English Abstracts

Volker Lilienthal: Investigative Journalism for the Benefit of Public. Shedding light on *Correctiv* as a New Kind of Journalism Organization under Way (Recherchejournalismus für das Gemeinwohl. Correctiv – eine Journalismusorganisation neuen Typs in der Entwicklung), pp. 659-681

The development of journalism in Germany has recently been characterised by crisis symptoms such as decreasing credibility, the erosion of conventional business models, staff reductions, and an increasing precariousness of the profession. However, positive aspects of this development can also be observed, for instance, new forms of journalism as a result of the general turn towards digitalization, an increasing focus on journalistic research and investigation, as well as new cross-media forms of journalistic cooperation. *Correctiv* is an organisation involved in all of these positive phenomena. It is a so-called (journalistic) 'research centre', founded in 2014 in Essen and Berlin. Its aim is to provide non-profit quality journalism for the benefit of the general public. Correctiv's activities are currently possible through the help of foundations. Drawing on data from guided interviews and participant observation in the newsroom, this paper describes the ethos and the workings of *Correctiv*. I focus on describing the relatively new approach of *Correctiv* with its purpose of providing a non-exclusive cooperation with selected media outlets. The aim of *Correctiv* is to gain a significant reach throughout society. In conclusion, I critically discuss recent developments of Correctiv, particularly the project of fact-checking commissioned by Facebook.

Keywords: Journalism, investigative journalism, public benefit, engagement

Marie Luise Kiefer: Journalism as a Service? A Service Theory-Based Assessment (Journalismus als Dienstleistung? Eine dienstleistungstheoretische Einschätzung), pp. 682-703

Social media and the Internet are increasingly challenging to the typecasting of Communication and Journalism Researchers. Any strict separation of communicator and recipient, which is mirrored in disciplinary differentiations, is becoming ever more difficult to maintain in the face of overlapping roles. This raises the question of how such developments can be measured and organized theoretically. I draw on economic service theory approaches in order to answering this question. Economic service theory appears to be a good choice because, firstly, media and journalism are considered services from an economic point of view, and secondly, service theory has developed very different concepts of the economic value-added process compared to, for instance, neoclassical (production) theory. While the latter is based on similarly strict role divisions in the (value adding) producer and the (value destroying) consumer, service theory understands both actors as co-creators of value in the process of service production. The attempt to transfer service theory-based approaches to journalism is carried out on an individual level as well as a meso-level, hence creating opportunities to connect and complement with theories from Communication Studies. However, potential risks for adverse effects on the journalistic quality in digital journalism are also discussed.

Keywords: journalism, communicator, recipient, roles, modes of interaction, value-added, service theory and service process, public value

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Frank Mangold / Jens Vogelgesang / Michael Scharkow: News Consumption in Germany: A User-Centered Repertoire Analysis (Nachrichtennutzung in Deutschland. Eine nutzerzentrierte Repertoireanalyse), pp. 704-723

Despite promising initial findings, we do not yet fully understand the underlying structural principles at work when recipients compose their news repertoires. This paper, therefore, focuses on news repertoire composition in Germany. We discuss methodological approaches to studying cross-media news repertoires. Drawing on data from a latent class analysis of Eurobarometer statistics, we identify four distinct user types that can be distinguished by the structural principles recipients use to forming their news repertoires. That is orientation towards (1) traditional media with particular regional focus; (2) quality media; (3) entertainment media; and (4) online media. Among younger users in Germany, we also found a fifth class, characterised by recipients with a particular affinity towards online media, while at the same time they increasingly abstain from traditional television news. Discussing our results, we consider the implications for research and policy.

Keywords: news consumption, media repertoires, Eurobarometer, latent class analysis

Stephanie Geise / Nicole Podschuweit: Communicating Directly with Voters in an Election Campaign. The Goals, Strategies and Workings from the Perspective of Political Actors (Direkte Wähleransprache im Wahlkampf. Ziele, Strategien und Umsetzung aus Perspektive der politischen Akteure), pp. 724-745

This paper examines three research questions: Firstly, what strategies do political candidates and parties pursue when directly addressing voters during an election campaign? Secondly, which objectives do they wish to achieve? Thirdly, how do they implement their strategies in practice? Object of analysis is the 2014 Thuringian state electoral campaign; in this political context, we focus on two divergent fields of direct campaign communication, namely grass root campaigning as a traditional method, and social media campaigning as a more innovative and mediatized form of direct campaigning. Following recent strands of research on direct campaign communication, we distinguish between four divergent, yet interrelated campaigning foci in the strategies of political actors. These are characterised by 1) an unidirectional information transfer to voters; 2) an interpersonal interaction with voters; 3) voters' mobilization for political participation, and 4) long-term relationship-building with voters. The empirical ground of our study is formed by qualitative, systematising expert interviews with the responsible campaign managers of the five German parties holding seats in the Thuringian state parliament before the 2014 election (i.e., the CDU, SPD, Die Linke, Bündnis 90/Die Grünen and FDP). Our results indicate that during the 2014 Thuringian state electoral campaign, political actors focused on unidirectional information transfer to voters, even in their direct communication online and offline. This might relate to limited financial resources and fear of loss of control and the perceived voter image, which the campaign planning was based on.

Keywords: direct campaign communication; campaigning strategies of political actors, expert interviews, grass root campaigning, social media campaigning

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Rudolf Stöber / Florian Paul Umscheid: Observing the Public. Methods of Historical Public Sphere Research (Öffentlichkeit unter Beobachtung. Zu den Methoden historischer Öffentlichkeitsforschung), pp. 746-765

This paper deals with different methods of public sphere research. We discuss the potentials and limitations of hermeneutics, the historical-critical method, and content analysis. For various reasons (not least for reasons of ideology) both historians as well as communication scholars have largely disregarded the historical sources we used here. We use data from two different projects and compare a half-automatic and a manual content analysis in order to assessing the potential impact of explicit text content on the coding. Hence, we call for a multi-methodological, triangular approach including the historical-critical method. Statistical calibration as well as normalization of data is proposed to control first and second order observations of public moods.

Keywords: public opinion, methods, historical sources, historiography, hermeneutics, 1st and 2nd order observation

Nele Heise: Why Reinvent the Wheel? Thoughts on the Discussion about Research Ethics in Communication Studies following Daniela Schlütz and Wiebke Möhring's Paper in M&K 4/2016 (Warum das Rad neu erfinden? Gedanken zur Diskussion um Forschungsethik in der Kommunikationswissenschaft in Anknüpfung an den Beitrag von Daniela Schlütz und Wiebke Möhring in M&K 4/2016), pp. 766-778

The discussion revolving around ethical issues in media and communication research has gained pace in recent years. Following the piece by Schlütz and Möhring (2016) this article discusses the reasons for this 'ethical turn' and asks to which extent common ethical practices and standards need to be updated in light of new research contexts and methods. We claim that the current debate should not be limited to practical recommendations/guidance and control mechanisms, but also needs to address the structural conditions and normative implications, as well as the societal role and responsibility of media and communication research. The article closes with suggestions and ideas aimed at improving the status of ethical issues in teaching and research.

Keywords: research ethics, online research, digitalization, methods, norms, communication studies

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