English Abstracts

Steffen Kolb: Reliability of Content Analysis Data: Reliability Tests, Calculation and Interpretation of Reliability Coefficients for More than Two Coders (Verlässlichkeit von Inhaltsanalysedaten. Reliabilitätstest, Errechnen und Interpretieren von Reliabilitätskoeffizienten für mehr als zwei Codierer), pp. 335–354

This paper analyses the dependence of reliability coefficients on the number of coders. Because all common reliability coefficients are based on either pairwise agreement (Holsti, Scott's pi, Cohen's kappa) or pairwise divergence (Krippendorff's alpha), the coefficients resulting from studies with diverging numbers of coders (>2) cannot be compared. Moreover, this paper also examines the theoretically and methodologically questionable results of reliability tests considering the same number of coders (>2): All common reliability coefficients tend to be higher if the errors accumulate in few cases. These "systematic errors" can be traced back to an imprecise codebook. Thus, studies with systematic errors receive better results than studies that "only" contain unsystematic, i.e. occasional divergent coding decisions. In order to overcome these problems, the paper proposes a new reliability coefficient for nominal scale data, which is (1) based on a comparable calculation for different numbers of coders and which (2) solves the problem of error accumulation and, thus, allows for comparisons of different reliability coefficients based on different numbers of coders.
Keywords: reliability, content analysis, reliability coefficient, methods

Michael Jäckel / Sabine Wollscheid: Media Time Budgets: A Comparison of the Long-Term Research Programme "Massenkommunikation" and the Time Budget Studies of the Federal Statistical Office Germany (Medienzeitbudgets im Vergleich. Eine Gegenüberstellung der Langzeitstudie Massenkommunikation und der Zeitbudgeterhebung des Statistischen Bundesamtes), pp. 355–376

This article analyses the media use of the German population from a comparative point of view. With respect to growing time and attention restrictions in relation to the increase in activities (during leisure time), questions about future media use and media time budgets are gaining importance. Answering these questions, we compare data from the time budget studies of the Federal Statistical Office Germany in 1991/92 and 2001/02 and from the German long-term research programme "Massenkommunikation" in 1990 and 2000. Considerable differences in (media) time budgets can be observed. Regarding these differences, the article concludes that, on the one hand, the differences result from different study objectives and, on the other hand, from effects of different research methods.
Keywords: time budgets, diary, main and side activities, parallel use, free time, media use

Matthias Kohring / Jörg Matthes: Revision and Validation of a Trust in Journalism Scale (Revision und Validierung einer Skala zur Erfassung von Vertrauen in Journalismus), pp. 377–385

This short article presents a follow up study of an article on trust in journalism published in the same journal. The authors had suggested a scale which they now modify, particularly with regard to the phrasing of specific items. Furthermore, contrary to the previ-

ous study trust in journalism is now conceptionalised as a hierarchical factor with four factors of first order. This study describes the test and modification of this revised model through a confirmatory factor analysis (first sample, n = 487) and a subsequent explorative intermediate step. This modified model is then tested and validated with another independent sample (n = 727). The results confirm the hypothesis that trust in journalism is a hierarchical factor (of second order) that consists of four first order factors: "trust in the selection of issues", "trust in the selection of facts", "trust in the correctness of information" and "trust in explicit evaluations". The confirmed model represents the first validated scale for the measurement of trust in journalism.

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

Christoph Kuhlmann / Jens Wolling: Watching Television as Parallel Activity. Interview and Diary Data in Comparison (Fernsehen als Nebenbeimedium. Befragungsdaten und Tagebuchdaten im Vergleich), pp. 386–411

Watching television while doing something else has been a trend for some time without having attracted much attention in television use research. The reason for the modest research activity on this phenomenon might be methodological problems, which the authors want to solve by combining quantitative survey data with diary data. In a pilot study based on a quota sample of 302 participants, extent, mode, situations and contents of watching television as a parallel activity are analysed as well as the competition between television and other media. The results show that watching television as a parallel activity prevails over the mode of attentive viewing (except in prime time), that particularly the younger generation then uses audio and music oriented contents, and that people frequently watch TV while eating or doing housework. Parallel use of television does, however, not replace the radio as classic secondary medium; negative relations can only be found between parallel viewing and newspaper use.

Keywords: attention, parallel use of television, television use, media use, attention, methods, diary

Christian Zabel: Timing Competition of German Free-TV-Broadcasters (Zeitwettbewerb deutscher Free-TV-Anbieter), pp. 412–431

This paper analyses whether Porter's Competitive Strategy Approach can explain the programme developments in television. Based on expert interviews and case studies of the German Daytime the analysis shows how the changes in market demand (audiences, advertisers) and in market supply continuously forces broadcasters to renew their programming. Since the competition between broadcasters can be interpreted as timing-competition, Porter's model is extended through the dimension of time: Does it pay for a broadcaster to develop a new format or to adapt an already successful programme? The analysis points to only few advantages for pioneers because the risk of failure is high and the protection by patents is not strongly established. Furthermore, no image bonus for pioneering formats is detected; a quantitative acceptance of the programmes seems to be more important, no matter when the market entry takes place. Overall, the analysis suggests a "strategy of the fast second", except for the image-relevant event programming.

Keywords: programme competition, innovation, imitation, time competition, timing strategies

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Melanie Krause / Christoph Klimmt / Beate Schneider: The Communication Tool as Lifestyle Accessory: A Cultural-Sociological Study on the Everyday Aesthetics of Mobile Phones Among Teenagers (Das Kommunikationswerkzeug als Lifestyle-Accessoire: Eine kultursoziologische Studie zur Alltagsästhetik des Mobiltelefons bei Jugendlichen), pp. 432–454

This paper analyses the use, evaluation and motives of mobile communication among teenagers on the basis of a cultural-sociological lifestyle analysis. By using a mixed descriptive explanatory approach, a representative survey among 546 high school students was conducted in order to investigate the most important lifestyle types and specific forms of mobile phone use and related attitudes. Employing cluster analyses, seven lifestyle groups were identified showing a considerable heterogeneity in mobile phone use on three levels: (1) With respect to genuine communication functions teenagers use mobile phone calls and text messaging very differently depending on their everyday aesthetic backgrounds. (2) Teenagers ascribe diverse functions of symbolising personal traits to the mobile phone. (3) By (demonstratively) using the communicative functions, teenagers control the symbolic-expressive effect, which they want to achieve with the mobile phone and, thus, link genuinely communicative and symbolic-expressive functions.
Keywords: teenagers, mobile phone, mobile communication, lifestyle, cultural sociology, cluster analysis

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