Zeitschriftenlese

afp
Jg 42 (2011) Nr 3

Gersdorf, Hubertus: Netzneutralität: Juristische Analyse eines „heißen Eisens". – S. 209-218

„[...] Das Thema der Netzneutralität betrifft die Frage, ob ein Netzbetreiber verpflichtet ist, im Internet sämtliche Daten ungeachtet des Inhalts, des Dienstes, der Anwendung, der Herkunft oder des Ziels gleichberechtigt und unverändert zu übertragen. Oder ist er berechtigt, bestimmte Inhalte, Inhaltsdienste oder Telekommunikationsdienste zu blockieren, einen unterschiedlichen Quality of Service (QoS) für einzelne Dienstgruppen vorzusehen, etwa bestimmte Echtzeitdienste (IPTV, Streaming-VOD, Gaming, E-Health, E-Medicine etc.) zu priorisieren, oder bei der Entgeltgestaltung auf der Verbraucher- bzw. Dienstanbieterseite zu differenzieren? Dass Eingriffe in die Netzneutralität etwa zur Abwehr von Spam und Viren oder sonstige Maßnahmen im Rahmen eines intelligenten Netzwerkmanagements gestattet sind, steht außer Frage. Wo aber im Einzelnen die Grenze zu ziehen ist, ist umstritten. Leider wird in der aktuellen Diskussion nicht hinreichend zwischen dem Begriff der Netzneutralität und der Frage nach einer sachlichen Rechtfertigung von Eingriffen in die Netzneutralität – etwa durch Blocking oder Priorisierung bestimmter Daten – unterschieden. Begriffs- und Zulässigkeitsaspekte verschwimmen. So wird Netzneutralität nicht nur als Synonym für das Best-Effort-Prinzip verwendet. Vielmehr soll der Grundsatz der Netzneutralität auch dann gewahrt sein, wenn von dem Best-Effort-Prinzip abgewichen wird, solange und soweit sich diese Abweichungen sachlich rechtfertigen lassen. „[...]

Bernreuther, Friedrich: Zur Interessenabwägung bei anonymen Meinungsäußerungen im Internet. – S. 218-223

„Anonyme Meinungsäußerungen im Internet sind auch und gerade bei Vermittlung geschäftsschädigender Inhalte zum tatsächlichen Problem geworden. Nicht nur hiervon ausgehend wird auf der politischen Ebene die Frage eines Vermummungsverbotes im Internet diskutiert. Die Nichtannahme der gegen die Entscheidung des BGH mit dem nicht amtlichen Stichwort „spickmich.de" gerichteten Verfassungsbeschwerde betrifft und klärt nur einen kleinen Ausschnitt der bislang insoweit entstandenen Probleme, denen nachstehend ein Lösungsvorschlag zugeordnet wird."

Hess, Berndt: Buchpreisbindung für E-Books? – S. 223-227

Plum, Martin: Pressetendenzschutz in Europa. – S. 227-232

Communicatio Socialis
Jg 44 (2011) Nr 2

Wer braucht heute noch die kirchliche Presse?: zehn (Chef-)Redakteure von Tageszeitungen zu den Perspektiven der katholischen Publizistik. – S. 131-152

Meier, Daniel: Zwischen Wächteramt und „Geo" für die Seele: Bestandsaufnahme und Perspektiven der evangelischen Printpublizistik. – S. 153-167

Guttenberg, das Plagiat und der Rücktritt. – S. 168-198

Diverse Aufsätze zum Thema „Guttenbergs Doktorarbeit".

Wexberg, Kathrin: Knochenmann und Sensenfrau: Figuration, Rituale und Symbole zum Thema Sterben und Tod in der Kinderliteratur. – S. 199-209

Communication Research
Jg 38 (2011) Nr 3

Borah, Porismita: Seeking More Information and Conversations: Influence of Competitive Frames and Motivated Processing. – S. 303-325

„A consistently growing body of research focuses on the concept of framing. The present study contributes to framing effects literature in three ways: the study examines frames in competitive environment, investigates the influence of motivated processing, and the effects on behavioral intentions of participants. The data were collected using an experiment embedded in a Web-based survey of participants employing the issue of civil liberties conflict. The study used a 2 (motivated processing) x 3 (framed conditions) between-subjects design. Findings show that in case of both the outcomes of behavioral intent, willingness to seek information and talk, motivated processing intensified framing effects and specifically so in the mixed frame condition."

Holmstrom, Amanda J.; Burleson, Brant R.: An Initial Test of a Cognitive-Emotional Theory of Esteem Support Messages. – S. 326-355

„Esteem support is a form of social support that is provided to others with the intent of enhancing how they feel about themselves. This article outlines and assesses empirically a cognitive-emotional theory of esteem support messages (CETESM), which identifies (a) dimensions along which esteem support messages can be scaled, (b) mechanisms through which sophisticated esteem support messages should have their effects, and (c) outcomes that should be generated by messages that vary in quality. The merits of this theoretical model are evaluated in a study (N = 506) examining esteem support messages for three types of esteem threat: failure, rejection, and transgression. Many of the theory's tenets are supported by the study's results."

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

Bonito, Joseph A.; Ruppel, Erin K.: An Application of the Socioegocentric Model to Information-Sharing Discussions: In Search of Group-Level Communication Influences. – S. 356-375

Boczkowski, Pablo J.; Mitchelstein, Eugenia; Walter, Martin: Convergence Across Divergence: Understanding the Gap in the Online News Choices of Journalists and Consumers in Western Europe and Latin America. – S. 376-396

„This article contributes to understanding whether there is a thematic gap between journalists' and consumers' preferences, and whether the media converge or diverge across nations. The concurrent news choices of journalists and consumers in 11 online newspapers from six countries in Western Europe and Latin America were examined. A comparison of the most prominently displayed stories on the homepages of each of these sites and the most frequently clicked stories on these sites shows a pattern of convergence across divergence: A thematic gap in the online news choices of journalists and consumers that is shared by all sites despite different levels of preference for public affairs reportage (news about political, economic, and international topics). The theoretical implications and social relevance of these findings are discussed."

Zuniga, Homero Gilo de; Valenzuela, Sebastian: The Mediating Path to a Stronger Citizenship: Online and Offline Networks, Weak Ties, and Civic Engagement. – S. 397-421

Wang, Ning; Guo, Zhongshi; Shen, Fei: Message, Perception, and the Beijing Olympics: Impact of Differential Media Exposure on Perceived Opinion Diversity. – S. 422-445

Jg 38 (2011) Nr 4

Bakker, Tom P.; Vreese, Claes H. de: Good News for the Future?: Young People, Internet Use, and Political Participation. – S. 451-470

„The role of traditional media and the Internet in relation to young people's political participation has attracted a great deal of scholarly attention. Starting from a notion of differential media use and an encompassing notion of political participation, this article tests the relationships between media use (newspaper, television, and Internet) and offline and online forms of political participation. Findings from a national survey (n = 2,409, age 16 to 24) reveal that a variety of Internet uses are positively related with different forms of political participation, whereas the relationship between most uses of traditional media and participation are weak, albeit positive. The study rejects the predictive power of duration of media use but finds support for the type of media use. Positive relationships between online communication and noninformational uses of the Internet vis-à-vis participation are found. The research demonstrates how a wider and more contemporary conception of political participation, together with more detailed measures of media use, can help to gain better insight in the roles media can play in affecting participatory behavior among the Internet generation."

Grabe, Maria Elizabeth; Samson, Lelia: Sexual Cues Emanating From the Anchorette Chair: Implications for Perceived Professionalism, Fitness for Beat, and Memory for News. – S. 471-496

Ramasubramanian, Srividya: The Impact of Stereotypical Versus Counterstereotypical Media Exemplars on Racial Attitudes, Causal Attributions, and Support for Affirmative Action. – S. 497-516

Palomares, Nicholas A.: The Dynamics of Goal Congruency and Cognitive Busyness in Goal Detection. – S. 517-5542

McLaren, Rachel M. et al: Explaining Variation in Contemporaneous Responses to Hurt in Premarital Romantic Relationships: A Relational Turbulence Model Perspective. – S. 543-564

Theiss, Jennifer A.: Modeling Dyadic Effects in the Associations Between Relational Uncertainty, Sexual Communication, and Sexual Satisfaction for Husbands and Wives. – S. 565-584

„This study models the individual and dyadic associations between relational uncertainty, indirect communication about sexual intimacy, and sexual satisfaction within marital relationships. A sample of 220 married couples completed questionnaires about their sexual relationship, and hypotheses were tested using structural equation modeling (SEM). Results indicate that (a) relational uncertainty is positively associated with indirect communication about sexual intimacy for both husbands and wives, (b) indirect sexual communication is negatively associated with husbands' and wives' own sexual satisfaction, (c) husbands' and wives' sexual satisfaction and indirectness about sexual intimacy are positively associated, and (d) husbands' and wives' indirect communication about sexual intimacy are negatively associated with their spouse's sexual satisfaction. The results are discussed in terms of their implications for understanding the dynamics of sexual intimacy within marriage."

Communication, Culture & Critique Jg 4 (2011) Nr 2

Whiteside, Erin; Hardin, Marie: Women (Not) Watching Women: Leisure Time, Television, and Implications for Televised Coverage of Women's Sports. – S. 122-143

„This research explores the factors in choices women make about watching sports. The assumption about coverage of women's sports in post-Title IX decades has been that girls who have played will turn into women who watch, encouraging media producers to

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

provide more women's sports programming. Yet that audience has not materialized, and women's sports have languished on the periphery of the sports media landscape. Using focus-group discussions with heterosexual, married women, we argue that sports media consumption is tied to gender roles and related domestic work. That association with emotion labor presents significant barriers to the cultivation of these women as fans of women's sports."

Polson, Erika: Belonging to the Network Society: Social Media and the Production of a New Global Middle Class. – S. 144-163

„In this article, I draw from ethnographic research conducted in Paris to analyze how new class competencies based on cultural capital in the form of the „authentically global" are acquired, wielded, and reproduced in a global network of web-based groups that organize offline, local events for „international people". Just as mass media such as radio, television, newsprint, and the novel have been implicated in the creation of national middle classes, new social media may be connected to the discursive production of a global middle class. Although the development of the national middle classes was key to the nation-building projects of modernity, the production of this global class is fundamental economically and culturally to expanding processes of neoliberal globalization."

Lee, Francis L. F. et al: Chinese Peasants in the Process of Economic Reform: An Analysis of New York Times's and Washington Post's Opinion Discourses, 1981-2008. – S. 164-183

Oh, David C.: Viewing Identity: Second-Generation Korean American Ethnic Identification and the Reception of Korean Transnational Films. – S. 184-204

Communications
Jg 36 (2011) Nr 2

Fortunati, Leopoldina; Sarrica, Mauro: Insights from Journalists on the Future of the Press. – S. 123-146

„The decline of the newspaper industry in Europe and the United States began long before the advent of the Internet. Although the Internet has accelerated this decline, it is unclear whether the future of the industry is indeed in danger. To what extent are the different electronic communications media used in the journalism sector perceived as relevant? To answer this question we carried out a survey of 239 journalists working for 40 of the most-read newspapers in their respective countries. For each outlet, a questionnaire was administered to up to 5 journalists working on the print edition, and to up to 3 journalists working on the online version. The research was conducted in 11 countries between 2005 and 2006."

Reichertz, Jo: Communicative Power is Power over Identity. – S. 147-168

„Without any doubt communication can move people to do things which they did not want without communication. The article interrogates, why communication is able to do that, what the sources of the power of communication are – namely on the other side from violence and authority. In discussion with the sociological, communication-scientific and speech-act literature the thesis is developed that the communication power appears when the communication partners have developed a relationship of respect. In such a relationship communication possesses the power to strengthen identity or to damage. The power of communication therefore results on relationship of respect and the identity-making ability of communication."

Jackson, Dan: Strategic News Frames and Public Policy Debates: Press and Television News Coverage of the Euro in the UK. – S. 169-194

„There is growing concern amongst observers of the media that news coverage of politics has moved away from a focus on issues, and instead towards political strategy. Research evidencing such concerns has tended to examine strategic news at a macro level and rarely delves into the complexities surrounding its manifestations. This study addresses this issue by conducting a content analysis of a non-election issue in the British news media (press and TV news) over a three-month period, examining strategy news as a frame. The issue chosen for case study was the „euro debate" of May-June 2003. Findings showed the euro debate to fulfil many typical characteristics of EU reporting in the British media, with coverage cyclical and driven by events, and subsequently lacking sustained engagement with the issues. Although there was a roughly equal balance of issue and strategy framed stories in the press, certain features of coverage gave strategy greater prominence. Despite much of the content analysis's findings confirming the worries of media critics, a number of qualifications emerge, such as the active role that politicians play as sources of strategic news."

Bulck, Hilde van den; Broos, Deborah: Can a Charter of Diversity Make the Difference in Ethnic Minority Reporting?: A Comparative Content and Production Analysis of Two Flemish Television Newscasts. – S. 195-216

Sandberg, Helena: Tiger Talk and Candy King: Marketing of Unhealthy Food and Beverages to Swedish Children. – S. 217-24

„This article describes a policy-driven project Marketing of unhealthy food directed to children, which represents the first extensive study of food and beverage advertising and marketing to children in Sweden. The project mapped out food and beverage advertisements directed to Swedish children to provide policymakers with current data about marketing trends to inform the debate concerning the regulation of food advertising in response to childhood obesity. The nature, number and placement of advertisements on television and in the internet that encourage children to buy food and beverages were surveyed during one week in 2005 and 2007. The article summarizes the TV and Internet study results, stakeholder views and public opinion, and discusses the policy implications of

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

digital media and the marketing of unhealthy food and beverages to Swedish children."

Jackob, Nikolaus; Roesing, Thomas: The Effects of Verbal and Nonverbal Elements in Persuasive Communication: Findings from Two Multi-Method Experiments. – S. 245-272

Computer Law Review International
Jg 12 (2011) Nr 3

Beardwood, John; Stern, Gabriel M. A.: Anti-Spam Legislation: A Comparative View. – S. 65-71

Bäumer, Ulrich; Nargolkar, Adheesh: Implications of Enercon India v. Aloys Wobben for Technology Theft in India?: A Case Study for International Technology Joint Ventures. – S. 72-75

Blume, Peter: Data Protection in the Cloud: Should the Law Change When It Conflicts With a Creative Business Model? – S. 76-80

Jg 12 (2011) Nr 4

Band, Jonathan: The Rejection of the Google Books Settlement. – S. 97-102

Determann, Lothar; Sprague, Robert: Reasonable Expectation of Privacy in U.S. Workplace Communications?: A Comparison between USA and Europe. – S. 102-108

Computer und Recht
Jg 27 (2011) Nr 6

Stiemerling, Oliver; Schneider, Jan: Vertragliche Regelungen zum Antwortzeitverhalten interaktiver Computersysteme: Stand der Technik und typische Vertragsklauseln. – S. 345-352

Kirchner, Christian: TKG-E 2011: Investitionsanreizregulierung und Breitbandausbau; Zielverfehlungen des geplanten TKG 2011. – S. 365-371

Franck, Johannes; Steigert, Verena: Die strafrechtliche Verantwortlichkeit von WikiLeaks: eine Untersuchung der relevanten Straftatbestände im Umfeld von WikiLeaks-Veröffentlichungen. – S. 380-387

Jg 27 (2011) Nr 7

Hilber, Marc; Knorr, Gunnar; Müller, Stephan: Serververlagerungen im Konzern: rechtliche Konsequenzen in export-, steuer-, datenschutz- und lizenzrechtlicher Hinsicht. – S. 417-423

Scholz, Matthias; Lutz, Holger: Standardvertragsklauseln für Auftragsverarbeiter und § 11 BDSG: ein Plädoyer für die Unanwendbarkeit der §§ 11 Abs. 2, 43 Abs. 1 Nr. 2 BDSG auf die Auftragsverarbeitung außerhalb des EWR. – S. 424-428

Eckhardt, Jens; Schmitz, Peter: Datenschutz in der TKG-Novelle. – S. 436-444

Huppertz, Peter; Ohrmann, Christoph: Wettbewerbsvorteile durch Datenschutzverletzungen?: Datenschutzbestimmungen als Marktverhaltensregeln i.S.d. UWG am Beispiel von „Google Analytics" und Facebooks „I-Like-Button". – S. 449-455

Jg 27 (2011) Nr 8

Grützmacher, Malte: Lizenzgestaltung für neue Nutzungsformen im Lichte von § 69d UrhG: die dogmatischen Grundlagen. – S. 485-490

Sassenberg, Thomas: Anzeige und Übermittlung der A-Rufnummer: Serviceoptimierung contra Datenschutz?. – S. 502-506

Brock, Oliver: Online-Sportwetten im neuen (Glücks-)Spielrecht: die geplanten Neuregelungen auf dem Prüfstand des Unionsrechts. – S. 517-524

Convergence
Jg 17 (2011) Nr 2

Lin, Holin; Sun, Chuen-Tsai: The Role of Onlookers in Arcade Gaming: Frame Analysis of Public Behaviours. – S. 125-138

„In this article we bring onlookers to front stage. Normally considered invisible participants in video game arcades, their multiple and fluid roles are key to establishing interactional frames in public gaming spaces. We identified three such frames – showroom, gymnasium, and clubroom – after analysing interactions and finding examples of self-presentation in Taipei's largest gaming arcade. According to our observations, the nature of gaming scenarios is largely determined by the relative skill levels of players and onlookers, with participants playing their roles in relation to the currently active frame. Onlookers provide cues that signal dynamic frame shifts, thereby collectively maintaining the gaming environment while distinguishing themselves from outsiders. Our study uses a social interactional approach as a complement to fun- and/or play-oriented game research."

Marwick, Alice; Boyd, Danah: To See and Be Seen: Celebrity Practice on Twitter. – S. 139-158

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

„Social media technologies let people connect by creating and sharing content. We examine the use of Twitter by famous people to conceptualize celebrity as a practice. On Twitter, celebrity is practiced through the appearance and performance of „backstage" access. Celebrity practitioners reveal what appears to be personal information to create a sense of intimacy between participant and follower, publicly acknowledge fans, and use language and cultural references to create affiliations with followers. Interactions with other celebrity practitioners and personalities give the impression of candid, uncensored looks at the people behind the personas. But the indeterminate „authenticity" of these performances appeals to some audiences, who enjoy the game playing intrinsic to gossip consumption. While celebrity practice is theoretically open to all, it is not an equalizer or democratizing discourse. Indeed, in order to successfully practice celebrity, fans must recognize the power differentials intrinsic to the relationship."

Milner, R. M.: Discourses on Text Integrity: Information and Interpretation in the Contested Fallout Knowledge Community. – S. 159-176

Bonet, Montse; Fernandez-Quijada, David; Ribes, Xavier: The Changing Nature of Public Service Radio: A Case Study of iCat fm. – S. 177-192

„In an openly hostile environment in which public service broadcasting (PSB) has to justify its mere existence, its relationship with new technologies and its transformation into Public Service Media (PSM) have been the subject of controversy in Europe, with respect to the legitimate use of new technologies by a public broadcasting service. Making use of qualitative techniques with a case study, this article illustrates how the Catalan public broadcaster iCat fm uses diverse technological distribution platforms in order to successfully achieve its public service remit proposals and provides an example of a successful public service radio that uses diverse technological distribution platforms."

Tjora, Aksel H.: Invisible Whispers: Accounts of SMS Communication in Shared Physical Space. – S. 193-212

Erdal, Ivar John: Coming to Terms with Convergence Journalism: Cross-Media as a Theoretical and Analytical Concept. – S. 213-224

European Journal of Communication
Jg 26 (2011) Nr 2

Vliegenthart, Rens; Zoonen, Liesbet van: Power the Frame: Bringing Sociology Back to Frame Analysis. – S. 101-115

„This article critically reviews current frame and framing research in media and communication studies. It is first argued that most authors fail to distinguish between 'frame' and 'framing' and therewith produce a conceptual confusion and imprecision that is not conducive to the field. Second, it is argued that current frame and framing research ignore sociological research about news production and news audiences that reached its zenith in the 1980s and is still conceptually and methodologically relevant to much current frame and framing research. As a result, a notion of power is absent from most current frame and framing research. By discussing – on the basis of key literature – what a news 'frame' is, how it comes about and how it is of consequence successively, these claims are substantiated and research directions for improving the field are indicated."

Sperlich, Regina: The Mixed Blessing of Autonomy in Digital Cultural Production: A Study on Filmmaking, Press Photography and Architecture in Austria. – S. 133-146

Dalen, Arjen van; Albaek, Erik: Suspicious Minds: Explaining Political Cynicism Among Political Journalists in Europe. – S. 147-162

Javnost
Jg 18 (2011) Nr 2

Nyre, Lars: The Broadcast Public and Its Problems. – S. 5-18

„It was a loss for Western democracies that wireless transmission technologies, which were discovered and invented from around 1900, became broadcasting and not something more democratic. Transmission acquired a centralised structure, an expert-oriented journalistic ethics, and a relatively passive domestic culture of reception. This was good, but not good enough. In strictly technical terms, the new transmission technologies could have been constructed as a participatory public platform. Transmission could have become an everyday realisation of John Dewey's democratic vision, but it ended up as one-way media in the spirit of Walter Lippmann. Much has happened in radio and television since then; there has been a slow and determined increase in audience activity and user-generated content from the 1990s, and television has been rejuvenated with reality TV and talent shows, and other things. However, transmission still does not support participatory communication to the extent that it could technically have done. This article critiques the Western broadcast media industry and its scholars for being too complacent about radical change in a participatory direction. By appealing to the political energies of the 'Lippmann-Dewey debate', the article pits the dominant paradigm of broadcasting against a participatory communication ethics that has not yet had a chance to prove itself technologically and socially. It deals with three interrelated problems of the broadcast public: (1) an elitist rationale for the construction of a oneway technological infrastructure, (2) a lack of social equality between professionals and amateurs, and (3) a commercial rhetoric of the media empowered citizen. If these three problems were solved or at least countered more robustly by a participatory communication ethics, the live transmission of sounds and images might finally realise their public potential."

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

Holt, Kristoffer: Edited Participation: Comparing Editorial Influence On Traditional and Participatory Online Newspapers In Sweden. – S. 19-36

Ripatti-Torniainen, Leena; Hujanen, Jaana: Cultivating the Democratic Mind: The Understated Adult Educational Characteristics of Public Journalism. – S. 37-52

„The article analyses formative texts of public journalism, written in the USA in the 1990s, by constructing comparisons to adult education. The article initially introduces the rationale of paralleling public journalism with adult education by discussing the congruence of aims, methods, and definitions of professional roles between public journalism and American pragmatist adult education. The authors use the methods of intellectual history to analyse the intervention in the public conduct of citizens, which the leading early proponents of public journalism, Jay Rosen and Davis Merritt, constructed. The article demonstrates that Rosen and Merritt's idea of intervention consists of two distinct elements. First, Rosen and Merritt urge journalists to animate social association and thus create prerequisites for citizens to recognise their public and political agency. Second, they suggest journalists to promote inclusive and solution-oriented public discussion among the citizenry. Adult education recognises both elements, yet the purpose Rosen and Merritt articulate for intervention is abstract and instrumental, compared to adult educational purposes, and their view on citizen empowerment is more restricted. The abstract ideal of public life, as opposed to the emancipation of persons, is at the centre of Rosen and Merritt's argument."

Zhang, Hong: The Internationalisation of Chinese Television: Manifestations and Power Interplays, 1978-1991. – S. 53-76

Babe, Robert E.: Media Studies and the Double Dialectic of Information. – S. 77-86

„As noted elsewhere (Babe 2009, 161-73), information is inherently dialectical. Reflection upon the seminal work of physicist Carl Friedrich von Weizsäcker, however, reveals that information is doubly dialectical. The first part of this article explains and justifies this claim. The second part of the article catalogues various reductionist (non-dialectical) stances toward information, and draws out some of their implications. Confusions, and indeed grievous errors, result from such incompleteness. Finally, the communication theories of Harold Innis and Marshall McLuhan are reviewed briefly as exemplars in ways of forwarding information's double dialectic."

Park, Yong Jin: Market Philosophy and Information Privacy. – S. 87-100

Journal of children and media
Jg 5 (2011) Nr 3

Krcmar, Marina: Can Past Experience with Television Help US Infants Learn From It? – S. 235-247

„This study tested whether experience with television helped very young children in the US learn from it. Using a post-test only design, we attempted to teach children (6-24 months) novel words and a simple action either from a parent live, a parent on video, or a stranger on video. Children's past exposure to television was also measured. Babies who had a favorite television program imitated actions demonstrated by their mothers on television more frequently than infants without a favorite show. There was no association between experience with television and word learning. Lastly, only imitative learning and not word learning showed the curvilinear relationship to the age of the child predicted by the discounting hypothesis. Thus, some television experience does seem to aid in imitation, but not in word learning, and television experience is useful when babies imitate mothers on the screen but not when they attempt to imitate strangers."

Vandewater, Elizabeth A.: Infant Word Learning From Commercially Available Video in the US. – S. 248-266

Kehily, Mary Jane; Maybin, Janet: A Window on Children's Lives?: The Process and Problematics of Representing Children in Audio Visual Case Study. – S. 267-283

O'Connor, Jane: From Jackie Coogan to Michael Jackson: What Child Stars Can Tell Us About Ideologies of Childhood. – S. 284-297

„The death of former child star Michael Jackson in 2009 reignited public debates around the potential dangers of early fame. This article explores the ways in which the status of child stars has changed over the course of the twentieth century in line with shifting attitudes toward childhood in general and with the proliferation and diversification of media formats. Starting with the Hollywood „Child Star" era and moving on to child stars of television and more recent films, the connection between the kind of children audiences have demanded to see on screen, and wider ideologies of childhood, will be explored. It will be demonstrated how representations of childhood innocence and naturalness have often been at odds with the „real life" experiences of child stars, and the continuing practice of allowing children to become media celebrities is questioned."

Henry, Holly K. M.; Borzekowski, Dina L. G.: The Nag Factor: A Mixed-Methodology Study in the US of Young Children's Request for Advertised Products. – S. 298-317

„The „Nag Factor" is the tendency of children, who are bombarded with marketers' messages, to unrelentingly request advertised items. Using quantitative and qualitative methodologies, we interviewed 64 mothers

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

of children ages 3 to 5 years. All the participating mothers indicated that their young children engaged in some form of nagging. While overall media use was not associated with nagging, one's familiarity with commercial television characters was significantly associated with overall and specific types of nagging. Mothers described packaging, characters, and commercials as the three main forces compelling their children to nag. Ten strategies were offered as ways to deal with children's nagging; these fell on two continua from child- to parent-controlled and reactive to proactive strategies. This work scientifically examines the Nag Factor and offers a platform from which to propose future research and policy recommendations to lessen children's repeated requests for advertised items."

Aarsand, Pal: Parenting and Digital Games: On Children's Game Play in US Families. – S. 318-333

Journal of Communication
Jg 61 (2011) Nr 3

Special Issue; Studies in Health Communication. – S. 387-555

Das Themenheft „Studies in Health Communication" veröffentlicht Artikel zu Fragen wie Entertainment-Education, Gesundheit, Krebserkrankungen, Safer Sex Homosexuelle.

Jg 61 (2011) Nr 4

Parks, Malcom R.: Boundary Conditions for the Application of Three Theories of Computer-Mediated Communication to MySpace. – S. 557-574

Humphreys, Lee: Who's Watching Whom?: A Study of Interactive Technology and Surveillance. – S. 575-595

Wojcieszak, Magdalena: Deliberation and Attitude Polarization. – S. 596-617

Chung, Jae Eun: Mapping International Film Trade: Network Analysis of International Film Trade Between 1996 and 2004. – S. 618-640

„The international flow of media products has long been 1-way but recent studies have reported a trend of increasing regional and cultural exchanges. This study explores structural changes and continuities in the international film trade during the past decade. It analyzes film trade data obtained from the United Nations database using network analysis. Results suggest that the structure of global film trade has become denser over time, especially due to the increase in film exchanges among English- and Spanish-speaking countries and among countries located in Asia and Europe. Although a few wealthy countries are still responsible for a large proportion of film trade, findings show that both geographical proximity and linguistic commonness are important determinants of international film trade."

Henningsen, David Dryden et al: Exploring the Effects of Sex and Mode of Presentation in Perceptions of Dating Goals in Video-Dating. – S. 641-658

„The study examines how sex and mode of presentation influence perceptions of dating goals (Mongeau, Serewicz, & Therrien, 2004) in a video-dating context. We examine sex differences in perceived dating goals by exploring explanations for these differences involving perceptual thresholds and cue usage (i.e., access to flirting cues). We employ a 2 (Sex: Male or Female) × 3 (Mode of Presentation: Transcript, Audio, Audio-Visual) factorial analysis of variance design to compare these different potential causal mechanisms. Error management theory, cognitive valence theory, and male insensitivity to behavioral cues are invoked as overarching theoretical frameworks."

Druckman, James N.; Bolsen, Toby: Framing, Motivated Reasoning, and Opinions About Emergent Technologies. – S. 659-688

„How do individuals form opinions about new technologies? What role does factual information play? We address these questions by incorporating 2 dynamics, typically ignored in extant work: information competition and over-time processes. We present results from experiments on 2 technologies: carbon-nanotubes and genetically modified foods. We find that factual information is of limited utility—it does not have a greater impact than other background factors (e.g., values), it adds little power to newly provided arguments/frames (e.g., compared to arguments lacking facts), and it is perceived in biased ways once individuals form clear initial opinions (e.g., motivated reasoning). Our results provide insight into how individuals form opinions over time, and bring together literatures on information, framing, and motivated reasoning."

Rojas, Hernando; Shah, Dhavan V.; Friedland, Lewis A.: A Communicative Approach to Social Capital. – S. 689-712

Zhao, Xiaoquan: Attention to Science/Environment News Positively Predicts and Attention to Political News Negatively Predicts Global Warming Risk Perceptions and Policy Support. – S. 713-731

„Contemporary science and environmental news coverage of global warming increasingly portrays scientific consensus. Political news coverage of global warming, however, typically portrays controversy. We hypothesize that attention to science and environmental news is associated with beliefs more consistent with the global warming science and higher risk perceptions, and that the opposite is true of attention to political news. Furthermore, we hypothesize that science-based beliefs and risk perceptions are positively associated with support for policies aiming at reducing global warming. These hypotheses were confirmed by survey data from a nationally representative sample of

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

adults (N = 2,164). These findings support and extend the cognitive mediation model of news learning and have important practical ramifications."

Hoffner, Cynthia; Rehkoff, Raiza A.: Young Voters' Responses to the 2004 U.S. Presidential Election: Social Identity, Perceived Media Influence, and Behavioral Outcomes. – S. 732-757

„Hostile news perceptions, perceived media influence, and behavioral outcomes among Republicans and Democrats were examined before and after the 2004 U.S. presidential election. Predictions were grounded in social identity/self-categorization theories, and influence of presumed influence. Hostile news perceptions were greater among Republicans, especially Fox News viewers. Third-person perceptions (TPPs) for ingroup and outgroup (own party, other party) varied based on media message (debates, news, spin, polls, comedy) and party affiliation. TPPs were larger for the outgroup than the ingroup, but only for Republicans. Following the election, changes in media perceptions were related to the election outcome and interpersonal discussion. Greater perceived influence on outgroup voters was associated with stronger support for censorship, and a lower voting likelihood among Democrats."

Lee, Seungyoon; Monge, Peter: The Coevolution of Multiplex Communication Networks in Organizational Communities. – S. 758-779

Krcmar, Marina: Word Learning in Very Young Children From Infant-Directed DVDs. – S. 780-794

Journal of Communication Inquiry Jg 35 (2011) Nr 2

Frosh, Paul: Framing Pictures, Picturing Frames: Visual Metaphors in Political Communications Research. – S. 91-114

„What does the conceptual indebtedness to visual metaphors portend for the study of communication? And what can be learned about the metaphoricity of concepts, and their impact upon analytical discourse, from the use of images and visual tropes in communication studies? Focusing on the place of the visual within the theoretical discourse of political communication research, this article asks whether reliance on key visual metaphors tends systematically to encourage certain kinds of thinking about communication – and the kinds of power relationships that communication seemingly entails – while discouraging others. Exploring two interrelated terms – „picturing" and the ubiquitous „framing" – it attempts to shed light on their conceptual proclivities by taking cues from their operations as modes of visual representation."

Stiles, Siobahn; Kitch, Carolyn: „Redemption for Our Anguished Racial History": Race and the National Narrative in Commemorative Journalism About Barack Obama. – S. 115-133

„This article considers how race was discussed in commemorative journalism produced after Barack Obama's election and inauguration by major American newspapers, magazines, and television news. A discourse analysis of these commemorative media texts reveals competing – though often overlapping-narratives. Some celebrated Obama's victory as a racial milestone, claiming it for African Americans past and present, yet another hurdle crossed in the continuing struggle for equality. Other commemorative texts either elided or marginalized racial issues, instead emphasizing diversity and democracy in a narrative of generalized American „freedom" and unity. The narrative in each text, however, was ultimately a tale imbued with nationalist ideology, emphasizing unity and progress at the expense of discussing issues related to contemporary racial inequality in America. Overall, although the coverage of this election demonstrated some change in racial representation, the overall discourse on race in America – and journalists' thematic avoidance of racial issues – did not."

Shi, Yu: iPhones in China: The Contradictory Stories of Media-ICT Globalization in the Era of Media Convergence and Corporate Synergy. – S. 134-156

Merskin, Debra: A Boyfriend to Die For: Edward Cullen as Compensated Psychopath in Stephanie Meyer's Twilight. – S. 157-178

Jg 35 (2011) Nr 3

Sivek, Susan Currie: „We Need a Showing of All Hands": Technological Utopianism in MAKE Magazine. – S. 187-209

Livingstone, Randall: Better at Life Stuff: Consumption, Identity, and Class in Apple's „Get a Mac" Campaign. – S. 210-234

„Apple's „Get a Mac" advertising campaign defines for its audience the dichotomy between the casual, confident, creative Mac user and the formal, frustrated, fun-deprived PC user through a series of comical television spots featuring human representations of each technology. The company has been largely applauded over the years for their creative, innovative, and thought-provoking marketing, and „Get a Mac," winner of the American Marketing Association's 2007 Grand Effie award, fits nicely with Apple's tradition of infusing cultural ideology into their ads. Utilizing the methods of close reading and ideological criticism, this study considers the North American „Get a Mac" television campaign as a popular culture text with embedded implications about consumption, identity, and class. The text reveals a number of thematic dichotomies that obscure meaningful issues of difference and class while promoting the spectacle of consumption and the myth of self-actualization through commodities."

Lopez, Lori Kido: The Yellow Press: Asian American Radicalism and Conflict in Gidra. – S. 235-251

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

„This article analyzes the highly politicized Asian American newspaper „Gidra" as a way of expanding our conception of ethnic media beyond mainstream publications to include radical ethnic media. In contrast to the notion that ethnic communities might shy from exposing the internal conflicts that jeopardize their own community's stability, „Gidra" demonstrates three different kinds of conflict: external conflict, internal conflict, and conflict that is produced by the paper itself. Through this exploration, the different ways that Asian American identities were created and discussed during the late 1960s and early 1970s are also assessed, as the radical contingent of the Asian American Movement used print publications to redefine what it meant to be Asian in America."

Tallent, Rebecca J.; Dingman, Rubell S.: Cherokee Independent Press Act of 2000. – S. 252-274

Cecil, Matthew: The Path to Madness: McCarthyism and New York Post Editor James A. Wechsler's Campaign to Defend Press Freedom. – S. 275-291

Journal of Health Communication
Jg 16 (2011) Nr 5

Comello, Maria Leonora G.; Slater, Michael D.: The Effects of Drug-Prevention Messages on the Accessibility of Identity-Related Constructs. – S. 458-469

Putte, Bas van den et al: Interpersonal Communication as an Indirect Pathway for the Effect of Antismoking Media Content on Smoking Cessation. – S. 470-485

Jensen, Jakob D. et al: Including Limitations in News Coverage of Cancer Research: Effects of News Hedging on Fatalism, Medical Skepticism, Patient Trust, and Backlash. – S. 486-503

„Past research has demonstrated that news coverage of cancer research, and scientific research generally, rarely contains discourse-based hedging, including caveats, limitations, and uncertainties. In a multiple message experiment (k = 4 news stories, N = 1082), the authors examined whether hedging shaped the perceptions of news consumers. The results revealed that participants were significantly less fatalistic about cancer (p = .039) and marginally less prone to nutritional backlash (p = .056) after exposure to hedged articles. Participants exposed to articles mentioning a second researcher (unaffiliated with the present study) exhibited greater trust in medical professions (p = .001). The findings provide additional support for the inclusion of discourse-based hedging in cancer news coverage and suggest that news consumers will use scientific uncertainty in illness representations."

Park, Hee Sun et al: College Students' Estimation and Accuracy of Other Students' Drinking and Believability of Advertisements Featured in a Social Norms Campaign. – S. 504-518

Faulkner, Guy E. J. et al: The „Long Live Kids" Campaign: Awareness of Campaign Messages. – S. 519-532

So, Jiyeon et al: Genre-Specific Media and Perceptions of Personal and Social Risk of Smoking Among South Korean College Students. – S. 533-549

Smerecnik, Chris M R. et al: An Empirical Test of the Materialist Framework for Understanding the General Population's Reaction to Nonpersonalized Genetic Health Messages. – S. 550-562

Jg 16 (2011) Nr 6

Cohen, Elisia L.; Caburnay, Charlene A.; Rodgers, Shelly: Alcohol and Tobacco Advertising in Black and General Audience Newspapers: Targeting with Message Cues?. – S. 566-582

Geana, Mugur V.; Kimminau, Kim S.; Greiner, K. Allen: Sources of Health Information in a Multiethnic, Underserved, Urban Community: Does Ethnicity Matter?. – S. 583-594

Lutchyn, Yuliya; Yzer, Marco: Construal Level Theory and Theory of Planned Behavior: Time Frame Effects on Salient Belief Generation. – S. 595-606

„This study tests implications of different time specifications in behavioral definitions as used in belief-elicitation research. Using construal level theory and the theory of planned behavior as complementary frameworks, the authors examined temporal frame effects on beliefs about eating fruits and vegetables and beliefs about condom use generated in a belief-elicitation study. Consistent with propositions from construal level theory, the authors found that temporal perspective (performing the behavior tomorrow, in 3 months, in 6 months, or in 5 years) affects the type of salient behavioral beliefs, such that individuals generate more feasibility (efficacy) beliefs when thinking about proximal behaviors, but more desirability (attitudinal and normative) beliefs when the behavior in question is distal. The authors' results indicate the importance of time frame in behavioral definitions in belief-elicitation research."

Perez, Giselle K. et al: Attitudes Toward Direct-to-Consumer Advertisements and Online Genetic Testing Among High-Risk Women Participating in a Hereditary Cancer Clinic. – S. 607-628

„Genetic testing for the breast cancer genes 1/2 (BRCA 1/2) has helped women determine their risk of developing breast and ovarian cancer. As interest in genetic testing has grown, companies have created strategies to disseminate information about testing, including direct-to-consumer advertising (DTCA) and on-

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

line genetic testing. This study examined attitudes toward DTCA and online testing for BRCA among 84 women at a high-risk clinic as well as additional factors that may be associated with these attitudes, such as personal and familial cancer history, cancer worry and risk perception, and history with genetic testing/counseling. Results showed that the majority of the women held favorable attitudes toward DTCA for BRCA testing but did not support online testing. Factors such as familial ovarian cancer, cancer worry, and satisfaction with genetic counseling/testing were associated with positive attitudes toward DTCA, whereas personal breast cancer history was related to negative attitudes. The findings suggest that women may view DTCA as informational but rely on physicians for help in their decision to undergo testing, and also suggest that cancer history may affect women's acceptance of DTCA and genetic testing."

Carpenter, Delesha M. et al: Use and Perceived Credibility of Medication Information Sources for Patients with a Rare Illness: Differences by Gender. – S. 629-642

Anker, Ashley E.; Feeley, Thoas Hugh: Asking the Difficult Questions: Message Strategies Used by Organ Procurement Coordinators in Requesting Familial Consent to Organ Donation. – S. 643-659

„The present study provides an in-depth examination of the messages used by organ procurement coordinators (OPCs) in shaping familial requests for organ donation. OPCs (N = 102), recruited from a national sample of 16 organ procurement organizations, participated in a structured interview designed to uncover the communication strategies used in obtaining familial consent for donation. Analysis of interviews indicates OPCs' messages cover 4 domain areas. Specifically, OPCs report use of messages intended to (a) provide education, (b) discuss the benefits to donation, (c) learn about potential donor families, and (d) persuade families to engage in donation. Within the 4 domain areas, OPCs report use of 15 specific messages (e.g., 'positively framing the donor', 'social proof', 'discuss the benefit of donation to grieving') in requesting consent. The present study provides a detailed examination of strategies and offers recommendations for using message strategies to explore the effectiveness of the consent process from the perspective of OPCs in approaching donor families."

Quick, Brian L.; Scott, Allison M.; Ledbetter, Andrew M.: A Close Examination of Trait Reactance and Issue Involvement as Moderators of Psychological Reactance Theory. – S. 660-679

Journal of Media Economics
Jg 24 (2011) Nr 2

Viani, Bruno E.: Consequences of Vertical Separation and Monopoly: Evidence From the Telecom Privatizations. – S. 70-97

„Policy variation across countries on the use of mandatory vertical separation and statutory monopoly allows the assessment of their impact on basic telephone services (local, long distance, and international service). Panel data analysis from 56 countries during the 7-year period following the privatization of the main telephone provider indicates that vertical separation and monopoly harm the consumers that were supposed to benefit: the downstream users of international telephony and the upstream users of residential local telephony. Mandatory vertical separation reduces the usage of international telephone service and the number of fixed lines in service, whereas statutory monopoly reduces the amount of fixed lines in service and increases the price of local residential telephony."

Chen, Guan Ru: The Threshold Effect of Advertising on the Intensity of Price Promotions: Using a Rational Expectations Model. – S. 98-110

Wang, Xiaofei; Waterman, David: Market Size, Preference Externalities, and the Availability of Foreign Language Radio Programming in the United States. – S. 111-130

„Using data for 320 radio stations operating in the 50 largest Arbitron metro radio markets during 2004 that offered at least some programming in 1 or more of 19 different foreign languages, strongly positive statistical relations were found between the size of foreign language populations in the radio market and the amount, or variety, of radio programming in their respective language that is available. A preference externality effect was also found: consistently negative relations between the variety of foreign language programming available and size of the English language population. Similar results were found for a measure of programming quality: the percentage of news and talk programming that is locally produced. Conventional wisdom that minority populations tend to be 'underserved' by media is generally supported."

Journal of Media Law
Jg 3 (2011) Nr 1

Mullis, Alastair; Scott, Andrew: Worth the Candle? The Government's Draft Defamation Bill. – S. 1-18

Mitchell, Paul: The Nature of Responsible Journalism. – S. 19-28

„This article evaluates the Court of Appeal's recent decision in Flood v Times Newspapers Ltd [2010] EWCA Civ 804, and identifies several ways in which the decision has refined and amended our understanding of Reynolds privilege in defamation. A variety of broad themes are discussed, including whether the privilege should be seen as a question of fact or of law, what role there now is for editorial discretion in the application of the defence, and how the defence applies when disciplinary or other proceedings are ongoing against the claimant. The article concludes that, whilst some of the features of Flood were necessitated by

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

European human rights jurisprudence, other features are more controversial, and may well be revised when the case is heard by the Supreme Court. „

Hughes, Kirsty: Balancing Rights and the Margin of Appreciation: Article 10, Breach of Confidence and Success Fees. – S. 29-48

„This analysis looks at the European Court of Human Rights' analysis of the balance struck between articles 8 and 10 ECHR and the role of the margin of appreciation. In MGN v United Kingdom the European Court of Human Rights considered two claims. First, whether the House of Lords violated Article 10 ECHR when it held in Campbell v MGN (2004) that MGN had misused Campbell's private information. Second, whether MGN's liability for Campbell's lawyers' success fees under a Conditional Fee Agreement violated Article 10 ECHR. The European Court rejected the first claim, but it found that MGN's liability for the success fee violated Article 10 ECHR. This commentary looks at the Court's analysis of these two issues, and reflects on the Court's approach to balancing competing rights and its use of the margin of appreciation. It suggests that MGN resolves some, but not many, of the questions about this area of law, and that it also raises further questions of its own."

Fargo, Anthony L.: Shielding Anonymous Speakers on US News Websites. – S. 49-60

Kutner, Peter B.: Suspicion, Investigation and Truth: A Continuing Evolution in English Defamation Law. – S. 61-88

Corbett, Val: The Illusion of Safety: The Right to Privacy of Sex Offenders. – S. 89-116

„This article explores the question as to whether the public has a legitimate interest in the disclosure of private information regarding the identity or whereabouts of convicted sex offenders upon their release from custody or whether such disclosure by media outlets amounts to an unjustifiable intrusion on the offender's right to privacy. In this regard, the offender's right to privacy (as an aspect of his autonomy) is debated. The public interest (or otherwise) in such information is examined by reference to similar debates which have taken place in the United States surrounding community notification laws, otherwise known as 'Megan's Law', which allow for the widespread dissemination in that jurisdiction of such information to the public at large. In light of the expansion of similar schemes in the United Kingdom ('Sarah's Law') and recent case law in Northern Ireland and the Republic of Ireland, the author considers whether the appropriate balance has been struck between the competing interests of privacy and the public interest/public safety in these circumstances."

Walden, Ian; Woods, Lorna: Broadcasting Privacy. – S. 117-142

„Historically, telecommunications and broadcasting have been seen as distinct activities; so too the way they each engage privacy concerns. Telecommunications, with its private content and identifiable participants, falls within the sphere of privacy; broadcasting consumption has traditionally fallen at the other end of the scale, characterised as both public and anonymous. The article examines the extent to which an individual's interaction with broadcasting systems is treated differently from their use of other forms of electronic communications in privacy terms. It argues that some legacy rules and outmoded assumptions about the nature of broadcasting mean that the privacy implications of the process of its consumption have not been fully considered or adequately addressed in law."

Journal of Media Psychology
Jg 23 (2011) Nr 2

Maass, Asja et al: Does Media Use Have a Short-Term Impact on Cognitive Performance? A Study of Television Viewing and Video Gaming. – S. 65-76

„It has often been shown that the amount of media use is negatively related to cognitive outcomes. The more time spent on media the poorer cognitive performance is. This association has mainly been found for general-audience, violent, and action-loaded contents but not for educational contents. Typically, long-term-explanations like the time-displacement hypothesis are considered to account for this relation, although this cannot fully explain the association. Additionally short-term explanations should be considered, since it can be expected that media-induced stress can impair information processing. The present study compares short-term effects regarding memory performance and the ability to concentrate, using four different experimental conditions (high- vs. low-arousing films and video games). It was also examined if the experienced level of stress mediates group differences and if habitual media, habitual use of age-restricted contents or the trait sensation seeking moderate this mediation. Participants consisted of N = 117 university students. They were asked to learn written items before media use and to recall these after having used the media. Further, the ability to concentrate was measured. Experimental groups differed with regard to the cognitive outcome measures after media use. A significant univariate difference was found for high- vs. low-arousing contents in general (independent of type of media), the high-arousing content leading to poorer ability to concentrate after media use. The expected mediating and moderating effects are not supported. The study yields evidence that short-term mechanisms might play a role in explaining the negative correlations between media use and cognitive performance."

Leshner, Glenn; Bolls, Paul; Wise, Kevin: Motivated Processing of Fear Appeal and Disgust Images in Televised Anti-Tobacco Ads. – S. 77-89

Hall, Alice E.; Bracken, Cheryl C.: „I Really Liked That Movie": Testing the Relationship Between Trait Empathy, Transportation, Perceived Realism, and Movie Enjoyment. – S. 90-99

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

Schönbrodt, Felix D.; Asendorpf, Jens B.: The Challenge of Constructing Psychologically Believable Agents. – S. 100-107

„Embodied conversational agents (ECAs) are designed to provide natural and intuitive communication with a human user. One major current topic in agent design consequently is to enhance their believability, often by incorporating internal models of emotions or motivations. As psychological theories often lack the necessary details for direct implementation, many agent modelers currently rely on models that are rather marginal in current psychological research, or models that are created ad hoc with little theoretical and empirical foundation. The goal of this article is both to raise psychologists' awareness of the central challenges in the process of creating psychologically believable agents, and to recommend existing psychological frameworks to the virtual agents community that seem particularly useful for implementation in ECAs. Special attention is paid to a computationally detailed model of basic social motives that seems particularly useful for implementation: the Zurich model of social motivation."

Journalism & Mass Communication Quarterly
Jg 88 (2011) Nr 2

Lamme, Meg Opdycke: Shining a Calcium Light: The WCTU and Public Relations History. – S. 245-266

Cecil, Matthew: Friends of the Bureau: Personal Correspondence and the Cultivation of Journalist-adjuncts by Edgar Hoover's FBI. – S. 267-284

Reich, Zvi: Comparing Reporters' Work across Print, Radio, and Online: Converged Origination, Diverged Packaging. – S. 285-300

Correa, Teresa; Harp, Dustin: Women Matter in Newsroom: How Power and Critical Mass Relate to the Coverage of the HPV Vaccine. – S. 301-319

Kim, Sei-Hill et al: Deliberation in Spite of Controversy?: News Media and the Public's Evaluation of a Controversial Issue in South Korea. – S. 320-336

Coleman, Renita: Color Blind: Race and the Ethical Reasoning of Blacks on Journalism Dilemmas. – S. 337-351

Kozlowski, Dan V.: Toothless Tinker: The Continued Erosion of Student Speech Rights. – S. 352-373

Bates, Stephen: The Prodigy and the Press: William James Sidis, Anti-intellectualism, and Standards of Success. – S. 374-397

Shen, Hongmei: Organization-employee Relationship Maintenance Strategies: A New Measuring Instrument. – S. 398-415

Kommunikation & Recht
Jg 14 (2011) Nr 6

Volkmann, Christian: Aktuelle Entwicklungen in der Providerhaftung im Jahr 2010. – S. 361-368

Buchmann, Felix; Brüggemann, Sebastian: Der Preis des „Filesharing". – S. 368-374

„Auch zehn Jahre nach Napster ist das Thema Filesharing in der Diskussion um die Entwicklung des Urheberrechts präsent, ohne dass im Hinblick auf das eigentliche Problem nennenswerte Fortschritte erzielt worden sind. Für alle Beteiligten einer Abmahnung stellt sich, wenn auch aus unterschiedlichen Betrachtungswinkeln, die gleiche wichtige Frage, nämlich die der Kosten und des Schadensersatzes. Der Beitrag soll einen Einblick in die aktuelle Praxis des Aufwendungs- und Schadensersatzes geben und beschäftigt sich auch mit der Frage, ob § 97a Abs. 2 UrhG in den vorliegenden Fällen Anwendung findet – sowohl auf den Rechteverletzer selbst, als auch auf den Störer."

Degenhart, Christoph: Die Entwicklung des Rundfunkrechts 2009/2010: Ein Rechtsprechungsbericht (Teil 1). – S. 374-380

Sörries, Bernd: Die Ausweitung des Universaldienstes aus Sicht des Mobilfunks: Eulen nach Athen tragen? – S. 380-385

„Mit der Novellierung des Telekommunikationsgesetzes erhielt die Diskussion über die Ausweitung des Universaldienstes neue Impulse. Sollte die Gesetzesänderung genutzt werden, die nach wie vor unzureichende Breitbandversorgung in ländlichen Regionen nachhaltig zu verbessern? Der folgende Beitrag geht zunächst der Frage nach, welche Gestaltungsspielräume der Gesetzgeber hier hat. Des Weiteren wird analysiert, ob der breitbandige Ausbau der Mobilfunknetze eine Gesetzesänderung gänzlich erübrigt."

Diettrich, Stephan: Informationsansprüche von Presseangehörigen gegenüber der Bundestagsverwaltung. – S. 385-390

Rauer, Nils; Pfuhl, Fabian: Haftung für Urheberrechtsverletzungen im Internet nach dem OLG Köln: Mehr Fragen als Antworten?; Zugleich Kommentar zu OLG Köln, Beschluss vom 24. 3. 2011 – 6 W 42/11, K&R 2011, 354f.. – S. 390-392

Jg 14 (2011) Nr 7-8

Buchmann, Felix; Föhlisch, Carsten: Die Neuregelung des Wertersatzes im Fernabsatzrecht. – S. 433-439

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

Rose, Edgar: De-Mail-Gesetz in Kraft: Sicherheitsgewinn in der elektronischen Kommunikation. – S. 439-445

„Seit dem 3. 5. 2011 definiert das De-Mail-Gesetz den rechtlichen Rahmen für die Einführung von De-Mail-Diensten. Akkreditierte Anbieter sollen sichere Kommunikationslösungen schaffen, bei denen die Vertraulichkeit der Kommunikation und die verlässliche Identität der Kommunikationspartner gewährleistet sind. Die Beweisbarkeit der Authentizität und des Zugangs der De-Mail soll im Vergleich zur E-Mail deutlich erhöht werden. Der folgende Beitrag stellt zentrale Regelungen des neuen Gesetzes vor und wirft die Frage auf, ob die gesteckten Ziele auf diesem Weg erreichbar sind."

Klett, Alexander R.; Apetz-Dreier, Daja: Die Entwicklung des Urheberrechts seit Mitte 2010. – S. 445-453

Karg, Moritz; Fahl, Constantin: Rechtsgrundlagen für den Datenschutz in sozialen Netzwerken. – S. 453-458

„Soziale Netzwerke als zentrales Element des Web2.0 stehen seit langem unter dem Verdacht der Missachtung datenschutzrechtlicher Vorgaben. Bisher wenig untersucht ist die Frage, welche datenschutzrechtlichen Normen konkret auf die verschiedenen Formen der zwischenmenschlichen Kommunikation innerhalb der Netzwerke Anwendung finden."

Lüghausen, Philip: Aktuelle Probleme der Werbung in Online-Games: Zugleich Kommentar zu LG Berlin, Urteil vom 14. 9. 2010 – 103 O 43/10. – S. 458-462

Degenhart, Christoph: Die Entwicklung des Rundfunkrechts 2009/2010: Ein Rechtsprechungsbericht (Teil 2). – S. 462-470

Nacimiento, Grace: Aktuelle Fragen der Frequenzverwaltung. – S. 470-474

„Frequenzverwaltungsmaßnahmen der BNetzA beschäftigen seit einiger Zeit die Verwaltungsgerichte. Die seit dem Jahr 2005 erlassenen Maßnahmen sind Gegenstand zahlreicher Verwaltungs- und Gerichtsverfahren. Die klagenden Unternehmen reichen von den Mobilfunknetzbetreibern über potentielle Wettbewerber bis zu Rundfunkanstalten, Kabelgesellschaften und Sendenetzbetreibern. Die umstrittenen Verwaltungsmaßnahmen betreffen insbesondere die Verteilung von Frequenzen unter den im Markt etablierten Mobilfunknetzbetreibern im Wege des sog. „GSM-Konzeptes" und die Vergabe des gesamten unterhalb 3 GHz verfügbaren Spektrums für funkgestützte Kommunikationsnetze und -dienste. Die hierzu bislang veröffentlichten Entscheidungen des BVerwG befassen sich u. a. mit der Frage der Zulässigkeit einer außergesetzlichen Frequenzvergabe und mit den Voraussetzungen der Anordnung eines Vergabeverfahrens nach § 55 Abs. 9 TKG sowie der Wahl des Vergabeverfahrens nach § 61 Abs. 2 TKG. Im Folgenden werden Teilaspekte der umstrittenen Entscheidungen der BNetzA, hieraus resultierende rechtliche Fragestellungen und erste Antworten des BVerwG kurz skizziert."

Coppik, Jürgen; Herrmann, Danielle: Aktuelle Entscheidungen in der Entgeltregulierung. – S. 474-480

Mass Communication & Society
Jg 14 (2011) Nr 3

Avila-Saavedra, Guillermo: Ethnic Otherness Versus Cultural Assimilation: U.S. Latino Comedians and the Politics of Identity. – S. 271-291

Kim, Sei-Hill et al: The View of the Border: News Framing of the Definition, Causes, and Solutions to Illegal Immigration. – S. 292-314

„Analyzing newspaper articles and television news transcripts (N = 484), this study explores how American news media have framed the issue of illegal immigration. More specifically, we analyze the way the media present the questions of why illegal immigration is a problem, what the causes are, and how to fix the problem. We also make a comparison across different media outlets (border-state newspapers vs. papers elsewhere; newspapers vs. television news), looking at whether news coverage of the issue has been consistent across the media."

Ha, Sungtae: Attribute Priming Effects and Presidential Candidate Evaluation: The Conditionality of Political Sophistication. – S. 315-342

Ho, Shirley S. et al: The Role of Perceptions of Media Bias in General and Issue-Specific Political Participation. – S. 343-374

„Despite a large body of literature documenting factors influencing general political participation, research has lagged in understanding what motivates participation regarding specific issues. Our research fills this gap by examining the interplay of perceptions of media bias, trust in government, and political efficacy on individuals' levels of general and issue-specific political participation. Using survey data with indicators related to general political participation, our results demonstrate that perceptions of media bias overall are negatively related to general political participation. Moreover, this relationship is an indirect one, mediated by trust in government and political efficacy. Using survey data with indicators of issue-specific political participation in the context of stem cell research, our results show that – contrary to the relationship found for general political participation – perceptions of media bias are directly and positively associated with issue-specific participation. Implications for political participation and media bias theories are discussed."

McKenzie, Carly T. et al: Listening to News Audiences: The Impact of Community Structure and Economic Factors. – S. 375-395

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

Jg 14 (2011) Nr 4

Jung, Nakwon; Kim, Yonghwan; Zuniga, Homero Gil de: The Mediating Role of Knowledge and Efficacy in the Effects of Communication on Political Participation. – S. 407-430

„This study explicates the indirect process through which news media use influences political participation. Specifically, it investigates the role of political knowledge and efficacy as mediators between communication and online/offline political participation within the framework of an O-S-R-O-R (Orientation-Stimulus-Reasoning-Orientation-Response) model of communication effects. Results from structural equation modeling analysis support the idea that political knowledge and efficacy function as significant mediators. In addition, results expound the increasing importance of the Internet in facilitating political participation. Implications of findings, limitations of this study, and suggestions for future research are discussed."

Shortell, Timothy: The Conflict over Origins: A Discourse Analysis of the Creationism Controversy in American Newspapers. – S. 431-453

Callister, Mark: Evaluation of Sexual Content in Teen-Centered Films From 1980 to 2007. – S. 454-474

Aubrey, Jennifer Stevens; Frisby, Cynthia M.: Sexual Objectification in Music Videos: A Content Analysis Comparing Gender and Genre. – S. 475-501

„Although sexual objectification is commonplace in media culture, music videos provide the most potent examples of it. In the current study, we developed a coding system to measure sexual objectification and its correlates in music videos. Our analysis compared sexual objectification across artists' gender and musical genres (R&B/hip-hop, pop, and country). Compared to male artists, female artists were more sexually objectified, held to stricter appearance standards, and more likely to demonstrate sexually alluring behavior. In addition, sexual objectification was more prominent in R&B/hip-hop and pop videos than in country videos. The results are discussed in light of objectification theory and sexual agency."

Kim, Eunkyung; Scheufele, Dietram; Han, Jeong Yeob: Structure or Predisposition? Exploring the Interaction Effect of Discussion Orientation and Discussion Heterogeneity on Political Participation. – S. 502-526

„Past research on how discussions with non-like-minded others impacts political participation has focused mostly on structural attributes of discussion networks, and – as a result – has produced inconsistent findings. This study, therefore, introduced the concept of discussion orientation – one's willingness to express and listen in political discussion, even when disagreement exists – as a predispositional explanation of the impact of discussion heterogeneity on political participation. Based on the national telephone survey data, during the course of the 2004 election, we find a strong main effect of individual predisposition to express different opinions on political participation. In addition, the link between discussion heterogeneity and political participation is significantly stronger for those respondents who exhibit a willingness to express different opinions during those conversations."

Wojcieszak, Magdalena Elzbieta: Computer-Mediated False Consensus: Radical Online Groups, Social Networks and News Media. – S. 527-546

Media culture & society
Jg 33 (2011) Nr 4

Pimlott, Herbert: „Eternal Ephemera" or the Durability of „Disposable Literature": The Power and Persistence of Print in an Electronic World. – S. 515-530

„Popular and academic discussions of the future of print focus on the electronic formats of books and newspapers but ignore some of the most ubiquitous and historically significant, albeit ephemeral, types of print media. This article argues for taking the flyer, leaflet and pamphlet seriously. These forms of „disposable literature" are in part facilitated by electronic media and in part able to disseminate messages in ways that electronic media cannot, and thereby provide a bridge between new media and new audiences. There are two major factors that contribute to the durability or persistence, pervasiveness and power of disposable literature in contemporary society: the unique characteristics of print media; and the impact of electronic media in enhancing their production and distribution."

Doorn, Niels van: Digital Spaces, Material Traces: How Matter Comes to Matter in Online Performances of Gender, Sexuality, and Embodiment. – S. 531-548

Lee, David: Networks, Cultural Capital and Creative Labour in the British Independent Television Industry. – S. 549-566

„This article examines the significance of networking practices as a means of finding work and developing a career in the British independent television production sector (ITPS). The findings are based on qualitative research carried out between 2005 and 2006, based on in-depth interviews with 20 freelancers working in the ITPS. The article studies the importance of networking not only as a mode of finding work, but also a mechanism of exclusion, favouring individuals with high levels of cultural and social capital. Drawing on sociological theories of networks such as those of Granovetter and Burt, the article considers the emergence of new patterns of hierarchy and discrimination within the ITPS, in a context where formal recruitment procedures are often bypassed in favour of network relationships. It also examines the implications for television workers of the discursive shift towards networking, where the „networkextender" is presented as the ideal within contemporary management discourse."

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

Hine, Christine: Towards Ethnography of Television on the Internet: A Mobile Strategy for Exploring Mundane Interpretive Activities. – S. 567-582

„This article aims to expand on the currently popular practice of conducting ethnographic studies of individual online fan groups to find other ways of using the internet ethnographically for television studies. The example of the Antiques Roadshow is used to explore a strategy for ethnographic attention to the diversity of mundane engagements with a particular television text via the internet. The development of this strategy draws on recent thinking on the constitution of ethnographic field sites, focusing on conceptualization of the field as a made object, and development of multi-sited approaches as appropriate forms of engagement with contemporary culture. This strategy also builds on recent debates about the significance of 'found' digital data for social research. Potential problems with this approach include loss of depth and contextualizing information, and the risk of only focusing on that data which is easily found by dominant search engines. These problems can be offset to some extent by increased focus on reflexivity, and by allowing the field site to spill out beyond the internet as the ethnographer finds it necessary and useful in order to explore particular practices of meaning-making."

Sahin, Sanem: Open Borders Closed Minds: The Discursive Construction of National Identity in North Cyprus. – S. 583-698

Gorin, Valerie; Dubied, Annik: Desirable People: Identifying Social Values Through Celebrity News. – S. 599-618

Jg 33 (2011) Nr 5

Ribke, Martin Nahuel: Telenovela Writers under the Military Regime in Brazil: Beyond the Cooption and Resistance Dichotomy. – S. 659-674

Tang, Lijun; Yang, Peidong: Symbolic Power and the Internet: The Power of a „Horse". – S. 675-692

Caraway, Brett Robert: Audience Labor in the New Media Environment: A Marxian Revisited of the Audience Commodity. – S. 693-708

„The contemporary dynamics of mass communication necessitate a reassessment of the received notions of audience labor. To that end this article revisits Dallas Smythe's seminal audience commodity theory through the lens of a two-sided class analysis. A number of his key conceptualizations are critiqued including audience power, audience measurement, media content as a free lunch, audiences as a non-durable producer's good, the disappearance of labor power, and the revisionist history of capitalist development . At each point in the critique the contributions of various political economists who have revised and extended Smythe's work are highlighted. The critique serves to underscore the contributions and limitations of the theory as its extension into the new media landscape is reconsidered."

Campbell, Heidi A.; Golan, Oren: Creating Digital Enclaves: Negotiation of the Internet Amongst Bounded Religious Communities. – S. 709-724

Ganesh, Shiv; Zorn, Theodore E.: Running the Race: Competition Discourse and Broadband Growth in Aotearoa New Zealand. – S. 725-7424

Morley, David Graham: Communications and Transport: The Mobility of Information, People and Commodities. – S. 743-760

„In a context where the study of communications tends to focus only on the mobility of information, to the neglect of that of people and commodities, this article explores the potential for a closer integration between the fields of communications and transport studies. Against the presumption that the emergence of virtuality means that material geographies are no longer of consequence, the role of mediated 'technologies of distance' is considered here in the broader contexts of the construction (and regulation) of a variety of physical forms of mobility and the changing modes of articulation of the virtual and material worlds."

Roy, Srirupa: Television News and Democratic Change in India. – S. 761-778

Media Perspektiven (2011) Nr 5

Zubayr, Camille; Geese, Stefan: Die Fernsehsender im Qualitätsurteil des Publikums: Ergebnisse einer Repräsentativbefragung. – S. 230-241

„Zwischen den öffentlich-rechtlichen und privaten Fernsehsendern bestehen nach Ansicht des Publikums nach wie vor große Unterschiede. Wie Camille Zubayr und Stefan Geese auf der Basis einer Repräsentativbefragung berichten, sehen die Zuschauer beispielsweise bei der Sachkundigkeit der Korrespondenten, der Wichtigkeit für die politische Meinungsbildung und der Glaubwürdigkeit ARD und ZDF weit vor den privaten Sendern. In der Unterhaltung werden dagegen die Angebote der Privaten besser als die der Öffentlich-rechtlichen bewertet. Auf die Frage nach dem unverzichtbarsten Sender nannten mit 23 Prozent die meisten Befragten ARD/Das Erste."

Mohr, Inge; Blödorn, Sascha: HbbTV: Mehr als nur Internet auf dem Fernseher: Ergebnisse einer ARD-Usability-Studie zu HbbTV 2011. – S. 242-250

„Hybridfernsehen (HbbTV) verbindet klassisches lineares Fernsehen mit dem Internet, über das zusätzliche Inhalte zur individuellen Nutzung auf dem heimischen Fernsehgerät abgerufen werden können. Die von Inge Mohr und Sascha Blödorn präsentierten Er-

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

gebnisse eines Usabilitytests zeigen, dass das HbbTV-Angebot der ARD bei den Teilnehmern bereits auf dem jetzigen Entwicklungsstand sehr positiv wahrgenommen und als deutlicher Mehrwert zum bestehenden digitalen Fernsehen gesehen wird."

Krüger, Udo Michael: Sendungsformen, Themen und Akteure im Nonfictionangebot von ARD, ZDF, RTL und Sat.1: Programmanalyse 2010 – Teil 2. – S. 251-266

„Der zweite Teil der Programmanalyse 2010, vorgelegt von Udo Michael Krüger, bestätigt mit einer vertiefenden Untersuchung des Nonfiction-Angebots auf Beitragsebene die strukturellen Unterschiede zwischen öffentlich-rechtlichem und privatem Fernsehen. ARD und ZDF sind die Sender mit dem größten Umfang an Informationssendungen. In den nicht der Informationssparte zugeordneten Sendungsformen vom Typ Factual Entertainment dominierte RTL mit Doku-Soaps weit vor Sat.1. Bei allen Sendern gab es eine hohe Präsenz von Privatpersonen. Sie kamen häufiger in den privaten als in den öffentlich-rechtlichen Programmen vor. Die Auftrittschancen von Politikern und Funktionsträgern aus Wirtschaft und Gesellschaft fielen dagegen bei ARD und ZDF höher aus als bei RTL."

Martens, Dirk; Windgasse, Thomas: Nutzungsverhalten und Typologie von Webradiohörern: Analyse von Logfiledaten des Webradio-Portals Phonostar. – S. 267-278

„Dirk Martens und Thomas Windgasse stellen eine Analyse von Logfiledaten des Webportals Phonostar vor, die neue Erkenntnisse über die Nutzung von Webradio liefert. So wurden im Untersuchungszeitraum insgesamt 7086 unterschiedliche Channels genutzt, die sich 4155 Stationen zuordnen lassen. Differenzieren lassen sich neun verschiedene Nutzertypen, von der stärksten Gruppe der Pop-Nutzer über Dance- und Oldie-Nutzer bis hin zu Kultur- und Informationsorientierten. Vergleicht man die meistgenutzten Programme bei Phonostar und laut Media-Analyse (ma), zeigt sich, dass bei Phonostar spezielle Musikrichtungen und gehobene Programme häufiger auftauchen, während die massenattraktiven, melodieorientierten Programme für ältere Zielgruppen weniger genutzt werden."

(2011) Nr 6

Wild, Christoph: Mediaengagement im intermedialen Vergleich: Ergebnisse einer repräsentativen CATI-Befragung. – S. 290-299

Feierabend, Sabine; Rathgeb, Thomas: Medienumgang Jugendlicher in Deutschland: Ergebnisse der JIM-Studie 2010. – S. 299-311

Tuerecek, Oliver; Roters, Gunnar: Videomarkt und Videonutzung 2010: Wirtschaftlich stabile Lage der deutschen Videobranche. – S. 311-321

Möbus, Pamela; Heffler, Michael: Die Talfahrt ist gestoppt: Der Werbemarkt 2010. – S. 321-330

„Nach dem deutlichen Einbruch im Jahr 2009 befindet sich der Werbemarkt seit 2010 wieder in einem Wachstumszyklus. Wie die von Pamela Möbus und Michael Heffler zusammengestellten Daten von Nielsen Media Research und ZAW belegen, klafft dabei die Brutto/Netto-Schere immer weiter auseinander: Einem deutlichen Anstieg des Bruttoumsatzes der Above-the-line-Medien steht eine nur maßvolle Erhöhung des Nettoumsatzes der Medien laut ZAW gegenüber. Überproportional gewonnen hat 2010 das Werbefernsehen, während die Printmedien zwar den Rückgang des Werbeumsatzes stoppen konnten, aber Anteile am Gesamtmarkt verloren."

(2011) Nr 7-8

Eimeren, Birgit van; Frees, Beate: Drei von vier Deutschen im Netz – ein Ende des digitalen Grabens in Sicht?: Ergebnisse der ARD/ZDF-Onlinestudie 2011. – S. 334-349

„Im Jahr 2011 wurde die ARD/ZDF-Onlinestudie bereits zum 15. Mal durchgeführt. Wie Birgit van Eimeren und Beate Frees berichten, sind inzwischen fast drei Viertel der ab 14-Jährigen in Deutschland Nutzer des Internets. 51,7 Millionen Erwachsene nutzen zumindest gelegentlich das Internet, 2,7 Millionen mehr als 2010. Der Zuwachs kam nahezu ausschließlich aus den mittleren und älteren Alterssegmenten: Unter den 40- bis 59-Jährigen stieg der Anteil der Onliner auf 20 Millionen, unter den ab 60-Jährigen auf 7 Millionen. Die geschlechtsspezifischen Unterschiede blieben dabei weitgehend erhalten: Männer sind grundsätzlich aktiver im Netz, sie surfen häufiger, zeigen eine höhere Affinität zu Audio- und Videoanwendungen und nutzen generell mehr und zeitaufwändigere Anwendungen als Frauen."

Frees, Beate; Eimeren, Birgit van: Bewegtbildnutzung im Internet 2011: Mediatheken als Treiber. – S. 350-359

„Die Nutzung von Bewegtbildinhalten im Internet nimmt weiter zu. Über die Hälfte der Bewegtbildnutzer hat bereits Fernsehinhalte im Web gesehen. Besonders stark ausgeprägt ist dies bei den unter 30-Jährigen. Die Nutzung neuer Plattformen zeigt, dass hier bereits relevante Teile des Fernsehkonsums stattfinden. Einen deutlichen Anstieg erlebte die Nutzung von Mediatheken. Nach YouTube sind die Sendermediatheken die meistgenutzten Bewegtbildangebote, angeführt von der ZDF-Mediathek und der Mediathek von ARD/Das Erste. 97 Prozent des Fernsehkonsums finden allerdings auch 2011 noch linear statt. Hinzu kommen 2 Prozent zeitversetzte und nur 1 Prozent Onlinenutzung."

Busemann, Katrin; Gscheidle, Christoph: Web 2.0: Aktive Mitwirkung verbleibt auf niedrigem Niveau: Ergebnisse der ARD/ZDF-Onlinestudie 2011. – S. 360-369

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

„Web-2.0-Angebote sind weiterhin erfolgreich, dies belegt die Analyse von Katrin Busemann und Christoph Gscheidle. Auch und gerade bei der aktiven Nutzung überlagert die Strahlkraft der privaten Communitys alle anderen Web-2.0-Konkurrenten. Für über die Hälfte ihrer Nutzer sind sie 2011 tagtägliche Begleiter. Nach den 30- bis 39-Jährigen streben nun vermehrt auch die 40- bis 49-Jährigen in private Communitys. Bei 14- bis 19-Jährigen liegt die Nutzung von Communitys auf leicht höherem Niveau als die „klassische" Kommunikation über E-Mail."

Klumpe, Bettina: 15 Jahre Onlineforschung bei ARD und ZDF: ARD/ZDF-Onlinestudie 2011. – S. 370-376

„Der Beitrag von Bettina Klumpe beschreibt, wie sich Anlage und Design der ARD/ZDF-Onlinestudie im Laufe der vergangenen 15 Jahre mit dem Internet selbst weiterentwickelt haben. Das Fragenprogramm wurde jährlich überprüft, um die immer differenzierteren Online-Anwendungsmöglichkeiten zu berücksichtigen. Zu nennen sind hier beispielsweise Suchmaschinen, E-Commerce, Web 2.0 und Social Media, die mobile Internetnutzung, die Nutzung von Audios und Videos im Netz und deren Auswirkungen auf die Nutzung der klassischen Medien(-angebote)."

Media Psychology
Jg 14 (2011) Nr 2

Kim, Jinhee; Oliver, Mary Beth: What Combination of Message Characteristics Determines Hedonic and Counter-Hedonic Preferences? An Examination of the Interplay Between Valence and Semantic Affinity. – S. 121-143

Appel, Markus: A Story About a Stupid Person Can Make You Act Stupid (or Smart): Behavioral Assimilation (and Contrast) as Narrative Impact. – S. 144-167

Riddle, Karyn et al: Beyond Cultivation: Exploring the Effects of Frequency, Recency, and Vivid Autobiographical Memories for Violent Media. – S. 168-191

„Using Shrum's (1996) heuristic processing model as an explanatory mechanism, we propose that people who hold vivid autobiographical memories for a specific past experience with media violence will overstate the prevalence of real-world crime versus individuals without vivid memories. We also explore the effects of frequency and recency on social reality beliefs. A survey was administered to 207 undergraduate students who were asked to recall one violent television program or movie seen in the past. Participants were asked to write essays describing the violence, which were coded for vividness. Results support not only cultivation theory, but also the effects of memory vividness: participants with more vivid memories of blood and gore gave higher prevalence estimates of real-world crime and violence than participants with less vivid memories. Findings also suggest that females had more vivid memories for prior media violence than males. Implications for cultivation, the heuristic processing model, and vividness research are discussed."

Reinecke, Leonard; Klatt, Jennifer; Krämer, Nicole C.: Entertaining Media Use and the Satisfaction of Recovery Needs: Recovery Outcomes Associated With the Use of Interactive and Noninteractive Entertaining Media. – S. 192-215

„Recent research has linked the enjoyment of entertaining media to the satisfaction of intrinsic human needs [...]. The present investigation addressed the satisfaction of recovery needs through the use of interactive and noninteractive entertaining media stimuli and the resulting recovery outcomes. In an experiment (N = 160), participants were first exposed to a working task to elicit the need for recovery and then randomly assigned to one of four experimental conditions: 1) a video game, 2) a video recording of a game, 3) an animated video clip, or 4) the control condition. The results demonstrate that interactive and noninteractive media stimuli elicit different patterns of recovery experience. Furthermore, recovery experience was significantly related to enjoyment as well as subjective (energetic arousal) and objective (cognitive performance) recovery outcomes. Enjoyment mediated the relationship between recovery experience and energetic arousal. The results demonstrate that the effects of need satisfaction associated with the use of entertaining media go beyond enjoyment and may affect recovery and psychological well-being. The findings are discussed in terms of their implications for research on the recovery effects of entertaining media and for current needs-based approaches to media enjoyment."

Lauricella, Alexis R.; Gola, Alice Ann Howard; Calvert, Sandra L.: Toddlers' Learning From Socially Meaningful Video Characters. – S. 216-232

medien + erziehung
Jg 55 (2011) Nr 3

Jugendarbeit ohne social media?: zur Mediatisierung pädagogischer Arbeit. – S. 8-13

„„Sie sind eingeladen, der Gruppe 'Abstimmung merz 3/2011' beizutreten". Eine facebook-Gruppe der Fachredaktion war nicht die einzige Neuheit der merz 3/2011. Abstimmung per Community, Meinungsaustausch in Online-Gruppen, Autorenkontakt per Twitter, Texterstellung via Etherpad: Social Media sind das zentrale Element dieses Heftes. Formal wie inhaltlich. Denn was manchen Pädagoginnen und Pädagogen noch revolutionär vorkommt, ist für viele Jugendliche bereits Alltag – die Erweiterung und Bereicherung ihres Alltagslebens durch Angebote des „social web". Wer deshalb mit und für Jugendliche arbeiten möchte, muss genau dies nicht nur in den Blick, sondern auch in seinen Aktionsrahmen nehmen. Wie können sich (Medien-) Pädagoginnen und Pädagogen authentisch und jugendnah in social networks bewegen? Wie sehen Ansätze der Jugendarbeit aus, die sich neue Medien zu eigen machen, auf Augenhöhe der Jugendlichen sind

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

und doch pädagogisch glaubwürdig bleiben? Welche Projekte und Erfahrungen gibt es in diesen Bereich schon? Wo entstehen neue Herausforderungen? Welche Entwicklungen sind kritisch zu betrachten? merz 3/2011 nimmt sich genau dieses Thema vor, vor dem sich manche pädagogisch Tätige noch immer scheuen. Unter dem Titel Jugendarbeit und social networks versammelt das Heft theoretische Ansätze und Überlegungen zu Medienentwicklungen und pädagogisch adäquater Arbeit, aber auch viele praktische Beispiele und Anstöße."

Kappes, Christoph: Eigenheiten der Internet-Kommunikation: Beobachtungen. – S. 14-18

Ketter, Verena: Virale Sozialraumaneignung: Ansatz einer sozialraum- und lebensweltbezogenen Jugendmedienbildung. – S. 19-24

Rau, Katharina: LEONAU.TV – Erfahrungen mit einem Web-TV von Jugendlichen für st.LEOnhard & schweiNAU. – S. 25-27

Hammann, Nadine: ludWIKIshafen – GERpedia – speyerpedia. – S. 27-29

Pritzens, Tilmann: Webwork als nützliche Ergänzung zur mobilen Jugendarbeit/Streetwork. – S. 29-32

Zumbrägel, Lambert: Online Jugendarbeit – wie ein Konzept offener Jugendarbeit digital wird. – S. 33-35

Schwab, Hans et al: Jugendarbeit im Zeitalter der Digitalen Revolution. – S. 35-39

Rosenbaum, Dennis et al: draufhaben, draufhalten, draufklicken. – S. 39-41

Jg 55 (2011) Nr 4

Hepp, Andreas; Bozdag, Cigdem; Suna, Laura: Mediale Migranten und die kommunikative Vernetzung der Diaspora. – S. 8-16

„merz 4/2011 beschäftigt sich mit [dem] aktuellen und im Alltag relevanten Themenkomplex Migration und Medien: Vernetzung und Partizipation. Die Autorinnen und Autoren betrachten in ihren Texten das Mediennutzungsverhalten von Migrantinnen und Migranten aus ganz unterschiedlichen Ländern, zu ganz unterschiedlichen Zeitpunkten und mit ganz unterschiedlichen Hintergründen. Kommunikative Vernetzung, Teilhabe durch Mediennutzung, die verbindende oder trennende Rolle von Musik et cetera werden betrachtet und erläutert. Praktische Schlaglichter auf das Thema werden zudem durch eine Projektvorstellung und ein Interview mit dem Geschäftsführer des türkischsprachigen Berliner Radyo Metropol FM geworfen.

Nguyen, Thanh Tam: Brücke, Thema, Selbstdarstellung: Die Bedeutung von Musik für Jugendliche mit vietnamesischem Migrationshintergrund in Deutschland. – S. 17-23

Eggert, Susanne: Partizipation mittels Medien?!. – S. 24-30

Hinkelbein, Oliver: „Der Weg ist das Ziel!": Integration durch Partizipation – ein Projekt. – S. 31-38

Yikici, Tamer Ergün: „Den Türken fehlen die kleinen Informationen": Interview. – S. 39-45

Medien & Zeit
Jg 26 (2011) Nr 2

Huttner, Ulrich: Vorläufer des Journalismus in der Antike. – S. 4-13

Brandt, Rüdiger; Bünting, Karl-Dieter: Journalisten im deutschen Mittelalter?. – S. 14-25

Adrians, Frauke: Journalismus und Journalisten im frühen 17. Jahrhundert. – S. 26-34

Pöttker, Horst: Bewusstsein von der Aufgabe Öffentlichkeit: der Journalistenberuf entsteht um 1700 in England. – S. 35-48

Birkner, Thomas: Journalismus – eine Profession, die keine ist. – S. 49-58

Kiesewetter, Christina: Wann endet der Journalismus? – S. 59-74

Medien Journal
Jg 35 (2011) Nr 1

Michelsen, Gerd; Godemann, Jasmin: Nachhaltigkeit kommunizieren: eine konzeptionelle Rahmung. – S. 4-15

Jarolimek, Stefan; Raupp, Juliana: Verantwortung und Nachhaltigkeit in Theorie und Empirie: eine Synopse des Forschungsstand und Anschlussmöglichkeiten für die Kommunikationswissenschaft. – S. 16-29

Hoffjann, Olaf: Umsatzgetriebener Greenwashing-Experte statt unabhängigen CSR-Berater: die Rolle von PR-Agenturen bei CSR-bezogener PR-Beratung. – S. 30-42

Reinermann, Julia-Lena; Lubjuhn, Sarah: „Let Me Sustain You": die Entertainment-Education Strategie als Werkzeug der Nachhaltigkeitskommunikation. – S. 43-56

Diehlmann, Nicole Anna: Nachhaltige Entwicklung als Thema in Nachrichten des Fernsehens. – S. 57-67

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

Medien Wirtschaft
Jg 8 (2011) Nr 2

Frieling, Jens: Virtuelle Güter: Grundlagen, Eigenschaften und Monetarisierung. – S. 14-21

Wellbrock, Christian M.: Die journalistische Qualität deutscher Tageszeitungen. – S. 22-31

Diao, Hongzhen et al: Druckproduktion in China für deutsche Verlage und Werbeagenturen. – S. 32-37

Multimedia und Recht
Jg 14 (2011) Nr 6

Wiesemann, Hans Peter: Rahmenbedingungen für „intelligente" Stromzähler und Netze: smart meter und smart grids. – S. 355-358

Lindloff, Dirk; Fromm, Ingo E.: Ist gekennzeichnete redaktionelle Werbung auf Webseiten strafbar? strafrechtliche Relevanz des Verschleierns von Werbehandlungen. – S. 359-362

Maaßen, Stefan; Schreiber, Kristina: Vergaberechtliche Fragen der Einrichtung von GeoTLDs: Notwendigkeit eines transparenten Auswahlverfahrens. – S. 363-367

Dieselhorst, Jochen; Grages, Jan-Michael: Der Onlineshop-Betreiber als Handelsvertreter?: Anwendung der §§ 84ff HGB auf Shopbetreiber im Internet. – S. 368-372

Wybitul, Tim: Neue Anforderungen an betriebliche Datenschutzbeauftragte: Vorgaben der Datenschutzaufsichtsbehörden. – S. 372-376

Jg 14 (2011) Nr 7

Skouris, Vassilios: Medienrechtliche Fragen in der Rechtsprechung des EuGH: grundrechtliche Aspekte des Medienrechts und Charta der Grundrechte der EU. – S. 423-426

Tinnefeld, Marie-Theres; Petri, Thoma; Brink, Stefan: Aktuelle Fragen zur Reform des Beschäftigtendatenschutzes: ein Update. – S. 427-432

Krüger, Stefan; Maucher, Svenja-Ariane: Ist die IP-Adresse wirklich ein personenbezogenes Datum? ein falscher Trend mit großen Auswirkungen auf die Praxis. – S. 433-439

Schumann, Antje: Ist die Ausfuhr von Computerspielen mit NS-Symbolen strafbar? Bemerkungen zu § 86a Abs. 1 Nr 2 StGB. – S. 440-442

Koenig, Christian; Visbeck, Eveline: Verursachungsgerechte Kostenverteilung der keineswegs neutralen „Google-Effekte": keine regulatorische Kostenexternalisierung durch falsch verstandene Netzneutralität. – S. 443-446

Jg 14 (2011) Nr 8

Freund, Bernhard; Schnabel, Christoph: Bedeutet IPv6 das Ende der Anonymität im Internet? Technische Grundlagen und rechtliche Beurteilung des neuen Internet-Protokolls. – S. 495-500

Hoeren, Thomas; Herring, Eva Maria: WikiLeaks und das Erstveröffentlichungsrecht des Urhebers: Informationsfreiheit als externe Schranke des Urheberrechts?. – S. 500-504

Gräbig, Johannes: Aktuelle Entwicklungen bei Haftung für mittelbare Rechtsverletzungen: vom Störer zum Täter – ein einheitliches Haftungskonzept?. – S. 504-509

Ditscheid, Alexander; Ufer, Frederic: TKG-Novelle 2011 in der Warteschleife: Auswirkungen des TK-Kundenschutzes auf Verbraucher und Unternehmen. – S. 509-516

Zimmermann, Johannes: Bei Anruf Zahlung?: Das Pay by Call-Verfahren zwischen Rechtsscheinhaftung und Minderjährigenschutz. – S. 516-519

Multimedia und Recht, Beilage
(2011) Nr 7

Hoeren, Thomas; Neubauer, Arne: Entwicklung des Internet- und Multimediarechts im Jahr 2010. – S. 2-48

new media & society
Jg 13 (2011) Nr 3

Special issue: Mobile Communication in the Global South. – S. 363-501

Im Themenheft der Gastherausgeber Rich Ling und Heather A. Horst werden Artikel zum Schwerpunkt „Mobile Communication in the Global South" veröffentlicht."

Jg 13 (2011) Nr 4

Jensen, Klaus Bruhn; Helles, Rasmus: The Internet as a Cultural Forum: Implications for Research. – S. 517-533

Eynon, Rebecca; Helsper, Ellen: Adults Learning Online: Digital Choice and/or Digital Exclusion? – S. 534-551

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

„Using a nationally representative British survey, this article explores the extent to which adults are using the internet for learning activities because they choose to (digital choice) or because of (involuntary) digital exclusion. Key findings suggest that reasons for (dis)engagement with the internet or the uptake of different kinds of online learning opportunities are somewhat varied for different groups, but that both digital choice and exclusion play a role. Thus, it is important for policy initiatives to better understand these groups and treat them differently. Furthermore, the more informal the learning activity, the more factors that play a significant role in explaining uptake. Policies designed to support individuals' everyday interests, as opposed to more formal kinds of learning, are likely to be more effective in increasing people's productive engagement with online learning opportunities."

Tripp, Lisa M.: „The Computer Is Not For You to Be Looking Around, It Is For Schoolwork": Challenges for Digital Inclusion as Latino Immigrant Families Negotiate Children's Access to the Internet. – S. 552-567

Peng, Tai-Quan; Zhu, Jonathan J. H.: A Game of Win-Win or Win-Lose? Revisiting the Internet's Influence on Sociability and Use of Traditional Media. – S. 568-586

Bond, Emma: The Mobile Phone = Bike Shed? Children, Sex and Mobile Phones. – S. 587-604

„This article explores children's use of mobile phones in relation to their intimate, sexual relationships and in their development of gendered sexual identities in their everyday lives. Implications of risk and mobile phones are reflected in current media discourse and contemporary public discussions. While the concept of risk remains at the centre of current sociological debate, children have only recently been seen as active social actors within social science. Based on the accounts of 30 young people aged between 11 and 17, the article adopts a social constructivist perspective to explore the relationship between young people's talk of sexuality and sexual acts in their discussions of mobile phone use, within the wider theoretical debates about risk and self-identity."

Im, Yung-Ho et al: The Emerging Mediascape, Same Old Theories? A Case Study of Online News Diffusion in Korea. – S. 605-625

Towner, Terri L.; Dulio, David A.: An Experiment of Campaign Effects During the YouTube Election. – S. 626-644

„The 2008 US presidential election was called the 'YouTube Election'. However, scholars know little about how the internet influences attitudes toward politics. To address this, we conduct an experiment to test the effects of exposure to the YouTube channel, 'YouChoose'08', on young adults during the 2008 US presidential election. We find that those exposed to YouChoose'08 exhibit more cynicism toward the US government, yet also had a heightened sense that they influence the political system. Exposure to YouChoose'08 had no influence on attitudes toward candidates or internet sources.

Bjarnason, Thoroddur; Gudmundsson, Birgir; Olafson, Kjartan: Towards a Digital Adolescent Society? The Social Structure of the Icelandic Adolescent Blogosphere. – S. 645-662

Wang, Xiao; McClung, Steven R.: Toward a Detailed Understanding of Illegal Digital Downloading Intentions: An Extended Theory of Planned Behavior Approach. – S. 663-677

„Because theory-based research can provide a better understanding of the psychological motivations and reasons why college students intend to engage in illegal digital downloading, this project is conducted from the perspectives of the theory of planned behavior, attitude functional theory and the social norms approach. Based on a survey of 552 college students, results revealed that students who believed that illegal downloading would help save money and was convenient and those who did not want to be termed as being afraid of risk were more likely to download illegally, whereas those who had illegality concerns and high moral standards were less likely to download illegally. In addition, perceived social approval for downloading, but not the perceived frequency of others' downloading behaviors, predicted intentions to download. This study argues that the integration of the three theoretical frameworks provides more meaningful, yet parsimonious guidance for designing antipiracy campaigns."

Jg 13 (2011) Nr 5

Kropczynski, Jessica; Nah, Seungahn: Virtually Networked Housing Movement: Hyperlink Network Structure of Housing Social Movement Organizations. – S. 689-703

Pentzold, Christian: Imagining the Wikipedia Community: What Do Wikipedia Authors Mean When They Write About Their „Community"? – S. 704-721

Chew, Matthew M.: Virtual Property in China: The Emergence of Gamer Rights Awareness and the Reaction of Game Corporations. – S. 722-738

„This study focuses on the social formation of game virtual property through analyzing two of its major stakeholders in China: online gamers and game corporations. Based on analysis of the opinions, stakes, and demands of the Chinese gamers, I argue that they are developing an incipient „gamer rights" awareness composed of gamers' entitlements to virtual property ownership as well as to virtual property rights protection by the state and game publishers. Based on analysis of the stakes and strategic actions of Chinese game publishers, I show that these corporations promulgate a self-serving version of gamer rights protection campaigns and pass the social responsibility of virtual property governance to the state. This study's findings

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

provide empirical evidence to support theoretical and legal recognition of virtual property, government involvement in virtual-world governance, and the „right to play" critique."

Goldberg, Greg: Rethinking the Public/Virtual Sphere: The Problem With Participation. – S. 739-754

„Responding to the long-standing interest of new media scholars in online participation as a mechanism for political and cultural democracy and empowerment, this article elaborates a critique of online participation. It examines the ways in which online participation has been economized at a fundamental level – the level at which data is transmitted – and argues that this economization draws into question the viability of a public/virtual sphere paradigm. In the process, it implicates public/virtual sphere scholarship in the production of a mode of power – vital or productive power – which has been under-examined in new media scholarship."

Nielsen, Rasmus Kleis: Mundane Internet Tools, Mobilizing Practices, and the Coproduction of Citizenship in Political Campaigns. – S. 755-771

Metzgar, Emily T.; Kurpius, David D.; Rowley, Karen M.: Defining Hyperlocal Media: Proposing a Framework for Discussion. – S. 772-787

Zappavigna, Michele: Ambient Affiliation: A Linguistic Perspective on Twitter. – S. 788-806

Sutko, Daniel M.: Location-Aware Mobile Media and Urban Sociability. – S. 807-823

„Location-aware mobile media allow users to see their locations on a map on their mobile phone screens. These applications either disclose the physical positions of known friends, or represent the locations of groups of unknown people. We call these interfaces eponymous and anonymous, respectively. This article presents our classification of eponymous and anonymous location-aware interfaces by investigating how these applications may require us to rethink our understanding of urban sociability, particularly how we coordinate and communicate in public spaces. We argue that common assumptions made about location-aware mobile media, namely their ability to increase one's spatial awareness and to encourage one to meet more people in public spaces, might be fallacious due to pre-existing practices of sociability in the city. We explore these issues in the light of three bodies of theory: Goffman's presentation of self in everyday life, Simmel's ideas on sociability, and Lehtonen and Mäenpää's concept of street sociability."

Hargittai, Eszter; Litt, Eden: The Tweet Smell of Celebrity Success: Explaining Variation in Twitter Adoption Among a Diverse Group of Young Adults. – S. 824-842

„What motivates young adults to start using the popular microblogging site Twitter? Can we identify any systematic patterns of adoption or is use of the service randomly distributed among internet users of this demographic? Drawing on unique longitudinal data surveying 505 diverse young American adults about their internet uses at two points in time (2009, 2010), this article looks at what explains the uptake of Twitter during the year when the site saw considerable increase in use. We find that African Americans are more likely to use the service as are those with higher internet skills. Results also suggest that interest in celebrity and entertainment news is a significant predictor of Twitter use mediating the effect of race among a diverse group of young adults. In contrast, interest in local and national news, international news, and politics shows no relationship to Twitter adoption in this population segment."

Political Communication
Jg 28 (2011) Nr 2

Boulianne, Shelley: Stimulating or Reinforcing Political Interest: Using Panel Data to Examine Reciprocal Effects Between News Media and Political Interest. – S. 147-162

Feldman, Lauren: The Opinion Factor: The Effects of Opinionated News on Information Processing and Attitude Change. – S. 163-181

Bos, Linda; Brug, Wouter van der; Vreese, Claes de: How the Media Shape Perceptions of Right-Wing Populist Leaders. – S. 182-206

„It is often argued that right-wing populist party leaders are dependent on the media for their public image, which in turn is key for their electoral success. This study tests this assumption by comparing the effects of the media coverage of 2 Dutch right-wing populist leaders with the effects of the coverage of leaders of established parties, in a real-life setting, by tracking campaign developments in the Dutch 2006 national election campaign. We combine panel survey data (n = 401) with repeated measurements of the party leaders' public images with a systematic content analysis of 17 media outlets (with a total of 1,001 stories), on the basis of the media consumption of individual respondents. Our results show significant effects of the content of media coverage on the public image of political leaders. However, only in 1 case (out of 10) is there a significant difference between right-wing populist party leaders and leaders of other parties in the strength of media effects. It thus seems that leaders of right-wing populist parties are just as dependent upon the media as leaders of other parties. The findings are discussed in the light of extant research on right-wing populist parties and media populism."

Aaroe, Lene: Investigating Frame Strength: The Case of Episodic and Thematic Frames. – S. 207-226

Gibson, Rachel K.; McAllister, Ian: Do Online Election Campaigns Win Votes? The 2007 Australian „YouTube" Election. – S. 227-244

„Studies of Web use during elections have focused mainly on the content of Web sites and on the major

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

factors driving parties' and candidates' adoption of the technology. Evaluations of the electoral impact of Web campaigns have been more limited. This article examines the nature and extent of Web use by voters and parties in the 2007 Australian federal election, focusing particularly on the consequences of Web 2.0 campaigning for candidate vote share. The findings show differing levels of commitment to older and newer e-campaigning technology across parties and their supporters and significant electoral advantages are associated with minor parties candidates using Web 2.0 campaign tools. The results confirm existing studies' findings about the impact of Web campaigns on contemporary elections, but that these effects are moderated by the type of Web tools used and party using them."

Public Opinion Quarterly
Jg 75 (2011) Nr 2

Levendusky, Matthew S.; Pope, Jeremy C.: Red States vs. Blue States: Going Beyond the Mean. – S. 227-248

Millar, Morgan M.; Dillman, Don A.: Improving Response to Web and Mixed-Mode Surveys. – S. 249-269

Brooks, Deborah Jordan; Valentino, Benjamin A.: A War of One's Own: Understanding the Gender Gap in Support for War. – S. 270-286

„The gender gap in support for war represents the largest and most consistent policy gender gap in public opinion polling. We know little about the causes of this gap, however, because scholars have not effectively isolated how or why the gender gap changes in response to the characteristics of different wars. We conducted two controlled experiments on demographically representative samples of U.S. adults to see if systematically varying the stakes of war (economic/strategic vs. humanitarian) or multilateral support for the action (U.N. approval vs. U.N. rejection) affects the size of the gender gap. We propose an interactive theoretical perspective that explicitly links these characteristics with key individual-level characteristics that might be driving the gender gap. Our findings indicate that the gender gap is strongly dependent on the specific context of the war. In fact, we find that the gender gap reverses when the war has U.N. approval or if the stakes of the war are humanitarian."

Dilliplane, Susanna: All the News You Want to Hear: The Impact of Partisan News Exposure on Political Participation. – S. 287-316

„In a news media environment characterized by abundant choice, it is becoming increasingly easy for Americans to choose news sources slanted toward their own political views rather than sources providing more diverse perspectives. This development poses a challenge to ideals of deliberative democracy if people who consume politically likeminded news disproportionately populate the electoral process, while those presumably reaping the benefits of exposure to more diverse views in the news (e.g., more informed, tolerant attitudes) withdraw from politics. Using panel data collected during the 2008 presidential campaign, this study investigates the proposition that exposure to news slanted toward one's own partisan views increases political participation, while exposure to news with the opposite partisan slant depresses participation. The results suggest that, while exposure to partisan news does not alter the strongly habitual decision to turn out, the hypothesized energizing and enervating effects of exposure do appear for other behavior during the campaign; the partisan hue of the news sources citizens choose to consume affects both when voters decide and their levels of participation over time."

Valentino, Nicholas A.; Brader, Ted: The Sword's Other Edge: Perceptions of Discrimination and Racial Policy Opinion after Obama. – S. 201-226

„This study explores the impact of a momentous political event, the election of the nation's first black president, Barack Obama, in 2008, on perceptions of racism and opinions about racial policy. A representative panel study of Americans interviewed immediately before and after the election reveals a roughly 10 percent decline in perceptions of racial discrimination. About one quarter of respondents revised their perceptions of discrimination downward. We explore several explanations for this decline. First, motivated-reasoning theory would predict larger declines among those whose priors tell them that racism was a diminished force to begin with. Second, changes could be concentrated among those who have the least contact with out-group members, or who are less knowledgeable about politics, and therefore weight Obama's victory heavily in deciding how much racism exists in America. Third, based on theories of emotion and cognition, anxiety but not anger before the election might trigger substantial updating of beliefs. We found the drop in perceived discrimination to be widespread across groups in the population, with conservatives but not necessarily racially resentful whites exhibiting somewhat larger declines. Residential racial context had no effect on changes in perception, though declines were larger among the least politically knowledgeable. More notably, those citizens anxious but not angry before the election displayed much larger declines in perceived discrimination. Finally, declines in perceived discrimination were associated with increases in negative opinions of blacks and heightened opposition to both affirmative action and immigration."

Montaquila, Jill M. et al: Using a „Match Rate" Model to Predict Areas Where USPS-Based Address Lists May Be Used in Place of Traditional Listing. – S. 317-335

Publizistik
Jg 56 (2011) Nr 3

Koch, Thomas; Ruland, Andrea: Versteckte Effekte: Wirkungen subtiler und exponierter Product Placements. – S. 263-280

„Wirkungen von Product Placements auf Einstellungen der Rezipienten waren bislang selten Gegenstand

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

der Forschung. Die bisherigen Befunde sind zudem partiell widersprüchlich, was man mit dem Einfluss sowohl stimulusseitiger als auch rezipientenseitiger intervenierender Variablen erklärte. Insbesondere die Gestaltung einer Platzierung soll maßgeblich entscheiden, ob diese die intendierte Wirkung entfaltet oder nicht. Dabei ist, neben der Häufigkeit der Einbindung in einen Medienbeitrag, insbesondere die Auffälligkeit (Prominenz) der Product Placements von Bedeutung. Wie sich die Variation der Auffälligkeit einer Platzierung auf die Einstellungen der Rezipienten auswirkt, überprüfen wir in der vorliegenden Studie experimentell (n = 221). Dabei reagiert die Studie auf bereits mehrfach geäußerte Kritik an der methodischen Einseitigkeit bisheriger Untersuchungen zur Wirkung von Product Placements, die zur Messung von Einstellungen fast ausnahmslos Selbstberichte nutzen. Wir erfassen die Einstellungen nicht nur mit einer expliziten Abfrage über ein semantisches Differential, sondern greifen zusätzlich auf den impliziten Assoziationstest zurück. Es zeigt sich, dass die implizite Messung der Einstellungen Effekte aufdeckt, die allein mit einer expliziten Abfrage verborgen geblieben wären. Dabei resultiert die Präsentation eines subtilen Placements in positiveren Einstellungen zur Marke, während die auffällige Platzierung keine signifikanten Effekte verursacht. Dieser Zusammenhang wird von der Programmbewertung moderiert: Bei auffälligen Placements beeinflusst eine positive Programmbewertung die Einstellungen zur gezeigten Marke negativ, bei subtilen Placements hat sie hingegen einen positiven Einfluss."

Taddicken, Monika: Selbstoffenbarung im Social Web: Ergebnisse einer Internet-repräsentativen Analyse des Nutzerverhaltens in Deutschland. – S. 281-304

„Das Social Web basiert auf der aktiven Teilnahme von Nutzern, die Inhalte generieren und dabei auch persönliche Informationen online stellen. Aus Sicht der Nutzer birgt die Verfügbarkeit dieser Daten im Netz Risiken. Ihre Privatsphäre kann erheblich beeinträchtigt werden. Die Diskussion um diese Problematik ist jedoch geprägt von der Annahme, dass die Nutzer eine Vielzahl persönlicher Informationen offenbaren. Es liegen bislang allerdings keine repräsentativen Daten für das Social Web insgesamt vor. Der vorliegende Beitrag stellt erstmals eine Internet-repräsentative Befragung zur Selbstoffenbarung im Netz vor. Die Ergebnisse zeigen, dass das Social Web tatsächlich zur Bereitstellung persönlicher Informationen ermutigt. Weiterhin werden verschiedene Einflussfaktoren für die Selbstoffenbarung der Nutzer untersucht. Dabei bestätigt sich bei der Einstellung zur Privatsphäre sowie beim generellen Schutzverhalten im Internet das „privacy paradox", dessen Existenz sich hier auch auf Verhaltensebene bestätigt („privacy behavior paradox"). Als weitere den Grad der Selbstoffenbarung der Nutzer beeinflussende Faktoren werden Bildung und Interneterfahrung, der Umfang der Social-Web-Nutzung sowie Geschlecht und Alter untersucht. Die Ergebnisse zeigen, dass vor allem junge Nutzer, die sich auf die Nutzung spezieller Social-Web-Angebote konzentrieren, viele persönliche Details offenbaren. Zu Bildung und Erfahrung mit dem Internet konnten geringe Zusammenhänge festgestellt werden."

Kuhlmann, Christoph; Gehrau, Volker: Auf der Flucht vor dem Tod?: Eskapistische Mediennutzung und narkotische Dysfunktion. – S. 305-327

„Eskapismus ist eines der ältesten Konzepte zur Erklärung von Mediennutzung, das theoretisch aber bisher wenig Differenzierung erfahren hat. Anhand der Dimensionen Grund, Mittel und Dauer der Flucht werden drei Formen von Eskapismus unterschieden: Veränderung, Verschiebung und Verdrängung. Weil besonders die Verdrängung unangenehmer Kognitionen Mediennutzung als Mittel der Flucht einerseits und langfristige Eskapismusphasen andererseits nahelegt, erscheint diese Form aus kommunikationswissenschaftlicher Sicht besonders relevant. In Bezug auf die besonders verdrängungsträchtigen Kognitionen zum Themenkomplex "Tod und Sinn des Lebens" werden Hypothesen formuliert und empirisch überprüft. Die Ergebnisse zeigen, dass Fernsehen das bevorzugte Medium ist, um vor unangenehmen Gedanken zu fliehen. Die Vermutung einer narkotischen Dysfunktion im Sinne einer bei steigendem Fernsehkonsum geringeren Beschäftigung mit existenziellen Fragen bestätigt sich jedoch nicht. Offenbar bietet das Fernsehen, was existenzielle Fragen angeht, Ablenkung und Anregung zugleich."

Mükke, Lutz: Wider die Symbiose: Plädoyer für die Professionalisierung der Verhältnisse zwischen Hilfsorganisationen und Journalisten: ein Essay. – S. 327-3340

„Der folgende Diskussionsbeitrag beschäftigt sich mit der Präsentation von Hunger und damit verbundenen Notsituationen in den Massenmedien. Er fokussiert auf Probleme und Strukturen journalistischer Produktionsprozesse und auf die symbiotische Beziehung zwischen Medien und Hilfsindustrie. Im Bereich der Katastrophenhilfe professionalisieren Entwicklungsorganisationen ihre PR-Arbeit zusehends. Die dynamischen und transaktionalen Wechselbeziehungen zwischen Hilfsindustrie und Journalisten spielen eine zunehmend wichtige Rolle in der Katastrophenberichterstattung. Dabei sind Netzwerke zwischen Journalisten und Hilfsorganisationen in Deutschland eng gewebt. Beide greifen für ihre Kommunikation häufig auf Furcht und Mitleid zurück, zwei der stärksten individuellen und gesellschaftspsychologischen Emotionen. Massenmedien erwecken oft den Eindruck, dass „Hunger" unerwartet und abrupt auftritt. Auf diese Weise schaffen Medien und Journalisten sich auch selbst den Nachrichtenwert, den sie für den Absatz ihrer Nachrichten brauchen. Schlechtes Wetter, Klimawandel oder Naturkatastrophen passen in das Konzept von Massenmedien, ihrer Nachrichtenselektionsprozesse sowie ihrer Produktionsstrukturen viel besser als die Tatsache, dass Hunger meist ein politisches Phänomen ist, im Kern ein politischer Skandal, der anspruchsvolle Analyse, hintergründige Recherche und eine hohes Maß an journalistischer Unabhängigkeit und Know-how verlangt."

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

Rundfunk und Geschichte
Jg 37 (2011) Nr 1-2

Kiekel, Stefan: Kurt Esmach und das „Hamburger Hafenkonzert“: über das Selbstverständnis eines Rundfunkpioniers und die Gründe für ein erfolgreiches Format. – S. 3-17

Schneider, Tassilo: Amerikanische Lösungen für deutsche Probleme?: der nicht-kommerzielle Rundfunk in den USA. – S. 18-24

Rauhut, Stefan; Koenen, Erik: Von Zwischenstand zu Zwischenstand: wissenschaftliche Literatur- und Informationsversorgung für die Kommunikationswissenschaft und die Medienwissenschaft. – S. 25-35

Bernard, Birgit: Eine rundfunkhistorische Rarität: „Werkpausen“-Mitschnitt aus dem Jahre 1937 für die Forschung zugänglich. – S. 36-41

Studies in Communication Sciences
Jg 11 (2011) Nr 1

Schulz, Peter; Bangerter, Adrian; Schmid Mast, Marianne: Guest Editors’ Introduction on Adaptivity in Health Communication. – S. 7-14

„The papers in this thematic section constitute a representative sample of theoretical work on adaptivity in health communication produced in the context of the doctoral school on Communication and Health. [...]This doctoral school has operated from 2008 to 2011 and was funded by the Swiss National Science Foundation in the context of the ProDoc program. Much of the research conducted has related to the topic of adapting health communication, thus we solicited relevant theoretical work from the PhD students. The results of their papers are presented here. The papers are partly issued from presentations given at the program’s final conference, which took place in September of 2011, while others are contributions solicited by several leading researchers in the field of health communication. […]“

Rimal, Rajiv N.: The Attribute-Centered Approach for Understanding Health Behaviors: Initial Ideas and Future Research Directions. – S. 15-34

Diviani, Nicola; Viswanath, Kasisomayajula: Health Disparities and Communication Inequalities: The Case of Switzerland. – S. 35-50

Paus, Elisabeth; Jucks, Regina: Depressive or just in a Bad Mood? Laypersons’ Assumptions about their Knowledge of Medical Vocabulary. – S. 51-70

Frisch, Anne-Linda: Adapting Health Communication to Individuals‘ Health Literacy. – S. 71-84

Keller, Simon: Adaptivity in Risk Communication – Exploring Differences in Risk Perception using the Cultural Cognition Approach. – S. 85-104

Camerini, Luca: Internet, Health, and Adaptivity: Lessons Learned and Future Directions. – S. 105-118

Baedus, Marco: The Web 2.0 and Social Media Technologies for Pervasive Health Communication: Are They Effective. – S. 119-136

Schneider Stingelin, Colette: Adaptivity in Health Campaigns: Planning Process, Theoretical Bases and Evaluation. – S. 136-156

Cousin, Gaetan: A Literature Review on how Patient Trust is Affected by Patient Proximal Percepts and by Physician Behavior. – S. 157-172

Mayor, Eric: Adaptability of Nursing Shift Handovers: Theoretical Insight from Organization Science. – S. 173-194

Unternährer, Lea; Schönhagen, Philomen: Massenmedien im Alltag älterer Menschen in der Schweiz – Explorative Untersuchung einer wachsenden Nutzergruppe. – S. 195-224

Bauer, Lydia; Dahinden, Urs; Aschwanden, Michael: Verpasste Chancen? Altersspezifische digitale Ungleichheiten bei der Nutzung von Mobilkommunikation. – S. 225-260

Mayerhöffer, Eva; Pfetsch, Barbara: Harmonie im Konsens? Konfliktwahrnehmungen von Journalisten und Politikern in der Schweiz und Europa. – S. 261-282

Ruß-Mohl, Stephan: Communication Science for the Media Industry – The European Journalism Observatory as a Service Provider and Educational Project. – S. 283-294

TelevIZIon
Jg 24 (2011) Nr 1

Mikos, Lothar: „Wenn die Tränen fließen...“. – S. 4-47

„Anrührung im Kinderfernsehen“ ist das Thema der Ausgabe 1/2011 von Televizion. Es werden diverse Forschungsperspektiven und Beispiele aus aktuellen Kinderprogrammen vorgestellt.

Zeitschrift für Urheber- und Medienrecht
Jg 55 (2011) Nr 6

Rechtliche Herausforderungen des Hybridfernsehens: Arbeitssitzung des Instituts für Ur-

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -

heber- und Medienrecht am 25. März 2011. – S. 449-467

Das Heft veröffentlicht die Beiträge und die Diskussion der Arbeitssitzung des Instituts für Urheber- und Medienrecht im März 2011 zum Thema „Rechtliche Herausforderungen des Hybridfernsehens". Die Arbeitssitzung wurde Prof. Dr. Günter Herrmann zum 80. Geburtstag gewidmet.

Leistner, Matthias: Von Joseph Beuys, Marcel Duchamp und der dokumentarischen Fotografie von Kunstaktionen: Überlegungen aus Anlass des Urteils des LG Düsseldorf vom 29. September 2010 in Sachen VG Bild-Kunst v. Stiftung Museum Schloss Moyland. – S. 468-487

Jg 55 (2011) Nr 7

Kreile, Johannes; Bräunig, Alexander: Die Umsetzung der Quotenregelung der AVMD-Richtlinie durch § 6 RStV im europäischen Vergleich. – S. 529-537

Durantaye, Katharina de la: Wofür wir Google dankbar sein müssen. – S. 538-542

Hauck, Ronny: Urheberrechtsschutz für Wertermittlungsgutachten?: zur Zulässigkeit der Online-Veröffentlichung von Gutachten in Zwangsversteigerungsverfahren. – S. 542-549

Büchner, Thomas: Schutz von Computerbildern als Lichtbild(werk). – S. 549-552

Jg 55 (2011) Nr 8-9

Gercke, Marco: Die Entwicklung des Internetstrafrechts 2010/2011. – S. 609-623

Diesbach, Martin: Unbekannte Nutzungsarten bei Altfilmen: der BGH gegen den Rest der Welt?; zugleich Anmerkung zu BGH ZUM 2011, 498 – Polizeirevier Davidswache. – S. 623-631

Müller, Stefan: Die Ergebnispflicht des deutschen Gesetzgebers zur Gewährleistung der praktischen Durchsetzung von Ansprüchen nach den §§ 54ff UrhG; zugleich Anmerkung zu EuGH, Urteil vom 16. Juni 2011 – C-462/09, Stichting de Thuiskopie gegen Opus Supplies Deutschland GMBH u.a. (ZUM 201, 644). – S. 631-634

https://doi.org/10.5771/1615-634x-2011-4-606 - am 21.01.2026, 18:26:22. https://www.inlibra.com/de/agb - Open Access -