

English Abstracts

Sebastian Schmidt-Kähler: Patient Information and Patient Counselling on the Internet. The Transfer of Media-Theoretical Thoughts into an Expanding Field, pp. 471–485

The relevance of the Internet for the field of media counselling has increased significantly over the last few years. A transfer of the theoretical debates on new media to the communication tasks of patient counselling emphasizes the future significance of this type of content and shows ideal areas of application. Even though text-based online communication has to do without signals such as tone of voice, smells or body language there are decisive advantages such as the possibility of an anonymous and open approach, of social networking and the control of exchanged information. Thus, especially in the health care system new target groups are becoming accessible and the first contact with health care can be moved to an earlier stage. Interactivity, multi-media offerings, the digital format of data, the pluralism of information and the specific user orientation of the Internet offer even more potential for creating new possibilities for patient information and counselling.

Keywords: patient counselling, online counselling, internet counselling, patient information, media effects, health communication, health websites, health information

Sabine Trepte, Eva Baumann, Nina Hautzinger, Gabriele Siegert: The Quality of Health-Related Websites from User and Expert Perspectives, pp. 486–506

The immense variety of health content and health-related websites on the Internet, the lack of quality standards, and most users being unable to assess the quality of medical information have made quality of health-related websites a major issue. Hence, this paper seeks to define quality dimensions of health-related information on the Internet, examines how these dimensions predict user behaviour, and whether the assessment of information quality between users and experts correlate. In the first study, 101 users in a laboratory setting were asked to surf three German, commercial, health-related websites and look for information regarding predefined medical issues (lower back-pain, diabetes, depression). The most important predictors for an overall positive evaluation of a health-related website and user intent to continue using the website were: the correct illustration of the epidemiology of a medical condition, the comprehensiveness of information, and the ease of navigation. Data from a second study with (N = 7) experts showed high levels of correspondence between users and experts in terms of content quality assessment.

Keywords: health communication, health content, quality assessment, laboratory research, expert interviews, content quality, quality of presentation, technical quality

Constanze Rossmann / Hans-Bernd Brosius: From Ugly Duckling to Beautiful Swan? On the Representation and Effects of Plastic Surgery on TV, pp. 507–532

For several years now, plastic surgery has been of public interest. The number of operations increased significantly and due to an increase in TV reporting about plastic surgery a public debate ensued. Employing the cultivation hypothesis, the multi-method design study at hand analyses how yellow-press formats on TV (especially mag-

azines and reality soaps) deal with plastic surgery (quantitative content analysis) and how this influences the viewer's perception of reality, attitude and readiness to act (interviews, laboratory experiments). The findings show that the media reality of plastic surgery differs significantly from real life, especially regarding breast augmentation. Here, television generally paints a positive picture: beautiful people like you and me becoming even more beautiful. Both, experiment and interviews, illustrate that this has an impact on the perception of plastic surgery. In terms of attitude, a significant link was only found for people who excessively watched the reality soap "Beautyklinik": The more the interviewees watched the show, the more likely they were to think about getting surgery themselves.

Keywords: cultivation, media content, media effects, health communication

Robin Meyer-Lucht: The Limits of the Target Group Strategy, pp. 533–541

This article looks at the economical limits of the target group strategy for markets of exclusively advertising-financed media content from the provider perspective. By means of an exemplary case study, the circumstances under which a provider using a target group strategy achieves a competitive position in relation to the leading provider will be laid out. In order to do so three strategic corner stones of the target group strategy will be elaborated: the required relative program effort, the possible surcharge to the contact price per thousand and the required relative range. These limits to the target group strategy will be discussed for the example of the online news market. The findings underline the high significance of the range even for the target group strategy.

Keywords: Target Group Strategy, contact price per thousand, contact costs per thousand, relative program effort, range, advertising financing, television economics

Stephan Märkt: The Problem of Market Placement for Broadsheet Newspapers and How to Solve It. The Game Theoretical-Economic Approach and its Alternatives, pp. 542–559

Why do numerous newspapers offer lasting high journalistic quality? Do they not have enough leeway for deception, or is it in their own interest to produce high quality? How can this problem be regarded in theoretical terms and how can overcoming this problem be explained? Jürgen Heinrich and Frank Lobigs recently criticized the prominent assumption that high quality cannot be expected without an intrinsic motivation of media actors. In applying game theory, they try to prove that the buildup of reputation can bring higher profits in the long run than deceiving the reader about the actual quality of the paper. Hence, under certain circumstances quality could be created by the market and by self-serving actors. The article looks into this approach and related theses with regard to the creation of quality on the newspaper market, its scope and its limits. An alternative theoretical perspective is proposed, based on the previously described analysis. This alternative harks back to Max Weber and integrates game theory into a more comprehensive approach.

Keywords: games theory, media economics, institutional economics, action theory