

English Abstracts

Tanja Carstensen / Gabriele Winker: The Concept of Intersectionality in Internet Research (Intersektionalität in der Internetforschung), pp. 3-23

In the field of Gender Studies, the concept of intersectionality has risen to a new paradigm. Intersectionality includes the attempt to analyse relations and interactions between inequality and power relations. Similarly, sociological Internet researchers investigate questions relating to the (re-)production of social inequality and discrimination; however, the issues they are dealing with differ from those in Gender Studies. This paper begins by providing an overview over the existing research within sociological research on the Internet and on matters of social inequality. We then proceed by introducing the method of intersectional multi-level analysis. Essentially, we suggest a research design that accounts for the realisation of intersectional claims within sociological Internet research and connects some of the unconnected research on inequality and the Internet.

Key words : gender studies, social inequality, intersectionality, multi-level analysis, Internet

Jan Rommerskirchen: Notions of Image and Reputation – A Neopragmatic Approach to Corporate Communication (Image und Reputation – die Unternehmenskommunikation im Neopragmatismus), pp. 24-40

There is an amount of theories on communication, most of which have been coined by communication scholars and psychologists, economists and logistics experts, computer scientists and political scientists. However, there is a divide between language philosophy and sociology within the wide realm of communication research. Robert B. Brandom's theory of 'inferentialism' and his model of 'deontic score-keeping' suggest a way of bridging this gap. The idea of inferentialism offers a new approach to understanding the strategic communication between companies and consumers. Notions relating to a company's image and reputation can be understood as the normative status and normative attitudes of the recipients of communicational acts, and may thus be integrated more effectively into corporate communication.

Key words: communication theories, Robert B. Brandom, inferentialism, deontic score-keeping, corporate communication, image, reputation

Ines Engelmann: News Values and the Specific Selection of News by Media Organizations. A Broadening of the News Value Theory through the Meso-Level of Journalistic Organizations (Nachrichtenfaktoren und die organisationspezifische Nachrichtenselektion. Eine Erweiterung der Nachrichtenwerttheorie um die Meso-Ebene journalistischer Organisationen), pp. 41-63

This paper combines the theory of news values with theories of action and media organizations. On the level of action, the theory of planned behaviour is drawn on, in order to explain journalists' perceptions of news values, reference groups and media orientations (micro level). On the level of organization, the significance of institutionalized, organization-specific news values on the subjective beliefs of journalists is examined (meso-micro link). We propose that these news values can explain journalistic news de-

cisions. The model draws on data gained by a survey among journalists in Germany. The findings demonstrate that the perception of news values affect journalists' news decisions, while journalists' orientation towards other media content can weaken and enforce their perception of the news-factor's strengths, depending on a variety of aspects. The influence of journalistic reference groups emerged as of minor importance. Furthermore, we show that the criteria relevant to journalists' selection of news factors are at least partially organization-specific and institutionalized.

Key words: organization, institution, theory of action, news value theory, meso-micro link, online survey

Helmut Scherer / Teresa K. Naab / Julia Niemann / Brenya Adjei: Does Media Consumption Make You Popular? An Empirical Analysis of Impression Formation about Genre Preferences by Communication (Macht Mediennutzung sympathisch? Eine empirische Untersuchung zur Eindrucksbildung durch Kommunikation über Genrepräferenzen) pp. 64-79

Media consumption often is an expression of taste and can be utilised to form an impression of other people. This paper deals with the significance of media consumption on a person's popularity. In an online experiment, 562 female participants were asked to judge a fictitious student, Anna, based on her online profile which provided varied information on Anna's television genre preferences. It emerged that participants judgement of Anna depended on the genre preferences she seemingly communicated. A preference for soap operas led to a more negative evaluation of Anna than a preference of politics, in particular amongst young, well-educated women. Participants who shared Anna's taste seemed to like her more. We conclude that impression management by communication about media preferences may be risky.

Key words: impression formation, impression management, media effects, social networks

Benedetto Lepori / Carole Probst / Diana Ingenhoff: Profiles, not Rankings. A Method for the Presentation of Output of Institutional Units in Communication Studies (Profile statt Rankings. Eine Methode zur Darstellung von Aktivitäten institutioneller Einheiten der Kommunikationswissenschaft), pp. 80-101

Scholars within a higher education context are increasingly evaluated and have to account for a number of things. In particular in the fields of social sciences and humanities, the instruments commonly employed emerge as insufficient. Often based on bibliometric analyses, they do not consider important characteristics of the fields, for example, local or linguistic orientation, engagement in teaching, or the importance of book publications. In this paper, we present a new instrument which has been developed in order to present research output of Communication Studies units at higher education institutions in Switzerland. The instrument produces profiles that can help to show activities on different aspects relating to the categories of science, research training, teaching and knowledge transfer. These profiles can be used as a basis for internal positioning, but also provide an input for the (self) evaluation of researchers. We discuss the challenges of the proposed instrument and its use illustrating our arguments with the results of our study.

Key words: output profiles, science indicators, evaluation

Thomas Plotkowiak / Katarina Stanoevska-Slabeva / Jana Ebermann / Miriam Meckel / Matthes Fleck: Network Journalism: A Case Study of Twitter and the Iranian Protests 2009 to Explore the Changing Role of Journalists as Intermediaries (Netzwerk-Journalismus. Zur veränderten Vermittlerrolle von Journalisten am Beispiel einer Case Study zu Twitter und den Unruhen in Iran), pp.102-124

Participative Internet technologies are transforming the work routines and societal roles of journalists. Especially in times of crises and during political conflicts, information is scarce and mainly distributed through eyewitnesses and on social media platforms. Thus, social media increasingly serve as important sources for the journalistic work. Among the various platforms, Twitter has recently gained a great deal of attention. The aim of this paper is to provide insights into the potential future role of journalists within the changing social media ecosystem. Drawing on an explorative case study, the online relationships of the American journalist Robert Mackey on Twitter are explored. The setting of this analysis is the riots in Iran after the elections on the 12th of June 2009, when journalists were depending on grass root information from eyewitnesses reporting online through Blogs, YouTube and Twitter. Our analysis is based on methods of social network analysis and the socio-centric method of content analysis. The results show that Twitter is more than another new distribution channel for content; it is also used for the research of valuable sources, the contextual enrichment of recent developments, and it serves as a networking platform to different players within the emerging new media ecosystem.

Key words: Twitter, Robert Mackey, blogs, social network analysis, content analysis, case study, social media, network journalism, role of journalists