# English Abstracts

**Philipp Henn / Gerhard Vowe: Attributes of Security and Uncertainness – How do the Media Portray Issues of Terrorism, Crime, and Catastrophes? (Facetten von Sicherheit und Unsicherheit. Welches Bild von Terrorismus, Kriminalität und Katastrophen zeigen die Medien?), pp. 341-362**

How do the media portray terrorism, crime, and catastrophes? Investigating this aspect of media reality, 12,000 articles and programmes of 13 media outlets (including television, the press, and the Internet) were studied over a period of 18 months. With regard to five different notions of security within the coverage, the results are as follows. (1) Significance: the coverage on terrorism, crime, and catastrophes constitute around 15 to 27 percent of the total media coverage; yet there are differences between the different media genres. Crime as a subject is reported on rather constantly, while key events seem more important to the coverage of terrorism and catastrophes. (2) Reference to issues: the overall coverage of terrorism and crime focuses on security activities, while reports on catastrophes focus on damages – again with differences between the diverse media genres. (3) Reference to time: the majority of the coverage focuses on current events, while past and future events are less important. (4) Reference to location: crime is portrayed as an issue close-to-home; catastrophes are in the distance; and terrorism seems to have come closer – this is a comprehensive find across all media genres under investigation. (5) Reference to actors: politics and politicians (among others) are nearly always depicted as responsible. In general, we demonstrate that a faceted coverage can be found with regards to subjects, media genres, and time. Yet, the patterns found do not allow for global statements about security coverage in the media.

**Keywords:** security, media reality, content analysis, terrorism, crime, catastrophes

**Alexander Haas / Julian Unkel: Notions of Credibility and Selection Procedures of Search Engine Users. On the Influence of Ranking, Reputation, Neutrality and Social Recommendations on Search Engine Usage (Glaubwürdigkeit und Selektion von Suchergebnissen. Der Einfluss von Platzierung, Reputation, Neutralität und sozialen Empfehlungen bei der Nutzung von Suchmaschinen), pp. 363-382**

This study examines the selection behaviour of people using search engines. Most of the time, search engines are the key to researching information online. Previous research has shown that users often follow the given ranking within search results without questioning these, mostly selecting top-ranking results. This leads to the question of whether users attribute a high credibility to top-ranked results, or whether the influence of credibility attributions on selection decisions is insignificant. In an observation study (n = 247), the search results' ranking were systematically varied; as were three credibility cues, i.e. the source's reputation, the search results' neutrality, and the amount of social recommendations. The results confirm a great importance of the ranking. Moreover, they demonstrate which occasions should lead to a greater influence of credibility cues on selection decisions.

**Keywords:** credibility, selection, search engines, online, observation, social recommendations

**Katja Friedrich / Anna Steinleitner: Celebrity Endorsement in the 2013 German Federal Election. On the Effects of Celebrity Endorsement of Certain Political Candidates and Parties (Celebrity Endorsement im Bundestagswahlkampf 2013. Eine experimentelle Untersuchung zum Einfluss von Wahlempfehlungen Prominenter für Politiker und Parteien), pp. 383-398**

This article researches the effectiveness of fictitious political celebrity endorsement in Germany. While public support for political candidates by celebrities is a well-known phenomenon in the USA, and its effectiveness has been researched in numerous studies, it remains unclear to what extent these findings can be applied to the German context. Given the special role of parties in the German electoral system, the article presents empirical findings stemming from a 2x2-factorial experiment (n = 366), which was conducted in the context of the German Federal Elections 2013 and systematically varied the endorsement objects (party vs. candidate). The results indicate that party-centred political celebrity endorsements in Germany elicit no effects at all, whereas candidate-centred celebrity support evokes none to small negative effects, depending on the endorser's popularity.

**Keywords:** political celebrity endorsement, celebrities, elections, election campaigns, electoral system, congruence, politicians, parties

**Judith Kretzschmar / Fernando Ramos Arenas / Denise Sommer / Rüdiger Steinmetz in collaboration with Sophie Franke: Almost Forgotten in our Discipline: Hugo Münsterberg – Author of the First Academic Film Theory, Based on Psychological Experiments (Im Fach fast vergessen: Hugo Münsterberg – Autor der ersten wissenschaftlichen, experimentalpsychologisch fundierten Filmtheorie), pp. 399-418**

Hugo Münsterberg (Danzig 1863 – Cambridge, Massachusetts 1916), philosopher and physician, is rightly considered as one of the founders of experimental psychology. From a film-historical perspective, his work, which reached its zenith with the publication of 'The Photoplay' (1916), marked a turning-point for film theory, from unsystematic approaches to a first scientifically based theory. This contribution distinguished Münsterberg as one of the most important international pioneers in this field. In its first part, this paper presents Münsterberg's personal and scientific biography. It focuses on the film theoretical work and summarises its most relevant aspects. The text argues that Münsterberg's relatively spontaneous writings on film theory (1915/16) consequently evolved from his psycho-technical, application-oriented experimental work which he had pursued for two decades. In conclusion, the circumstances, determining the ups and downs in the reception of Münsterberg's film theory within the last 100 years are illuminated.

**Keywords:** film history, film theory, The Photoplay, cinemas, film aesthetics, film psychology, experimental psychology, application-oriented film research, stereoscopy, color