the notion of 'acts of citizenship', as productive forms of provocation.“

Willson, Michele: The Politics of Social Filtering. – S. 218-232

„Social filtering – the selective engagement with people, communication and other information as a result of the recommendations of others – has always taken place. However, the possibilities of the Internet combined with the growth of online social networking activities have enabled this process to become rapidly more extensive, easier and potentially problematic. This paper focuses on the analysis of the politics of social filtering through social network sites. It argues that what is needed is both a closer examination and evaluation of these processes and also the development of a framework through which to begin such an evaluation. There is also a second intent: to (re)assert the argument that any analysis necessarily needs to take into account and critique the development, implemen-

tation and use of technologies (this includes the software, algorithms and code) themselves as well as the people that build and use them.“

Elwell, J. Sage: The Transmediated Self: Life between the Digital and the Analog. – S. 233-249

„We are spending more and more of our lives online. Meanwhile, the combination of constant connectivity and ubiquitous computing is folding the material world itself into an expansive 'Internet of things'. As a result the line between life online and life off-line has become blurred in an existential equivalence of the digital and the analog. In this networked ecosystem, the old Web 1.0 notion of an anonymous digital persona that is separate from off-line, analog self-identity is no longer applicable. A new paradigm for conceptualizing the dialectic of digital-analog self-identity is needed. To that end, I argue that in our age of networked connectivity, self-identity is being fashioned according to the aesthetics of transmedia production. I conclude that the transmedia paradigm, taken as a model for interpreting self-identity in the liminal space between the virtual and the real, reveals a transmediated self constituted as a browsable story-world that is integrated, dispersed, episodic, and interactive.“

European Journal of Communication  
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Bruun, Hanne: Conceptualizations of the Audience in Political Talk Show Production. – S. 3-16

„This article presents and discusses the changing conceptualizations of the audience at work in the production culture of political talk shows in PSM (public service media) in Denmark. Based on findings from a case study of the Danish political talk show Debatten [The Debate], this article suggests that an audience-as-social-segments model seems to be emerging in the PSM organization DR. The model is used to manage the medium-viewer relationship in the portfolio of channels. The article argues that this audience-in-production model has two implications. First, it changes the staging of the implied receiver in the programmes. Second, it may be changing the relationship between the managerial level and the creative producers in the PSM organization, and it entails a nexus between genre, subject area and target groups. Finally, the article discusses the innovative potential and future challenges for PSM employing the audience-as-social-segments model.“

Sarikakis, Katharine; Ganter, Sarah: Priorities in Global Media Policy Transfer: Audiovisual and Digital Policy Mutations in the EU, MERCOSUR and US Triangle. – S. 17-33

„This article investigates the flow of communication policy principles across the supranational, international and national levels, through the lens of policy transfer. Policy transfer is a new concept for the field of media and communication studies. The article utilizes and expands on the concept to study the case of digital policy flows between leading regional powers,

the EU and USA and MERCOSUR. The article argues that EU and US policy priorities are reflected in the Latin American policy framework, which shifts from a focus on audiovisual and culture-centred objectives to the digital economy paradigm. MERCOSUR then functions as a policy broker between 'outside' interests and those of its member states through the influence of international key players whose interests clash with those of regional goals."

Sørensen, Inge Ejbye: Channels As Content Curators: Multiplatform Strategies for Documentary Film and Factual Content in British Public Service Broadcasting. – S. 34-49

„Today, VOD (video on demand) sites and portals specializing in long-form, high-quality documentary and factual content proliferate online. This article explores the multiplatform strategies of public service broadcasters in the UK in this context. It examines how the BBC and Channel 4 address the masses of user generated content that flood the documentary market and partake in the battle for audiences for documentary films and factual content in a multiplatform context. Both channels seek to reinvent themselves as public service media providers and curators of documentary content online, in order to fulfil public service remit and secure their positions as leading providers of documentary and factual content across platforms in a global multiplatform mediascape. However, by contrasting Channel 4's online 'verticals' with the BBC's themed and branded documentary portals, the article argues that although Channel 4 and BBC pursue similar strategies online they do so for different reasons and to different effect.“

Boudana, Sandrine: Shaming Rituals in the Age of Global Media: How DSK's Perp Walk Generated Estrangement. – S. 50-67

„In May 2011, IMF chief and French presidential contender Dominique Strauss-Kahn was arrested on sexual assault charges and forced to do the 'perp walk' in New York. The French press vividly criticized this shaming ritual, thus triggering reactions of defense, but also of self-questioning, in the American press. This study evaluates the extent to which the French criticism led the American press to show distance from the norms of its own national community. It contends that, in our age of globalized information, shaming rituals, which served to legitimate the dominant order, can now generate what Shani Orgad called 'estrangement'.“

Toepfl, Florian: Four Facets of Critical News Literacy in a Non-Democratic Regime: How Young Russians Navigate Their News. – S. 68-82

„Fuelled by the Arab Spring, the question of how the rise of internet-mediated communication affects authoritarian regimes has received unprecedented attention within the discipline of communications. However, in this debate, scholars have not yet turned to the concept of literacy and addressed the role of citizens' knowledge about political media in any greater depth. This is surprising since the concept of literacy as 'emancipatory knowledge', in Sonia Livingstone's

words, has a 'long and proud history' of being linked with processes of enlightenment, political empowerment and democratization. The present study contributes to filling this gap by suggesting four highly consequential facets of critical news literacy in contemporary Russia, a high-profile hybrid regime. The conceptual development is grounded in western literature and 20 in-depth interviews with young, urban and educated Russians.“

Bulck, Hilde van den; Donders, Karen: Of Discourses, Stakeholders and Advocacy Coalitions in Media Policy: Tracing Negotiations towards the New Management Contract of Flemish Public Broadcaster VRT. – S. 83-99

„Taking the run-up to the 2012-2016 management contract between Flemish public service broadcaster VRT and the Flemish government as a case study, this article analyses the role of the digital technology argument in debates and negotiations regarding the position of public service broadcasting (PSB) in the era of media convergence. It discusses the outcome of the 2011 contract negotiations as the result of the relative position and impact of different actors by means of a stakeholder analysis and advocacy coalition framework. Results suggest, first, that beneath surface discussions about PSB and new media are economic arguments and logics. They show, second, that two advocacy coalitions can be identified and that the negotiations' outcome reflects a rupture of ties in the advocacy coalition between right-wing political parties and private media companies, favouring a market failure perspective, to the benefit of the advocacy coalition promoting the social responsibility perspective, reflected in the eventual 2012-2016 management contract.“

## Jg 29 (2014) Nr 2

Ihlen, Øyvind; Thorbjørnsrud, Kjersti: Making News and Influencing Decisions: Three Threshold Cases Concerning Forced Return of Immigrants. – S. 139-152

„Some irregular immigrants get to stay, most are asked to leave. Many in the latter category appeal and seek media coverage to further their case. While the vast majority of these stories are not reported, some cases do receive coverage, and some even cause policy change and a reversal of the return decision. In this article, we discuss under what circumstances media coverage has such an effect. We analyse three cases where a residence permit was granted after sustained media coverage. In exploring these cases, we found the notion of strong frames to be valuable, particularly in how they link to widely held cultural values. The reversals, however, were also brought about as a result of resourceful frame supporters and journalistic engagement. Taken together, the article contributes to the more general discussion of the dynamics of frame production, effects and power.“

Holtz-Bacha, Christina; Langer, Ana Ines; Merkle, Susanne: The Personalization of Politics in Comparative Perspective: Campaign



Coverage in Germany and the United Kingdom. – S. 153-170

„In the last few decades personalization has been identified as a defining trend of contemporary political communication. The empirical evidence, however, is mixed and there are very few studies that explore more than a single-case study. This article investigates media personalization in comparative perspective by analysing the press coverage of recent general elections in Germany (2009) and the United Kingdom (2010). Was the reporting in both campaigns (equally) personalized? How and to what extent does the phenomenon vary across the two countries? What does this mean for our understanding of personalization? The analysis shows that there are at least as many differences between the countries as there are similarities; although both campaigns can be considered personalized in some respects, the form it takes is substantially different due to structural variations in the media and political systems, as well as the more transient, but key, impact of the distinctive characteristics of the campaigns and each of the candidates.“

Fernández Alonso, Isabel; Blasco Gil, José Joaquín: Press Subsidy Policies in Spain in the Context of Financial Crisis (2008-2012): An Analysis of the Catalan Case. – S. 171-187

„While direct national press subsidies were abolished in the late 1980s, they continue to be granted in seven of Spain's 17 regional autonomous communities. Two features of these subsidy schemes are their highly discretionary nature and their particular concern for the language component, the latter of which, in some cases, is linked to processes of nation building. Catalonia was the first regional autonomous community to introduce press subsidies. It has also spent the highest amounts on such subsidies. But, in the current context of financial crisis, it has applied more radical cutbacks to them than any other region in Spain. This article focuses on the description and analysis of subsidies that have been granted in Catalonia since the 1980s. It pays particular attention to the changes brought about by a politically progressive shift in the Government of Catalonia in 2003 and the implications of the financial crisis that became apparent in 2011, by that time in the context of a conservative government. All of these issues are considered after describing and explaining the national and regional subsidy circumstances.“

Percival, Neil; Hesmondhalgh, David: Unpaid Work in the UK Television and Film Industries: Resistance and Changing Attitudes. – S. 188-203

„This article concerns resistance to unpaid work in the television and film industries. It outlines one notable and successful campaign against unpaid labour which was conducted in the UK television industry and discusses how a similar campaign in the film industry met much greater opposition. It then reports on a survey that was conducted in order to investigate the seeming differences in attitudes in the two industries observed during these campaigns. While confirming that workers in the film industry are more prepared to accept unpaid labour than television workers, the survey also revealed a more striking characteristic: those who have

worked longer in either sector view unpaid labour considerably less favourably than relative newcomers. The article discusses possible reasons for this, such as self-interest and altruistic attitudes towards younger workers; it also explores some implications for future working conditions, and for the role of activism and solidarity in resisting the worst aspects of existing labour relations in the cultural industries.“

Cross, Simon: Mad and Bad Media: Populism and Pathology in the British Tabloids. – S. 204-217

„The tabloid press is the section of the British media that has mobilized most vehemently on crime and responsibility. The logic of the tabloids is to sensationalize crime whilst insisting that criminals are morally responsible for their actions. However, this logic is thwarted when offenders are insane. The solution for British tabloids has been to invoke the illogical notion that mentally disordered offenders are mad and bad. The article argues for the need to understand this tabloid heuristic in relation to the politics of mental health care in the community policy in the 1990s, and the politics of tabloid populism. Tabloid reporting on the 'mad and bad' is further illustrated in the case of offenders housed in England's top-security Broadmoor Hospital. By identifying hypocrisy in tabloid reporting on Broadmoor patients, the article concludes that British tabloid logic should be viewed as pathological.“

Bonini, Tiziano; Morello, Giuseppe: No News from Abroad: A Comparative Content Analysis of News Issues on Italian Radio. – S. 218-229

„This article examines radio information in Italy. A quantitative content analysis was performed of the news editions of the main national broadcasters that transmit mainly informational content (RTL 102.5, Radio24, RAI Radio1, Radio Capital), as well as a regional broadcaster with a strong focus on information (Radio Popolare) and a national network whose informational spaces are minimal due to target and format (Radio 105). The study sampled one week of broadcasting from these radio stations, for a total of 1008 hours, from 23 to 29 January 2012. Results show how information in Italy is highly focused on internal politics and news stories, pushing news from abroad to the fringes and confirming the image of a nation that is little interested in what occurs outside its borders.“

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Flew, Terry: Changing Influences on the Concept of 'Media Influence'. – S. 7-18

„The concept of media influence has a long history in media and communication studies, and has also had significant influence on public policy. This article revisits questions of media influence through three short case studies. First, it critically analyses the strongly partisan position of News Corporation's newspapers against the Labor government during the 2013 Australian Federal election to consider whether the potential for media influence equated to the effective use

of media power. Second, it discusses the assumption in broadcasting legislation, in both the United Kingdom and Australia, that terrestrial broadcasting should be subject to more content regulation than subscription services, and notes the new challenges arising from digital television and over-the-top video streaming services. Finally, it discusses the rise of multi-platform global content aggregators such as Google, Apple, Microsoft and others, and how their rise necessitates changes in ways of thinking about concentration of media ownership, and regulations that may ensue from it.“

**Papathanassopoulos, Stylianos:** The Transition to Digital Television in Greece: Now What?. – S. 19-30

„This article aims to provide an overview of the current state of digital television in Greece. By examining the latest digital developments in the middle of financial crisis, it suggests that the Greek government adopted a purely market-driven approach leaving the private forces to take up digital terrestrial television. The closure of the public broadcaster, ERT, has accelerated the neo-liberal market-driven policy and Greece has ended up as one of the countries that have left the development of digital terrestrial television entirely to the private sector.“

**Bulck, Hilde van den; Tambuyzer, Sil; Simons, Nele:** Scheduling and Continuity Techniques in a Changing Television Landscape: A Case Study in Flanders. – S. 39-60

„Taking the re-introduction of revamped television station VIÉR in the Flemish television landscape as a case in point, this article wants to contribute to the discussion about the future of linear broadcast television in what is often considered as the post-linear era. It does so by means of an empirical analysis and evaluation of the current importance of two characteristics of linear television: scheduling and continuity techniques that are key in creating and maintaining channel identity. Analysis of a diachronic sample of television schedules and of evolving continuity techniques for Flemish television channels één, VTM and VT4/VIÉR and these channels' evolving continuity techniques, combined with interviews with senior management and an analysis of audience ratings reveals that scheduling and continuity techniques remain top of mind of television management and still influence audience behaviour. At the same time, there are indications that these techniques are being adjusted to the non-linear, converging television and multiplatform media environment. Discussion of the results aim to contribute to a better understanding of the potential of linear television in the post-linear era and of the shifting communicative relationship between broadcast media and their audiences throughout broadcast history.“

**Evans, Tom:** Co-Opetition of TV Broadcasters in Online Video Markets: A Winning Strategy?. – S. 61-74

„This article focuses on TV broadcasters adopting co-opetition strategies for launching online video services. It is claimed that the emergence of online video

platforms like YouTube and Netflix is driving TV broadcasters to collaborate with their closest competitors to reduce costs and reach the necessary scale in the global marketplace. The article sheds light on online video platforms that were developed following a co-opetition strategy (Hulu and YouView). The establishment of joint ventures in online video, however, has been scrutinized by competition authorities which fear that collaboration between close competitors lessens rivalry and reduces consumer choice. Therefore, several co-opetition projects (among others BBC's Kangaroo and Germany's Gold) have been prohibited by competition authorities.“

**Michalis, Maria:** Infrastructure as a Content Issue and the Convergence between Television and Broadband Internet: Insights from the British Market. – S. 75-90

„Most communication policy debates and academic research focus on either 'in front of' or 'behind' the screen developments. The article argues that this dichotomy between 'content' and 'transmission' is false and considers how developments 'behind' and 'inside' the screen influence 'in front of' the screen aspects and, in turn, the user experience. It examines the growing complexity of the value chain of video distribution in the Internet age, explains the often contradictory interests of participants, and refers to relevant developments in Britain. The article discusses how transmission issues shape access to content and audiences. Increasingly, responsibility for the transmission, exchange and termination of digital content traffic lies with private commercial players who favour technological solutions, market and business models that are premised on exclusion and commercial priorities, and which as a result threaten universal, equitable, easy and affordable access to content. The resulting exclusion is in contradiction to inclusive discourses regarding content. The article therefore on the one hand highlights the argument that the dichotomy between content and infrastructure is artificial and on the other it points to the societal significance of the need to consider the interdependence between transmission and content.“

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**Pfetsch, Barbara; Adam, Silke; Bennett, W. Lance:** The Critical Linkage Between Online and Offline Media: An Approach to Researching the Conditions of Issue Spill-Over. – S. 9-22

„In this article we argue that it is pressing to study the 'hybrid media system' at the intersection of online and offline communication and its potential for agenda building. The topic is relevant because it is argued that the Internet offers new opportunities of public influence for challengers without access to political decision making. Except for single case studies, little is known about the conditions under which these actors succeed. Informed by the research on agenda building we tackle with the mechanisms of online-offline media agenda building and the conditions under which challengers succeed to produce issue spill-over into conventional mass media. We develop a theoretical frame-

work for investigating the linkage between online communication and traditional mass media and discuss how our model translates into empirical research. We conclude that the nature of online networks is critical for spill-over, but also the issue itself and the structure of the political system.“

Garcia-Blanco, Iñaki; Wahl-Jorgensen, Karin: Remote, Elitist, or Non-Existent?: The European Public Sphere in the Debates of British Political Elites. – S. 23-38

„This paper looks at how British political elites discuss the European public sphere and citizens' participation within it. Drawing on 41 in-depth interviews with political elites – including politicians at national and European levels, journalists, political activists, and think-tank professionals – the paper explores interviewees' understandings of the European public sphere, and their perceptions about its vitality. Our research reveals a great deal of scepticism about the idea of a European public sphere, in part rooted in conventional British Euro-sceptic approaches, and in part fostered by a perception of the remoteness and democratic deficit of the European Union.“

Sandoval, Marisol: Corporate Social (Ir)Responsibility in Media and Communication Industries. – S. 39-58

„Microsoft is the most socially responsible company in the world, followed by Google on rank 2 and The Walt Disney Company on rank 3 – at least according to the perceptions of 47,000 people from 15 countries that participated in a survey conducted by the consultancy firm Reputation Institute. In this paper I take a critical look at Corporate Social Responsibility in media and communication industries. Within the debate on CSR media are often only discussed in regard to their role of raising awareness and enabling public debate about corporate social responsibility. What is missing are theoretical and empirical studies about the corporate social (ir)responsibility of media and communication companies themselves. This paper contributes to overcoming this blind spot. First I systematically describe four different ways of relating profit goals and social goals of media and communication companies. I argue for a dialectical perspective that considers how profit interests and social responsibilities mutually shape each other. Such a perspective can draw on a critical political economy of media and communication. Based on this approach I take a closer look at Microsoft, Google and The Walt Disney Company and show that their actual practices do not correspond to their reputation. This analysis points at flaws in the concept CSR. I argue that despite these limitations CSR still contains a rational element that can however only be realised by going beyond CSR. I therefore suggest a new concept that turns CSR off its head and places it upon its feet.“

Cayli, Baris: Creating Counterpublics against the Italian Mafia: Cultural Conquerors of Web-Based Media. – S. 59-76

„This study aims to develop insight into the new media's struggle against the Mafia in Italy using the Libera Informazione, an anti-Mafia civil society organisation

established in 2007, as a case study. The article argues that the endeavours of the Libera Informazione are aimed at creating a public sphere for anti-Mafia entries in the media and subsequently renewing public culture through channels in the constructed public sphere. During this process, communication strategies aim to inform the public at the local and national levels to increase consciousness about the political-criminal nexus and activities of the Mafia groups. Drawing on anthropological, moral, and reformist models of journalism, the author asserts that such a struggle is attainable in the long run, as it requires a consistent effort and inspiration, which already exist in the struggle of anti-Mafia media establishments against the Mafia in Italy.“

Niemi, Mari K.: The True Finns Identity Politics and Populist Leadership on the Treshold of the Party's Electoral Triumph. – S. 77-92

„In the Finnish general elections of 2011 the nationalist-populist True Finns Party gained a ground-breaking victory: its parliamentary group of 5 members grew to 39 members. This article examines the party's leader and co-founder Timo Soini's populist leadership in the context of the Nordic consensual multi-party system. The focus is on the direct communication Soini targeted to the party's (possible) supporters in his Internet blog and columns in the party's paper. Applying populist strategies in the circumstances of a Finnish political reality called for balance on several fronts. First, Soini's rhetoric balanced the dynamics of rousing the troops to the frontlines on the one hand, and integrating them to follow a certain set of behavioural norms and rules for party activities on the other. Although the separation of 'us' and 'them', typical for populist political strategy, was also substantial in Soini's argumentation, the 'other' was mainly not immigrants but various domestic and European elites. In his leadership, Soini balanced between two central questions. How, on the one hand, could the party be unique and gripping enough to attract support from both formerly passive voters and those who tended to vote for traditional parties? How, on the other hand, to remain respectable enough to suit the taste of the traditionally somewhat moderate Nordic voter?“

Bergman, Tabe: Liberal or Radical? Rethinking Dutch Media History. – S. 93-108

„What James Curran calls the liberal meta-narrative of media history is the standard framework employed in describing the trajectory of the Dutch media. Yet much evidence indicates that throughout the twentieth century the Dutch media have more commonly served elite interests than the public interest. Initially the media were subservient to politics, later the market became dominant. This paper criticises the liberal reading of Dutch media history and argues for the viability of a radical reading. After a review of historiographical issues, a critical history of the Dutch media from the thirties onwards is presented, with a focus on the period since the sixties.“

## Jg 20 (2013) Nr 4

Hu, Zhengrong; Ji, Deqiang: *Retrospection, Prospection and the Pursuit of an Integrated Approach for China's Communication and Journalism Studies.* – S. 5-16

„Transcending a one-dimensional paradigm of globalisation, this article provides a kind of archeological analysis of communication and journalism studies in China. It examines the historical trajectory of the introduction of Western communication theories since the early 1980s, the articulation of Western theories and the initiatives of Chinese intellectuals of the time, and the complex social contexts of a transitional China in which a dominant US-based administrative paradigm has prevailed for decades. As a result of this articulation, communication and journalism studies in current China are widely considered an organic part of the leading paradigm of neoliberalism, and less attention has been paid to seeking alternative paradigms, or at least to rediscovering the distinctiveness of Chinese experience in the global sphere. To point out the limitations of this articulation, the article illustrates the increasing difficulties or misappropriations in using those Western theories to interpret the complex reality of both social and media transformations. A positive relationship between theories and practice prompts social justice and democracy rather than a tendency towards „uneven development“ with growing social inequality. Therefore the article contends that China's communication and journalism studies are standing at another historical crossroads today, compared with the time when Wilbur Schramm made his groundbreaking visit to Beijing in 1982. In pursuit of a reorientation in communication and journalism studies in the future, an integrated approach is suggested.“

Zhao, Yuezhi: *China's Quest for „Soft Power“: Imperatives, Impediments and Irreconcilable Tensions?.* – S. 17-30

„From establishing Confucius Institutes all over the world to mounting an advertising blitz in New York's Times Square, the Chinese state's multifaceted endeavour to strengthen its 'soft power' has been highly visible and the subject of much recent political, journalistic, and scholarly attention. This paper locates the Chinese state's 'soft power' quest within historical and geopolitical contexts and explores the profound contradictions in its underpinning political economy and cultural politics. While this campaign's state, industry, professional and moral imperatives appear self-evident and there are converging elite and popular interests in the project, its structural impediments seem to be insurmountable. Furthermore, there are irreconcilable tensions between a drive to pursue an elitist, technocratic, and cultural essentialist approach to global communication and a capacity to articulate and communicate an alternative global political and social justice that appeals to the vast majority of the world population in a deeply divided and crises-laden domestic and global order.“

Thussu, Daya Kishan: *De-Americanising Media Studies and the Rise of „Chindia“.* – S. 31-44

„The creation of a global market has not only contributed to the globalisation of Western and, more specifically, American media around the world, but also opened up the media and communication sectors in large and hitherto highly regulated countries such as China and India. The resultant flow of media products from such countries has created more complex global information, infotainment and entertainment spheres. This article examines the increasing importance of China and India in global communication and media discourses and the challenge that the rise of 'Chindia' poses for the study of media and communication. It argues that the globalisation of media industries and audiences, combined with the internationalisation of higher education – reflected in the changing profile of both faculty and students – requires a new approach for research and the teaching of media and communication. While global media and their study remain firmly embedded in a Western or, more accurately, American discourse, the new realities of the post-2008 world warrant a re-evaluation of how we define the global. The article concludes by considering what 'Chindia' might mean in a de-Americanised media world.“

Rydholm, Lena: *China and the World's First Freedom of Information Act: The Swedish Freedom of the Press Act of 1766.* – S. 45-64

„In 1766, the world's first freedom of information act: His Majesty's Gracious Ordinance Relating to Freedom of Writing and of the Press was passed in the Swedish Diet, largely through the work of Anders Chydenius. Few people today realise that this had something to do with China. The image of China as a distant utopia, a prosperous and politically stable country, had been created through accounts such as Jean Baptiste Du Halde's four volume *Description géographique, historique, chronologique, politique, et physique de l'empire de la Chine et de la Tartarie chinoise*. In Sweden, politicians Anders Nordencrantz and Anders Chydenius, basing their arguments on Du Halde's descriptions, claimed that the freedom of writing, of the press and of information had been in existence in China since ancient times, and had largely contributed to the wealth and stability of China. In this paper I examine the political pamphlets written by these two Swedish politicians to show how they used China as an example to strengthen the arguments for a Freedom of the Press Act in Sweden.“

Brownell, Susan: *„Brand China“ in the Olympic Context: Communications Challenges of China's Soft Power Initiative.* – S. 65-82

„The Beijing 2008 Olympics were widely considered to be China's moment for improving its national image worldwide. However, the consensus both inside and outside China was that although the Olympics succeeded in advancing an image of an emerging powerful, prosperous, and well-organised nation, the message was hijacked by interest groups critical of government policies on human rights and Tibet, who were more successful in putting forward their positions in the international media than the Chinese government was. The article analyses the communications challenges

that created obstacles for genuine dialogue on sensitive issues. In its post-Olympics assessment, the Chinese government acknowledged the weakness of China's voice in international (especially Western) media and responded with a planned US\$6 billion investment for strengthening its foreign communications capacity as part of its 'soft power' initiative (first called for by President Hu Jintao in 2007)."

Svensson, Göran: „China Going Out“ or „The World Going In“?: The Shanghai World Expo 2010 in the Swedish Media. – S. 83-98

„Public diplomacy, nation branding and soft power are the theoretical notions used in this analysis of the Shanghai Expo 2010 and its reception in the Swedish media. This article studies the full coverage during 2010 of the Expo in the four main Swedish dailies. First, a general overview of the reports is presented and then a focused analysis of how the media texts deal with (a) reasons for arranging/participating (b) representation of China/Sweden (c) reporting about outcomes of the Expo and (d) reporting on the international exhibition phenomena. The major conclusion of the study is that Expo 2010 contributed to China's 'going global' strategy in a specific way; rather than being used as a vehicle for China 'going out' in the world, it became a vehicle for Sweden, and the world, 'going in' to China. Another observation discussed is that the international exhibition form was used to mediate interactions and relations, offering situated meetings in a unique event context as a node for further mediated communication.“

### Journal of Children and Media Jg 8 (2014) Nr 1

Russell, Cristel Antonia et al: Television's Cultivation of American Adolescents' Beliefs about Alcohol and the Moderating Role of Trait Reactance. – S. 5-22

„Cultivation research has shown that heavy television viewing is linked to audiences' generalized, and often skewed, views of reality. This research investigates whether television viewing is related to adolescents' views about the consequences of drinking and whether psychological trait reactance moderates this cultivation effect. Results from a survey of 445 American teenagers show that cumulative exposure to television is linked to reduced beliefs about alcohol's negative consequences and greater intentions to drink. These effects were greater for adolescents low on trait reactance. This research adds to the general psychological research on trait reactance as a moderator of media influences and makes a substantive contribution toward furthering our understanding of the media and public health concerns that surround risky adolescent behaviors.“

Anschutz, D. J. et al: What's the Difference?: Reducing the Effects of Exposure to Reality Television Shows Displaying Excessive Alcohol Use on Dutch Adolescents' Drinking Intentions. – S. 23-39

„The present experimental study investigated the effects of strengthening or weakening adolescents' perceptions of equivalence between themselves and the leading characters of a reality show displaying excessive alcohol consumption in the Netherlands. A randomized between-subject design was used with three experimental conditions (instruction to either focus on similarities or differences with the characters or a neutral instruction) and one control group. A total of 108 adolescents (mean age 15.17) participated. Their alcohol-related attitudes and intentions were measured after watching a compilation of a popular real-life television show displaying excessive alcohol consumption. Drinking intentions were found to be significantly lower in participants who focused on differences compared to those in the similarities or neutral instruction condition. This study provides preliminary evidence that the effects of exposure to excessive alcohol consumption in popular television shows on drinking intentions can be diminished by focusing adolescents on the differences between themselves and the media characters. Being a first, pioneering study on this topic, the results might constitute an interesting starting point for future research.“

Ortiz, Rebecca R.; Brooks, Mary E.: Getting What They Deserve?: Consequences of Sexual Expression by Central Characters in Five Popular Television Teen Dramas in the United States. – S. 40-52

„Exposure to sexual portrayals in the media can play a major role in the sexual socialization of adolescents. Adolescent viewers of popular television teen dramas may model the sexual attitudes and behaviors of characters with which they develop a parasocial relationship and perceive as similar to him or herself. This content analysis was thus conducted to examine the sexual portrayals of sixty-four central characters from the 2009 to 2010 season of five popular television teen dramas in the United States. Results indicate gender equality in the sexual portrayals of female and male characters, as both were equally likely to engage in sexual expression and experience positive and negative consequences. Consequences experienced were primarily emotional and social, though negative consequences were more frequent than positive. Sexual talk was associated with experiencing both negative and positive consequences; however, sexual behavior (light sexual behavior and implicit sex) was only associated with positive consequences. Implications for how exposure to such portrayals may impact the sexual behaviors of adolescent viewers are discussed.“

Cunningham, Carolyn M.: Sixteen and Not Pregnant: Teen-Created YouTube Parody Videos and Sexual Risk-Taking in the United States. – S. 53-68

„This study provides a qualitative content analysis of teen-produced parody videos of the MTV show *16 and Pregnant* produced primarily in the United States. This study examined the types of strategies teens used to mimic the show as well as the common themes that emerged in the parody videos. Analyses looked at differences between the content of the original show and the parody videos. Girls produced the majority of the



films, suggesting that media production may be an important avenue for girls to make sense of sexual risk-taking. In the end, this study argues for an expanded framework for researching television and risk behavior by considering youth's cultural production."

**Beullens, Kathleen; Bulck, Jan Van den: Predicting Adolescents' Smoking Status in Belgium: The Role of Music Television Viewing, Gender, and School Year. – S. 69-86**

„The aim of the present study is to determine whether (1) adolescents' music television viewing at baseline was associated with their smoking behavior 2 years later, and (2) to examine whether respondents' gender and school year moderated this relationship. A prospective cohort study with a 2-year follow-up of 1,147 (baseline non-smoking) adolescents between 13 (youngest cohort) and 16 years old (oldest cohort) was conducted in Flanders (Belgium) in order to examine these objectives. The data indicated that music television viewers have an increased probability of being a smoker 2 years later, even after entering the control variables in the model. This relationship appeared to be moderated by school year. The odds of being a smoker doubled for the adolescents in the youngest cohort who watched music television at least several times a week. For those in the youngest cohort who watched music television almost every day, the odds of being a smoker were almost four times higher than the odds of those watching rarely or not. For the adolescents in the oldest cohort no relationship between music television viewing and smoking was found.“

**Guernsey, Lisa: Garbled in Translation: Getting Media Research to the Press and Public. – S. 87-94**

„Confusion and conflicting messages about children's media continue to mount. This article examines the pitfalls of bringing new media research to the public as journalists, researchers, and trusted translators (such as the American Academy of Pediatrics) try to provide guidance. Using an example from a controversial AAP report that identifies a new phenomenon known as 'facebook depression', the author examines how research becomes garbled in translation and how translators may rely too much on flimsy sources to make broad statements about media's impact. The conclusion explores ways for researchers, translators and the press to ensure that parents and the public can make more confident, informed choices about the media in their lives.“

## Jg 8 (2014) Nr 2

**O'Connor, Jane: An Analysis of British Newspaper Coverage of the Teenage Swimming Gold Medalists at the London 2012 Olympics. – S. 95-109**

„The London 2012 Olympics saw a number of medalists across events who were 16 years old or younger. This article examines the British print media coverage of three of the youngest gold medalist swimmers, namely: Ye Shiwen of China (16), Ruta Meilute of Lithuania (15) and Kate Ledecy of the USA (15). The

aim of the analysis is to highlight the ways in which dominant discourses around childhood, exceptional ability, ethnicity and gender, are played out in media narratives about young, high-profile sport performers. The paper finds that Ye Shiwen is represented in a markedly different way to the other swimmers in the newspaper stories analysed, and argues that this discrepancy is due to perceived violations of normative Western constructions of childhood in Shiwen's backstory and stereotypical conceptions of Chinese culture.“

**Lachover, Einat; Vaisman, Carmel L.: Jewish-Israeli Girls' Online Discourse about International Women's Day: Post-Feminism or „Feminist Insensibility“. – S. 110-126**

„This study analyzes the discourse of feminine and feminist identity among Jewish-Israeli girls as expressed over the Internet. The research questions are: What type of feminine identity is exhibited among Jewish-Israeli girls? What is the nature of their feminist identity? And what role does the Internet play in giving expression to these identities? The study focuses on discourse published on 44 blogs of girls on the occasion of International Women's Day (2011-2012). The claim is that Jewish-Israeli girls use their blogs as a tool for negotiating their ideological stance, even though their ideological discourse on the Internet is not necessarily any less hegemonic than the ideological discourse of girls outside the Internet. In fact, our analysis demonstrates interplay between feminism, post-feminism and anti-feminism. To complement Gill's elaboration of post-feminism as a sensibility, we offer the concept of a 'feminist insensibility' to describe the entangled ideological discourse of girls.“

**Panek, Elliot: Evidence for the Effects of Parental Mediation and Childhood Media Use on US College Students' Social Media Use. – S. 127-145**

„Parents' rules and restrictions on media use have been shown to reduce amounts of media consumed by children. It remains unclear as to whether the effects of parents' restrictions on media use persist when children reach early adulthood. The present survey analysis assesses the extent to which restricted media use in childhood affects amounts of social media use among a sample (N = 454) of young adults and how self-control affects this relation. The results suggest that young adults who are higher in self-control and are introduced to social media at a later age use less social media as young adults. Being introduced to social media at an early age is also associated with texting during class as well as texting before sleep. Rules on children's media use appear to have no lasting effects on amounts of social media use.“

**Tsaliki, Liza; Kontogianni, Sonia: Bridging the Disability Divide? Young Children's and Teenager's with Disability Internet Experiences in Greece. – S. 146-162**

„Given the overall paucity of research on youngsters with disability, and the ways they participate in online culture, this paper wishes to unpack the norms and di-

visions that become enacted or undone through online technologies and the impact these may have on the everyday practices of children and teenagers with disability in Greece. Based on our interviews with 20 youngsters with physical, and/or cognitive difficulties, or deafness, and premised on a socially constructed notion of disability and childhood, we support the view that social and digital exclusion are inextricably linked and that online technologies are differentially used in order to compensate for the physical, communicative, identity and socializing shortcomings of different kinds of impairment.“

Vaala, Sarah E.; Hornik, Robert C.: Predicting US Infants' and Toddlers' TV/Video Viewing Rates: Mothers' Cognitions and Structural Life Circumstances. – S. 163-182

„There has been rising international concern over media use with children under two. As little is known about the factors associated with more or less viewing among very young children, this study examines maternal factors predictive of TV/video viewing rates among American infants and toddlers. Guided by the Integrative Model of Behavioral Prediction, this survey study examines relationships between children's rates of TV/video viewing and their mothers' structural life circumstances (e.g., number of children in the home; mother's screen use), and cognitions (e.g., attitudes; norms). Results suggest that mothers' structural circumstances and cognitions respectively contribute independent explanatory power to the prediction of children's TV/video viewing. Influence of structural circumstances is partially mediated through cognitions. Mothers' attitudes as well as their own TV/video viewing behavior were particularly predictive of children's viewing. Implications of these findings for international efforts to understand and reduce infant/toddler TV/video exposure are discussed.“

Vandenbosch, Laura; Beyens, Ine: Sexually Oriented Television Viewing and Adolescents' Attitude toward Uncommitted Sexual Exploration in Belgium: The Moderating Role of Sensation Seeking and Gender. – S. 183-200

„This study examines how viewing sexual content on television and sensation seeking are related to girls' and boys' attitude toward uncommitted sexual exploration using data from a two-wave panel study with a six-month interval (N = 1,096) in Belgium. Hierarchical regression analyses showed a positive three-way interaction effect demonstrating that sensation seeking has a decreasing effect on the relationship between viewing sexual content on television and attitude toward uncommitted sexual exploration among boys, but an increasing effect among girls. More specifically, girls who showed higher levels of sensation seeking and boys who showed lower levels of sensation seeking appeared to be more susceptible to the negative influence of viewing sexual content on television viewing on their attitude toward uncommitted sexual exploration. However, higher levels of sensation seeking among boys and lower levels of sensation seeking among girls decreased the risks of viewing sexual content on television. Adolescent risk-groups defined by

sexual television viewing, sensation seeking, and gender are discussed.“

## Journal of Communication Jg 64 (2014) Nr 1

Yang, Z. Janet; Aloe, Ariel M.; Feeley, Thomas Hugh: Risk Information Seeking and Processing Model: A Meta-Analysis. – S. 20-41

„This study relies on state-of-the-art meta-analytical techniques to assess overall effects of the Risk Information Seeking and Processing (RISP) model. The results support the utility of the RISP model in predicting risk information seeking and systematic processing. However, the model demonstrated limited explanatory power for heuristic processing. A reduced model composed of only 2 variables – current knowledge and informational subjective norms – accounted for a substantial proportion of variance in the outcome variables. This more parsimonious explanation of information seeking and systematic processing might extend the utility of the RISP model to other communication settings not related to risk. Theoretical boundaries of the RISP model and implications for future research are discussed.“

Nikkelen, Sanne W. C. et al.: Media Violence and Children's ADHD-Related Behaviors: A Genetic Susceptibility Perspective. – S. 42-60

„This study examined the relationship between media violence exposure and Attention-deficit/hyperactivity disorder (ADHD)-related behaviors. Using survey (parent-reported) and genetic data of 1,612 Dutch children (aged 5 to 9 years), we examined genetic disposition as a possible cause of individual differences in children's use of and susceptibility to media violence. The gene variant of interest was the 5-HTTLPR polymorphism, which has been associated with ADHD-related behaviors in previous research. Results showed that the 'long' variant of the gene polymorphism was related to greater violent media use, which in turn was related to more ADHD-related behaviors. The 5-HTTLPR genotype did not moderate the effect of media violence on ADHD-related behaviors. This study provides insight into the role of genetic factors in media effects.“

Hofer, Matthias; Allemand, Mathias; Martin, Mike: Age Differences in Nonhedonic Entertainment Experiences. – S. 61-81

This article examines age differences in nonhedonic (eudaimonic) entertainment experiences. Results of an experimental study comparing younger adults aged 18 to 28 years (n=84) with older adults aged 62 to 87 years (n=65) who watched either a sad or a happy version of a meaningful film show that generally, older viewers reported higher levels of eudaimonic entertainment than younger participants. Furthermore, among older participants, eudaimonic entertainment experiences during the film were associated with positive affect and mixed emotions. This study further develops our understanding of nonhedonic entertainment experiences. Implications for other research areas are discussed.“

Venetis, Maria K. et al.: *Cancer Communication and Partner Burden: An Exploratory Study*. – S. 82-102

Correa, Teresa: *Bottom-Up Technology Transmission within Families: Exploring How Youths Influence Their Parents' Digital Media Use with Dyadic Data*. – S. 103-124

„This study investigated the bottom-up technology transmission process in a country with varied levels of technology diffusion, such as Chile. It explored to what extent children teach their parents how to use digital media and proposed a typology of factors related to this process. By relying on a mixed-methods design-which combined interviews with an original survey-and dyadic data, it found that the transmission occurs for all the technologies investigated, although children's influence should not be overstated. This process was more likely to occur among women and people from lower socioeconomic status, and it was also associated with less authoritarian parents and more fluid parent-child interactions.“

Weber, Patrick; Wirth, Werner: *When and How Narrative Persuade: The Role of Suspension of Disbelief in Didactic versus Hedonic Processing of a Candidate Film*. – S. 125-144

„This study examined how exaggeration in a biographical film about a political candidate affects attitudes toward the candidate, as well as how this attitudinal effect is contingent on goal-oriented processing strategies and mediated by suspension of disbelief (SOD), a tolerant audience response to a perceived lack of realism. On the basis of a randomized 2 (portrayal of the candidate: mildly positive vs. exaggerated) by 2 (modal processing strategy: didactic vs. hedonic) factorial experiment, we found an indirect effect for exaggeration on attitude through SOD as a function of processing strategy. Implications of the study findings for narrative persuasion theory and research are discussed.“

McLaren, Rachel M.; Pederson, Joshua R.: *Relational Communication and Understanding in Conversations About Hurtful Events Between Parents and Adolescents*. – S. 145-166

Yeykelis, Leo; Cummings, James J.; Reeves, Byron: *Multitasking on a Single Device: Arousal and the Frequency, Anticipation, and Prediction of Switching Between Media and Content on a Computer*. – S. 167-192

„This study measured arousal responses to multitasking by recording switches between content on personal computers over a day. Results showed that switches occurred every 19 seconds, more often than has been reported in previous research. Arousal was highest at the point of a switch with declines in skin conductance afterward. Switches were also preceded by a 12-second period of increasing skin conductance. 2 new methods were used, one an original application that recorded screen shots, and another that measured changes in skin conductance during the day using a wrist sensor. Results are discussed in light of increasing use of single

devices displaying multiple types of content, rather than multitasking that occurs when attention is divided between content on multiple devices.“

**Journal of Communication Inquiry**  
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Popkova, Anna: *Political Criticism From the Soviet Kitchen to the Russian Internet: A Comparative Analysis of Russian Media Coverage of the December 2011 Election Protests*. – S. 95-112

„The election protests in Moscow in December 2011 signified an important moment for Russian society. Political dissent, historically reserved for the private domain of Soviet kitchens and in recent years to the regulation-free space of the Russian Internet (RuNet), entered the public space of Moscow streets. Just like the protests revealed the long-held tension between the political discussion (and action) in Russian public and private spheres, the coverage of the protests by different media brought to light similar struggles in Russian journalism. This project combines the textual analysis of the protests' coverage by two progovernment and two oppositional media with the analysis of their connections to the RuNet-a space that played an important role in the protests' organization and coordination. The project aims to gain a deeper understanding of the role RuNet – a private space that increasingly becomes more public – plays in the development of Russian journalism.“

Kumar, Sangeet: *Articulation as a Site of Discursive Struggle: Globalization and Nationalism in an Indian Media Debate*. – S. 113-130

„This article uses the theory of articulation to analyze the debate surrounding the decision by the Government of India to open up the Indian print media to foreign investment. The decision was preceded and followed by intense wrangling within the pages of the very newspapers that were to be affected by it, thus resulting in a contentious debate around the move. Using the theory of articulation to explore the mechanism of discursive power exercised by each side within the debate the paper argues that each side articulated the same four themes with culturally specific meanings to shape the government's decision in their favor. This exploration seeks to emphasize the discursive dimension of globalization as a key site where power struggles are played out and consensus about policy choices is created.“

Thiel-Stern, Shayla; Mazarella, Sharon R.; Hains, Rebecca C.: *„We Didn't Have Adventures Like That“: The Lure of Adventure Stories and Courageous Females for Girls Growing Up in the United States During the Mid-20th Century*. – S. 131-148

„Based on oral history interviews conducted with 30 women born in the United States in the 1920s, 1930s, and 1940s, this project presents women's memories of their girlhood relationship to popular media and culture. Specifically, they told us about a preference for

adventure stories including those of adventurous and/or strong real-life females. We conclude with a discussion of how these findings may reflect the social-cultural constraints placed on girls growing up at that time such that adventure stories enabled them to live vicariously and to negotiate a future identity in which they too could lead lives of daring and adventure.“

Oh, David C.; Kutufam, Doreen V.: The Orientalized „Other“ and Corrosive Femininity: Threats to White Masculinity in 300. – S. 149-165

„The film 300 tells a fictionalized account of 300 Spartans' courageous stand against Xerxes's Persian army that provided Greece a beacon of masculine strength, independence, and freedom. This study seeks to understand the racist and sexist ideologies represented in the film's characterization of the Spartan and the Persian armies. To uncover ideologies in the film, we conducted a textual analysis focusing on the intersecting constructions of nation, race, and gender. Our findings suggest that the film advances ideological support for the duty of Whiteness and masculinity in the United States, specifically, and the West, generally, to protect itself from the external, invading forces of the Orientalized racial 'other' and against the internal, corrosive forces of femininity.“

### Journal of Health Communication Jg 19 (2014) Nr 1

Hovick, Shelly R.: Understanding Family Health Information Seeking: A Test of the Theory of Motivated Information Management. – S. 6-23

„Although a family health history can be used to assess disease risk and increase health prevention behaviors, research suggests that few people have collected family health information. Guided by the Theory of Motivated Information Management, this study seeks to understand the barriers to and facilitators of interpersonal information seeking about family health history. Individuals who were engaged to be married (N = 306) were surveyed online and in person to understand how factors such as uncertainty, expectations for an information search, efficacy, and anxiety influence decisions and strategies for obtaining family health histories. The results supported the Theory of Motivated Information Management by demonstrating that individuals who experienced uncertainty discrepancies regarding family health history had greater intention to seek information from family members when anxiety was low, outcome expectancy was high, and communication efficacy was positive. Although raising uncertainty about family health history may be an effective tool for health communicators to increase communication among family members, low-anxiety situations may be optimal for information seeking. Health communication messages must also build confidence in people's ability to communicate with family to obtain the needed health information.“

Nagler, Rebekah H.: Adverse Outcomes Associated with Media Exposure to Contradictory Nutrition Messages. – S. 24-40

„There is increasing concern that the media present conflicting health information on topics including cancer screening and nutrition. Although scholars have speculated that exposure to this information leads to increased public confusion, less trust in health recommendations, and less engagement in health behaviors, there is a lack of empirical research that directly addresses the role of media exposure to conflicting information. Using data from the Annenberg National Health Communication Survey, this study finds that exposure to conflicting information on the health benefits and risks of, for example, wine, fish, and coffee consumption is associated with confusion about what foods are best to eat and the belief that nutrition scientists keep changing their minds. There is evidence that these beliefs, in turn, may lead people to doubt nutrition and health recommendations more generally—including those that are not rife with contradictory information (e.g., fruit/vegetable consumption, exercise). The implications of these findings for healthy eating campaigns and interventions are discussed.“

Dunlop, Sally M.; Cotter, Trish; Perez, Donna: When Your Smoking Is Not Just About You: Antismoking Advertising, Interpersonal Pressure, and Quitting Outcomes. – S. 41-56

„The authors investigated the potential for antismoking advertising to generate interpersonal pressure on smokers to quit using the Cancer Institute NSW's Tobacco Tracking Survey, a telephone tracking survey of adult smokers conducted throughout the year with approximately 50 interviews per week (N = 5,448). The survey includes questions relating to recently broadcast antismoking advertisements, including whether smokers have received pressure from family and friends as a result of their seeing the advertisements. The authors conducted multivariate logistic regression analyses to predict: (a) receiving ad-stimulated interpersonal pressure; and (b) quitting outcomes. All analyses controlled for smoker characteristics and potential exposure to the advertisements. Compared with ads coded as having a low level of emotion (by independent coders), ads coded as highly emotional were more likely to have generated interpersonal pressure. Ad-stimulated interpersonal pressure was associated with an increased likelihood of recent quit attempts and with salient quitting thoughts, with a greater effect on quitting thoughts for interpersonal pressure generated by highly and moderately emotional ads. These results support previous research suggesting that highly emotional antismoking ads with personal stories or graphic imagery are effective in promoting smoking cessation, and these results help to identify communication processes that contribute to the ads' success.“

Khosropour, Christine M.; Lake, Jason G.; Sullivan, Patrick S.: Are MSM Willing to SMS for HIV Prevention?. – S. 57-66

„Text messaging is a potential HIV-prevention tool for men who have sex with men (MSM), specifically young MSM and MSM of color. To determine the

willingness of MSM to receive text messages as part of an HIV-prevention intervention, we administered an online survey to MSM recruited from MySpace.com, which included questions about mobile phone ownership and willingness to participate in a future text message-based HIV research study. Of participants, 85 % (n = 5,378) reported owning a mobile phone and 49 % (n = 2,483) of mobile phone owners reported being willing to receive text messages in a future HIV research study. Black and Hispanic men were more willing than White non-Hispanic men to receive text messages. Men with a college degree were less willing to receive texts than men with a high school level of education, and men >22 years old were less likely to be willing to receive texts than those younger than 22 years of age. The authors' findings demonstrate that willingness to receive text messages as part of an HIV research study is moderate, and mirrors patterns of text message use in age and race. Variations in willingness should be taken into account when designing and implementing future interventions."

Carpenter, Delesha M. et al.: *Conflicting Medication Information: Prevalence, Sources, and Relationship to Medication Adherence.* – S. 67-81

„Conflicting medication information has been defined as contradictory information about a medication topic from two or more sources. The objective of this study was to determine whether arthritis patients are exposed to conflicting medication information, to document sources of conflicting information, and to explore whether conflicting information is associated with sociodemographic factors, clinical characteristics, and medication adherence. Using an online survey, arthritis patients (N = 328) reported how often they received conflicting information about 12 medication topics as well as sources of conflicting information, demographic/clinical characteristics, and medication adherence. A linear regression model, which controlled for various demographic/clinical factors, determined whether conflicting information was associated with medication adherence. The majority of patients (80.1 %) received conflicting information and were most likely to receive conflicting information about medication risks. Physicians, media sources, and the Internet were the most common sources of conflicting information. Less conflicting information (B = 0.13, p < .05), more information source use (B = 0.22, p < .01), and lower perceived regimen complexity (B = 0.17, p < .05) were associated with better medication adherence. In conclusion, conflicting medication information is pervasive, comes from a variety of sources, and may negatively affect patient health outcomes. To potentially decrease exposure to conflicting information, providers should direct patients to high-quality medication information sources.“

Wright, Kevin B.; King, Shawn; Rosenberg, Jenny: *Functions of Social Support and Self-Verification in Association with Loneliness, Depression, and Stress.* – S. 82-99

„This study investigated the influence of social support and self-verification on loneliness, depression, and stress among 477 college students. The authors

propose and test a theoretical model using structural equation modeling. The results indicated empirical support for the model, with self-verification mediating the relation between social support and health outcomes. The results have implications for social support and self-verification research, which are discussed along with directions for future research and limitations of the study.“

Nan, Xiaoli; Zhao, Xiaoqun; Briones, Rowena: *Parental Cancer Beliefs and Trust in Health Information from Medical Authorities as Predictors of HPV Vaccine Acceptability.* – S. 100-114

„This research examines parental cancer beliefs and trust in health information from medical authorities as predictors of HPV vaccine acceptability. Specifically, the authors investigated how parents' perceived susceptibility to and severity of cancer, fatalistic beliefs about cancer prevention, and trust in health information from doctors/health professionals and government health agencies are related to willingness to vaccinate their daughters ages 11-12 years against HPV. The authors analyzed data from the 2007 Health Information National Trends Survey. The authors found that parents were more likely to accept the vaccine if they perceived a higher risk of getting cancer themselves and if they had a higher level of trust in health information from medical authorities. Perceived severity of cancer and fatalistic beliefs about cancer prevention did not predict vaccine acceptance.“

Martinez, Lourdes S.: *Explaining the Effects of Anticipated Regret Messages on Young Women's Intention to Consume Folic Acid: A Moderated-Mediation Model.* – S. 115-132

„This study tests a moderated-mediation model to explain the joint effects of consideration of future consequences and exposure to health messages containing an anticipated regret component on behavioral intention to consume folic acid. In an online survey-experiment conducted in March 2011, 245 women 18-35 years of age were randomized to 1 of 3 conditions (exposure to attitude-only message/exposure to attitude-plus-anticipated-regret message/no message exposure) in a between-participants design. Results showed a positive joint effect of consideration of future consequences and exposure to an attitude-plus-anticipated-regret message on anticipated regret (B = 0.89, SE = 0.41, p < .05). Among women high in consideration of future consequences, exposure to an attitude-plus-anticipated-regret message increased anticipated regret. Likewise, another positive joint effect of consideration of future consequences and anticipated regret on behavioral intention was observed (B = 0.28, SE = 0.12, p < .05). Anticipated regret was positively related to intention among women high in consideration of future consequences. Implications are discussed.“

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Lwin, May O.; Malik, Shelly: *Can Exergames Impart Health Messages? Game Play, Framing,*



and Drivers of Physical Activity Among Children. – S. 136-151

„This study examines the effectiveness of incorporating exergaming into physical education lessons as a platform for imparting health education messages and influencing children’s beliefs about and attitudes toward physical activity. The authors launched a 6-week intervention program using Nintendo Wii games coupled with protection motivation theory-based health messaging among 5th-grade school children in Singapore. Results indicated that when children who were exposed to threat-framed messages played Wii exergames during physical education lessons, they reported more positive physical activity attitude, self-efficacy, and perceived behavioral control than did those who underwent regular physical education lessons and were exposed to the same message. In addition, among children playing Wii, the threat and coping frames had similar effects on the degree of message influence on physical activity attitudes and beliefs. The implications for schools, parents, and health policy are discussed.“

Noar, Seth M. et al.: Development and Implementation of Mass Media Campaigns to Delay Sexual Initiation Among African American and White Youth. – S. 152-169

„Reducing new HIV/STD infections among at-risk adolescents requires developing and evaluating evidence-based health communication approaches. Research overwhelmingly supports the conclusion that early sexual initiation is associated with STDs and other negative outcomes in later years (e.g., unintended pregnancy). The authors’ research group secured funding from the National Institute of Mental Health to develop, implement, and rigorously evaluate televised mass media campaigns to delay initiation of sexual intercourse among African American and White adolescents in two cities in the Southeastern United States. The focus of the present study is on the development and implementation of the campaigns, including (a) rationale and theoretical underpinnings; (b) collection, screening, and assessment of existing public service announcements; (c) development of new public service announcements; (d) study design and campaign airing plan; and (e) message exposure achieved in the campaigns. Health communication campaigns hold much promise in reaching at-risk adolescent populations with targeted, timely, and relevant risk-reduction messages.“

Huh, Jisu; Shin, Wonsun: Trust in Prescription Drug Brand Websites: Website Trust Cues, Attitudes Toward the Website, and Behavioral Intentions. – S. 170-191

„Direct-to-consumer (DTC) prescription drug brand websites, as a form of DTC advertising, are receiving increasing attention due to the growing number and importance as an ad and a consumer information source. This study examined consumer trust in a DTC website as an important factor influencing consumers’ attitude toward the website and behavioral intention. Applying the conceptual framework of website trust, the particular focus of investigation was the effect of the website trust cue factor on consumers’ perceived

DTC website trust and subsequent attitudinal and behavioral responses. Results show a significant relation between the website trust cue factor and consumers’ perceived DTC website trust. Perceived DTC website trust, in turn, was found to be significantly associated with consumers’ attitude toward the DTC website and behavioral intention.“

Ko, Linda K. et al.: Cultural and Linguistic Adaptation of a Multimedia Colorectal Cancer Screening Decision Aid for Spanish-Speaking Latinos. – S. 192-209

„As the United States becomes more linguistically and culturally diverse, there is a need for effective health communication interventions that target diverse, vulnerable populations, including Latinos. To address such disparities, health communication interventionists often face the challenge to adapt existing interventions from English into Spanish in a way that retains essential elements of the original intervention while also addressing the linguistic needs and cultural perspectives of the target population. The authors describe the conceptual framework, context, rationale, methods, and findings of a formative research process used in creating a Spanish-language version of an evidence-based (English language) multimedia colorectal cancer screening decision aid. The multistep process included identification of essential elements of the existing intervention, literature review, assessment of the regional context and engagement of key stakeholders, and solicitation of direct input from target population. The authors integrated these findings in the creation of the new adapted intervention. They describe how they used this process to identify and integrate socio-cultural themes such as personalism (personalismo), familism (familismo), fear (miedo), embarrassment (vergüenza), power distance (respeto), machismo, and trust (confianza) into the Spanish-language decision aid.“

Himmelboim, Itai; Han, Jeong Yeob: Cancer Talk on Twitter: Community Structure and Information Sources in Breast and Prostate Cancer Social Networks. – S. 210-225

„This study suggests taking a social networks theoretical approach to predict and explain patterns of information exchange among Twitter prostate and breast cancer communities. The authors collected profiles and following relationship data about users who posted messages about either cancer over 1 composite week. Using social network analysis, the authors identified the main clusters of interconnected users and their most followed hubs (i.e., information sources sought). Findings suggest that users who populated the persistent-across-time core cancer communities created dense clusters, an indication of taking advantage of the technology to form relationships with one another in ways that traditional one-to-many communication technologies cannot support. The major information sources sought were very specific to the community health interest and were grassroots oriented (e.g., a blog about prostate cancer treatments). Accounts associated with health organizations and news media, despite their focus on health, did not play a role in these core health communities. Methodolog-

ical and practical implications for researchers and health campaigners are discussed.“

Silk, Kami J. et al.: Translating and Testing Breast Cancer Risk Reduction Messages for Mothers of Adolescent Girls. – S. 226-243

„Emerging scientific findings regarding breast cancer science are typically presented only in discipline specific journals in which the general public and those at risk have limited access, creating a development-to-delivery gap between the state of the science and public knowledge. A lack of collaboration between scientists, communication experts, and community partners further compounds this lack of information available to the public. The present study translates recent scientific findings about environmental breast cancer risks into palatable magazine-style messages for mothers of young daughters as a strategy to meet the call for greater translation and dissemination of scientific results to the lay public. Results from focus groups indicate that mothers actually want more science in messages and greater explication of findings that indicate causality. Mothers also expect polished, professional messages that are representative of their daughters and provide a source for further information seeking purposes. Recommendations for future translation and message design endeavors are discussed.“

Huansuriya, Thipnapa; Siegel, Jason T.; Crano, William D.: Parent-Child Drug Communication: Pathway From Parents' Ad Exposure to Youth's Marijuana Use Intention. – S. 244-259

„The authors combined the 2-step flow of communication model and the theory of planned behavior to create a framework to evaluate the effectiveness of a set of advertisements from the National Youth Anti-Drug Media Campaign promoting parent-child drug communication. The sample consisted of 1,349 pairs of parents and children who responded to the first and second annual rounds of the National Survey of Parents and Youth, and 1,276 pairs from Rounds 3 and 4. Parents' exposure to the campaign reported at Round 1 was indirectly associated with youth's lowered intentions to use marijuana at Round 2. Ad exposure was associated with positive changes in parental attitudes toward drug communication and perceived social approval of antidrug communications. These two beliefs, along with perceived behavioral control, predicted parents' intentions to discuss drugs with their children. Parental intentions to discuss drugs reported at Round 1 were associated with youth's report of actual drug communication with their parents at Round 2. Frequency and breadth of the topics in parent-child drug communication were associated with less positive attitudes toward marijuana use among youth who spoke with their parents. Together, the child's attitudes toward marijuana use and perceived ability to refuse marijuana use predicted youth's intentions to use marijuana. The proposed model fit well with the data and was replicated in a parallel analysis of the data from Rounds 3 and 4. Implications for future antidrug media campaign efforts are discussed.“

Chapman, Simon et al.: Reaching „An Audience That You Would Never Dream of Speaking To“: Influential Public Health Researchers' Views on the Role of News Media in Influencing Policy and Public Understanding. – S. 260-273

„While governments and academic institutions urge researchers to engage with news media, traditional academic values of public disengagement have inhibited many from giving high priority to media activity. In this interview-based study, the authors report on the views about news media engagement and strategies used by 36 peer-voted leading Australian public health researchers in 6 fields. The authors consider their views about the role and importance of media in influencing policy, their reflections on effective or ineffective media communicators, and strategies used by these researchers about how to best retain their credibility and influence while engaging with the news media. A willingness and capacity to engage with the mass media was seen as an essential attribute of influential public health researchers.“

Jg 19 (2014) Nr 3

Ho, Shirley S. et al.: Examining How Presumed Media Influence Affects Social Norms and Adolescents' Attitudes and Drinking Behavior Intentions in Rural Thailand. – S. 282-302

„This study uses the influence of presumed media influence model as the theoretical framework to examine how perceived social norms (i.e., descriptive, subjective, and injunctive norms) will mediate the influence of pro- and antidrinking media messages on adolescents' intention to consume alcohol in rural Thailand. Data collected from 1,028 high school students indicate that different mechanisms underlie drinking intentions between nondrinkers and those who have consumed alcohol or currently drink. Among nondrinkers, perceived peer attention to prodrinking messages indirectly influenced adolescents' prodrinking attitudes and intentions to consume alcohol through all three types of perceived social norms. Among drinkers, perceived peer attention to pro- and antidrinking messages indirectly influenced adolescents' prodrinking attitudes and intentions to drink alcohol through perceived subjective norm. The findings provide support for the extended influence of presumed media influence model and have practical implications for how antidrinking campaigns targeted at teenagers in Thailand might be designed.“

Wanzer, Melissa Bekelja et al.: Educating Young Men About Testicular Cancer: Support for a Comprehensive Testicular Cancer Campaign. – S. 303-320

„Despite the prevalence of testicular cancer among men 15-39 years of age, little has been done to increase awareness of this disease or educate males about its prevention. To fill this gap, the Standard Model of Health Communication was incorporated to design and implement a comprehensive testicular cancer campaign among male college students. To test the effec-

tiveness of these messages, college students (N = 220) completed measures before and after the campaign. In addition, the authors obtained a control group of male college students (N = 52) who were not exposed to the messages. Survey items assessed awareness of testicular cancer and behaviors related to testicular cancer. Participants' knowledge of testicular cancer and likelihood of conducting a testicular self-exam increased significantly after being exposed to the campaign information. Men who were exposed to testicular cancer messages were more knowledgeable about testicular cancer and were more likely to conduct testicular self-examinations than were men in the control group."

Freimuth, Vicki S. et al.: Trust During the Early Stages of the 2009 H1N1 Pandemic. – S. 321-339

„Distrust of the government often stands in the way of cooperation with public health recommendations in a crisis. The purpose of this article is to describe the public's trust in government recommendations during the early stages of the H1N1 pandemic and to identify factors that might account for these trust levels. The authors surveyed 1,543 respondents about their experiences and attitudes related to H1N1 influenza between June 3, 2009, and July 6, 2009, during the first wave of the pandemic using the Knowledge Networks online panel. This panel is representative of the U.S. population and uses a combination of random digit dialing and address-based probability sampling frames covering 99 % of the U.S. household population to recruit participants. To ensure participation of low-income individuals and those without Internet access, Knowledge Networks provides hardware and access to the Internet if needed. Measures included standard demographics, a trust scale, trust ratings for individual spokespersons, involvement with H1N1, experience with H1N1, and past discrimination in health care. The authors found that trust of government was low (2.3 out of 4) and varied across demographic groups. Blacks and Hispanics reported higher trust in government than did Whites. Of the spokespersons included, personal health professionals received the highest trust ratings and religious leaders the lowest. Attitudinal and experience variables predicted trust better than demographic characteristics. Closely following the news about the flu virus, having some self-reported knowledge about H1N1, self-reporting of local cases, and previously experiencing discrimination were the significant attitudinal and experience predictors of trust. Using a second longitudinal survey, trust in the early stages of the pandemic predicted vaccine acceptance later but only for White, non-Hispanic individuals.“

Bell, Robert A.; McGlone, Matthew S.; Dragojevic, Marko: Bacteria as Bullies: Effects of Linguistic Agency Assignment in Health Message. – S. 340-358

„When describing health threats, communicators can assign agency to the threat (e.g., 'Hepatitis C has infected 4 million Americans') or to humans (e.g., 'Four million Americans have contracted hepatitis C'). In an online experiment, the authors explored how assignment of agency affects perceptions of susceptibility

and severity of a health threat, response efficacy, self-efficacy, fear arousal, and intentions to adopt health-protective recommendations. Participants were 719 individuals recruited through Mechanical Turk ([www.mturk.com](http://www.mturk.com)), a crowdsourcing labor market run by Amazon ([www.amazon.com](http://www.amazon.com)). The participants were assigned randomly to read 1 of 8 flyers defined by a 2x4 (Agency AssignmentxTopic) factorial design. Each flyer examined 1 health threat (E. coli, necrotizing fasciitis, salmonella, or Carbapenem-resistant *Klebsiella pneumoniae*) and was written in language that emphasized bacterial or human agency. Perceived susceptibility and severity were highest when bacterial agency language was used. Response efficacy, self-efficacy, and fear arousal were not significantly affected by agency assignment. Participants reported stronger intentions to adopt recommendations when bacteria agency language was used, but this effect did not reach conventional standards of significance ( $p < .051$ ). The authors concluded that health communicators can increase target audiences' perceptions of susceptibility and severity by assigning agency to the threat in question when devising health messages.“

Johnson-Young, Elizabeth A.; Magee, Robert G.: Collective Efficacy and the Regulatory Framing of Health Messages: Influences on Concern for Body Image. – S. 359-375

„A collective efficacy scale is presented and used in 2 experiments that tested the effects of collective efficacy and regulatory framing on concern for body image. In Study 1 (N = 73), participants viewed online video messages from a health campaign that varied in their regulatory frame (promotion vs. prevention), after which they expressed the likelihood that they would discuss it with someone else. In Study 2, participants (N = 307) viewed either a regulatory-framed message or no message, after which they expressed their concern for the issue and their behavioral intentions. Study 2 also introduced moderating variables and addressed potential alternate explanations. Overall, participants who were higher in collective efficacy indicated greater concern for the issue of body image and expressed a greater likelihood to discuss the issue. The messages' regulatory frame also moderated the effect of collective efficacy. Collective efficacy was a stronger predictor in the prevention condition than in the promotion condition, presumably because the promotion frame was more effective in increasing participants' concern and intentions regardless of their sense of collective efficacy.“

Nan, Xiaoli; Kim, Jarim: Predicting H1N1 Vaccine Uptake and H1N1-Related Health Beliefs: The Role of Individual Difference in Consideration of Future Consequences. – S. 376-388

„This research examines the influence of individual difference in consideration of future consequences on H1N1 vaccine uptake and H1N1-related health beliefs (i.e., perceived susceptibility to and severity of the H1N1 flu, perceived efficacy and safety of the H1N1 vaccine, and perceived self-efficacy in obtaining the H1N1 vaccine). A survey of 411 college students showed that consideration of future consequences had no direct effect on vaccine uptake, but higher consid-

eration of future consequences was associated with greater perceived severity of the flu, higher perceived effectiveness of the vaccine, and greater perceived self-efficacy. Additional analysis suggested that consideration of future consequences had a significant indirect effect on vaccine uptake through perceived vaccine efficacy. Results of the study also revealed gender and racial differences in some of the H1N1-related health beliefs. Implications of the findings for vaccine risk communication are discussed.“

**Journal of Media Economics**  
Jg 27 (2014) Nr 1

Hansen, Bodil O.; Keiding, Hans: Equilibria in a Random Viewer Model of Television Broadcasting. – S. 3-19

„The authors considered a model of commercial television market with advertising with probabilistic viewer choice of channel, where private broadcasters may coexist with a public television broadcaster. The broadcasters influence the probability of getting viewer attention through the amount that they spend on programming, so that their advertising capacity depends on their own program outlays as well as on those of their competitors. A larger number of broadcasters will reduce overall capacity even when total program outlays are kept fixed, because the attention of viewers is split among a larger number of channels. The authors derive properties of equilibrium in an oligopolistic market with private broadcasters and show that the number of firms has a negative effect on overall advertising and viewer satisfaction. If there is a public channel that also sells advertisements but does not maximize profits, this will have a positive effect on advertiser and viewer satisfaction.“

Asai, Sumiko: An Examination of Terrestrial and Broadcasting Satellite Broadcasters' Programming by Type: What Factors Influence Program Diversity in the Multi-Channel Era?. – S. 20-37

„This study calculated the program diversity and the programming differentiation of both terrestrial and broadcasting satellite broadcasters in 2010 to investigate the factors affecting program diversity in the multichannel era. The results showed that broadcast hours by program type differed between the public broadcaster, NHK, and private broadcasters, and between private terrestrial and private satellite broadcasters, implying that the operation of a public broadcaster and the introduction of satellite broadcasting have widened the range of programs available to the audience. This study also found that programming differed between terrestrial broadcasters and BS broadcasters that are related by ownership.“

Yang, Joonhyuk; Kim, Wonjoon: Seasonality in the Non-U.S. Motion Picture Industry: A Case of South Korea. – S. 38-55

„In the international motion picture market, when making strategic decisions about the timing of release, it is important to consider the product's country of origin as well as demand seasonality because of their

cultural orientation. However, the fluctuation patterns of underlying demand for international market have not been distinguished from that of U.S. domestic market. Here, we analyze patterns of the decay effect, which represents the diminishing attractiveness of a movie over the product life cycle, and the seasonality of underlying demand for Hollywood and non-U.S. local movies in a non-U.S. market. We find a positive effect of U.S. holidays on the seasonality of underlying demand for Hollywood movies in the non-U.S. movie market, and a negative effect for non-U.S. local movies. The authors also find that the decay effect for Hollywood movies in the non-U.S. market is greater than that for non-U.S. local movies. These findings contribute to our understanding of the effect of country of origin on product life cycle and the seasonality of underlying demand, especially in movie-importing countries where local and Hollywood movies compete.“

**Journalism & Mass Communication Quarterly**  
Jg 91 (2014) Nr 1

Denham, Bryan E.: Intermedia Attribute Agenda Setting in the New York Times: The Case of Animal Abuse in U.S. Horse Racing. – S. 17-37

„In 2012, the New York Times published a series of reports addressing doping and fatal breakdowns in U.S. horse racing. This study examines the extent to which the Times transferred the salience of certain story attributes to news media at the regional and national levels. Reports appearing after the Times began its investigation were more likely to mention (1) an injured or deceased horse, (2) equine drug use, and (3) a trainer suspension or other disciplinary action. The study concludes that, in addition to transferring object salience, the Times also may affect how news organizations characterize issues and events.“

Billings, Andrew C. et al.: (Re)Calling London: The Gender Frame Agenda within NBC's Primetime Broadcast of the 2012 Olympiad. – S. 38-58

„All sixty-nine hours of National Broadcasting Company's (NBC) 2012 primetime Summer Olympic telecast were analyzed, revealing significant gender trends. For the first time in any scholarly study of NBC's coverage of the games, women athletes received the majority of the clock-time and on-air mentions. However, dialogues surrounding the attributions of success and failure of athletes, as well as depictions of physicality and personality, contained some divergences by gender.“

Beam, Michael A.; Kosicki, Gerald M.: Personalized News Portals: Filtering Systems and Increased News Exposure. – S. 59-77

„In this study, we investigated the impact of personalized news web portals on selective exposure. Results from analyses of secondary survey data from national random samples of U.S. adults show a positive relationship between personalized news and increased exposure to offline news. Users of personalized news re-

port viewing more sources and categories of news online compared with nonusers. Partisan users of personalized news do not report increased partisan news exposure. No difference in preferences for perspective sharing or challenging news sources is found between personalized news users and nonusers. The implications for future research on personalized information systems and selective exposure are discussed.“

Bedingfield, Sid; Anshari, Dien: Thinking about Romney: Frame Building in a Battleground State in the 2012 Presidential Election. – S. 78-97

„Analyzing Ohio newspaper articles (n = 466), this study investigates the framing of Mitt Romney in a key battleground state during the 2012 presidential election. Campaign officials and political journalists contend that attacks launched by President Obama in late spring defined Romney for the remainder of the campaign. Results suggest partial support for this claim by revealing increased use of negative media frames after the attacks began. Specifically, framing of Romney as a ‘vulture capitalist’ increased significantly during the Obama frame-building effort. Findings offer theoretical insights into the concepts of frame building and ‘content bias’ in media coverage of political campaigns.“

Shen, Fuyuan; Ahern, Lee; Baker, Michelle: Stories That Count: Influences of News Narratives on Issue Attitudes. – S. 98-117

„This paper examines the impact of using narratives to frame a political issue on individuals’ attitudes. In an experiment, we asked participants to read either narrative or informational news articles that emphasized the potential economic benefits or environmental consequences associated with shale gas drilling. Results indicated both news formats (narrative vs. informational) and frames (environmental vs. economic) had significant immediate effects on issue attitudes and other responses; narrative environmental news had a significantly greater impact than informational environmental news. Cognitive responses and empathy were significant partial mediators of narrative impact. Environmental narratives also had a more significant impact on individuals’ delayed issue attitudes.“

Shaw, Ping; Tan, Yue: Race and Masculinity: A Comparison of Asian and Western Models in Men’s Lifestyle Magazine Advertisements. – S. 118-138

„This study examines how men of different races are displayed in terms of masculinity types and product types by analyzing the content of 636 ads collected from the three most popular men’s lifestyle magazines in Taiwan, China, and the United States between 2008 and 2010. Western models were found more frequently portrayed as Tough, Macho, and Androgynous, but less frequently than Asian models as Vigorous and Sunny. Global marketers use more Asian models when targeting Asian markets than when targeting American markets. Racial difference was also revealed in types of advertised products.“

Kim, Sora: The Role of Prior Expectancies and Relational Satisfaction in Crisis. – S. 139-158

„This study empirically tests (1) expectancy violations theory’s applicability to the setting of organization-public relationships and explores (2) the effectiveness of post-crisis communication in the post-crisis stage by employing a real crisis. The findings suggest that stakeholders’ relational satisfaction and predictive and prescriptive expectancies are significant predictors, determining negative valence, uncertainty level, and other negative responses toward the organization in crises. Finally, the study also suggests that actively communicating crisis-related information, even during the post-crisis stage, is more effective in protecting positive corporate reputation than a no-message or a justification strategy.“

Yanich, Danilo: Duopoly Light? Service Agreements and Local TV. – S. 159-176

„The United States is in the middle of a debate about media ownership with clear lines of demarcation. The industry claims that regulation is burdensome, unnecessary, and disruptive of market mechanisms. Media reformers counter that relying only on the market can be detrimental to the public interest. This research revealed that service agreements among stations in the same television market have a profound effect on the content of local TV news as station managers and owners achieve economies of scale in the use of anchors, reporters, scripts, and graphics/video.“

## Kommunikation und Recht Jg 17 (2014) Nr 3

Moos, Flemming: Die Entwicklung des Datenschutzrechts im Jahr 2013. – S. 149-155

„Der Beitrag gibt im Anschluss an den Aufsatz in K&R 2013, 150ff. einen Überblick über bedeutsame Entwicklungen im Bereich des Datenschutzrechts während des Jahres 2013. Die Darstellung beschränkt sich auf besonders praxisrelevante Entwicklungen auf legislatorischer und regulatorischer Ebene sowie auf einschlägige Judikatur.“

Voigt, Dennis: Datenschutz in der Werbung nach Düsseldorf Art. – S. 156-160

„Der Düsseldorf Kreis hat im Dezember 2013 Anwendungsinweise für die Auslegung des BDSG für den Bereich der Werbung formuliert und veröffentlicht. Im Rahmen einer im August stattgefundenen Konferenz mit Vertretern der Wirtschaft haben die Datenschutzbehörden die vorläufige Fassung der Anwendungsinweise diskutiert. Die daraufhin überarbeitete Fassung gilt nunmehr als durch den Düsseldorf Kreis beschlossen. Die Anwendungsempfehlungen enthalten durchaus diskussionswürdige Punkte.“

Luch, Anika D.; Hoffmann, Christian: § 203 StGB als Hemmschuh der elektronischen Kommunikation?. – S. 161-165

„Bei immer mehr Anwendungsfällen stellt sich für Berufsheimträger die Frage, inwieweit eine Nut-



zung elektronischer Kommunikationsmittel möglich ist, ohne ein fremdes Geheimnis i. S. d. § 203 StGB zu offenbaren. Der Aufsatz zeigt dies exemplarisch am Beispiel des E-Postbriefs der Deutschen Post AG. Die Autoren kommen dabei zu dem Ergebnis, dass ein ‚Offenbaren‘ im Regelfall nicht vorliegen wird, sprechen sich jedoch für eine gesetzliche Klarstellung aus.“

Wiebe, Andreas: Die Entwicklung des EDV-Rechts 2012-2013 (Teil 1). – S. 166-171

„Das EDV-Recht hat auch in diesem Berichtszeitraum wieder eine rasante Entwicklung genommen. Viele Zweifelsfragen wurden von Literatur und Rechtsprechung aufgegriffen, neue Fragen aufgeworfen. Der erste Teil des Beitrags ist wieder dem Softwarevertragsrecht gewidmet, während der zweite Teil, der in der nächsten Ausgabe erscheint, sich dem Schutz von Software und Datenbanken widmet.“

Lewke, Christian: Die neue Kinomitteilung ist da. – S. 172-176

„Am 15.11.2013 hat die Kommission der Europäischen Union ihre neue Kinomitteilung veröffentlicht. Die von Beginn an sehr in der Kontroverse stehende Mitteilung hat mehrere Konsultationsrunden durchlaufen. Filmhersteller und Filmförderer, sowie Mitgliedstaaten übten dabei zum Teil vehemente Kritik an den Entwürfen der Kommission. Die neue Mitteilung ist danach gegenüber dem ursprünglichen Papier in erheblich entschärfter Form in Kraft getreten.“

Huff, Martin W.: Der Auskunftsanspruch der Presse gegen Bundesbehörden. – S. 177-178

„Mit Entscheidung vom 18.12.2013 hat das OVG NRW einen landesrechtlichen Presse-Auskunftsanspruch gegen Bundesbehörden bejaht (K&R 2014, 144). Zuvor hatte das BVerfG im Februar 2013 einen solchen Anspruch verneint. Der Autor kommentiert die Entscheidung und erwidert zugleich auf den befürwortenden Kommentar von Partsch, K&R 2014, 145.“

## Jg 17 (2014) Nr 4

Buchmann, Felix: Das neue Fernabsatzrecht 2014. – S. 221-227

„Am 13.06.2014 treten neue Gesetzesänderungen im Verbraucherrecht in Kraft. Den größten Veränderungen unterliegt das Widerrufsrecht (Gegenstand dieses Beitrags). Die Widerrufsfolgen werden neu gestaltet und es gibt eine neue Muster-Widerrufsbelehrung (dazu Teil 2). Die Bereichsausnahmen werden erweitert (Teil 3), ebenso die Informationspflichten (Teil 4).“

Schlömer, Uwe; Dittrich, Jörg: eBay & Recht – Rechtsprechungsübersicht zum Jahr 2013. – S. 228-234

„Der Beitrag knüpft an die Rechtsprechungsübersicht zum Jahr 2012 (K&R 2013, 158ff.) an. Im Berichtszeitraum wurden die Gerichte mehrfach mit der Frage befasst, unter welchen Voraussetzungen eine Online-Auktion vorzeitig beendet werden kann. Weiterhin von großer Brisanz ist auch, ob und ggfs. unter wel-

chen Voraussetzungen Markenartikelhersteller ihren Vertriebshändlern untersagen können, die Waren über Internet-Auktionsplattformen wie eBay zu verkaufen.“

Haug, Simon: Geldentschädigung bei Persönlichkeitsrechtsverletzung im Internet. – S. 235-238

„Mit Urteil vom 17.12.2013 – VI ZR 211/12, K&R 2014, 265ff. hat der BGH zur Höhe der Geldentschädigung bei rechtsverletzenden Veröffentlichungen im Internet entschieden. Der Autor kommentiert die Entscheidung und setzt sich kritisch mit ihr auseinander.“

Wiebe, Andreas: Die Entwicklung des EDV-Rechts 2012-2013 (Teil 2). – S. 239-245

„Im Anschluss an den Beitrag aus Heft 3/2014 stellt der Autor die aktuellen Entwicklungen im EDV-Recht dar, darunter Entscheidungen zum Urheberrecht- und patentrechtlichen Schutz von Software sowie zum Datenbankschutz.“

Nacimiento, Grace: Telekommunikationsrecht: Rechtsprechungsbericht 2013. – S. 246-251

„Im Berichtszeitraum hat das BVerfG weitere grundlegende Fragen der Regulierung des TAL-Zugangs geklärt. In der Entgeltregulierung sind die gerichtlichen nur eingeschränkt überprüfbaren ‚Gestaltungsspielräume‘ der BNetzA ausgedehnt worden. Im Mobilfunkbereich hatte sich das VG Köln mit Klagen im Zusammenhang mit Genehmigungen asymmetrischer Terminierungsentgelte zu befassen. Die Praxis der BNetzA bei der Frequenzvergabe in Knappheitssituationen hat das VG Köln ebenfalls beschäftigt.“

Thiele, Clemens: Länderreport Österreich. – S. 252-256

„Der Autor stellt die aktuelle Entscheidung des VfGH vor, nach der für den ORF kein Facebook-Verbot besteht, außerdem Entscheidungen zu fehlenden Pflichtangaben als Lauterkeitsverstoß, zum Recht des interaktiven Abrufs urheberrechtlich geschützter Inhalte sowie zur Verpflichtung, persönlicher Angaben Dritter in sozialen Netzwerken nachzuprüfen.“

## Jg 17 (2014) Nr 5

Buchmann, Felix: Das neue Fernabsatzrecht 2014 (Teil 2). – S. 293-299

„Den größten Veränderungen im Zusammenhang mit der Umsetzung der Verbraucherrechtlinie unterliegt das Widerrufsrecht (siehe dazu Teil 1 in K&R 2014, 221ff.). Im Anschluss daran sind die neu gestalteten Widerrufsfolgen und die neue Muster-Widerrufsbelehrung bei Warenkäufen Gegenstand dieses Beitrags. Die erweiterten Bereichsausnahmen werden im nachfolgenden Teil 3 behandelt, die ebenfalls erweiterten Informationspflichten in einem weiteren Beitrag.“

Meyer, Sebastian: Aktuelle Rechtsentwicklung bei Suchmaschinen im Jahre 2013. – S. 300-306

„Der Bericht gibt einen Überblick über die rechtlichen Entwicklungen im Zusammenhang mit Suchmaschinen. Berücksichtigt sind gerichtliche Entscheidungen, wissenschaftliche Aufsätze und sonstige Veröffentlichungen aus dem letzten Jahr. Der Bericht knüpft damit an den Überblick des Vorjahres (K&R 2013, 221) an.“

Eufinger, Alexander: Bestpreisklauseln im Internethandel aus Sicht des Wettbewerbsrechts. – S. 307-312

„Online-Buchungsportale für Hoteldienstleistungen verwenden bei der Vertragsgestaltung oftmals Bestpreisklauseln, um ihren Kunden immer das preisgünstigste Hotel anbieten zu können. Eine Entscheidung des Bundeskartellamtes vom Dezember 2013 verdeutlicht jedoch, dass derartige Klauseln aus wettbewerbsrechtlicher Sicht bedenklich sind. Mit dieser Entscheidung setzt sich der Autor auseinander.“

Sassenberg, Thomas; Loeck, Judith Antonia: Telekommunikationsvertrag, Nummerierung und Datenschutz – Entwicklungen im Jahr 2013. – S. 313-319

„Nachdem das Jahr 2012 im Zeichen der TKG-Novelle stand, ging die Weiterentwicklung des (zivilrechtlichen) Telekommunikationsrechts im Jahr 2013 im Wesentlichen von der Rechtsprechung aus. Neben Themen des Vertragsrechts standen insbesondere der Anbieterwechsel, die E-Mail sowie der telekommunikationsrechtliche Datenschutz im Mittelpunkt der rechtlichen Auseinandersetzungen. Der Beitrag schließt an den Beitrag der Autoren aus dem letzten Jahr an (K&R 2013, 165ff.).“

Neumann, Andreas: Das Arbeitsverhältnis als (telekommunikations-)rechtsfreie Zone?. – S. 320-324

„Lange Zeit bestand fast uneingeschränkter Konsens, dass der Arbeitgeber, der seinen Arbeitnehmern die private Nutzung der betrieblichen Telekommunikationsmöglichkeiten erlaubt, dem einfachgesetzlichen Fernmeldegeheimnis unterfällt. Nachdem in den letzten Jahren zunächst einige Arbeitsgerichte dann aber § 88 TKG für unanwendbar hielten, werden nun auch im Schrifttum zunehmend kritische Stimmen laut. Der Beitrag würdigt die Argumente der sich herausbildenden restriktiven Auffassung.“

Voigt, Dennis: Der Vorrang der Datenschutzrichtlinie vor nationalem Recht. – S. 325-326

„Der Autor kommentiert die Entscheidung des KG Berlin, K&R 2014, 280ff. (Heft 4). Das Gericht bestätigt den Anwendungsvorrang der Datenschutzrichtlinie 95/46/EG vor dem BDSG. Enthalten die Vorschriften der Datenschutzrichtlinie hinreichend konkrete Regelungen, gehen diese den Regelungen des BDSG vor.“

Widmer, Ursula: Länderreport Schweiz. – S. 326-328

„Die Verfasserin stellt aktuelle Rechtsentwicklungen aus der Schweiz vor, darunter die Totalrevision des Bundesgesetzes über die elektronische Signatur sowie

die Neuordnung der Zuteilung und Verwaltung von Domainnamen.“

## Mass Communication & Society Jg 17 (2014) Nr 1

Lee, Jae Kook; Coleman, Renita: Testing Generational, Life Cycle, and Period Effects of Age on Agenda Setting. – S. 3-25

„This study explores the relationship between age and the media’s agenda-setting effects both by cross-sectional and longitudinal analysis. Using American National Election Studies surveys and the New York Times Index data from 1960 to 2004, we test three possible effects of age on the agenda-setting process: generational, life-cycle, and period effects. Findings show the public agenda is fairly stable across generations and age cohorts despite increasing signs of media diversification and audience specialization. More important, different generations’ agendas were overall correlated with the media agenda in each year, indicating robust agenda-setting effects of the media on the public, except for baby boomers. The findings generally support the hypothesis of period effects. Implications of the findings are discussed.“

Hernández-Pérez, Manuel; Ferreras Rodríguez, José Gabriel: Serial Narrative, Intertextuality, and the Role of Audiences in the Creation of a Franchise: An Analysis of the Indiana Jones Saga from a Cross-Media Perspective. – S. 26-53

„Rather than the simple adaptation of a story across different media, cross-media narrative should be defined as that which is transformed by virtue of use a medium and its different languages (film, comics, video games, etc.). This article extends and updates the dimensions of previous cross-media analysis models by underlining narrative aspects of the different products discussed and examining the influence of generic conventions along the way. To test this methodology, the article focuses on a product from the ‘adventure’ genre – the Indiana Jones franchise – which it argues should be seen as a benchmark in the history of this kind of narrative. Special attention is given to the treatment of the character of Indiana Jones, who is the true focal point of the narrative, and to other underlying thematic features.“

Salzman, Ryan: News or Noticias: A Social Identity Approach to Understand Latinos’ Preferred Language for News Consumption in the United States. – S. 54-73

„For Latinos in the United States, decisions reflecting which language they prefer for news media consumption can have substantial effects on the quality of the content they receive. However, little is known about what influences Latinos’ language preferences for news media consumption. This project looks to fill that void to the immediate appeal of academics and media analysts by asking, ‘What influences Latinos’ language preference for news?’ This project builds on social psychology theories highlighting the role played

by social identity and self-categorization for inspiring culturally consistent behaviors. This social identity approach focuses on the embrace of Latino characteristics and the complementary nature of Spanish-language media outputs relative to those characteristics. Using the 2006 Latino National Survey, the role of identity is explored. The results indicate that language preferences for news consumption are indeed related to various social identity measures among Latinos in the United States.“

Dvir Gvirsman, Shira: It's Not That We Don't Know, It's That We Don't Care: Explaining Why Selective Exposure Polarizes Attitudes. – S. 74-97

„Today audiences can select content that is consonant with their political notions, and they take advantage of this opportunity. Such partisan selective exposure to media outlets has been identified as one of the reasons for attitude polarization. Little research attention, however, has been devoted to the processes underlying this phenomenon. This article advances the understanding of selective exposure by testing whether its effect on attitude polarization is attributable to people's familiarity with arguments that reinforce or challenge their own opinions. A sample of politically engaged extremists (N = 440) was subjected to a structured interview. As hypothesized, users of partisan media were more familiar with arguments reinforcing their views and, as a result, more prone to polarization. Knowledge of challenging arguments, however, was not affected by consumption of partisan media, nor did it promote depolarization. Results are discussed in light of two conflicting theories: the persuasion and the motivational-reasoning model.“

Bond, Bradley J.: Sex and Sexuality in Entertainment Media Popular With Lesbian, Gay, and Bisexual Adolescents. – S. 98-120

„Media may serve as important sexual socialization agents for lesbian, gay, or bisexual (LGB) adolescents who often have limited interpersonal resources from which to garner sexual information. A content analysis was conducted on a sample of television programs, films, magazines, and music popular with LGB youth to quantify the sexual messages LGB youth encounter in the media. Results suggest that heterosexuality is overrepresented and LGB sexualities are underrepresented in media popular with LGB adolescents. When depicted, LGB sexual talk was often talk about stereotypes or insults/jokes related to sexuality and rarely about relationships or sex. LGB sexual behaviors were nearly nonexistent. LGB sexual talk seems to be increasing in entertainment television, but LGB sexual behaviors have remained relatively rare over time. Findings are discussed in terms of the possible effects of exposure on LGB youth relying on media for information about sex and sexuality during sexual socialization.“

Delorme, Nicolas: Were Women Really Underrepresented in Media Coverage of Summer Olympic Games (1984-2008)? An Invitation to Open a Methodological Discussion Regarding Sex Equity in Sports Media. – S. 121-147

„In previous literature, there is an important heterogeneity in how to proceed to determine whether media coverage of the Summer Olympics in relation to athletes' sex is equitable. Therefore, the aims of this study are to determine the most appropriate standards for this comparison and to use them to assess whether there are biases in the journalistic coverage of the Summer Games, using data from previous studies (n = 18). Results show that media coverage is far from being detrimental to women: They are either equitably represented (28.79 %) or significantly overrepresented (46.97 %). Indeed, all modalities combined, women are only underrepresented in 22.24 % of cases. In most cases, these results significantly differ from those of previous research and stress the importance of and the need to take methodological precautions in this type of study.“

Stavrositu, Carmen D.: Does TV Viewing Cultivate Meritocratic Beliefs? Implications for Life Satisfaction. – S. 148-171

„The purpose of this article was to explore the cultivation effects of television viewing on meritocratic belief systems (particularly, system justification) and ultimately on perceived life satisfaction. Results of a cross-sectional survey (N = 276) reveal that genre-specific TV viewing cultivates system-justifying beliefs. More specifically, findings suggest that heavy viewing of competition-based reality TV viewing shapes viewers' economic system-justifying beliefs (i.e., the belief that the economic system is fair and legitimate, rewarding those who put in the effort and hard work). Economic system justifying beliefs, in turn, were shown to enhance viewers' perceived life satisfaction.“

## Media Perspektiven (2014) Nr 2

Krüger, Udo Michael: InfoMonitor 2013: Fernsehnachrichten bei ARD, ZDF, RTL und Sat.1: Ereignisse, Themen und Akteure. – S. 62-93

„Wie hat sich die Berichterstattung in den sechs wichtigsten Nachrichtensendungen des deutschen Fernsehens 2013 in Vergleich zum Vorjahr entwickelt? Nach den Ergebnissen des regelmäßig vom Kölner Institut IFEM durchgeführten InfoMonitors berichteten die Nachrichtensendungen über die Ereignisse des Jahres 2013 im Rahmen ihrer bekannten Profile. Dabei zeichnen sich die öffentlich-rechtlichen Angebote ‚Tageschau‘, ‚heute‘, ‚Tagesthemen‘ und ‚heute-journal‘ durch deutlich umfangreichere Politikberichterstattung als die privaten Sendungen ‚RTL aktuell‘ und ‚Sat. 1 Nachrichten‘ aus. Diese wiederum berichten deutlich umfangreicher über Alltags- und Human-Interest-Themen, Kriminalität und Unfälle.“

Kloppenburger, Gerhard; Simon, Erk: Die ARD-Themenwoche 2013 „Zum Glück“ im Urteil des Publikums: Repräsentativbefragung zum Public Value des crossmedialen Programmschwerpunkts. – S. 94-99

„Was macht ein glückliches Leben aus?“ – dies war die zentrale Frage der Themenwoche 2013, mit der die

ARD im November des vergangenen Jahres zum achten Mal eine Woche lang ein relevantes Thema cross-medial in verschiedener Aufbereitung zum Schwerpunkt machte. Mit dem Programmschwerpunkt wollte die ARD den Menschen in Deutschland im Sinne eines gesellschaftlichen Mehrwerts das Angebot machen, sich eine Woche intensiv und bewusst mit dem Thema ‚Glück‘ und seinen individuellen wie gesellschaftlichen Aspekten auseinanderzusetzen. Das Angebot im Fernsehen umfasste 622 Beiträge von rund 250 Stunden Sendedauer, im Radio waren themenbezogene Beiträge im Umfang von 279 Sendestunden zu hören. Das Onlineangebot umfasste Dossiers, Interviews und Experten-Chats. Begleitend hatte die ARD mit der ‚Aktion Schulkunde‘ die Schulen dazu eingeladen, das Thema ‚Glück‘ im Unterricht zu behandeln und dazu Filme, Unterrichtsmaterialien und Projektideen bereitgestellt.“

Evens, Tom; Iosifides, Petros; Smith, Paul: Regulierung von Sportrechten im Fernsehen: Eine vergleichende Untersuchung in acht Ländern. – S. 100-110

„Der professionelle Sport hat sich zu einer hochprofitablen, globalen Industrie entwickelt. Darüber hinaus hat der Sport aber auch eine soziokulturelle Dimension, die von vielen Millionen Menschen weltweit wertgeschätzt wird. Aus Publikumsicht wie auch als Einnahmequelle für Sportverbände bleibt das Fernsehen mit Abstand das wichtigste Medium für die Übertragung von Sportereignissen. Daran wird auch die vielfach ausgerufenen Medienrevolution mit der Entwicklung von Internetfernsehen, Social Media und mobiler Kommunikation auf absehbare Zeit nichts ändern. Der vorliegende Beitrag befasst sich in globaler Perspektive – verglichen werden die Sportrechtmärkte in Australien, Brasilien, Deutschland, Großbritannien, Indien, Südafrika, Spanien und den USA – mit den verschiedenen Ansätzen zur Regulierung der Sportberichterstattung. Während das Ziel der Wettbewerbspolitik darin besteht, einen offenen, fairen und wirkungsvollen Wettbewerb im Sportrechtmarkt sicherzustellen, ist es Aufgabe der Medienregulierung, den freien Zugang der Öffentlichkeit zu Informationen (z. B. sog. Ereignisse von erheblicher gesellschaftlicher Bedeutung, kurz: Großereignisse) zu garantieren.“

### (2014) Nr 3

Breunig, Christian; Hofsummer, Karl-Heinz; Schröter, Christian: Funktionen und Stellenwert der Medien – das Internet im Kontext von TV, Radio und Zeitung: Entwicklungen anhand von vier Grundlagenstudien zur Mediennutzung in Deutschland. – S. 122-144

„Das Internet ist sowohl ein Contentmedium als auch eine Verbreitungsplattform der klassischen Medien. Außerdem dient es nicht nur als Massenmedium, sondern auch der interpersonalen Kommunikation. Obwohl sich das Internet zum Informations- und Unterhaltungsmedium entwickelt hat, konnten sich die traditionellen Medien – insbesondere Fernsehen und Radio – im Wettbewerb um die Nutzer behaupten. In der

vorliegenden Sekundäranalyse wurde auf Basis von vier renommierten Studien(reihen) – ARD/ZDF-Studie Massenkommunikation, ARD/ZDF-Onlinestudie, TNS Convergence Monitor sowie ‚Informationsrepertoires der deutschen Bevölkerung‘ (Hans-Bredow-Institut) – die Forschungsfrage nach den Funktionen und dem Stellenwert der tagesaktuellen Medien im Zeitverlauf untersucht.“

Zubayr, Camille; Gerhard, Heinz: Tendenzen im Zuschauerverhalten: Fernsehgewohnheiten und Fernsehreichweiten im Jahr 2013. – S. 145-158

„Trotz der steigenden Reichweite des Internets nimmt der Stellenwert des Fernsehens im Tagesablauf der Bundesbürger nicht ab – zumindest bei einer bevölkerungsweiten Betrachtung. Die durchschnittlich mit dem Fernsehen verbrachte Zeit lag im Jahr 2013 bei täglich 221 Minuten (2012: 220 Min.). Dabei sehen Frauen weiterhin mehr fern als Männer, und in den neuen Bundesländern wird deutlich mehr Fernsehzeit aufgewendet als in Westdeutschland. Am stärksten wirkt sich aber das Alter aus: Von täglich eineinhalb Stunden, die für Kinder zwischen drei und 13 Jahren gemessen werden, erhöht sich der Fernsehkonsum auf über fünf Stunden für Menschen, die 60 Jahre und älter sind. Rund drei Viertel der Menschen ab 40 Jahren schauen täglich fern, bei den unter 30-Jährigen liegt die Tagesreichweite dagegen unterhalb der 50-Prozent-Marke. Nicht berücksichtigt ist hierbei allerdings die Fernsichtnutzung auf anderen Geräten, wie zum Beispiel dem Computer, die gerade bei Jüngeren eine zunehmend größere Bedeutung erlangt.“

Bernhard, Ulli; Dohle, Marco; Vowe, Gerhard: Wie werden Medien zur politischen Information genutzt und wahrgenommen?: Online- und Offlinemedien im Vergleich. – S. 159-168

„Welche Bedeutung haben Onlinemedien im Vergleich zu klassischen Medien für die politische Information und Kommunikation in Deutschland? Und wie werden sie im Hinblick auf ihre Eignung zur politischen Information, ihre Reichweite und ihren politischen Einfluss eingeschätzt? Antworten auf diese Fragen geben die Ergebnisse einer Telefonbefragung unter der deutschsprachigen Bevölkerung ab 16 Jahren. Die Befragten sollten angeben, wie häufig sie verschiedene Onlinemedien (Nachrichtenseiten, Facebook, Twitter und YouTube) sowie zwei traditionelle Medien (Fernsehen und Zeitungen) nutzen, um sich über Politik zu informieren.“

Wolf, Cornelia: Mobiler Journalismus in Deutschland: Ergebnisse einer Redaktionsbefragung. – S. 169-178

„Als Nachfolgerhebung einer Umfrage aus dem Jahr 2007 wurde Ende 2012 eine Befragung zu mobilem Journalismus unter 530 dafür zuständigen Personen bei Zeitungen, Zeitschriften, Radio und Fernsehsendern sowie Nachrichtenagenturen durchgeführt. 70 Prozent der befragten Medien produzierten demnach bereits mobile Webseiten und/oder Apps, nahezu jede fünfte Organisation plante ein Angebot, das mehrheitlich bis Ende des Jahres 2014 realisiert sein soll. 2007 war weniger als die Hälfte der Redaktionen im

mobilen Journalismus aktiv. Als Motor dieser Entwicklung kann die Verbreitung von Smartphones und die Etablierung von Apps angesehen werden. Häufigste Angebote sind journalistische Apps, die als abgeschlossene Publikationen genutzt werden können und redaktionell gestaltete Inhalte bereitstellen (78 %). Es folgen eigenständige mobile Webseiten, die über den Browser aufgerufen werden können (70 %). Geringere Bedeutung haben reine Serviceangebote (etwa Restaurant- oder Veranstaltungsführer, 25 %). Auch Viewer-Apps, die nur in Verbindung mit dem Offlinemedium Inhalte anbieten (zum Beispiel über einen abgedruckten QR-Code in der gedruckten Ausgabe), werden deutlich seltener produziert (19 %).“

## Media Psychology Jg 17 (2014) Nr 1

Abeebe, Mariek Vanden et al.: Sexting, Mobile Porn Use, and Peer Group Dynamics: Boys' and Girls' Self-Perceived Popularity, Need for Popularity, and Perceived Peer Pressure. – S. 6-33

„There is considerable concern about adolescents producing, consuming, and distributing sexual materials via mobile phone communication. The purpose of this study was to examine key aspects of peer influence and the peer context in relation to two such practices: sexting and mobile porn use. The results of a high-school survey study (N = 1,943) revealed that 6 % of Flemish teens (11–20 years of age) have sent a sext, while 9 % use mobile porn. Teens who were more popular with the other sex and with a greater need for popularity were more likely to report both behaviors. Boys' mobile porn use was also predicted by perceived peer pressure. Same-sex popularity was unrelated to boys' sexting behavior and mobile porn use; for girls, a negative relationship was found.“

Carpentier, Francesca R. Dillman; Northup, C. Temple; Parrott, M. Scott: Revisiting Media Priming Effects of Sexual Depictions: Replication, Extension, and Consideration of Sexual Depiction Strength. – S. 34-54

„Two experiments were used to examine how sexual media primes influence perceptions of an unknown target's sexual characteristics and ultimate ratings of the target's appeal. Participants were randomly assigned to one condition of a fully crossed 3 (control, weak sexual, or strong sexual media prime) × 3 (general, dating, or professional social networking profile) design. Participants were first exposed to a website that contained banner and sidebar advertisements that were either high in explicitness and emphasis on sexual intercourse, low in explicitness and emphasis on intercourse but still related to sex, or devoid of sexual cues altogether. These banner and sidebar areas constituted the prime. Participants then rated the sex-related qualities and overall appeal of a target represented by an online social media profile from Facebook.com, LiveJournal.com, BlackBookSingles.com, or LinkedIn.com. Findings supported the main hypothesis that sexual media enhance the perceived sexual characteristics attributed to the target represented in social me-

dia and that these characteristics significantly contribute to evaluating overall appeal. Both sexual media primes yielded effects that were robust across social network profiles. Results are discussed in light of literature that analyzes sexual content in media.“

Boot, Inge; Peter, Jochen; Van Oosten, Johanna M. F.: Impersonal Sex Orientation and Multitasking Influence the Effect of Sexual Media Content on Involvement With a Sexual Character. – S. 55-77

„The aim of the present study was to investigate whether responses to sexual media content depend on personal and situational factors. Specifically, we studied the role of the personal factor impersonal sex orientation (IS) and the situational factor multitasking in the effect of sexual media content on involvement with the character, a concept that has received increasing attention as an explanation of sexual media effects. College-aged women who were low or high in IS watched a neutral scene or a sex scene. Half of the participants in the neutral and sex condition had to multitask (a tone detection task) while viewing the scene. In the sex condition, participants high in IS were more involved with the character than participants low in IS. Multitasking resulted in opposite patterns of involvement with the character in the sex condition: Participants high in IS became less involved with the character, whereas participants low in IS became more involved with the character.“

Wijaya Mulya, Teguh; Hald, Gert Martin: Self-Perceived Effects of Pornography Consumption in a Sample of Indonesian University Students. – S. 78-101

„Self-perceived effects of pornography consumption were studied in a sample of university students in Indonesia – a conservative, Muslim majority country with strict anti-pornography laws. Using a cross-sectional design and a modified version of the Pornography Consumption Effect Scale (PCES), we assessed participants' reports of how pornography affected their sexual knowledge, attitude toward sex, sex life, perception of and attitude toward the opposite gender, and life in general. The area of attitude toward sex excepted, the study found that both men and women reported significantly larger positive than negative effects. Further, as compared to women, men reported significantly larger negative effects of their pornography consumption. For both genders, pornography-related variables were found to add significantly to the prediction of both positive and negative self-perceived effects of pornography consumption over and above a number of included control variables.“

Bond, Bradley J.; Drogos, Kristin L.: Sex on the Shore: Wishful Identification and Parasocial Relationships as Mediators in the Relationship between Jersey Shore Exposure and Emerging Adults' Sexual Attitudes and Behaviors. – S. 102-126

„Exposure to highly sexualized television programs has been correlated with emerging adults' sexual attitudes and behaviors. However, little is known about



the variables that may mediate these relationships. The studies presented here investigated wishful identification and parasocial relationships with Jersey Shore cast members as mediators in the relationship between exposure to Jersey Shore and permissive sexual attitudes. In Study 1, a secondary examination of content analysis data suggested that sex was pervasive on Jersey Shore. Analyses revealed that, on average, one sexual instance occurred every minute on Jersey Shore. The frequency of sexual instances on Jersey Shore was significantly higher than the frequency of sexual instances in other popular primetime television programs. In Study 2, data collected from a sample of emerging adults revealed a positive relationship between Jersey Shore exposure and permissive sexual attitudes mediated by participants' wishful identification and parasocial relationships with Jersey Shore cast members. Permissive sexual attitudes were positively correlated with sexual activity. Results are consistent with predictions made by cultivation and social cognitive theory. The relationships between television exposure, wishful identification, parasocial relationships, and emerging adults' sexual attitudes and behaviors are the focus of the discussion."

### Media, Culture & Society Jg 36 (2014) Nr 2

Minić, Danica: Feminist Publicist Strategies: Women's NGOs' Media Activism and Television Journalism in Serbia and Croatia. – S. 133-149

"This article defines feminist media activism in terms of counter-public communication and provides a brief overview of activities, functions, types of activists and historical contexts relevant to this kind of feminist activism. Following this research approach, it then examines the specific cases of feminist media activism in post-authoritarian and post-conflict Serbia and Croatia. More specifically, it looks into women's NGOs' (non-governmental organizations) attempts to advance gender equality perspectives in and through the television media through providing education for journalists and acting as television sources and pundits. It shows how NGO education can be an effective means of creating pockets of pro-feminist journalism in the mainstream media, whereas feminist activists' performance as television sources results in more mixed outcomes. While some activists' television appearances established women's NGOs as credible parties in popular discussions about gender, other activists shied away from television due to what they saw as anti-analytical, confrontational and stereotypical approaches to feminism on television. Finally, the article identifies the main factors in contemporary Serbian and Croatian societies resulting in comparatively better opportunities for feminist media activism in Croatia than in Serbia."

Rodríguez, Clemencia; Ferron, Benjamin; Shamas, Kristin: Four Challenges in the Field of Alternative, Radical and Citizens' Media Research. – S. 150-166

"In January 1994 the Zapatista movement in southern Mexico inaugurated a new era of media use for dissent. Since that time, an array of dissenting collectives and individuals have appropriated media technologies in order to make their voices heard or to articulate alternative identities. From Zapatista media to the Arab Spring, social movements throughout the world are taking over, hybridizing, recycling, and adapting media technologies. This new era poses a new set of challenges for academics and researchers in the field of Communication for Social Change (CfSC). Based on examples from Mexico, Lebanon, and Colombia, this article highlights and discusses four such research challenges: accounting for historical context; acknowledging the complexity of communication processes; anchoring analysis in a political economy of information and communication technologies; and positioning new research in relation to existing knowledge and literature within the field of communication and social change."

Duncan, Jane: A Political Economy of Press Self-Regulation: The Case of South Africa. – S. 167-182

"In 2011, the Press Freedom Commission (PFC) was established to recommend the most appropriate regulatory form for South Africa's press, in the wake of the ruling African National Congress's (ANC) criticism of the existing system of self-regulation as toothless and self-serving. The ANC has argued for the establishment of a statutory Media Appeals Tribunal. South Africa is not the only country having these debates. In the wake of the phone hacking scandal in Britain, an enquiry chaired by Lord Justice Leveson also considered alternative regulatory forms to self-regulation, given the failure of the Press Complaints Commission to stem the ethical excesses of the tabloid press. Several Southern African governments either have instituted or are considering instituting statutory regulation, and politicians are wasting no time in capitalizing on developments in Britain to drive a press control agenda. This article considers the merits of arguments for and against press self-regulation in South Africa, and options for the future. Using a political economy analysis, it argues that while the system has proved to be very effective in monitoring and adjudicating ethical breaches, it has been implicitly designed to cause minimal offence to the industry, and recent reforms have only partly addressed the problem."

Fullerton, Lindsay; Etema, James: Ways of Worldmaking in Wikipedia: Reality, Legitimacy and Collaborative Knowledge Making. – S. 183-199

"The on-going social construction of reality, according to Berger and Luckmann's classic treatise, entails both an explanation of the social order which ascribes 'cognitive validity to its objectivated meanings' and a justification of that order which provides 'a normative dignity to its practical imperatives.' The implication is that our knowledge of social reality integrates cognitive facts and normative values to continuously legitimize that reality. We explore this integration of fact and value in an unexpected setting: the 'talk pages' of the online encyclopedia Wikipedia in which discus-

sions of article creation are recorded. Our analysis of these discussions draws on Nelson Goodman's *Ways of Worldmaking*, another classic on the social construction of reality, which catalogues strategies for producing a worldview. We utilize Goodman's theories in four cases of Wikipedia article creation – two histories, 'Iraq War' and 'Afghanistan War,' and two biographies, 'George W. Bush' and 'Barack Obama' – all of which reveal how knowledge products are created.<sup>4</sup>

**Skovsgaard, Morten: A Tabloid Mind? Professional Values and Organizational Pressures as Explanations of Tabloid Journalism. – S. 200-218**

„Tabloidization of news and its potential threat to democracy is a recurring issue in debates among scholars and journalists. Most research focuses on measuring either content or the effects of tabloid-style content and often leaves the antecedents of the content as a 'black box'. This study compares tabloid journalists to other journalists based on a survey of Danish journalists (N = 1550). It shows that tabloid journalists in many regards hold professional values that differ from the values of other journalists and that they experience different pressures from the organization in which they work. In their journalistic style tabloid journalists emphasize personalization and sensationalist news values more and relevance news values less than other journalists. Finally, tabloid-style journalism is to some extent driven by profit orientation in journalists as well as in their organizations. However, the study also shows that journalists' adherence to the role as public mobilizer is positively related to personalization, which implies that tabloidization might carry benefits and not only threats to democracy.“

**Colapinto, Cinzia: The Presentation of Celebrity Personas in Everyday Twittering: Managing Online Reputations Throughout a Communication Crisis. – S. 219-233**

„New and social media are powerful new communication platforms capable of underpinning marketing and communication strategies; the new material mediation of interaction creates new sorts of interactional problems which need to be resolved. We intend to provide qualitative research and reflection on social media and their impact on issues pertaining to public relations activities and communication management. This article analyses management of the online reputation of an Olympic athlete, applying a Goffmanian framework regarding self-presentation. After a theoretical component concerning the concept of celebrity, sport sponsorship and crisis management, the authors focus on the uses and misuses of social media, addressing an exploratory research question, that is: how should a celebrity manage a communication crisis caused by misuse of a social media platform?“

**Sawhney, Harmee; Suri, Venkata Ratnadeep: From Hierarchy to Open Configurations: Decentralization and User-Generated Content. – S. 234-245**

„This article calls for research on new technologies at a level of analysis where what seems unchanged is salient and yet the newness of the new technology is given due consideration. It demonstrates the value of this approach by analyzing the decentralization of information systems wherein user-generated content eventually provided the unexpected winning solution for service providers who had long struggled in making their content attractive to the public at large. It identifies three stages in the decentralization process: hierarchy (top-down), open-hierarchy (top-down network, bottom-up content creation), and un-order (bottom-up). The analysis indicates that the Achilles' heel of hierarchical systems is content creation and that creates pressure to move towards more open configurations that allow for user-generated content. The authors suggest that the framework presented in this article will prompt a more sophisticated analysis of the next new technology even if it does not have a similar development pattern.“

**Cvetkovski, Trajce: The Farcial Side to the War on Media Piracy: A Popular Case of Divine Comedy?. – S. 246-257**

„This article examines illegal consumption in popular media. Corporate citizens have portrayed media piracy as an activity comprising several layers of illegal and morally derelict behaviour. They have waged a most aggressive war against consumers and technology pioneers. The need for deterrence, it appears, is obvious. However the Internet paints a different picture. It reminds us just how little people care about breaking copyright laws. Online parodies concerning anti-piracy campaigns also affirm this development. This article revisits the war on piracy and the strategies adopted. It assesses the success of campaigns aimed at consumers. An argument that deterrence has a paradoxical and somewhat comical effect is advanced. The final part explores the nexus between parody and piracy. Social networking has created a potentially subversive force by encouraging farcical representations of centralized copyright governance models. The dramas are indeed sublime. It appears Dante was right about the human condition.“

**Thomas, Pradip Ninan: Public Sector Software and the Revolution: Digital Literacy in Communist Kerala. – S. 258-268**

„In the context of cost-cutting and austerity measures, public sector software based on the principles and technologies of free and open source software is increasingly being used by governments in both the developed and developing worlds. The move to adopt non-proprietary software has been precipitated by a number of factors apart from cost, including the recognition of the effects of vendor lock-in, the consequences of efficiency deficits linked to the lack of interoperability of software across sectors and departments, the recognition of the failure of existing software policy and its consequences, particularly a heightened comprehension of risk, and the realisation of the need for informational independence. This article explores public sector software as a 'public good', with specific reference to the IT@School project in Kerala state, India, that has enabled access and, in that process, empowered local, state-funded secondary

school teachers and students to define, shape and create their own informational futures.“

### Jg 36 (2014) Nr 3

Keightley, Emily; Reading, Anna: *Mediated Mobilities*. – S. 285-301

„In this article we introduce the themed issue ‘Mediated Mobilities’. We begin by articulating some of the potential relationships between media and mobility critically addressing the key conceptual distinctions that underpin them and the methodological demands placed on media studies when exploring the complex ways in which mobility is embedded in contemporary media ecologies. In the first instance we consider precisely what is meant by mobility, and, more specifically, interrogate the dynamic relationship between mediated mobility and immobility. We then move on to develop a methodological framework or agenda for research on mediated mobilities. This framework traces how existing analytical trajectories in media studies research need to be developed and synthesized in order to be able to account for the multiple modes of mobility facilitated by media technologies, texts, institutions and audiences. In the last part of the article we examine the development of innovative methodologies and forms of analysis that give emphasis to movement and trajectory, but also human and algorithmic agency.“

Kanngieser, Anja; Neilson, Brett; Rossiter, Ned: *What Is a Research Platform? Mapping Methods, Mobilities and Subjectivities*. – S. 302-318

„This article provides an account of the question of method as it relates to collective modes of research organised, conceived and produced through the interplay between digital technologies of communication and offline strategies of investigation. It does so by exploring the orchestration of research platforms, which are mediating devices that constitute the production of knowledge across a range of geocultural settings. In the context of a project entitled *Transit Labour: Circuits, Regions, Borders*, the article maintains that research methods must contend with the ideological, technological and economic instruments that condition knowledge production at the current conjuncture. The platform, we argue, operates as a medium through which research, labour, subjectivity and knowledge are shaped in ways specific to hardware settings, software dynamics and the materialities of labour and life.“

Bruijn, Mirjam de: *Connecting in Mobile Communities: An African Case Study*. – S. 319-335

„African geographical mobilities should be understood in terms of their increasingly global development over the last two decades, and as an interplay of scales of mobility between continents and between African regions or nations. The relationship between these various times and scales of mobility shape mobile communities as a daily reality for many Africans. African family histories and personal lives are full of connecting with those who have left. In recent years,

these daily practices have been radically altered by improvements in communication technology – with travel, radio messages and letter writing being replaced by mobile telephony as the main connecting technology. This article explores how the development of connecting technology has changed the social dynamics of African mobile communities and focuses on the changes in (old and new) social hierarchies that are related to possibilities of accessing mobility and connecting technologies. It is based on a qualitative case study of a mobile community in Africa, which is part of the *Mobile Africa Revisited* programme that is investigating the relationship between new ICTs, mobility, marginality and social hierarchies.“

Yuan, Yan: *Acquiring, Positioning and Connecting: The Materiality of Television and the Politics of Mobility in a Chinese Rural Migrant Community*. – S. 336-350

„There has long been a dichotomy in television studies: research into the social meanings and practices of television as an object and infrastructure is confined to sedentarism, while the significance of television in migrancy is almost exclusively approached through migrants’ consumption of texts and programmes. As an attempt to break this material/immateral division, this article uses an ethnographic study in a Chinese rural migrant community to explore the politics of mobility performed through the materiality of television. It reconceptualizes the conjunction between electronic mediation and the migratory subject as a body/material hybrid rather than a mind/text hybrid, examining Chinese rural migrants’ daily practices with television in their urban settlement from three perspectives: TV set acquisition, positioning and cable connection. Rural migrants’ resourceful engagements with the materiality of television were captured in the second-handness of their TV acquisition, the diversified positioning of television sets at home, and the self-help cable infrastructure system in the neighbourhood. This materialist approach reveals the juxtaposition between mobility and immobility and their dialectical interconnections in the television consumption in migration. It illuminates a new arena of the politics of mobility, wherein the materiality of television represents a special resource, which affords the migrant user more competences and choices for both movement and settlement under the governance of migration.“

Humphry, Justine: *Visualising the Future of Work: Myth, Media and Mobilities*. – S. 351-366

„Microsoft’s Future Vision, Googleplex, Apple’s ‘spaceship’ campus: predictions of the imminent demise of the office workplace coincide with a proliferation of media images of the ‘office of the future’. This article argues these visions function as powerful cultural myths for bringing about and stabilising new mobile and flexible work forms and identities. Cultural myths perform a range of ideological and mediating functions. They are a symbolic form for naturalising the cultural production of meaning and a map or charter for the way that society is ordered in the present. While visions of mobile work forms and arrangements promise a revolutionary break from the

past, they also mask the re-inscription of a rational economy of time and gendered relations of labour. These visions maintain their currency because they work with contemporary processes of commodification and mediate the very mobilities they help to bring about.“

Downey, John: Flux and the Public Sphere. – S. 367-379

„John Urry’s call for a paradigm shift in sociology away from a consideration of social interaction at a standstill or stasis and towards a consideration of flux and the infrastructures of movement that enable social interaction to take place has been adopted extensively, if unevenly, in sociology. As Allen-Robertson and Beer point out, work on mobility either focuses on the physical mobility of things and people or on information. Thus, it largely ignores Urry’s initial call for the study of the movement of ideas (and, one could add, images) as well as humans and objects. Here I take up Urry’s original call for the study of mobile ideas and images and argue that such a move is helpful in analysing change in the public sphere.“

Lloyd, Justine: Parking the Info Van, Parramatta, 1995: Locality and Relationality in Media Practice. – S. 380-397

„This commentary examines the intersections of mobility and locality in community-based media practices. In order to investigate how media-oriented practices intertwine with understandings of community, the article sets out a brief history of a community arts organization, Information and Cultural Exchange (ICE), which began as a mobile information service based in Western Sydney, Australia. I examine projects conducted by the organization over the last 25 years to tease out wider shifts from ‘information distribution’ towards ‘community cultural development’. Drawing on interviews with former and current workers at the organization, the article explores how the organization has transformed within the different scales and speeds of communication networks afforded in digital media. The article explores four key themes in order to track these broader changes through shifts away from physical transportation towards virtual communication, from face-to-face community organizing towards digital and networked media systems: ‘what’, ‘who’ and ‘where’ was/is the organization, and ‘how’ did/does it meet and respond to changing technologies? While questions of scale (the ‘where’ axis) and technologies (the ‘how’) persist and have become increasingly complex, the organization’s purpose (the ‘what’), the communities that the organization speaks with and listens to (the ‘who’) seem to have changed rather less.“

Chuma, Wallace: The Social Meanings of Mobile Phones Among South Africa’s ‘Digital Natives’: A Case Study. – S. 398-408

„The past decade has seen the mobile phone evolve and acquire additional meanings in Africa and elsewhere. From being the relatively expensive yuppie toy of the 1990s to becoming the basic necessity available on the market both as new and used today; from the voice-and-text only functions of yesteryear to the compact

multimedia ‘package’ that usurps the roles of earlier technologies like the TV, radio and PC, the mobile phone has been key to the (re)shaping of society, just as its appropriation has been dialectically shaped by society. And yet most of the writing about new media in Africa focuses on the economic and technological aspects of use and access, the digital divide, and the potential of new media to help the development process and expand e-commerce, among others. All these aspects are important, but there is also scope for new research to explore the social character of the mobile device among different African communities. This article focuses on the social place of the mobile phone among a section of South African youth, namely University of Cape Town students. It employs a combination of online survey and qualitative interviews with selected undergraduate students. The article notes that the mobile phone has arguably become a key pivot around which youth culture is organised, while at the same time being appropriated and shaped creatively by the youth to address their varying interests. The study notes that although the mobile phone has not replaced traditional norms of socialisation as such, its presence has structured, and continues to structure youth’s social and academic lives.“

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Orthey, Frank Michael: Von der Urzeit zur Medienzeit: Ein Zeit-geschichtlicher Essay. – S. 13-20

„Unter welchen Umwelt-Bedingungen wurde und wird Zeit (...) wahrgenommen und gedacht? Der Beitrag geht dieser Frage nach und spannt dabei den Bogen von Urzeit über Neuzeit und Moderne – von der Entdeckung der Zeit über die Entwicklung eines Zeitbewusstseins und zeitlicher Rationalität – bis hin zur Postmoderne, in der hektische Gleichzeitigkeit und Zeitdruck vorherrschen.“

Geißler, Karlheinz A.; Geißler, Jonas; Orthey, Frank Michael: Zeit und Medien: Ein intergenerativer Chat. – S. 21-27

„Gechattet hatten sie bislang noch nie. Es war aber klar, dass eine realistische Annäherung an das Thema ‚Zeit und Medien‘ nicht anders gehen kann... Ein Selbstversuch sollte es sein – erwartungsgemäß mit den grenzenlosen Begrenztheiten des Mediums – und der Versuchspersonen.“

King, Vera: „...nur mal eben Mails gecheckt“: Veränderte Zeithorizonte, mediale Praxis und Beziehungsgestaltungen im Familien- und Alltagsleben von Heranwachsenden. – S. 28-36

„Im Kontext digitaler Medien wandeln sich unsere Lebensbedingungen immer rascher. Auch das Familien- und Alltagsleben unterliegt diesem Wandel, der sehr widersprüchliche Auswirkungen auf das Aufwachen von Kindern und Jugendlichen mit sich bringt. Vor dem Hintergrund der Medialisierung und Beschleunigung beleuchtet der Beitrag damit einhergehende Veränderungen für die heutige Alltags- und

Beziehungsgestaltung und untersucht deren Folgen für Familien.“

Orthey, Frank Michael: Mediale Endlosigkeit: Verloren im Netz der Zeiten? – S. 37-45

„Wer sich im hektischen und stets gleichzeitig ablaufenden Medienbetrieb nicht verlieren möchte, sollte seine medialen Sinne schärfen: Im Umgang mit hochkomplexen, vielfältigen Situationen, für den Übergang von Medienzeit zur medienfreien Zeit und bei Selbst- und Fremdreflexion von Internetnutzung ist sowohl Medien- als auch Zeitkompetenz gefragt. Der Beitrag diskutiert verschiedene zeitbedingte Web-Phänomene – von medialen Störungen und steter Gleichzeitigkeit im Netz über Bild- und Textfluten bis hin zu neu geschaffenen ‚Eigenzeiten‘ – und macht auf deren Potenziale und Risiken aufmerksam.“

Klier, Alexander: Zeit für Soziale Netzwerke. – S. 46-53

Saalfrank, Wolf-Thorsten; Lerche, Thomas: So-fortness als Herausforderung für pädagogisches Handeln. – S. 54-59

„Sofortness ist ein Phänomen, das sich in den letzten Jahren verstärkt zeigt, häufig in digitaler Ungeduld resultiert und mit dem Begriff der Beschleunigung vergleichbar ist. Mit Blick auf die Medienpädagogik und Lernpsychologie gilt es deshalb zu hinterfragen, welche Auswirkungen Sofortness haben kann und ob sich pädagogisches Handeln gegen den beschleunigten Zeitgeist stellen muss.“

Schachtner, Christina: Kinder und Dinge: Beobachtungen in einem FabLab. – S. 60-66

„Im HappyLab Vienna, einem von 127 FabLabs, können Kinder mithilfe von computergestützten Maschinen verschiedene Dinge und Materialien herstellen. Durch Beobachtungen von sowie Interviews und Gruppendiskussionen mit den Kindern – bezüglich der von ihnen erstellten Dinge – wurde die Dingwelt des Cyberspace näher erforscht. Der Beitrag beschreibt Bedeutungen, Beziehungen und Interaktionsmöglichkeiten von Dingen im digitalen Kontext.“

Peez, Georg: Mit Fingerspitzengefühl zu Erfahrung und Wissen: Kasuistische Grundlagenforschung zur sensorischen Bedienung von Multi-Touchscreens. – S. 67-73

„Weisen die Finger- und Handmotorik, welche sich bei Kindern im Alter von acht bis 13 Monaten an deren Schmier- und Sudelaktivitäten beobachten lassen, Korrespondenzen auf zu der Bedienung von Handheld-Computern mit berührungssensitivem Monitor? Zur Beantwortung dieser Frage werden acht Fallstudien mit Kleinkindern, in denen Schmierhandlungen dokumentiert sind, phänomenologisch ausgewertet. Ähnlichkeiten zwischen der Benutzung des Multi-Touchscreens und den Schmierhandlungen von Kleinkindern werden exemplarisch vorgestellt sowie generalisiert und diskutiert.“

Wegner, Claas; Remmert, Kathrin: Unterrichtsreflexion 2.0: Ein Wiki zur Professionalisierung

der Selbstreflexion von Lehramtsstudierenden. – S. 74-81

„Die Fähigkeit zur Selbstreflexion stellt besonders in pädagogischen Berufen eine Grundvoraussetzung zur persönlichen Weiterentwicklung dar. Am Beispiel des Kolumbus-Kids-Projekts wird die Methode des Reflexionswikis zur Verbesserung des Lehrverhaltens von Lehramtsstudierenden durch Selbstreflexion erläutert. Vor- bzw. Nachbereitung des Unterrichts und Videoanalysen des Handelns der Lehrkräfte spielen dabei eine genauso wichtige Rolle wie Selbstbewertung und die Bewertung durch die Betreuenden.“

## Medien & Zeit Jg 29 (2014) Nr 1

Lamprecht, Wolfgang: Corporate Citizenship: Theoretische Reflexionen, begriffliche Definitionen und warum – richtig angewandt – CSR als Konzept der Vertrauenskommunikation zu mehr Glaubwürdigkeit von Organisationen beitragen kann. – S. 6-21

„Die globalen Krisen seit dem Jahr 2008 haben vor dem Hintergrund politischer und gesellschaftlicher Umbrüche eines sehr deutlich werden lassen: Das Vertrauen der Menschen in Wirtschaft und Politik ist signifikant gesunken. Die Wiedererlangung von Vertrauen gilt daher als oberste Prämisse für ein sozial ausgeglichenes Gesellschaftssystem, für die Überwindung der Krise und nachhaltige Stabilität. Damit steht Unternehmenskommunikation vor einer strategischen Herausforderung: Reputation und Image müssen wiederhergestellt werden. Konsequenterweise gilt die Übernahme gesellschaftlicher Verantwortung – Glaubwürdigkeit vorausgesetzt – dabei als konstituierender Faktor für Vertrauen. Ethische Kommunikation ist daher das Gebot der Stunde, Corporate Citizenship (CC) ein diskutiertes Modell, Corporate Social Responsibility (CSR) ein wiederentdecktes Konzept. Allerdings fehlen für die Umsetzung anwenderbezogene Anleitungen, im Wirrwarr um Begriffe und Befindlichkeiten droht die Idee bereits im Ansatz zu scheitern.“

Roth, Monika: Compliance – der Rohstoff von Corporate Social Responsibility. – S. 22-33

„Compliance ist nicht nur eine wichtige Eigenschaft von Corporate Social Responsibility (CSR), sondern Voraussetzung dieses Verständnisses von gesellschaftlicher Verantwortung der Unternehmen. Ohne Compliance als umfassendes Verhaltenskonzept ist CSR lediglich Reputationsmanagement ohne tieferen Sinn. So verstanden erhält ein Unternehmen dann eine unverdiente Reputation, weil es seine Verantwortung gar nicht wirklich wahrnimmt, sondern nur so tut.“

Ballhausen, Thomas: Wissensorte im Wandel: Paralipomena zu Corporate Social Responsibility aus der Sicht des Archivs. – S. 34-45

„Im vorliegenden Text werden strategische Vorüberlegungen zum Feld der Corporate Social Responsibility (CSR) für kulturbewahrende und -vermittelnde Institutionen, die ja nicht zuletzt auch als Unterneh-



men definiert werden können, beschrieben. Ausgehend von Verantwortung und Vertrauen als Faktoren für abgesichertes gesamtbetriebliches Agieren in Theorie und Praxis wird hier das eigentliche unternehmerische bzw. institutionelle Verhalten als wesentliche Ergänzung eingebracht. Das synästhetische Bündelangebot CSR mit seinen Modellen und Instrumenten wird als Option gefasst, das den notwendigen Wandel von Kulturinstitutionen aktiv vorantreiben kann. Die damit einhergehenden strategischen und verantwortungsethischen Perspektiven und Zugänge werden dabei vorsätzlich aus der Sicht des Archivs als kulturfeldrelevante Institutionsform diskutiert. In der positiven Überblendung aus bewahrenden und vermittelnden Agenden erlaubt diese Wahl, die einen Akzent auf Film- und Medienarchive setzt, eine sinnvolle, reale Reflexion von arbeitszyklischen Prozessen, gesamtunternehmerischen Strategien und potentiellen Kommunikationsmodellen. Im Text werden deshalb nach einer versuchten Situationsbestimmung, archivspezifische Kontexte, Herausforderungsprofile und aktuelle Diskurse angesprochen, sowie erste morphostatische bzw. morphogenetische Vektoren dynamischer Systeme, als die sich Archive beschreiben lassen, benannt. Darauf aufbauend werden potentiell relevante Teile der CSR identifiziert und mögliche Maßnahmen und praxisorientierte Ansätze zur dauerhaften Etablierung von CSR-Elementen in der institutionellen Gesamtstrategie, der betrieblichen Struktur und der Wissensvermittlung abgeleitet.“

Luks, Fred: CSR und Stakeholderkommunikation: Große Ziele, gute Absichten und Kölnisch Wasser. – S. 46-49

Enzminger, Andreas: Mediationen des Schreckens: Wirkung einer Holocaust-Dokumentation in der jüdischen Gemeinde Wiens. – S. 50-62

„Nahezu keine TV-Dokumentation zum Thema Holocaust kommt seit Beginn der 1980er Jahre ohne den Einsatz von ZeitzeugInnen aus. Sie sollen den RezipientInnen als Authentizitätsbeweis dienen und historische Fakten mit subjektiven Erzählungen untermauern. Die Frage stellt sich, was dieses beliebte Inszenierungsformat für den Prozess der Geschichtsvermittlung in einer Gruppe leistet, deren Verwandte und Vorfahren dem Nazi-Terror in großer Zahl zum Opfer fielen. Mit Hilfe einer experimentellen Wirkungsstudie wird im vorliegenden Beitrag der Einfluss des Einsatzes von TäterInnen- und Opfer-ZeitzeugInnen auf geschichtsvermittelnde Prozesse bei Mitgliedern der jüdischen Gemeinde Wiens untersucht. Im Mittelpunkt stehen die rezeptive Partizipation junger österreichischer Juden und Jüdinnen an der Holocaust-Dokumentation Nacht & Nebel bzw. mögliche Rezeptionswiderstände, die aus Belastungsreaktionen resultieren. Des Weiteren wird geprüft, welche Chancen und Grenzen der Vermittlung humanitärer Werte sich aus der Präsentation von Schreckenszeugnissen der Nazi-Zeit ergeben.“

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Paus-Hasebrink, Ingrid; Hasebrink, Uwe: Kommunikative Praxen im Wandel: eine Verknüpfung von Sozialisations- und Repertoireperspektive. – S. 4-14

Beaufort, Maren; Seethaler, Josef: Wandel der Mediennutzung – Wandel im politischen Verhalten?. – S. 15-41

Hummel, Roman: Medienwandel und journalistisches Selbstverständnis. – S. 42-51

Koinig, Isabell; Weder, Franzisca; Karmasin, Matthias: Wahrnehmung kommunikativer Verantwortung: wie die Top 50 Unternehmen der DACH-Region wirtschaftsethische Themen im Web behandeln und aufarbeiten. – S. 52-67

## Multimedia und Recht Jg 17 (2014) Nr 3

Schwarz, Karoline; Trinks, Matthias: Nulltarif mit Hindernissen: Die neue Umsatzbesteuerung von Gratihandys. – S. 147-150

Mengden, Martin: 3D-Druck aus ordnungs- und strafrechtlicher Perspektive: Schutzzumfang des Waffenrechts und staatliche Handlungsoptionen. – S. 150-153

Henning, Maria; Budurushi, Jurlind; Volkamer, Melanie: Elektronische Wahlen durch Stimmzettelbelege?: Untersuchung möglicher Umsetzungen des Öffentlichkeitsgrundsatzes. – S. 154-158

Voigt, Paul: Weltweiter Datenzugriff durch US-Behörden: Auswirkungen für deutsche Unternehmen bei der Nutzung von Cloud-Diensten. – S. 158-161

Schütz, Raimund; Schreiber, Kristina: Anpassungsbedarf des digitalen Must carry-Regimes im RStV: Die Notwendigkeit von landesspezifischen Befugnissen und verpflichtender HD-Verbreitung. – S. 161-164

„Die digitalen Belegungsvorgaben des §52b RStV sind geschaffen worden, als der digitalen Kabelverbreitung von Rundfunkprogrammen ausschließlich vielfaltsergänzende Funktion zukam. Inzwischen aber hat die digitale Verbreitung die Analogverbreitung vielfach ersetzt. Die fortschreitende Digitalisierung der Breitbandkabelnetze führt zu einem Bedeutungsverlust der analogen, vielfaltsorientierten regionalen Kabelbelegung durch die Landesmedienanstalten. Zudem droht mit zunehmender Marktpenetration der HD-Verbreitung ein Effektivitätsverlust der digitalen (SD) Must carry-Vorgaben. Beiden Entwicklungen ist das aktu-

elle rundfunkrechtliche Regelungsregime nicht gewachsen. Beide Entwicklungen erfordern eine Fortentwicklung der bestehenden gesetzlichen Regelungen, die den Änderungen der tatsächlichen Gegebenheiten Rechnung trägt.“

#### Jg 17 (2014) Nr 4

Zahrte, Kai: Wirksamkeit sog. „Internet-Mandate“ im SEPA-Basis-Lastschriftverfahren: Vereinbarungen zwischen Inkassobank und Lastschriftreiner. – S. 211-213

Eckhardt, Jens: Unzulässige E-Mail-Werbung: Reichweite des Unterlassungsanspruchs aus §§ 823, 1004 BGB analog. – S. 213-217

„Durch die Rechtsprechung des BGH ist geklärt, dass die Zusendung von E-Mail-Werbung sich auch i.R.d. §§ 823, 1004 BGB analog in Bezug auf die Voraussetzungen der (Un-)Zulässigkeit nach § 7 Abs. 2 Nr. 3 UWG richtet. Welche Reichweite der Unterlassungsanspruch nach §§ 823, 1004 BGB analog im Fall unzulässiger E-Mail-Werbung hat, ist durch den BGH noch nicht geklärt. In der jüngeren Rechtsprechung wurde die Reichweite eines Unterlassungsanspruchs aus §§ 823, 1004 BGB analog unterschiedlich bewertet. Die entscheidende Frage ist, ob der Unterlassungsanspruch nur beschränkt auf eine konkrete E-Mail-Adresse bzw. Domain oder ohne eine solche Begrenzung besteht. Die überwiegende Rechtsprechung bejaht diese Begrenzung, sieht sich in anderen Entscheidungen jedoch wegen der fehlenden Begründung Kritik ausgesetzt.“

Rupp, Martin: Die Richtlinie über Verwertungsgesellschaften und Mehrgebietslizenzen: Ein europäischer Rahmen für das Recht der kollektiven Wahrnehmung von Urheberrechten. – S. 217-221

„Der Beitrag stellt die im Jahr 2012 vorgeschlagene und 2014 verabschiedete Richtlinie über die kollektive Wahrnehmung von Urheber- und verwandten Schutzrechten und die Vergabe von Mehrgebietslizenzen für die Online-Nutzung von Rechten an Musikwerken im Binnenmarkt vor. Dabei werden die wesentlichen Bestimmungen aus der Perspektive des aktuellen Urheber- und Urheberwahrnehmungsrechts näher beleuchtet. Die wesentlichen Kritikpunkte werden noch vor Inkrafttreten der Richtlinie gebündelt dargestellt. Hieraus lassen sich Fragestellungen ableiten, die im Zuge der Umsetzung der Richtlinie auftreten werden.“

Huber, Andrea: Vernetzter Kontinent oder überregulierte TK-Branche?: Die Debatte über den Verordnungsvorschlag der EU-Kommission zum TK-Binnenmarkt. – S. 221-225

„Im September 2013 hat die EU-Kommission Vorschläge vorgelegt, die den europäischen Binnenmarkt für TK-Dienstleistungen verwirklichen sollen. Diese umfassen sowohl Maßnahmen zur Marktregulierung als auch eine Neufassung einzelner Kundenschutzvorschriften. Der Verordnungsentwurf ist im Augenblick

Gegenstand einer intensiven Diskussion in der TK-Branche sowie der deutschen und europäischen Politik. Derzeit befasst sich das EU-Parlament mit dem Entwurf der Kommission. Zwar ist absehbar, dass eine endgültige Verabschiedung der Verordnung vor den Europawahlen im Mai 2014 nicht mehr möglich sein wird. Die aktuelle Debatte zeigt aber auf, wo Diskussionsbedarf im Hinblick auf eine künftige Reform des europäischen TK-Regulierungsrahmens besteht und welche Punkte dabei berücksichtigt werden müssen. Dieser Beitrag analysiert Kernpunkte des Vorschlags der Kommission und stellt die politische Debatte dazu dar.“

Kirn, Stefan; Müller-Hengstenberg, Claus D.: Intelligente (Software-)Agenten: Von der Automatisierung zur Autonomie: Verselbstständigung technischer Systeme. – S. 225-232

„Bis heute basiert die Automatisierung technischer Funktionen und Prozesse auf präzisen Definitionen für das Verhalten automatisierter Systeme und deren ebenso präzise Umsetzung in zuverlässige technische Lösungen. Dies stellt gleichzeitig aber auch eine Grenze für die Entwicklung ‚intelligenter‘ Automationslösungen dar. Die rasch voranschreitende Digitalisierung öffnet der bisher vor allem ingenieurwissenschaftlich geprägten Automatisierung der Chance, bestehende Grenzen der Automatisierung durch Rückgriff auf Methoden der Informatik zu überwinden und eine ‚Verselbstständigung‘, also zumindest eine (Teil-)Autonomie technischer Systeme zu erreichen. In bisher nicht gekanntem Ausmaß kommen dabei Methoden der Künstlichen Intelligenz (KI) zur Anwendung. Der folgende Beitrag beschäftigt sich eingehend mit den KI-spezifischen Grundlagen der ‚Automatisierung‘ technischer Systeme und führt hin zu der Frage, welche Konsequenzen sich daraus für die rechtliche Einordnung, wie z.B. Zuschreibung von Verantwortung, Verschulden und Haftung beim Einsatz autonomer technischer Systeme ergeben können.“

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Bierekoven, Christiane: Neuerungen für Online-Shops nach Umsetzung der Verbraucherrechtlicherichtlinie: ein erster Überblick. – S. 283-287

Leyendecker-Langner, Benjamin E.: Top-Level-Domains und Namensschutz aus § 12 BGB: bisherige Praxis und Bedeutungswandel. – S. 288-291

„Im Juni 2011 hat die Internet Corporation for Assigned Names and Numbers (ICANN) ein Programm zur Vergabe neuer Top-Level-Domains (TLD) bekannt gegeben. Das Bewerbungsverfahren für die Registrierung der neuen TLDs endete am 30.05.2012. Insgesamt wurden 1.930 Bewerbungen für die Registrierung neuer TLDs eingereicht. Seit dem 23.10.2013 wurden bereits 186 neue TLDs zugeteilt und in das DNS eingepflegt. Der Beitrag untersucht Auswirkungen der bisherigen und neuen TLDs auf den Namensschutz aus § 12 BGB.“

Galetzka, Christian; Stamer, Erik: Streaming – aktuelle Entwicklungen in Recht und Praxis: Redtube, kinox.to & Co. – S. 292-298

„Die Diskussion über die (urheber-)rechtliche Einordnung des Streaming wurde bisher fast ausschließlich in der juristischen Fachliteratur geführt. Im Jahr 2011 verurteilte dann das AG Leipzig den Betreiber des wohl bekanntesten Streaming-Portals kinox.to zu einer mehrjährigen Freiheitsstrafe wegen Verstoßes gegen die urheberrechtlichen Strafvorschriften der §§ 108a, 106 UrhG. Im Dezember 2013 gerieten auch angebliche Nutzer des pornographischen Streaming-Portals Redtube in den Fokus einer Regensburger Rechtsanwaltskanzlei, die bisher nur für massenhafte Abmahnungen im Bereich der Verbreitung von urheberrechtlich geschützten Werken via Filesharing bekannt war. In Anbetracht dieser aktuellen Entwicklungen ist Streaming hinsichtlich der urheberrechtlichen Haftung von Anbietern und Nutzern solcher Angebote nicht länger nur ein theoretisches Phänomen. Zentrale Fragen müssen geklärt werden, ob Streaming überhaupt Urheberrechte Dritter verletzen kann, ob die (Zwischen-)Speicherung im Cache eine Vervielfältigung i.S.d. § 16 UrhG darstellt und inwiefern die Schrankenregelungen der § 44a, 53 UrhG beim Streaming anwendbar und einschlägig sind.“

Wicker, Magda: Die Neuregelung des § 100j StPO auch beim Cloud Computing?: Zugriff auf Zugangsdaten zur Cloud nach der neuen Bestandsdatenauskunft. – S. 298-302

„Die 2013 eingefügte Vorschrift des § 100j StPO erlaubt den strafprozessualen Zugriff auf gespeicherte Bestandsdaten nach dem TKG. Da die Gesetzmateriale und die aktuellen Beiträge stets Bezug zum Cloud Computing herstellen, entsteht der Eindruck, dass die neue Regelung der Bestandsdatenauskunft auch auf Cloud-Speicher anwendbar ist. Dieser Beitrag stellt zunächst die Grundlagen der Gesetzentwicklung sowie die Voraussetzung der neuen Ermächtigungsgrundlage dar und erläutert sodann die Anwendbarkeit des § 100j StPO auf das Cloud Computing.“

Giebel, Christoph; Malten, Marc: Schadensersatz bei Ausfällen von TK-Netzen: Haftung des Diensteanbieters gegenüber Unternehmenskunden. – S. 302-307

„Der Ausfall eines TK-Netzes wirkt aus Kundensicht vielfach die Frage auf, ob ein solcher Ausfall eine Schadensersatzhaftung des Diensteanbieters zur Folge hat. Im Zuge der jüngsten Rechtsprechung des BGH (MMR 2013, 611) hat sich die Diskussion in der Literatur dabei auf Schadensersatz- und Nutzungsausfallansprüche von Verbrauchern konzentriert. Im Unternehmenskundenbereich stellen sich eine Vielzahl von Rechtsfragen in abweichender Art und Weise. Der nachfolgende Beitrag untersucht die Frage einer möglichen Schadensersatzhaftung des TK-Diensteanbieters unter der besonderen Problemperspektive von Unternehmenskundenverträgen und gibt Empfehlungen für die Vertragsgestaltung.“

Müller-Hengstenberg, Claus D.; Kirn, Stefan: Intelligente (Software-)Agenten: Eine neue Herausforderung unseres Rechtssystems?: rechtliche Konsequenzen der „Verselbstständigung“ technischer Systeme. – S. 307-313

„In ihrem Beitrag in MMR 2014, 225 beschäftigten sich die Autoren mit den Grundlagen der Automatisierung technischer Systeme, mit der Technologie der Softwareagenten, den möglichen Auswirkungen auf die Gesellschaft und den damit verbundenen Herausforderungen. Der folgende Beitrag beschäftigt sich mit den sich daraus ergebenden Rechtsfragen. Können intelligente Agenten wirklich den Menschen ersetzen? Wie sind intelligente, autonom handelnde Agenten juristisch einzuordnen? Haben ihre Handlungen und Entscheidungen dieselbe Qualität wie die einer natürlichen oder juristischen Person? Der Beitrag zeigt auf, welche rechtlichen Konsequenzen sich aus der ‚Verselbstständigung‘ technischer Systeme ergeben können, wie z.B. Zuschreibung von Verantwortung, Verschulden und Haftung.“

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Hoeren, Thomas; Buchmüller, Christoph: Entwicklung des Internet- und Multimediarechts im Jahr 2013. – S. 1-48

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Rieder, Bernhard; Sire, Guillaume: Conflicts of Interest and Incentives to Bias: A Microeconomic Critique of Google's Tangled Position on the Web. – S. 195-211

„Media scholars have studied and critiqued search engines – and in particular the dominant commercial actor, Google – for over a decade. Several conceptual and methodological problems, such as a lack of technological transparency, have made a detailed analysis of concrete power relations and their effects difficult. This paper argues that a microeconomic approach can aid media scholars in examining the complex interactions that underpin the dynamics of information visibility unfolding around the Google search engine. Using the concept of a ‘three-sided market’, we characterize the business model built around google.com as the foundation of the company's success. We then argue that the combination of search and advertising services, and in particular advertising network services, creates powerful incentives to orient the results page in self-serving ways, leading to fundamental conflicts of interest exacerbated by Google's dominant position in both markets. Based on search engines' mass media-like capacity to shape public discourse, we consider the identification of economic forces both as a prerequisite for a robust critique of the current situation and as a starting point for thinking about regulatory measures.“

Jiang, Min: The Business and Politics of Search Engines: A Comparative Study of Baidu and

Google's Search Results of Internet Events in China. – S. 212-233

„Despite growing interest in search engines in China, relatively few empirical studies have examined their sociopolitical implications. This study fills several research gaps by comparing query results (N = 6320) from China's two leading search engines, Baidu and Google, focusing on accessibility, overlap, ranking, and bias patterns. Analysis of query results of 316 popular Chinese Internet events reveals the following: (1) after Google moved its servers from Mainland China to Hong Kong, its results are equally if not more likely to be inaccessible than Baidu's, and Baidu's filtering is much subtler than the Great Firewall's wholesale blocking of Google's results; (2) there is low overlap (6.8 %) and little ranking similarity between Baidu's and Google's results, implying different search engines, different results and different social realities; and (3) Baidu rarely links to its competitors Hudong Baike or Chinese Wikipedia, while their presence in Google's results is much more prominent, raising search bias concerns. These results suggest search engines can be architecturally altered to serve political regimes, arbitrary in rendering social realities and biased toward self-interest.“

Robinson, Laura: Freeways, Detours, and Dead Ends: Search Journeys among Disadvantaged Youth. – S. 234-251

„This study examines American high school students' school-related information-seeking. Comparing advantaged and disadvantaged students' practices, the research illuminates three phases of their information-seeking activities: 1) learning-opportunities for digital skill building, 2) information-retrieval tactics, and 3) information-evaluation strategies. The inquiry delineates several distinct categories of practice corresponding to each of these phases. In successful information-seeking, learning-opportunities enhance skill acquisition for effective information-retrieval that is followed by discerning information-evaluation. In unsuccessful information-seeking, inadequate learning-opportunities result in ineffective information-retrieval that is followed by disengaged information-nonevaluation. Significantly, gendered differences emerge in this final part of the sequence. Findings indicate that unskilled female information-searchers are more likely to adopt an overtrusting stance. By contrast, unskilled male information-searchers are more likely to adopt an undertrusting attitude towards online content. Both groups of unsuccessful information-searchers truncate this necessary evaluative stage and end the information-seeking process before it can bear fruit.“

Sanz, Esteve; Stancik, Juraj: Your Search – 'Ontological Security' – Matched 111,000 Documents: An Empirical Substantiation of the Cultural Dimension of Online Search. – S. 252-270

„More than any other form of online activity, the practices of online information search have been overwhelmingly associated with their straightforward utility and with the potential alterations in the socio-economic structure that the access to this information, or lack thereof, entails. However, even when afforded such an apparently instrumental role, several impor-

tant elements of the Internet are based on, and oriented towards, culture, identity and collectivity, and relate to a symbolically un-fragmented system that remains largely unconscious. In this paper we appropriate the concept of ontological security to explore the autonomy of the cultural dimension of online search, which has gone largely unanalysed in the literature. Ontological security is the unconscious sense that individuals have about the continuity and order in events related to their lives. At the collective level, it relates to the stability of the symbolic structures of society, which are both inclusive and exclusionary. Through a series of qualitative and quantitative empirical exercises, we show that search engines (1) construct ontological meaning as much as they provide utility, (2) relate to unconscious individuation even more strongly than rational instrumentality and (3) help in dealing with existential questions about the informational chaos of reality generated during the realization of global events. Even in the seemingly individualistic information society, search brings a clearer sense of the position of the subject in relation to the collectivity.“

Yalkin, Cagri; Kerrigan, Finola; Lehn, Dirk vom: (II)Legitimation of the Role of the Nation State: Understanding of and Reactions to Internet Censorship in Turkey. – S. 271-289

„This study aims to explore Turkish citizen-consumers' understanding of and reactions to censorship of websites in Turkey by using in-depth interviews and online ethnography. In an environment where sites such as YouTube and others are increasingly being banned, the citizen-consumers' macro-level understanding is that such censorship is part of a wider ideological plan and their micro-level understanding is that their relationship with the wider global network is reduced, in the sense that they have trouble accessing full information on products, services and experiences. The study revealed that citizen-consumers engage in two types of resistance strategies against such domination by the state: using irony as passive resistance, and using the very same technology used by the state to resist its domination.“

Hong, Renyi; Chen, Vivian Hsueh-Hua: Becoming an Ideal Co-Creator: Web Materiality and Intensive Laboring Practices in Game Modding. – S. 290-305

„This article focuses on the concept of labor in co-creation, arguing that its definition needs to be expanded to include a process of intensity. Intensity foregrounds the different degrees in which participants involve themselves in a craft, and also the elements of time, effort, and affectivity. Using game modification as a case study, the article analyzes how automated, computerized systems of evaluations, embedded into webpages, can create grounds for a self-understanding of productive abilities. Maneuvering through the three registers of industry, websites, and game modders, it examines the discourses of evaluative systems and details how participants use these technologies to self-manage and calibrate their labor. Interviews showed that the increasingly competitive drive for optimal standards of production comes at a cost to the well-being of participants. Studies of labor therefore need

to consider the 'intense' aspect of participatory production, and the impact it may have on its participants."

Ziewitz, Malte; Pentzold, Christian: In Search of Internet Governance: Performing Order in Digitally Networked Environments. – S. 306-322

„Internet governance is a difficult horse to catch. Far from being a coherent field of study, it presents itself as scattered across a range of disciplinary approaches that come with distinct theoretical, methodological and analytical preoccupations. In this paper, we critically review existing literatures on governance of, on and through the Internet and draw attention to the ways in which they help perform the worlds in which they have their place. Retelling the case of the 'Twitter Joke Trial', we highlight the contingent and at times conflicting roles attributed to people, technologies and institutions, as well as the concerns that come with these. Rather than striving for a coherent definition of 'Internet governance', we draw on recent work in science and technology studies to show that acknowledging the performativity and multiplicity of different modes of governance can open up a productive line of inquiry into the recursive relationship between governance research and practice.“

Hestress, Luis E.: Preaching to the Choir: Internet-Mediated Advocacy, Issue Public Mobilization, and Climate Change. – S. 323-339

„Despite the impact that Internet-mediated advocacy organizations have had on American politics over the last decade, we are still learning about how they work. This is even truer for Internet-mediated issue specialists that focus on a single issue, such as climate change. Based on interviews with key staff members of two climate change advocacy campaigns, this article examines how these organizations communicate and mobilize citizens around their issue and the underlying assumptions behind their strategies. Interviews revealed a focus on like-minded issue public mobilization and online-to-offline social movement building strategies. The paper also examines how these organizations can influence policy debates by mobilizing issue publics, shifting debates to more favorable public arenas, and reframing them in ways more favorable to their causes. Implications for the future of climate policy and Internet-mediated advocacy research are discussed.“

Ceron, Andrea et al.: Every Tweet Counts?: How Sentiment Analysis of Social Media Can Improve Our Knowledge of Citizens' Political Preferences with an Application to Italy and France. – S. 340-358

„The growing usage of social media by a wider audience of citizens sharply increases the possibility of investigating the web as a device to explore and track political preferences. In the present paper we apply a method recently proposed by other social scientists to three different scenarios, by analyzing on one side the online popularity of Italian political leaders throughout 2011, and on the other the voting intention of French Internet users in both the 2012 presidential

ballot and the subsequent legislative election. While Internet users are not necessarily representative of the whole population of a country's citizens, our analysis shows a remarkable ability for social media to forecast electoral results, as well as a noteworthy correlation between social media and the results of traditional mass surveys. We also illustrate that the predictive ability of social media analysis strengthens as the number of citizens expressing their opinion online increases, provided that the citizens act consistently on these opinions.“

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Wolfson, Todd; Funke, Peter N.: Communication, Class and Concentric Media Practices: Developing a Contemporary Rubric. – S. 363-380

„Understanding class as a process of self-making in relation to a particular, historical form of capitalism, in this article we argue that media and communication (from face-to-face and old mediums such as radio to internet-powered tools) must be conceptualized as an emerging structural dimension for class formation. Based on ethnographic fieldwork on the Media Mobilizing Project in Philadelphia, a community-based media and communications infrastructure and a network of organizations across the region, we develop a conceptual approach we call concentric practices, which provides us with a framework of how contemporary class formation is occurring through the use of media and communications. Concentric practices we understand and analyze along three overlapping processes, which establish a 'common' among the different fragments of the working class: communicative spaces, narrative practices and shared struggles. Analytically, these concentric practices describe a process of thickening and converging of the atomized and fractured neoliberal working class. This model can be employed as a heuristic framework for a host of similarly situated dynamics, aiding in teasing out and better understanding processes of class formation under neoliberal capitalism.“

Das, Ranjana; Pavlickova, Tereza: Is There an Author behind This Text?: A Literary Aesthetic Driven Approach to Interactive Media. – S. 381-397

„In this paper we employ a conceptual repertoire from philosophical hermeneutics and literary aesthetics to examine people's expectations of and trust in interactive media. Drawing on data from two projects, first, with young professionals on their perceptions of the informational value of various media, and second, with youthful users of the online genre of social networking sites, we present findings on perceptions of authorial presence and constructions of an imagined author. We conclude that an (imagined) author plays a key role in media users' ability to critically use interactive media and evaluate the relevance and reliability of media content, rather than functioning as an authoritative originator of the meaning. We argue that this is important not only for contemporary research in critical digital literacies, but also for the intrinsic importance of trust in any act of communicative engagement.“



Lagos, Taso G.; Coopman, Ted M.; Tomhave, Jonathan: „Parallel Poleis“: Towards a Theoretical Framework of the Modern Public Sphere, Civic Engagement and the Structural Advantages of the Internet to Foster and Maintain Parallel Socio-Political Institutions. – S. 398-414

„The role of the Internet in large-scale demonstrations, as witnessed in the Arab Spring, has been debated and reflects continued interest in the intermingling of social movements and digital technology. Yet behind these large photogenic events stand other less obvious social activities that may be equally profound, particularly in the form of alternative institutional frameworks that better meet the social needs of individuals than current models. We categorize these ‘disident’ frameworks as ‘parallel poleis’ as developed by Czech philosopher and activist Vaclav Benda and offer two case studies to support this contention. At the heart of parallel poleis lies the notion that digital technologies are uniquely positioned to reflect and facilitate the political expressions of individuals due to low-cost transactions, ease of use and large social network reach possibilities. The sociopolitical ramifications of a parallel polis as conceptualizing the social-technical interaction warrants further discussion.“

Annafari, Mohammad T.; Axelsson, Ann-Sofie; Bohlin, Erik: A Socio-Economic Exploration of Mobile Phone Service Have-Nots in Sweden. – S. 415-433

„Most studies in the mobile communication field focus on the acceptance of the technology rather than the resistance of it, a trend that makes researchers try to understand only the powerful actors in society. Instead, this paper explores the socio-economic characteristics of mobile phone service have-nots. Based on an analysis of samples from three consecutive nationwide annual surveys in Sweden, this study finds that two socio-economic factors – age and the household income – remain significant to explain non-usage of mobile phone services. Other variables dynamically change over time without a significant effect. This finding supports the argument that most socio-economic factors are transient at different stages of the adoption of innovation. Since the benefits of mobile phones are related to social networks (the more people you know, the more beneficial), it is not surprising that, in the long run, elderly people with low income, who typically have a decreasing social network, find this technology no longer purposeful and finally refuse it. This indicates that the status of the have-nots may not reflect socio-economic inequalities in general, but rather individuals’ preference when managing their social situation. This is relevant with the argument that a universal service policy should be based on connectivity, that is, people’s need for communication rather than solely promoting subsidizing a particular technology or service. The policy, therefore, should consider the technological frame sharing – the interpretation of the technology shared by members of a relevant social group, that is, users, service providers and regulators, to bring a more socially constructed technology that can protect individuals with less socio-economic power from being socially excluded.“

Parmelee, John H.: The Agenda-Building Function of Political Tweets. – S. 434-450

„This article expands the scope of agenda-building research, which has traditionally focused on the ability of press releases, press conferences, and political ads to influence media coverage. In-depth interviews with political reporters and editors at US newspapers during the 2012 campaign found that tweets from political leaders are used by journalists in ways that suggest first- and second-level agenda building. Participants gave examples of how political tweets have shaped their coverage in terms of the events they cover, the sources they interview, the quotes they use, and the background information they rely on to decide how to cover an issue. In addition, political tweets that contribute the most to coverage tend to have several elements in common.“

Gabriels, Katleen; Poels, Karolien; Braeckman, Johan: Morality and Involvement in Social Virtual Worlds: The Intensity of Moral Emotions in Response to Virtual versus Real Life Cheating. – S. 451-469

„Our focus lies on moral emotions in the social virtual world Second Life (SL). Based on media equation theory we could expect that moral emotions regulate social virtual interactions in a similar way as they do in real life (RL). However, emotions are also linked with involvement, and SL residents presumably are more involved in SL compared to non-residents. Via two quasi-experiments, we tested to what extent moral emotions felt when being cheated on by a love partner are comparable in intensity when this happens in SL versus RL. Results show that for SL residents the intensity of moral emotions did not differ between SL versus RL situations, whereas for non-residents a SL situation triggered less intense emotions. Further, for SL residents the level of involvement in SL had a significant impact on the moral emotions in response to a SL situation. In social virtual worlds, media equation thus seems to depend on involvement.“

Nielsen, Carolyn E.: Coproduction or Cohabitation: Are Anonymous Online Comments on Newspaper Websites Shaping News Content? – S. 470-487

„The technology that allows readers to post anonymous online comments on newspaper websites gives readers unprecedented opportunities to participate, but poses challenges to the journalistic value of transparency, practice of gatekeeping, and conception of expertise. This nationwide survey of 583 US journalists explores whether the technology has affected their work practices, workplaces, or news coverage. The study, grounded in social shaping of technology theories, finds that journalists are not opposed to sharing their web platforms with readers’ comments, but dislike user anonymity and ignore reader input. Despite the technological affordance that provides journalists a means to receive instant, global feedback from readers, journalists are maintaining their jurisdiction over news content and are not participating with readers in mutual shaping. This study finds that journalistic

norms and conceptions of expertise prevent journalists from engaging with readers.“

Zuniga, Homero Gil de; Copeland, Lauren; Bimber, Bruce: Political Consumerism: Civic Engagement and the Social Media Connection. – S. 488-506

„An ongoing debate concerns the extent to which political consumerism constitutes political behavior. To address this debate, researchers have examined several predictors of political consumerism, but have not focused on its communicative dimensions, especially with respect to digital media. In this study we conceptualize political consumerism as a form of civic engagement, and we theorize that people who use social media are more likely to engage in political consumerism than those who do not. Using original survey data collected in the US, we find that political consumerism is more closely related to civic engagement than it is to political participation, and that use of social media mediates the relationship between general Internet use and political consumerism.“

Deursen, Alexander J.A.M. van; Dijck, Jan A.G.M. van: The Digital Divide Shifts to Differences in Usage. – S. 507-526

„In a representative survey of the Dutch population we found that people with low levels of education and disabled people are using the Internet for more hours a day in their spare time than higher educated and employed populations. To explain this finding, we investigated what these people are doing online. The first contribution is a theoretically validated cluster of Internet usage types: information, news, personal development, social interaction, leisure, commercial transaction and gaming. The second contribution is that, based on this classification, we were able to identify a number of usage differences, including those demonstrated by people with different gender, age, education and Internet experience, that are often observed in digital divide literature. The general conclusion is that when the Internet matures, it will increasingly reflect known social, economic and cultural relationships of the offline world, including inequalities.“

### Nordicom Review Jg 34 (2013) Special Issue

Ohlsson, Jonas: Boardroom Empires? A Study of Ownership Influence in the Swedish Press. – S. 11-24

„The question of how ownership impacts on the performance of the press is a perennial one. Despite the extensive attention devoted to the perceived consequences of ownership, information about what newspaper owners actually do remains limited. This article discusses an alternative path for research on media ownership. It involves the board of directors, the main agency that is expected to exercise ownership power. The article presents a study that focuses specifically on the decision-making in and around the boardrooms of three Swedish newspaper firms between 1955 and 2005. Building on analyses of board meeting minutes and interviews with board members, the study shows

that the impact of ownership is established, and develops, in an intricate web of interacting forces, internal and external to the firm. It thus underlines the need for both a multi-theoretical foundation and a multi-method design in research on ownership influence in the media.“

Kvalheim, Nina: News Behind the Wall: An Analysis of the Relationship between the Implementation of a Paywall and News Values. – S. 25-42

„This article explores the relationship between the implementation of a paywall and the editorial content profile in a local newspaper. The premise of the article is that the content published behind the wall is the content the newspaper values the most, and the article aims to contribute to an understanding of the interplay between strategic and economic decisions regarding news production and the editorial content. The Norwegian newspaper *Fædrelandsvennen* and its online initiative *fevennen.no* serve as cases in the study, and the article asks two questions: What are the most prominent news values behind the paywall, and how do they relate to commercial strategies regarding the introduction of the wall?“

Moeller Hartley, Jannie; Ellersgaard, Christoph Houman: Mapping Online Journalism in Transition: Exploring an Analytical Model. – S. 43-60

„By operationalising Pierre Bourdieu's concepts of field, capital and positions of autonomy and heteronomy, and applying a Principal Component Analysis (PCA) to data gathered from a large content analysis, the article explores the relations between online newspapers and their corresponding print or broadcast versions within a constructed Danish 'field of news' by graphically presenting the data as maps of the changes in these relations. First, mapping transformations graphically shows that the online newspapers have gained autonomy from their 'parent platforms', but we see that in the same period they have increased their dependence on news agency stories. Furthermore, the mapping demonstrates how the online newspapers differ in terms of news productions strategies and in their relation to their parent platforms, meaning they take up different positions in the field according to their 'strength' based on a number of indicators.“

Danielson, Magnus: „Shaming the Devil!“: Performative Shame in Investigative TV-Journalism. – S. 61-74

„This paper considers the performativity of shaming in investigative TV-journalism. It argues that the construction of shame is not only a constituent element in investigative TV-journalism but also an important factor in pursuing some of its main objectives: establishing morals, exercising social control, reinforcing journalistic identity and ideology, and competing for attention in a diversified media theatre where drama, entertainment and emotional thrills are the hard currency. An empirical study of the Swedish TV programme *Uppdrag granskning*, is used to inductively propose three categories of shaming and to give some examples of the ways in which shaming is performed.

The core of the paper is a theory driven analysis in which the performativity of shaming in investigative TV-journalism is analysed in the light of some converging media and societal trends.“

Ytre-Arne, Brita: Changing Magazine Journalism: Key Trends in Norwegian Women's Magazines. – S. 75-88

„This article analyses developments in Norwegian magazine journalism in the last decade, focusing on the broad and varied spectrum of magazines targeting women. The analysis is based on multiple methods and data sources, aiming to connect the production and reception of magazine journalism to the texts of magazines. This article will identify and discuss five key trends: fragmentation, digitalization, Nordic inspiration, redefinition of the political and beautification. The trends are discussed in light of public sphere theory and selected orientations in Nordic journalism research.“

Jaakkola, Maarit: Diversity through Dualism: The Balancing Principle as an Organizational Strategy in Culture Departments of Newspapers. – S. 89-98

„This article examines the changes in cultural journalism in newspapers with regard to its dual field structure. The influence of media organizations' policies on professionalist dualism is discussed based on the results of a quantitative content analysis over the period 1978-2008 and semi-structured theme interviews with the heads of the culture departments of major Finnish dailies. The results indicate that culture departments have developed their own news production, with increased managerial control and the strengthening of the journalistic paradigm, whereas opinionated journalism, including criticism, is increasingly outsourced. The culture departments thus aspire to sustain a balance between the professional paradigms related to field-hybridity, which creates a distinct structural formalism in this specialized type of journalism and makes its evolution over time relatively stable.“

Barland, Jens: Innovation of New Revenue Streams in Digital Media: Journalism as Customer Relationship. – S. 99-112

„Recent digital transformations of the media landscape have altered media economics. Media outlets are experiencing a decline in newspaper circulation and are struggling to develop new revenue streams within digital media. Newspaper publishers are accustomed to a two-sided revenue model geared towards readers and advertisers. In digital publishing, such two-sided revenue models must be further developed. This article describes a model in which journalistic content functions as an engine for digital traffic, and how that market position is used to promote other commercial digital services. Unlike earlier advertising models, the media company itself has become both the advertiser and the owner of the promoted services. This article's contribution is a description of how new revenue streams are being developed around digital journalistic products. A case study of the Schibsted Media Group, including examples from the media outlets VG (Nor-

way) and Aftonbladet (Sweden), is used here as the empirical source.“

Kammer, Aske: Audience Participation in the Production of Online News: Towards a Typology. – S. 113-126

„The potential of audience participation constitutes a most important characteristic of digital journalism. This article presents an inductive study of audience participation in the production of online news in a Danish context, analysing how audiences participate, and what relationships between journalists and audiences accompany this participation. The article discusses the concept of participation, arguing on the basis of sociological theory that it should be understood as those instances where the audience influences the content of the news through their intentional actions. Applying this definition, it proposes four ideal types of audience participation in the production of online news, namely sharing of information, collaboration, conversation and meta-communication.“

Linden, Carl-Gustav: A Small Exclusive Circle: An Institutional Approach to Business News. – S. 127-140

„This article features a comparative study of the making of business news based upon interviews (2005 to 2010) with senior business journalists in Finland and Sweden as well as communication managers at two global telecom companies, Nokia and Ericsson. The article shows the complex and fluid dynamics of social construction. There are spans when corporate power over editorial practices is strong and other periods when business reporters and their supervisors effectively exert their control over these news processes and the construction of meaning. Communicative outcomes are not determined or predictable; rather, they are influenced by a socially grounded understanding of what is 'appropriate'. This case study shows that formal rules can be of limited value when assessing social processes.“

Koljonen, Kari: The Shift from High to Liquid Ideals: Making Sense of Journalism and Its Change through a Multidimensional Model. – S. 141-154

„By reading qualitative studies, surveys, organisational histories, and textbooks, one can claim that the ethos of journalists has undergone fundamental changes in recent decades. The 'high modern' journalistic ethos of the 1970s and 1980s was committed to the core values of the journalistic profession: objectivity, public service, consensus maintenance, gate-keeping, and recording of the recent past. After the millennium, these central ideals have become more ambivalent and 'liquid': subjectivity, consumer service, the watchdog role, agenda-setting, and forecasting the future seem to be more tempting alternatives than before. This article develops an analytic framework that elaborates the simple narrative from 'high modern' to 'liquid modern' journalism. Five key elements, namely, (1) knowledge, (2) audience, (3) power, (4) time, and (5) ethics, are discussed and problematized to suggest a more nuanced view of the changing professional ethos of journalism.“

Sjövaag, Helle: *Journalistic Autonomy: Between Structure, Agency and Institution.* – S. 155-166

„This article investigates the concept of autonomy within the journalistic institution. A review of the literature reveals that journalist autonomy is restricted at the political, economic and organisational levels of news production, negotiated at the editorial level, and exercised at the level of practice. The article addresses the limits of professional autonomy, aiming for a wider contextualisation of the question to analyse the factors that restrict and enable journalistic autonomy. By investigating journalistic autonomy within the duality of structure, the analysis finds that autonomy is attained when journalists engage in the recursive reproduction of the institution. The level of autonomy enjoyed by journalists therefore remains a fluid concept that is continually adjusted to manage the daily task of reporting the news.“

### Political Communication

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Hassanpour, Navid: *Media Disruption and Revolutionary Unrest: Evidence from Mubarak's Quasi-Experiment.* – S. 1-24

„Conventional wisdom suggests that universal lapses in media connectivity – for example, disruption of Internet and cell phone access – have a negative effect on political mobilization. On the contrary, I argue that sudden and ubiquitous interruption of mass communication can facilitate revolutionary mobilization and proliferate decentralized contention. A dynamic threshold model for participation in network collective action is used to demonstrate that full connectivity in a social network can hinder revolutionary action. I exploit a decision by Mubarak's regime to disrupt Internet and mobile communication during the 2011 Egyptian uprising to provide an empirical test for the hypothesis. An interrupted time series inference strategy is used to gauge the impact of media disruption on the dispersion of the protests. The evidence is corroborated using historical, anecdotal, and statistical accounts. In line with the theory, the results of a survey among Egyptian protesters show a significant decline in the percentage of participation in Tahrir Square as a fraction of total participation across Cairo on the first day of media disruption.“

Stein, Elizabeth A.; Kellam, Marisa: *Programming Presidential Agendas: Partisan and Media Environments that Lead Presidents to Fight Crime and Corruption.* – S. 25-52

„This article examines how media and partisan mechanisms of accountability influence presidential agendas in Latin America. The authors argue that responsiveness increases in powerful presidential systems when opposition parties and free media help citizens hold presidents accountable between elections. Where presidents must contend with a cohesive, ideological opposition and effective constraints to their power, they turn to valence issues with broad appeal and over which they have greater control. A free media-one without significant economic, legal, or political con-

straints–pressures the president to respond to the electorate's concerns, which include crime and corruption due to the incentives that motivate news content and the media's agenda-setting powers. Analyzing more than 50 presidential terms across 18 countries, the authors show that when Latin American presidents face either free and competitive media or strong legislative oppositions, homicide rates and the level of perceived corruption tend to be lower. Thus, this study proposes that efforts to improve media or partisan environments, or both, would help address Latin America's accountability deficit and promote good governance in the region.“

Ostfeld, Mara; Mutz, Diana: *Revisiting the Effects of Case Reports in the News.* – S. 53-72

“Synthesizing several theories about the likely impact of case reports in the news, we propose that the impact of featuring identified victims in a news story is contingent on the degree of similarity between the audience member and the identified victims. We execute a population-based survey experiment involving immigration policy to examine our theory. Our results suggest that featuring specific, identified victims in a news story will promote more supportive policy opinions than otherwise identical stories about unidentified victims, but only when the victim is highly similar to the audience member. Conversely, case reports featuring identified people who are dissimilar to the audience member will decrease the extent to which the story encourages victim-supportive policy attitudes. Overall, our experimental findings shed light on the conditions under which the inclusion of case reports increases versus decreases the policy relevance of news stories. Our findings also help explain previous inconsistencies in findings about the impact of case reports. Additional analyses allow us to speculate as to the reasons for the differential direction of effects.“

Minozzi, William: *Conditions for Dialogue and Dominance in Political Campaigns.* – S. 73-93

„When do competing candidates campaign on the same issues rather than play to their reputational strengths on issues they own? This article develops a theory of conditional convergence, in which a race's competitiveness and the salience of an issue combine to alter whether candidates campaign on issues that they do not own. To test this theory, I focus on advertising in three election cycles for the U.S. House and Senate and use new methods to measure issue salience at the district and state levels. The analyses indicate that the previous null findings in studies of ownership and convergence result from a failure to account for ownership's dynamic interaction with salience and competitiveness.“

Vining Jr., Richard L.; Marcini, Phil: *An Economic Theory of Supreme Court News.* – S. 94-111

„In this article, we develop and test an economic theory of Supreme Court news. We hypothesize that information about the Third Branch is newsworthy when it has lower production costs and qualities attractive to the audiences and advertisers desired by news organizations. We examine Supreme Court news

in elite newspapers, television news broadcasts, and online news sources during the October 2008 and 2010 terms. The results of our quantitative analyses indicate that all three types of news outlets are more likely to provide content about Supreme Court decisions with substantive importance but vary in their responses to costs and qualities appealing to the lay audience. We conclude by discussing the similarities and differences among news outlets with regard to their selection of Supreme Court information as news content.“

Gnisci, Augusto; Dalen, Arjen van; Di Conza, Angiola: Interviews in a Polarized Television Market: The Anglo-American Watchdog Model Put to the Test. – S. 112-130

„Television interviews with political candidates are pivotal moments in election campaigns. Previous studies in Anglo-American contexts have shown that adversarialism in television interviews can be predicted by the power of the politician and by the status of the interviewer. However, worldwide the structural conditions of the liberal media system are unique. This article studies how the Anglo-American watchdog model of interviews should be adapted to polarized television markets such as Italy, where broadcast organizations are politically, financially, and historically linked to different political blocks. A content analysis of the level of toughness in questions posed to politicians from different parties during the 2006 and 2008 Italian general elections showed that, in line with the watchdog model, journalists are more adversarial toward politicians who are likely to win the elections. Apart from this, interviews in polarized television markets follow a different model: Interviewers with high status are less adversarial, politicians from minor parties face more threatening questions, and partisan bias is more important than role bias. The generalizability of this model is discussed in the light of the polarization of television markets, partisan segregation, and the potential consequences for vote choice and election outcomes.“

Shaker, Lee: Dead Newspapers and Citizens' Civic Engagement. – S. 131-148

„Using data from the 2008 and 2009 Current Population Survey (CPS) conducted by the United States Census Bureau, this article assesses the year-over-year change in the civic engagement of citizens in America's largest metropolitan areas. Of special interest are Denver and Seattle, where the Rocky Mountain News and Seattle Post-Intelligencer closed during the intervening year. The data from the CPS indicate that civic engagement in Seattle and Denver dropped significantly from 2008 to 2009 – a decline that is not consistently replicated over the same time period in other major American cities that did not lose a newspaper. The analysis suggests that this decline may plausibly be attributed to the newspaper closures in Seattle and Denver. This short-term negative effect is concerning, and whether it lasts warrants future attention.“

Sheafer, Tamir et al.: Relative Political and Value Proximity in Mediated Public Diplomacy: The Effect of State-Level Homophily on International Frame Building. – S. 149-167

„This article applies the homophily thesis to public diplomacy and offers an empirical examination of a country's success in its mediated public diplomacy efforts. It analyzes international frame building, the process of creating or changing media frames in the international communications arena, by applying it to the case of Israeli mediated public diplomacy efforts during the war in Gaza in the winter of 2008-2009. The article claims that one way to use the homophily thesis in empirical analyses of international frame-building campaigns in conflicts is to measure the political and value proximity of a country promoting frames to other countries. Yet, proximity should be measured relatively rather than in absolute terms. Therefore, one should look not only at the dyadic proximity between two actors (i.e., Country A that attempts to promote its frames to Country C), but at the relative proximity between Countries A and C considering the proximity between the rival Country B and the target Country C. The study proposes a model and a method to facilitate empirical analysis of this claim. Using sophisticated computerized content analysis, our analyses demonstrate that relative proximity is related to successful international frame building in the hypothesized direction: The closer the relative proximity between Israel and a foreign country, the greater the acceptance of Israel's views.“

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Merkel, Christina; Wormer, Holger: Wie regional muss regional sein?: Eine Rezipientenbefragung zum Faktor „Nähe“ in der Wissenschaftsberichterstattung einer Regionalzeitung. – S. 5-25

„Nähe zum Rezipienten ist für Regionalmedien von zentraler Bedeutung; in der Nachrichtenwerttheorie gilt sie als wichtiger Nachrichtenfaktor. Dabei wird die Nutzerperspektive allerdings lediglich antizipiert. Wissenschaftsberichterstattung in Regionalmedien gilt einerseits als profilbildendes Qualitätsmerkmal, andererseits als mangelbehaftet – nicht zuletzt wegen oft fehlender regionaler Bezüge. Gleichzeitig fordern Hochschulen vermehrt eine Thematisierung ihrer Forschung in der Regionalzeitung ein, wie sie der Bedeutung der jeweiligen Institutionen für das lokale öffentliche Leben angemessen ist. Für die Medien stellt sich die Frage, inwieweit eine – vergleichsweise aufwändige – Wissenschaftsberichterstattung auch eine breite Leserschaft anzieht. In dieser Arbeit werden daher am Beispiel der Nürnberger Zeitung unterschiedliche Strategien zur Herstellung eines Regionalbezugs für Themen aus der Wissenschaft untersucht. Nach einer inhaltsanalytischen Voruntersuchung werten wir mit einer quantitativen Befragung von n = 1.009 Abonnenten aus, welche Regionalisierungsstrategien aus Sicht der Leser besonders attraktiv sind. Hierbei zeigt sich eine unerwartet dominierende Bedeutung der (geografischen) Nähe eines Ereignisses gegenüber anderen, von Redaktionen eingesetzten lokalen Bezügen wie der Einbindung eines lokalen Experten in die regionale wie überregionale Berichterstattung.“



Berghofer, Simon; Greyer, Janine; Dogruel, Leyla: Medienkonvergenz im deutschen Boulevard: Eine Organisations- und Inhaltsanalyse von Verwertungsstrategien am Beispiel der Wirtschaftsberichterstattung. – S. 27-44

„Boulevardzeitungen in Deutschland bergen aufgrund ihrer hohen Auflagen- und Reichweitzahlen on- und offline ein erhebliches publizistisches Potenzial. Angesichts medialer Konvergenzprozesse stehen sie vor ähnlichen Herausforderungen wie Qualitätszeitungen und müssen zunehmend Inhalte für verschiedene Distributionsplattformen schaffen. Die kommunikationswissenschaftliche Erforschung von Boulevardzeitungen und ihren crossmedialen Strategien ist bisher jedoch nur schwach ausgeprägt. An dieser Stelle setzt die vorliegende Untersuchung an und analysiert Konvergenzprozesse in der Boulevardpresse auf Organisations- und Inhaltsebene. Dazu wurden acht qualitative Interviews mit leitenden Online- und Printredakteuren von vier deutschen Boulevardzeitungen sowie eine quantitative Inhaltsanalyse der Online- und Print-Wirtschaftsberichterstattung (N print = 413, N online = 280) durchgeführt. Die Ergebnisse zeigen, dass Boulevardzeitungen nur eine geringe Organisationskonvergenz aufweisen, während Inhaltskonvergenz sich insbesondere in Form crossmedialer Mehrfachverwertung manifestiert. Zudem wird deutlich, dass es keine direkten Zusammenhänge zwischen Organisations- und Inhaltskonvergenz gibt und Untersuchungen der Organisationsstrukturen allein somit keine Schlüsse auf die Verwertung der Inhalte zulassen und umgekehrt.“

Merten, Klaus: Image, PR und Inszenierungsgesellschaft. – S. 45-64

„Zu Beginn des Zeitalters der ‚Mediengesellschaft‘ taucht in unterschiedlicher Lesart, aber stets gleichem Tenor der Begriff des Images mit seiner Stellvertreterfunktion (Pseudo-) auf. Entsprechend beginnt jetzt eine Duplizierung von Wirklichkeit: Event und Pseudo-Event, Sein und Schein, Fakt und Fiktion. Längst fragt man, ob nicht das Abbild, die Kopie die größere Authentizität besitzen kann. Zugleich setzt eine Abmusterung bislang bewährter Kriterien wie Wahrheit, Authentizität und Validität ein. Diese Entwicklung wird am Beispiel von Reputation und Pseudo-Reputation nachgezeichnet. Dabei zeigt sich, dass davon selbst bislang bewährte Wahrheits- und Wirklichkeitsprüfungen betroffen sind: Sie werden immer weniger konstatiert und immer mehr inszeniert oder schlicht als gegeben unterstellt. Sie werden kontingent. Nicht zuletzt erfolgt diese Entwicklung auf dem Rücken von Medien und Kommunikation. Nicht nur Reputation macht Erfolge von sich reden, sondern auch Pseudo-Reputation kann kommunikativ exzellent ins Werk gesetzt werden. Dafür steht ein Beruf, der ohnehin mit der Erzeugung der Differenz von Fakt und Fiktion gut vertraut ist: Public Relations. Weitere Veränderungen kündigen sich an.“

Holbach, Thomas; Maurer, Marcus: Wissenswerte Nachrichten: Agenda-Setting-Effekte zwischen Medienberichterstattung und Online-Informationsverhalten am Beispiel der EHEC-Epidemie. – S. 65-81

„In den vergangenen Jahren haben einige Studien Zusammenhänge zwischen der Medienberichterstattung über politische Themen und den Suchanfragen in Online-Suchmaschinen gefunden und diese als Agenda-Setting-Effekte interpretiert. Demnach ist die Häufigkeit, mit der in Online-Suchmaschinen nach bestimmten Begriffen gesucht wird, ein Indikator für die Publikumsagenda, weil die Rezipienten nach den Themen suchen, die sie für besonders relevant halten. Der vorliegende Beitrag diskutiert diese Frage zunächst aus theoretischer Perspektive und prüft die vermuteten Zusammenhänge dann mit einer Zeitreihenanalyse der Berichterstattung von elf Online-Medien über die EHEC-Epidemie im Sommer 2011 und einer Logfile-Analyse der Zugriffe auf für das Thema relevante Artikel in der Online-Enzyklopädie Wikipedia. Die Analysen zeigen insgesamt deutliche Zusammenhänge beider Zeitreihen, aber auch temporäre Abweichungen, die man darauf zurückführen kann, dass das Online-Informationsverhalten nicht nur die Publikumsagenda, sondern auch die bei einem Thema bestehende Ungewissheit abbildet.“

## TV-Diskurs Jg 18 (2014) Nr 2

Grau, Alexander: Malum: das Böse als kulturelle Konstruktion. – S. 18-23

„Das Böse ist ein religiöser Begriff. Genauer: Es ist ein Produkt des Monotheismus. Noch der antike Polytheismus kannte das Böse nicht, sondern lediglich das unbegreifliche Schicksal, das Fatum. Erst der Absolutheitsanspruch monotheistischer Religionen trennte die Welt in das göttliche Reich des Guten und die sündige Sphäre des Bösen. Mit dem Niedergang traditioneller Religiosität wanderte dieses monotheistische Denkmuster in weltliche Ersatzreligionen aus, vor allem in die politischen Ideologien: Das Böse wurde säkularisiert. Die Idee eines übernatürlichen Bösen überlebte in einem weiteren Religionsderivat der Moderne: der Kunst. Dadurch wurde auch der Raum geschaffen, das Böse in seiner Schönheit und Verführungskraft darzustellen – es zu ästhetisieren.“

Kröber, Hans-Ludwig: Das Straftäter, der psychiatrische Gutachter und das Böse. – S. 28-33

„Warum handelt ein Mensch böse? Kann er zur Verantwortung gezogen werden für seine Taten? Mit diesen Fragen ist der Professor für Forensische Psychiatrie, Dr. Hans-Ludwig Kröber, immer wieder konfrontiert. Er gilt als einer der renommiertesten Gerichtspsychiatern Deutschlands. Im vorliegenden Text beschäftigt er sich mit der Frage nach dem Bösen vor dem Hintergrund seiner Profession.“

Seeßlen, Georg: Das Böse im Film. – S. 38-45

„Das Böse im Kino ist eine doppelte Realisierung, eine visuelle Aktivierung. Aus etwas Gedachtem wird etwas Vorgeselltes, und in der Vorstellung wird aus einem Prinzip ein ‚Subjekt‘. Es war ‚schon immer da‘ und ‚wird immer dableiben“, allerdings in immer neuen Gestalten. Ausgehend von einer Differenzierung der satanischen Repräsentanten in der christlichen Kultur- und Kunstgeschichte soll eine Typologie des Bösen in der Kinematografie zugleich Codierung und

(relative) Vielfalt belegen. Das Subjekt des Bösen im Film hat indes nicht ausschließlich individuelle oder typologische Züge, auch ein zweites kinematografisches Subjekt, das sich zusammensetzt aus der Einstellung der Kamera, der Licht- und Farbgestaltung, kann zur medialen Realisierung des Bösen werden.“

Bergmann, Susanne: „Seit sie mich mit der Holzlatte durchbohrt hat, ist alles anders geworden...“: das Böse im Alltag der FSF-Prüfpraxis. – S. 46-51

„Der Artikel beleuchtet die Spruchpraxis der Freiwilligen Selbstkontrolle Fernsehen (FSF) in Bezug auf Gewaltdarstellungen. Da bedrohliche und grausame Filmszenen darauf abzielen, die Zuschauer emotional zu berühren, bieten sie im Prüfalltag oft Anlass zur Diskussion. Wie stark Kinder und Jugendliche von Gewaltdarstellungen erreicht und beeinträchtigt werden können, hängt im Einzelfall zwar von den Lebensumständen und der Persönlichkeit ab. Dennoch müssen Prüfentscheidungen getroffen werden, was zu welcher Sendezeit zulässig und damit auch erwartbar ist.“

Kobbé, Ulrich: Genießen im medialen Schaulern: eine psychoanalytische Erörterung. – S. 52-57

„Der Beitrag diskutiert Erleben und Erlebnisverarbeitung von Gewalt, Trauma und Schuld in der lustvollen Faszination am Bösen. Erörtert werden Verhältnisse von Individuum und Verbrechen, von Begehren, Gesetz und Überschreitung, von Wahrheit und Illusionsbildung. Anhand der Psychothriller Hitchcocks lassen sich Aspekte der Bewältigung von Angst, Lust und Schuld, der Dialektik von Identifizierung und projektiver Abwehr, der Verschränkung von Realität und Fiktion durchspielen und untersuchen.“

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