English Abstracts

Urszula Martyniuk / Arne Dekker / Silja Matthiesen: Sexual Interactions of Adolescents on the Internet. Results of a Qualitative Study of 160 Urban Youths (Sexuelle Interaktionen von Jugendlichen im Internet. Ergebnisse einer qualitativen Interviewstudie mit 160 Großstadtjugendlichen), pp. 327-344

In this paper, we discuss sexual experiences of 16- to 19-year-old women and men online. Based on 160 qualitative interviews, we found that the sexual interactions experienced by adolescents can generally be classified in two groups; (1) online contacts of a sexual nature, and (2) sexual contacts that were mediated by the Internet. 6 % of our respondents uploaded their own nude pictures in exchange of photos of their girlfriend or boyfriend, or when flirting. 13 % of our respondents tried online sex for reasons of curiosity and fun. 12 % were sexually harassed by a chat partner who asked for sexual services or exposed himself, or were pressurised for sexual activities. 6 % of the study's participants had a one-night-stand with someone they had met online. However, even though the Internet offers a space for new sexual experiences, adolescents use it rarely for sexual contacts exclusively. They also show a high level of reflection, risk awareness and confident implicitness when dealing with sex-related interactive offers online.

Key words: sexual socialization, adolescent sexuality, Internet, online sexual activities, sexting, cybersex, sexual harassment

Marko Bachl / Catharina Vögele: Guttenberg's Witnesses? Replicating and Expanding the Analysis of "Opportune Witnesses" (Hagen 1992) through a Case Study of the Coverage of the Guttenberg Plagiarism Affair (Guttenbergs Zeugen? Eine Replikation und Erweiterung von Hagens (1992) „Die opportunen Zeugen" anhand der Berichterstattung über Karl-Theodor zu Guttenberg im Kontext der Plagiatsaffäre), pp. 345-367

This study analyses the synchronisation of evaluations of Guttenberg by journalists and cited sources within the coverage of ten daily German newspapers. We replicated the analytical design of Hagen's (1992) "Opportune Witnesses", introducing a valuable extension to his approach. Interestingly, we found evidence of the use of opportune witnesses, however, the consequences of this remained limited. Moreover, we show that the synchronisation of evaluations highly depends on the units of analysis. We were able to demonstrate a strong synchronisation of evaluations with regard to the whole of the coverage of all newspapers in the sample. However, it appeared that between individual newspaper issues and journalists, the correlations was of an average nature; and there were merely few correlations with regard to individual articles in the papers. We conclude that firstly, future analyses aiming to identify the use of opportune witnesses should replicate Hagen's whole analytical approach rather than simply compare editorial stances and cited evaluations. Secondly, we demand that the units of analysis are the crucial aspect for synchronisation studies employing content analysis methodologies; in particular when investigating inferences on the production of news.

Key words: opportune witnesses, news bias, content analysis, Karl-Theodor zu Guttenberg, media content research, units of analysis in content analysis

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Ilona Ammann / Elke Grittmann: Investigating the Trauma of the Others – Commemorating 9/11 through Visual Media Coverage. An Analysis on the Ritual Function of Journalism in Transnational Commemoration of a Media Event (Das Trauma Anderer betrachten – 10 Jahre 9/11 im Bild. Eine empirische Analyse zur rituellen Funktion des Journalismus im transnationalen Gedenken an ein Medienereignis), pp. 368-386

This paper examines the ritual functions of journalism when remembering a traumatic media event by considering the specific role of photography. Based on theories of the ritual function of journalism, collective memory and cosmopolitanism, the study explores how anniversary commemorations of 9/11 are performed as a transnational ritual media event in German daily newspapers. Findings of the quantitative image type analysis reveal how a 'cosmopolitan imagined community of global risk' is constructed through photographs, and show that an iconography of compassion is dominating the visual journalistic framework.

Key words: commemorative journalism, collective memory, ritual media events, press photography, cosmopolitanism, image type analysis

Dorothée Hefner: „How do we bring them in?" A Typology of Relevant Characteristics and Communication Habits for Developing Communication Strategies Promoting Environmentally Sustainable Behaviour („Wie kriegen wir sie ins Boot?" Eine Typologie zur Entwicklung von Kommunikationsstrategien zur Förderung umweltschützenden Verhaltens), pp. 387-405

Environmental sustainability and relevant behaviour patterns are determined by a number of aspects; some of them are knowledge about environmental issues and attitudes towards the environment; personal ethic values; as well as ideas about self-efficacy regarding one's own behaviour. Aiming to gain a complex understanding of this set of characteristics with regard to different social groups, I employed a cluster analysis of 486 participants and arranged them by their age, gender and formal education. The results indicate that six different 'eco-types' can be found. In a second step, I examined the six eco-type groups in terms of their specific media preferences and communicative behaviour. The resulting typology can aid the planning of communicational campaigns on environmental topics, for it offers insights into different social environments; each with a specific media repertoire, communicational habits and environmentally relevant engagement.

Key words: targeting, tailoring, communication campaigns, environmental psychology, advertising research

Magdalena Obermaier / Thomas Koch: Occupying a Double Role. Consequences of Inter-Role Conflicts of Freelance Journalists with Secondary Employment in the Field of PR (Von der Doppelrolle. Auswirkungen von Inter-Rollenkonflikten freier Journalisten mit Nebentätigkeiten im PR-Bereich), pp. 406-419

Freelance journalists also working in the field of public relations occasionally face contrasting expectations. As a journalist, they contribute to the 'public duty' of journalism, and as such, attempt not to be influenced by the interests of third parties. Doing PR work, however, they often are expected to represent the interests of their clients. If they cannot fulfil these contradicting expectations, they experience inter-role conflicts. But

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what are the consequences of such role conflicts for freelance 'PR-journalists'? Aiming to provide an answer to this question, we conducted a quantitative online-survey with German freelance journalists also working in PR. In terms of the results, we noticed that participants are often troubled when facing inter-role conflicts. This becomes evident as they feel tense and insecure; trying to work out whether to see themselves as journalists or PR-practitioners. Often, participants had what might be called an internalised normative perception concerning the idea that journalists should not work in the field of public relations. Hence, the inter-role conflicts they experienced were even stronger. Due to the increased tensions they faced as a result of such inter-role conflicts, participants felt more stressed at work and less satisfied with their job situation in general.

Key words: freelance journalists, public relations, expectations, inter-role conflicts, job satisfaction, survey, structural equation modelling

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