Zeitschriftenlese

Ory, Stepan: Recherche, redaktionelle Daten und Datenschutz. – S. 109-113

Spindler, Gerald: Kollisionsrecht und internationale Zuständigkeit bei Persönlichkeitsrechtsverletzungen im Internet: die eDate-Entscheidung des EuGH. – S. 114-120

Diederichsen, Angela: Aktuelle Rechtsprechung des BGH zum Persönlichkeitsschutz. – S. 217-223

Jäkel, Florian: Internetformate und Grundgesetz: ist eine Internetfreiheit wirklich nötig?. – S. 224-233

Ory, Stephan: Zur Verknüpfung von Medienrecht und TK-Recht am Beispiel von UKW nach der TKG-Novelle. – S. 234-242

Müller, Ulrike: Wer fährt die Kampagne? Der Fundamentalismusvorwurf gegenüber evangelikalen Christen in säkulären und konfessionellen Printmedien in Deutschland. – S. 111-125

Haug, Julia: Die Kraft in Volkes Kern: zum Demokratiebild der deutschen Presse nach Tschernobyl und Fukushima. – S. 125-139

Hertl, Michael; Pelzer, Jürgen; Trocholepczy, Bernd: Vernetzt und isoliert? Eine Untersuchung zu Kirche und sozialen Netzwerken. – S. 139-150

Bazarova, Natalya N.; Walther, Joseph B.; McLeod, Poppy L.: Minority Influence in Virtual Groups: A Comparison of Four Theories of Minority Influence. – S. 295-317

„This study examined minority influence within virtual groups and how members' geographic dispersion and argument consistency affect group decisions. Competing predictions were derived from several theories that were applicable but untested in the domain of online interaction: a double minority effect, the black sheep effect, congruity theory applied to groups, and the minority leniency contract framework. Online groups were created that had 4 collocated members or 4 geographically distributed members, or 2 collocated and 2 isolated members. Group members were provided biased distributions of information resembling a hidden profile to facilitate majority and minority positions resulting in 24 groups with a minority opinion holder geographically isolated or in proximity with one or more other members. The patterns of minority members' influence on majority members' decisions lent greatest support to the black sheep effect, congruity, and minority leniency approaches, depending on the respective location of the minority opinion holders and the consistency with which they argued their positions.“

Mesch, Gustavo S.: Minority Status and the Use of Computer-Mediated Communication: A Test of the Social Diversification Hypothesis. – S. 317-338

„Group differences in the use of computer-mediated communication (CMC) were investigated, to test the diversification hypothesis that argues that minorities and immigrants will be more likely to use CMC to compensate for their lack of social capital. Data were gathered from a sample of Internet users reflecting the percentage of minorities in the general population (n = 1,264). The results provide support for the hypothesis, indicating that in multicultural societies disadvantaged groups show greater motivation to use CMC to expand business and occupational contacts, whereas members of the majority group are more motivated to use CMC to maintain existing family and friendships ties. Implications of the finding are discussed.“

Martins, Nicole; Harrison, Kristen: Racial and Gender Differences in the Relationship Between Children's Television Use and Self-Esteem: A Longitudinal Panel Study. – S. 338-358

„A longitudinal panel survey of 396 White and Black preadolescent boys and girls was conducted to assess the long-term effects of television consumption on global self-esteem. The results revealed television exposure, after controlling for age, body satisfaction, and baseline self-esteem, was significantly related to children's self-esteem. Specifically, television exposure predicted a decrease in self-esteem for White and Black girls and Black boys, and an increase in self-esteem among White boys. The findings are discussed in terms of cultivation theory and social identity theory.“

Knobloch-Westerwick, Silvia; Hoplamazian, Gregory J.: Gendering the Self: Selective Magazine Reading and Reinforcement of Gender Conformity. – S. 358-385

Kim, Hyo Jung: The Effects of Gender and Gain Versus Loss Frame on Processing Breast Cancer Screening Messages. – S. 385-413

„This current study investigated how the gain versus loss framing effect would be moderated by gender of message recipients in the context of breast cancer screening (BCS) intervention that promotes both men and women to recommend regular BCS to their close women. A 2 (male vs. female) x 2 (gain vs. loss) between-subject experiment was conducted using 128

African American participants (mean age = 45.9). The results showed that men and women processed the BCS messages with a different elaboration depth, and also perceived gain- versus loss-framed messages differently. For instance, compared to gain frame loss frame was more effective for women in increasing their message elaboration and supportive thoughts about BCS. In contrast, gain frame was more effective for men in increasing their memory of the BCS messages than loss frame. The findings provided practical implications for health communication practitioners in how to strategically use gain versus loss framing in accordance with their target population. „

Schemer, Christian: Reinforcing Spirals of Negative Affects and Selective Attention to Advertising in a Political Campaign. – S. 413-434

Communication, Culture & Critique
Jg 5 (2012) Nr 2

Gorp, Baldwin van; Goot, Margot J. van der: Sustainable Foods and Agriculture: Stakeholder's Frames. – S. 127-149

Wolfson, Todd: From the Zapatistas to Indymedia: Dialectics and Orhtodoxy in Contemporary Social Movements. – S. 149-171

Parmett, Helen Morgan: Community/Common: Jean Luc Nancy and Antonio Negri on Collective Potentialities. – S. 171-191

Mellese, Mastewal Adane; Müller, Marion G.: Mapping Text-Visual Frames of Sub-Saharan Africa in the News: A Comparison of Online News Reports From Al Jazeera and British Broadcasting Corporation Websites. – S. 191-230

„This study presents a comparative analysis of 311 online news stories collected for 3 months from Al Jazeera and British Broadcasting Corporation (BBC) African news front pages with respect to both their text-visual valence and the overall portrayal of sub-Saharan Africa. Results showed that text-visual complementarities in news reporting were primarily consonant, though a considerable portion of news reporting was dissonant implying that what is textually presented can differ in tone from what is visually shown. Besides, Al Jazeera and BBC online news sites portrayed sub-Saharan Africa negatively both in textual and visual modalities, suggesting, in line with previous research, that negative events are considered more newsworthy than positive developments in reporting the subcontinent. Furthermore, and contrary to two of our hypotheses, we could not find any indication for a „pro-African bias" by Al Jazeera. On the contrary, negatively toned reporting, both textually and visually, was even more dominant on the Al Jazeera website than on the BBC website. However, overall no significant difference was found between Al Jazeera and BBC in reporting news from sub-Saharan Africa."

Pal, Mahuya; Dutta, Mohan J.: Organizing Resistance on the Internet: The Case of the International Campaign for Justice in Bhopal. – S. 230-251

„This essay examines the transformative potential of the International Campaign for Justice in Bhopal (ICJB), the activist group fighting for justice for the survivors of the Union Carbide disaster in Bhopal, India. A thematic analysis of the ICJB website, based on grounded theory, reveals the discursive constructions of the struggles of ICJB with the corporate power of Dow Chemicals and its resistance in challenging the oppressive structures of State-corporate nexus. The themes establish ICJB as a counter-hegemonic force and as an exemplar of transformative resistance that challenges the established domination of power structures. Its potential for social change gets articulated by the mobilization of offline and online resources in processes of local-global organizing for social change."

Stratton, Greg: Mystery, Ethnicity, and the Ideal Victim: Phillip Walsham's Death. – S. 252-272

Boudana, Sandrine: The Ritual Function of the Press in Alfred Hitchcock's Movies. – S. 273-294

Cox, Nicole B.; Proffit, Jennifer M.: The Housewives' Guide to Better Living: Promotion Consumption on Bravo's „The Real Housewives". – S. 295-313

Communications
Jg 37 (2012) Nr 2

Abeele, Mariek Vanden; Roe, Keith: Blind Faith in the Web?: Internet Use and Empowerment Among Visually and Hearing Impaired Adults; A Qualitative Study of Benefits and Barriers. – S. 129-151

„In this article we explore and contrast the uses and gratifications (sought and obtained) of the internet for blind/visually impaired and deaf/hearing impaired individuals. The uses and gratifications approach integrates the different issues that surround disabled persons' internet use into one rich and coherent framework which allows a better understanding of the relationship between benefits obtained from internet use, underlying needs and the barriers that create gaps between gratifications sought and obtained. Based on 21 in-depth interviews, our study shows that both visually and hearing impaired individuals use the internet mostly for gathering information and for communicating with friends and family; meeting new people online was not a priority need. To a great extent these internet uses are driven by the underlying need for independence and active agency. Although our visually and hearing impaired informants share this need, the two groups differ in the gratifications obtained from the internet due to different barriers that hinder their use."

Adriaansen, Maud L.; Praag, Philip van; Vreese, Claes H., de: A Mixed Report: The Effects of Strategic and Substantive News Content on Political Cynism and Voting. – S. 153-172

„This article examines the effects of strategic and substantive news on political cynicism, turnout intention and voter uncertainty, drawing on two experiments (n = 451, 18-25 year-olds). We found that among less politically knowledgeable citizens, all news mobilizes, but strategic news also induces cynicism. For the more knowledgeable citizens, we found that the combination of strategic and substantive news yields slightly less cynicism and that substantive news makes these citizens reconsider their voting choice. Overall, we only found favourable or neutral effects among the more knowledgeable, while we found both favourable and unfavourable effects among the less knowledgeable. The implications for news effects research are discussed."

Jansson, André; Andersson, Magnus: Mediatization at the Margins: Cosmopolitanism, Network Capital and Spatial Transformation in Rural Sweden. – S. 173-194

Simpson, Seamus: Evolving Global Communications Policy Agendas and „North-South" Relations: The Internet and Telecommunications. – S. 195-214

Computer Law Review
Jg 13 (2012) Nr 3

Kaal, Amina; Klosek, Jacqueline; Waleski, Blaze: U.S. Consumer Privacy Bill of Rights: Principles and Impact; The Obama Administration's Call for the Enactment of Baseline Federal Privacy Legislation and Its Potential Implications on Existing U.S. Privacy Laws. – S. 65-71

„On 23 February 2012, the Obama administration announced a Consumer Privacy Bill of Rights (CPBR) directed at how private-sector entities handle personal data in commercial settings in the digital economy. The CPBR applies to all commercial uses of „personal data", meaning any data that can be linked to a specific individual or device, and adopts seven principles as a guide for future rulemaking and legislation. For now, the CPBR does not include enforceable rules, but it is expected to be implemented through legislation and a multistakeholder rulemaking process that will ultimately produce enforceable codes of conduct that companies may voluntarily adopt. After presenting a brief overview of the current sectoral approach of regulating the protection of personal data in the U.S. (I.), this article discusses the Obama administration's CPBR (II.), and then analyzes its impact on existing privacy rules in the U.S. (III.)."

Towle, Holly K.; Castic, Samuel R.: Mobile Commerce Faces Increased Privacy Scrutiny: How the Diversity of Laws in the United States Affects the App Market. – S. 72-77

Gercke, Marco: Hard And Soft Law Options in Response to Cybercrime: How to Weave a More Effective Net of Global Responses. – S. 78-86

„Cybercrime is a typical transnational crime that – despite legal advancements made in various states – cannot simply be solved on a national level but requires international cooperation. When discussing the need to develop a legal response to the global challenge of Cybercrime the discussion in the past quickly focussed on the question whether there is need for a „Global Convention on Cybercrime" (I.) without first differentiating between the various elements that need to be addressed and without discussing which instruments are available to introduce them. This article provides an overview over key areas that require a legal response (II.), explains the various legal options in introducing suitable regulation (III.) and shows that the international community has a variety of choices."

Computer und Recht
Jg 28 (2012) Nr 5

Hofmann, Phillip: Die Schutzfähigkeit von Computerspielesystemen nach Urheberrecht: „How to Keep your Balance – Playfully". – S. 281-287

Ullmann, Eike: EuGH v. 22.10.2010 – Rs. C-467/08 – Padawan/SGAE – und kein Ende. – S. 288-294

Berger, Ernst Georg: Von Fernsehgeräten und Torwächtern zu regulatorischer Divergenz: Warum hybride TV-Empfangsgeräte nicht regulierungsbedürftig sind. – S. 306-312

Schröder, Philipp; Bühlmann, Lukas: Übernahme der Anbieterkennzeichnung durch den Portalbetreiber: ein Modell für Deutschland?. – S. 318-323

Jg 28 (2012) Nr 6

Reitsam, Michael; Sollinger, Karl: E-Bilanz: Ist Ihr Unternehmen vorbereitet? Rechtsgrundlagen, Anforderungen und Lösungsszenarien. – S. 349-353

Pokutnev, Anna; Schmid, Uwe Frank: Die TKG-Novelle 2012 aus datenschutzrechtlicher Sicht. – S. 360-365

Leier, Barbara: Die Buttonlösung gegen Kostenfallen im Internet: Entstehungsgeschichte und Ausgestaltung des neuen § 312g BGB. – S. 378-384

Jg 28 (2012) Nr 7

Spindler, Gerald: Grenzen des Softwareschutzes: das Urteil des EuGH in Sachen SAS Institute. – S. 417-422

Fischer, Thomas; Müller, Marcus: EVB-IT System 2.0: die wichtigsten Änderungen im Überblick. – S. 422-428

Kremer, Sascha: Datenschutz bei Entwicklung und Nutzung von Apps für Smart Devices. – S. 438-446

„Der Beitrag befasst sich mit den rechtlichen Anforderungen an den Datenschutz bei Entwicklung und Nutzung von Apps für Smart Devices. Nach einem Überblick über die Bedeutung von Smart Devices, Apps sowie den damit einhergehenden datenschutzrechtlichen Anforderungen (I.) wird zunächst das anwendbare Datenschutzrecht betrachtet (II.), bevor die einzelnen Erlaubnistatbestände für den Umgang mit personenbezogenen Daten durch die Anbieter der Apps aufgearbeitet werden (III.). Der Beitrag endet mit einer Zusammenfassung der wesentlichen Ergebnisse und einem Ausblick (IV.)."

Bühlmann, Lukas; Schirmbacher, Martin: Kartellrechtskonforme Regelung von Online-Marketing: Maßnahmen in Vertriebsverträgen nach deutschem, schweizerischen und EU-Kartellrecht. – S. 451-460

„Der Online-Vertrieb wird in den nächsten Jahren weiter zunehmen und den stationären Vertrieb in verschiedenen Branchen als Hauptabsatzmarkt ablösen. Dies birgt auch Herausforderungen für gewachsene Vertriebssysteme. Das Kartellrecht schränkt die Möglichkeiten von Lieferanten ein, Händlern Vorgaben zur Nutzung des Internets bei der Bewerbung und dem Vertrieb von Produkte zu machen. Der Beitrag erinnert zunächst an die kartellrechtlichen Grundlagen (I.) und entwickelt sodann sowohl für Alleinvertriebssysteme (II.) als auch für Selektivvertriebssysteme (III.) konkrete Klauselvorschläge, wie die Verwendung der heute gängigen Online-Werbeformen (Display, Targeting, mobil, Suchmaschinen, Social Media, E-Mail und Affiliate-Systeme) kartellrechtlich in zulässiger Weise geregelt werden kann. Da im deutschen Kartellrecht für vertikale Abreden im Wesentlichen das europäische Kartellrecht gilt und sich auch das Schweizer Kartellrecht stark an der europäischen Regelung orientiert, sind die Ergebnisse auch im (alleinigen) Anwendungsbereich dieser nationalen Vorschriften von Nutzen."

Convergence
Jg 18 (2012) Nr 2

Lindgren, Simon; Linde, Jessica: The Subpolitics of Online Piracy: A Swedish Case Study. – S. 143-164

Brown, William: Datamoshing and the Emergence of Digital Complexity from Digital Chaos. – S. 165-176

Cover, Rob: Performing and Undoing Identity Online: Social Networking, Identity Theories and the Incompatibility of Online Profiles and Friendship Regimes. – S. 177-194

„This article aims to expand the critical frameworks by which online social networking can be contextualised and understood within the broader cultural practices of identity and selfhood. Utilising Judith Butler's theories of performative identity, it is argued that the use of social networking sites are performative acts in and of themselves. Two facets of social networking are examined from theoretical and critical perspectives: (1) the use of social networking profiles (Info pages, taste selections, biographies) as a tool for performing, developing and stabilising identity as a narrative in line with cultural demands for coherence, intelligibility and recognition; (2) identity performances that occur through relationality among online friends through list maintenance and communication (wall posts, tagging, commentary), and how identity is reconfigured within a network morphology. Finally, the article aims to open discussion around the broad cultural practices and implications of online social networking by developing some theoretical approaches to understanding the incompatibilities between these two facets which compete and risk the „undoing" of online identity coherence. Within the framework of the growing use of social networking sites as one area in which our selfhood and subjectivity are performed, this incompatibility and undoing has both risks and benefits for future the cultural production of identity."

Larsson, Anders Olaf: Interactivity on Swedish Newspaper Websites: What Kind, How Much and Why? – S. 195-214

Sjøvaag, Helle; Stavellin, Eirik: Web Media and the Quantitative Content Analysis: Methodological Challenges in Measuring Online News Content. – S. 215-230

„This article presents a method for quantitative content analysis of news online. The research design is based on a triangulation approach, using qualitative and quantitative measures combined with automated computer-assisted analysis. Used to perform a content analysis of the online news output of the Norwegian Broadcasting Corporation [NRK] from 2009, this approach revealed that methodologies designed for measuring broadcasting news content do not suffice in the online news environment. Online research methods need to be redesigned to account for the medium-specific news features on the internet. Computer-assisted coding methods can contribute depth and scale to such an analysis, as it can extract and assemble detailed data on large quantities of articles. Using a combination of automatic coding methods with established content analysis for television news, this article presents a new design for quantitative content analysis of news online."

European Journal of Communication
Jg 27 (2012) Nr 2

Cammaerts, Bart: Protest Logics and the Mediation Opportunity Structure. – S. 117-135

„This article aims to bridge a gap between social movement studies and media and communication studies. A conceptual framework is presented that integrates the political opportunity structure approach and the logics of contentious action with the concept of mediation. The author argues that mediation opportunity structure is a fruitful concept to encompass a wide variety of ways in which media and communication are relevant to protest and social movements. It refers to mainstream media representations of protest and movements, to movements 'becoming the media' and counter-spinning, as well as to media and communication practices that constitute protest and resistance in their own right. The manifold articulations of mediation illustrate that media and communication are not merely relevant to the symbolic and discursive realms in which social movements operate, but that they are also instrumental and material to realizing their immediate goals. Activists are becoming more aware and conscious of the mediation opportunity structure, through their lay-knowledge of how the mainstream media and technologies operate, partially adapting to them or appropriating them. The nature and degree of mediation opportunities for activists and the structural constraints impeding the opportunities varies according to the type of protest logic that is being used."

Nickels, Henri C et al.: Construction „Suspect" Communities and Britishness: Mapping British Press Coverage of Irish and Muslim Communities, 1974-2007. – S. 135-152

Lindgren, Simon: „It Took me about Half an Hour, but I Did It!": Media Circuits and Affinity Spaces Around How-To Videos on YouTube. – S. 152-171

„Combining sentiment analysis and discursive network analysis, this article looks to answer which sentiments characterize YouTube comments discourse, with a specific focus on how-to videos. What are the differences between comments to various types of videos, and which discursive contexts seem to promote positive sentiment and a participatory climate? Furthermore, the aim is to map out a variety of existing user strategies in terms of their degree of participation. What various modes of taking part and/or giving support are made discursively possible, and what degrees of detachment or engagement are expressed through these identified strategies?"

Kostadinova, Petia; Dimitrova, Daniela V: Communication Policy Change: Media Framing of Economic News in Post-Communist Bulgaria. – S. 171-187

International Journal of Digital Television
Jg 3 (2012) Nr 2

Goggin, Gerard: The Eccentric Career of Mobile Television. – S. 119-140

„The broadcast of television to mobile phones was an idea that seized public imagination in the early 2000s. This article looks at the roll-out of this mobile television, which was initially thought to be integral to the achievement of digital television across new platforms. This first phase of mobile television attracted pockets of adherents and also generated important innovations in audio-visual production and cultures of use. However, it fell short of becoming the promised 'fourth screen'. What transpired was a second, 'unofficial', stage of mobile television, formed at the intersection of user cultures of mobile media and Internet technologies. In this sense, I argue that we are seeing a second coming of mobile television – centring on these mobile, portable, interactive forms of audio-visual culture – that has much to tell us about the realities of digital television today."

Given, Jock; Curtis, Rosemary: Online Video in Australia. – S. 141-162

Quico, Célia: Digital TV Switchover in Portugal: What Is It for the Viewer?. – S. 163 179

„The implications and impact of the transition process from the analogue terrestrial TV to digital terrestrial TV on the Portuguese TV viewers will be addressed in this article. We start with an overview of the switchover process in Portugal from 2001 to early 2012, after which we outline the research project ADOPT-DTV from Universidade Lusfona, whose major goal was to understand the most significant factors for the Portuguese population in adopting or rejecting digital TV in the switchover context. Then, we present a selection of the main results of this project, focusing on the free-to-air and pay-TV penetration rates, as well as awareness and knowledge about the digital TV switchover process, intentions to adopt digital TV and, finally, the socio-economic profiles of pay-TV viewers compared with free-to-air TV viewers. With switchover concluded in April 2012, just after this article has been written, we can say that the transition process has so far hardly brought any tangible benefits to Portuguese viewers: no increase of free TV channels, no high-definition channels, less coverage by the digital terrestrial television (DTT) network than by the analogue network, no new interactive services besides the electronic programme guide, and the improvement in picture and sound quality is debatable. In short, all things considered, what is in it for the Portuguese viewer?"

Javnost
Jg 19 (2012) Nr 2

Zhao, Yuezhi: Introduction to „Communication and Class Divide in China". – S. 5-22

„This introduction aims to accomplish two tasks. It first addresses the most important recent development in Chinese political communication by analysing the

domestic and transnational dimensions of a multi-faceted and high-stake communication war over the unfolding political drama centring on the explosive downfall of CCP Politburo member Bo Xilai and the crackdown on his „Chongqing Model" of development. It then uses this analysis as a backdrop to contextualise and introduce some of the main insights of the articles in this special issue on the one hand, and mobilises these insights to shed new light on the communication politics surrounding the Bo saga on the other. Communication, social consciousness, and class conflict over the future directions of China's transformation during the current turbulent period of globalised informational capitalism lies at the centre of this article and the entire special issue."

Huang, Ying-fen: The Case of Dwelling Narrowness: Audience Commodity, the Spectacle, and Class Formation. – S. 23-42

Changchang, Wu: Micro-blog and the Speech Act of China's Middle Class: The 7.23 Train Accident Case. – S. 43-62

„This article explores the impetus, processes, as well as discursive dispositions through which members of the Chinese middle class mounted a challenge against the state-owned railway system and the entire Chinese political structure in the blogosphere in the aftermath of a devastating train accident on July 23, 2011. The analysis underscored the pivotal „organic intellectual" role of journalists, lawyers, and public intellectuals in helping to construct the „class consciousness" and subjectivity of an anxious, ambivalent and insecure networked middle class in China's rapidly polarising social formation. However, not only this „stand out" collective action of the Chinese middle class was the result of many contingencies but also the apparent uniformity of their speech acts concealed deep fissures. Moreover, the naïve liberalism and anti-statist sloganeering that underpins the dominant micro-blog discourse eventually displaced and blocked any possibility for discussing and advancing the concrete processes of reforming China's state-owned system and democratising Chinese politics."

Sun, Wanning: Subalternity with Chinese Characteristics: Rural Migrants, Cultural Activism, and Digital Video Filmmaking. – S. 83-100

Zhao, Yuezhi: Your Show's Been Cut: The Politics of Intellectual Publicity in China's Brave New Media World. – S. 101-118

Xing, Guoxin: Online Activism and Counter-public Spheres: A Case Study of Migrant Labour Resistance. – S. 63-82

„China's state-controlled and commercialised media and Internet ecology has inherent limitations in representing the interests of workers as industrial citizens. Drawing upon Western scholars' theoretical critiques of „the public sphere" and historical literature on workers' struggle for autonomous communication in post-revolutionary China, this paper uses an extended case study to establish a two-pronged analysis that demonstrates the progressively exclusionary and pro-capitalist nature of China's existing public sphere on the one hand and workers' appropriation of available technological means for autonomous communicative practice on the other. It points to the potential constitution of Chinese labour as counter-publics in China's deeply divided class society."

Journal of Children and Media
Jg 6 (2012) Nr 2

D'Arma, Allessandro; Steemers, Jeanette: Localisation Strategies of US-owned Children's Television Networks in Five European Markets. – S. 147-163

„This study examines the children's channel output of the US transnationals in Germany, Britain, France, Italy and the Netherlands, and seeks to identify the specific factors that determine and shape their programming strategies linked to localisation. The analysis is based on a 2-week analysis of the schedules of some of the most popular transnational children's channels (Cartoon Network, Disney Channel, Playhouse Disney, Nickelodeon, Nick Junior) and key public service children's channels, as well as analysis of national TV markets and regulatory frameworks. The paper demonstrates the degree to which US transnationals are likely to adapt their offerings to meet different local circumstances, depending on a variety of connected market, regulatory and cultural factors, and points in particular to the importance of the broader institutional, policy and regulatory context in influencing the programming strategies of transnational players."

Reid-Walsh, Jacqueline: Activity and Agency in Historical „Playable Media": Early English movable books and their child interactors. – S. 164-181

Clarke, Juanne Nancarrow: Representations of Autism in US Magazines for Women in Comparison to the General Audience: 2000-2009 US English Language Publications. – S. 182-197

Cox, Rachael et al.: The Association between Television Viewing and Preschool Child Body Mass Index: A Systematic Review of English Papers Published from 1995 to 2010. – S. 198-220

Draper, Nora R. A.: Is Your Teen at Risk?: Discourses of Adolescent Sexting in United States Television News. – S. 221-236

„'Sexting' is the term commonly used to refer to the transfer of nude or semi-nude pictures or videos between mobile devices. This paper contextualizes the reaction to the practice of sexting among adolescents by exploring legal responses and reviewing the literature on teens and cell phone use. The purpose of the paper is to identify, explore and analyse the key themes emerging from the coverage of teen sexting by television news in the United States. The author explores

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three primary themes that emerge from the broadcast discourse: preference for technologically deterministic explanations; reliance on gender-differentiated scenarios; and, a preference for solutions involving surveillance. This paper further explores whether the discourse around sexting can be understood using media panic theory. Noting the problematic conflation of risk and harm in the discourse, the author concludes by suggesting avenues for future research regarding the creation and transmission of sexual images using digital devices."

Nansen, Björn et al.: Children and Digital Wellbeing in Australia: Online Regulation, Conduct and Competence. – S. 237-254

Bickham, David S.; Slaby, Ronald G.: Effects of a Media Literacy Program in the US on Children's Critical Evaluation of Unhealthy Media Messages about Violence, Smoking, and Food. – S. 255-271

"This study evaluates the effectiveness of the Media Power Youth health-focused media literacy program. Using a susceptibility reduction strategy, this program seeks to develop participants' media-literacy beliefs and skills to enhance their ability to critically evaluate portrayals of violence, substance use, and non-nutritional eating. It was implemented in fifth-grade classes at two elementary schools in the Northeastern United States. A third school served as a nontreatment control group. Evaluation results indicated significant increases in students' understanding that (1) media violence is often glorified, unrealistic, and can make children act more violently, and (2) advertising can make smoking and fast foods look healthy and can affect children's desires and behaviours. Students' ability to apply media-literacy skills to new media portrayals was also enhanced. Findings are discussed in terms of the Habits of Thought and the Health Beliefs Models, and benefits of integrating such programs into existing courses of study are described."

Journal of Communication
Jg 62 (2012) Nr 2

Hamdy, Naila; Gomaa, Ehab H.: Framing the Egyptian Uprising in Arabic Language Newspapers and Social Media. – S. 195-212

Hassid, Jonathan: Safety Valve or Pressure Cooker?: Blogs in Chinese Political Life. – S. 212-231

"Despite censorship, Chinese bloggers routinely uncover corruption, help solve social problems, and even pressure state officials to change policy. The power of online opinion is undisputed in individual cases, but the overall effect of blog discourse on Chinese political life is unclear. Do blogs relieve pressure for political change by allowing troublemakers to vent frustrations in a marginal medium, or are they integrated with the larger system of political communication in China, inspiring political activism and building communities of like-minded activists? Using large-scale content analysis and specific case studies, I argue that blogs serve

as a „safety valve" on issues where the mainstream media set the agenda, and a „pressure cooker" on issues where bloggers get ahead of journalists."

Lim, Merlyna: Clicks, Cabs, and Coffee Houses: Social Media and Oppositional Movements in Egypt. 2004-2011. – S. 231-249

"To deepen our understanding of the relationship between social media and political change during the Egyptian uprising of early 2011, events in Tahrir Square must be situated in a larger context of media use and recent history of online activism. For several years, the most successful social movements in Egypt, including Kefaya, the April 6th Youth, and We are all Khaled Said, were those using social media to expand networks of disaffected Egyptians, broker relations between activists, and globalize the resources and reach of opposition leaders. Social media afforded these opposition leaders the means to shape repertoires of contention, frame the issues, propagate unifying symbols, and transform online activism into offline protests."

Nisbet, Erik C.; Stoycheff, Elizabeth; Pearce, Katy E.: Internet Use and Democratic Demands: a Multinational Multilevel Model of Internet Use and Citizen Attitudes about Democracy. – S. 249-266

"The success of a democracy depends, in part, on public demand for democratic institutions. How does Internet use shape citizens' preferences for regime type? Combining individual public opinion data from Africa and Asia with country-level indices, we test a multilevel model examining the relationship between Internet penetration, individual Internet use, and citizen demand for democracy across 28 countries. We find that Internet use, but not national Internet penetration, is associated with greater citizen commitment to democratic governance. Furthermore, greater democratization and Internet penetration moderates the relationship between Internet use and demand for democracy."

Papacharissi, Zizi; Oliveira, Maria de Fatima: Affective News and Networked Publics: the Rhythms of News Storytelling on Egypt. – S. 266-283

Pearce, Katy E.; Kendzior, Sarah: Networked Authoritarianism and Social Media in Azerbaijan. – S. 283-299

"The diffusion of digital media does not always have democratic consequences. This mixed-methods study examines how the government of Azerbaijan dissuaded Internet users from political activism. We examine how digital media were used for networked authoritarianism, a form of Internet control common in former Soviet states where manipulation over digitally mediated social networks is used more than outright censorship. Through a content analysis of 3 years of Azerbaijani media, a 2-year structural equation model of the relationship between Internet use and attitudes toward protest, and interviews with Azerbaijani online activists, we find that the government has success-

fully dissuaded frequent Internet users from supporting protest and average Internet users from using social media for political purposes."

Valenzuela, Sebastian; Arriagada, Arturo; Scherman, Andres: The Social Media Basis of Youth Protest Behavior: the Case of Chile. – S. 299-315

„Protest activity has become a central means for political change in Chile. We examine the association between social media use and youth protest, as well as mediating and moderating mechanisms of this relationship, using survey data collected in Chile in 2010. We found that Facebook use was associated significantly with protest activity, even after taking into account political grievances, material and psychological resources, values, and news media use. The link between overall Facebook use and protest activity was explained by using the social network for news and socializing rather than when it was used for self-expression. Postmaterialist values and political ideologies were not found to moderate the association between Facebook use and protest."

Youmans, William Lafi; York, Jillian C.: Social Media and the Activist Toolkit: User Agreements, Corporate Interests. – S. 315-330

Bailard, Catie Snow: A Field Experiment on the Internet's Effect in an African Election: Savvier Citizens, Disaffected Voters, or Both?. – S. 330-345

„This study contributes to the research on the Internet's effect on political behavior and organization by examining how the Internet influences the types of evaluations that may motivate individuals to organize politically. This study employs a randomized field experiment to determine whether the Internet influenced individuals' perception of the fairness of the 2010 Tanzanian presidential election. It provides a direct causal test of the Internet's effect on political evaluations, and the findings reveal that the Internet negatively influenced individuals' perception of the fairness of the election and recount. However, the findings also reveal that the impact of the Internet on political life may not always enrich democratic values. In this case, more critical Internet users also became less likely to vote."

Seo, Hyunjin; Thorson, Stuart J.: Networks of Networks: Changing Patterns in Country Bandwidth and Centrality in in Global Information Infrastructure, 2002-2010. – S. 345-359

„Linkages between countries have changed significantly as the global information infrastructure has evolved over the past decade. We argue that communication infrastructure and political processes evolve together, and in this study we attempt to measure key structural changes in bandwidth and the centrality of digital nodes in Middle East and North Africa. Using a combination of bandwidth metrics and centrality indicators, we demonstrate how global information infrastructure evolved between 2002 and 2010, and how several countries in the Middle East rose to promi-

nence as good nodes mediating strong intraregional networks."

Howard, Philip N.; Parks, Malcom R.: Social Media and Political Change: Capacity, Constraint, and Consequence. – S. 359-363

Tufekci, Zeynep; Wilson, Christopher: Social Media and the Decision to Participate in Political Protest. – S. 363-379

„Based on a survey of participants in Egypt's Tahrir Square protests, we demonstrate that social media in general, and Facebook in particular, provided new sources of information the regime could not easily control and were crucial in shaping how citizens made individual decisions about participating in protests, the logistics of protest, and the likelihood of success. We demonstrate that people learned about the protests primarily through interpersonal communication using Facebook, phone contact, or face-to-face conversation. Controlling for other factors, social media use greatly increased the odds that a respondent attended protests on the first day. Half of those surveyed produced and disseminated visuals from the demonstrations, mainly through Facebook."

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Reid, Scott A.: A Self-Categorization Explanation for the Hostile Media Effect. – S. 381-400

DeAndrea, David C. et al.: When Do People Misrepresent Themselves to Others? The Effects of Social Desirability, Ground Truth, and Accountability on Deceptive Self-Presentations. – S. 400-417

Wojcieszak, Magdalena; Price, Vincent: Perceived Versus Actual Disagreement: Which Influences Deliberative Experiences? – S. 418-436

„Little is known about whether deliberative experiences are affected by participants' perceptions of disagreement or by what is expressed during deliberation. Drawing on participants in online deliberations, we find that (a) it is perceived disagreement that is strongly related to experiences such as interest/enjoyment, (b) medium levels of objective disagreement attenuate confusion, and (c) these associations depend on the topic discussed and are subject to some critical thresholds. These results have both theoretical and practical implications. They suggest that (a) perceptions of disagreement, although not clearly indicative of what transpires in deliberation, are consequential, (b) objective disagreement exerts nuanced effects that do not always parallel those of perceived disagreement, and (c) disagreement should be assessed in an issue-specific manner."

Reinecke, Leonard et al.: Characterizing Mood Management as Need Satisfaction: The Effects of Intrinsic Needs on Selective Exposure and Mood Repair. – S. 437-454

„This study attempted to (a) extend traditional mood management theory research by investigating the influence of the intrinsic needs for competence and autonomy on selective exposure to video games and (b) test the influence of satisfying these needs on resultant mood repair. An experiment varied satisfaction of competence and autonomy needs using false feedback. Subjects then selected media that varied in level of user demand. Measures of need satisfaction were taken before and after media selection. Results demonstrated that (a) thwarted intrinsic needs significantly predict the choice of video games with different levels of user demand and (b) the satisfaction of these needs predicts enjoyment. Findings indicate that mood management can result from mood repair through need satisfaction."

Jeong, Se-Hoon; Cho, Hyunyi; Hwang, Yoori: Media Literacy Interventions: A Meta-Analytic Review. – S. 454-472

Kim, Hyun Suk et al.: Narrative Health Communication and Behavior Change: The Influence of Exemplars in the News on Intention to Quit Smoking. – S. 473-492

Zheng, Wang; Tchernev, John M.: The „Myth" of Media Multitasking: Reciprocal Dynamics of Media Multitasking, Personal Needs, and Gratifications. – S. 493-513

Igartua, Juan-José; Barrios, Isabel: Changing Real-World Beliefs with Controversial Movies: Processes and Mechanisms of Narrative Persuasion. – S. 514-532

„Empirical research has found that exposure to specific fictional narratives exerts significant effects on attitudes and beliefs. However, there is little research about the persuasive impact of controversial movies. We present an experimental research study designed to analyse the attitudinal impact of one controversial film (Camino), according to narrative persuasion theoretical models. Because of its critical message toward Opus Dei, this film triggered some controversy in Spain during its release. The results reveal that the experimental exposure to the movie induced negative opinions toward Opus Dei and religion, and weakened the relationship between political self-positioning and the aforementioned beliefs. Furthermore, the attitudinal impact was mediated by identification with the protagonist. These results are convergent with the Extended Elaboration Likelihood Model."

Shulman, Hillary C.; Levine, Timothy R.: Exploring Social Norms as a Group-Level Phenomenon: Do Political Participation Norms Exist and Influence Political Participation on College Campuses?- S. 532-553

Nir, Lilach: Cross-National Differences in Political Discussion: Can Political Systems Narrow Deliberation Gaps? – S. 553-570

„Even though many researchers devoted considerable attention to political discussion and its individual-level antecedents and outcomes, insights are based on single-country studies. Cross-national variations were either never studied or implicitly equated to the U.S. context. This study integrates explanations from communication and comparative politics to test whether political system features (e.g., electoral competitiveness and multiple parties) affect the macrosupply of political information, and thus either amplify or diminish the effects of individual characteristics on discussion. Analyses of cross-national data show system features correlate with greater discussion frequency and moderate the contribution of individual differences to discussion. The potential of systems to narrow gaps in mass public discussion and implications for future research are considered in conclusion."

Journal of Communication Inquiry
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Lee, Hye Jin; Streeter, Thomas: Romancing the Internet: An Interview with Thomas Streeter. – S. 95-111

Calafell, Bernadette Marie: Monstrous Femininity: Constructions of Women of Color in the Academy. – S. 111-131

„This article centers the experiences of women of color in academia by placing my narrative alongside literature about shapeshifters/werewolves and racism and sexism in the academy. I use my narratives as a queer feminist of color in the academy to draw parallels between these experiences to explicate how women of color are constructed as monstrous Others. Through the performative rendering and naming of this parallel or metaphor the author hopes to evocatively implicate and draw readers into action or spaces of resistance."

Handley, Robert L.: What Media Critics Reveal about Journalism: Palestine Media Watch and U.S. News Media. – S. 131-149

Handley, Robert L.: What Media Critics Reveal About Journalism: Palestine Media Watch and U.S. News Media. – S. 131-149

„In September 2000 Palestine Media Watch (PMW), a group of activists who were critical of American journalism's coverage of the Israeli-Palestinian conflict, began to lobby journalists to revise their coverage. They lobbied by appealing to professional journalism's ideal-typical traits and by bombarding news organizations with complaints. This study examines the period between 2000 and 2004 when PMW lobbied newsworkers and does so in order to uncover what journalistic responses to PMW-what criticisms journalists legitimized and what criticisms they rejected-reveal about journalism's professional ideology. The study finds that journalism's ideal-typical traits possess a core-like quality that allows critics to make professionally resonating criticisms but that journalism's fluidity often prevents these criticisms from achieving a „journalistically useful" level in which coverage revisions result. Journalism's ideal-typical traits are so fluid, in fact, that professional journalists will often denigrate their professional tenets in order to defend

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whatever content is produced by those denigrated tenets."

Dunbar-Hester, Christina: Soldering Toward Media Democracy: Technical Practice as Symbolic Value in Radio Activism. – S. 149-170

Journal of Health Communication
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Rentner, Terry L.; Dixon, Lynda Dee; Lengel, Lara: Critiquing Fetal Alcohol Syndrome Health Communication Campaigns Targeted to American Indians. – S. 6-22

Nawková, Lucie et al.: The Picture of Mental Health/Illness in the Printed Media in Three Central European Countries. – S. 22-41

Fleisher, Linda et al.: Build It, and Will They Come? Unexpected Findings from a Study on a Web-Based Intervention to Improve Colorectal Cancer Screening. – S. 41-53

„Given the extensive use of the Internet for health information, Web-based health promotion interventions are widely perceived as an effective communication channel. The authors conducted this study to determine use of a Web-based intervention intended to improve colorectal cancer screening in a population of women who are at average risk and noncompliant to current screening recommendations. The study was a randomized controlled trial designed to compare the effectiveness of colorectal cancer screening educational materials delivered using the Internet versus a printed format. In 3 years, 391 women seen for routine obstetrics/gynecology follow-up at 2 academic centers provided relevant survey information. Of these, 130 were randomized to the Web intervention. Participants received voluntary access to a password-protected, study-specific Web site that provided information about colorectal cancer and colorectal cancer screening options. The main outcome measures were self-reported and actual Web site use. Only 24.6 % of women logged onto the Web site. Age was the only variable that differentiated users from nonusers (p = .03). In contrast, 16 % of participants self-reported Web use. There was significant discordance between the veracity of actual and self-reported use (p = .004). Among true users, most (81 %) logged on once only. These findings raise questions about how to increase use of important health communication interventions."

Wu, Wann-Yihu et al.: The Role of Endorsers, Framing, and Rewards on the Effectiveness of Dietary Supplement Advertisements. – S. 54-75

Dal Cin, Sonya; Stoolmiller, Mike; Sargent, James D.: When Movies Matter: Exposure to Smoking in Movies and Changes in Smoking Behavior. – S. 76-89

„The authors investigated the association between exposure to smoking in movies and the initiation and progression of adolescent smoking over time among 6,522 U.S. adolescents (between the ages of 10 and 14 years, at baseline) in a nationally representative, 4-wave random-digit-dial telephone survey. They conducted a hazard (survival) analysis testing whether exposure to movie smoking and demographic, personality, social, and structural factors predict (a) earlier smoking onset and (b) faster transition to experimental (1-99 cigarettes/lifetime) and established smoking (>100 cigarettes/lifetime). Results suggest that higher exposure to movie smoking is associated with less time to trying cigarettes for the first time (adjusted hazard ratio = 1.66; 95 % CI [1.37, 2.01]) but not with faster escalation of smoking behavior following initiation (adjusted hazard ratio = 1.53; 95 % CI [0.84, 2.79]). In contrast, age, peer smoking, parenting style, and availability of cigarettes in the home were predictors of earlier onset and faster transition to established smoking. Thus, the authors concluded that the effect of exposure to mass-mediated images of smoking in movies may decline once adolescents have started to smoke, whereas peers and access to tobacco remain influential."

Niederdeppe, Jeff; Porticella, Norman; Shapiro, Michael A.: Using Theory to Identify Beliefs Associated With Support for Policies to Raise the Price of High-Fat and High-Sugar Foods. – S. 90-105

Ledford, Christy J.W.; Willett, Kristen L.; Kreps, Gary L.: Communicating Immunization Science: The Genesis and Evolution of the National Network for Immunization Information. – S. 105-123

„For 10 years, the National Network for Immunization Information (NNii) has pursued its goal to „provide the public, health professionals, policy makers, and the media with up-to-date, scientifically valid information related to immunizations to help them understand the issues and to make informed decisions." This investigation provides a critical evaluation of the strategic communication planning and implementation of NNii from conception to present day. The study uses a case study methodology, developing a systematic analysis of organizational documents, the media environment, and in-depth interviews by applying Weick's model of organizing as an interpretive framework. Iterative data analysis included open coding, axial coding, and thematic saturation. Themes were compared with phases of strategic communication and present study propositions. Major themes identified included the organization's informative nature, funding credibility, nonbranding, reflective evaluation, collaborative partnerships, and media strategy. NNii meets the requirements of requisite variety, nonsummativity, and organizational flexibility proposed by Weick's model of organizing. However, a lack of systematic evaluation of organization goals prevents it from adapting communication tactics and strategies. In addition, the authors recommend that NNii, while maintaining its informative nature, adopt persuasive strategies to attract and retain the attention of its target audiences."

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Namkoong, Kang et al.: Creating a Bond between Caregivers Online: Effect on Caregivers' Copying Strategies. – S. 125-141

„Numerous studies have investigated the effect of Interactive Cancer Communication Systems (ICCSs) on system users' improvements in psychosocial status. Research in this area, however, has focused mostly on cancer patients, rather than on caregivers, and on the direct effects of ICCSs on improved outcomes, rather than on the psychological mechanisms of ICCS effects. To understand the underlying mechanisms, this study examines the mediating role of perceived caregiver bonding in the relation between one ICCS (the Comprehensive Health Enhancement Support System [CHESS]) use and caregivers' coping strategies. To test the hypotheses, a secondary analysis of data was conducted on 246 caregivers of lung cancer patients. These caregivers were randomly assigned to (a) the Internet, with links to high-quality lung cancer websites, or (b) access to CHESS, which integrated information, communication, and interactive coaching tools. Findings suggest that perceived bonding has positive effects on caregivers' appraisal and problem-focused coping strategies, and it mediates the effect of ICCS on the coping strategies 6 months after the intervention has begun."

Perera, K.Y.S et al.: Medium of Language in Discharge Summaries: Would the Use of Native Language Improve Patients' Knowledge of Their Illness and Medications?. – S. 141-148

Robbins, Spring Chenoa Cooper; Pang, Candy; Leask, Julie: Australian Newspaper Coverage of Human Papillomavirus Vaccination, October 2006-December 2009. – S. 149-159

Jandorf, Lina et al.: Esperanza y Vida: A Culturally and Linguistically Customized Breast and Cervical Education Program for Diverse Latinas at Three Different United States Sites. – S. 160-176

Kumar, Sameer; Breuing, Richard; Chahal, Rajneet: Globalization of Health Care Delivery in the United States through Medical Tourism. – S. 177-198

„This study highlights some of the inefficiencies in the U.S. health care system and determines what effect medical tourism has had on the U.S. and global health care supply chains. This study also calls attention to insufficient health communication efforts to inform uninsured or underinsured medical tourists about the benefits and risks and determines the managerial and cost implications of various surgical procedures on the global health care system into the future. This study evaluated 3 years (2005, 2007, and 2011) of actual and projected surgical cost data. The authors selected 3 countries for analysis: the United States, India, and Thailand. The surgeries chosen for evaluation were total knee replacement (knee arthroplasty), hip replacement (hip arthroplasty), and heart bypass (coronary artery bypass graft). Comparisons of costs were made using Monte Carlo simulation with variability encapsulated by triangular distributions. The results are staggering. In 2005, the amount of money lost to India and Thailand on just these 3 surgeries because of cost inefficiencies in the U.S. health care system was between 1.3 to 2 billion dollars. In 2011, because many more Americans are expected to travel overseas for health care, this amount is anticipated to rise to between 20 and 30.2 billion dollars. Therefore, more attention should be paid to health communication efforts that truly illustrate the benefits/risks of medical travel. The challenge of finding reliable data for surgeries performed and associated surgical cost estimates was mitigated by the use of a Monte Carlo simulation of triangular distributions. The implications from this study are clear: If the U.S. health care industry is unable to eliminate waste and inefficiency and thus curb rising costs, it will continue to lose surgical revenue to foreign health providers."

Nan, Xiaoli et al.: Risk, Efficacy, and Seeking of General, Breast and Prostate Cancer Information. – S. 199-212

Barbour, Joshua B. et al.: Avoiding Health Information. – S. 212-229

Bhat, Anita A. et al.: Associations Between Low Literacy and Health Status Measures: Cross-Sectional Analyses of Two Physical Activity Trials. – S. 230-245

„Arthritis researchers have thoroughly documented a powerful relationship between years of education and health outcomes, but they have not documented the role of literacy. The authors examined the associations between literacy and arthritis health status measures. Participants were recruited from southeastern urban and rural areas. Rapid Estimate of Adult Literacy in Medicine, which provides an estimate of reading level in less than 3 minutes, was administered to 447 participants at baseline in 2 community-based randomized controlled trials of lifestyle interventions designed for aging sedentary adults with arthritis. Those who read below ninth grade were considered to have low literacy. Among the 447 study participants, the median sample age was 69 years. A majority of the participants were women (86 %), Caucasian (80 %), overweight or obese (72 %). Of all participants, 20 % had low literacy. Significantly more African Americans (54 %) than Caucasians (12 %) had low literacy levels (p < .001). Individuals with low literacy did not have significantly worse disability or arthritis symptoms than individuals with adequate literacy (all ps > .05). Among our study participants, 1 in 5 had low literacy, but literacy was not associated with health status in this population."

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Avery, Rosemary J.; Eisenberg, Matthew; Simon, Kosali I.: Fair Balance in Direct-to-Consumer Antidepressant Print and Television Advertising, 1995–2007. – S. 250-278

„The authors evaluated fair balance in the presentation of risks and benefits in a large sample of direct-to-consumer advertising for prescription antidepressant medications appearing in magazines (1995-2006) and television (1999-2007) to assess how well they meet U.S. Food and Drug Administration guidelines. Using content analysis to capture relevant dimensions of the ads, results indicated that (a) considerably less attention is given to risks relative to benefits and (b) implicit ad content favors communication of drug benefits over risks, but that fair balance in direct-to-consumer ads has improved over time. The authors discuss policy implications and explore future research directions."

McHugh, Janice; Suggs, L. Susanne: Online Tailored Weight Management in the Worksite: Does It Make a Difference in Biennial Health Risk Assessment Data? – S. 278-294

LaVallie, Donna L. et al.: Health Numeracy and Understanding of Risk among Older American Indians and Alaska Natives. – S. 294-303

Freimuth, Vicki S; Hovick, Shelly R.: Cognitive and Emotional Health Risk Perceptions among People Living in Poverty. – S. 303-319

„Many theories of risk perception and health behavior examine cognitive dimensions of risk (i.e., perceived susceptibility or severity) but not emotional dimensions. To address this gap, the authors examined the emotional component of risk perception (as worry) and its relation to cognitive assessments of risk, self-efficacy and response efficacy, and health protective action. Although people in poverty are at high risk for many health conditions, little is known about how concerned they are about these conditions or how their risk perceptions influence health actions. African Americans and Whites with incomes ?$35,000 were surveyed (N = 431). Participants reported their worry level for 10 health risks. Among their highest worry risks, they identified the risk they took the most action and the risk they took the least action to prevent. Worry was low or moderate for each health risk and chronic conditions were of the most concern. For high- and low-action risks, response efficacy moderated the relation between cognitive risk perception and health protective action. For low-action risks, decisions to act were affected independently by cognitive and emotional responses. The results support the Risk Perception Attitude Framework and indicate the importance of using cognitive and emotional dimensions of risk in behavior change models."

Byrne, Margaret M. et al.: Discussions of Cancer Clinical Trials with the National Cancer Institute's Cancer Information Service. – S. 319-338

Goodall, Catherine et al.: Threat, Efficacy, and Uncertainty in the First 5 Months of National Print and Electronic News Coverage of the H1N1 Virus. – S. 338-355

Han, Jeong Yeob et al.: Social and Psychological Determinants of Levels of Engagement With an Online Breast Cancer Support Group: Posters, Lurkers, and Nonusers. – S. 356-371

„Despite the benefits and growing availability of online cancer support groups, many breast cancer patients still do not actively participate in them. To better understand cancer patients' online information- and support-seeking behaviors, this study explores how various social and psychological characteristics predict different levels of engagement with an online breast cancer support group: posters, lurkers, and nonusers. The study sample included 231 recently diagnosed breast cancer patients. Data included baseline survey scores of demographic, disease-related, and psychosocial factors and automatically collected discussion group use data over the 4-month intervention. Patterns of engagement with the cancer support group differed according to the patients' characteristics, suggesting that (a) cancer patients have very different orientations to and engagement with an online support group, and (b) deficits in social and psychological resources may not be barriers to participation in a cancer support group, but rather motivators to interact with other patients. The authors discuss the theoretical and practical implications of their findings."

Parker, Ruth M.: Health Literate Practices Can Facilitate State Health Insurance Exchange Communication. – S. 372-375

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Rhucharoenpornpanich, Orratai et al.: Parent-Teen Communication about Sex in Urban Thai Families. – S. 380-396

Okken, Vanessa; Rompay, Thomas van; Pruyn, Ad: Exploring Space in the Consultation Room: Environmental Influences during Patient-Physician Interaction. – S. 397-412

„Patients' disclosure of personal information is a key factor in health communication. Research shows that the environment can affect self-disclosure. The 2 studies reported in this article set out to examine the effects of the perceived spaciousness of a consultation room on patient readiness to communicate personal information to his or her physician. To influence perceived spaciousness, desk size and room size were manipulated. Results from both studies show that an increase in room size in particular positively influences perceived comfort and intended self-disclosure. However, the affective valence of the conversation was found to influence this relation, indicating that people prefer a smaller interpersonal distance when the conversation is positively framed and room size is large. Furthermore, findings show that spaciousness effects on self-disclosure are qualified by patient characteristics."

Evans, W. Douglas et al.: Efficacy of Child Abuse and Neglect Prevention Messages in the Florida Winds of Change Campaign. – S. 413-431

Plotnikoff, Ronald C. et al.: Canada's Physical Activity Guide: Examining Print-Based Material for Motivating Physical Activity in the Workplace. – S. 432-442

Moreland-Russell, Sarah et al.: „Anti-Smoking Data Are Exaggerated" Versus „The Data Are Clear and Indisputable": Examining Letters to the Editor About Tobacco. – S. 443-459

Pinkleton, Bruce E. et al.: The Role of Media Literacy in Shaping Adolescents' Understanding of and Responses to Sexual Portrayals in Mass Media. – S. 460-476

„This study was a theory-based, pretest-posttest quasi-experiment conducted in the field (N = 922) to determine whether and how a media literacy curriculum addressing sexual portrayals in the media would influence adolescents' decision-making processes regarding sex. Results of the evaluation, based on the Message Interpretation Process Model, indicated that participants who received media literacy training better understood that media influence teens' decision making about sex and were more likely to report that sexual depictions in the media are inaccurate and glamorized. In addition, participants who received media literacy lessons were more likely than were control group participants to believe that other teens practice abstinence and reported a greater ability to resist peer pressure. An interaction effect existed between gender and condition on attitudes toward abstinence, suggesting that the lessons helped girls and boys in somewhat different ways. Overall, the results indicated that media literacy strengthened key aspects of participants' logic-oriented decision-making process."

Yang, Z. Janet et al.: Comparing Decision Making Between Cancer Patients and the General Population: Thoughts, Emotions, or Social Influence?. – S. 477-494

Jg 17 (2012) Nr 5

Evans, W. Douglas et al.: Effects of Media Messages on Parent–Child Sexual Communication. – S. 498-514

Major, Lesa Hathley; Coleman, Renita: Source Credibility and Evidence Format: Examining the Effectiveness of HIV/AIDS Messages for Young African Americans. – S. 515-531

„Using experimental methodology, this study tests the effectiveness of HIV/AIDS prevention messages tailored specifically to college-aged African Americans. To test interaction effects, it intersects source role and evidence format. The authors used gain-framed and loss-framed information specific to young African Americans and HIV to test message effectiveness between statistical and emotional evidence formats, and for the first time, a statistical/emotional combination format. It tests which source-physician or minister-that young African Americans believe is more effective when delivering HIV/AIDS messages to young

African Americans. By testing the interaction between source credibility and evidence format, this research expands knowledge on creating effective health messages in several major areas. Findings include a significant interaction between the role of physician and the combined statistical/emotional format. This message was rated as the most effective way to deliver HIV/AIDS prevention messages."

Schein, Rebecca et al.: A Flu By Any Other Name: Why the World Health Organization Should Adopt the World Meteorological Association's Storm Naming System as a Model for Naming Emerging Infectious Diseases. – S. 532-545

„This article explores the factors that contributed to the use of different names for H1N1 by diverse actors in the early stages of the pandemic of 2009 and discusses the implications of inconsistent naming practices for the public's understanding of the virus and the credibility of scientists and health authorities. The authors propose a naming protocol for novel variants modeled after the World Meteorological Association's practice for naming weather events, a model that would enable accurate transmission of technical information among experts and provide a stable name for public use, even in the context of incomplete or changing scientific understanding of the nature of the pathogen."

Kupersmidt, Janis B.; Scull, Tracy M.; Benson, Jessica W.: Improving Media Message Interpretation Processing Skills to Promote Healthy Decision Making About Substance Use: The Effects of the Middle School Media Ready Curriculum. – S. 546-563

Banerjee, Smita C.; Greene, Kathryn: Role of Transportation in the Persuasion Process: Cognitive and Affective Responses to Antidrug Narratives. – S. 564-581

Smith, Elizabeth: Corporate Image and Public Health: An Analysis of the Philip Morris, Kraft, and Nestlé Websites. – S. 582-600

„Companies need to maintain a good reputation to do business; however, companies in the infant formula, tobacco, and processed food industries have been identified as promoting disease. Such companies use their websites as a means of promulgating a positive public image, thereby potentially reducing the effectiveness of public health campaigns against the problems they perpetuate. The author examined documents from the websites of Philip Morris, Kraft, and Nestlé for issue framing and analyzed them using Benoit's typology of corporate image repair strategies. All three companies defined the problems they were addressing strategically, minimizing their own responsibility and the consequences of their actions. They proposed solutions that were actions to be taken by others. They also associated themselves with public health organizations. Health advocates should recognize industry attempts to use relationships with health organizations as strategic image repair and reject in-

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dustry efforts to position themselves as stakeholders in public health problems. Denormalizing industries that are disease vectors, not just their products, may be critical in realizing positive change."

Agha, Sohail; Beaudoin, Christopher E.: Assessing a Thematic Condom Advertising Campaign on Condom Use in Urban Pakistan. – S. 601-623

Parker, Ruth M.; Hernandez, Lyla M.: What Makes an Organization Health Literate?. – S. 624-627

Journal of Media Economics
Jg 25 (2012) Nr 2

Beck, Jonathan: Advance Contracting, Word-of-Mouth, and New-Product Success in Creative Industries: A Quantification for Books. – S. 75-98

„The odds of success in creative industries (e.g., book, music, or movie) are often said to be particularly low. Furthermore, due to the nature of advance contracting between creator and producer, the standard approach to use sales as a success measure can be misleading from the producer's perspective. This article presents a novel approach to empirically identify producer success by incorporating the standard terms of contract between creator and producer into a parsimonious model of information diffusion (word-of-mouth) about new products. The model is applied to weekly sales data for a representative sample of novels. Estimation results indicate a success rate between 10 % and 15 % for this market."

Carlsson, Magnus; Rooth, Dan-Olof: The Power of Media and Changes in Discriminatory Behavior Among Employers. – S. 98-109

Betta, Paolo di; Amenta, Carlo: The Media as a Policy Instrument in Influencing the Business Model of Professional Soccer: Evidence From Italy. – S. 109-130

„Italian soccer clubs in the first division have individually sold broadcasting rights for their home matches, until new laws imposed pooling and joint-selling those rights through the league and established a mandatory sharing rule to redistribute revenues in order to improve on-the-pitch competitive balance (CB). This article compares the two institutional designs. While reducing revenue inequality, the new regime distorts allocative efficiency and informational rent appropriation, opens up costly ex post renegotiations and antitrust litigations, and does not improve CB."

Journal of Media Psychology
Jg 24 (2012) Nr 1

Arendt, Florian: A Newspaper's Effect on the Strength of Automatic Associations in Memory. – S. 1-8

Ahn, Dohyun; Annie Jin, Seung-A; Ritterfeld, Ute: „Sad Movies Don't Always Make Me Cry": The Cognitive and Affective Processes Underpinning Enjoyment of Tragedy. – S. 9-18

„This study examined the role of sadness in the process of enjoying tragedy. Sadness, perceived reality, involvement, and enjoyment were measured after participants watched a sad film. The results from structural equation modeling (SEM) analyses indicated that a tragic film induces sadness and that sadness is a positive predictor of perceived reality of the story and sense of involvement. Involvement, in turn, is a positive predictor of enjoyment of the sad film. Sadness predicted subject-oriented enjoyment (measured by a self-referent item: „I enjoyed the movie") more significantly than object-oriented enjoyment (measured by an object-referent item: „The movie entertained me"). Perceived reality fully mediated object-oriented enjoyment, but only partially mediated subject-oriented enjoyment."

Hartmann, Tilo; Jung, Younbo; Vorderer, Peter: What Determines Video Game Use?: The Impact of Users' Habits, Addictive Tendencies, and Intentions to Play. – S. 19-30

„The present study explores the role of intentions, habits, and addictive tendencies in people's video game use. Although both habits and addictive tendencies may determine higher amounts of video game use, the present study examines whether the impact of habits and addictive tendencies on video game use may also be lower the less users intend to play (indicating a moderating role of intention). To test these assumptions, survey data were collected in two waves (N = 351), measuring causal factors in the first wave and outcomes (subsequent video game use) in the second. Results of mediation analyses reveal a positive impact of both habits and addictive tendencies on video game use that is partly affected by users' intentions. Furthermore, moderation analyses suggest that the impact of habits, but not of addictive tendencies, on video game use decreases, the less users intend to play. Taken together, these findings suggest that users' video game habits, addictive tendencies, and intentions jointly determine video game use."

Sprankle, Eric L.; Bretz, Miranda N.: Sexually Degrading Music Videos and Lyrics: Their Effects on Males' Aggression and Endorsement of Rape Myths and Sexual Stereotypes. – S. 31-39

„Utilizing a 2 (lyrics: present or absent) x 2 (images: present or absent) design, this study examined the unique effects of sexually degrading music videos and music lyrics on males' aggressive behavior toward women, as well as males' endorsement of rape myths and sexual stereotypes. Under the guise of a media memory study, 187 male undergraduate students were randomly assigned to one of four conditions. Despite the many psychological theories predicting an effect, the presentation of sexually degrading content in a visual or auditory medium (or combination thereof) did not significantly alter the participants' aggression and self-reported endorsement of rape myths and sexual stereotypes. The null findings challenge the many cor-

porate and governmental restrictions placed on sexual content in the media over concern for harmful effects."

Journalism & Mass Communication Quarterly
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Lecheler, Sophie; Vreese, Claes H. de: News Framing and Public Opinion: A Mediation Analysis of Framing Effects on Political Attitudes. – S. 185-205

Oliver, Mary Beth et al.: The Effect of Narrative News Format on Empathy for Stigmatized Groups. – S. 205-225

„The primary aim of this study was to evaluate the extent to which news story format (narrative vs. non-narrative) can initiate empathic processes that produce more favorable evaluations of stigmatized groups. Participants (N = 399) read one of two versions of a story that described health care–related dilemmas for either immigrants, prisoners, or the elderly. Narrative-formatted stories produce more compassion toward the individuals in the story, more favorable attitudes toward the group, more beneficial behavioral intentions, and more information-seeking behavior."

Han, Gang (Kevin); Wang, Xiuli: Understanding „Made in China": Valence Framing and Product-Country Image. – S. 225-240

Chuang, Angie: Representations of Foreign Versus (Asian) American Identity in a Mass-Shooting Case: Newspaper Coverage of the 2009 Binghamton Massacre. – S. 244-261

„Scholarship on media representations of Asian minority identity has established that historic constructions of the Other perpetuate a conflation of ethnic with foreign. Previous studies of Seung-Hui Cho and the 2007 Virginia Tech shootings concluded that though Cho was a South Korean national, news media overemphasized his foreign identity, despite his living in the United States most of his life. This study examines newspaper coverage of the 2009 mass shooting at an immigrant-services center in Binghamton, New York, and of perpetrator Jiverly Wong, who immigrated from Vietnam, had lived in the United States for two decades, and was a naturalized U.S. citizen."

Cha, Jiyoung; Chan-Olmsted, Sylvia M.: Substitutability between Online Video Platforms and Television. – S. 261-279

Khang, Hyoungkoo; Ki, Eyung-Jung; Ye, Lan: Social Media Research in Advertising, Communication, Marketing and Public Relations, 1997-2010. – S. 279-299

Filak, Vincent F.: A Concurrent Examination of Self-Versus Others Perceptual Bias and the Willingness to Self-Censor: A Study of College Newspaper Editors and Advisers. – S. 299-315

„This study examines the concepts of perceptual bias and willingness to self-censor (WTSC) to ascertain which factors would influence college newspaper editors' comfort levels with controversial material. Data from 189 matched pairs of college newspaper editors revealed that editors underestimated advisers' comfort levels and that those erroneous estimations were predictive of the editors' comfort levels. In addition, while adviser WTSC was not predictive of editors' comfort levels on several controversial topics, editors' WTSC did predict the editors' comfort with the material."

Kommunikation und Recht
Jg 15 (2012) Nr 6

Terhaag, Michael; Schwarz, Christian: Quo vadis, Freundschaftsempfehlung: Mächtiges PR-Instrument oder wettbewerbswidrige Datenschleuder? – S. 377-381

„Wer vertraut nicht gern auf die Empfehlung eines Freundes? Ein empfohlenes Produkt eines Bekannten muss doch schon allein wegen seiner Wertschätzung besser sein als das auf dem Markt von Konzernen umworbene Produkt. Eine solche Empfehlung verbindet gekonnt private Kommunikation und zielgerichtete Werbenachrichten. Der Marketingvorteil liegt auf der Hand. Im Onlinebereich ist in den letzten fünf Jahren ein wachsender Trend zu erkennen: Immer mehr Anbieter – egal ob Versandhandel, soziales Netzwerk oder Nachrichtendienst – vertrauen auf die Empfehlung durch „Freunde". Schnell ist ein bereitgestelltes Formular auszufüllen und schon bekommt der Bekannte in Sekundenschnelle eine Benachrichtigung per E-Mail. Für die einen ist es ein nützliches Marketinginstrument, für die anderen eine Form von unangemessener Laienwerbung […]"

Terhaag, Michael: Aktuelle Entwicklungen in der Providerhaftung im Jahr 2011. – S. 381-387

Ott, Stephan: Das Neutralitätsgebot als Voraussetzung der Haftungsprivilegierung des Host-Providers: Eine kritische Auseinandersetzung mit den EuGH-Entscheidungen Google France und L'Oréal/eBay. – S. 387-393

Eichelberger, Jan: Vorübergehende Vervielfältigungen und deren Freistellung zur Ermöglichung einer rechtmäßigen Werknutzung im Urheberrecht: Zur Auslegung und Anwendung von Art. 2 lit. a InfoSoc-RL/§ 16 Abs. 1 UrhG und Art. 5 Abs. 1 lit. b InfoSoc-RL/§ 44a Nr. 2 UrhG nach EuGH, verb. Rs. C-403/08u. C-429/08 – Football Association Premier League. – S. 393-398

„Der EuGH musste sich kürzlich mit der Vermarktung von Fußballübertragungsrechten befassen. Neben verschiedenen Aspekten des Wettbewerbsrechts sowie der Waren- und Dienstleistungsfreiheit und deren Beschränkung zum Schutz des geistigen Eigentums, waren einmal mehr urheberrechtliche Fragestellungen zu erörtern. So hat sich der EuGH diesmal u. a. zur sukzessiven Vervielfältigung von Teilen urhe-

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berrechtlich geschützter Werke und zur Auslegung von Art. 5 Abs. 1 lit. b der InfoSoc-RL,1 der bestimmte vorübergehende Vervielfältigungshandlungen urheberrechtlich freistellt, geäußert und damit wichtige Impulse für die Auslegung des nationalen Urheberrechts gegeben."

Piesker, Anja: Aufbau einer Online-Vertriebsstruktur – die GVO in der Praxis. – S. 398-404

Sauer, Olaf C.: Nutzungsrechte von Arbeitnehmerfotos im Unternehmen: Zugleich Kommentar zu LAG Frankfurt a. M., Urteil vom 24. 1. 2012 – 19 SaGa 1480/11, K&R 2012, 372 (Heft 5). – S. 404-406

Jg 15 (2012) Nr 7/8

Klett, Alexander; Schlüter, Kathrin: Die Entwicklung des Urheberrechts seit Mitte 2011. – S. 449-456

„Im Anschluss an den Beitrag zur Entwicklung des Urheberrechts seit Mitte 2010 in K&R 2011, S. 445 bis 452, beleuchtet dieser Beitrag die Entwicklung des Urheberrechts von Juni 2011 bis Mai 2012."

Moritz, Hans-Werner: Eingeschränkte Zulässigkeit der Weiterveräußerung gebrauchter Software. – S. 456-459

„Zugleich Kommentar zu EuGH, Urt. v. 3. 7. 2012 – C-128/11 – Oracle/Usedsoft, K&R 2012, 493ff. (in diesem Heft)"

Reinke, Peter F.: Die Verbreiterhaftung des Onlinehandels für die unkörperliche Verbreitung digitaler Inhalte. – S. 459-463

Zenefels, Alexander: Die digitalen Inhalte im neuen Gemeinsamen Europäischen Kaufrecht. – S. 463-470

„Die Pläne für ein Gemeinsames Europäisches Kaufrecht sind momentan das beherrschende Thema im deutschen Zivilrecht. Der nun vorgestellte Entwurf für ein Regelungswerk enthält erstmals einen Vertragsgegenstand, der bisher nur wenig beleuchtet wurde: digitale Inhalte. Die Akzeptanz im Wirtschaftsverkehr vorausgesetzt, würde die geplante Verordnung mit einem Novum gegenüber dem deutschen Recht, das digitale Inhalte allenfalls stiefmütterlich behandelt, aufwarten. Daher lohnt sich ein genauer Blick."

Imping, Andreas; Pohle, Jan: „BYOD" – Rechtliche Herausforderungen der dienstlichen Nutzung privater Informationstechnologie. – S. 470-476

„Zunehmend befassen sich Unternehmen mit dem dienstlichen Einsatz privater Hard- und Software, Datenbanken und Services durch ihre Arbeitnehmer und freien Mitarbeiter, insbesondere getrieben von Unternehmen aus Kostengründen oder, weil die Arbeitneh-

mer die liebgewonnene Nutzung ihrer Geräte auch im Rahmen der Arbeit nicht missen wollen. Der – vermeintlich positive – Trend von „Bring your own Device" (kurz: BYOD) löst jedoch neben den tatsächlichen Schwierigkeiten der Umsetzung auch eine Vielzahl von bislang nicht abschließend geklärten arbeits-, lizenz- und IT-rechtlichen Fragen aus. Der Beitrag skizziert die Rechtsfragen um „BYOD" und gibt Empfehlungen für ein „Bring your own Device"."

Müller-Terpitz, Ralf: Reizthema Netzneutralität – Nach der Novelle ist vor der Novelle?. – S. 476-483

Hoenike, Mark; Hartmann, Marion: Das Recht auf Mitnutzung von Infrastrukturen öffentlichrechtlicher Unternehmen nach TKG. – S. 483-488

„Das neue Telekommunikationsgesetz hat mit den §§ 77aff. TKG ein Mitnutzungsrecht alternativer Infrastrukturen, insbesondere der Bundesfern-, Bundeswasserstraßen und der Eisenbahninfrastruktur durch Betreiber öffentlicher Telekommunikationsnetze in das TKG aufgenommen. Gesetzgeberische Intention ist die Forcierung des Auf- und Ausbaus von NGA-Netzen. Der Nutzung dieser alternativen Infrastrukturen in öffentlich-rechtlicher Hand wird zukünftig erhebliche wirtschaftliche Bedeutung zukommen."

Soldner, André: Kehrtwende im Recht zur Kurzberichterstattung?. – S. 483-488

„Der Beitrag ist zugleich Anmerkung zu den Schlussanträgen des Generalanwalts beim EuGH in der Rechtssache C-283/11 – Sky Österreich GmbH (Sky) gegen Österreichischer Rundfunk (ORF)"

Mass Communication & Society
Jg 15 (2012) Nr 3

Lewis, Seth C.: From Journalism to Information: the Transformation of the Knight Foundation and News Innovation. – S. 309-335

Gosselt, Jordy; Van Hoof, Joris; De Jong, Menno: Media Rating Systems: Do They Work?: Shop Floor Compliance with Age Restrictions in the Netherlands. – S. 335-360

„Media rating systems have been introduced in many countries to protect minors from being exposed to harmful media content. This study examines whether retailers comply with the guidelines of media ratings in the Netherlands. In a mystery shopping study, minors tried to buy or rent media products for which they were too young. An overall success rate of 86 % shows that compliance on the shop floor is problematic. In a mystery call study, parents asked vendors for advice about media ratings. Only 33 % of the parents were advised in accordance with the age classifications. A survey of vendors investigated the determinants of compliance. Personal acceptance, awareness of a legal basis, and perceived surveillance proved to be important determinants of self-reported compliance."

Coyne, Sarah M. et al.: „A Helluva Read": Profanity in Adolescent Literature. – S. 360-384

Hall, Alice; Zwarun, Lara: Challenging Entertainment: Enjoyment, Transportation, and Need for Cognition in Relation to Fictional Films Viewed Online. – S. 384-407

„This study used brief, fantastical fiction films viewed on a computer to extend research into the multiple dimensions of audiences' responses to entertainment media. One hundred sixty participants viewed one of two films and completed measures of transportation into the film, perceptions of the film as fun and meaningful, and need for cognition. Transportation was associated with both fun and meaningfulness perceptions, which were correlated with each other. Need for cognition predicted meaningfulness directly and indirectly through transportation. This trait was associated with fun only indirectly, via transportation."

Egbert, Nichole; Belcher, James D.: Reality Bites: An Investigation of the Genre of Reality Television and Its Relationship to Viewers' Body Image. – S. 407-432

Xu, Qian et al.: The Effects of „Friend" Characteristics on Evaluations of an Activist Group in Social Networking Context. – S. 432-454

Hmielowski, Jay D.: Intramedia Moderation, Electoral Ambivalence, and Electoral Decision Making. – S. 454-478

„The majority of political communication research either studies a single media outlet in isolation of other outlets or focuses on the competing effects of multiple outlets. This study uses 2004 National Annenberg Election Survey data to go beyond these typical approaches to show the moderation-based complementary effects of two-sided messages (e.g., network TV news) relative to one-sided oriented outlets (e.g., FOX News) on attitudinal ambivalence. In addition, this study places ambivalence within a larger communicative process and shows that ambivalence mediates the relationship between consumption of political media and when citizens decide who to support during elections."

Media Culture & Society
Jg 34 (2012) Nr 4

Bai, Ruoyun: Cultural Mediation and the Making of the Mainstream in Postsocialist China. – S. 391-407

Connolly, John; Dolan, Paddy: Sport, Media and the Gaelic Athletic Association: The Quest for the „Youth" of Ireland. – S. 407-424

Saha, Anamik: Beards, Scarves, Halal Meat, Terrorists, Forced Marriage: Television Industries and the Production of Race. – S. 424-439

„This article considers the persistence of stereotypical representations of 'race' that appear in television in the West. According to a particular policy discourse, improving the on-screen representation of non-white groups is a matter of increasing the number of black and Asian folk working in the broadcasting industries – particularly at the senior management level. However, this article argues that the constant production of hegemonic images of 'race' cannot be tackled via recruitment measures alone. Adopting a 'cultural industries' approach to television production, the article uses an ethnographic study of British Asians working in the UK broadcasting industry to examine the conditions of production through which minority representations are created. By paying closer attention to the experience of cultural work, the article reveals how it is the increasingly commercialized cultures of production in television, constituted by the industry's shift towards deregulation and neoliberal market models, that steers the work of Asian filmmakers and executives themselves into producing problematic, reductive representations of 'race'."

Downey, John; Stephens, Mike; Flaherty, Jan: The „Sluice-Gate" Public Sphere and the National DNY Database in the UK. – S. 439-457

„Habermas's amendments to his original public sphere thesis have been recognized by a number of media scholars in recent years. His original thesis of a decline or re-feudalization of the public sphere where politics is played out in front of the public has been modified, under the influence of Bernhard Peters' work, to incorporate the possibility of action from the periphery of the public sphere influencing, if not exclusively determining, decisions made at the administrative core via sluice-gates. There has been limited work, however, on exploring the operation of the sluices in greater detail, and particularly on the role of the mass media in acting as a communication channel between peripheral publics and core elites. The purpose of this article is to do so via a case study of the mass media public debate in the UK about the existence and extent of the national DNA database as it is a prima facie candidate for observing the operation of the sluice-gates."

Tang, Lijun; Sampson, Helen: The Interaction between Mass Media and the Internet in Non-Democratic States: The Case of China. – S. 457-472

Ekström, Anders: Exhibition Disasters: Mediation, Historicity and Spectatorship. – S. 472-488

Media Perspektiven
(2012) Nr 4

Sewczyk, Jürgen; Wenk, Holger: Mehr als Fernsehen: Smart-TV, HbbTV & Co; ein Überblick zu hybriden Geräten, konvergenten Diensten und innovativen TV-Trends. – S. 178-189

„Durch die Digitalisierung von Inhalten und hybride Gerätetechnik bietet das Fernsehen zunehmend nonlineare Nutzungsmöglichkeiten. Der vorliegende Bei-

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trag befasst sich mit der dynamischen Entwicklung von Hybrid-TV bzw. Smart-TV und fußt dabei auf der Arbeit der AG Smart TV innerhalb der Deutschen TV-Plattform."

Ebert, Lena et al.: FIM-Studie: Mediennutzung im Familienkontext ; Ergebnisse der Studie Familie, Interaktion & Medien. – S. 189-203

„In der Studie Familie, Interaktion & Medien (FIM) hat der Medienpädagogische Forschungsverbund Südwest gemeinsam mit dem Südwestrundfunk die Kommunikationsstrukturen und die Mediensituation in Familien untersucht. In einer repräsentativen Face-to-Face-Befragung wurden im Mai/Juni 2011 zunächst grundlegende Kommunikations- und Mediennutzungsstrukturen in Familien mit Kindern zwischen drei und 19 Jahren ermittelt, wobei alle Familienmitglieder einzeln befragt wurden. Ergänzend wurde eine Tagebucherhebung durchgeführt, um allgemeine Tätigkeiten, Freizeitbeschäftigungen sowie die Mediennutzung und Kommunikation im Tagesablauf zu erfassen."

Feierabend, Sabine; Klingler, Walter: Was Kinder sehen: Eine Analyse der Fernsehnutzung Drei-13-Jähriger. – S. 203-215

„Das Jahr 2011 wies in Bezug auf die Fernsehnutzung von Kindern (3 bis 13 Jahre) nur wenige Besonderheiten auf. Das Programmangebot änderte sich kaum. Ein relevanter Einfluss der „Konkurrenzmedien" Computer und Internet war auch 2011 nicht zu beobachten. Mit durchschnittlich 93 Minuten pro Tag blieb die Fernsehnutzung gegenüber dem Vorjahr stabil. Allerdings wurden zunehmend weniger Kinder vom Fernsehen erreicht, diese schauten dann aber länger fern. Auch bei Kindern ist der Fernsehkonsum in Ostdeutschland nach wie vor höher und steigt mit zunehmendem Alter an. Außerdem sahen Mädchen 2011 in geringem Umfang mehr fern als Jungen."

Krüger, Udo Michael: Profile deutscher Fernsehprogramme – Tendenzen der Angebotsentwicklung; Programmanalyse 2011 – Teil 1: Sparten und Formen. – S. 215-237

„Die Programmanalyse für das Jahr 2011 bestätigt die unterschiedlichen Profile der wichtigsten öffentlich-rechtlichen und privaten Sender des deutschen Fernsehens. Die führende Rolle der öffentlich-rechtlichen Hauptprogramme als Informationsanbieter basiert dabei wesentlich auf dem Angebot klassischer Sendungsformen der Berichterstattung und Meinungsvermittlung. So wird von ARD und ZDF deutlich mehr Sendezeit für Nachrichten, Magazine, Reportagen und Dokumentationen sowie Gesprächssendungen aufgewendet als bei RTL, Sat.1 und ProSieben. Bei den Privatsendern erhalten stattdessen Doku-Inszenierungen und Doku-Soaps mehr Sendezeit. Für Politik, Wirtschaft, Gesellschaft und Zeitgeschichte wurde von ARD (18,7 %) und ZDF (19,1 %) knapp ein Fünftel der Gesamtsendezeit aufgewendet. In diesem relevanten Themenbereich hatten die privaten Sender auch 2011 nur vergleichsweise wenig beizutragen."

(2012) Nr 5

Krüger, Udo Michael: Sendungsformen, Themen und Akteure im Nonfictionangebot von ARD, ZDF, RTL und Sat.1: Programmanalyse 2011. – S. 242-258

Busemann, Katrin; Fisch, Martin; Frees, Beate: Dabei sein ist alles – zur Nutzung privater Communitys: Ergebnisse der ZDF-Studie Community 2011. – S. 258-268

„Wie verbreitet ist die Nutzung von Social Media? Welche Funktionen und Inhalte werden genutzt und mit welchen Motiven? Zu diesen und weiteren Fragen hat das ZDF im Jahr 2011 erneut eine Studie zur Nutzung privater Communitys durchgeführt. Im Mittelpunkt stand dabei die Frage, in welchem Verhältnis Information, Kommunikation und Partizipation in Social Media zueinander stehen, das heißt, welche Bedeutung private, informierende oder unterhaltende Inhalte bei der Communitynutzung jeweils haben."

Röper, Hörst: Zeitungsmarkt 2012: Konzentration erreicht Höchstwert; Daten zur Konzentration der Tagespresse in der Bundesrepublik Deutschland im 1. Quartal 2012. – S. 268-286

(2012) Nr 6

Möbus, Pamela; Heffler, Michael: Moderates Wachstum: der Werbemarkt 2011. – S. 298-308

Turecek, Oliver; Roters, Gunnar: Wirtschaftlich positive Bilanz für die deutsche Videobranche. – S. 308-317

„Die wirtschaftliche Lage der Videobranche entwickelte sich 2011 – dank Zuwächsen bei Blu-ray-Discs und im Video-on-Demand-Bereich – positiv. Wie in den Jahren zuvor konnten die deutschen Videoprogrammanbieter 2011 ein Rekordergebnis mit dem Verkauf von Home-Entertainment-Produkten erwirtschaften. Mit 122,2 Millionen verkauften filmischen Inhalten stiegen die Absatzzahlen gegenüber dem Vorjahr um weitere 3 Prozent an. Die Absatzmenge der Blu-ray-Discs ist mit 17 Millionen Einheiten im Vergleich zum Vorjahr (12 Mio.) um 41 Prozent angestiegen. Dagegen präsentiert sich der DVD-Kaufmarkt mit 101,1 Millionen verkauften Einheiten weiterhin leicht rückläufig. Mit 4,2 Millionen verkauften filmischen Inhalten hat der Onlinefilm-Verkauf auf Plattformen wie iTunes, Maxdome und Videoload um 43 Prozent zugelegt."

Vogel, Andreas: Publikumszeitschriften 2012: Kaum Anteilsverschiebungen im rückläufigen Markt; Daten zum Markt und zur Konzentration der Publikumspresse in Deutschland im 1. Quartal 2012. – S. 317-339

Feierabend, Sabine; Rathgeb, Thomas: Medienumgang Jugendlicher in Deutschland: Ergebnisse der JIM-Studie 2011. – S. 339-353

„Seit nunmehr 14 Jahren zeichnet die Studie JIM (Jugend, Information, Multimedia) den Medienumgang Jugendlicher nach. In den Haushalten, in denen Jugendliche leben, gehören Fernsehen, Computer, Internetzugang und Handy seit Jahren zur Standardausstattung. Zunehmende Verbreitung finden Flachbildfernseher und Smartphones. Erstmals erfasst wurde 2011 die Ausstattung mit Tablet-PCs, die bereits in jedem zehnten Haushalt zu finden sind. Auch die Jugendlichen selbst verfügen über eine beachtliche Auswahl an Mediengeräten. Fast jeder Jugendliche hat ein eigenes Handy. Der Anteil der Smartphones stieg gegenüber dem Vorjahr deutlich auf nun rund ein Viertel. Vier Fünftel der Befragten besitzen einen MP3-Player oder Computer. Knapp zwei Drittel haben ein eigenes Radio. Etwa jeder Zweite besitzt eine Digitalkamera, einen eigenen Fernseher, eine Spielkonsole oder verfügt über einen Internetanschluss im eigenen Zimmer."

Media Psychology
Jg 15 (2012) Nr 2

Mares, Marie-Louise; Braun, Michael T.; Hernandez, Patricia: Pessimism and Anxiety: Effects of Tween Sitcoms on Expectations and Feelings about Peer Relationships in School. – S. 121-148

Paek, Hye-Jin et al.: When Distant others Matters More: Perceived Effectiveness for Self and Other in the Child Abuse PSA Context. – S. 148-175

„Perceived effectiveness (PE) has been studied as an important antecedent of persuasion. But judgments of PE may vary its persuasive impact depending on whom people think about as message referents. This study explores PE judgment for both self and different others as well as their independent roles in the persuasion process. Theoretical rationales are drawn from the third-person effect and its contingent concepts regarding perceived media effects. A study was conducted among 355 participants who evaluated two child abuse prevention public service announcements (PSAs). They estimated that the average American parent judged the PSAs more favorably than their close peer or themselves. Structural equation models indicate that self's and close-peer's PE judgment led to persuasion for one PSA („Wonders"), while the target's PE judgment affected persuasion for another PSA („Awareness"). These results suggest a potential moderating role of message characteristics in self-other PE judgments and their consequences."

Peng, Wei et al.: Need Satisfaction Supportive Game Features as Motivational Determinants: An Experimental Study of a Self-Determination Theory Guided Exergame. – S. 175-197

„Empirical studies have validated that basic needs satisfaction supported by video game play predicts motivation and engagement outcomes. However, few studies specifically manipulated game features for each of the three basic needs specified in the self-determination theory (SDT) to examine how the game features impact players' need satisfaction and game experience. The current study employed an in-house developed exergame and manipulated the game features in a 2 (autonomy-supportive game features: on vs. off) x 2 (competence-supportive game features: on vs. off) experiment to predict need satisfaction, game enjoyment, motivation for future play, effort for gameplay, self-efficacy for exercise using the game, likelihood of game recommendation, and game rating. The manipulated game features led to the corresponding need satisfaction. Manipulated autonomy-supportive and competence-supportive game features had main effects on most motivation and engagement outcomes. Need satisfaction of autonomy and need satisfaction of competence were both found to be mediators for the relationships between the game features and the motivation and engagement outcomes. The findings add evidence to support the underlying mechanism postulated by SDT for media enjoyment and motivation as well as the emerging entertainment research conceptualizing enjoyment as need satisfaction. The findings also have practical implications for intervention effort that intends to capitalize the motivational pull of video games."

Looy, Jan Van: Player Identification in Online Games: Validation of a Scale of Measuring Identification in MMOGs. – S. 197-222

Yeh, Shu-Yu: Interactive Effects of Habitual Cuing and Media Features on Evaluation: A Dual-Process Model. – S. 222-247

„Consumers tend to express positive attitudes toward communication sources that reflect their predispositions toward these sources, that is, their habitual cuing. To move beyond the effects of communication sources such as advertising, word of mouth (WOM), and critical reviews, this article applies a dual-process model to determine how the interaction of habitual cuing and the media features of a movie influence evaluations of movie advertising. Six quasi-experimental designs and an analysis of variance to assess the data indicate that greater cultural discount of an original movie leads to more favorable consumer evaluations when the habitual cuing has come through WOM rather than reviews; numbered sequels also gain favorable evaluations as a result of forward spillover effects or reduced satiation. Finally, for named sequels, consumers exhibit more favorable evaluations when habitual cuing comes through reviews rather than WOM."

medien + erziehung
Jg 56 (2012) Nr 3

Wagner, Ulrike: Medienhandeln online: Zwischen eigenem Souveränitätsanspruch und Machtinteressen Dritter. – S. 8-15

„Zentraler Angelpunkt, um den Medienumgang von Heranwachsende zu verstehen, ist das Streben der Jugendlichen nach selbstbestimmten Handlungsräumen, die (teilweise) in Abgrenzung zur Welt der Erwachsenen gesucht werden. Soziale Netzwerkdienste bieten für Jugendliche solche Räume an, in denen diese ihren Bedürfnissen nachkommen können. Gleichzei-

tig sind diese Räume von Interessen Dritter geprägt, die für die Nutzenden nicht immer zu durchblicken sind oder sie auch überfordern können. Aufgabe der Medienpädagogik ist es, diesem Spannungsfeld zwischen Autonomiestreben von Jugendlichen und potenzieller Vereinnahmung durch Dritte in der pädagogischen Praxis gerecht zu werden."

Kuttner, Claudia; Jünger, Nadine: Privatsphären-und Datenschutz aus der Perspektive Jugendlicher. – S. 15-22

Lüke, Falk: Vom Nutzen und Schutz personenbeziehbarer Daten. – S. 22-24

„Daten sind nützlich. Doch wenn es um unsere persönlichen Daten geht und auch darum, wer diese Daten sammelt und verwendet, dann sind diese Daten auch schützenswert. Wie so ein Schutz aussehen könnte und vor allem, welchen Wert persönliche Daten eigentlich haben, damit beschäftigt sich Falk Lüke in seinem Beitrag."

Seemann, Michael: Datenangst und Kontrollverlust. – S. 24-25

Heller, Christian: Willkommen in der Post-Privacy. – S. 25-26

„Das Leben im Zeitalter der Post-Privacy bietet Gefahren aber auch Vorteile. Christian Heller diskutiert eine Möglichkeit, sich mit der neuen Realität auseinanderzusetzen und propagiert eine Neuorientierung im Umgang mit Privatsphäre."

Schaar, Peter: Mein Pseudonym und ich. – S. 26-28

Paul, Joachim: Privatsphäre/Datenschutz/Kontrollverlust. – S. 28-31

„Joachim Paul setzt sich in seinem Beitrag kritisch mit den Themen Datenschutz und Privatsphäre im Internet auseinander und bezieht sich dazu auf die Historie von Öffentlichkeit und Privatheit. Anschließend stehen seine Forderungen nach Transparenz und einer differenzierten Auseinandersetzung mit dem Konzept der Privatheit."

Pomsel, Doreen: Von der Bürde der digitalen Welt. – S. 31-32

Gerlicher, Peter: Webhelm. – S. 32-34

„Um Jugendliche für einen reflektierten und selbstverantwortlichen Umgang mit dem Internet zu sensibilisieren, richtet sich das Projekt webhelm – die Werkstatt-Community für Daten, Rechte, Persönlichkeit an Jugendliche, Eltern und pädagogische Fachkräfte. Dazu stehen Projektarbeit aber auch Informationsmaterialien auf der Internetseite und ein bestellbares Materialpaket zur Verfügung."

Wichelhaus, Heiko: Datenschutz als Thema für Jugendliche. – S. 34-35

„Auch für Jugendliche ist die Auseinandersetzung mit dem Thema Datenschutz bereits wichtig. Um dieses Thema auch für die jungen Menschen interessant und

nicht trocken und langweilig zu gestalten, hat das Online-Jugendmagazin checked4you.de diese Inhalte aufgegriffen und zielgruppengerecht aufbereitet."

Schmahl, Kira: Clever durchs Netz mit watch your web. – S. 35-37

Mosler, Sabine: juuuport, die Selbstschutz-Plattform von Jugendlichen für Jugendliche. – S. 37-39

„Um Jugendlichen auch bei negativen Erfahrungen mit dem Internet auf Augenhöhe begegnen zu können und ihnen ein Angebot zur Verfügung zu stellen, bei dem sie nicht die Unverständnis Erwachsener befürchten müssen, wurde das Projekt juuuport ins Leben gerufen. Dabei werden Jugendliche selbst zu Ansprechpartnern für ihre Altersgenossen für Fragen rund um Internet und Co.. Wie das Angebot angenommen wird und wie die Jugendlichen auf ihre neue Aufgabe vorbereitet werden berichtet Sabine Mosler in ihrem Beitrag."

Heinemann, Kerstin: Social Media Guidelines. – S. 39-41

Eisfeld-Reschke, Jörg: Position: Scheitert Medienpädagogik im Social Web?!. – S. 41-43

Multimedia und Recht
Jg 15 (2012) Nr 5

Heinemeyer, Dennis et al.: Kampf gegen Filesharing als Modell verfehlter Mehrfachkompensation?: Fragen zur Schadenshöhe, zu Gesamtschuldnern und Beweisen bei Tauschbörsen. – S. 279-284

Bernreuther, Friedrich: Zuverlässigkeit von Telefonwerbung: Das Harmonisierungskonzept der Richtlinie über unlautere Geschäftspraktiken. – S. 284-288

Paal, Boris P.; Hennemann, Moritz: Schutz vor Urheberrechten im Internet: ACTA, Warnhinweismodell und Europarecht. – S. 288-293

Flechsig, Norbert P.: Vorausabtretung gesetzlicher Vergütungsansprüche: Unionsrechtliche Auswirkungen der EuGH-Entscheidung Luksan auf Urheber, Verwerter und Intermediäre. – S. 293-300

Jg 15 (2012) Nr 6

Becker, Maximilian; Becker, Felix: Die neue Google-Datenschutzerklärung und das Nutzer-Metaprofil: Vereinbarkeit mit nationalen und gemeinschaftsrechtlichen Vorgaben. – S. 351-355

Ehle, Kristina; Schwiddessen, Sebastian: Urheberrechtliches Rückrufrecht in der Insolvenz:

Rückruf von Nutzungsrechten durch den Urheber wegen Nichtausübung in der Insolvenz des Lizenznehmers. – S. 355-360

Liesching, Marc: KJM oder Landesmedienanstalten?: Wer darf welche Jugendschutzaufgaben wahrnehmen?. – S. 360-364

Boos, Carina: Divergenter Rechtsrahmen für Inhalte im konvergenten Fernsehgerät: Vorschläge zum gesetzlichen Umgang mit dem Hybrid-TV. – S. 364-370

Multimedia und Recht, Beilage
Jg 15 (2012) Nr 5

Hoeren, Thomas; Neubaurer, Arne [Gastherausgeber]: Entwicklung des Internet-und Multimediarechts im Jahr 2011. – S. 1-48

Jg 15 (2012) Nr 6

Gersdorf, Hubertus: Anreizregulierung zu Lasten Dritter?: (Verfassungs-)Rechtliche Bewertung einer anreizorientierten Regulierung des privaten Rundfunks zu Lasten der Kabelnetzbetreiber. – S. 1-16

new media & society
Jg 14 (2012) Nr 3

Baek, Young Min; Wojcieszak, Magdalena; Carpini, Michael X. Delli: Online Versus Face-to-Face Deliberation: Who? Why? What? With what Effects? – S. 363-384

Ankerson, Megan Sapnar: Writing Web Historys with an Eye on the Analog Past. – S. 384-401

„While acknowledging that the task of writing web histories introduces new problems and possibilities, this article urges web historians to consider broadcast historiography scholarship that grapples with questions of power, preservation, and the unique challenges of ephemeral media. Methodological concerns in web history and archiving are compared with examples from broadcast history that demonstrate strategies for coping with ephemeral media and the power relations that impact archiving. Recognizing the limitations of historical approaches that compare digital networked forms with old media, this article concludes by suggesting that the emerging field of software studies can help retain the focus on digital culture and digital artifacts. A short case study of Flash software is offered to demonstrate how attention to software, along with approaches informed by cultural histories of broadcast media, can provide a new perspective for exploring the ephemeral nature of web objects and the discursive negotiations surrounding their production."

Coutois, Cedric et al.: The Triple Articulation of Media Technologies in Teenage Media Consumption. – S. 401-421

Jih-Hsuan, Lin et al.: Social Networking and Adjustments Among International Students. – S. 421-441

Ashuri, Tamar: (Web)sites of Memory and the Rise of Moral Mnemonic agents. – S. 441-457

„This article underscores the ethical dimension of collective memory and examines how the advent of digital networked technologies challenges the mechanisms society employs to deny memories of immoral acts. The study will be grounded on an analysis of two organizations' websites. The first was designed by members of Machsom Watch – an all-female organization whose members monitor the human rights of Palestinians at checkpoints set up by the Israeli Army. The second website was established by Shovrim Shtika – an all-male organization of veteran Israeli soldiers who collect testimonies of their comrades-in-arms who served in the Occupied Territories. The study shows that by producing (web)sites of memory in which members of the organizations store, and by which they disseminate personal memories, they establish a new archival formation that feeds into social practice. The on-line archives they create become an eminently social practice, a space of living memory and a sphere of moral engagement."

Lee, Chei Sian: Exploring Emotional Expressions on YouTube through the Lens of Media Systems Dependency Theory. – S. 457-476

Burroughs, Benjamin; Burroughs, Jeffrey W.: The Masal Bugduv Hoax: Football Blogging and Journalistic Authority. – S. 476-492

Kahne, Joseph et al.: Youth Online Activity and Exposure to Diverse Perspectives. – S. 492-513

„Some see the internet as a means of exposure to divergent perspectives, while others believe that it is likely to foster echo chambers. We agree that it is important to attend to these possibilities, but we find that this discussion is often framed inappropriately. Drawing on a unique panel survey of the online practices and civic and political engagement of youth (aged 16–21), we find that most youth do not report exposure to echo chambers or divergent perspectives. Rather, most report either being exposed to views that both align with and diverge from their own, or they report not interacting with others about their views on societal issues at all. We also find that particular forms of online participatory activity, digital media literacy activities, and political interest are related to increased reports of exposure to diverse perspectives."

Brito, Pedro Quelhas: Teen Conceptualization of Digital Technologies. – S. 513-533

„This research explores teenagers' knowledge representation of six digital technologies – email, IM, internet, digital photos, sms and games. Instead of pre-imposing a specific structure, teens freely express every-

thing they consider relevant by identifying the meanings associated with each digital technology. Drawing on cognitive psychology theories and teenagers' social development theories, the data from thirteen focus groups were analyzed. The nature of attributes comprising technical features, personal and socially relevant activities/experiences, feelings and attitudes towards these instruments only partially matched other IT conceptualizations. However, those studies applied different methodological approaches. Among the 133 attributes suggested, 30 were shared by at least two digital technologies. The Multiple Correspondence Analysis showed that games were psychologically and functionally (physical attributes) more integrated with IM and internet whereas digital photos were segregated. The communicational and product design implications of assessing attributes are discussed."

Jg 14 (2012) Nr 4

Markman, Kris M.: Doing Radio, Making Friends, and Having Fun: Exploring the Motivations of Independent Audio Podcasters. – S. 547-566

„This article presents an exploratory, empirical investigation of one under-studied type of user-generated content: independent audio podcasting. While other forms of user-generated content, particularly blogging, have received significant attention from scholars, research on podcasting, particularly on podcasters themselves, is still uncommon. I address this gap through the development of a preliminary profile of independent podcasters and their motivations for podcasting. Results from a web-based qualitative questionnaire indicate that podcasters fit the profile of Pro-Ams (older, educated, professional males) working primarily in the niche markets of the long tail. The study found six major categories of motivations for podcasting: technology/media, content, interpersonal, personal, process, and financial. Comparisons are also drawn between motivations of the podcasters reported in this study and previous research on the motivations of bloggers."

Lauer, Josh: Surveillance History and the History of New Media: An Evidential Paradigm. – S. 566-583

Khvorostianov, Natalia; Elias, Nelly; Nimrod, Galit: „Without it I am Nothing": The Internet in the Lives of Older Immigrants. – S. 583-600

„This article aims to explore how using the internet may facilitate coping with the challenges of immigration in later life, based on the case of older Jewish immigrants from the Former Soviet Union in Israel. For that purpose, in-depth interviews were conducted with 32 immigrants living in southern Israel. Results indicated that internet usages by the study participants were: (1) Managing health; (2) Nurturing professional interests; (3) Maintaining and extending social networks; (4) Appreciating the past; and (5) Enjoying leisure. Each usage seemed to preserve and even strengthen the participants' self-worth and improve their quality of life. These findings suggest that older immigrants who use the internet practice, in fact, strategies of successful ageing, which help them to cope not only with the challenges associated with ageing, but also with the tremendous difficulties and losses posed by immigration."

Bock, Mary A.: Newspaper Journalism and Video: Motion, Sound, and New Narratives. – S. 600-617

Gilmore, Jason: Ditching the Pack: Digital Media in the 2010 Brazilian Congressional Campaigns. – S. 617-634

Davis, Katie: Tensions of Identity in a Networked Era: Young People's Perspectives on the Risks and Rewards of Online Self-Expression. – S. 634-652

„This article explores how young people – for whom issues of identity are particularly salient – conceive of the new opportunities for self-expression provided by digital media technologies. In-depth interviews were conducted with 24 „digital youth," ages 15-25, who were highly engaged in at least one form of digital media activity at the time of their interview. Participants were presented with a hypothetical scenario designed to probe their conceptions of identity, both online and offline. The themes identified in the interviews are organized into a conceptual framework that summarizes the strategies young people use to reconcile the tension between multiplicity and consistency in a networked era. The framework comprises four „spheres of obligation" – to self, interpersonal relationships, online social norms, and broad community-level values – that function as implicit limits on self-multiplicity. Participants varied in the weight they gave to each sphere when deciding how to express themselves in this networked era."

Tacchi, Jo: Open Content Creation: The Issues of Voice and the Challenges of Listening. – S. 652-669

„This article explores the potential role of participatory or open content creation for development. It does so by examining ideas around voice and listening, and their relevance to the field of information and communication technology for development (ICT4D). It first explores participatory development and the idea of open ICT4D before elaborating on issues of voice as process, and as value. Research findings from a project in Asia that experimented with participatory content creation are discussed in relation to notions of voice. The research was concerned with the ways in which processes of voice might lead to wider social action and change. Findings are explored, and discussed in relation to the importance and challenges of ensuring that voice is valued through listening, and the implications of this for ICT4D."

Nafus, Dawn: „Patches Don't Have Gender": What is Not Open in Open Source Software. – S. 669-684

Chang, Tsan-Kuo et al.: Jurisdictional Protectionism in Online News: American Journalists

and their Perceptions of Hyperlinks. –
S. 684-701

Wall, Melissa; Kirdnark, Treepon: Online Maps
and Minorities: Geotagging Thailand's Mus-
lims. – S. 701-717

„Because of their widespread use on the internet, hy-
perlinks have become a useful tool in information
sharing and knowledge distribution in online commu-
nication, particularly in the realm of journalism. Their
importance has received little scholarly attention,
however. Against the backdrop of the sociology of
professions, the purpose of this study is to determine
how journalists approach hyperlinks and what they
perceive to be their functions in online news. A na-
tional survey of newspaper editors and TV news di-
rectors in the United States shows that American jour-
nalists exhibit a sense of jurisdictional protectionism
in online news. They appear to privilege US hyperlinks
over foreign ones, especially internal links to their own
websites. They are also predominantly against linking
to foreign news media that cover the same events or
issues. Financial consideration seems to be the main
reason behind the journalistic preference."

Political Communication
Jg 29 (2012) Nr 2

Whitten-Woodring, Jenifer; James, Patrick:
Fourth Estate or Mouthpiece?: A Formal Mod-
el of Media, Protest, and Government Repres-
sion. – S. 113-137

Shaw, Daron R; Gimpel, James G.: What if We
Randomize the Governor's Schedule?: Evi-
dence on Campaign Appearance Effects from a
Texas Field Experiment. – S. 137-160

„Candidate appearances have long been a staple of
American campaigns, yet we don't know much about
what happens when elites meet the masses. In 2006, we
conducted a state-wide field experiment assessing the
effectiveness of personal appearances by the incum-
bent governor. Republican Rick Perry's campaign ap-
pearances were randomly assigned to specific media
markets for 3 days in January 2006, while we simulta-
neously collected public opinion, media coverage,
contribution, and volunteer data. We find increased
public support for Perry, but also increased support
for his Democratic opponent. Contrary to some recent
studies of TV advertising, appearance effects persisted
for at least 1 week. The tone of news media coverage
of the governor's appearances doesn't influence the
mobilization of Perry voters, but less favorable stories
might exacerbate countermobilization effects. Perry's
appearances were more unambiguously effective in
generating contributions and volunteers."

Gershon, Sarah Allen: Press Secretaries, Jour-
nalists, and Editors: Shaping Local Congres-
sional News Coverage. – S. 160-184

Cho, Jaeho; Ha, Yerheen: On the Communica-
tive Underpinnings of Campaign Effects: Pres-

idential Debates, Citizen Communication, and
Polarization in Evaluations of Candidates. –
S. 184-205

„Previous research on presidential debates has largely
focused on direct effects of debates on viewers. By ex-
panding the context of debate effects to post-debate
citizen communication, this study moves beyond the
direct and immediate impact of debate viewing and in-
vestigates indirect effects of debate viewing mediated
by debate-induced citizen communication. Results
from two-wave panel data collected before and after
the 2004 presidential debates show that, as previous
literature has suggested, debate viewing leads to par-
tisan reinforcement and that these debate effects are in
part mediated through post-debate political conversa-
tion. These findings provide a new layer of complexity
to our understanding of the mechanisms underlying
debate effects."

Young, Lori; Soroka, Stuart: Affective News:
The Automated Coding of Sentimental in Po-
litical Texts. – S. 205-232

„An increasing number of studies in political commu-
nication focus on the „sentiment" or „tone" of news
content, political speeches, or advertisements. This
growing interest in measuring sentiment coincides
with a dramatic increase in the volume of digitized in-
formation. Computer automation has a great deal of
potential in this new media environment. The object-
ive here is to outline and validate a new automated
measurement instrument for sentiment analysis in po-
litical texts. Our instrument uses a dictionary-based
approach consisting of a simple word count of the fre-
quency of keywords in a text from a predefined dic-
tionary. The design of the freely available Lexicoder
Sentiment Dictionary (LSD) is discussed in detail here.
The dictionary is tested against a body of human-cod-
ed news content, and the resulting codes are also com-
pared to results from nine existing content-analytic
dictionaries. Analyses suggest that the LSD produces
results that are more systematically related to human
coding than are results based on the other available
dictionaries. The LSD is thus a useful starting point for
a revived discussion about dictionary construction and
validation in sentiment analysis for political commu-
nication."

Publizistik
Jg 57 (2012) Nr 2

Mono, René; Scherer, Helmut: Wer zählt die
Toten, kennt die Orte: Ist der internationale
Nachrichtenfluss von Länderfaktoren oder Er-
eignismerkmalen determiniert? – S. 135-161

„Nach wie vor deuten die Ergebnisse der Nachrich-
tenforschung darauf hin, dass in der Auslandsbericht-
erstattung neben dem Länderstatus vor allem der Re-
gionalismus eine dominierende Rolle spielt. Solche
Schlussfolgerungen basieren zumeist auf Untersu-
chungen, die die Wirkung von Ereignismerkmalen auf
die Berichterstattung in Nachrichten ausblenden. Da-
mit ist die Aussagekraft dieser Studien aber einge-
schränkt, weil keine Abwägung der jeweiligen Bedeu-
tungen von Ereignis- und Ländermerkmalen möglich

ist. Die vorliegende Studie versucht, einen anderen Weg zu gehen, indem sie den Einfluss von Ereignismerkmalen von dem der Länderfaktoren abgrenzt. Dafür wird die Berichterstattung zu Erdbeben in drei führenden deutschen Nachrichtenmedien analysiert. Die Ergebnisse zeigen: Der Einfluss von Ereignismerkmalen übersteigt die Wirkung von Länderfaktoren insgesamt bei weitem. Gleichwohl haben aber auch Ländermerkmale eine gewisse Bedeutung, die sich vor allem für das Fernsehen nachweisen lässt und sich in einer bisweilen disparaten oder in Interaktion mit den Ereignismerkmalen zu beschreibenden Wirkung manifestiert.“

Peter, Christina; Fahr, Andreas; Früh, Hannah: Im Spiegel der Anderen: Soziale Vergleiche mit Personen aus dem persönlichen und medialen Umfeld. – S. 161-179

„Soziale Vergleichsprozesse sind ein zentrales Konstrukt in der sozialpsychologischen Forschung und ein wichtiger Faktor der Identitätsarbeit. Gleichwohl wurden sie bisher kaum systematisch im Zusammenhang mit Mediennutzung untersucht, obwohl das Potential von Medien als Mittel zur Identitätsarbeit regelmäßig betont wird. Insbesondere die Bedeutung, die Vergleiche mit Medienpersonen in diesem Zusammenhang in Relation zu Vergleichen mit Personen aus dem sozialen Umfeld haben, ist weitgehend ungeklärt. Die vorliegende Studie widmet sich daher der Erforschung medienvermittelter Vergleichsprozesse und untersucht Gemeinsamkeiten und Unterschiede zu sozialen Vergleichen mit Personen aus dem persönlichen Umfeld. In einer Befragung von 278 Teilnehmern wurden über eine Kombination verschiedener Messverfahren mehrere Aspekte beider Vergleichsdomänen (soziales versus mediales Umfeld) ermittelt. Die Ergebnisse zeigen Unterschiede zwischen beiden Domänen bei der Vergleichshäufigkeit und Vergleichsrichtung sowie teilweise bei der Relevanz bestimmter Vergleichsdimensionen.“

Fröhlich, Romy; Kerl, Katharina: Das Bild der Public Relations in der Qualitätspresse: Eine Langzeitanalyse. – S. 179-205

„Bentele und Seidenglanz (Das Image der Image-Macher. Eine repräsentative Studie zum Image der PR-Branche und eine Journalistenbefragung. Leipzig: Universität Leipzig, 2004) vermuten in ihrer Befragungsstudie zum PR-Image in Deutschland, dass es zwischen medialer PR-Darstellung und dem PR-Bild der Bevölkerung einen Zusammenhang gibt, denn je höher der Medienkonsum der Befragten, desto eher beurteilten diese PR negativ. Die Autoren zeigen außerdem, dass die von ihnen befragten Journalisten eine deutlich negativere Vorstellung von PR hatten als die Bevölkerung. Unsere Studie fragt deshalb, wie Medien in Deutschland über PR berichten. Hierzu untersuchen wir das Bild der PR in deutschen Qualitätsprintmedien im Längsschnitt (1993–2006) und betrachten die Befunde vor der Kontrastfolie einer Rekonstruktion von „PR-Realität“, die sich auf empirische Daten und Fakten zum PR-Berufsfeld und auf wissenschaftlich fundierte theoretische Reflexionen über PR-Handeln stützt. Sie ist die erste deutsche Studie dieser Art und zeigt, dass das mediale PR-Ver-

ständnis deutlich abweicht von den wissenschaftlichen Befunden über und berufspraktischen Verständnissen von PR; stattdessen herrschen eher andere (spezifisch journalistische) PR-Verständnisse vor. Dabei spielt die Skandalisierung des PR-Verhaltens eine große Rolle.“

Haferkamp, Nina; Herbers, Martin R.: What if Bourdieu Had Played Farm Ville?: Examining Users' Motives for Playing the Browser Game FarmVille in Relation to Socio-demographic Variables. – S. 205-225

„Das Social Game FarmVille ist mit zurzeit rund 80 Mio. Nutzern eines der beliebtesten Browser Games im Internet. Die Spieler werden in die Rolle von virtuellen Landwirten versetzt, die über eine längere Zeit hinweg eine Farm bewirtschaften, Tierzucht betreiben und Land bestellen. Wegen der großen Popularität, des recht ungewöhnlichen Spielthemas sowie des Fehlens klassischer Win-/Lose-Szenarien wird gefragt, aufgrund welcher Motive Spieler dieses Social Game regelmäßig nutzen. Als theoretische Basis dienen die soziologischen Arbeiten von Pierre Bourdieu, wonach soziodemographische Variablen wie z. B. die berufliche Tätigkeit die unterschiedlichen Nutzungsmotive beeinflussen. Für die Überprüfung wurde eine Online-Befragung mit 210 FarmVille-Spielern durchgeführt, die als grundlegende Motive die Suche nach Unterhaltung, Herausforderung und Eskapismus aufdeckte. Es zeigte sich überdies, dass soziodemografische Variablen sowie die individuelle Nutzungsfrequenz die Motivlage beeinflussen. Die gewonnenen Ergebnisse werden im Kontext der Habitus-Theorie diskutiert.“

Televizion
Jg 25 (2012) Nr 1

Götz, Maya: Kinder im Mittelpunkt von Dokumentationen: ein Vorschulformat und seine Rezeption. – S. 4-13

Windisch, Lysann: Die Stimme aus dem Off: Medienanalyse von Off-Texten in Kinderdokumentationen. – S. 13-22

Götz, Maya: Mehr Knutscherei, mehr Emotionen – aber nur für die Älteren: Themenvorlieben im Alters-und Geschlechtervergleich. – S. 22-27

Hofmann, Ole: KidsReport 2011: Wie sieht die Realität des Kinderprogramms aus?. – S. 27-30

Hofmann, Ole: Die dargestellte Realität des Kinderfernsehens: Ergebnisse einer medienanalytischen Untersuchung der Hauptfiguren im deutschen Kinderfernsehen. – S. 30-34

Fuhs, Burkhard; Brand, Dagmar: Vielleicht mögt ihr mir ja zurückschreiben?: Zur Bedeutung von Zuschauerkommunikation im Kinderfernsehen. – S. 34-44

Lünenborg, Margreth; Töpper, Claudia: Das System Castingshow: Provokationen und Skandale als ökonomisches und ästhetisches Prinzip von Castingshows. – S. 44-48

Mikos, Lothar: Das Spiel mit der Realität: Darstellungsformen im Reality-TV. – S. 48-52

Zeitschrift für Urheber- und Medienrecht Jg 56 (2012) Nr 5

Berge, Christian: Aktuelle Entwicklungen im Urheberrecht: der EuGH bestimmt die Richtung. – S. 353-361

Braml, Birgit; Hopf, Kristina: Jugendschutzprogramme: mehr Schutz für die Jugend oder mehr Sicherheit für den Anbieter?. – S. 361-371

Neuhoff, Heiko: Die Dynamik der Jugendfreiheit am Beispiel von Presse und Rundfunk: zur Optimalisierung des Verbots nichtsendungsbezogener presseähnlicher Telemedienangebote der Rundfunkanstalten. – S. 371-383

Flöter, Benedikt; Königs, Martin: Verletzung des Rechts am grundstücksinternen Bild der eigenen Sache und Übertragbarkeit der dreifachen Schadensberechnung auf deliktische Schadensersatzansprüche aus Eigentumsverletzung: zivilrechtliche Untersuchung der Entscheidungen des BGH in der Verbundsache Urteil vom 17. Dezember 2010 – V ZR 44/10, 45/10, 46/10 – Preußische Schlösser und Gärten. – S. 383-389

Gialeli, Anastasia; Olenhusen, Albrecht Götz von: Das Spannungsverhältnis zwischen Urheberrecht und AGB-Recht: zugl. Anmerkung zu LG Braunschweig, Urteil vom 21. September 2011 – 9 O 1352/11 (ZUM 2012, 66). – S. 389-392

Wolters, Olaf: Anmerkung zu VG Berlin, Urteil vom 9. November 2011 – 27 A 64.07. – S. 430-431

Jg 56 (2012) Nr 6

Riesenhuber, Karl: Die „Öffentlichkeit" der Kabelweitersendung: eine „Untergrenze von 75 Wohneinheiten" gibt es nicht. – S. 433-444

Pflüger, Thomas: Die Befristung von § 52a UrhG – eine (un)endliche Geschichte?. – S. 444-452

Frenz, Walter: Namensabkürzungen und Persönlichkeitsrecht. – S. 453-456

Bareiß, Andreas: Filmfinanzierung 2.0: Funktionsweise und Rechtsfragen des Crowdfunding. – S. 456-465

Jg 56 (2012) Nr 7

Haberstumpf, Helmut: Das Urheberrecht: Feind des Wissenschaftlers und des wissenschaftlichen Fortschritts?; zugl. Besprechung zu OLG Frankfurt am Main, Urteil vom 27. März 2012 – 11 U 66/11 /ZUM 2012, 574). – S. 529-538

Joch, Bernd; Wenninger, Philip: Frischer Wind bei der sozialversicherungsrechtlichen Beurteilung des Status von Mitarbeitern im Medienbereich. – S. 538-543

Kirchberg, Elena: Die Störerhaftung von Internetanschlussinhabern auf dem Prüfstand: zugl. Anmerkung zu BVerfG ZUM 2012, 471 – Unerlaubtes Filesharing im Internet. – S. 544-550

Schulze, Gernot: Anmerkung zu BGH, Urteil vom 30. November 2011 – I ZR 59/10 –; PC als Bild- und Tonaufzeichnungsgerät. – S. 573-574

Petersdorff-Campen, Thomas von: Anmerkung zu LG Hamburg, Urteil vom 20, April 2012 – 3 10 O 461/10. – S. 606-609