

English Abstracts

Patrick Donges: The mass media as institutions and their effects on organisations. Perspectives of the neo-institutional approach in organisational studies on communication theory (Medien als Institutionen und ihre Auswirkungen auf Organisationen – Perspektiven des soziologischen Neo-Institutionalismus für die Kommunikationswissenschaft), pp. 563–578

While the term “institution” and related theoretical approaches have been discussed widely in other social sciences, in Communication Science such debate is lacking – particularly in the German-speaking community. This article argues for a stronger application of the neo-institutional approach in organisational studies to communication theory. Essentially, it focuses on the effects of mass media’s existence on organizations. The mass media are conceived as institutions that are enduring systems of rules that a) create normative expectations, b) include mechanisms for their enforcement, c) constitute actors and d) have an impact on the perception, preferences and structures of existing organisations. Organisations orientate themselves towards these institutionalised rules since they aspire to legitimacy and support. Accordingly, the effect of mass media on organisations unfolds in processes of coercive isomorphism as well as in the form of pressures stemming mainly from professional actors and mimetic processes. This means that the effect of the mass media on organisations is not an autonomous process. Rather, it is dependent on the perception and interpretation of actors and their negotiations within organisations.

Keywords: institutions, institutionalism, organisations, media effects, organisational communication

Christoph Klimmt / Kerrin Bartels / Helmut Scherer: Communication for the Public Broadcasting Licence Fee. The scare tactics of GEZ are less successful than attempts to convince (Kommunikation für die Rundfunkgebühr. Die Furchtappelle der Gebühreneinzugszentrale fruchten weniger als Überzeugungsarbeit), pp. 579–598

The broadcasting licence fee collected by the „Gebühreneinzugszentrale“ (GEZ) is the central source of funding for the public broadcasters in Germany. GEZ frequently uses communication measures that highlight the negative consequences for citizens who do not pay licence fees in time (persuasion strategy of scare tactics). In contrast, this paper argues for the benefits of an alternative strategy that emphasises understanding and conviction as communication goals, which is justified both from a normative and a theoretical perspective. An experiment (N = 313) demonstrates the superiority of such an alternative strategy among young adults, as a scare tactic was less effective in creating positive attitudes towards the licence fee and the GEZ. Complex interactions between persuasion strategy, formal education, and gender emerged; these warrant further investigation.

Keywords: Public Broadcasting Licence Fee, GEZ, funding for public broadcasting, persuasion, advertising, advertising effects, collective goods, experiment, scare tactic

Saskia Böcking: Parental mediation of children's television usage: The test of a German-speaking scale and the first results from German-speaking Switzerland (Elterlicher Umgang mit kindlicher Fernsehnutzung. Test einer deutschsprachigen Skala und erste Befunde für die Deutschschweiz), pp. 599–619

During the past years, parents' influence on and monitoring of children's television usage has been intensely investigated. In international research, three ways of monitoring have been identified as central: active mediation, restrictive mediation, and co-viewing, also known as passive mediation. While in the U.S. and the Netherlands standardised questionnaires exist which can be used to measure these mediation styles, such an instrument is lacking in German-speaking countries. Additionally, in German-speaking Switzerland, data concerning parental mediation is out-of-date, investigations do not take into account the central mediation styles simultaneously, or assess only their existence or non-existence. Against that background, a German-speaking scale for measuring parental mediation styles is tested. Based on existing questionnaires, active and restrictive mediation, as well as co-viewing are also identified as important mediation styles for German-speaking Switzerland. Additionally, children's age proves to be important for parents' practice of these mediation styles.

Keywords: children's television usage, parental TV mediation, television education, active mediation, restrictive mediation, co-viewing, passive mediation

Ragne Kõuts-Klemm: Fragmented Audiences in the Transforming Society of Estonia. Tendencies of Media Use (Fragmentierte Publika in der Transformationsgesellschaft Estlands. Tendenzen der Mediennutzung), pp. 620–636

This article highlights the situation of the Estonian media landscape before and after the country gained its independence, from the content side but particularly from the user perspective. The article shows that after a predominantly uniform media use in Soviet times, when the audience differed simply in its use of either Estonian- or Russian-speaking media content, today, a media landscape has been established in which multifarious user groups exist, due to a greater variety of content and altered economic situations for providers and users. An analysis of representative survey data from the Department of Journalism and Communication at the University of Tartu from 2002 and 2005 showed that usage of mass media in Estonia depends primarily on native language, age, and level of education – although individual media contents show different correlations. There is not only a great digital divide amongst the population, but also, an equally large-scale divide in the usage of traditional media.

Keywords: Estonia, media use, media offerings, social transformation, digital divide

Jörg Hagenah: Potential of the utilisation of Media-Analyses' TV data for secondary analysis from 1972 until today (Möglichkeiten der Nutzung von Media-Analyse-Fernsehdaten für Sekundäranalysen von 1972 bis heute), pp. 637–653

Having focused on possibilities of the utilisation of Media Analyses' radio data in M&K 3/2006, this second part presents a document analysis of the questionnaires and codebooks concerning the TV inquiry. The programme-specific data that was collected up to

either 1996 or 1999, refers to the general filter and to the time filter module, and can be used for longitudinal studies without any difficulty. However, the longitudinal utilisation of the frequency module and the time budget, which, since 1987, has covered the whole day and not only between 17.00 and 20.00, is restricted. Furthermore, general TV data referring to the weekly television use, the media use within leisure time, and the general TV time budget are surveyed.

Keywords: television, secondary analysis, longitudinal study, media use, methods