Zeitschriftenlese

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Coelln, Christian von: Justiz und Medien: Rechtliche Anforderungen an das Verhältnis zwischen Justiz und den Medien, insbesondere an die Berichterstattung über Gerichtsverfahren. – S. 193-202

„Der Beitrag befasst sich mit den journalistischen Möglichkeiten der Recherche und der Berichterstattung aus Gerichtsgebäuden. Seine Gegenstände sind der Zugang von Journalisten zur Verhandlung, die Anfertigung von Bild- und Tonaufnahmen während der Verhandlung sowie in ihrem Umfeld und schließlich die Live-Textberichterstattung z.B. über Twitter aus der Verhandlung. Dabei weist er auf Defizite sowohl im aktuellen Normbestand als auch bei dessen Anwendung hin."

Hamm, Rainer: Justiz und Medien: Rechtliche Anforderungen an das Verhältnis zwischen Justiz und den Medien, insbesondere an die Berichterstattung über Strafverfahren. – S. 202-210

Mann, Roger: Online-Archive nach der „Google-Entscheidung" des EuGH: zugleich eine Besprechung von EuGH C-101/12 vom 13.5.2014. – S. 210-213

Fechner, Frank; Krischok, Heike; Pelz, Cordula: Auskunftsanspruch der Medien gegenüber Bundesbehörden – Ein Zwischenruf. – S. 213-218

„Auskünfte von Behörden stellen eine der wichtigsten journalistischen Quellen dar. Den Auskunftsansprüchen der Landespressegesetze kommt daher grundlegende Bedeutung für die Arbeit von Pressevertretern zu. Ungeklärt ist allerdings die Frage, ob sich aus den Landespressegesetzen auch Auskunftsansprüche gegenüber Bundesbehörden ableiten lassen. Durch eine Entscheidung des BVerwG aus dem Jahr 2013 ist die Problematik neuerlich in die Diskussion geraten und hat aktuelle Bedeutung, seit das Verfahren beim BVerfG anhängig ist."

Communicatio Socialis
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Hackel-de Latour, Renate: Nackt auf dem Boulevard: Balanceverlust in der Unterhaltungsbranche. – S. 148-149

Schicha, Christian: Unterhaltung aus medienethischer Perspektive. – S. 150-159

Döveling, Katrin; Fischer, Jana: Der Zampano und die Zicke: Ambivalente De-Konstruktion von Stereotypen in Produktion und Aneignung von seriellen Unterhaltungsformaten. – S. 160-170

Fricke, Ernst: Das Verhältnis von Privatheit und Öffentlichkeit: Die Boulevardmedien zwischen rechtlicher Verantwortung und verführerischem Kommerz. – S. 171-183

Herrmann, Friederike: Wofür wir uns schämen: Thesen zu den Funktionen des Privaten in den Boulevardmedien. – S. 184-190

Pfaffinger, Christian: Mit dem Finger auf dem Knopf: Erfahrungen eines Boulevardreporters im Hinblick auf journalistische Ethik. – S. 199-202

Weichert, Stephan: Demokratie als Shitstorm? Implikationen zur politischen Debattenkultur durch Social Media. – S. 203-213

Eckermann, Ines Maria: Das Glück in den Medien: ein Begriff zwischen Mode und Beliebigkeit. – S. 214-224

Bode, Franz-Josef: Kritik als Herausforderung: Wie die Kommunikation zwischen Kirche und Medien in Zeiten von Krisen gelingen kann. – S. 225-228

Klenk, Christian; Rinklake, Thomas: Mitgliedermagazine mit Millionenauflage: Eine bundesweite Umfrage liefert erstmals umfangreiche Daten zum Basismedium Pfarrbrief. – S. 229-243

Kolmer, Christian: Mediatisierung, Personalisierung, Skandalisierung: Eine Langzeitanalyse zeigt, wie die Kirche in den Jahren 2001 bis 2013 im Fernsehen dargestellt wurde. – S. 244-249

Communication Research
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Shen, Cuihua; Monge, Peter; Williams, Dmitri: Virtual Brokerage and Closure: Network Structure and Social Capital in a Massive Multiplayer Online Game. – S. 459-480

„This study proposes a structural approach to examining online bridging and bonding social capital in a large virtual world. It tests the effects of individual players' network brokerage and closure on their task performance and trust of other players. Bridging social capital is operationalized as brokerage, the extent to which one is tied to disconnected others, and bonding social capital as closure, the extent to which one is embedded in a densely connected group. Social networks were constructed from behavioral server logs of EverQuest II, a Massively Multiplayer Online Game. Results provided strong support for the structural model, demonstrating that players' network broker-

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age positively predicted their task performance in the game and players embedded in closed networks were more likely to trust each other."

Elenbaas, Matthijs et al.: Reconciling Passive and Motivated Learning: The Saturation-Conditional Impact of Media Coverage and Motivation on Political Information. – S. 481-504

„Representative democracy requires that citizens express informed political opinions, and in order to inform their opinions, they must have the opportunity to acquire relevant facts from the media. In view of increasing audience segmentation, such opportunity may vary according to how widely political information diffuses across the various sources available in a media environment. However, it remains uncertain how differences in information saturation correspond with differences in information acquisition. Drawing on data from a rolling cross-sectional survey with nearly 60 waves and media content analyses spanning four European countries, this article examines whether a wider availability of information in collective media environments facilitates acquisition of such information. It also specifies the conditions under which this effect differs for people with different levels of learning motivation. Using a multilevel model, we find the media environment to be a remarkably powerful force in equipping people with political information. We also find that better-motivated citizens initially benefit disproportionately from the availability of information, yet motivation-based discrepancies in learning disappear entirely when media coverage becomes more prevalent."

Lee, Angela M.; Lewis, Seth C.; Powers, Matthew: Audience Clicks and News Placement: A Study of Time-Lagged Influence in Online Journalism. – S. 505-530

„The rise of sophisticated tools for tracking audiences online has begun to change the way media producers think about media audiences. This study examines this phenomenon in journalism, building on a revised theoretical model that accounts for greater audience engagement in the gatekeeping process. Research suggests that news editors, after long resisting or ignoring audience preferences, are becoming increasingly aware of and adaptive to consumer tastes as manifest via metrics. However, research also finds a gap in the news preferences of editors and audiences. This study asks: Who influences whom more in this disparity? Through longitudinal secondary data analysis of three U.S. online newspapers, and using structural equation modeling, this study finds that (a) audience clicks affect subsequent news placement, based on time-lagged analysis; (b) such influence intensifies during the course of the day; (c) there is no overall lagged effect of news placement on audience clicks; and (d) the lagged effect of audience clicks on news placement is stronger than the inverse. Implications of these findings and suggestions for future research are discussed."

Tokunaga, Robert S.: A Unique Problem or the Manifestation of a Preexisting Disorder? The Mediating Role of Problematic Internet Use in the Relationship between Psychosocial Problems and Functional Impairment. – S. 531-560

„Concerns about the problematic nature of Internet use have been discussed since the inception of the Internet. Internet addiction, problematic Internet use (PIU), and the deficient self-regulation of Internet use are some issues studied in this domain. Some regard these conditions as genuine disorders that cause disruptions in one's life. Others criticize their legitimacy, claiming that functional impairment associated with Internet use is indicative of primary psychosocial problems and has little to do with the Internet. The purpose of this investigation was to understand whether cognitive preoccupation and uncontrolled use, components of PIU, are part of a unique disorder or are symptomatic of underlying psychosocial problems. This research tested the mediating role of PIU in the relationships between psychosocial problems (i.e., social anxiety, loneliness, and depression) and impairment of interpersonal relationships and vocational performance in two studies. Different conclusions were reached based on the methodological design of the study; however, the findings generally supported the mediation of PIU."

Panek, Elliot: Left to Their Own Devices: College Students' „Guilty Pleasure" Media Use and Time Management. – S. 561-577

„New media provide college students with an unprecedented number of ways to spend their unstructured time. Research on decision making suggests that choosers low in self-control presented with proximate options will eschew tasks that provide delayed benefit in favor of immediate gratification and will experience guilt when they are aware of the tradeoff between immediate gratification and long-term benefits. A survey of college students (N = 458) suggests that users are aware of overuse of leisure media because of deficits in self-control, in particular two proximate media experience (social networking sites [SNS] and online video). Of these, only online video viewing is associated with less time spent on schoolwork. Though this study is correlational and thus does not definitively establish causality, the evidence suggests that the interaction between the high-choice media environment and users' self-control may account for a decline in learning among college students."

Gehrau, Volker et al.: Antagonistic and Synergetic Impacts of Conversation on Nonpersuasive Media Effects. – S. 578-602

„This article elaborates the role of interpersonal communication in media effects. Based on an extensive literature review, two lines of arguments are illustrated: the antagonistic and the synergetic position. The literature provides theoretical and empirical support for both positions especially in the field of persuasive media input. To complete the view, two experiments with nonpersuasive media input are presented. The first experiment addresses the role of conversations in cognitive news effects. The synergetic position is supported: conversation leads to elaboration and more profound recall of media content. The second experiment deals mainly with emotional media effects in entertainment. No general impact of conversation on media effects

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was demonstrated. Nonetheless, the authors find evidence that conversations about the media engender a more critical and reserved stance toward the media content and protagonists. The article concludes with a discussion of the implications for further research into the field."

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Velez, John A. et al.: Ingroup Versus Outgroup Conflict in the Context of Violent Video Game Play: The Effect of Cooperation on Increased Helping and Decreased Aggression. – S. 607-626

„Previous research has demonstrated a positive influence of cooperative video game play on participants' cooperative strategies (tit-for-tat behaviors) in a modified Prisoner's Dilemma task […]. The current study tested whether these positive effects are applicable to ingroup and outgroup conflict. Eighty participants were assigned to play a violent video game cooperatively or competitively with a confederate posing as an outgroup or ingroup member. The main findings corroborate previous research on the beneficial effects of cooperative game play and suggest playing cooperatively can increase helping behavior. Furthermore, cooperation with an outgroup member can actually reduce aggression. Implications of findings for future research are discussed."

Joyce, Nick; Harwood, Jake: Improving Intergroup Attitudes through Televised Vicarious Intergroup Contact: Social Cognitive Processing of Ingroup and Outgroup Information. – S. 627-643

„In an experiment, participants exposed to depictions of an intergroup interaction between a border patrolling U.S. citizen and an illegal immigrant demonstrated changed attitudes toward illegal immigrants depending on the valence of the portrayal. Negative effects were enhanced among people who identified more strongly with the U.S. citizen character, and positive effects were moderately, although nonsignificantly enhanced among those who viewed the illegal immigrant character as more typical of illegal immigrants in general. Liking of the illegal immigrant character was a significant mediator of the effects. The positive effects on attitudes toward illegal immigrants transferred to more positive attitudes toward other social groups as well. The study is framed in terms of a social cognitive theory approach to vicarious intergroup contact."

Kam, Jennifer A.; Potocki, Bridget; Hecht, Michael L.: Encouraging Mexican-Heritage Youth to Intervene When Friends Drink: The Role of Targeted Parent-Child Communication Against Alcohol. – S. 644-664

„Drawing from primary socialization theory, we hypothesized that as Mexican-heritage youth engage in targeted parent-child communication against alcohol, they are more likely to disapprove of and consider the negative consequences of drinking alcohol. In turn, such antialcohol perceptions are likely to encourage them to intervene if a friend was to drink alcohol. The analyses were based on self-reported longitudinal data from 1,149 Mexican-heritage youth in sixth to eighth grades (M = 12 years, SD = .61). As males and females engaged in targeted parent-child communication against alcohol, they were more likely to consider the negative consequences of alcohol consumption. Consequently, they reported that they would be more likely to intervene by talking to the friend or an adult. Disapproving of alcohol consumption played a minor role for male and female Mexican-heritage youth."

Wright, Paul J.; Randall, Ashley K.: Pornography Consumption, Education, and Support for Same-Sex Marriage among Adult U.S. Males. – S. 665-689

„Many consider same-sex marriage the civil rights issue of our time. Although support is on the rise, there are some Americans who oppose same-sex marriage. Heterosexual males are a demographic group particularly likely to oppose same-sex marriage. Mass media and education are often thought of as important agents of socialization in American culture. Pornography in particular is a platform often discussed in terms of its impact on males' sexual attitudes. This study used nationally representative three-wave longitudinal data gathered from adult U.S. males to examine the over-time interplay between pornography consumption, education, and support for same-sex marriage. Support for same-sex marriage did not prospectively predict pornography consumption, but pornography consumption did prospectively predict support for same-sex marriage. Education was also positively associated with support for same-sex marriage. Scientific and social implications of these findings are discussed."

Quick, Brian L. et al.: Grey's Anatomy Viewing and Organ Donation Attitude Formation: Examining Mediators Bridging This Relationship Among African Americans, Caucasians, and Latinos. – S. 690-716

„This study tests a comprehensive model linking Grey's Anatomy viewing and perceived realism of this program with organ donation knowledge, barriers – including medical mistrust, disgust, bodily integrity, and superstition – and subsequent organ donation attitudes. In addition to testing the hypothesized structural model, ethnic differences were examined by way of (a) the multigroup method to test for differences in path coefficients, (b) multivariate analysis of variance to examine differences among the study variables, and (c) x^2 tests to assess differences in organ donation registrations among African Americans (n = 200), Caucasians (n = 200), and Latinos (n = 200). Support for the overall structural model was found and various differences emerged among the African American, Caucasian, and Latino sample across study variables. The results from this research are discussed with an emphasis on the theoretical and practical implications."

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Opree, Suzanna J. et al.: Children's Advertising Exposure, Advertised Product Desire, and Materialism: A Longitudinal Study. – S. 717-735

„Previous studies have suggested that advertising exposure affects materialism among youth. However, this causal effect has not been investigated among children in middle childhood, who are in the midst of consumer development. Furthermore, the mechanism underlying this relation has not been studied. To fill these lacunae, this study focused on the longitudinal relation between children's television advertising exposure and materialism. We investigated advertised product desire as a mediating variable. A sample of 466 Dutch children (ages 8-11) was surveyed twice within a 12-month interval. The results show that advertising exposure had a positive longitudinal effect on materialism. This effect was fully mediated by children's increased desire for advertised products."

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Knobloch-Westerwick, Silvia et al.: A Crack in the Crystal Ball? Prolonged Exposure to Media Portrayals of Social Roles Affect Possible Future Selves. – S. 739-759

„A prolonged-exposure experiment, spanning 10 days, investigated how gender-typed portrayals in magazines affect young women's visions of their personal future. Competing hypotheses regarding impacts on possible future selves were derived from social cognitive theory and social comparison theory. Women (N = 215) viewed magazine pages with females in either professional or caretaker roles, as beauty ideals, or without individuals (control group). Gender-typed roles remained salient 3 days after last exposure. Portrayals of professionals and caretakers instigated more negative responses related to personal future than beauty ideals. Thus, despite much advocacy for increasing the number of strong female role models in the media, the perpetuation of traditional beauty ideals makes women feel more positively about their future."

Tsfati, Yariv; Ariely, Gal: Individual and Contextual Correlates of Trust in Media across 44 Countries. – S. 760-782

„Media research demonstrates that audience trust in the news media is a highly consequential factor, shaping audience selection of and response to media, and potentially impacting citizens' perceptions of the political system at large. Still, our knowledge about the correlates of trust in media is limited. Only a few studies have utilized a correlational design to explore the associations between trust in media and other factors, and almost all of these studies originate in the U.S. context. The current investigation utilizes data from 44 diverse countries (n = 57,847), collected as part of the World Values Survey, to broaden our understanding of trust in media. The aim is two-fold-to learn about individual-level correlates across contexts and to demonstrate that macro-level factors play a part in shaping such trust. Our findings indicate that levels of political interest, interpersonal trust, and exposure to television news and newspapers are positively correlated with trust in media, while education and exposure to news on the Internet are negatively associated. On the macro level, postmaterialism emerged as a consistent predictor of trust in media. State ownership of the media industry did not have a main effect on trust in media after controlling for other factors. However, an interaction was found between state ownership and level of democracy: state ownership of television is positively associated with media trust in democratic societies and negatively associated with trust in media in nondemocratic societies."

Chang, Chingching: The Influence of Ambivalence Toward a Communication Source: Media Context Priming and Persuasion Polarization. – S. 783-808

„When people feel ambivalent toward an information source, their attitudes toward the endorsed information reflect the influence of contextual priming. In particular, the valence of relevant (i.e., applicable to source evaluations) and irrelevant (i.e., not applicable to source evaluates) media contexts likely exert influences through conceptual and affective priming, respectively, such that they polarize message persuasion in diverging ways. Using celebrity endorsers in ads, Experiments 1 and 3 show that valence of a relevant story about similar people triggers conceptual priming and generates context contrast effects on endorsed information among ambivalent, but not univalent, participants. In contrast, Experiments 2 and 3 show that valence of an irrelevant article triggers affective priming and generates context assimilation effects on endorsed information among ambivalent, but not univalent, participants."

Borah, Porismita: Does It Matter Where You Read the News Story? Interaction of Incivility and News Frames in the Political Blogosphere. – S. 809-827

„The political blogosphere is replete with uncivil discussions and is apt to examine the influence of incivility on news frames. The present study brings in literature from incivility and framing effects and uses two experiments to examine the influence of incivility on news frames for democratic outcomes such as willingness to participate, online participation, openmindedness, and attitude certainty. Primary findings indicate the detrimental effects of incivility causing less openmindedness and more attitude certainty. At the same time, incivility causes more willingness to participate and online participation. More importantly, the findings demonstrate how incivility interacts with news frames. Implications for news framing effects in the social media landscape are discussed."

Cho, Hyunyi; Shen, Lijiang; Wilson, Kari: Perceived Realism: Dimensions and Roles in Narrative Persuasion. – S. 828-851

„Perceived realism may be a crucial message characteristic facilitating narrative-based persuasion. This study examined dimensions of perceived realism and their roles in narrative persuasion. Data based on responses to messages on three topics showed that perceived realism was multidimensional. Its dimensions included plausibility, typicality, factuality, narrative

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consistency, and perceptual quality. Plausibility predicted emotional involvement, but not identification. Typicality predicted identification, but not emotional involvement. Narrative consistency and perceptual quality predicted message evaluation. Emotional involvement, identification, and message evaluation, in turn, predicted attitudes. Implications for theory, research, and message design pertinent to narrative persuasion are discussed."

Dunbar, Norah E. et al.: Empowered by Persuasive Deception: The Effects of Power and Deception on Dominance, Credibility, and Decision Making. – S. 852-876

„This paper examines how power differences and deception jointly influence interactional dominance, credibility, and the outcomes of decision-making. Two theories, interpersonal deception theory and dyadic power theory, were merged to produce hypotheses about the effects of power and deception. A 3 (power: unequal-high, unequal-low, equal) × 3 (deception: truth-truth, truthful with deceptive partner, deceptive with truthful partner) experiment (N = 120) was conducted in which participants were asked to make a series of mock hiring decisions. Actor-partner analyses revealed that participants in the deception condition reported a significant increase in perceptions of their own power whereas their truthful partners reported a significant decrease in perceptions of their own power. Further, interactional dominance fostered credibility and goal attainment (i.e., making the best hiring decision in the truthful condition and hiring a friend in the deceptive condition) for both truth-tellers and deceivers."

Communication Theory
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Bodie, Graham D.; Crick, Nathan: Listening, Hearing, Sensing: Three Modes of Being and the Phenomenology of Charles Sanders Peirce. – S. 105-123

„This article accepts Lipari's invitation to continue rethinking communication along the lines of artful listening as understood through the lens of phenomenology. However, we trace out the implications following a different phenomenological tradition than the one stemming from the German tradition of Heidegger and Husserl – specifically, the phenomenology of Charles Sanders Peirce, who allows us to see listening differently and perhaps more clearly. The primary contribution from Peirce's phenomenology is the logos he uses to extract 3 fundamental categories of thought and nature: Firstness (Quality), Secondness (Relation), and Thirdness (Mediation). As we shall show, listening is characterized by a plural consciousness sensitive to Mediation as it reveals itself through Relation and Quality."

Zhang, Weiyu; Chang, Leanne: Perceived Speech Conditions and Disagreement of Everyday Talk: A Proceduralist Perspective of Citizen Deliberation. – S. 124-145

„Motivated by the theoretical debate on whether everyday talk qualifies as part of the deliberative system, this study employed 2 middle-range concepts, perceived speech conditions and disagreement, to theorize the deliberativeness of everyday talk based on a proceduralist perspective. Perceived disagreement is incorporated into the definition of deliberation as a starting point of the procedure. Three dimensions of perceived speech conditions, including free proposal, symmetrical opportunity, and fair treatment, are conceptualized as the procedural treatments deliberation offers. Using a hybrid political system as the context, an empirical examination illustrates how the 2 concepts can help delineate the perceptions of deliberative from nondeliberative everyday talk, as well as how the deliberative dimension in everyday speech can facilitate political efficacy."

Lee, Tae Kyoung; Shapiro, Michael A.: The Interaction of Affective Dispositions, Moral Judgments, and Intentionality in Assessing Narrative Characters: Rationalist and Intuitionist Sequences. – S. 146-164

„Several theories, including disposition-based theories, depend on moral judgments about narrative characters' actions to describe how audiences understand characters in media narratives. However, more needs to be known about how moral judgments about characters' actions are made and affective dispositions toward characters are formed and change as a story unfolds. There is evidence that the intentionality underlying a character's actions is an important judgment that audiences use to understand a character's actions. We propose two sequences: a rationalist sequence in which perceived intentionality of a character's actions informs moral judgments and affective dispositions, and an intuitionist sequence in which affective dispositions are determined first and moral and intentionality judgments are made congruent with that judgment. Implications for narrative theories are discussed."

Kampf, Zohar; Daskal, Efrat: Communicating Imperfection: The Ethical Principles of News Corrections. – S. 165-185

„By exploring 2 sets of ethical values, we suggest a theoretical framework for understanding media accountability products. The first set is exclusive to the field of journalism and consists of distinctive values (accuracy, balance, etc.). The second set is nonexclusive, crossing professional fields, and consists of principles for communicating organizational imperfection (responsibility, transparency, and relationality). On the basis of this theoretical construction we formulate an empirical model for assessing products of accountability. The model was applied to 1,458 corrections published in a representative newspaper from Israel, the United States, and the United Kingdom ranging in their levels of adherence to a formal accountability policy. We conclude by asking how the expectations from news organizations to adhere to principles of accountability may be realized."

DeAndrea, David C.: Advancing Warranting Theory. – S. 186-204

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„Since its introduction by Walther and Parks (2002), warranting has emerged in the literature as a prominent construct that offers insight for understanding how online self-presentations are produced and evaluated. This manuscript outlines limitations that exist in the literature on warranting and provides suggestions for how the construct can be advanced theoretically and tested empirically. Notably, testable theoretical propositions are derived that specify how various factors are anticipated to affect perceptions of warranting value. In addition, warranting theory is compared and contrasted to Donath's (2007) adaptation of signaling theory and previous work on impression management."

De Grove, Frederik; Cauberghe, Verolien; Van Looy, Jan: In Pursuit of Play: Toward a Social Cognitive Understanding of Determinants of Digital Play. – S. 205-223

„Over the years, reasons for playing digital games have been studied from a variety of perspectives. A systematic, theoretically and empirically grounded conceptual framework which takes into account the specificity of gaming as a contextualized social, rule-based, narrative, and systemic practice has hitherto been lacking however. This paper proposes such a framework based on social cognitive theory and elaborated on by means of 37 in-depth interviews. Understanding digital play is conceptualized as a reciprocal system of play behavior, individual factors, and environmental aspects. This approach offers a flexible framework for understanding determinants of playing games in a variety of contexts while taking into account the specific characteristics of the medium."

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Cooren, François; Sandler, Sergeiy: Polyphony, Ventriloquism, and Constitution: In Dialogue With Bakhtin. – S. 225-244

„Although Bakhtin's ideas have been mainly explored in the realm of literature and linguistics, his ideas of ventriloquation and polyphony could be mobilized to study the communicative constitution of reality, more generally. Using an excerpt taken from a conversation between two administrators, we show how various forms of ventriloquism actualize themselves in what they say and the way they say it. This kind of analysis amounts to questioning our traditional way of conceiving of discourse and interaction in general, especially in terms of their roles in the constitution of our world. The world we live in is a speaking and personified world; a world that comes to speak through us because people make it speak in a specific way."

Kuhn, Timothy: Extending the Constitutive Project: Response to Cooren and Sandler. – S. 245-251

„As Cooren and Sandler note in their paper, communication studies has largely received Bakhtin as a theorist of dialogue, but such a framing limits his potential contributions to our thinking. They argue that when we seek to understand the communicative constitution of reality, Bakhtin's work can lead us in novel and fruitful directions. I find their claims compelling, and thus this response is more appreciative critique and argument for extension than contestation. Here, I first discuss the significant contributions the paper makes, and then turn to 3 critiques that provide a capacity to extend the influence of Cooren and Sandler's ideas."

Mattoni, Alice; Treré, Emiliano: Media Practices, Mediation Processes, and Mediatization in the Study of Social Movements. – S. 252-271

„The aim of this article is to explore the use of 3 concepts of media studies – media practices, mediation, and mediatization – in order to build a conceptual framework to study social movements and the media. The article first provides a critical review of the literature about media and movements. Secondly, it offers an understanding of social movements as processes in which activists perform actions according to different temporalities and connect this understanding with the use of the 3 media related concepts mentioned above. Then, the resulting conceptual framework is applied to the Italian student movements. In the conclusion, benefits and challenges in the use of such framework are considered and lines of inquiry on current movements are suggested."

Coe, Kevin; Bradshaw, Seth C.: Toward a Fuller Understanding of the Echoing Press: Presidential Addresses and the New York Times, 1933-2013. – S. 272-290

„This study seeks to extend and clarify Domke's (2004) theory of the 'echoing press'. Developing a conceptual argument about the interrelationships among several key theories of the U.S. president-press relationship, we analyze news coverage of major presidential addresses in the New York Times from 1933 to 2013. Our analysis clarifies the consistent but modest echoing effect that has occurred over the past 8 decades, and broadens the theory to encompass not only wartime communications but all foreign policy contexts. We also rule out several alternative explanations for the echoing effect, and show that echoing has an inverse relationship with the inclusion of perspectives that run counter to the president's views."

Riddle, Karyn: A Theory of Vivid Media Violence. – S. 291-310

„This article presents a theoretical framework for investigating the effects of exposure to graphic media violence. It is argued that the term 'graphicness', as used by media violence scholars, bears striking similarities to the term 'vividness', as used by both persuasion scholars exploring vividness effects and digital studies scholars exploring virtual reality. These bodies of literature are used to formulate propositions predicting the effects of media violence that is presented to audiences with rich contextual details. These propositions form the 'Theory of Vivid Media Violence'."

Spitzberg, Brian H.: Toward a Model of Meme Diffusion (M^3D). – S. 311-339

„An approach to modeling meme diffusion is proposed, drawing on insights from evolutionary theory, information theory, meme theory, frame analysis, gen-

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eral systems theory, social identity theory, communicative competence theory, narrative rationality theory, social network analysis, and diffusion of innovation theory. The model framework proposes that memes compete at multiple levels to occupy information niches. The purpose of this synthesis is to provide a heuristic framework for organizing manifold investigations into the roles that new media are playing in the diffusion of ideas in cyberspace and real space. The result is an outline of a multilevel model of meme diffusion (M3D) that seeks to integrate these theories and to stimulate new theory development in the fields of big data and new media."

Napoli, Philip M.: Automated Media: An Institutional Theory Perspective on Algorithmic Media Production and Consumption. – S. 340-360

„Communication scholars have recently begun to recognize and investigate the importance of algorithms to a wide range of processes related to the production and consumption of media content. There have been few efforts thus far, though, to connect these developments to potentially relevant bodies of existing theory and research. This article seeks to address this gap by exploring the utility of institutional theory as a potentially useful analytical framework for continued inquiry into the role of algorithms in the operation of media systems, and by offering some suggestions for ways in which an institutional analytical frame can be extended into algorithmic contexts."

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Semati, Mehdi; Brookey, Robert Alan: Not For Neda: Digital Media, (Citizen) Journalism, and the Invention of a Postfeminist Martyr. – S. 137-153

„On June 20, 2009, in the bloody aftermath of the disputed presidential election in Iran, the killing of a young woman, captured by mobile phone cameras, was declared 'iconic'. The footage of Neda Agha-Soltan's death was hailed as citizen journalism. We discuss the image of Neda and its circulation in the Western media by focusing on For Neda, a widely distributed nonfiction narrative, produced by HBO. We argue that although citizen journalism via viral videos can provide visibility, it is the legacy media that provide the larger narrative, inflecting the narrative with ideological investments. After discussing geopolitical context, we explain Neda's image and For Neda with respect to the narrative of rescuing Muslim women and such rescue in postfeminist terms."

Yesil, Bilge: Press Censorship in Turkey: Networks of State Power, Commercial Pressures, and Self-Censorship. – S. 154-173

„This article explores the suppression of press freedoms in Turkey under the AKP (Justice and Development Party) government in the late 2000s. Drawing upon analyses of laws and legislation, surveys, reports, and interviews with journalists, it demonstrates how press censorship in Turkey has been activated through a dispersed network of state power, commercial forces, and self-censorship. The article brings together critical analyses of state power, surveillance, corporate media, and self-censorship, and sheds light on the AKP's financial sanctions on media conglomerates, its instrumentalization of a major political investigation known as the Ergenekon, and its crackdown on Kurdish journalists on charges of terrorism."

Harsin, Jayson: „The French Democracy": Mapping Promise and Limitation of Glocal Digital Protest. – S. 174-191

„Using the case study of Internet protest video The French Democracy, this article demonstrates the process by which a counternarrative of current events (the 2005 banlieue riots), though almost completely excluded from its broader national mainstream news, can in fact appear on a global mainstream news agenda, as well as produce cyber-publics and counterpublics. It further demonstrates the difficulties of keeping a narrative intact once it starts broadly circulating and is reframed in various fragmentary ways. While new media cultural production allows wide technological access and potential agency, it does not guarantee intermedia narrative fidelity, distribution, or attention. Indeed, it demonstrates such productions' fragile and contingent conditions of appearance in a field of political and economic structures and information warfare."

Kluver, Randolph: The Sage as Strategy: Nodes, Networks, and the Quest for Geopolitical Power in the Confucius Institute. – S. 192-209

„China's 'Confucius Institute' (CI) project, which has sought to establish Chinese language programs around the world, has been widely criticized as strengthening China's geopolitical influence. This essay will examine the impact of the CI project by drawing upon Castells's theory of cultural nodes, which explores the power dynamics between and among nations in a global, technologically oriented society. Specifically, the essay will argue that the Confucius Institute project's greatest impact lies not as a propaganda device, but rather in the attempt to develop a network of 'Confucian nodes', or sites of symbolic Chinese cultural capital, to enhance the geopolitical influence of China."

Murty, Madhavi: „It's True, India Has Emerged": Gender, Class, and the Entrepreneurial Subject in India's Mainstream Media. – S. 210-227

„This article traces the representational strategies and narrative processes that give shape to the entrepreneur as an identity that is seen to have 'arrived' to claim its place in 'new' India. It shows that Indian popular culture uses subalternity – caste, class, and religiously based differential status – as a foundation on which to construct the identity by creating a possessive investment in entrepreneurialism. It argues that the conception of 'freedom' is central to the popular story about the entrepreneur and that the ability to dream in language that validates global capital is a significant motif through which freedom is constituted. It also shows how the identity is constructed as cosmopolitan and

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therefore one that renews the nation in a globalizing world."

Potter, Jennifer E.: Brown-Skinned Outlaws: An Ideographic Analysis of „Illegal(s)". – S. 228-245

„Situated within a contemporary context of U.S. immigration politics, this essay seeks to track the term illegal as utilized in public discourse to understand how the public has codified and employed it; more specifically, the essay investigates the social implications of the grammatical shift of the term illegal from an adjective to a noun. I track the plural use of the word <illegal> in public discourse before, during, and after the 2006 protests and argue that a clear and solidified ideograph of <illegal> has emerged in the public discourse fraught with negative associations and maintain that the grammatical shift from an adjective to a noun further demeans and dehumanizes undocumented immigrants."

Lee, Micky: What Can Political Economists Learn from Economic Sociologists? A Case Study of NASDAQ. – S. 246-263

„This article discusses what insights economic sociology brings to a political economy of communication. By using NASDAQ at its initial stage as a case study, this article suggests that economic sociological work influenced by science and technology studies (STS) sheds light on a political economic understanding of financial information by taking neoclassical economic claims more seriously and by understanding how those claims became reality. However, political economists have to be cautious of sociological economists' inattentiveness to power in the financial markets. Nonetheless, STS writings may have alluded to how power could be studied through the concept of 'macroactors'."

Communications
Jg 39 (2014) Nr 2

Driessens, Olivier: Theorizing Celebrity Cultures: Thickenings of Media Cultures and the Role of Cultural (Working) Memory. – S. 109-127

„The concept of celebrity culture remains remarkably undertheorized in the literature, and it is precisely this gap that this article aims to begin filling in. Starting with media culture definitions, celebrity culture is conceptualized as collections of sense-making practices whose main resources of meaning are celebrity. Consequently, celebrity cultures are necessarily plural. This approach enables us to focus on the spatial differentiation between (sub)national celebrity cultures, for which the Flemish case is taken as a central example. We gain a better understanding of this differentiation by adopting a translocal frame on culture and by focusing on the construction of celebrity cultures through the 'us and them' binary and communities. Finally, it is also suggested that what is termed cultural working memory improves our understanding of the remembering and forgetting of actual celebrities, as opposed to more historical figures captured by concepts such as cultural memory."

Buschow, Christopher; Schneider, Beate; Ueberheide, Simon: Tweeting Television: Exploring Communication Activities on Twitter While Watching TV. – S. 129-149

„'Social TV', described as the use of social media such as Twitter or Facebook stimulated by TV programs, is highly topical in the television industry. Communication research has fallen behind in addressing this issue. In this paper we explore the simultaneous communication activities of Twitter users while watching TV. Additionally, we tested whether different TV programs stimulate different communication activities. The main findings of our quantitative content analysis of approximately 30,000 messages show that communication within the Twitter community as well as evaluations of shows and actors are the main subjects of the explored tweets. We also found that different TV programs evoke different communication activities. While talent shows produce expressions of fandom and critiques of the candidates in the show, live events evoke a critical debate about the show itself and what's happening on screen. Political talk shows can stimulate a public discourse."

Kuppens, An H.; van der Pol, Frank: „True" Black Metal: The Construction of Authenticity by Dutch Black Metal Fans. – S. 151-167

„In the black metal subculture, authenticity is a central concept. While there are ample academic studies devoted to authenticity in hip hop, rock, country, punk, and other music genres, black metal authenticity remains relatively under-researched. This manuscript discusses how black metal fans construct authenticity. In-depth interviews with Dutch black metal fans reveal that they define authenticity along four highly interrelated dimensions: sincerity, commerciality, country of origin, and extremeness. While these dimensions are highly similar to those found in other music genres, our respondents' constructions of authenticity are far from predictable. More specifically, they are much more complex and flexible than they might appear to outsiders to the subculture. We argue that this complexity is strongly related to the central role invocations of authenticity play in the drawing of boundaries around the subculture, as they ensure that authenticity cannot be easily staged but rather requires a profound investment in the subculture."

Zillich, Arne Freya: Watching Television With Others: The Influence of Interpersonal Communication on Entertainment. – S. 169-192

„This study investigates the influence of (1) viewing situations (solo- vs. group-viewing) and (2) interpersonal communication in a group-viewing situation on television entertainment. In a field study combining a survey and video observation, (1) entertainment of participants watching television alone or in a group, and (2) entertainment between different groups was compared. To assess interpersonal communication while watching television, group verbal and nonverbal communication behavior was recorded. Results sug-

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gest that the presence of others did not influence viewers' core enjoyment. Further, while the amount of nonverbal communication behavior did not affect viewers' core enjoyment, particular topics of conversation influenced specific enjoyment qualities, with conversations indicating involvement in the television show intensifying viewers' empathy, and conversations indicating emotional experiences while watching television decreasing viewers' suspense. Results are discussed regarding nonverbal and verbal mechanisms that underlie entertainment in different social conditions."

Guerrero-Sole, Frederic; Besalu, Reinald; Lopez-Gonzalez, Hibai: Save Me, Save Them! Trash Talk Shows and the Third-Person Effect. – S. 193-214

„Since Davison (1983) proposed the hypothesis regarding the Third-Person Effect (TPE), it has been widely accepted by researchers in communication. The objective of this study is to test both perceptual and behavioral components of TPE in Spain related to media in general, violent, pornographic, and trash TV shows (in particular, the TV show Sálvame, Save me! in Spanish). Relying on two different surveys, the study confirms the perceptual component of the Third-person effect for media and controversial content. Moreover, respondents perceive Sálvame as the most negative content, with the majority stating that they have tried to protect family and friends from the contents of the program and would be in favor of censoring it."

Computer Law Review International
Jg 15 (2014) Nr 3

Vaciago, Guiseppe: The Invalidation of the Data Retention Directive: A First Impact Assessment of the CJEU Decisions in the Joint Cases, C-293/12 and C-594/12. – S. 65-68

„In the wake of terror attacks in Madrid (2004) and London (2005) the European Parliament issued Directive 2006/24/CE, which regulated the question of data retention, specifying particular procedures for Internet Service Providers (ISPs) to store traffic data and the requirements for courts to access this data. Eight years later, on 8 April 2014, this law has been declared invalid by the Court of Justice of the European Union (CJEU) because of its breach of the right to have one's private and family life respected and the right to the protection of personal data as recognised both by the European Convention on Human Rights and the Charter of Fundamental Rights of the European Union. The article first highlights the key points of the CJEU's decision (I.) and then briefly adds the technological limits for data retention (II.) before considering the immediate impact of this ruling and the resulting challenges ahead (III.)."

Lloyd, Ian: Crowdfunding – A New Electronic Future for the Credit Industry? First View on How to Bring it under Electronic Banking Regulations. – S. 69-72

„The e-commerce revolution has challenged the future of many traditional intermediaries such as travel agents. It has also created new opportunities and the crowdfunding model is among them. Essentially numbers of individuals can pool resources together using a web platform to provide funding for an individual or company. The practice provides an alternative to traditional sources of finance and the major challenge for policy makers is how they can (or should) bring it under current electronic banking regulations."

Basu, Sonal; Sreenivasan, Rajeesh: Bitcoin – Bubble or Reality? – S. 73-76

„With the advancement of technological innovations, there is lot of buzz on bitcoins. However, concerns such as whether bitcoin is a currency or a commodity and whether it is to be regulated as such, its decentralised nature and its potential to be used for criminal purposes such as money laundering have emphasised the need for regulators to take a considerable view and define a framework around it. This article examines the concept of bitcoins, its pros and cons and the need to have a regulatory framework for bitcoins. This article focuses on India and Singapore jurisdictions."

Computer und Recht
Jg 30 (2014) Nr 5

Opitz, Marc: Die Berücksichtigung von Switching Costs bei der öffentlichen Beschaffung von ITK-Leistungen: Warum das Vergaberecht resultierende Wettbewerbsvorteile des Altauftragnehmers duldet. – S. 281-286

„Anbieterwechsel sind unbequem und teuer. Wenn ein förmliches Vergabeverfahren durchgeführt werden muss, können dann nicht wenigstens die Kosten, die durch einen Wechsel des Ausrüsters oder Dienstleisters verursacht werden (sog. Switching Costs) bei der Angebotswertung berücksichtigt werden? Der Beitrag skizziert zunächst das Problem (I.) und die typischen Switching Costs bei der ITK-Beschaffung (II.). Sodann werden die praktischen (III.) und die rechtlichen (IV.) Möglichkeiten ausgelotet, bei der Angebotswertung Switching Costs zu berücksichtigen. Dabei zeigt sich im Ergebnis (V.) ein positives Bild, obgleich wesentliche Grundsätze und Grenzen bei der Berücksichtigung von Switching Costs in der Angebotswertung geprüft werden."

Sander, Stefan: E-Mails und die Beweisführung im Prozess: Über die mittelbare Drittwirkung von Art. 10 GG im formellen Datenschutzrecht, abzuleitende Beweiserhebungs- und Sachvortragsverwertungsverbote. – S. 292-299

„Dieser Beitrag befasst sich mit dem Umgang mit E-Mails als Beweismitteln im Prozess. Nach einer kurzen Einführung, die auch auf Fragen des Beweisantritts und Beweiswerts eingeht, wird im ersten Hauptteil an den Beitrag ‚E-Mails und die Telekommunikation i.S.d. TKG' (CR 2014, 176) angeknüpft. Zu zeigen ist, wie sich der auf die ‚Nachricht' ausgerichtete Schutz des grundgesetzlichen Fernmeldegeheimnisses im Rahmen der Anwendung des formellen Datenschutzrechts auswirkt. Vor dem beispielhaften Hintergrund

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einer Kündigungsschutzklage wird im zweiten Hauptteil aus der bisherigen Rechtsprechung abgeleitet, dass neben einem Beweiserhebungsverbot bzw. Beweisverwertungsverbot, bedingt durch die Wahrheitspflicht des § 138 Abs. 1 ZPO ein früher ansetzendes Sachvortragsverwertungsverbot geboten ist, auch aufgrund europäischen Rechts."

Schneider, Jochen; Härting, Niko: Datenschutz in Europa – Plädoyer für einen Neubeginn: Zehn „Navigationsempfehlungen", damit das EU-Datenschutzrecht internettauglich und effektiv wird. – S. 306-311

„Die Debatte um ein neues europäisches Datenschutzrecht ist festgefahren. Dies liegt vor allem daran, dass die Bemühungen um eine Modernisierung des materiellen Rechts von Anfang an halbherzig waren. Allzu schnell meinte man, dass es genügen sollte, das (vermeintlich) ‚bewährte' geltende Recht ‚fortzuschreiben'. Nachfolgend soll anhand von zehn Kernpunkten aufgezeigt werden, wie sich das festgefahrene Schiff wieder flott machen lässt – Zeit für einen neuen Aufbruch zu einem wahrhaft internettauglichen Recht. Der Vorschlag der EU-Kommission zur Datenschutz-Grundverordnung vom 25.1.2012 wird im Folgenden bezeichnet als DS-GVO (KOM), die Fassung des Entwurfs wie vom EU-Parlament am 12.3.2014 verabschiedet als DS-GVO (PARL)."

Gercke, Marco: „Red Teaming" Ansätze zur Effektivierung von Gesetzgebungsprozessen? Die Übertragbarkeit einer klassischen, militärischen Methodik auf Gesetzgebungsprozesse im IT-Bereich. – S. 344-348

„Lassen sich Methoden, die im militärischen Kontext seit Jahrzehnten effektiv eingesetzt werden, nutzen, um Gesetzgebungsprozesse im Bereich des IT-Rechts zu verbessern? Falls ja, in welchem Umfang kann dies erfolgen, welche Einschränkungen bestehen gegebenenfalls und gibt es Erfahrungswerte? Der Beitrag führt in die Thematik ein und beleuchtet die aufgeworfenen Fragestellungen."

Jg 30 (2014) Nr 6

Frank, Christian: Die neue Gruppenfreistellungsverordnung für Technologietransfer-Vereinbarungen und ihre Relevanz für Verträge der Informationstechnologie. – S. 349-353

„Am 28.3.2014 hat die EU-Kommission im Amtsblatt die Verordnung Nr. 316/2014 vom 21.3.2014 über die Anwendung von Art. 101 Abs. 3 des Vertrags über die Arbeitsweise der Europäischen Union auf Gruppen von Technologietransfer-Vereinbarungen (nachfolgende TT-GVO 2014) samt der entsprechenden Leitlinien veröffentlicht. Diese ist am 1.5.2014 in Kraft getreten und schließt damit nahtlos an die entsprechende Verordnung Nr. 772/2004 vom 27.4.2004 an, die gem. ihrem Art. 11 S. 2 am 30.4.2014 außer Kraft getreten ist. Der Beitrag bietet einen kurzen Überblick über die neue TT-GVO und geht hierbei auf einige Besonderheiten für Verträge der Informationstechnologie ein."

Hilgert, Felix: Keys und Accounts beim Computerspielvertrieb: Probleme der Erschöpfung beim Vertrieb hybrider Werke. – S. 354-359

„Mit seinem UsedSoft-Urteil hat der EuGH einen Paradigmenwechsel im Softwarevertriebsrecht ausgelöst und zahlreiche Fragen aufgeworfen. Besonders komplexe Probleme stellen sich im Hinblick auf Computerspiele, deren Charakter als hybride Werke urheberrechtliche Einordnungsschwierigkeiten verursacht. In der Praxis werden sie auch häufig in hybriden Systemen vertrieben, bei denen körperliche Vervielfältigungsstücke mit digital vertriebenen Inhalten und Onlinedienstleistungen kombiniert werden. Nunmehr ergangene erste Gerichtsentscheidungen nach UsedSoft zeugen von einer gewissen Zurückhaltung bei der Anwendung des Erschöpfungsgrundsatzes in diesen Konstellationen. Der Beitrag zeigt auf, dass in diesen Konstellationen in der Tat oftmals keine Erschöpfung eintritt und plädiert dafür, die UsedSoft-Rechtsprechung nicht überzustrapazieren."

Mantz, Reto; Sassenberg, Thomas: Der Entwurf der Single Market-Verordnung und lokale Funknetze: Auswirkungen für Aufbau und Betrieb von WLAN-Hotspots. – S. 370-376

Weisser, Ralf; Färber, Claus: Papierloses Lastschriftmandat in der Single Euro Payments Area (SEPA): die SEPA-Lastschrift im elektronischen Geschäftsverkehr. – S. 379-384

Pohle, Jan; Zoch, Benjamin: eCall = Der gläserne Fahrer? Datenschutz in Kraftfahrzeugen im Rahmen von eCall und anderen kommunizierenden Bordsystemen. – S. 409-416

Jg 30 (2014) Nr 7

Brandi-Dohrn, Anselm: Die Besonderheiten von Haftungsklauseln in IT-Verträgen. – S. 417-427

Schuster, Fabian; Kubach, Laura; Ruhle, Ernst-Olav: Die EU-Richtlinie zur Reduzierung der Kosten des Ausbaus von Breitbandnetzen: ein Überblick unter Berücksichtigung der Marktsituation und den Erfahrungen mit den nationalen Gesetzesregelungen in Deutschland und Österreich. – S. 436-442

„Mit der neuen Richtlinie verfolgt der EU-Gesetzgeber ehrgeizige Ziele. Ob sich eine Beschleunigung des Breitbandausbaus mit den vorgeschlagenen Maßnahmen im gewünschten Maße erreichen lässt, ist angesichts der Erfahrungen in Deutschland und Österreich zumindest in Teilen fraglich. In beiden Ländern sind einige Regelungen im Kern bereits umgesetzt, einige Anpassungen müssten jedoch noch vorgenommen werden, manches auch noch neu geregelt werden. Ob die Richtlinie wirklich viel zur Reduzierung der Kosten beitragen wird, ist zweifelhaft. Der Beitrag zeichnet zunächst die Hintergründe auf, auf welche die neue Richtlinie trifft (I.), und analysiert sodann den zu er-

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wartenden Umsetzungsbedarf und die Praktikabilität dieser neuen europarechtlichen Vorgaben (II.).“

Arning, Marian; Moos, Flemming; Schefzig, Jens: Vergiss(,) Europa!: ein Kommentar zu EuGH, Urt. v. 13.5.2014 – Rs. C-131/12 – Google/Mario Costeja Gonzalez, CR 2014, 460. – S. 447-456

„Der europäische Gesetzgeber werkelt im Zuge der Ausarbeitung einer Datenschutzgrundverordnung seit geraumer Zeit an der Kodifizierung eines ‚Rechts auf Vergessenwerden‘ im Internet. Die Vorstellung war, dass ein solches Instrument im Sinne eines ‚digitalen Radiergummis‘ über den schon bisher bestehenden datenschutzrechtlichen Löschanspruch hinaus weitere Inhaltsbereinigungen im Internet – z.B. auch bei anderen Anbietern als denjenigen, bei denen der Inhalt ursprünglich ins Netz gestellt wurde – ermöglicht. Während die Verordnungsgeber von diesem Konzept aber im Grunde schon wieder abgerückt waren, hat sich der EuGH nun mit seinem Urteil vom 13.5.2014 an die Speerspitze dieser Bestrebungen gesetzt und ein solches ‚Recht auf Vergessenwerden‘ bereits in den bisherigen Richtlinien-Vorschriften verortet. Das Urteil darf deshalb getrost als eine Revolution bezeichnet werden – leider aber eine schlecht gemachte. Die vom EuGH aufgestellten Parameter für die vorgenommene Neubestimmung des Verhältnisses zwischen Datenschutzrechten einerseits und Informations- und Pressefreiheit andererseits sind – gelinde gesagt – fragwürdig und bedürfen in Teilen dringend einer Revision, in jedem Fall aber einer Klarstellung. Dieser Beitrag setzt sich kritisch mit den signifikantesten Schwachstellen der Urteils auseinander, namentlich: (1) den Erwägungen des EuGH zur räumlichen Anwendbarkeit innergemeinschaftlichen Datenschutzrechts, (2) der Herleitung einer über die Löschpflichten von Webseitenbetreibern hinausgehenden Sperrverpflichtung von Suchmaschinenbetreibern generell und (3) den vom EuGH aufgestellten Parametern für die Interessenabwägung im Rahmen der Zuerkennung eines Rechts auf Vergessenwerden.“

Hossenfelder, Martin; Schilde, Matthias: Praxisprobleme bei der Nutzung der Muster-Widerrufsbelehrung im E-Commerce. – S. 456-460

Andreewitch, Markus; Arbesser-Rastburg, Christoph: Rügeobliegenheit nach deutschem und österreichischem Recht: ein Rechtsvergleich. – S. 478-484

Convergence
Jg 20 (2014) Nr 3

Carah, Nicholas; Brodmerkel, Sven; Hernandez, Lorena: Brands and Sociality: Alcohol Branding, Drinking Culture and Facebook. – S. 259-275

„Critical accounts of Facebook as a channel for marketing communication have predominantly focused on the social network’s ability to provide marketers with free user-generated content and with detailed consumer data that allow them to target advertising to specific audiences. Although this article includes such activities, it extends the discussion to concentrate on the under-researched topic of how Facebook creates value for marketers by exploiting sociality in general. Taking the practices of Australian alcohol brands as an instructive case, this article critically examines how these brands strategically employ Facebook to manage their connections with consumers’ identity making practices and engage with the mediation of everyday life. We argue that Facebook works not just as a platform to harvest data but also as a platform to manage the circulation of affect and creation of social connections around brands. This is particularly important in the case of alcohol brands since some social media engagement practices allow for circumventing regulatory regimes by prompting connections between mediations of drinking culture and the brand that would not be possible in other media channels.“

Nagy, Peter; Koles, Bernadett: The Digital Transformation of Human Identity: Towards a Conceptual Model of Virtual Identity in Virtual Worlds. – S. 276-292

„The current article explores patterns of identity development in virtual worlds, with the aim of introducing a conceptual model of virtual identity. Despite the rapid spread of virtual environments, no model has been developed to date that fully captures this complex entity. Rather than taking a purely social approach, as has been the dominant trend in most prior work, the structural elements used in this current framework incorporate several dimensions and approaches identity as a conglomerate of personal, social, relational and material aspects. Building on an extensive body of the available literature, with the current conceptual model, we intend to provide a comprehensive base on which to further expand theoretically as well as empirically in future work-related concerning identity in virtual worlds.“

Busch, Thorsten; Shepherd, Tamara: Doing Well by Doing Good? Normative Tensions Underlying Twitter’s Corporate Social Responsibility Ethos. – S. 293-315

„This article examines the rhetoric of Twitter.com in order to gain insight into the company’s normative self-understanding, or ethos. From a business ethics perspective, we analyze Twitter’s ethos in relation to debates around democratic communication and corporate social responsibility (CSR). Partly thanks to its CSR strategy, Twitter has acquired the critical mass of users necessary to successfully establish a robust and financially viable social network. Despite its success, however, we argue that Twitter does not sufficiently address three ethical implications of its strategy: (1) from an ethical perspective, Twitter mainly seems to employ an ‘instrumental CSR’ ethos that fails to properly recognize the moral rights, responsibilities, and strategic challenges of corporate actors with regard to their stakeholders; (2) this issue becomes all the more pressing because online social networks to a certain extent have taken on the role of quasi-governmental bodies today, regulating what their users can and can-

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not do, thus raising questions of accountability and legitimacy; and (3) in Twitter's case, this leads to normative tension between the site's rhetoric, which is centered around civic motives, and the way its Terms of Service and licensing policies seem to favor its commercial stakeholders over its noncommercial ones."

Milioni, Dimitra L.; Doudaki, Vaia; Demertzis, Nicolas: Youth, Ethnicity, and a 'Reverse Digital Divide': A Study of Internet Use in a Divided Country. – S. 316-336

„Internet use among young people in multicultural societies is differentiated according to socioeconomic and cultural factors, one of which is their ethnic background. This study is concerned with the unreported case of Cyprus – the last divided country in Europe, with most Greek Cypriots living in the south and most Turkish Cypriots living in the northern part of the island. The study explores two main questions: First, are online experiences of young people in Cyprus shaped by socioeconomic factors, such as gender, education, and income? Second, is ethnicity a defining factor regarding the kinds of activities young people undertake online? Analysis of data obtained by a representative sample survey of about 350 young adult Cypriots aged 18-24 in both communities suggests the existence of a 'reverse digital divide', as the more disadvantaged community engages more often in expression, association, and learning online. This finding provides support for the diversification hypothesis that suggests a compensatory or remedial use of the Internet by disadvantaged youths."

Harrison, Katherine: Online Negotiations of Infertility: Knowledge Production in (In)Fertility Blogs. – S. 337-351

„Although now used for a wide range of functions such as education, marketing and political commentary, blogs were originally a space for narrating personal life stories and have much in common with autobiography and diary genres. This article examines (in) fertility blogs written by women trying to conceive, arguing that blogging helps women to renegotiate their experiences of femininity when motherhood is denied or difficult. To do this, I focus on blogs as a space for knowledge production, creating a new paradigm for fertility information which challenges both the doctor/patient power dynamic and traditional discourses concerning fertility. I show how bloggers use their blogs to 'make sense' of their (in)fertility experiences by looking at the distinctive content, style and format of their blogs. Finally, the knowledge produced in the blogs is problematized by 'situating' them within a broader sociohistorical framework."

Ballard, Susan: Cloud-Watching Robots: Douglas Bagnall's Machine Aesthetics. – S. 352-368

„Can a robot waste a day away watching clouds? Aesthetics as a means to approach the world is a form of control until recently limited to humans. This essay uses two works by New Zealand artist Douglas Bagnall to examine the relationship between machines, information and aesthetics. I discuss how Bagnall's Film-making Robot (2004) and Cloud Shape Classifier (2006) are examples of aesthetic machines that, rather than being defined by information, repetition and the digital specificity of the pixel or the binary, are characterised by an aesthetic dynamism formed between emergence and mutability. Building on the recent identification of 'new aesthetics', I argue that processes of emergence and mutation contribute a new way to think about machines, information, humans and aesthetics. Finally, I suggest that Bagnall's works do not just demonstrate machinic vision but prefigure a move in contemporary art from the stable aesthetic object to the unstable and impure real-time process of machine aesthetics."

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Livingstone, Sonia et al.: In Their Own Words: What Bothers Children Online? – S. 271-288

„In an open-ended survey question to European 9- to 16-year-olds, some 10,000 children reported a range of risks that concern them on the internet. Pornography (named by 22 % of children who mentioned risks), conduct risk such as cyber-bullying (19 %) and violent content (18 %) were at the top of children's concerns. The priority given to violent content is noteworthy insofar as this receives less attention than sexual content or bullying in awareness-raising initiatives. Many children express shock and disgust on witnessing violent, aggressive or gory online content, especially that which graphically depicts realistic violence against vulnerable victims, including from the news. Video-sharing websites such as YouTube were primary sources of violent and pornographic content. The findings discussed in relation to children's fear responses to screen media and the implications for the public policy agenda on internet safety are identified."

Saarenmaa, Laura; Ruoho, Iiris: Women's Magazines in the Nordic Style: Politics, Politicians and the Welfare State. – S. 289-303

„The article explores the engagement of women's magazines with the political public sphere in Finland. The material for the study consists of the political content of three long-lived (1968-2008) women's magazines that are still in existence. Women's magazines in Finland have supported the rise of women in power from the 1960s onwards. Consequently, women's magazines are being utilized in political performance in ways that should be put under critical scrutiny rather than bypassed as mere political advertising. Theoretically, the article draws on the debates around the personalization of politics and the emergence of celebrity politics. Furthermore, in studying these women's magazines, the article highlights the particularity of the Nordic context."

Buscemi, Francesco: Television as a Trattoria: Constructing the Woman in the Kitchen on Italian Food Shows. – S. 304-318

„This article analyses the gender issues raised by the representation of the woman in the kitchen on Italian food TV. In Italy, food and women have always been constructed as a whole, but today this model seems to be redundant. Controversial postfeminist readings of

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Nigella's cooking shows and Williams' categories of dominant, emergent and residual help investigate, in a constructivist sense, how Italian TV deals with this social change. Through qualitative, semiotic and gender analyses, the article focuses on three Italian food shows broadcast at noon. Results show that the three programmes mediate the role of the woman, drawing on the model of trattorie, traditional Italian restaurants in which the women cook and the men serve the tables. This negotiation helps balance gender relations without revolutionary outcomes. In fact, at the same time, it modernises the old model of the housewife and does not move the woman out of the kitchen."

Edwards, Lee: Discourse, Credentialism and Occupational Closure in the Communications Industries: The Case of Public Relations in the UK. – S. 319-334

„This article addresses the problem of stubbornly low levels of diversity in the communications industries, using the case of public relations to illustrate the points made. The author explores how disciplinary discourses of occupational practice and identity combine with representations of normative embodiment to construct and communicate a system of informal credentialism in the field that marginalises certain identities. Through a critical discourse analysis of formal texts that circulate across the industry, the author illustrates how apparently value-neutral presentations of PR work and workers exclude BME and working-class practitioners who cannot easily demonstrate a natural 'fit' with client, consultancy or colleague. The findings illustrate how the construction of informal credentialism through discourse may be acting as a powerful source of closure across the communications industries."

Hanretty, Chris: Media Outlets and Their Moguls: Why Concentrated Individual or Family Ownership Is Bad for Editorial Independence. – S. 335-350

„This article investigates the levels of owner influence in 211 different print and broadcast outlets in 32 different European media markets. Drawing on the literature from industrial organization, it sets out reasons why we should expect greater levels of influence where ownership of individual outlets is concentrated, where it is concentrated in the hands of individuals or families and where ownership groups own multiple outlets in the same media market. Conversely, we should expect lower levels of influence where ownership is dispersed between transnational companies. The article uses original data on the ownership structures of these outlets and combines it with reliable expert judgements as to the level of owner influence in each of the outlets. These hypotheses are tested and confirmed in a multilevel regression model of owner influence. The findings are relevant for policy on ownership limits in the media and for the debate over transnational versus local control of media."

Reich, Zvi: 'Stubbornly Unchanged': A Longitudinal Study of News Practices in the Israeli Press. – S. 351-370

„The article summarizes three consecutive studies (2001, 2006, 2011) in which national Israeli press reporters detailed how they obtained random samples of their recently published items (N = 1003): first, in order to explore the public interest in whether the standards of news production are deteriorating, improving or staying put; second, to indicate whether journalists adjust to the transforming news ecosystem; and third, to resolve the theoretical dilemma regarding the openness of news practices to change. While showing a general trend of conservatism, data indicate some statistically significant changes across time, not always in the expected directions. Reporters rely more often on ordinary citizens (who remain a marginal source), and public relations practitioners intervene more broadly in their items. They not only question their sources' credibility more often, but also rely on slightly more sources per item and more cross-checking, mainly thanks to older contacts rather than to new voices."

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Rogers, Jim et al.: The Significance of Small Differences: Cultural Diversity and Broadcasting in Ireland. – S. 399-415

„This article is concerned with a comparative assessment of public service and commercial broadcast media in Ireland, specifically in relation to their respective capacities to reflect and promote migration-related diversity and migrant integration. The core material drawn upon in the article derives from the findings of a recent exploratory, pilot-level European research project ('Media for Diversity and Migrant Integration', MEDIVA) involving Ireland and five other partner-European Union member states which sought to identify and assess the form and extent of diversity management practices in the media at the different levels of journalistic production with special reference to Third Country Nationals or persons without European Union citizenship. In this article, we first consider how processes of cultural diversification in European countries are reflected in broadcasting policies, before fixing our focus on public service broadcasting in the 'local' context and the changing broadcasting landscape in Ireland. We then move to our empirical-level study which examines the MEDIVA findings regarding the roles and representations of Third Country Nationals in the context of RTE and TV3, comparatively. The performance of these broadcasters in this respect is assessed and examined in terms of programme production processes, recruitment practices, media training and content output. The transformations that Irish Society have experienced in terms of the demographics of its population over the past two decades make Ireland a very interesting if not unique case study here. We then consider the extent to which the Irish setting resonates with the broader European context, and seek to identify specific points of correspondence and difference between the Irish broadcasting experience and that of the other countries participating in the MEDIVA project. While the nature of the differences in the approach of public service and commercial broadcasters to migrant diversity may prove to be relatively minor, they nevertheless demon-

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strate an interesting and significant divergence when considered from a range of perspectives."

Herzog, Christian; Karppinen, Kari: Policy Streams and Public Service Media Funding Reforms in Germany and Finland. – S. 416-432

„On 1 January 2013, Germany and Finland made the switch from the traditional broadcasting licence fee tied to television-set ownership to a compulsory excise duty collected from all citizens, households and places of business. This article compares the changes in these countries' public service media funding arrangements on the basis of John Kingdon's 'multiple streams' framework of public policy-making which, to date, has been rather neglected in studies of media policy-making processes. Drawing on the analysis of policy documents and interviews with policymakers and other stakeholders involved in the respective processes, we investigate how the actual reforms materialized, which other possibilities were neglected and why this has been the case."

Rafter, Kevin et al.: Does Commercial Orientation Matter for Policy-Game Framing? A Content Analysis of Television and Radio News Programmes on Public and Private Stations. – S. 433-448

„This article examines the relationship between different ownership types in broadcast news to determine the portrayal of election coverage as a strategic game against a focus on policy issues. Using a content analysis of six television and radio programmes during the 2011 Irish general election, we test hypotheses about differences in coverage provided by public service programming with equivalent private sector coverage. Our findings improve upon two key aspects of earlier research on game-policy frames. First, we show that commercial outlets can produce content that has democratic value, and suggest that before reaching definitive judgements not only it is necessary to distinguish between radio and television programmes but it is also advisable to study individual programming on each medium. Second, in a key market segment, we show that there is a clear distinction between editorial choices on policy content between public and private radio. These findings suggest that policy-orientated private programming may react to factors such as a culture of public service broadcasting as well as regulatory interventionism. We also suggest that there are cases where policy-rich private programming is driven by different editorial values from its public counterpart which can benefit the public."

Ciaglia, Antonio; Mazzoni, Marco: Pop-Politics in Times of Crisis: The Italian Tabloid Press during Mario Monti's Government. – S. 449-464

„Modern politicians need to diversify their communication strategies to reach a wide range of citizens/electors. Communication of political programmes must be associated with the effective communication of the private sphere. However, does this rule apply to a scenario in which the political stage is not ruled by politicians? By presenting the results of a content analysis of four Italian tabloids and by relying on an interview with the communication officer of Italian former premier, this study shows how political popularization develops in the era of the technocrat. The authors claim that the search for 'mediated intimacy' with the citizens/electors does not exclusively represent a concern for professional politicians. The need to personify political action is not only dependent on the necessity to maximize the electoral turnout, but it also depends on the acknowledgement of the fact that any public officer cannot avoid opening the doors of his or her own private sphere."

Paz, Maria Antonia; Martinez, Lizette: Children's Programming on Television Espanola under Franco (1958-1975). – S. 465-479

„This article analyses the children's programmes which were made by, and broadcast on, Spanish television channel Televisión Española from the time when programme schedules were first published in the press (1958) until the end of the Franco era (1975). The programming is then linked to the evolution of Televisión Española as an institution, as well as with the social and political context of the nation. The study takes into account the days and times of transmission, programme duration, the number of new shows broadcast per year and the most common content/formats. Each programme's structure, its characters, the role of the presenter, involvement of children and the values and ideas conveyed are also assessed. We will demonstrate that the dictatorship initially used these programmes to promote patriotic and religious feelings, and later on, to prepare children and young people for the new social and economic realities of the country (such as urbanisation and industrialisation)."

Kodellas, Spyridon et al.: Journalists' Victimization Experiences and Fear of Crime at the Workplace: Results of a Questionnaire Survey from Greece and Cyprus. – S. 480-494

„Using a representative sample of 635 active professional journalists, this study is one of the first to examine the prevalence of non-lethal workplace victimization experiences and the extent of fear of crime among journalists. The results indicated a relatively high prevalence of physical victimization, an exceptionally high prevalence of psychological abuse and an average prevalence of property victimization among professional journalists. Additionally, it was found that journalists overall had relatively low levels of fear of crime at work. The analysis also revealed the sociodemographic and employment characteristics of professional journalists who were more closely associated with different types of victimization and fear of crime at work."

Javnost
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Vähämaa, Miika; West, Mark D.: The Dilemma of Group Membership in the Internet Age: Public Knowlegde as Preferred Misinformation. – S. 5-18

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„A commonly accepted assumption is that scientific knowledge on the part of the general public would increase in an era of increasing ease of access to all forms of information. This argument suggests that the public only needs to take an advantage of an inexpensive laptop computer to be superbly informed. However, what appears to be the case is that the public appears to be more prone than ever to misinformation, partial truths, and 'spin'. Research shows that, even when it comes to scientific knowledge, we have socially-mediated preferences; we prefer those beliefs that we like and that are considered reasonable by our peers. Importantly, our 'peers' can in our hyperlocal world be virtual or real. Thus, social group membership merges with our individual likes and dislikes to shape what we take as 'knowledge'. Groups, therefore, become platforms of social epistemologies. We examine our argument from the viewpoint of the United States using a large data set from the General Social Survey. We employ the 2008 topical module to examine the relationships between attitudes and knowledge concerning science and technology, the relationship between media use, demographic group variables, and group-related attitudes toward science."

Vobič, Igor; Brlek Slaček, Aleksander Sašo: Manufacturing Consent Among Newsworkers at Slovenian Public Radio. – S. 19-36

„This paper takes an often neglected labour perspective on journalism and investigates labour relations and processes at Slovenian public radio. By taking into account public radio's specific position in the media environment, which importantly shapes the dynamics between power, property, and work, and by drawing from the work of Michael Burawoy, this paper explores the strategies of manufacturing consent at the Slovenian public radio that minimise potentials of class consciousness among newsworkers and labour-management conflict on one hand and practices and possibilities for resistance and solidarity on the other. Investigation of labour relations and processes at Radio Slovenia was conducted a few months after the Slovenian government adopted austerity measures that have also resulted in layoffs and changes of the employment arrangements of a considerable number of atypical workers at the Slovenian public broadcaster. To gather, assemble, and analyse data, the authors used two research methods: first, participant observation in two newsrooms of Radio Slovenia, and second, in-depth interviews with public radio editors and journalists."

Naerland, Torgeir Uberg: Hip Hop and the Public Sphere: Political Commitment and Communicative Practices on the Norwegian Hip Hop Scene. – S. 37-52

„In terms of its booming popularity and public outreach, lyrical thematisations of society and adherence to politicised tradition, hip hop as a form of expressive culture may in significant yet largely unexplored ways enter the framework of democratic politics as laid down in Jürgen Habermas' theory of the public sphere. Based on in-depth interviews with key actors on the Norwegian hip hop-scene, this article explores and discusses political commitment, the degree to which Norwegian rappers can be seen to draw public attention to subaltern experience, the communicative strategies typical of the scene, and how these strategies might be relevant to public discourse. Furthermore, by highlighting recent examples of the mainstream media's reception of hip hop music, this article shows how songs, lyrics and performances specific to the hip hop genre have entered public discourse, and further argues that hip hop music should be seen as an integral part of democratic public sphere processes."

Dumitrica, Delia: Politics as „Customer Relations": Social Media and Political Authenticity in the 2010 Municipal Elections in Calgary, Canada. – S. 53-70

„A political leader's authenticity has always been a site of struggle: politicians have tried to control their own image, while mass media has promised to reveal the 'real' self behind the electoral campaign. In recent years, social media such as Facebook, Twitter or YouTube have gained a positive reputation as electoral tools. This paper seeks to critically engage with this reputation, by focusing on how these services become discursively articulated with the notion of political 'authenticity' in the case of the 2010 municipal elections in Calgary, Canada. In these elections, the intense use of social media by the winning candidate has been seen as proof of the democratic power of these communication technologies to bring together politicians and citizens. A qualitative thematic analysis of 86 undergraduate essays reveals how participants collectively talked about political 'authenticity'. The paper argues that political 'authenticity' becomes articulated as a result of the intrinsic features of social media, reinforcing the longstanding technological determinist view of technology as the guarantor of a better citizen/politician relation. The discursive articulation of social media and political 'authenticity' portrays politics as a customer relations service, providing little insight into how we are to understand and relate to democratic politics after elections."

Arriaza Ibarra, Karen; Nord, Lars W.: Public Service Media Under Pressure: Comparing Government Policies in Spain and Sweden 2006-2012. – S. 71-84

„The current economic crisis is global in scope, thus affecting both countries in the North and in the South. As a consequence, national European governments are modifying their policies in order to cut down on public spending. This article compares how public service media policies are shaped in this new situation in two countries that represent very contrasting models of public service media: Spain and Sweden. The story of public service media survival in times of rapid development of media technology and liberal political hegemony is a common theme in contemporary media and communication research. This study adds to this theme, by exploring the conditions for public service media further by a more explicit focus on how newly elected governments approach public service media policies in times of economic crises. The basic aim of the study is to compare how public service media conditions may change in countries with very different public service media models."

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Arboledas, Luis: The Radio in Spain: European Appearance, Franco's Legacy. – S. 85-100

„The democratisation of media depends not only on legal reforms and economic changes introduced into their structure, but also the biasing effect the dominant political culture can exert in this process. As seen in the Spanish radio industry, changes made since the beginning of the political transition period are purely formal because they remain deep traits inherited from the Franco dictatorship such as clientelism and political instrumentalisation. This article analyses the evolution of private radio and relates the survival of typical values of the dictatorship with the persistence of the political culture of Francoism, accepted and internalised by the new democratic regime."

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Marcinkowski, Frank: Mediatisation of Politics: Reflections on the State of the Concept. – S. 5-22

„This paper reviews the current state of the literature on the mediatisation of politics. Five common assumptions are being identified, which in my view form the core of a basic understanding of the concept. I discuss for each of these assumptions a number of further deliberations. My analysis is based on a theory of functionally differentiated societies. More precisely, I draw on the vision of modern societies that German sociologist Niklas Luhmann has introduced. According to his view the functional specialisation of social subsystems is accompanied by an increased consolidation of performance relations between them, because self-referential fixation on the own function inevitably causes deficits in most other capacities. Against this background mediatisation is reconstructed as a response to a serious deficit of political systems: the notorious lack of public attention given to democratic politics within modern societies. This framework has several implications for the reasoning on mediatisation, which are outlined in the article."

Škerlep, Andrej: Public Discourse between Counterfactual Idealisations and Practical Realisation in Public Sphere. – S. 23-38

„The article explores different approaches to the theoretical grounding of public use of reason developed by Habermas, Kant and Rawls. It is focused on Habermas's idea of communicative rationality and the public sphere, and then this approach is related to Kantian practical reason and Rawls's idea of public reason. The article highlights liberal and republican elements in Habermas's concept of public sphere, and emphasises that liberal concepts of democracy require public reason as a device of justification of constitutional norms, while the republican idea of popular sovereignty opens up the popular public sphere. The second part of the article describes the tension between the counterfactual nature of Habermas's discourse ethics and its practical realisation in deliberative politics in institutions of the state."

Allmer, Thomas: (Dis)Like Facebook? Dialectical and Critical Perspective on Social Media. – S. 39-56

„Apart from a few exceptions, there are no studies combining critical theoretical and empirical research in the context of social media. The overall aim of my article is to study the constraints and emancipatory potentials of web 2.0 and to assess to what extent social media can contribute to strengthen the idea of the communication and network commons and a commons-based information society. I follow an emancipatory research interest being based on a critical theory and political economy approach in three sections: I provide some foundational concepts of a critical theory of media, technology and society in section one. The task of section two is to study the users' knowledge, attitudes, and practices towards the potentials and risks of social media. This section can be considered as a case study of the critical theory and dialectics of media, technology, and society. In section three, I raise the question if technological and/or social changes are required in order to bring about real social media. Section three furthermore discusses political implications and draws some conclusions."

Fiket, Irena; Olsen, Espen D. H.; Trenz, Hans-Jörg: Confronting European Diversity: Deliberation in a Transnational and Pluri-Lingual Setting. – S. 57-74

„In this article, we confront some commonly held assumptions and objections with regard to the feasibility of deliberation in a transnational and pluri-lingual setting. To illustrate our argument, we rely on an analysis of group discussions from EuroPolis, a transnational deliberative experiment that took place one week ahead of the 2009 European Parliamentary elections. The European deliberative poll is an ideal case for testing the viability of deliberative democracy across political cultures because it introduces variation in terms of constituency and group plurality under the controlled conditions of quasi-experimental scientific setting. For measuring group dynamics and interactions we apply a modified version of the Discourse Quality Index (DQI) that is combined with a qualitative content analysis of selected sequences of discussions. Findings show that participants of transnational deliberative polling 1) generally recognise the EU polity as a reference point for exercising communicative power and impact on decision-making, and 2) are in fact able to interact and debate across languages and cultures, developing a self-awareness of citizens of a shared polity and thereby turning a heterogeneous group of randomly selected citizens into a constituency of democracy."

Skogerbø, Eli; Karlsen, Rune: Mediatisation and Regional Campaigning in a Party Centred-System: How and Why Parliamentary Candidates Seek Visibility. – S. 75-92

„Election campaigns are central to political life as well as to the study of political communication and provides much empirical knowledge about the processes of mediatisation and mediation of politics. Most often studies focus on the campaigns featuring the national

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top politicians. However, most elections campaigns in Western democracies are run by party branches and candidates who rarely make the top headlines in the nationwide media, yet they are also dependent on media attention and agenda-setting to be visible and reach their voters. Relying on several data sets from studies of the Norwegian 2009 parliamentary election campaign, this study asks, first, how regional, mainly 'non-celebrity politicians', obtain visibility. We seek to unravel how the media logic works on the regional and local level. Second, we ask why it is important for candidates in a party-centred proportional (PR) system to be visible. Our findings suggest that we should recognise the mediatised and multileveled character of election campaigns in order to understand how media logics work below the nationwide setting."

Donders, Karen; Evens, Tom: Government Intervention in Marriages of Convenience between TV Broadcasters and Distributors. – S. 93-110

„Albeit largely neglected in communication sciences research, industrial convergence has put the relation between legacy content media like TV broadcasters and distributors (cable, satellite) firmly on the policy agenda. There seems to be an increasing awareness of the gatekeeping characteristics of mainstream as well as online video distribution, and the power distributors can exert vis-à-vis television broadcasters in terms of the bundling of services and pricing. The relation between TV broadcasters and distributors is increasingly characterised by conflicts. Because of public disputes between broadcasters and distributors, and threats of blackout, several governments across Europe are indeed discussing the necessity of regulatory intervention in order to decrease tension and promote cooperation in their media sectors. The article therefore questions how broadcasters have problematised their relation with distributors and put it on the policy agenda, whether it is up to governments to intervene in the relationship between broadcasters and distributors, and whether the proposed policy actions are likely to remedy the tensions in the marketplace."

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Pempek, Tiffany A.; Kirkorian, Heather L.; Anderson, Daniel R.: The Effects of Background Television on the Quantity and Quality of Child-Directed Speech by Parents. – S. 211-222

„Prior research has identified negative effects of background television (TV) exposure on toddler toy play and parent-child interactions and has documented a negative association between early TV exposure and language development. It is hypothesized that background, adult-directed TV reduces the quantity and quality of parent language addressed to their young children. To test this hypothesis, the current study compared parent language directed at 12-, 24-, and 36-month-old toddlers (N = 49) in the presence and absence of background TV. In the presence of background TV, the number of words and utterances spoken per minute by the parent decreased as did the number of new words per minute. However, mean length of utterances did not differ. Because parent input is an important factor for language acquisition, development may be negatively affected by background TV exposure."

Walsh, Kimberly R.; Sekarasih, Laras; Scharrer, Erica: Mean Girls and Tough Boys: Children's Meaning Making and Media Literacy Lessons on Gender and Bullying in the United States. – S. 223-239

„This study examines children's thinking about media content and processes in the context of portrayals of gender and bullying. As part of a critical thinking-centered media literacy curriculum, sixty-five sixth graders in the United States responded to questions about depictions of gender roles and bullying in their favorite media content or in content they would create as media producers. A grounded theory analysis of responses revealed students' various levels of thinking, ranging from direct application of lesson concepts to evaluation and critique of media content. The analysis also suggested the conditions under which students demonstrated more or less advanced meaning-making processes. These findings highlight the dynamic and context-dependent nature of media literacy, as well as the unique and varying levels of thinking children enact as media users. The success of the curriculum in encouraging children's independent thinking supports the value of bridging the empowerment and protectionist perspectives on media literacy education."

Price, Joseph; Palsson, Craig; Gentile, Doug: What Matters in Movie Ratings? Cross-Country Differences in How Content Influences Mature Movie Ratings. – S. 240-252

„We examine the weight that the USA and other countries place on different types of movie content when assigning movies a mature rating. We use data on the international movie ratings for over 1,000 movies reviewed by either Screen It or Kids in Mind, two companies that provide measures of different types of movie content. Among English-speaking countries, the United States is unique in that, it places the most weight on profanity but the least weight on violence. Across all countries, the USA and Asian countries place the largest weight on sex, while Scandinavian countries place the least weight on sex but the largest weight on violence. The approach the USA takes toward assigning mature ratings is puzzling since, of the three types of content, violence has the strongest body of evidence to document harm to children."

Annunziato, Sarah: A Child's Eye View of Where the Wild Things Are: Lessons from Spike Jonze's Film Adaptation of Maurice Sendak's Picture Book. – S. 253-266

„Many children's books have inspired films, however, few of these movies have sparked the intense debates engendered by Spike Jonze's adaptation of Maurice Sendak's Where the Wild Things Are. While most professional critics warmly embraced Jonze's film, the work left parents with mixed feelings, which were

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documented in news reports that coincided with its American debut in the fall of 2009. In fact, numerous moviegoers and even some journalists, voiced the opinion that Jonze's adaptation was not a film for children, but rather one for the adults who had grown up reading Sendak's book. Nonetheless, the movie depicts a child using fantasy and play to cope with, and better understand, his changing reality. In this regard, the 2009 movie is very consistent with Sendak's original work. Therefore, Spike Jonze's adaptation is not only suitable for younger viewers, but could serve to teach them how to navigate through difficult emotional circumstances."

Piotrowski, Jessica Taylor: The Relationship between Narrative Processing Demands and Young American Children's Comprehension of Educational Television. – S. 267-285

„Fisch's capacity model provides a theoretical explanation for how children comprehend educational content within an educational television program. The model focuses on children's allocation of their limited cognitive resources, with attention to the resources used for comprehending the narrative versus the educational content within the show. The model predicts that, when narrative processing demands are reduced, narrative comprehension will be improved. Reduced narrative demands are also expected to support educational content comprehension as greater cognitive resources are available to process the content. This prediction was tested with 172 American children (102 females, M = 4.2 years). Narrative processing demands were operationalized via story schema. Results from a correlational analysis supported predictions. Advanced story schema was associated with improved narrative and educational content comprehension. Implications are discussed."

Bond, Bradley J.; Calvert, Sandra L.: A Model and Measure of US Parents' Perceptions of Young Children's Parasocial Relationships. – S. 286-304

„Children's parasocial relationships have been understudied, even though recent research suggests that children learn better from socially meaningful than from socially irrelevant media characters. This study articulates a model of parasocial relationship development among children and, in the process, establishes new measures of children's parasocial interactions and parasocial relationships. Parents of children (≤ 8 years old) completed an online questionnaire about their child's favorite media character. The measure of parental perceptions of children's parasocial relationships was composed of three dimensions: character personification, social realism, and attachment. The measure was then utilized as the endogenous variable in a model predicting parental perceptions of children's parasocial relationships. The model revealed that engagement with toy replicas of media characters, repeated media exposure, parent encouragement, and parasocial interactions were significantly related to parental perceptions of young children's parasocial relationships. The possible influence of parasocial relationships on children's potential to learn from media characters is discussed."

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Neuman, W. Russell et al.: The Dynamics of Public Attention: Agenda-Setting Theory Meets Big Data. – S. 193-214

„Researchers have used surveys and experiments to better understand communication dynamics, but confront consistent distortion from self-report data. But now both digital exposure and resulting expressive behaviors (such as tweets) are potentially accessible for direct analysis with important ramifications for the formulation of communication theory. We utilize 'big data' to explore attention and framing in the traditional and social media for 29 political issues during 2012. We find agenda setting for these issues is not a one-way pattern from traditional media to a mass audience, but rather a complex and dynamic interaction. Although the attentional dynamics of traditional and social media are correlated, evidence suggests that the rhythms of attention in each respond to a significant degree to different drummers."

Shaw, Aaron; Hill, Benjamin M.: Laboratories of Oligarchy? How the Iron Extends to Peer Production. – S. 215-238

„Peer production projects like Wikipedia have inspired voluntary associations, collectives, social movements, and scholars to embrace open online collaboration as a model of democratic organization. However, many peer production projects exhibit entrenched leadership and deep inequalities, suggesting that they may not fulfill democratic ideals. Instead, peer production projects may conform to Robert Michels' „iron law of oligarchy," which proposes that democratic membership organizations become increasingly oligarchic as they grow. Using exhaustive data of internal processes from a sample of 683 wikis, we construct empirical measures of participation and test for increases in oligarchy associated with growth in wikis' contributor bases. In contrast to previous studies, we find support for Michels' iron law and conclude that peer production entails oligarchic organizational forms."

Jungherr, Andreas: The Logic of Political Coverage on Twitter: Temporal Dynamics and Content. – S. 239-259

„Social media services have become areas of political communication. Politicians integrate them in their campaigns, journalists use them as sources and topics, and the public uses them for the discussion of politics. In this, political activities on social media are clearly interconnected with the coverage of politics by traditional media. This article analyzes Twitter messages commenting on politics during the campaign for the 2009 federal election in Germany. It will be shown that the temporal dynamics and content of Twitter messages follow a hybrid logic of political coverage, sometimes following the same logic as the coverage of political actors in traditional news media, whereas in other cases following a logic specific to political expression on the Internet."

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Giglietto, Fabio; Selva, Donatella: Second Screen and Participation: A Content Analysis on a Full Season Dataset of Tweets. – S. 260-277

„The practice of using a 'second screen' while following a television program is quickly becoming a widespread phenomenon. When the secondary device is used for comments about programs, most discussions take place on popular social media such as Facebook and Twitter. Previous research pointed out the value of these conversations in understanding the behavior of 'networked publics'. Building upon this background, this article presents the first study on a complete dataset of tweets (2,489,669) that span an entire season of a TV genre (1,076 episodes of talk shows). A content analysis of the tweets created during the season's most engaging moments indicates a relationship between typology of broadcasted scenes, style of comments, and the way participation (audience and political) is played."

Emery, Sherry L. et al.: Are You Scared Yet? Evaluating Fear Appeal Messages in Tweets about the Tips Campaign. – S. 278-295

„In March 2012, the Centers for Disease Control and Prevention (CDC) launched 'Tips from Former Smokers', a $54 million national campaign featuring individuals experiencing long-term health consequences of smoking. The campaign approach was based on strong evidence that antitobacco ads portraying fear, graphic images, and personal testimonials are associated with attitudinal and behavior change. Yet it was also controversial; critics cited the danger that viewers might reject such intensely graphic messages. Tasked with informing this debate, our study analyzes the corpus of Tips campaign-related tweets obtained via the Twitter Firehose. We provide a novel and rigorous method for media campaign evaluation within the framework of the Extended Parallel Process Model. Among the relevant tweets, 87 % showed evidence of message acceptance, whereas 7 % exhibited message rejection."

Vargo, Chris J. et al.: Network Issue Agendas on Twitter during the 2012 U.S. Presidential Campaign. – S. 296-316

„This study finds support for agenda melding and further validates the Network Agenda Setting (NAS) model through a series of computer science methods with large datasets on Twitter. The results demonstrate that during the 2012 U.S. presidential election, distinctive audiences 'melded' agendas of various media differently. 'Vertical' media best predicted Obama supporters' agendas on Twitter whereas Romney supporters were best explained by Republican 'horizontal' media. Moreover, Obama and Romney supporters relied on their politically affiliated horizontal media more than their opposing party's media. Evidence for findings are provided through the NAS model, which measures the agenda-setting effect not in terms of issue frequency alone, but also in terms of the interconnections and relationships issues inside of an agenda."

Colleoni, Elanor; Rozza, Alessandro; Arvidsson, Adam: Echo Chamber or Public Sphere? Predicting Political Orientation and Measuring Political Homophily in Twitter Using Big Data. – S. 317-332

„This paper investigates political homophily on Twitter. Using a combination of machine learning and social network analysis we classify users as Democrats or as Republicans based on the political content shared. We then investigate political homophily both in the network of reciprocated and nonreciprocated ties. We find that structures of political homophily differ strongly between Democrats and Republicans. In general, Democrats exhibit higher levels of political homophily. But Republicans who follow official Republican accounts exhibit higher levels of homophily than Democrats. In addition, levels of homophily are higher in the network of reciprocated followers than in the nonreciprocated network. We suggest that research on political homophily on the Internet should take the political culture and practices of users seriously."

Park, Jaram; Baek, Young Min; Cha, Meeyoung: Cross-Cultural Comparison of Nonverbal Cues in Emoticons on Twitter: Evidence from Big Data Analysis. – S. 333-354

„Relying on Gudykunst's cultural variability in communication (CVC) framework and culture-specific facial expressions of emotion, we examined how people's use of emoticons varies cross-culturally. By merging emoticon usage patterns on Twitter with Hofstede's national culture scores and national indicators across 78 countries, this study found that people within individualistic cultures favor horizontal and mouth-oriented emoticons like :), while those within collectivistic cultures favor vertical and eye-oriented emoticons like ^_^. Our study serves to demonstrate how recent big data-driven approaches can be used to test research hypotheses in cross-cultural communication effectively from the methodological triangulation perspective. Implications and limitations regarding the findings of this study are also discussed."

Jg 64 (2014) Nr 3

Bartsch, Anne; Schneider, Frank M.: Entertainment and Politics Revisited: How Non-Escapist Forms of Entertainment Can Stimulate Political Interest and Information Seeking. – S. 369-396

„This article revisits the controversial relationship of entertainment and political communication. On the basis of a theoretical integration of entertainment theory with theories of motivated information processing, we suggest that entertainment consumption can either be driven by hedonic, escapist motivations that are associated with a superficial mode of information processing, or by eudaimonic, truth-seeking motivations that prompt more elaborate forms of information processing. Results of two experiments indicate that eudaimonic forms of emotional involvement (characterized by negative valence, moderate arousal, and feeling moved) stimulated reflective thoughts about politically relevant content, issue interest, and information seeking. This pattern was consistent across two

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types of entertainment stimuli (fictional films and soft news) and two types of affect manipulations (moving film music and moving exemplars).“

Lewis, Robert J.; Tamborini, Ron; Weber, Rene: Testing a Dual-Process Model of Media Enjoyment and Appreciation. – S. 397-416

„This article presents a dual-process model of media entertainment representing 2 psychological appraisal processes, and examines how these processes evoke appreciation or enjoyment as a function of the presence/absence of cognitive conflict. The first process (which characterizes experiences of appreciation) is deliberative and slow, and results from cognitive conflict. The second process (which characterizes experiences of enjoyment) is automatic and fast, and occurs when cognitive conflict is inconsequential. Both appraisal processes result from the same underlying framework of intuitive preferences. 2 studies vary narrative conflict among sets of intuitive moral domains to test dual-process predictions regarding slow/fast response times and the association of the presence/absence of conflict with self-reported experiences of appreciation/enjoyment. Discussion examines theoretical implications for entertainment research.“

Reinecke, Leonard; Vorderer, Peter; Knop, Katharina: Entertainment 2.0? The Role of Intrinsic and Extrinsic Need Satisfaction for the Enjoyment of Facebook Use. – S. 417-438

„While intrinsic motivation has received broad attention in recent entertainment research, the effects of extrinsic motivation, such as social pressure to use media, on media enjoyment remain unknown. Based on an online-survey (N = 230), this study tested the effects of intrinsic need satisfaction and perceived social pressure on the enjoyment of Facebook use with structural equation modeling. The results reveal complex effects of extrinsic motivation: While social pressure negatively affected autonomy need satisfaction, it was positively related to competence and relatedness need satisfaction. This study is the first to develop and test a theoretical model of entertainment experience in the context of social media use and to theoretically integrate the role of extrinsic need satisfaction in media enjoyment.“

Slater, Michael D. et al.: Temporarily Expanding the Boundaries of the Self: Motivations for Entering the Story World and Implications for Narrative Effects. – S. 439-455

„A wide variety of motivations for engaging with narratives have been proposed and studied. We propose that underlying these motivations is another, more fundamental motivation. Our premise is that maintenance, defense, and regulation of the personal and social self in daily life are demanding both emotionally and cognitively. Moreover, any individual self is constrained by capability, situation, and social role. Stories and identification with story characters provide a means individuals may use for temporary relief from the task of self-regulation and from the limitations of individual personal and social identities. Existing supportive research is acknowledged and implications explored, concerning contexts in which story involvement will be particularly attractive and possible impacts on attitudes and acceptance of out-groups including stigmatized others.“

Rieger, Diana et al.: Media Entertainment and Well-Being – Linking Hedonic and Eudaimonic Entertainment Experience to Media-Induced Recovery and Vitality. – S. 456-478

„This paper explores the impact of hedonic and eudaimonic entertainment experience on well-being. We propose that the satisfaction of recovery needs can provide an important link that connects recent 2-factor models of entertainment with well-being after media consumption. Using path modeling, relationships between hedonic/eudaimonic entertainment experiences, media-induced recovery experience, and vitality as a recovery outcome were explored in an experiment (N = 120). Results suggest that different recovery needs are satisfied by hedonic versus eudaimonic entertainment: Although hedonic entertainment experiences were associated with the recovery dimensions of relaxation and psychological detachment, eudaimonic entertainment was related to mastery experiences. Both entertainment facets, thus, lead to media-induced recovery and resulted in increased psychological well-being represented by higher levels of vitality after media use.“

Green, Melanie C.; Jenkins, Keenan M.: Interactive Narratives: Processes and Outcomes in User-Directed Stories. – S. 479-500

„Interactive narratives are stories that allow readers to determine the direction of the plot, often at key decision points. Unanswered questions remain about the types of psychological processes evoked by these ‘Choose Your Own Adventure’ style narratives, as well as the relative persuasive influence of interactive narratives compared to traditional narratives. The current paper reviews the existing literature and provides a theoretical framework to guide future research on interactive narratives, particularly as a tool for entertainment-education efforts. Specifically, we highlight increased user control and looser narrative structure as key elements of interactive narratives, and discuss possible effects of these differences on engagement variables (e.g., transportation, identification, perceived realism), self-related variables (responsibility), and outcomes (e.g., enjoyment, attitude change, health behaviors).“

Eden, Allison et al.: Repeated Exposure to Narrative Entertainment and the Salience of Moral Intuitions. – S. 501-520

„R. Tamborini (2011, 2012) recently proposed the model of intuitive morality and exemplars (MIME), which combines theoretical developments in moral psychology with media theory to predict the influence of media exposure on morality. To test predictions from this model, a quasi-experimental study conducted over 8 weeks exposed selected participants to an online soap opera. Participants' moral intuitions were measured pre-exposure and postexposure. Consistent with predictions, results showed that repeated exposure to morally relevant media content is capable of influencing the salience of moral intuitions. The find-

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ings are consistent with the model's description of underlying mechanisms explicating the manner in which entertainment can influence moral judgments, and demonstrate the value of understanding the relationship between exposure to entertainment and moral judgment processes."

Elson, Malte et al.: More Than Stories With Buttons: Narrative, Mechanics, and Context as Determinants of Player Experience in Digital Games. – S. 521-542

„Recent research has attempted to describe meaningful experiences with entertainment media that go beyond hedonic enjoyment. Most of this research focuses on noninteractive media, such as film and television. When applied to digital games, however, such research needs to account for not only the content of the medium, but also the unique dimensions of digital games that distinguish them from noninteractive media. Experiences with digital games are shaped by the game mechanics that define the users' interaction with game content, as well as by the opportunities for social interaction that many games offer. We argue that the complex interplay of these dimensions (narrative, mechanics, and context) facilitates or inhibits meaningful user experiences in ways that are unique to digital games."

Rubenking, Bridget; Lang, Annie: Captivated and Grossed Out: An Examination of Processing Core and Sociomoral Disgusts in Entertainment Media. – S. 543-565

„While disgust repels and offends us, it has functionally evolved over time to compel our attention – both to core disgusts (i.e., blood, guts, body products) and sociomoral violations (i.e., injustices, brutality, racism) – making it a quality of many entertainment messages that may keep audiences engrossed and engaged. An experiment exposed participants to two types of core disgusts and sociomoral disgusts in TV/film messages and collected self-report emotional responses, psychophysiological indicators of dynamic emotional and cognitive processing, and recognition memory for content. Results demonstrate that no two disgusts are alike: Sociomoral disgusts captivate our attention and elicit a slower, more thoughtful response pattern than core disgusts, and the nature of the core disgust elicits different responses as well."

Journal of Communication Inquiry Jg 38 (2014) Nr 3

Merskin, Debra: How Many More Indians? An Argument for a Representational Ethics of Native Americans. – S. 184-203

„This article explores the persistence of stereotypical representations of Native Americans as brand images and situates a call for change within an ethics of representation. American Spirit Cigarettes are used as an illustrative case study to demonstrate that these representations cannot be relegated to less enlightened times, rather endure because naturalization is part of commodified racism. The present essay argues for engagement in representational ethics on the part of communicators to interrupt the contribution of stereotypes to the maintenance of colonial ideologies."

Meeuf, Russell: The Nonnormative Celebrity Body and the Meritocracy of the Star System: Constructing Peter Dinklage in Entertainment Journalism. – S. 204-222

„Examining the coverage of Peter Dinklage in entertainment journalism, this article interrogates the possibilities and limitations of a celebrity with a nonnormative body to actually challenge Hollywood's stereotyping of little people and the cultural tendency to use little people as a source of humor or voyeuristic pleasure. Although the rise of Dinklage to celebrity status created an opportunity for entertainment journalism to question Hollywood casting politics and draw attention to the stigma faced by little people, the discourses surrounding Dinklage have largely created a meritocratic narrative in which the struggles faced by little people in Hollywood are acknowledged but depoliticized. Such a narrative affirms the inherent fairness of the celebrity system, casting the structural and cultural barriers that create inequality as simple obstacles that the talented and hard working will overcome."

Gibson, Thimothy A.: In Defense of Law and Order: Urban Space, Fear of Crime, and the Virtues of Social Control. – S. 223-242

„There is a long tradition in critical/cultural studies that views the raising of concerns about crime and disorder as an ideological gambit concealing a more sinister project of social control. This article offers a friendly critique and revision of this position, arguing that critical communication scholars should treat urban disorder and public fears of crime as serious policy problems, if only because pervasive fears of crime impose great harm on disadvantaged urban residents. To this end, this article reviews recent work in the fear-of-crime literature to examine both the causes of fear as well as the efficacy and ethics of specific fear-reduction strategies. Drawing on this review, the article argues that the most promising response to the fear of crime is not zero tolerance policing, but rather increasing the collective efficacy of – that is, the feeling of solidarity among – neighbors. The article concludes with a discussion of the role digital networking tools could play in building neighborhood collective efficacy."

Jameson, Celia; Dane, Julia: Bite Me! The Twilight Saga, a Fantasy Space of Self-Transformation as Self-Realization. – S. 243-258

„This article seeks to challenge the conventional reading of the Twilight saga as a regressive influence on young women. We argue that by drawing on themes of governmentality and fantasy, it is possible to open up the debate to consider Twilight as a text offering a fantasy space of transcending the limitations of neoliberal subjecthood. In particular, the article focuses on the figure of the vampire Edward Cullen as the carrier of anxieties around the boundaries of the autonomous subject and highlights the ways in which Bella Swan's desire for transformation to vampire

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speaks to a specific set of normative neoliberal ideals for young women in the 21st century."

Journal of Health Communication Jg 19 (2014) Nr 4

Paschall, Mallie J. et al.: Effects of an Online Alcohol Education Course Among College Freshmen: An Investigation of Potential Mediators. – S. 392-412

„The authors investigated possible mediating effects of psychosocial variables (perceived drinking norms, positive and negative alcohol expectancies, personal approval of alcohol use, protective behavioral strategies) targeted by an online alcohol education course (AlcoholEdu for College) as part of a 30-campus randomized trial with 2,400 first-year students. Previous multilevel analyses have found significant effects of the AlcoholEdu course on the frequency of past-30-day alcohol use and binge drinking during the fall semester, and the most common types of alcohol-related problems. Exposure to the online AlcoholEdu course was inversely related to perceived drinking norms but was not related to any of the other psychosocial variables. Multilevel analyses indicated at least partial mediating effects of perceived drinking norms on behavioral outcomes. Findings of this study suggest that AlcoholEdu for College affects alcohol use and related consequences indirectly through its effect on student perceptions of drinking norms. Further research is needed to better understand why this online course did not appear to affect other targeted psychosocial variables."

Cunningham, Charles E. et al.: Modeling Mental Health Information Preferences during the Early Adult Years: A Discrete Choice Conjoint Experiment. – S. 413-440

„Although most young adults with mood and anxiety disorders do not seek treatment, those who are better informed about mental health problems are more likely to use services. The authors used conjoint analysis to model strategies for providing information about anxiety and depression to young adults. Participants (N = 1,035) completed 17 choice tasks presenting combinations of 15 four-level attributes of a mental health information strategy. Latent class analysis yielded 3 segments. The virtual segment (28.7 %) preferred working independently on the Internet to obtain information recommended by young adults who had experienced anxiety or depression. Self-assessment options and links to service providers were more important to this segment. Conventional participants (30.1 %) preferred books or pamphlets recommended by a doctor, endorsed by mental health professionals, and used with a doctor's support. They would devote more time to information acquisition but were less likely to use Internet social networking options. Brief sources of information were more important to the low interest segment (41.2 %). All segments preferred information about alternative ways to reduce anxiety or depression rather than psychological approaches or medication. Maximizing the use of information requires active and passive approaches delivered through old-media (e.g., books) and new-media (e.g., Internet) channels."

Martin, Michelle Y. et al.: Meeting the Information Needs of Lower Income Cancer Survivors: Results of a Randomized Control Trial Evaluating the American Cancer Society's „I Can Cope". – S. 441-459

„The American Cancer Society is a leader in the development of cancer survivorship resources. One resource of the American Cancer Society is the I Can Cope program, an educational program for cancer survivors and their families. Evaluations of this program indicate that cancer patients highly rate its objectives. Yet, there are gaps in the understanding of the full impact of the program on diverse cancer survivors. In this study, the authors used a randomized trial to evaluate the program. Participants included 140 low-income survivors (79 % Black; 38 % breast cancer) from community hospitals who were randomized to 4 sessions of I Can Cope (learning about cancer; understanding cancer treatments; relieving cancer pain; and keeping well in mind and body) or 4 sessions of a wellness intervention (humor, meditation, relaxation, and music therapy). The authors' primary outcome was 'met information needs'. After controlling for covariates, their analysis indicated that I Can Cope was no more effective than the wellness intervention in addressing survivor information needs relative to the learning objectives. Participants provided high overall ratings for both interventions. Self-efficacy for obtaining advice about cancer, age, education, and income were associated with information needs. Educational programs tailored to levels of self-efficacy and patient demographics may be needed."

Egbert, Nichole; Miraldi, Lori B.; Murniadi, Krishnamurti: Friends Don't Let Friends Suffer From Depression: How Threat, Efficacy, Knowledge, and Empathy Relate to College Students' Intentions to Intervene on Behalf of a Depressed Friend. – S. 460-477

„Mental health– specifically, depression – is of growing concern to health professionals and the public. Health messages can be used to increase the number of people receiving treatment for depressive disorders. The effectiveness of these messages may be amplified by including an interpersonal influence component, such as encouraging individuals to intervene if they suspect a friend or family member is suffering from depression. The purposes of this study were to (a) explore college students' behavioral intentions when presented with an opportunity to intervene on behalf of a depressed friend, (b) examine the potential of the Extended Parallel Process Model to help direct message design using efficacy and threat, and (c) investigate the respective influences of empathy and knowledge on behavioral intentions related to intervening on behalf of a depressed friend. Results indicated that self-efficacy and response efficacy, as well as perceived knowledge, could be used to help determine students' readiness to talk with a friend who may be suffering from depression. Empathy (specifically empathic concern and perspective-taking) can also play a significant

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role in health promotion efforts that blend media and interpersonal health messages."

Ramirez-Valles, Jesus; Kuhns, Lisa M.; Manjarrez, Dianna: Tal Como Somos | Just As We Are: An Educational Film to Reduce Stigma Toward Gay and Bisexual Men, Transgender Individuals, and Persons Living With HIV/AIDS. – S. 478-492

„In this article, the authors describe the development and dissemination of a film-based educational intervention to reduce negative attitudes toward gay and bisexual men, transgender women, and people living with HIV/AIDS in Latino communities, with a focus on youth. The intervention, Tal Como Somos/Just as We Are, is based on stigma and attribution theories, extensive formative research, and community input. Evaluation findings among educators and school youth suggest the film has the potential to effectively influence attitudes toward gay and bisexual men, transgender women, and people living with HIV/AIDS. The film and intervention are being disseminated using diffusion of innovations theory through community-based organizations, schools, television broadcasting, and film festivals."

Hovick, Shelly R.; Kahlor, Leeann; Liang, Ming-Ching: Personal Cancer Knowledge and Information Seeking Through PRISM: The Planned Risk Information Seeking Model. – S. 511-527

„This study retested PRISM, a model of risk information seeking, and found that it is applicable to the context of cancer risk communication. The study, which used an online sample of 928 U.S. adults, also tested the effect of additional variables on that model and found that the original model better fit the data. Among the strongest predictors of cancer information seeking were seeking-related subjective norms, attitude toward seeking, perceived knowledge insufficiency, and affective risk response. Furthermore, risk perception was a strong predictor of an affective risk response. The authors suggest that, given the robustness across studies, the path between seeking-related subjective norms and seeking intention is ready to be implemented in communication practice."

Jg 19 (2014) Nr 5

Dalton, Alexandra F. et al.: Patient Characteristics Associated With Favorable Perceptions of Patient-Provider Communication in Early-Stage Lung Cancer Treatment. – S. 532-544

„Perceived quality of lung cancer communication is strongly associated with receiving potentially curative surgery for early-stage disease. The patient characteristics associated with poor quality communication in the setting of new lung cancer diagnosis are not known, although race may be a contributing factor. Using data from a prospective study of decision making in early-stage non-small cell lung cancer patients in five academic and community medical centers (N = 386), the authors used logistic regression techniques to identify patient-level characteristics correlated with scoring in the lowest quartile of a communication scale and a single-item communication variable describing shared communication. Income, lung cancer diagnostic status, and trust score were significantly associated with the overall communication scale. Lung cancer diagnostic status and trust score were also associated with patient perceptions of the single shared communication item, in addition to participation in a religious organization. Improving patient perceptions of communication with their provider is an important next step in ensuring that eligible patients receive optimal care for this deadly disease. This analysis identifies several modifiable factors that could improve patient perceptions of patient-provider communication. The fact that patient perception of communication is a predictor of the decision to undergo surgery independent of race highlights the need for broad communication interventions to ensure that as many eligible patients as possible are receiving surgery."

Paek, Hye-Jin et al.: Reduced Harm or another Gateway to Smoking? Source, Message, and Information Characteristics of E-Cigarette Videos on YouTube. – S. 545-560

„E-cigarettes are widely promoted on the Internet, but little is known about what kinds of information about them are available online. This study examines message, source, and health information characteristics of e-cigarette videos on the popular online video-sharing platform YouTube. A content analysis of 365 e-cigarette videos indicates that 85 % of the videos were sponsored by marketers. These videos highlight e-cigarettes' economic and social benefits, featuring a low level of fear appeal and negative message valence and a high level of marketing information about e-cigarette products. They also convey certain health claims that have been proscribed by the U.S. Food and Drug Administration, the prevalence of which warrants ongoing monitoring and regulatory guidelines for online e-cigarette marketing."

Panic, Katarina; Cauberghe, Veroline; De Pelsmacker, Patrick: Promoting Dental Hygiene to Children: Comparing Traditional and Interactive Media Following Threat Appeals. – S. 561-576

„Until now, social marketing campaigns mainly targeted children using traditional media. However, little is known about the effectiveness of computer games to communicate health-related information to children. This study compares the impact of an interactive game as a medium to provide health information and improve children's dietary habits to the impact of more traditional media. Using a 2 × 3 between-subject factorial design with 190 children (7-9 years old), this study investigates the effect of threat messages (weak vs. strong) concerning dental hygiene on behavioral outcome (snack choice), and how this effect is moderated by the type of medium used to communicate subsequent health information after the threat appeal (computer game, information brochure, narrative story). Results show a positive significant effect of perceived threat on children's adaptive behavior. However, this effect only remains significant when after-

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wards children are exposed to a narrative health-related story. When children play a game or read a brochure, they need to devote more attention to process this content, distracting them from the original threat message. In sum, when a threat message is followed by additional health information, the medium through which this information is presented influences the effectiveness of the preceding threat message."

Portnoy, David B. et al.: Reduced Fatalism and Increased Prevention Behavior After Two High-Profile Lung Cancer Events. – S. 577-592

„The positive impact of media coverage of high-profile cancer events on cancer prevention behaviors is well-established. However, less work has focused on potential adverse psychological reactions to such events, such as fatalism. Conducting 3 studies, the authors explored how the lung cancer death of Peter Jennings and diagnosis of Dana Reeve in 2005 related to fatalism. Analysis of a national media sample in Study 1 found that media coverage of these events often focused on reiterating the typical profile of those diagnosed with lung cancer; 38 % of the media mentioned at least 1 known risk factor for lung cancer, most often smoking. Data from a nationally representative survey in Study 2 found that respondents reported lower lung cancer fatalism, after, compared with before, the events (OR = 0.16, 95 % CI [0.03, 0.93]). A sustained increase in call volume to the national tobacco Quitline after these events was found in Study 3. These results suggest that there is a temporal association between high-profile cancer events, the subsequent media coverage, psychological outcomes, and cancer prevention behaviors. These results suggest that high-profile cancer events could be leveraged as an opportunity for large-scale public health communication campaigns through the dissemination of cancer prevention messages and services."

Patel, Sheetal et al.: Parents of Children With Eating Disorders: Developing Theory-Based Health Communication Messages to Promote Caregiver Well-Being. – S. 593-608

„Parents of children with eating disorders experience extreme emotional burden because of the intensity and duration of the recovery process. While parental involvement in a child's eating disorder treatment improves outcomes, parents often neglect their own well-being, which can impede their child's recovery. This study extends the research on caregivers and on health theory in practice by conducting formative research to develop a theory-based communication intervention encouraging parents to engage in adaptive coping and self-care behaviors. The Transactional Model of Stress and Coping and the Transtheoretical Model guided qualitative assessments of the determinants of parents' coping behaviors. Three focus groups with 19 parents of children with eating disorders and 19 semi-structured interviews with experts specializing in eating disorders were conducted. Findings indicate that parents and experts see parents' need for permission to take time for themselves as the main barrier to self-care. The main motivator for parents to engage in coping behaviors is awareness of a connection between self-care and their child's health outcomes. Participant evaluation of six potential messages for main themes and effectiveness revealed that theory-based elements, such as certain processes of change within the Transtheoretical Model, were important to changing health behavior."

Jensen, Jakob D. et al.: Public Estimates of Cancer Frequency: Cancer Incidence Perceptions Mirror Distorted Media Depictions. – S. 609-624

„Compared with incidence rates, certain cancers are over- or underrepresented in news coverage. Past content analytic research has consistently documented these news distortions, but no study has examined whether they are related to public perception of cancer incidence. Adults (N = 400) completed a survey with questions about perceived cancer incidence, news consumption, and attention to health news. Cancer incidence perceptions paralleled previously documented news distortions. Overrepresented cancers were overestimated (e.g., blood, head/brain) and underrepresented cancers were underestimated (e.g., male reproductive, lymphatic, thyroid, and bladder). Self-reported news consumption was related to perceptual distortions such that heavier consumers were more likely to demonstrate distorted perceptions of four cancers (bladder, blood, breast, and kidney). Distortions in risk perception and news coverage also mirrored discrepancies in federal funding for cancer research. Health care professionals, journalists, and the public should be educated about these distortions to reduce or mitigate potential negative effects on health behavior and decision making."

Hendriks, Hanneke et al.: Predicting Health: The Interplay Between Interpersonal Communication and Health Campaigns. – S. 625-636

„The present study experimentally investigated the interplay between interpersonal communication and health message exposure in relation to alcohol consumption intentions. Participants were 174 students who took part in a study on the effects of an antialcohol message. At baseline, the authors assessed intention to refrain from binge drinking. At the second wave (2 weeks later), participants were assigned to the conditions of a 2 (antialcohol message or no-alcohol message) × 2 (alcohol conversation or control conversation) between-subjects design, after which intention was again assessed. Results showed that when participants talked about alcohol (instead of the control topic) and were not exposed to an antialcohol message, they were less inclined to refrain from binge drinking, an effect that was not visible when participants talked about alcohol after viewing an antialcohol message. These findings suggest that health campaign exposure moderates the influence of interpersonal communication on health variables."

Jg 19 (2014) Nr 6

Chung, Jae Eun: Social Networking in Online Support Groups for Health: How Online Social Networking Benefits Patients. – S. 639-659

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„An increasing number of online support groups (OSGs) have embraced the features of social networking. So far, little is known about how patients use and benefit from these features. By implementing the uses-and-gratifications framework, the author conducted an online survey with current users of OSGs to examine associations among motivation, use of specific features of OSG, and support outcomes. Findings suggest that OSG users make selective use of varied features depending on their needs, and that perceptions of receiving emotional and informational support are associated more with the use of some features than others. For example, those with strong motivation for social interaction use diverse features of OSG and make one-to-one connections with other users by friending. In contrast, those with strong motivation for information seeking limit their use primarily to discussion boards. Results also show that online social networking features, such as friending and sharing of personal stories on blogs, are helpful in satisfying the need for emotional support. The study sheds light on online social networking features in the context of health-related OSGs and provides practical lessons on how to improve the capacity of OSGs to serve the needs of their users."

Oetzel, John et al.: Social Support and Social Undermining as Explanatory Factors for Health-Related Quality of Life in People Living With HIV/AIDS. – S. 660-675

„This study aimed to examine the influence of social support (from personal networks and health care providers) and social undermining (from personal networks) on health-related quality of life (HRQOL; general health perceptions, physical functioning, and depression). Specifically, the authors aimed to identify the nature of the effects (direct, mediating, or moderating) of social support and social undermining on HRQOL. A total of 344 people living with HIV/AIDS and who were patients in a federally funded clinic in New Mexico completed a self-report survey questionnaire. The major findings of this study are the following: (a) social support and social undermining had direct and indirect effects on HRQOL – there was no evidence of a moderating effect of social support and social undermining; (b) for direct effects, social undermining was a stronger predictor of HRQOL than social support with social support variables having positive relations and social undermining variables having negative relations with HRQOL; and (c) for indirect effects, providers' social support partially mediated the influence of unstable employment/unemployment and social undermining on HRQOL."

Bassett-Gunter, Rebecca L. et al.: I Spy With My Little Eye: Cognitive Processing of Framed Physical Activity Messages. – S. 676-691

„The primary purpose was to examine the relative cognitive processing of gain-framed versus loss-framed physical activity messages following exposure to health risk information. Guided by the Extended Parallel Process Model, the secondary purpose was to examine the relation between dwell time, message recall, and message-relevant thoughts, as well as perceived risk, personal relevance, and fear arousal. Baseline measures of perceived risk for inactivity-related disease and health problems were administered to 77 undergraduate students. Participants read population-specific health risk information while wearing a head-mounted eye tracker, which measured dwell time on message content. Perceived risk was then reassessed. Next, participants read PA messages while the eye tracker measured dwell time on message content. Immediately following message exposure, recall, thought-listing, fear arousal, and personal relevance were measured. Dwell time on gain-framed messages was significantly greater than loss-framed messages. However, message recall and thought-listing did not differ by message frame. Dwell time was not significantly related to recall or thought-listing. Consistent with the Extended Parallel Process Model, fear arousal was significantly related to recall, thought-listing, and personal relevance. In conclusion, gain-framed messages may evoke greater dwell time than loss-framed messages. However, dwell time alone may be insufficient for evoking further cognitive processing."

Kim, Sunny Jung; Niederdeppe, Jeff: Emotional Expressions in Antismoking Television Advertisement: Consequences of Anger and Sadness Framing on Pathways to Persuasion. – S. 692-709

„The authors conducted an experiment among U.S. college students (N = 115) to assess the effects of anger- and sadness-framed television antismoking advertisements on viewers' emotional response, impressions of the speaker, source likability, and empathy toward the speaker. The study was based on the fundamental assumptions of discrete emotions and was operationalized using the principles of universal facial expressions. The authors also constructed a path model to investigate how these variables predicted one's attitude toward smoking, attitude toward the tobacco industry, and intentions to smoke. Supporting study hypotheses, the anger-framed message increased the perceived dominance of the speaker relative to the other conditions. Perceived dominance, in turn, was negatively associated with smoking attitudes and, indirectly, smoking intentions. Contrary to study hypotheses, the sadness-framed message did not increase sad emotional responses, source likability, or empathy relative to the no emotion-framed message. The anger-framed message unexpectedly appeared to decrease these outcomes. Empathy and source likability were associated with positive attitudes toward the tobacco industry, but these attitudes did not predict intentions to smoke. The authors discuss the implications of these findings."

Tian, Yan; Robinson, James D.: Media Complementarity and Health Information Seeking in Puerto Rico. – S. 710-720

„This investigation incorporates the Orientation1-Stimulus-Orientation2-Response model on the antecedents and outcomes of individual-level complementarity of media use in health information seeking. A secondary analysis of the Health Information National Trends Survey Puerto Rico data suggests that education and gender were positively associated with individual-level media complementarity of health in-

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formation seeking, which, in turn, was positively associated with awareness of health concepts and organizations, and this awareness was positively associated with a specific health behavior: fruit and vegetable consumption. This study extends the research in media complementarity and health information use; it provides an integrative social psychological model empirically supported by the Health Information National Trends Survey Puerto Rico data."

Evans, W. Douglas et al.: Effects of the Above the Influence Brand on Adolescent Drug Use Prevention Normative Beliefs. – S. 721-737

„Health brands are based on the relations between individuals and health behaviors and lifestyles. Brands can be measured by the brand equity construct validated in previous studies. The National Youth Anti-Drug Media Campaign brands alternative, non-drug use behaviors as a behavior change strategy. This study goes beyond previous campaign evaluations, which did not include specific brand equity measurements. Using data from a nationally representative media tracking, this study examined the relation between antidrug campaign brand equity and adoption of targeted attitudes, beliefs, and behaviors. Data were gathered before the relaunch of the campaign, and follow-up data collected 3 months later. On the basis of factor analysis, the authors developed a higher order antidrug brand equity factor and Regressed campaign outcomes on that factor in multivariable models. The authors observed significant effects of higher brand equity on higher levels of targeted antidrug attitudes and normative beliefs at follow-up. The authors also observed some counterintuitive relations (i.e., less positive attitudes at follow-up). They interpreted these results in light of the changing messages and campaign strategy. The authors conclude that antidrug brand equity is an important construct for understanding campaign effectiveness. The present campaign shows signs of changing targeted antidrug attitudes and beliefs among youth with brand equity."

McWhirter, Jennifer E.; Hoffman-Goetz, Laurie: A Systematic Review of Visual Image Theory, Assessment, and Use in Skin Cancer and Tanning Research. – S. 738-757

„Visual images increase attention, comprehension, and recall of health information and influence health behaviors. Health communication campaigns on skin cancer and tanning often use visual images, but little is known about how such images are selected or evaluated. A systematic review of peer-reviewed, published literature on skin cancer and tanning was conducted to determine (a) what visual communication theories were used, (b) how visual images were evaluated, and (c) how visual images were used in the research studies. Seven databases were searched (PubMed/MEDLINE, EMBASE, PsycINFO, Sociological Abstracts, Social Sciences Full Text, ERIC, and ABI/INFORM) resulting in 5,330 citations. Of those, 47 met the inclusion criteria. Only one study specifically identified a visual communication theory guiding the research. No standard instruments for assessing visual images were reported. Most studies lacked, to varying degrees, comprehensive image description, image pretesting, full reporting of image source details, adequate explanation of image selection or development, and example images. The results highlight the need for greater theoretical and methodological attention to visual images in health communication research in the future. To this end, the authors propose a working definition of visual health communication."

Journal of Media Economics
Jg 27 (2014) Nr 2

Russi, Loris et al.: The Relationship of Competition and Financial Commitment Revisited: A Fuzzy Set Qualitative Comparative Analysis in European Newspaper Markets. – S. 60-78

„Research generally supported a positive effect of competition intensity on financial commitment into news production within U.S. markets. The authors test this assumption across European newspaper markets by applying fuzzy set qualitative comparative analysis. Although oligopolistic too, European newspaper markets reveal a somewhat different pattern. The market condition 'high number of competitors' in combination with 'high competition intensity' is a sufficient condition for financial commitment across the different markets in this study."

Shon, Ji-Hyun; Kim, Young-Gul; Yim, Sang-Jin: Classifying Movies Based on Audience Perceptions: MTI Framework and Box Office Performance. – S. 79-106

„This research examined the current status of the movie genre usage in movie research and film industry and introduced a new method to classify movies. Using a large-scale audience survey data, the authors clustered movies into 9 distinct types based on 8 audience-perceived movie characteristics such as fun, eye-catching, discomfort, and feel-good. The authors validated their method by comparing movie types vs. movie genres in terms of their box-office revenue explanatory power. All three types of box-office revenues (opening week revenue, total revenue, revenue-per-screen) differed significantly across movie types, whereas only the opening week revenue showed a significant difference across movie genres, suggesting that movie types may be a better predictor of a movie's box-office performance than movie genres that have been frequently used in prior research on box-office performance prediction."

Journalism & Mass Communication Quarterly
Jg 91 (2014) Nr 2

Esser, Frank; Umbricht, Andrea: The Evolution of Objective and Interpretative Journalism in the Western Press: Comparing Six News Systems since the 1960s. – S. 229-249

„A content analysis of 2,422 political news stories from national and regional newspapers examines the different ways in which the hard-news paradigm has been adopted in the United States, Great Britain, Germany, Switzerland, France, and Italy between the 1960s and

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2000s. The study traces how hard news practices diffused differently across borders, and how they have been combined with elements of interpretation and opinion over time. This process has led to the formation of three distinct news cultures. Conclusions are drawn for a broader understanding of the evolution of news journalism and the appropriate classification of Western media systems."

Bernhard, Uli; Dohle, Marco: Do Even Journalists Support Media Restrictions? Presumed Political Media Influences and the Consequences. – S. 250-271

„How journalists perceive the influence of different types of media and how this perception affects the journalists' attitude toward supporting censorship was explored by conducting a survey among German journalists (N = 1,688). As predicted, the stronger journalists perceive the political influence of the media to be on the public, the more they approve of, for example, demands for restricting this influence. At the same time, behavioral intentions regarding censorship depend less on the perception of the media influences directly, and more on attitude toward these restrictions."

Voss, Kimberly; Speere, Lance: Taking Chances and Making Changes: The Career Paths and Pitfalls of Pioneering Women in Newspaper Management. – S. 272-288

„The stories of three female 'firsts' in newspaper management are important in understanding journalism history and the role that gender played. Gloria Biggs, Carol Sutton, and Janet Chusmir were all women who rose through the ranks to lead a publication that their families did not own. While their initial achievements were lauded by the press, there was little explanation about the differences they made and the challenges they faced. Within the stories about their promotions were the questions of gender roles at a time when the women's liberation movement was gaining attention and later acceptance."

Harp, Dustin; Bachmann, Ingrid; Loke, Jaime: Where Are the Women? The Presence of Female Columnists in U.S. Opinion Pages. – S. 289-307

„Empirical and anecdotal evidence shows that the news media are male-dominated. This study updates the extant literature on women's representation in the op-ed pages of ten U.S. newspapers. A content analysis showed that female authors are moving beyond topics traditionally linked to females and are writing columns on topics such as politics and economy. However, they remain a minority, and, thus, women's voices have yet to gain more visibility in the world of opinion writing in U.S. journalism."

Plaisance, Patrick Lee: Virtue in Media: The Moral Psychology of U.S. Exemplars in News and Public Relations. – S. 308-325

„This study contributes to an empirical basis for media ethics theorizing by constructing a moral psychology profile of exemplars in journalism and public relations. Drawing on theories and instruments from psychology, this inductive project assesses descriptive and inferential patterns of personality traits, moral-reasoning skills, ethical ideology, and perceived workplace ethical climate among twenty-four exemplars selected for professional and ethical leadership qualities. The emerging profile suggests clear 'clustering' of personality traits and an overarching emphasis on notions of care and respect for others, professional duty, concern for harm, and proactive social engagement – all of which characterize higher stages of moral development."

Fuller, Ryan P.; Rice, Ronald E.: Lights, Camera, Conflict: Newspaper Framing of the 2008 Screen Actors Guild Negotiations. – S. 326-343

„This study examines coverage of the 2008-2009 negotiations between the Screen Actors Guild and the Alliance for Motion Picture and Television Producers, through 148 articles published in the Hollywood Reporter, the Los Angeles Times, and the New York Times. News coverage tended to focus on actions, strategies, and procedures; unions' actions against management, rather than management's actions against unions; intra- and inter-union conflict rather than conflict within management; and economic consequences only in a broad sense."

Becker, Lee B. et al.: The Effects of Pre-University Study of Journalism on Entry to the Job Market. – S. 344-356

„Research in the United States has shown that extracurricular activities at the high school level are beneficial for students. One type of extracurricular activity common in U.S. high schools is journalistic, including production of a student newspaper, involvement with student radio and television, and production of a yearbook. Little is known about the lasting effects of participation in high school extracurricular communication activities. This article examines the impact of participation in high school extracurricular communication activities on initial success in the job market, using data from a national sample of journalism and mass communication graduates."

Dickinson-Delaporte, Sonia; Ford, John B.; Gill, Donna: Model Looks, Motives, and Affective Outcomes. – S. 357-374

„Highly attractive models are intended to impact psychologically on message receivers and improve awareness, expectations, attitudes, beliefs, and advertising effectiveness; however, benefits accrue in only particular situations. This study examines how advertising triggers affect when comparison motive is paired with a particular model beauty type. Qualitative work preceded empirical study, which involved use of three types of model beauty (classic, sexual, and cute), two comparison motives (self-evaluation headline and self-improvement headline), and two product contexts (problem-solving and enhancement). Female university students (N = 1,170) were surveyed with findings indicating that viewers do react differently depending on the beauty type, with evidence of an interaction between beauty type and comparison motive."

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Kommunikation und Recht
Jg 17 (2014) Nr 6

Buchmann, Felix: Das neue Fernabsatzrecht 2014 (Teil 3). – S. 369-374

„Der Beitrag zu den neuen Regelungen im Verbraucherrecht, die ab dem 13.6.2014 gelten, knüpft an die beiden Beiträge des Verfassers aus den vorangegangenen Ausgaben an. Schwerpunkte dieses Teils sind der neue Anwendungsbereich der fernabsatzrechtlichen Regelungen (§ 312 BGB n.F.) und die neuen Ausnahmen vom Widerrufsrecht (§ 312g Abs. 2 BGB n.F.)."

Volkmann, Christian: Aktuelle Entwicklungen in der Providerhaftung im Jahr 2013. – S. 375-381

„Der Beitrag schafft einen Überblick über die zur Verantwortlichkeit der Internet-Provider im Jahr 2013 veröffentlichte Rechtsprechung unter besonderer Berücksichtigung der Haftung für fremde Inhalte."

Schumacher, Volker: Verdachtsberichterstattung und Online-Archive. – S. 381-386

„Die Rechtsprechung hat sich unlängst mehrfach mit Online-Archiven und Altmeldungen über verurteilte und mutmaßliche Straftäter beschäftigt. Der Autor untersucht die Entscheidungen und stellt dar, wann der Betroffene aus seiner Sicht einen Anspruch auf Ergänzung der im Internet weiter abrufbaren Altmeldungen hat."

Cornils, Matthias: Revitalisierung des Binnenpluralismus. – S. 386-393

„Der Autor kommentiert das Urteil des BVerfG vom 25.3.2014 – 1 BvF 1/11, 1 BvF 1/14, K&R 2014, 334ff (Heft 5). Das Gericht hatte darin festgestellt, dass der ZDF-Staatsvertrag teilweise nichtig ist und bei der Neugestaltung die Gebote der Vielfaltssicherung und Staatsferne angemessen berücksichtigt werden müssen."

Ehmann, Timo: Big Data auf unsicherer Grundlage – was ist „wesentlich" beim Investitionsschutz für Datenbanken? – S. 394-399

„Zur Schaffung von mehr Rechtssicherheit ist erforderlich, den Schutz für Datenbanken und seine zentralen Tatbestandsmerkmale zu überdenken und dem Unterschied eines ‚Schutzes sui generis' zu einem ‚echten Immaterialgüterschutz' Rechnung zu tragen."

Ufer, Frederic: Die Nutzung von Frequenzauktionserlösen für den Breitbandausbau – sinnvoll oder kontraproduktiv. – S. 400-403

„Vorschläge und Meinungen, wie der dringend notwendige Breitbandausbau in Deutschland beschleunigt werden kann, gibt es viele. In einem sind sich die Experten jedoch einig: Es wird richtig teuer. Nicht nur für die Politik scheint es naheliegend, die sprudelnden Milliarden aus den kommenden Frequenzauktionen dafür in Betracht zu ziehen. Trägt diese Idee?"

Klotz, Robert: Länderreport Brüssel/EU. – S. 403-405

„Der Autor berichtet über aktuelle Entwicklungen zur neuen Gruppenfreistellungsverordnung für Technologietransfer-Vereinbarungen, zur Abstimmung des EU-Parlaments über neue Vorschriften im Telekommunikationssektor sowie zum Beschluss der Kommission, eine Regulierungsgruppe für audiovisuelle Mediendienste einzusetzen."

Jg 17 (2014) Nr 7/8

Lang, Markus: Google Search und das „Recht auf Vergessenwerden". – S. 449-452

„Der Autor kommentiert die aktuelle Entscheidung des EuGH zu Google Search und zeigt die Folgen für Unternehmen, die personenbezogene Daten verarbeiten. Er setzt sich mit den Urteilsgründen und dem in diesem Zusammenhang diskutierten sowie im Entwurf für eine Datenschutz-Grundverordnung vorgesehenen ‚Recht auf Vergessenwerden' auseinander."

Buchmann, Felix: Das neue Fernabsatzrecht 2014 (Teil 4). – S. 453-459

„Der Autor stellt in diesem Teil der Beitragsserie die Änderungen im Bereich der gesetzlichen Informationspflichten im Fernabsatzrecht vor, die sich durch die Umsetzung der Verbraucherrechte-Richtlinie am 13.06.2014 ergeben haben."

Höppner, Thomas; Ferreu, Frederik: Marktmachttransfer auf Online-Märkten durch Kopplungsrabatte. – S. 460-465

„Google erweitert Werbeanzeigen, die bei einer Suche eingeblendet werden, kostenlos durch zusätzliche Informationen und macht die Anzeigen so effektiver, wenn der Werbekunde dafür enger mit Google kooperiert. Der Beitrag untersucht die kartellrechtlichen Grenzen für eine Verknüpfung von Googles etabliertem AdWords-Dienst mit neuen Google-Diensten."

Coburger, Dieter: Neues zur Rücknahme von Angeboten bei eBay. – S. 466-467

„Der Beitrag geht auf die neueren Entscheidungen zu der Frage, ob und unter welchen Voraussetzungen ein bei eBay wirksam eingestelltes Angebot folgenlos zurückgenommen werden kann, ein. Zudem wird dargestellt, welche Auswirkungen die von eBay seit dem 12.3.2014 neu gefassten AGB auf die vorgenannte Fragestellung haben."

Klett, Alexander; Schlüter, Kathrin: Die Entwicklung des Urheberrechts seit Mitte 2013. – S. 468-474

„Im Anschluss an den Beitrag zur Entwicklung des Urheberrechts seit Mitte 2012 in K&R 2013, 432ff., beleuchtet dieser Beitrag die Entwicklung des Urheberrechts von Juni 2013 bis Mai 2014."

Schmidt-Kessel, Martin: Verträge über digitale Inhalte – Einordnung und Verbraucherschutz. – S. 475-782

„Mit der Umsetzung der VRRL hat der Vertrag über digitale Inhalte auch normativ Einzug in das deutsche Recht gehalten. Der Beitrag befasst sich in diesem Zu-

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sammenhang mit Fragen nach Bedarfen für den Verbraucherschutz, nämlich das Widerrufsrecht, ferner die Qualität und schließlich Fragen von Nutzungsbeschränkungen und Weiterveräußerung digitaler Inhalte."

Kahl, Jonas: Verfassungskonforme Presseakkreditierung: die Zukunft des Presseausweises. – S. 483-487

„Die Regulierung des Zugangs von Journalisten zu Veranstaltungen ist immer wieder Gegenstand von Kontroversen. Vorliegender Beitrag diskutiert die Rechtmäßigkeit verschiedener Zugangskriterien und zeigt zudem eine Möglichkeit für eine verfassungskonforme Zukunft des Presseausweises auf."

Bornemann, Roland: Rundfunkpolitik im Spiegel des Rechts. – S. 488-491

„Der Beitrag setzt sich mit den Rechtsproblemen auseinander, die sich durch die geplante Ersetzung des Radioprogramms BR Klassik durch die digitale Jugendwelle BR Puls im UKW-Frequenzbereich ergeben."

Hain, Karl-E.: Vielfaltssicherung am Ende? – S. 492-495

„Der Beitrag würdigt kritisch die Revisionsentscheidung des BVerfG vom 29.1.2014 – 6 C 2.13, K&R 2014, 547, vor dem Hintergrund der Entwicklung der Kontroverse um eine Fusion der Axel Springer AG und der ProSiebenSat.1 Media AG."

Mass Communication & Society
Jg 17 (2014) Nr 2

Mohammed, Shaheed Nick: „It-Getting" in the Colbert Nation Online Forum. – S. 173-194

„Previous experimental research that has found that college students exposed to a clip of the popular Comedy Central program entitled The Colbert Report where unable to distinguish its satirical intent from its stated content. To further investigate whether the show's viewers consume The Colbert Report as a satire of conservative television or construe it as a sincere expression of conservative sentiment, the present study examines the content of the program's online discussion forum. Forum posts reflect a diversity of responses to Stephen Colbert and The Colbert Report, many of them recognizing the ironic qualities of the show and its host."

An, Seon-Kyoung et al.: Prominent Messages in Television Drama Switched at Birth Promote Attitude Change Toward Deafness. – S. 195-216

„The study at hand employed a pre- versus posttest experimental design to test the effects of television drama Switched at Birth on viewers' attitudes toward deafness. This program tells the story of two teenage girls (one of whom is deaf) and their struggles to relate to their peers and families after discovering they were switched as newborns. Two hundred eleven female adults completed pre- and postexposure measures utilizing Cooper, Rose, and Mason's (2004) Attitudes to Deafness measure, the items of which were categorized according to thematic dimensions. After exposure to one of three episodes, viewers' attitudes toward deafness significantly improved overall, although significant differences in attitude changes varied by episodes and dimensions. The three thematic dimensions that were most strongly represented in the program (social interaction, deafness as a handicap, and language issues) appeared to show the strongest attitude change. Positive attitude changes were observed on social interaction and deafness as handicap dimensions, which was consistent with program content depicting positive deaf-hearing friendships and capable deaf characters. However, attitudes on the language issues dimension showed a negative shift, possibly due to the way that deaf characters communicated with hearing characters onscreen."

Bosch, Brandon: Beyond Vox Pop: The Role of News Sourcing and Political Beliefs in Exemplification Effects. – S. 217-235

„The people we see in news media can affect our perceptions of public opinion through exemplification. Although research shows that individuals interviewed in a news story can influence perceptions of public opinion, little attention has been paid to the role that source type and audience attitudes play in the exemplification process. This study tests how the exemplification process is influenced by different types of news sources featured in an article (e.g., vox pop, protester, and interest group interviews) and the audience's own political ideology. The study finds that the perceived typicality of sources is affected by both source type and how much an audience member agrees with the source. Source type is also found to directly affect perceptions of public opinion."

Coddington, Mark; Holton, Avery E.: When the Gates Swing Open: Examining Network Gatekeeping in a Social Media Setting. – S. 236-257

„This study draws on the concept of network gatekeeping to examine the ways in which organizations have adapted the processes of gatekeeping to respond to the collaborative, communicative power of users upon which they are exercising their gatekeeping authority. Through a case study of the unprecedented „Social Suite" provided for social media-using fans of Major League Baseball's Cleveland Indians, this article explores the methods the gatekeeper has used to both subvert and reinforce its traditional role. Gatekeepers are found to extend their authority into networked realms by allowing for greater access, freedom, and relationship while applying more subtle gatekeeping filters, and the Social Suite's users play a role as active, though gated, participants in the gatekeeping process. The findings of this article expand on current gatekeeping research to address the fluid, emerging roles of gatekeepers and gated communities within networked environments."

Moon, Soo Jung; Hyun, Ki Deuk: Online Media Relations as an Information Subsidy: Qual-

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ity of Fortune 500 Companies' Websites and Relationships to Media Salience. – S. 258-273

„This study probes relationships among corporate financial resources, web-based corporate media relations, and media attention to corporations to determine whether online media relations functions as an effective information subsidy in the agenda-building process. It compares the quality of online press rooms of Fortune 500 companies with the number of news articles about those same companies published by five major news outlets in the United States. A causal model was supported predicting that resource-rich companies have better-operating online newsrooms with more diverse informational and interactive components, which in turn generate more news stories about the companies. This result suggests that the effectiveness of corporate Web activities depends on financial and professional resources and contradicts earlier expectations that the dominance of resource-rich organizations in communication would be undermined by the Internet."

Maxian, Wendy: Power to the People? Emotional Components of Media Power, Mobile ICTs, and Their Potential to Alter Individual-Media Dependency Relations. – S. 274-298

„Within the individual-media dependency relation (IMDR), individuals are at a disadvantage. Because media control the information resources individuals require, media typically have more power. However, with the proliferation of mobile information communication technologies (ICTs), that power is being challenged. ICTs allow individuals more control over their interactions with media-provided information. To see if ICTs altered IMDR, media power was conceptualized as changes in emotional response to media access for informational goal achievement. An experiment using an active imagery task was conducted and emotional responses to accessing information via ICTs and traditional media were obtained, along with media use measures. Emotional responses were measured along three factors: valence, arousal, and most importantly, dominance, or control. Results showed that ICT use did not have the predicted impacts on emotional responses. When ICT use was a significant factor, it was related to decreases in all three emotion factors. Ball-Rokeach's (1998) conceptualization of power was supported. Implications and limitations of the findings are also presented."

Jg 17 (2014) Nr 3

Lee, Hoon; Kwak, Nojin: The Affect Effect of Political Satire: Sarcastic Humor, Negative Emotions, and Political Participation. – S. 307-328

„Building on the Orientation-Stimulus-Orientation-Response (O-S-O-R) framework, the study proposes a mediation model wherein negative emotions serve as a second O. An online experiment using a representative sample demonstrated that consuming sarcastic political humor can indirectly increase the likelihood of political participation by eliciting negative emotions toward a government policy. In addition, we introduced education as a first O, illustrating that the indirect mobilizing effect of the viewing of sarcastic humor through negative emotions is stronger for political sophisticates. The proposed model suggests avenues for exploring the role of emerging media genres that are presumably less enlightening yet are more emotionally provocative."

Hardy, Bruce W. et al.: Stephen Colbert's Civics Lesson: How Colbert Super PAC Taught Viewers about Campaign Finances. – S. 329-353

„This study tests whether exposure to The Colbert Report influenced knowledge of super PACs and 501(c)(4) groups, and ascertains how having such knowledge influenced viewers' perceptions about the role of money in politics. Our analysis of a national random sample of adults interviewed after the 2012 presidential election found that viewing The Colbert Report both increased peoples' perception of how knowledgeable they were about super PACs and 501(c)(4) groups and increased actual knowledge of campaign finance regulation regarding these independent expenditure groups. Findings suggest that the political satirist was more successful in informing his viewers about super PACs and 501(c)(4) groups than were other types of news media. Viewing The Colbert Report also indirectly influenced how useful his audience perceived money to be in politics."

Boukes, Mark et al.: News With an Attitude: Assessing the Mechanisms Underlying the Effects of Opinionated News. – S. 354-378

„Opinionated news targets communities of likeminded viewers, relies on dramaturgical storytelling techniques, and shares characteristics with political satire. Accordingly, opinionated news should be understood as a specific form of political entertainment. We have investigated the mechanisms underlying the effects of opinionated news on political attitudes using an experimental design that employed manipulated television news items. Findings confirm that opinionated news positively affects policy attitudes via its presumed influence on others and subsequent perceptions of the opinion climate. However, opinionated news also negatively affects attitudes via hostile media perceptions and evoked anger, especially for people with incongruent political preferences. Due to these opposing processes, we found no total effect of opinionated news on policy attitudes. Conditions are discussed under which either the positive or the negative indirect effect is likely to dominate."

Roth, Franziska S. et al.: Seriously Entertained: Antecedents and Consequences of Hedonic and Eudaimonic Entertainment Experiences With Political Talk Shows on TV. – S. 379-399

„This study's purpose is twofold: to introduce a new format into existing political entertainment research ('serious' political talk shows) and to establish a more specific definition of entertainment in a political context. To do so, the authors rely on a two-process-model of entertainment experiences. A telephone survey (N = 230) was conducted to analyze the antecedents and consequences of eudaimonic and hedo-

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nic entertainment experiences and to look into politically relevant variables and their distribution among viewers and nonviewers of such talk shows. The results highlight the importance of introducing new entertainment concepts and their relations to other relevant political and motivational variables into the research of political entertainment. More specifically, the findings demonstrate how entertainment experiences contribute to viewers' feeling of being informed and point out several differences between viewers and nonviewers concerning their internal political efficacy and political interest. Finally, looking at political talk shows from an audience perspective extends previous content-based taxonomies."

LaMarre, Heather L. et al.: Humor Works in Funny Ways: Examining Satirical Tone as a Key Determinant in Political Humor Message Processing. – S. 400-423

„This multi-experiment study builds upon extant political entertainment theory, testing whether satire type (horatian versus juvenalian) cues varying processing mechanisms (message discounting versus resource allocation), and if consequential differences to argument scrutiny levels or message persuasiveness result. Using novel stimuli (e.g., animated cartoons, study one) and real-world late-night political satire (The Daily Show and The Colbert Report, study two), results suggest that satire type was a key antecedent in political humor message processing. Additionally, the varying mechanisms had differential effects on political argument scrutiny levels and message persuasiveness."

Becker, Amy B.: Playing With Politics: Online Political Parody, Affinity for Political Humor, Anxiety Reduction, and Implications for Political Efficacy. – S. 424-445

„The current study examines the relationships between exposure to partisan political parody, affinity for political humor given a desire to reduce anxiety, and internal political efficacy. Analyzing data from a spring 2013 experiment (N = 269), the results suggest that prior media exposure, an affinity for political humor given the desire to reduce anxiety, and a preference for humor that attacks the opposition are significant predictors of political efficacy. In addition, a three-way interaction between partisan identification, humor type, and affinity for political humor (AFPH)-anxiety relative to the dependent variable of internal political efficacy was significant. In particular, high AFPH-anxiety Republicans who viewed Democrat-directed humor were more likely to feel politically efficacious. The significance of the findings is discussed along with suggestions for potential theoretical mechanisms that can guide future academic research on the democratic impacts of politically entertaining media."

Media Perspektiven (2014) Nr 4

Feierabend, Sabine; Klingler, Walter: Was Kinder sehen: eine Analyse der Fernsehnutzung Drei- bis 13-Jähriger 2013. – S. 182-194

„Das Fernsehen steht nach wie vor im Zentrum der Medienwelt von Kindern. Nachdem sich 2012 die Fernsehnutzung der Drei- bis 13-Jährigen spürbar verringert hatte, hat sich dieser Prozess 2013 verlangsamt. Mit 53 Prozent werden an einem durchschnittlichen Tag etwas weniger Drei- bis 13-Jährige erreicht als im Vorjahr (2012: 54 %). Den stärksten Reichweitenrückgang gab es bei den Sechs- bis Neunjährigen, während für die jüngste und älteste Altersgruppe leichte Zugewinne zu verzeichnen waren. Entsprechend blieb die durchschnittliche Sehdauer mit 89 Minuten nahezu stabil. Unverändert geblieben ist die Verweildauer (Sehdauer der Seher): Wenn Kinder 2013 vom Fernsehen erreicht wurden, dann sahen sie durchschnittlich 162 Minuten fern, also mehr als zweieinhalb Stunden. Wie im Vorjahr wurden die Kinder auch 2013 sonntags am stärksten vom Fernsehen erreicht, aber am längsten ferngesehen wurde samstags. Unverändert lag 2013 die Kernzeit, in der jeweils mindestens 15 Prozent der Kinder fernsahen, im Tagesverlauf zwischen 18.30 und 20.45 Uhr. Fernsehen wird am Wochenende, das zeigen die Daten, zu einer Familienaktivität. Der Fernsehkonsum der Kinder variiert außerdem nach Jahreszeiten, im Sommer sehen sie weniger fern als im Winter. Insgesamt fragmentiert sich die Fernsehnutzung der Kinder immer stärker. Super RTL hat seine Marktführung bei Kindern insgesamt trotz leichter Rückgänge 2013 behauptet, KiKA (sendet nur bis 21.00 Uhr) blieb zweitwichtigstes Programm, musste aber ebenfalls Verluste hinnehmen. Bei den Vorschulkindern blieb der Erfurter Sender Spitzenreiter, Verluste des KiKA bei Kindern zwischen sechs und neun Jahren kamen vor allem Super RTL zugute. Ganz anders fällt die Bilanz in der Primetime zwischen 19.00 und 21.00 Uhr aus, der auch bei Kindern nutzungsintensivsten Zeit. In dieser Zeitschiene konnte KiKA die Marktführung auch 2013 mit 20,1 Prozent vor Super RTL (18 %) für sich behaupten. Als neues Angebot für Kinder im Free TV sendet seit Januar 2014 Disney Channel, seine Auswirkungen auf die Marktverhältnisse des Kinderfernsehens werden sich erst im Folgejahr zeigen."

Behrens, Peter et al: Mediennutzung und Medienkompetenz in jungen Lebenswelten: repräsentative Onlinebefragung von 14-29-Jährigen in Deutschland. – S. 195-218

„Junge Menschen leben heute in einer hochmediatisierten und digitalisierten Welt, die ihren Alltag prägt. Vier Themenschwerpunkte standen bei einer Befragung von rund 2000 Zwölf- bis 29-Jährigen im Zentrum: das Spektrum der genutzten Medien, die Gesprächspartner bei Medienthemen, die Glaubwürdigkeit von Medienaussagen unterschiedlicher Veranstalter bzw. Anbieter sowie die Selbsteinschätzung der allgemeinen Medienkompetenz und der Computer- und Internetkompetenz. Die Antworten wurden sowohl nach soziodemografischen Kategorien als auch nach unterschiedlichen Lebenswelten (Sinus-Milieus) ausgewertet. Das Internet, das Fernsehen, MP3s und der Hörfunk werden am meisten von allen medialen Möglichkeiten genutzt und sind fester Bestandteil des Alltagsrepertoires. Welche Medien darüber hinaus genutzt werden, ist vor allem eine Bildungsfrage. Medien liefern relevante Kommunikationsinhalte für den Freundes- und Bekanntenkreis und gehören somit

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zum „kulturellen Kapital". Freundinnen und Freunde sind die zentralen Ansprechpartner der Zwölf- bis 29-Jährigen, wenn es um Medienthemen geht. Hinsichtlich der Glaubwürdigkeit werden öffentlich-rechtliche Fernsehprogramme, Nachrichtenseiten im Internet und die Eltern sowohl bei aktuellen politischen Informationen als auch als Quelle bei persönlichen Interessen geschätzt. Die Mehrheit der jungen Menschen ist davon überzeugt, sich im Internet auszukennen. Dies ist verbunden mit einer kritischen Einstellung gegenüber Onlinediensten und Internetkonzernen. Die Milieu-Analyse erfolgt anhand von sieben jugendlichen Lebenswelten des Sinus-Modells, die sich mit drei normativen Grundorientierungen einordnen und beschreiben lassen: der traditionellen Grundorientierung, der modernen Grundorientierung und der postmodernen Grundorientierung. Deutliche Unterschiede zeigen sich hier beispielsweise zwischen dem ‚konservativ-bürgerlichen Milieu', das sich überdurchschnittlich an den klassischen Medien orientiert und zum Internet ein eher zurückhaltendes Verhältnis hat, und den ‚Experimentalistischen Hedonisten', die Vorbehalte gegenüber der etablierten Medienlandschaft haben, aber ein hohes Maß an popkulturellem Wissen besitzen, das man vor allem über Szenemedien abseits der etablierten Kanäle bezieht."

Krüger, Udo Michael: Profile deutscher Fernsehprogramme – Tendenzen der Angebotsentwicklung: Programmanalyse 2013 – Teil 1: Sparten und Formen. – S. 219-241

„Die Fortschreibung der Programmanalyse der wichtigsten deutschen Fernsehanbieter zeigt für das Jahr 2013 keine spektakulären Veränderungen an, aber einige interessante Tendenzen im mittelfristigen Vergleich (2011-2013). Die öffentlich rechtlichen Sender bleiben die führenden Informationsanbieter, die privaten Sender führende Unterhaltungsanbieter: Das Gesamtangebot von ARD/Das Erste und ZDF hatte im Jahr 2013 einen Informationsanteil von knapp 44 Prozent und kam damit etwa auf den doppelten Umfang an Informationssendungen wie RTL als stärkster Informationsanbieter unter den Privatsendern. Die ARD erweiterte zwischen 2011 und 2013 ihre Talkshows im Abendprogramm und verlängerte das werktägliche Servicemagazin im Vormittagsprogramm. Das ZDF reduzierte schon 2012 seinen Informationsanteil im Tagesprogramm durch Austausch gegen Fiction. Im Angebot der privaten Sender gab es im Unterhaltungsbereich einerseits eine Tendenz der Angleichung von Sat.1 an RTL und andererseits divergierende Tendenzen bei Sat.1 und ProSieben. RTL erhöhte 2013 den Magazinanteil, von den Programmveränderungen bei Sat.1 profitierten am meisten die Reality-Formate. ProSieben vergrößerte dagegen sukzessive die Distanz zu Sat.1 durch Austausch nonfiktionaler Unterhaltung gegen Fiction. Abgebaut wurden zunächst Reality-Formate und 2013 auch Show-Formate. Damit tendierten die beiden Privatsender der ProSiebenSat.1 Media AG zu einer arbeitsteiligen Positionierung in der Konkurrenz mit RTL. Inhaltlich bleibt die Politikthematisierung mit Abstand eine Domäne von ARD und ZDF. Bei den Privatsendern dominiert die Thematisierung des Alltags und zwischenmenschlicher Beziehungen. Das Fictionangebot verteilt sich bei den Sendern unterschiedlich auf spannungsbetonte und leichte, unterhaltungsbetonte Genres. Während ARD, RTL und vor allem ProSieben den unterhaltungsbetonten Genres mehr Gewicht gaben, überwogen beim ZDF und bei Sat.1 die spannungsbetonten Genres. ARD/Das Erste und ZDF bestritten ihr Fictionangebot zu drei Vierteln aus deutscher Produktion oder deutscher Koproduktion mit anderen Ländern. Bei Sat.1 war nur noch ein Viertel des Fictionangebots aus deutscher (Ko-)Produktion, während es bei ProSieben zu über 90 Prozent aus US-Produktionen bestand."

ARD-Forschungsdienst: Mediennutzung von Jugendlichen. – S. 242-248

„Die Digitalisierung und die damit verbundene räumliche und zeitliche Flexibilisierung der Mediennutzung hat das Verhältnis Jugendlicher gegenüber dem traditionellen Fernsehen verändert. Zum einen wird es häufig nicht mehr ausschließlich, sondern gleichzeitig mit anderen Medien genutzt. Zum anderen wird Fernsehen insbesondere bei Jugendlichen vermehrt zum sozialen Ereignis, indem vor, während und nach der Rezeption per Onlinemedien über die Inhalte kommuniziert wird. Einerseits scheint die Medien- und Programmwahl in jungen Jahren geprägt und bis zu einem gewissen Grad von Präferenzen und Gewohnheiten im Elternhaus mitbestimmt zu werden. Andererseits ist das Medienverhalten von Jugendlichen auch stark von der Gruppe der Gleichaltrigen (Peers) geprägt. Jugendliche und junge Erwachsene sollten jedoch keinesfalls als homogene Gruppe betrachtet werden. Vielmehr beeinflussen Aspekte wie das jeweilige Kohäsions- und Interaktionspotenzial, Themeninteressen und Informationsbedürfnis ihre Medienzugänge zum Teil erheblich. So präferieren Jugendliche einen gewohnten und verlässlichen ‚Rahmen' für die Nachrichtenrezeption. Dazu nutzen sie häufig die Angebote der traditionellen Medien (z. B. TV-Nachrichten). Aus der Sicht der Jugendlichen sollen Medienangebote nicht nur das Informationsbedürfnis befriedigen, sie sollen auch Spaß machen und soziale Funktionen erfüllen. Audiovisuelle Unterhaltungsangebote (z. B. TV-Shows) sind häufig Anlass gemeinsamer Nutzung und Inhalt direkter bzw. online vermittelter Interaktion und somit Teil der alltäglichen sozialen Praxis der jugendlichen Zuschauer. Neben den üblichen Rezeptionsmotiven (z.B. Unterhaltung, Entspannung) beeinflussen auch die Bewertung des TV-Personals, das heißt die Moderatoren oder die Jurymitglieder und deren Bewertungen und Kommentare, sowie das Motiv Schadenfreude das Urteil Jugendlicher. Auseinandersetzung, Streit und Aggression im Fernsehen haben bei jungen Zuschauern offensichtlich hohes Attraktionspotenzial."

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Röper, Horst: Zeitungsmarkt 2014: Erneut Höchstwert bei Pressekonzentration: Daten zur Konzentration der Tagespresse in der Bundesrepublik Deutschland im I. Quartal 2014. – S. 254-270

„Zum zweiten Mal in Folge erreicht die Konzentration im deutschen Tageszeitungsmarkt nach den Ergebnissen der zweijährlich vom Dortmunder FORMATT-

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Institut durchgeführten Untersuchung einen Höchstwert: Der Marktanteil der zehn führenden Verlagsgruppen an der verkauften Auflage ist 2014 im Gesamtmarkt erneut leicht um 0,2 Prozentpunkte auf nunmehr 59,3 Prozent gestiegen, nachdem in der seit den 1970er Jahren durchgeführten Untersuchungsreihe 2012 der bis dahin höchste Wert ermittelt worden war. Damit stammt deutlich mehr als die Hälfte aller Zeitungsexemplare aus nur zehn Verlagsgruppen. Betrachtet man nur die fünf auflagenstärksten Verlagsgruppen, wird die hohe Konzentration noch deutlicher: Allein die Top 5 der auflagenstärksten Unternehmen verkaufen 42,9 Prozent der Tagespresse in Deutschland. Dieser Wert ist allerdings gegenüber 2012 um 1,5 Prozentpunkte gesunken (2012: 44,4 %). Bei den Abonnementzeitungen hat sich die Konzentration noch stärker als im Gesamtmarkt erhöht, nämlich um 1,7 Prozentpunkte von 34,3 Prozent auf 36 Prozent im 1. Quartal 2014. Damit kommt aktuell ein gutes Drittel der verkauften Auflage von den fünf führenden Verlagsgruppen. Der Markt der Abonnementzeitungen ist also derzeit besonders stark von Konzentrationsprozessen betroffen. Seit Jahrzehnten ist die Konzentration im Segment der Kaufzeitungen am stärksten, hier dominiert der Springer-Konzern. Trotz sinkender Auflage der führenden Boulevardzeitung Bild entfallen auch 2014 noch mehr als drei Viertel der Verkaufsauflage auf Springer. Insgesamt decken die Top- 5-Verlage im Segment Kaufzeitungen 97,8 Prozent der Verkaufsauflage ab (2012: 97,2 %). Die Zusammensetzung und Rangfolge der zehn auflagenstärksten Verlagsgruppen hat sich gegenüber 2012 deutlich weniger verändert als im vorherigen Untersuchungsintervall. Die gravierendste Veränderung betrifft die Axel Springer SE: Sie bleibt zwar im Gesamtmarkt trotz ihrer Verkäufe von Zeitungen die führende Verlagsgruppe, fällt aber im Segment der Abonnementzeitungen aus dem Ranking heraus."

Wolf, Cornelia: Journalistische Apps etablierter Medienunternehmen: Ergebnisse einer qualitativen Inhaltsanalyse. – S. 271-282

„Die Verbreitung von Smartphones und Tablet- PCs in Deutschland ist in den letzten Jahren rapide gestiegen. Die große Mehrheit der mobilen Onliner nutzt die multioptionalen Geräte auch, um sich zu informieren. Auf der Suche nach neuen digitalen Vertriebs- und Erlösstrategien erweitern etablierte Medienorganisationen daher ihr crossmediales Angebot um den Bereich des mobilen Journalismus: Neben mobilen Webseiten setzen Zeitungs-, Zeitschriften- und Rundfunkredaktionen dabei vor allem auf Apps mit redaktionellen Inhalten für Smartphones und/oder Tablet-PCs. Im Rahmen einer mehrstufigen Inhaltsanalyse wurde untersucht, ob journalistische Apps eine Imitation existierender Medienangebote darstellen oder ob sich bereits ein mobiler Journalismus mit eigenständiger Gestaltung und Darstellung von Inhalten entwickelt hat. In dieser frühen Marktphase sind die Apps stark an das jeweilige Muttermedium angelehnt und übernehmen häufig existierende Inhalte. Auch für Apps, die keine eins-zu-eins-Kopie darstellen, werden Beiträge weitgehend noch in Anlehnung an etablierte Layout- und Darstellungsschemata aufbereitet. Das Potenzial zur Vernetzung der Angebote wird selten genutzt, ebenso ist die Interaktivität gering. Kontextsensitivität spielt im mobilen Journalismus derzeit keine Rolle. Eine Konvergenz der Angebote ist nicht zu beobachten. Tendenziell nutzen Print-Apps Verlinkungen und Optionen zur Weiterleitung ihrer Inhalte häufiger, während Radio-Apps Nutzer zur Partizipation durch die Produktion eigener Inhalte auffordern und Fernseh-Apps Bewertungen und Kommentare zulassen. Eine Selektion von Themen oder Funktionen ist am ehesten bei Printanbietern gegeben. Am innovativsten sind in der formalen und inhaltlichen Gestaltung mobile Ableger von Zeitschriften. Während die Apps von Rundfunksendern mehrheitlich gratis angeboten werden, folgen Print-Apps etablierten Modellen des Einzelverkaufs oder Abonnements. Werbung wird insgesamt in geringem Maß eingesetzt, der Anteil liegt in allen untersuchten Elementen unter 20 Prozent. Obwohl mobiler Journalismus in institutionalisierten Medienorganisationen bereits verbreitet ist und an das Medium Hoffnungen geknüpft werden, neue Zielgruppen zu erschließen und digitalen Journalismus ökonomisch erfolgreich werden zu lassen, sind innovative inhaltliche und gestalterische Ideen selten. Die Möglichkeiten des neuen Mediums werden derzeit noch nicht ausgeschöpft."

Krüger, Udo Michael: Sendungsformen, Themen und Akteure im Nonfictionangebot von ARD, ZDF, RTL und Sat.1: Programmanalyse 2013 – Teil 2. – S. 283-301

„Welcher Fernsehsender berichtet worüber, thematisiert, inszeniert was in welchen Sendungsformen und welchen Sendetiteln seines nonfiktionalen Programmangebots? Diese inhaltsanalytische Fragestellung steht im Mittelpunkt des zweiten Teils der Programmanalyse 2013 (erster Teil veröffentlich in MP 4/2014), in der die formalen und inhaltlichen Strukturen der Nonfictionangebote von ARD/Das Erste, ZDF, RTL und Sat.1 fortgeschrieben wurden. Dieser Untersuchungsteil basiert auf einer vierwöchigen Programmstichprobe im Tageszeitschnitt 17.00 bis 1.00 Uhr. Das Nonfictionangebot von ARD/Das Erste und ZDF ist umfangreicher, informationsorientierter und vielfältiger als das von RTL und besonders Sat.1. Die öffentlich-rechtlichen Hauptprogramme bieten ein breites Spektrum an Nachrichten- und Magazinformaten, klassischen Dokumentationen, Berichten und Reportagen, die privaten Hauptprogramme verwenden neben diesen Formen einen erheblichen Anteil ihres geringeren Angebotsumfangs für Realityformate des Factual Entertainments zur Vermittlung inszenierter Realität. Bei ARD/Das Erste und ZDF hat der Themenbereich Politik i.w.S. vor allen anderen Inhalten Vorrang. Bei RTL und noch deutlicher bei Sat.1 dominieren im Nonfictionangebot vor allem Alltagsthemen und zwischenmenschliche Beziehungen. Besondere Ereignisse im Jahr 2013, das Hochwasser in Deutschland und die Bundestagswahl, haben bei allen Sendern zu höheren Sendezeitanteilen der Berichterstattung über Katastrophen geführt, und auch die Politikthematisierung hat bei allen Sendern mit Ausnahme von Sat.1 einen Zuwachs zu verzeichnen. Die unterschiedlichen Inhaltsprofile der öffentlich-rechtlichen und privaten Sender wirken sich auch auf die Auftrittschancen von Akteuren aus. Abgesehen von der allgemein starken Präsenz der Alltagsbürger bei allen Sendern, haben Politiker und gesellschaftliche Repräsentanten we-

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sentlich mehr Auftrittschancen bei ARD/Das Erste und ZDF als bei RTL und Sat.1. Die Programmprofile der öffentlich-rechtlichen Hauptprogramme mit dem Fokus auf Informationsstärke und Realitätsnähe bleiben somit stabil. Dagegen nutzen die privaten Sender bei geringeren Anforderungen an ihre Informationsangebote einen größeren Spielraum für Alternativen."

ARD-Forschungsdienst: Motive und Funktionen der Internetnutzung. – S. 302-308

„Angesichts der vielfältigen Möglichkeiten, die das Internet bietet, stellt sich die Frage, wie die Nutzer mit diesen Angeboten und Diensten umgehen und welches die dahinter liegenden Bedürfnisse und Motive sind. Die meisten Studien zu diesem Thema basieren auf dem Uses-and-Gratifications-Ansatz und gehen somit von einem aktiven Rezipienten aus. Diverse Nutzungsmuster können auch mit sozioökonomischen Unterschieden einhergehen. Grund dafür sind aber nicht mehr unterschiedliche Zugangschancen im Sinne eines Digital Divide, sondern offensichtlich ungleiche Interessen- und Motivlagen in den gesellschaftlichen Gruppen (‚Usage-Gap'). Die Internetnutzung wird außerdem von individuellen, mehr oder weniger stabilen Persönlichkeitsmerkmalen beeinflusst, und zwar umso deutlicher, je spezifizierter die häufig bzw. bevorzugt genutzte Internetanwendung ist. Dabei spielen die Persönlichkeitsfaktoren Extraversion, Neurotizismus und Offenheit für Erfahrungen insgesamt eine entscheidendere Rolle als Gewissenhaftigkeit und Verträglichkeit. Insbesondere bei der Nutzung sozialer Netzwerke (z.B. Facebook, Twitter) fand man signifikante Korrelationen mit Facetten der Persönlichkeit. So zeigt sich in einer Untersuchung, dass bestimmte Nutzungsmuster in Facebook und Twitter geeignet sind, narzisstische Bedürfnisse nach Anerkennung und positiver Rückmeldung von anderen zu befriedigen. Nach einer anderen Studie engagieren sich Personen mit stärker ausgeprägtem Wunsch nach Bekanntheit und Berühmtheit in spezifischer Weise aktiver bei Facebook und Twitter und realisieren damit eine offensivere Form der Selbstdarstellung als andere Personen. Laut dem sogenannten Attachment-Stil ist die Art und Weise, wie interpersonale Beziehungen grundsätzlich wahrgenommen und bewertet werden, eine weitere Einflussvariable für das Verhalten in sozialen Netzwerken. Wer sich beispielsweise in der realen Welt unsicher fühlt, tut dies auch in virtuellen sozialen Netzwerken. Um neben individuellen Gratifikationen das Gefühl der Gemeinschaft zu erzeugen, bedarf es so etwas wie einer ‚kritischen Masse', in der bestimmte Anwendungen (z.B. mobile soziale Onlinespiele wie ‚Quizduell') genutzt werden. Dies trägt zu einer Verstärkung der erhaltenen Gratifikationen bei."

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Heffler, Michael; Möbus, Pamela: Fernsehwerbung dominiert den Werbemarkt: der Werbemarkt 2013. – S. 314-324

„Wie schon im Vorjahr fand 2013 erneut eine Verschiebung der Werbebudgets von den gedruckten Medien hin zu den elektronischen bzw. den digitalen Medien statt. Mit einem Umsatzplus von brutto 5,7 Prozent war das Fernsehen im vergangenen Jahr das mit Abstand umsatzstärkste Werbemedium in Deutschland. TV erreicht mittlerweile einen Marktanteil von fast 45 Prozent. Auch die Bruttoinvestitionen in Radiowerbung und in Onlinewerbung stiegen im Jahr 2013. Ebenso konnten Out-of-Home-Medien im vergangenen Jahr mehr Umsatz generieren. Die Printgattungen verzeichneten Umsatzverluste. Insgesamt wies der Werbemarkt nach der Nielsen-Bruttostatistik einen Zuwachs um 2,2 Prozent auf ein Gesamtvolumen von 26,8 Mrd. Euro auf. Die Nettostatistik des Zentralverbands der Werbewirtschaft (ZAW) zeigt teilweise andere Tendenzen. Laut ZAW ist für 2013 ein Rückgang des Werbevolumens um 1,7 Prozent auf insgesamt 15,3 Mrd. Euro zu verzeichnen. Der Werbeträger Fernsehen legte auch netto zu (plus 2,2 %), ebenso Radio (plus 3,7 %), Online- und Mobilangebote (plus 9,3 %) sowie aus dem Printsegment die Fachzeitschriften (plus 3,6 %). Alle anderen Medien verzeichneten Nettoeinbußen. Nach Produktgruppen betrachtet hatte die PKW-Branche 2013 den größten Anteil an den Werbeumsätzen, nachdem das mehrere Jahre lang führende Segment der Handelsorganisationen für die Nielsen-Markterfassungssystematik in mehrere Branchen unterteilt wurde. So rangierte 2013 der Lebensmitteleinzelhandel hinter der Zeitungenwerbung auf Rang 3, Onlinedienstleistungen und E-Commerce folgten auf den Rängen 4 und 5. Den größten Umsatzzuwachs um 31,2 Prozent auf Basis der Nielsen-Bruttowerbeumsätze wiesen 2013 innerhalb der Top-20-Branchen die Finanzdienstleistungen Privatkunden auf. Ebenfalls deutlich positiv entwickelten sich die Branchen Mobilnetz (plus 31,1 %) und Unternehmenswerbung (plus 28,3 %). Für die ersten vier Monate des Jahres 2014 zeigen die Bruttozahlen von Nielsen eine positive Umsatzentwicklung mit einem Plus von 4,4 Prozent, das zum größten Teil aus dem TV-Markt resultiert."

Rühle, Angela: Der deutsche Radiomarkt – Struktur und Nutzung: Untersuchung ausgewählter Radioangebote. – S. 325-338

„Radio ist ein habitualisierter Tagesbegleiter, der täglich von rund 80 Prozent der Bevölkerung genutzt wird. Neben hohen Nutzungswerten zeigt sich auch eine große emotionale Bindung an das Medium und einzelne Sender. Radio fungiert für die Hörer als Anbieter von Information, kulturellen und unterhaltenden Inhalten, spielt darüber hinaus aber auch für die Wirtschaft eine relevante Rolle als Werbeträger. Die deutsche Radiolandschaft wird maßgeblich von regionalen und lokalen Angeboten geprägt. Dies resultiert aus der Regulierungskompetenz der Bundesländer in Sachen Rundfunk; länderspezifische Zielvorgaben sowohl bei der Regulierung des öffentlich- rechtlichen Rundfunks als auch bei der Zulassung privater Sender sind die Folge. Charakteristisch für das öffentlich-rechtliche Programmangebot ist, dass es neben Mainstream-Angeboten, die sich an ein größeres Publikum wenden, auch Programmangebote aus den Bereichen Kultur und Information gibt, zudem spezielle Angebote, die vor allem jüngere Hörergruppen ansprechen sollen, sowie (dort, wo sich das Sendegebiet über mehrere Bundesländer erstreckt) Angebote für die verschiedenen Bundesländer. Bei den privaten Radioangeboten wurden unterschiedliche Regulierungsvorga-

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ben gemacht. Während in einigen Bundesländern ausschließlich landesweite Sender lizenziert werden, setzen andere Bundesländer auf ein Netz von Lokalsendern, in wieder anderen Bundesländern findet sich eine Kombination aus lokalen und landesweiten Angeboten. Auch wenn einige private Sender mit einem besonderen Programmzuschnitt (z. B. Klassik oder Jazz) Hörer abseits des Mainstreams erreichen wollen, richten sich die meisten privaten Angebote an Hörergruppen im Alter bis 50 Jahre und versuchen in diesem Segment mit eingängigen Musikformaten (AC, Hot-AC u.ä.) möglichst große Hörergruppen zu gewinnen. Der Radiowerbemarkt konnte in der direkten Konkurrenz zu anderen Werbemedien seinen Umsatzanteil in den letzten 20 Jahren konstant halten. Radiowerbung erwirtschaftete 2013 in den Above-the-Line-Medien rund 1,6 Mrd. Euro Umsatz, was einem Anteil von 6 Prozent am Werbemarkt entsprach. Knapp 60 Prozent der Werbeerträge im Radio entfielen auf landesweit ausstrahlende Sender, knapp ein Drittel auf lokale Angebote. National verbreitete Einzelsender konnten lediglich knapp ein Zehntel der Erträge verbuchen."

Roters, Gunnar; Turecek, Oliver: Rekordbilanz für Home-Entertainment-Branche: Videomarkt und Videonutzung 2013. – S. 339-346

„Mit einem Gesamtmarktumsatz in Höhe von 1,76 Mrd. Euro konnte die deutsche Home-Entertainment-Branche 2013 ihr bisher bestes Ergebnis erzielen. Es beruhte vor allem auf der weiterhin starken Nachfrage nach physischen Produkten, die Online-Verkaufsumsätze stiegen dagegen nur moderat an. Während der DVD-Verkauf mit einem Umsatz von 984 Mio. Euro leicht unter dem Vorjahresniveau lag, konnte der Blu-ray-Absatz auf 410 Mio. Euro Umsatz gesteigert werden. Beim Verleihmarkt lag der Anteil digitaler Umsätze nach einem Anstieg um 32 Prozent auf 102 Mio. Euro 2013 bei einem Drittel des gesamten Vermietergebnisses von 312 Mio Euro. Diese Onlineumsätze verteilen sich auf die digitalen Abo-Modelle (Subscriptional Video-on-Demand, SVoD) mit einer Zuwachsrate von 55 Prozent und auf die digitalen Einzelabrufe (Transactional Video-on-Demand, TVoD) mit einem Zuwachs von 24 Prozent. Insgesamt wird sowohl dem digitalen Verleih als auch dem digitalen Verkauf von Bewegtbildinhalten großes Wachstumspotenzial zugeschrieben. Der laufende Umstrukturierungsprozess des Videomarktes betrifft vor allem den Verleihbereich mit weiteren Schließungen von klassischen Videotheken und deutlichem Umsatzrückgang. Das stärkste Wachstum auf dem deutschen Bewegtbildmarkt verzeichnet Video-on-Demand (VoD): Auf allen Plattformen steigt die Nachfrage, die Grenzen zwischen linearen und nonlinearen Angeboten verschwimmen allerdings immer mehr. Das Angebot ist mit mehreren tausend Web-TV- und VoD-Angeboten zudem stark fragmentiert und in seiner Vielfalt kaum noch zu überblicken. Neue Videodienste – wie Netflix aus den USA – drängen auch auf den deutschen Markt und versprechen sich vom Internetstreaming von Filmen sowie eigenen Produktionen Erfolg auch in Europa. Bei der zeitverzögerten und zeitversetzten Nutzung von Fernsehinhalten zeigte sich eine Präferenz des Publikums für das Krimigenre, vor allem für Produktionen der „Tatort"-Reihe."

Vogel, Andreas: Publikumszeitschriften 2014: Lebhafte Marktentwicklung ohne Tendenzwende: Daten zum Markt und zur Konzentration der Publikumspresse in Deutschland im I. Quartal 2014. – S. 347-371

„Der Markt der Publikumspresse ist durch eine weiterhin rückläufige Gesamtauflage und sinkende Werbeerlöse gekennzeichnet, während die Zahl der Titel erneut auf nunmehr 1583 angestiegen ist. Marktanteile und Ranking der fünf führenden Verlagsgruppen bei den Publikumszeitschriften wurden insbesondere durch den Verkauf diverser Zeitschriften des Springer-Konzerns an die Funke Mediengruppe stark verändert. Diese Transaktion wurde zwar erst nach dem Stichtag der zweijährlichen Konzentrationsanalyse wirksam, nämlich zum Mai 2014, sie wird in der Analyse des Wissenschaftlichen Instituts für Presseforschung und Medienberatung (WIP, Köln) jedoch in einer Projektion mitberücksichtigt. Nach den Ergebnissen der kontinuierlichen Fortschreibung zum Stichtag 31. März hat sich der Marktanteil der fünf betrachteten Konzerne – Bauer, Burda, Gruner + Jahr, Funke Mediengruppe (ehemals Verlagsgruppe WAZ) sowie Springer – an der verkauften Gesamtauflage im Zweijahresvergleich um knapp 2 Prozentpunkte auf 65,5 Prozent erhöht. Besonders Bauer verzeichnete einen Zuwachs (um 1,8 %-Punkte), moderat auch Burda (+0,4 %-Punkte) und Funke (+0,2 %-Punkte). Axel Springer (-0,3 %-Punkte) sowie Gruner + Jahr (-0,2 %-Punkte) gaben jeweils Marktanteile ab. Dies ist ein Ergebnis, das den kurzen Trend leicht sinkender Konzentration der Untersuchungen aus den Jahren 2012 und 2010 wieder umkehrt. Bei Berücksichtigung des Springer-Funke-Deals sinkt der Konzentrationsgrad der Top 5 jedoch leicht. Wegen einiger Auflagen des Bundeskartellamts haben sich die Portfolios von Axel Springer und Funke insgesamt reduziert – zehn Titel übernahm ein drittes Verlagshaus. Hierdurch zeigt die Berechnung zum 1. Mai 2014 einen Gesamtmarktanteil der fünf führenden Zeitschriftenverlagsgruppen von 63,2 Prozent. Das bedeutet eine Abnahme um 0,4 Prozentpunkte gegenüber 2012 sowie eine Fortsetzung des Trends sinkender Konzentration. Der Marktanteil von Axel Springer reduziert sich durch die Transaktion radikal von zuletzt 12,7 auf 4,8 Prozent, dadurch rückt der Konzern von Rang 3 auf Rang 5 und tauscht so mit der Funke-Gruppe die Plätze; diese legt von 8,4 Prozent auf 13,8 Prozent zu. Der Effekt der Kartellamtsauflagen zeigt sich besonders im Segment der mindestens 14-täglich erscheinenden Publikumszeitschriften: Während hier die fünf Konzerne zum März-Stichtag gemeinsam 86,8 Prozent Marktanteile erreichten, liegt dieser Wert in der Mai-Berechnung um 3,6 Prozentpunkte darunter (83,2 %), zeugt damit aber immer noch von einem hoch konzentrierten Marktsegment."

Media Psychology
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Harrison, Kristen; Hefner, Veronica: Virtually Perfect: Image Retouching and Adolescent Body Image. – S. 134-153

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„Most studies of ideal-body media effects on body image focus on the extreme thinness of the models, not their idealness. In modern media, this idealness is often created or maximized via digital image editing. This experiment tested the effects of image editing outside the research-typical context of exclusive thinness. Original unretouched photographs were manipulated by a professional retoucher to produce unretouched and retouched image conditions. In a third condition (retouched-aware), the retouched images were explicitly labeled as retouched. Adolescents (N = 393, average age 15.43) were randomly assigned to one of these conditions or a no-exposure control, and they completed a questionnaire following exposure. Objectified body consciousness increased and physical self-esteem decreased among male and female adolescents in the retouched-aware condition only. This boomerang effect of retouching awareness is explored in the discussion."

Veldhuis, Jolanda; Konijn, Elly A.; Seidell, Jacob C.: Counteracting Media's Thin-Body Ideal for Adolescent Girls: Informing Is More Effective Than Warning. – S. 154-184

„The present study investigated whether information or warnings about depictions of the thin-body ideal in mass media are effective in counteracting media-induced negative body perceptions of adolescent girls. Based on counter-advertising and reactance theories, our hypotheses were tested in a 3 (weight labels: information vs. warning vs. no label) × 2 (media models' body shape: thin vs. normal weight) × 2 (self-esteem: lower vs. higher) design (N = 178). Body dissatisfaction, objectified body consciousness, and body comparison with media models served as dependent variables. Pretested media models were systematically combined with various textual weight labels and presented on the front page of a magazine targeted toward girls. The results indicated that a simple information label that provided the weight status of thin media models induced less negative body perceptions in adolescent girls when compared with the use of warning labels or images only. Especially, girls with lower self-esteem then exhibited lower levels of body dissatisfaction and objectified body consciousness. When compared with exposure to images only, the warning labels had little effect on body perceptions by adolescent girls. Thus, informing is more effective than warning in counteracting the undesired effects of the thin-body ideal promoted by the media."

Hefner, Veronica et al.: The Influence of Television and Film Viewing on Midlife Women's Body Image, Disordered Eating, and Food Choice. – S. 185-207

„A recent trend in screen media is the casting of older women who have bodies that are the shapes and sizes of younger women. These aging beauties can be found in shows such as Cougar Town and Desperate Housewives. It was predicted that heavy viewers of these media would report stronger eating disorder symptomatology, greater body ideal discrepancies, and stricter food choices than light viewers. Participants were 166 midlife women (M: 44.57 years) who completed an online questionnaire that asked about body ideals, disordered eating, food choices, and exposure to aging beauty programming. Results demonstrate that media exposure was associated with stronger reports of disordered eating, greater discrepancies between actual body size and both women's ideal body size as well as perceptions of how others wanted them to look, and stricter food choices when around other people. Ideal self-discrepancies mediate the association between aging beauty media and disordered eating symptomatology. Our study builds on extant work related to media consumption, body concerns, and eating behaviors among a non-college-aged sample."

Nabi, Robin L.; Keblusek, Lauren: Inspired by Hope, Motivated by Envy: Comparing the Effects of Discrete Emotions in the Process of Social Comparison to Media Figures. – S. 208-234

„Despite considerable research and theorizing regarding the process of social comparison, limited attention has been given to the role of discrete emotions in this context, particularly as they may influence the behavioral responses resulting from comparison to similar others. In the context of cosmetic surgery makeover programs, we explore how discrete emotions may mediate the effects of social comparison on behavior and how different emotions, envy and hope in particular, may differentially relate to behavioral motivation. Based on the survey responses of 236 female students, results suggest that social comparison to media figures correlates with a range of emotional responses as well as with behavioral motivation for invasive cosmetic enhancements. Envy maintained a significantly greater association with behavioral motivation than hope or any other emotional response. Further, mediational analyses were consistent with the argument that envy, but not hope, mediates the social comparison-behavioral motivation relationship. The relationship between character identification and social comparison, as well as processes associated with downward social comparison, are also explored. This research helps illuminate the driving mechanism for social comparison's effects on behavior and has implications for better understanding how media exposure may stimulate this process."

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Lopez, Lori Kido: Blogging While Angry: The Sustainability of Emotional Labor in the Asian American Blogosphere. – S. 421-436

„The Asian American blogosphere has developed to encompass a variety of voices regularly providing readers with news items, opinions, and personal narratives of life in Asian America. In this article I investigate the relationship between emotion and activism in order to better understand the potential for using blogs as part of a sustainable social movement, as well as to theorize the kind of labor that activism can entail. This study is based on interviews with 15 bloggers who have created or written for blogs that focus specifically on Asian American issues. Through an analysis of the bloggers' interviews and their blogging archive, I argue that emotion can play a foundational role in generating

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activist interventions and building the necessary community required for contributing to social change, but can also have a deleterious impact on the individuals involved. It is only through recognizing the ambivalent role of emotion within the affective labor of activism online that we can work toward more sustainable participation and impact."

Lee, Seow Ting: A User Approach to Dialogic Theory in a Facebook Campaign on Love and Marriage. – S. 437-455

„Private matters of the heart are the focus of 'Beautifully Imperfect", a Singapore government-led public communication campaign on love and marriage, part of larger pro-family efforts to reverse low marriage and birth rates. Through a case study based on focus groups, content analysis and interview methods, this study takes a user approach to dialogic theory by evaluating user reactions to and user interaction on Facebook and the manifestation of dialogic strategies and outcomes for relationship cultivation and persuasion. The findings suggest that while the campaign on Facebook meets some technical and design criteria for dialogic relationship-building on the web, Facebook is used merely as a one-way communication channel devoid of dialogue to relay messages from the state to its publics."

van Hulst, Merlijn et al.: The Riot, the People and the Neighbourhood: Narrative Framing of Social Disorder in Four Cases. – S. 456-472

„This article looks at the ways newspaper articles, through their stories, frame social disorder in urban areas. The article compares reporting on four cases – two Dutch, two Belgian – of violent confrontations between societal groups and between societal groups and the police. News articles on the riots through time widen in terms of their geographic and social scale. At the same time, stories are told about a familiar cast of characters, leaving others out. The practices of newspapers seem to reinforce this pattern. The article contributes to the understanding of the role of traditional media in narrative framing of present-day public problems."

Chakrabarti, Santanu: How Structure Shapes Content, or Why the 'Hindi Turn' of Star Plus Became the 'Hindu Turn'. – S. 473-490

„Why was there in the year 2000a significant shift in the representation of families on Indian soap operas, from middle-class nuclear families with independent working women to upper-class joint families with only homemakers; and from milieus in which the religion of the characters was incidental, to milieus in which the Hindu religion and the performance of it was of central importance? I argue that a confluence of three forces enabled these shifts: (1) in marketing, a radical 'bottom-of-the-pyramid' approach; (2) in TV, the industry's attempts to find audiences in large numbers, mediated by the structure of the Indian audience measurement system; and (3) Hindu nationalists' focus on 'middle-class' audiences. In other words, I show how the very structure of the audience marketplace, especially the Indian television audience measurement system and shifts in marketing practices, abets the naturalization of particular political discourses within popular cultural forms, in this case Hindu nationalist discourse within television soap opera. This article makes a significant contribution to audience measurement studies and, by showing the mechanics of the naturalization of Hindu nationalist ideologies in popular culture, contributes to the literature investigating the influence of ideologies of nationalism in everyday life."

Hamilton, James F.: Historical Forms of User Production. – S. 491-507

„Common conceptions of user production overstate its novelty while understating its variety. To respond to these lacks, this article develops an analytic map that enables a more nuanced historical and critical understanding and investigation of user production. Historical approaches are well suited for capturing the multifarious forms of user production while also avoiding the problem of a-historicism. The article develops a contextual typology of user production by theorizing it as a cultural form. Primary forms discussed include those of buyer, source, subject, interviewee, contestant, supplier, financier, inventor, activist, and member, all of which are related to their generative formations and conditions. The article concludes by suggesting the kinds of questions and studies that such a framework makes possible."

Köhl, Margarita Marie; Götzenbrucker, Gerit: Networked Technologies as Emotional Resources? Exploring Emerging Emotional Cultures on Social Network Sites such as Facebook and Hi5: A Trans-Cultural Study. – S. 508-525

„This trans-cultural study deals with the question whether social network sites (SNS) may be considered 'third places', where young people find an unrestricted space for self-expression and reflection apart from formal environments (such as universities) and parental control, as well as whether the perception and adoption of such services varies among different cultural communities. To assess these questions, group discussions, qualitative interviews (n = 25) and an online survey (n = 757) were conducted in Thailand and Austria. While all of the respondents use SNS for lifelogging – storing and sharing life experience – the perception of emotional third-place qualities of SNS varies among young people living in Thailand and Austria. The findings show that some effects related to emotional aspects of technology usage might result from the stage of diffusion of technology, while aspects of emotional experience and expression might be influenced by cultural models."

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Yin, Liangen; Liu, Xiaoyan: A Gesture of Compliance: Media Convergence in China. – S. 561-577

„Media convergence is thriving in terms of either practical experience or scholastic debates around the world. This study aims to examine journalistic convergence in China. Using qualitative data drawn from the case study of Shenzhen Press Group in Guangdong, South China, we argue that the media's response

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to the Chinese government's push for media convergence is simply a gesture of compliance. While media management do not consider convergence as a prime concern, rank-and-file editors and journalists respond to media convergence with non-cooperation or non-acceptance. The study concludes, on the basis of the specific contexts in which China's media convergence operates, that social context and, in particular, the relationship between media and state should be fully taken into consideration in studies of media convergence."

Kantola, Anu: Emotional Styles of Power: Corporate Leaders in Finnish Business Media. – S. 578-594

„Drawing from a growing body of research that focuses on emotions as social and cultural phenomena, this article examines how publicly performed emotions can be employed in the exercise of power. The article uses William Reddy's ideas on emotional regimes. A qualitative analysis of Finnish business magazine Talouselämä tracks how corporate leaders have performed publicly in Finland from 1940 to 2005. I suggest that corporate capitalism developed an emotional regime of enthusiastic individualism, which challenged the previous regime of paternal managerialism. The article demonstrates how business media such as Talouselämä provided an emotional refuge that became a public platform through which rising corporate sectors could formulate the new emotional regime. The mediated performances of corporate leaders became rituals that borrowed from the affect economy of social movements and fuelled the rise of the new capitalism."

Godoy-Pressland, Amy: 'Nothing to Report': A Semi-Longitudinal Investigation of the Print Media Coverage of Sportswomen in British Sunday Newspaper. – S. 595-609

„The under-representation of female athletes by print media has been widely acknowledged by feminist media scholars. However, there have been a number of recent studies which suggest that things are changing in terms of progress towards gender equality. In light of such studies this article examines the representation of sportswomen in five British Sunday newspapers, three broadsheets (The Sunday Times, The Observer and The Sunday Telegraph), and two tabloids (the Mail on Sunday and the Sunday Express), over a 24-month period (January 2008-December 2009). The results suggest that sportswomen are still overwhelmingly under-represented in British print media."

Hong, Yu: Between Corporate Development and Public Service: The Cultural System Reform in the Chinese Media Sector. – S. 610-627

„If the cultural system reform in the 1980s and 1990s was peripheral and sluggish, in the 21st century it has become a central part of China's unswerving reform and noticeably gained velocity after 2008. Aiming to build up a cultural market economy, the reform is transforming the majority of cultural institutions into state-owned and even state-controlled shareholding corporations, while strengthening the public service obligation of state financing in a few non-profitable areas. By chronicling and contextualizing reform efforts, this article not only documents some major lines of market development but also examines why and how the state is realigning its public and corporate sectors in such a particular mode of synthesis, especially in two leading media sectors: film and TV broadcasting. While Chinese communication scholars have documented how the overlap between the state and market forces creates dominant cultural processes in China, focusing on the state's straightforward efforts at commercialization, this article offers an updated understanding of verifiable policy and institutional changes – especially the 'de-commercialization' movement embodied by the return of public units."

Aquino Cabanes, Jason Vincent: Multicultural Mediations, Developing World Realities: Indians, Koreans and Manila's Entertainment Media. – S. 628-643

„In this article, I examine the mediation of multiculturalism in the developing world city of Manila, the Philippines. Drawing on both a thematic analysis of the Manila-centric Philippine entertainment media and six focus group discussions with the city's local Filipinos, I reveal that this instance of mediation is entangled with the broader discourses of the Philippine postcolonial nationalist project. For one, the mediation of multiculturalism in Manila tends to symbolically marginalize the city's Indians and Koreans and, in so doing, reinforces existing negative discourses about them. I contend that this is linked to the locals' preoccupation with establishing a unifying cultural identity that tends to make them elide the issue of their own internal cultural diversity, as well as of the increasing diasporic population of the city. Second, the said mediation also tends to valorize the lighter-skinned Koreans over the darker-skinned Indians. I posit that this is related to how the locals' discourse of cultural homogeneity has resulted in their continued reluctance to publicly discuss the persistence of their unspoken skin-tone-based racial hierarchy not only of themselves, but also of their cultural others."

Hughes, Kit: 'Work/Place' Media: Locating Laboring Audiences. – S. 644-660

„Without suggesting a break from ongoing research into historical examples of corporate and industrial media, this article points towards additional and complementary avenues of research. It considers the role of (what we might call) the audience across contemporary and historical media workplace media practices by offering a framework for thinking through the cultural meanings embedded within labor-related media by users. Rather than focusing audience research through the lens of 'industrial' or (more recently) 'corporate' – categories that are both broad ('industrial' includes a wide range of internal and external communication and education purposes) and exclusive (neither allows for the inclusion of all media produced and consulted in the course of business, e.g. an office worker watching YouTube on the job) – I suggest using 'work/place' to understand media use and practice within structures of labor and location. Placing audience studies literature alongside discussions of labor and place, I sketch a preliminary outline for understanding these practices while pursuing questions re-

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lated to the definition of audiences, the specificities of non-entertainment media, and mediated place and labor. My conclusion points to the methodological challenges and special considerations tied to this 'work/place' lens and the possibilities of undertaking live subject audience research."

Polson, Erika; Whiteside, Erin: Passing to India: A Critique of American Football's Expansion. – S. 661-678

„Although India has long held a passion for cricket, an organization called the Elite Football League of India (EFLI) is looking to disrupt that sporting nerve center, and introduce the foreign sport of American football to the country's growing middle class. While it is too soon to assess how Indian audiences will respond to, negotiate and perhaps create new cultural practices around American football, we focus this article on an analysis of efforts made by promoters of the new league to create a cultural context in which this very foreign game might make sense. Drawing from press releases, promotional videos and news coverage, we demonstrate how language of social, economic and individual (male) development is deployed to create American football as a platform for delivering global brands to a vast Indian market. In deconstructing these efforts, we critically explicate how creative practices are implemented to produce an atmosphere within which globalization may occur."

Amazeen, Michelle A.: The Politics of Memory: Contesting the „Convention Night" Version of this Historic Day. – S. 679-690

„To the degree that the American press corps serves as the creator of the first draft of history, it is in a privileged position of shaping not only what we remember but also how we remember it. This article presents a case study of a political advertisement that aired during the 2008 U.S. presidential election. The mainstream media's uncritical consideration of the ad invoking Martin Luther King Jr.'s memory in representing Barack Obama's achievements suggests not only an uncontested version of racial achievements in America but also the power granted to political ads in narrating a naturalized version of memory. As political advertising increasingly drives news coverage in the U.S., the journalistic failure to scrutinize a political message beyond its face value illustrated by this case becomes all the more alarming and is indicative of a concerning disservice to the public interest."

Sienkiewicz, Matt: Start Making Sense: A Three-Tier Approach to Citizen Journalism. – S. 691-701

„This commentary considers citizen journalism emerging from the Syrian Civil War and argues that its usefulness is dependent on an 'interpreter tier' of user-generated media analysts. In contrast to discourse celebrating more direct forms of citizen journalism, the piece emphasizes the importance of intermediary layers of meaning-making as the means by which complex fields of amateur information can be made intelligible. This 'interpreter tier', although often ignored in popular and scholarly discourse, takes on an increasingly important function as mainstream sources must increasingly rely on citizen materials produced in far off places."

Dawes, Simon: Broadcasting and the Public Sphere: Problematising Citizens, Consumers and Neoliberalism. – S. 702-719

„Literature on broadcasting regulation in the UK often presents a narrative of decline, from an ethos of public service and citizenship to a neoliberal faith in market logic and the sovereign consumer that undermines the public sphere. Much of this discussion is weakened, however, by a lack of engagement with citizenship and consumption, and the reduction to unitary oppositions of what are actually protean distinctions. This weakness in the literature is particularly problematic when it comes to analysing contemporary changes unreflexively as 'neoliberal', because neoliberalism cannot be reduced to the passing of power from the state to the market, or to a simple process of privatisation or individualisation. Rather, neoliberalism involves the changing governmental relation between state and market, and between citizens and consumers. Consequently, engagement with theoretical debates on citizenship, consumption and neoliberalism will be recommended to provide a more sophisticated reading of broadcasting and the public sphere."

Ems, Lindsay: Twitter's Place in the Tussle: How Old Power Struggles Play Out a New Stage. – S. 720-731

„The recent proliferation and impact of protest events in the Middle East, northern Africa, and the development of a worldwide Occupy Wall Street movement have ignited inquiry into the people, social structures and technologies that have helped give these social movements form. Three cases are described here which add to this discussion and lead to a pruning of the analytical landscape in this subject area. By looking to the use of Twitter as a tool for political protest in Iran in 2009, Moldova in 2009 and the G-20 Summit in Pittsburgh in 2009, the complexity of the intertwined social and technological strands that have given rise to these new political protests is acknowledged. By realizing that this distinction is salient yet fuzzy, it becomes possible to make new observations, ask new questions and begin to understand the nature of recent political tussles and the communication tools used in them. For instance, this article posits that by seeing the particular use of a new communication tool – a socio-technical assemblage – as an artifact, analysts can learn something new about the motivations of those sitting at the negotiating table."

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Krotz, Friedrich: Apps und die Mediatisierung der Wirklichkeit. – S. 10-16

„Apps sind zu einem festen Bestandteil der heutigen Zeit geworden. Doch was genau sind Apps überhaupt? Worin besteht der Unterschied zu herkömmlichen Computerprogrammen und -spielen? Wie groß ist die Vielfalt von Apps wirklich und welche Konsequenzen

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bringen sie für das Individuum und die Gesellschaft mit sich?“

Neunkirchen, Manuel; Wimmer, Jeffrey: „Es könnte ja passieren, dass...“: eine Analyse der subjektiv wahrgenommenen Risiken von Smartphone-Applikationen. – S. 17-24

„Während ein Schwerpunkt bei der Erforschung von Risiken in der digitalen Medienwelt sich auf die Nutzung des Internets bezieht, fehlen bisher Untersuchungen zu Apps auf Smartphones und Tablet-Computern, obwohl deren Verwendung enorm an Bedeutung gewonnen hat. Die Studie exploriert daher, welche Risiken von App-Nutzerinnen und -Nutzern wahrgenommen werden und welche Faktoren das Risikobewusstsein beeinflussen. Hierbei zeigt sich unter anderem eine ausgeprägte Divergenz zwischen den real existenten und den wahrgenommenen Risiken.“

Rösch, Elke; Maurer, Björn: Apps in der Schule. – S. 25-30

„Aktuell steht in der Auseinandersetzung um mobiles Lernen mit Tablets die Diskussion um die besten Apps für den Schulunterricht oft im Vordergrund. Wie ist das Umfeld dieser Diskussion beschaffen? Welche Potenziale und mögliche Fehlentwicklungen gibt es? Und worauf kommt es beim Einsatz von Apps in der Schule wirklich an?“

Friedrich, Björn; Seitz, Daniel: Apps in der außerschulischen Bildung. – S. 31-36

„Apps bieten zahlreiche neue Chancen und einige Herausforderungen für die Medienpädagogik. Es werden Bezüge zur außerschulischen Bildungsarbeit mit Apps aufgezeigt, neue Anwendungsmöglichkeiten betrachtet und die Konsequenzen für die medienpädagogische Praxis beleuchtet.“

Miller, Tobias; Sauer, Anne: „Mutti hat gesagt, geh draußen spielen!“: Mobile Gaming aus pädagogischer Sicht. – S. 41-46

„Mobile Gaming ist ein wichtiger Spieletrend, der aktuell durch Apps einen weiteren Schub erhält. Der Artikel beleuchtet Neuheiten und innovative Spielkonzepte aus medienpädagogischer Sicht und benennt Kriterien zur pädagogischen Beurteilung von Apps, wie sie auch bei spielbar.de genutzt werden.“

Griesinger, Steffen: App-Entwicklung mit Jugendlichen, am Beispiel der Kaiserdom-App. – S. 47-52

„Mit Jugendlichen eine App zu entwickeln, ist mit App Inventor kein großes Problem. medien+bildung.com startete bereits vor drei Jahren ein erstes Modellprojekt um mit dem App-Baukasten von Google ein Stadtspiel zu realisieren. Seit dieser Zeit hat sich technisch vieles verbessert, aber das Projekt Kaiserdom-App zeigt auch die Grenzen solch eines Baukasten-Systems.“

Müller, Christin R.; Pfetsch, Jan; Ittel, Angela: Cyberbullying und die Nutzung digitaler Medien im Kindheits- und Jugendalter. – S. 57-62

„Die vorliegende Studie untersucht, wie sich die Mediennutzung von Cyberbullys, Cybervictims und Unbeteiligten unterscheidet. Befragt wurden Lernende im Alter von acht bis 16 Jahren. Die multivariaten Analysen zeigen, dass Cyberbullys und Cybervictims Mobiltelefone und das Internet abhängig von Alter und Geschlecht häufiger und vielfältiger nutzen als Unbeteiligte. Konsequenzen für das Vorgehen weiterer Untersuchungen zu Cyberbullying werden diskutiert.“

Cajacob, Amina Ovcina; Herzig Gainsford, Yvonne: digezz 2.0: Lehren und Lernen im konvergenten Produktionsraum: Unterrichtsmethoden in einer konvergierenden Welt. – S. 63-69

„Mit digezz (www.digezz.ch) wurde – initial für die Lehre – eine konvergente Medienlaborumgebung aufgebaut, die eine herausragende Ausgangslage für Forschung und neue Lern- und Lehrmethoden bietet. Das Forschungsprojekt ist Teil eines KTI1-Projekts des Instituts für Multimedia Production der Hochschule für Technik und Wirtschaft HTW Chur. Es werden darin die Erfahrungen mit innovativen multi- und crossmedialen Produktionsweisen und Workflows im Konvergenzlabor der HTW systematisch analysiert und beschrieben.“

Helbig, Christian; Tillmann, Angela: Jugendliche suchen gemeinsam ihre „Game-Life-Balance“. – S. 70-76

„Dein Spiel. Dein Leben. – Find your level! ist eine bundesweite Kampagne zur Sensibilisierung junger Menschen bei der Nutzung virtueller Spielwelten. Sie wurde von November 2011 bis Mai 2013 vom BMFSFJ im Rahmen des Dialog Internet gefördert und im Anschluss daran vom Forschungsschwerpunkt Medienwelten der FH Köln evaluiert. Ziel der Evaluation war es, die Wirksamkeit der Kampagne zu analysieren und Handlungsempfehlungen abzuleiten, die die Professionalität medienpädagogischer Arbeit fördern.“

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Reißmann, Wolfgang: Mediatisierung – Kommerzialisierung – Ökonomisierung: Sind aktuelle Medienumgebungen Katalysatoren instrumentellen Handelns und Denkens? – S. 9-16

„Die Verquickung von Mediatisierungs- und Kommerzialisierungsprozessen ist aktuell in zumindest drei Bereichen zu beobachten. Erstens interessieren Individuen gestern wie heute als potenzielle Konsumenten. Zweitens ist die Lebensführung in kommerzialisierten Medienumgebungen zunehmend selbst zu einem wirtschaftlichen Rohstoff und einer Ware geworden. Drittens legen aktuelle Medienumgebungen ökonomisierte Handlungs- und Denkmuster nahe, das heißt, sie beeinflussen Selbst und Sozialbeziehungen. Vor diesem Hintergrund wird für mehr kritische Kommunikationswissenschaft plädiert und Medienpädagogik innerhalb eines solchen Unterfangens als wichtige Instanz verortet.“

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Gurt, Michael; Guth, Birgit; Lenssen, Margrit: Geld spielt auch eine Rolle: Kinderfernsehen und Vermarktung. – S. 17-23

„Das Kinderprogramm von ZDF und SUPER RTL hat zurzeit mindestens eine Gemeinsamkeit, da in beiden Sendern Wikinger gerade die großen Stars sind: „Wickie und die starken Männer" im ZDF, bei SUPER RTL „DreamWorks Dragons – Die Wächter von Berk". Erfolgreich sind sie für die Sender dann, wenn sie gute Einschaltquoten erzielen und sich auch darüber hinaus gut vermarkten lassen. Michael Gurt hat in einer gemeinsamen Runde mit Birgit Guth (SUPER RTL) und Margrit Lenssen (ZDF) über die Möglichkeiten und Vorstellungen der Sender zu Werbung und Vermarktung im Rahmen von Kinderfernsehen diskutiert."

Döring, Nicola: Professionalisierung und Kommerzialisierung auf YouTube. – S. 24-31

„Als Social-Media-Plattform erlaubt YouTube das Publizieren und Kommentieren selbstproduzierter Videos. Doch einfache Amateur-Clips haben es inzwischen schwer. Zunehmend mehr YouTuberinnen und YouTuber nutzen Webvideos gezielt zum Geldverdienen."

Eggert, Susanne: Kinder und Online-Werbung: ein Interview mit Anne Schulze. – S. 32-35

„Das Internet ist auch schon für Grundschulkinder attraktiv. Zahlreiche Angebote wenden sich direkt an die Altersgruppe. Da das Internet auch ein kommerzieller Raum ist, stoßen sie bei Streifzügen durchs Netz immer wieder auf Werbung. Anne Schulze hat sich im Rahmen ihrer Dissertation ‚Internetwerbekompetenz von Kindern' damit auseinandergesetzt. Seit 2013 ist sie wissenschaftliche Mitarbeiterin am Hans-Bredow-Institut, wo sie im Projekt ‚Kinder und (Online-)Werbung' beschäftigt ist. Susanne Eggert hat mit ihr darüber gesprochen, mit welchen Formen von Werbung Kinder im Netz konfrontiert werden und welche Strategien im Umgang mit Werbung sie haben."

Brüggen, Niels; Schemmerling, Mareike; Dirr, Eva: Online-Werbung mit Jugendlichen zum Thema machen: Geschäftsmodelle und Verbraucherrechte im Social Web als Thema für die medienpädagogische Arbeit. – S. 36-44

„Jugendliche nutzen vor allem kommerzielle Online-Angebote, die sich meist über Werbung finanzieren. In einer Studie hat das JFF untersucht, was Jugendliche über Werbeformen, Geschäftsmodelle sowie ihre Rechte wissen und mit diesen Erkenntnissen Materialien für die pädagogische Arbeit umgesetzt."

Pietraß, Manuela: Was heißt „Medialitätsbewusstsein"? Eine Ausdeutung des Berichts des BMBF „Kompetenzen in einer digital geprägten Kultur". – S. 45-49

„Der Bericht des BMBF fordert die Entwicklung eines Medialitätsbewusstseins als Bestandteil von Medienbildung. Im Beitrag wird unter Einbezug der Zeitlichkeit und Räumlichkeit des Internets näher untersucht, wodurch sich Medialitätsbewusstsein auszeichnet."

Mihajlovic, Christopher: Möglichkeiten und Grenzen des iPad als elektronisches Hilfsmittel für blinde und sehbehinderte Menschen. – S. 50-55

„Dieser Beitrag geht der Frage nach, welche Vor-und Nachteile das iPad gegenüber anderen (elektronischen) Hilfsmitteln und im Vergleich zu anderen Tablet-PCs hat. Der Schwerpunkt des Artikels liegt auf den Möglichkeiten des iPad-Einsatzes im Bereich der Unterstützten Kommunikation (UK) mit mehrfach behinderten Kindern und Jugendlichen. Ausgewählte Apps werden vorgestellt und in Bezug auf deren Einsatzmöglichkeiten im Umgang mit sehbehinderten Kindern mit komplexen Behinderungen bewertet."

Schubert, Gisela; Dirr, Eva; Gebel, Christa: „...besser als die Realität": Computerspielen aus der Perspektive jugendlicher Vielspielender. – S. 56-62

„Dieser Beitrag geht der Frage nach, welche Vor-und Nachteile das iPad gegenüber anderen (elektronischen) Hilfsmitteln und im Vergleich zu anderen Tablet-PCs hat. Der Schwerpunkt des Artikels liegt auf den Möglichkeiten des iPad-Einsatzes im Bereich der Unterstützten Kommunikation (UK) mit mehrfach behinderten Kindern und Jugendlichen. Ausgewählte Apps werden vorgestellt und in Bezug auf deren Einsatzmöglichkeiten im Umgang mit sehbehinderten Kindern mit komplexen Behinderungen bewertet."

Croll, Jutta; Euler, Jessica; Müller-Bretl, Carolin: „Handy-Akku leer: Katastrophe!": Von der Notwendigkeit, die medialen Katastrophen im Alltag von Kindern und Jugendlichen zu verstehen. – S. 63-74

„Mit dem Einzug von mobilen Endgeräten in die Hand- und Hosentaschen ist das Internet einer der treuesten Freunde von Kindern und Jugendlichen geworden. Durch fehlende Unterstützung bei der Nutzung digitaler Medien geraten aber sozial- und bildungsbenachteiligte Heranwachsende zunehmend ins Hintertreffen. Das europäische Projekt SocialWeb – Social Work1 setzt auf den positiven Einfluss von pädagogischen Fachkräften und untersucht die Wirkungen eines Trainings auf ihre Wahrnehmung und ihr Handeln."

Fahrer, Sigrid: Digitale Lesewelten erkunden: Bücher- und Geschichten-Apps in der Familie. – S. 69-74

„Eltern und ihre Kinder haben Gefallen an Bücher- und Geschichten-Apps gefunden. Doch nicht allen Eltern ist der richtige Umgang mit diesen Apps geläufig. Deshalb sind Tipps und Tricks, die vom Download über die Interaktivität innerhalb der Apps bis hin zum gemeinsamen Entdecken reichen, eine wichtige Hilfestellung."

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Mobile Media & Communication
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Wei, Ran: Texting, Tweeting, and Talking: Effects of Smartphone Use on Engagement in Civic Discourse in China. – S. 3-19

„Media use and talking with others have been found to have positive effects on citizens' civic participation according to Wyatt, Katz, and Kim (2000). Recent research links informational uses of the mobile phone to increased involvement in civic and political life. Building on this line of research, this study explores the effect of smartphone use on civil discourse engagement in China, with its nearly 900 million mobile phone users. Results reveal the smartphone's role as an outlet of public information, which fosters political talk with others, but also suggest use of government-controlled traditional media stifles open civic discourse. Hierarchical regression analyses show that talking politics in private, extensive use of the smartphone, and mobile tweeting were positive predictors of engagement in online civic discourse."

Campbell, Scott W.; Park, Yong Jin: Predictors of Mobile Sexting Among Teens: Toward a New Explanatory Framework. – S. 20-39

„This study posits a framework for conceptualizing the practice of adolescent sexting in order to help explain this behavior and inform decisions about whether and how to address it. Select theoretical propositions about the role of mobile communication in the 'social emancipation' of youth were explicated and tested using a national survey of teens in the US. Drawing from this perspective, we hypothesized that sexting would be associated with levels of peer and family mobile connectivity, although in opposite ways, as well as parental control over the technology. As hypothesized, involvement in sexting was positively predicted by connectedness to peers through mobile communication and negatively predicted by connectedness to family. Although sexting was less likely with mobile connectedness to family, heavy-handed parental control over the technology was not a predictor. The discussion offers theoretical and practical implications of these and other findings, along with directions for future research."

Hjorth, Larissa; Pink, Sarah: New Visualities and the Digital Wayfarer: Reconceptualizing Camera Phone Photography and Locative Media. – S. 40-57

„In this article, we examine how second-generation locative media and emerging contemporary camera phone practices are becoming entangled to create new visualities and socialities of place and place making. With location-based services (LBS) smartphone apps like Instagram geotagging is increasingly the default, rather than choice. This has transformed both how we experience and conceptualize co-present relationships across micro and macro realms and how we chart these relationships and environments as we move through the everyday world. Through a preliminary study of 10 users of smartphones in urban Australia we explore their daily routines and how camera phone and LBS practices become part of those everyday repetitions. In 2013, Australia mobile Internet subscriptions have now reached 22.1 million: basically one subscription for every person in the country. To understand these new everyday visualities we develop the notion of the 'digital wayfarer' as a way to think about the perpetually moving mobile media user. Expanding upon Tim Ingold's notion of the wayfaring type of mobility that is both routine and repetitive (i.e., 'transport') in the realm of the digital interwoven within the everyday, we reflect upon the digital wayfarer as they move through taking and sharing pictures and their tagged geographic and temporal contexts as part of broader emplaced and interwoven visualities and socialities."

Mihailidis, Paul: A Tethered Generation: Exploring the Role of Mobile Phones in the Daily Life of Young People. – S. 58-72

„The increasing global ubiquity of mobile phones has called into question their efficacy as dynamic tools for engagement and participation in daily life. While there is little argument in their growth as primary communication tools, scholars have actively debated their role as conduits for dynamic and diverse, information flow. This study explores how an international cohort of university students uses mobile phones for daily communication and information needs. In spring 2012, 793 students from 8 universities on 3 continents participated in a 24-hour mobile tracking exercise and reflection to answer the questions: How are college students using mobile phones for daily communication and information needs? And, how do college students perceive of the role of mobile phones for communication and information needs in their daily lives? The findings point to a population tethered to their mobile devices primarily through social networking apps, to the extent that they find it increasingly difficult to distinguish relationships that exist in their pockets from those that exist in their physical surroundings. While the participants acknowledged the diverse and participatory capacity of mobile devices, their dependence on the phone for connecting to peers left them skeptical of the phone's efficacy for productive connectivity, vibrant communication, and diverse information consumption in daily life. The study concludes with suggestions for more inclusive and active engagement in the dynamic potential of phones that are not necessitated by a response to large-scale political or civil injustices."

Chib, Arul et al.: Migrant Mothering and Mobile Phones: Negotiations of Transnational Identity. – S. 73-93

„Transnational mothers working in foreign countries face the challenges of providing 'intensive' mothering to their children from a distance, and risk being subject to the 'deviancy' discourse of mothering. This paper investigates the role of mobile phone usage, via voice, text messages, and social networking sites, in dealing with the tensions and ambivalence arising from transnational mothering as a dialectical process. We surveyed 42 Filipina and Indonesian foreign domestic workers (FDWs) in Singapore using a mixture of quantitative and qualitative methods. FDWs addressed tensions arising out of societal expectations of motherhood and their own anxieties about children's

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well-being. The reluctant obsessive struggled to maintain a balance between an intensive nurturing style and a deviant mode of mothering that respected the growing independence of the children. The diverted professional had to balance the financial empowerment of being the primary breadwinner with the risk of surrogate motherhood for the employer's children subsuming the care provided to her own. The remote-control parent shared mothering responsibilities with caregivers, usually relatives, who acted as a contradictory proxy presence for intensive mothering. The incomplete union of stressed marital parenting put further pressure on the romantic and sexual identities of migrant women. Transnational mothers utilized mobile phones actively as a tool to negotiate and redefine identities and relationships that created fissures in their sense of self. These included the management of third-party relationships, withholding of emotions or information, and engaging in counterintuitive phenomenon such as restricting, or actively dis-engaging from, mobile phone usage as a communication strategy. The paper calls for future research into the multiple, and interacting, social identities assumed and managed by transnational mothers, and the complex role played by mobile phones in the constant process of negotiation by agentic, self-reflective and multifaceted women."

Albarran Torres, Cesar; Goggin, Gerard: Mobile Social Gambling: Poker's Next Frontier. – S. 94-109

„In this paper, we provide a history, analysis, and theorization of the emergence of mobile social gambling – a new form of media and cultural practice that fuses 'social gambling' and 'social gaming', with the affordances of mobile platforms and social networking sites. Through the use of apps in mobile devices, the consumption of risk is experiencing a shift from space-bound betting to itinerant practices that open new spaces for leisure and socialization. Focusing on a case study of the mobile app Zynga Poker, this paper attempts to identify and describe these 'leakages" in the 'magic circle' of gambling, which bring together social gaming and longstanding gambling cultures and practices. Our argument is that mobile gambling on smartphones and tablets extends earlier cultural practices associated with gambling activities such as poker, and much deeper into the realm of the everyday. The expansion of gambling practices into the realm of the everyday, however, poses manifold ethical, cultural, and political implications: the availability of gambling products to minors and other vulnerable populations; increased normalization of wagering as entertainment; and the merging of gambling and mobile gaming industries and markets. Digital gambling is a pressing area for future study in mobile media and communication."

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Neumayer, Christina; Stald, Gitte: The Mobile Phone in Street Protest: Texting, Tweeting, Tracking, and Tracing. – S. 117-133

„This paper examines the role of information provision through mobile communication in mass street protest. The argument is based on two case studies: (a) the civic outrage of young people concerning the destruction of a youth centre in Copenhagen, Denmark in 2006 and (b) the use of mobile phones in antifascist protests in Dresden, Germany in 2011. The cases are analysed across three dimensions that are relevant to mobile communication tactics for providing information in protest: Actors, power relations between the actors, and goals. By identifying the affordances of the mobile phone for providing information across these dimensions, we argue that mobile communication can be appropriated to increase activists' repertoire of actions, foster resistance, and shut down opportunities. The ways in which the affordances of mobile phones limit and empower resistance are located at the intersection of coordination, mobilisation, and the creation of counter narratives as well as of the surveillance and maintenance of existing power relations."

Hall, Jeffrey A.; Baym, Nancy K.; Miltner, Kate M.: Put Down That Phone and Talk to Me: Understanding the Roles of Mobile Phone Norm Adherence and Similarity in Relationships. – S. 134-153

„This study uses co-orientation theory to examine the impact of mobile phone use on relational quality across three copresent contexts. It investigates the relationship between perceived similarity, actual similarity, and understanding of mobile phone usage on relationship outcomes, and uses a new measure of mobile relational interference to assess how commitment, satisfaction, and liking are affected by perceptions of relational partners' mobile phone use. Contrary to popular belief, the results from this study of 69 dyads reveals that, at least within a sample of young Americans, failing to adhere to injunctive (i.e., societal) norms regarding mobile phone usage does not impact relational quality. Rather, results indicate that perceived adherence to participants' own internal standards – by both the participant, and the participant's relational partner – and perceived similarity between partners were more influential."

Campbell, Heidi A. et al.: There's a Religious App for That! A Framework for Studying Religious Mobile Application. – S. 154-172

„This article provides a new methodological approach to studying religious-oriented mobile applications available on the iTunes app store. Through an extensive review of 451 religious apps a number of problems were noted when relying solely on iTunes categories to identify app functions and purpose. Thus further analysis was done in order to present a new typology and framing of religious apps, which more accurately describe their design. We suggest that the 11 new categories offered here suggest a critical framework for studying religious apps. Thus this study provides a starting point for scholars interested in analyzing religious mobile applications to investigate how app developers integrate religious goals into their designs, and consider the primary ways people are expected to practice religion through mobile apps."

Martin, Jason A.: Mobile Media and Political Participation: Defining and Developing an Emerging Field. – S. 173-195

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„Mobile media have become increasingly popular and important in recent years as a means of accessing political information and participating in politics and elections worldwide. However, the emergent field of mobile-focused political participation research requires further definition and development to more clearly address why and how mobile media are producing distinct consequences for political participation. To address this problem, this article uses interdisciplinary insights and a critical review of relevant literature to identify research opportunities that stand to advance mobile political communication theory. Contributions and limitations of studies focused on ICTs and political participation are reviewed and discussed. Analysis of studies focused on the political participation outcomes of mobile media use is synthesized with theory from user-focused mobile communication literature to highlight the unique qualities that distinguish mobile media and the implications of those distinguishing features for studying political participation. Recommendations are made for research directions that would further investigate the association of mobile media's distinctive features with online and offline forms of political participation. This analysis indicates opportunities for scholars to unpack mobile media's unique features in ways that potentially redefine political participation, and, accordingly, further the development of research questions and theories that investigate the relationship of mobile media and political participation. It is concluded that research is needed that explains mobile media use in finer detail, accounts for shifting conceptualizations of political participation, and contributes to the development of cross-cultural comparative frameworks."

Moores, Shaun: Digital Orientations: „Ways Out of Hand" and Practical Knowing in Media Uses and Other Manual Activities. – S. 196-208

„This article is concerned with a particular aspect of the relationship between media and mobility. The author draws attention to what he calls the 'doubly digital' quality of contemporary media-pointing to the intimate connection between movements through media settings (such as online environments) and movements of the fingers or digits on keyboards, keypads, touch-screens, and so on. His main interest is in mobile, generative ways of the hand that is at home with communication technologies, and in opening up an investigation of media uses as manual activities. In exploring these mobile, generative ways, he also reflects on a range of other manual activities that are apparently unrelated to media use-venturing into the disciplines of philosophy, sociology, and anthropology to discuss phenomenological perspectives on practices of typing, organ and piano playing, and plank sawing. Out of his exploration emerges a focus on embodied, sensuous, practical knowing, and on matters of orientation and habitation (with the author advocating a distinctive nonrepresentational, non-media-centric approach for future studies of media use in everyday life)."

Miller, James: The Fourth Screen: Mediatization and the Smartphone. – S. 209-226

„Smartphones have enjoyed nearly unprecedented rates of adoption, and within a short time they have quickly become a uniquely important mobile communication device, especially among young people. While such observations are compelling, they lack a conceptual context. This paper theorizes the smartphone in the general terms of mediatization. Emphasis is on existing and emerging technologies of the mediatization process and the consequent 'intercorporeal' relationships users construct with the smartphone. Empirical findings about the often intensely personal usage of the smartphone document this phenomenology. The paper concludes by introducing three provocative implications of new media like the smartphone, which are both indicators and motors of mediatization, as focuses for future study: technogenesis, or the coevolution of people and their information machines; embodied and extended cognition, the intensifying interweaving of mind and thinking machines; and the subjectifying process of individualization, ever more dependent on digital self-creation and self-maintenance."

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Engelhardt, Christian; Klein, Sascha: Bitcoins – Geschäfte mit Geld, das keines ist: technische Grundlagen und zivilrechtliche Betrachtung. – S. 355-359

Katko, Peter; Babaei-Beigi, Ayda: Accountability statt Einwilligung? Führt Big Data zum Paradigmenwechsel im Datenschutz? – S. 360-363

Weisser, Ralf; Färber, Claus: Weiterverkauf gebrauchter Software – UsedSoft-Rechtsprechung und ihre Folgen: Erschöpfungsgrundsatz und Schutz der Softwarehersteller. – S. 364-367

Zimmermann, Johannes: Tatsächliche Vermutung und sekundäre Darlegungslast in Filesharing-Prozessen: Maßstäbe für die Entlastung des Anschlussinhabers. – S. 368-371

Roßnagel, Alexander: Neue Maßstäbe für den Datenschutz in Europa: Folgerungen aus dem EuGH-Urteil zur Vorratsdatenspeicherung. – S. 372-376

Roos, Philipp; Schumacher, Philipp: Botnetze als Herausforderung für Recht und Gesellschaft: Zombies außer Kontrolle? – S. 377-383

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Augsburger, Matthias: Lauterkeitsrechtliche Beurteilung von Corporate Responsibility Codes: verbindliche Standards im Wettbewerb? – S. 427-431

Solmecke, Christian; Nowak, Fabian: Zivile Drohnen – Probleme ihrer Nutzung: rechtliche

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Bewertung eines künftigen Milliardenmarkts. – S. 431-435

Bortnikov, Vyacheslav: Die „dienende" Funktion der Telekommunikation: Verhältnis zwischen TK- und Medienrecht. – S. 435-439

Werner, Jens: Filmmitteilung reloaded: die neuen EU-beihilferechtlichen Regelungen zur Filmförderung. – S. 439-443

Ahlhaus, Martin; Schmidt, Nora: Die Anwendung des Glücksspielstaatsvertrags: ein Überblick über die verwaltungsgerichtliche Praxis. – S. 443-449

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Beaujean, Daniela; Giersberg, Frank: TV-Wachstumsmarkt in der Regulierungsfalle – Wer wird der nächste Weltmeister? – S. 501-502

Marbina, Barbara: Die außerordentliche Kündigung von Mobilfunkverträgen: Kündigungsgrund: Umzug ins Ausland. – S. 503-505

Rehart, Nikolaus Konstantin: Aufgespaltene Rechtsverfolgung – auch im UKlaG rechtsmissbräuchlich? – S. 506-512

Kreutzer, Till: Das Leistungsschutzrecht für Presseverleger im Lichte der BGH-Rechtsprechung zu Vorschaubildern: Was bleibt am Ende übrig? – S. 512-516

Richter, Philipp: Ein anonymes Impressum? Profile in sozialen Netzwerken zwischen Anbieterkennzeichnung und Datenschutz. – S. 517-521

new media & society
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Hindman, Elizabeth Blanks; Thomas, Ryan J.: When Old and New Media Collide: The Case of WikiLeaks. – S. 541-558

„In November 2010, WikiLeaks released over a quarter of a million US State Department diplomatic cables to the world's media, exposing private communications between diplomatic officials at US embassies across the globe and the State Department at Washington, DC. This study analyzes the WikiLeaks controversy through institutional views of the US news media. Our analysis of 83 newspaper editorials found four prominent themes in US newspaper discourse: (1) The contrast between the 'discretion and maturity' of traditional journalism and the rash actions of WikiLeaks; (2) The need for 'old media' in a new media landscape; (3) The tension between the public's right to know and national security; and (4) The invocation of the Pentagon Papers as a way of drawing clear lines of difference between journalism's past and its possible future. Our findings indicate ongoing tension between 'old' and 'new' media at a time when definitions of journalism are increasingly diffuse."

Tandoc, Edson C. Jr.: Journalism Is Twerking? How Web Analytics Is Changing the Process of Gatekeeping. – S. 559-575

„New communication technologies have allowed not only new ways in which the audience interacts with the news but also new ways in which journalists can monitor online audience behavior. Through new audience information systems, such as web analytics, the influence of the audience on the news construction process is increasing. This occurs as the journalistic field tries to survive a shrinking audience for news. In this study, I argue that how journalists conceive of the audience as a form of capital influences the extent to which journalists integrate audience feedback from web analytics in their news work. I developed this theoretical framework through case studies of three online newsrooms that included a total of 150 hours of observations and 30 respondent interviews. The findings showed the extent of influence of web analytics on traditional gatekeeping processes and on a new gatekeeping practice online, which I call the process of de-selection."

Keightley, Emily; Pickering, Michael: Technologies of Memory: Practices of Remembering in Analogue and Digital Photography. – S. 576-593

„This article demonstrates the need always to consider change against continuity and continuity against change in the analysis of mnemonic technologies. It does so by exploring what has happened in the move from analogue to digital photography, looking, in particular, at how this has affected the meanings of personal photographs and the practices of remembering associated with them. In contrast with technologically determinist perspectives which have been, however latently, manifest in writing on new media, the value of exploring vernacular photography as a specifically mnemonic practice is that it turns our attention to the ways in which photographic practices are bound up with longer term social uses and cultural values. Our analysis focuses on changes in four key categories of photographic practice that relate to the analogue/digital shift: photo-taking, photo-storing, photo-viewing, photo-sharing – all of which have consequences for the uses of photography as a mnemonic resource. They have all been altered in varying degrees by the advent of digital technologies, but with people continually making comparative evaluations of old and new, drawing on the former as a key aspect of learning how to use the latter."

Hrastinski, Stefan; Monstad, Therese: Exploring the Relationship between the Use of an Interactive Video Website and Organizational Learning. – S. 594-614

„In this paper, we explore the impact of the use of an interactive video website, comprising videos promoting a company's core values, on organizational learning. More specifically, we studied how the use of a video website affected the awareness of a company's

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core values and whether or not this would also influence the behaviour of the employees. Two web surveys were designed for the study. The first survey was conducted prior to introducing the video website. The second survey was a follow-up survey in order to assess cognitive and behavioural effects. As a complement, we also conducted focus groups. We identified a slightly negative effect on cognition and behaviour. A number of factors that might explain the negative effect were identified. Employees that perceived themselves as active participants were more likely to prefer video, were more satisfied and perceived greater positive effect on cognition and behaviour."

Wells, Chris: Two Eras of Civic Information and the Evolving Relationship between Civil Society Organizations and Young Citizens. – S. 615-636

„This article explores the communicative relationship between civic organizations and young citizens as a clue to understanding the potential for youth re-engagement through digital communication. It develops a framework of two 'civic information styles' that contrasts the expectations of information in the mass media era with those emerging today, and proposes that one source of contemporary disconnect may be that many civic groups remain entrenched in a mass media information paradigm – and so fail to communicate in ways that resonate with young people. Existing literature suggests that recently created, online organizations will be most likely to embrace a newer, more youth-friendly communication style; those organizations working within the formal political realm may be most reticent. A study of 60 organizations' communications through Facebook mainly confirms these expectations, but low levels of youth-friendly communications across the sample raise doubts about the likelihood of a civil society resurgence through social media."

Wei, Ran et al.: Predicting Mobile News Use Among College Students: The Role of Press Freedom in Four Asian Cities. – S. 637-654

„This study explores how mobile phone-savvy Asian college students use mobile news, especially news posted on mobile-accessible Twitter-like microblogs, to stay informed about current events. Our survey of more than 3500 college students in Shanghai, Hong Kong, Singapore and Taiwan asks why young people turn to mobile phones for news and how the news-getting behavior is related to the level of press freedom in their respective societies. The results show that using mobile phones to read news and follow news posts on mobile-accessible microblogs is rapidly on the rise and significant differences among respondents in the four cities exist; press freedom was found to be negatively related to reading and following news via mobile phones. Finally, the study discusses the role of press freedom in accounting for these societal-level differences."

Nilsson, Bo; Carlsson, Eric: Swedish Politicians and New Media: Democracy, Identity and Populism in a Digital Discourse. – S. 655-671

„The empirical material of this article consists of interviews with politicians in Västerbotten, an area in the north of Sweden. The aim of the article is to identify and analyse how these politicians relate to digital information technology and new media. What democratic opportunities and risks of information technology and new media are reflected in interviews with the politicians? What does this technology and these media mean for politicians' political strategies and for their identity production as professional politicians? We argue that the interview data reflect two partly contradictory political identities: on the one side a progressive and modern political identity, and on the other a 'real' and 'authentic' political identity. However, both identities are consistent with a digital discourse and are populist due to their pro-technological character."

Shen, Cuihua: Network Patterns and Social Architecture in Massively Multiplayer Online Games: Mapping the Social World of EverQuest II. – S. 672-691

„This paper presents a critical examination of the social interactions among Massively Multiplayer Online Game (MMOG) participants. Drawing on the conceptual framework of 'third prior empirical studies', this study aims to map the social world of a popular MMOG, EverQuest II, primarily relying on unobtrusively collected behavioral server logs. Analysis of network patterns revealed that the social architecture of the world was quite effective in shaping the structure of interaction, as the involvement in various social networks was influenced by class choice and character level. However, sociability among players was quite diffuse, with a sizable number of players opting to play solo despite the built-in mechanisms that encourage collaborative play."

Jg 16 (2014) Nr 5

Braithwaite, Andrea: 'Seriously, Get out': Feminsts on the Forums and the War(craft) on Women. – S. 703-718

„Everyday gendered experiences provide an affective framework for understanding participation in massively multiplayer online games (MMOGs) and their community forums. Debates on the World of Warcraft online forums about changes to an upcoming in-game character named Ji Firepaw, who initially greeted characters with gendered and sexist dialogue, demonstrates how games and game communities are embedded in larger cultural contexts. Themes like the feminist as killjoy, anxious masculinity and player agency recur across official and unofficial WoW forums regarding Ji Firepaw. These concerns rely upon and aim to reinforce gendered power dynamics, illustrating how the digital and the virtual are not independent spaces. Rather, MMOGs and their associated online environments are experienced as part of the everyday, such that feminists and feminism are treated as threats to these virtual spaces and, by extension, to the enjoyment and sociability of an implicitly broader set of shared values about gender and sex roles."

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Nodin, Nuno; Carballo-Diéguez, Alex; Leal, Isabel MP: Sexual Use of the Internet: Perceived Impact on MSM's View of Self and Others. – S. 719-736

„An ongoing scientific and cultural debate has questioned whether using the Internet has changed users in relevant ways. We investigated whether men who have sex with men and who use the Internet to meet sexual partners consequently perceived any changes in themselves and in others. We interviewed 36 men and conducted a thematic analysis of the interview transcripts. Results suggest that many men perceived both sexual and non-sexual self-changes, such as a greater acceptance of their sexuality, the exploration of new sexual possibilities, more assertive communication styles and, for a few, the occurrence of an excessive online behavior and diminished emotional availability towards others. Some also tended to be more suspicious of others both on- and offline. We believe our results help build a strong case for the existence of a subjectively perceived internet-related impact on these men's selves and their perception of others."

O'Donnell, Casey: Mixed Messages: The Ambiguity of the MOD Chip and Pirate Cultural Production for the Nintendo DS. – S. 737-752

„This essay examines the ambiguous character of videogame console modification chips (MOD chips) in the space of videogame piracy. While it is possible for these chips to be used to 'pirate' versions of games for these devices, they also expand the utility of the devices by adding capabilities. Perhaps more significantly, MOD chips also enable users to create software and videogames that run on these consoles outside the typical rules and regulations of the videogame industry. Ethnographic work amongst Nintendo DS ('dual screen') MOD communities is examined to illuminate this understudied space of cultural production."

Andén-Papadopoulos, Kari: Citizen Camera-Witnessing: Embodied Political Dissent in the Age of 'Mediated Mass Self-Communication'. – S. 753-769

„This article interrogates the emerging modes of civic engagement connected to the mobile camera-phone, and the ways in which they require us to rethink what it is to bear witness to brutality in the age of fundamentally camera-mediated mass self-publication. I argue that the camera-phone permits entirely new performative rituals of bearing witness, such as dissenting bodies en masse recording their own repression and, via wireless global communication networks, effectively mobilizing this footage as graphic testimony in a bid to produce feelings of political solidarity. Critically, the performance of what I elect to call 'citizen camera-witnessing', as exemplified by contemporary street opposition movements including those in Burma, Iran, Egypt, Libya and Syria, derives its potency from the ways it reactivates the idea of martyrdom: that is, from its distinct claim to truth in the name of afflicted people who put their bodies on the line to record the injustice of oppression."

Kittler, Juraj; Holdsworth, Deryck W.: Digitizing a Complex Urban Panorama in the Renaissance: The 1500 Bird's-Eye View of Venice by Jacopo de' Barbari. – S. 770-788

„This study surveys the fundamental technical approaches adopted by Renaissance artist Jacopo de' Barbari in drafting his 1500 bird's-eye view of Venice, as well as the ideological and military implications that accompanied the map's production. In doing so, the authors point out some fundamental parallels between the masterpiece of Renaissance map-making and the current computer-supported digital representations of urban spaces. The historical sources indicate that de' Barbari's map was a composite image stitched together from numerous partial views; such partial views were already 'digitized' and consequently mechanically reproduced and manipulated into one synoptic image whose sheer size and amount of detail was able to evoke in viewers an experience of virtual reality. Ultimately, the study challenges the rhetoric of newness that dominates current media studies by emphasizing the need to separate what is genuinely new in our everyday experiences of media from what has been seen before."

Schroeder, Ralph; Ling, Rich: Durkheim and Weber on the Social Implications of New Information and Communication Technologies. – S. 789-805

„Max Weber and Emile Durkheim made an important contribution to our understanding of new information and communication technologies (ICTs). While they did not discuss ICTs in their work, they provided conceptual tools at the macro-, meso- and micro-social levels that help us understand the use of ICTs. We examine how Weber's iron cage and Durkheim's mechanical solidarity and ritual present a coherent account of how ICTs sustain cohesion and also enmesh us in mediated interactions in complex societies. Thus, they directly address the question of the implications of increasingly mediated relationships, which is overlooked by theories that focus only on the relation between individuals and technology. Unlike other theorists who do focus on the societal level, Weber and Durkheim are more concerned with their routine workings, providing a more grounded, everyday, and in this sense realistic understanding of ICTs and social change."

Ledbetter, Andrew M.; Mazer, Joseph M.: Do Online Communication Attitudes Mitigate the Association between Facebook Use and Relational Interdependence? An Extension of Media Multiplexity Theory. – S. 806-822

„Given Facebook's popularity for the maintenance of interpersonal relationships, this investigation examined the extent to which frequency of Facebook communication with a specific friend predicts relational interdependence. The chief goal of the investigation was to extend media multiplexity theory by examining whether attitudes toward (a) online self-disclosure and (b) online social connection moderated this association. Results not only replicated previous findings that multiple media are associated with relational interde-

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pendence, but also supported the hypothesized moderation of online communication attitude. Based on these results, the manuscript explores how media multiplexity theory might be extended to account for communicator cognitions about communication media."

Sauter, Theresa: 'What's on Your Mind?': Writing on Facebook as a Tool for Self-Formation. – S. 823-839

„In the context of modern western psychologised, techno-social hybrid realities, where individuals are incited constantly to work on themselves and perform their self-development in public, the use of online social networking sites (SNSs) can be conceptualised as what Foucault has described as a 'technique of self'. This article explores examples of status updates on Facebook to reveal that writing on Facebook is a tool for self-formation with historical roots. Exploring examples of self-writing from the past, and considering some of the continuities and discontinuities between these age-old practices and their modern translations, provides a non-technologically deterministic and historically aware way of thinking about the use of new media technologies in modern societies that understands them to be more than mere tools for communication."

Lesitaokana, William O.: Key Issues in the Development of Mobile Telephony in Botswana (1998-2011): An Empirical Investigation. – S. 840-855

„This article explores the key issues in the development of mobile telephony in Botswana from 1998 to 2011. The study has shown that as a developing country, Botswana has done well to develop and structurally position the mobile telephony sector for the benefit of its citizens. This is evidenced by the high rate of subscription of mobile telephony countrywide and continuous attempts by the government to network under-served communities. However, the sector has been left in the hands of a quasi-governmental corporation and private individual businessmen. In addition, there is serious competition for subscribers amongst network operators, uneven diffusion of network technologies and inadequate communication signal in some remote areas. Therefore, this study argues for additional reforms, with a view to strengthening and positioning the sector for effective use in order to deliver social services and increase diversification of the economy."

Sohn, Dongyoung; Choi, Sejung Marina: Measuring Expected Interactivity: Scale Development and Validation. – S. 856-870

„An implicit assumption underlying previous interactivity studies is that every time people use a communication medium (e.g., website) or device (e.g., smartphone), they perceive its interactivity through analyzing it from scratch trait-by-trait. As psychologists have long shown, however, we quite often skip such an intensive analysis, and rely on our expectations or schematic knowledge to perceive/evaluate an object. This study is designed to develop a measure of individuals' expectation of interactivity toward a medium, called expected interactivity (EI). After specifying three conceptual dimensions underlying EI – sensory, semantic, and behavioral dimensions – scales for capturing them are developed, refined, and validated through multiple studies. Implications for future interactivity research are discussed."

Nordicom Review
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Hausken, Liv: Forensic Fiction and the Normalization of Surveillance. – S. 3-16

„This essay investigates forensic fiction as a trend in televised crime fiction and argues that this trend or subgenre is particularly interesting if we are to understand how surveillance is portrayed in contemporary society. The essay looks particularly into an extremely popular example of forensic fiction, namely CSI and its two spin-offs CSI: NY and CSI: Miami. Through a discussion of the conceptions of knowledge, crime and power, which seem to come forth in the three CSI series, the present article argues that the particular blend of technological optimism, positivism and moralism that can be witnessed in forensic fiction in general, and in CSI in particular, is important to understanding how popular culture lends a certain normalization of surveillance to everyday life."

Rasmussen, Anders Bo: The Americanization of Danish Journalism. – S. 17-31

„This article provides two examples of the Americanization of Danish journalism through an examination of Danish journalists' adaptation of New Journalism and investigative journalism as seen through the pages of the Danish Union of Journalists' periodical Journalisten. The article answers Daniel Hallin and Paolo Mancini's call for more 'concrete' studies of the Americanization process. The study demonstrates how news media in the United States, in the two examples provided, have served as an important source of methodological inspiration for Danish journalists from the late 1960s forward."

Pollack, Ester; Allern, Sigurd: Criticism of the Police in the News: Discourses and Frames in the News Media's Coverage of the Norwegian Bureau for the Investigation of Police Affairs. – S. 33-50

„Mediated descriptions of reality are tremendously important to the way the public – and policymakers – perceive the police. The present article analyses how leading news outlets reported and commented on complaints against the Norwegian police during the period 2005-2008. The study is based on content analyses of press and television coverage, with special emphasis on a publicly debated police action in which a student of African origins lost his life. In most cases, news coverage of the police and the investigators of the police is event-driven, and the picture of the police seldom points to institutional or organizational problems. The story is too often one about individual wrongdoings alone. Unfortunately, such media pictures matter and influence policy decisions, especially when they become the point of departure for political debate."

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Slettemeås, Dag: Consuming Familiarity and Alterity in Domestic Space: Transnational Television Practices Among Migrants in Norway. – S. 51-64

„The present article addresses how stereotyped constructions of migrants' television behaviour should be contrasted with empirical investigations into the perceptions and articulated practices of migrants themselves. In order to do this, the article explores how 20 migrant households in Norway make sense of television and TV-related activities in their everyday lives. The analysis, employing the domestication theoretical framework, reveals that TV consumption is a multifaceted and situationally contingent phenomenon. The 'practicing of television' goes beyond the mere viewing of programmes based on ethnic origin. Although transnational broadcasts are important, they are neither uncritically domesticated nor sufficient in creating a sense of stability and belonging for migrant families. Rather, it is television as a total experience that proves to be a crucial element in home construction. The domestication theory offers an analytical framework that allows for the dynamics of household relations to be properly articulated, including the embedding of television within household moral economies."

Halse, Rolf: Textual Poaching, Gamekeeping and the Counter-Stereotype: US and Norwegian Online Fans' Perceptions of Positive Portrayals of Muslims in '24'. – S. 65-79

„In the analogue era, fan studies explored localized resistance within fan communities' cultural practices, examining how this might lead to new understandings of gender, sexuality, and race. However, there has been less work that examines the consequences fans' cultural practices using digital media have for the cultural politics of 'poaching'. The current article presents a study of online fans' perceptions of positively depicted Muslim characters from the Middle East in the television serial, 24. Like the rest of the show's regular cast, these characters should be in focus for fans in their competing interpretations and evaluations of each episode in online discussion forums. The study comprises a comparison of how two online fan communities, one in the US and one in Norway, perceive counter-stereotypical Muslim characters. An analysis of fans' readings is carried out, and one central finding is that fans appropriated 24's counter-stereotype in ways that can be described as reactionary."

Plaut, Shayna: Nation-Building, Not „Resistance Radio": Self Determination, the State, & Saami Media. – S. 81-97

„Saami media are an important, if not invaluable, part of Saami society recognized as both a right and a service to the Saami people. In fact, the role of media and media outlets has often been referenced as a manifestation of self determination. However, whereas other indigenous and ethnic minority media often seek clear financial independence from the state, my research shows that the Saami have a more nuanced and complicated approach. Based primarily on 25 in-depth interviews with Saami journalists, journalism educators and others who have been involved with communication I shed light on the evolving, robust and at times contested understandings of self determination as articulated, justified and practiced by Saami media makers. I argue that by not conflating self-determination with financial independence, Saami media practitioners are engaged in an evolving understanding and practice of media and self determination."

Engebretsen, Martin: The Soundslide Report: Innovative Journalism or Misplaced Works of Art? – S. 99-113

„The audio slideshow – or soundslide report – represents a new format for journalistic reporting on online news sites. It is not very widely used, but it has certain discursive and aesthetic potentials indicating that it could contribute substantially to the ecology of journalistic genres. The article offers an illustration and discussion of these potentials, asking how the format communicates and how it affects journalism in general. Starting out with a close reading of a sample text and a discussion of the format's position in a network of genres, the article concludes that the soundslide report belongs to a new wave of 'aesthetic journalism', where journalism and art intersect."

Björkroth, Tom; Grönlund, Mikko: The Growth of Leading Regional Newspapers. – S. 115-133

„Theoretical research has modelled the existence of so-called advertising-circulation spirals of newspapers. The present article examines the existence and shape of the growth functions of circulation for leading regional newspapers in Finland, and assesses their effects on their competitors. The article also provides results on the household coverage of the regionally leading newspapers. Our results enable us to draw conclusions concerning the level of convergence of the market shares of the larger newspapers, and the possibilities of the minority newspapers to survive. The findings relate directly to the assessment of competition in the market of newspaper publishing, as economic analysis has already shown that difference in size between the two largest firms may define the scope for dominance. Consequently, the results may have implications for assessments of the relevant market and the state of the competition, and claims concerning dominance in newspaper markets."

Fernández-Quijada, David: A Golden Decade: Exploring Internationalization in Nordic Communication Research. – S. 135-152

„The five countries of the Nordic region have a common cultural and historical background. In the field of communication, they share institutions, conferences, publications and networks. In order to reveal how this shared tradition is manifested in scientific communication, the present text analyses the evolution of publication patterns of Nordic communication scholars by applying bibliometric techniques to over five hundred articles published in international scientific journals from 2001 to 2010. Different parameters were analysed: institution and country of origin, number of authors, typology of collaborations, topics studied and the level of specialization. During the decade un-

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der study, the presence of Nordic scholars in international journals doubled, manifesting the growing internationalization of Nordic communication research. Co-authorship patterns predominantly involve collaboration with Anglo-Saxon scholars, particularly North American. A high level of specialization was found in areas such as technologies and new media, which was reflected in the journals chosen as vehicles for publication."

Political Communication
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Althaus, Scott L. et al.: Uplifting Manhood to Wonderful Heights? News Coverage of the Human Costs of Military Conflict From World War I to Gulf War Two. – S. 193-217

„Domestic political support is an important factor constraining the use of American military power around the world. Although the dynamics of war support are thought to reflect a cost-benefit calculus, with costs represented by numbers of friendly war deaths, no previous study has examined how information about friendly, enemy, and civilian casualties is routinely presented to domestic audiences. This article establishes a baseline measure of historical casualty reporting by examining New York Times coverage of five major wars that occurred over the past century. Despite important between-war differences in the scale of casualties, the use of conscription, the type of warfare, and the use of censorship, the frequency of casualty reporting and the framing of casualty reports have remained fairly consistent over the past 100 years. Casualties are rarely mentioned in American war coverage. When casualties are reported, it is often in ways that minimize or downplay the human costs of war."

Geer, John G.; Vavreck, Lynn: Negativity, Information, and Candidate Position-Taking. – S. 218-236

„The purpose of this paper is to advance our understanding of how negativity affects voters' assessments of the positions candidates take on issues. We argue that the inferences people make about candidates' positions on issues differ depending on whether the information they encounter comes from attack or self-promotional statements. Specifically, we posit that attacks offer two pieces of information to voters-insight into the positions of the target and the sponsor – whereas, positive information only affects perceptions of the sponsor. Further, we contend that attacks offer important correctives to candidates' often misleading self-promotional claims. By drawing attention to the differences between the informational content of negative and positive appeals, we offer new insights into the inferences voters make about candidates' positions on issues. We support these claims using data from an internet-based experiment employing a nationally representative sample of nearly 4,000 people. The paper concludes by teasing out a series of implications that arise from these insights."

Lyons, Jeffrey; Sokhey, Anand: Emotion, Motivation, and Social Information Seeking About Politics. – S. 237-258

„Do citizens engage in disagreeable discussion to acquire novel information about politics, or does such behavior reflect more social/expressive motives? In this article, we use emotion to illuminate why citizens would engage in political discussion across lines of difference. Advancing hypotheses informed by affective intelligence theory, we use two data sets from the American National Election Studies to examine the conditions under which disagreeable discussion is consistent with different models of political discussion. Our findings are twofold. First, overall we find mixed evidence to support information seeking motives. Disagreeable discussion – regardless of conceptualization and operationalization – is poorly predicted by emotions associated with information seeking (e.g., fear), while it is better structured by emotions associated with expression and participation (e.g., enthusiasm). Second, leveraging available temporal information, we find evidence that, although only suggestive, is consistent with emotion leading to disagreeable discussion (rather than disagreement leading to emotion). We discuss the utility and limitations of using emotion to examine interpersonal discussion networks, situating our effort in a broader research agenda on social influence."

Lee, Han Soo: Analyzing the Multidirectional Relationships between the President, News Media, and the Public: Who Affects Whom? – S. 259-281

„In order to study presidential leadership and responsiveness, this research focuses on the role of the news media and examines the multidirectional relationships between the president, the news media, and the public. One of the purposes of this study is to examine competing theoretical expectations about the causal direction between the three actors by focusing on their issue stances. The potentially reciprocal influences between the three actors are estimated by using vector autoregression and moving average representation simulations. According to the statistical results, the news media significantly interact with the public and the president. In contrast, the direct relationship between the president and the public is weak or insignificant."

Gadarian, Shana Kushner: Scary Pictures: How Terrorism Imagery Affects Voter Evaluations. – S. 282-302

„Journalists, candidates, and scholars believe that images, particularly images of war, affect the way that the public evaluates political leaders and foreign policy itself, but there is little direct evidence on the circumstances under which political elites can use imagery to enhance their electoral chances. Using National Election Studies (NES) panel data as well as two experiments, this article shows that, contrary to concerns about the manipulative power of imagery, the effect of evocative imagery can enhance candidate evaluations across partisan lines when they originate from the news but are more limited when they are used for persuasive purposes. By looking over time, the three data sets demonstrate different circumstances in which ter-

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rorism images have different effects on candidate evaluations-crisis versus non-crisis times and through news exposure versus direct use by a candidate. The NES data reveal that exposure to watching the World Trade Center fall on television increased positive evaluations of George W. Bush and the Republican party across partisan boundaries in 2002 and 2004. The news experiment that exposed subjects to graphic terrorism news in a lab in 2005/2006 increased approval of Bush's handling of terrorism among Democrats. Lastly, an experiment where hypothetical candidates utilized terrorism images in campaign communication in 2008 demonstrates that both parties' candidates can improve evaluations of their foreign policy statements by linking those statements to evocative imagery, but it is more effective among their own party members."

Hansen, Kasper M.; Pedersen, Rasmus Tue: Campaigns Matter: How Voters Become Knowledgeable and Efficacious During Election Campaigns. – S. 303-324

„Election campaigns are more than simple competitions for votes; they also represent an opportunity for voters to become politically knowledgeable and engaged. Using a large-scale Web panel (N ≈ 5,000), we track the development of political knowledge, internal efficacy, and external efficacy among voters during the 2011 Danish parliamentary election campaign. Over the course of the campaign, the electorate's political knowledge increases, and these gains are found across genders, generations, and educational groups, narrowing the knowledge gap within the electorate. Furthermore, internal and external efficacy increase over the course of the campaign, with gains found across different demographic groups, particularly narrowing the gaps in internal efficacy. The news media play a crucial role, as increased knowledge and efficacy are partly driven by media use, although tabloids actually decrease external efficacy. The findings suggest that positive campaign effects are universal across various media and party systems."

Van Spanje, Joost; Vreese, Claes de: Europhile Media and Eurosceptic Voting: Effects of News Media Coverage on Eurosceptic Voting in the 2009 European Parliamentary Elections. – S. 325-354

„Extant research is not very specific about when the media matter for vote choice. In this study, we test multiple theories about the influences of the media on vote choice in 21 countries. The European Parliamentary (EP) election campaign offers a unique research context to test these influences. We rely on a two-wave panel survey conducted in 21 European Union (EU) member states, asking both vote intentions before the campaign and reported actual votes (among 14,000 voters). We link these data to media content data of campaign coverage between the two waves in these countries (37,000 coded news items). We conclude that media evaluations of the EU affect voting for Eurosceptic parties. On average, the more positive the evaluations of the EU a voter is exposed to, the less likely she or he is to cast a vote for a Eurosceptic party. In addition, our findings indicate that in countries where political parties have markedly different views on EU issues, the more a voter is exposed to framing of the EU in terms of benefits derived from membership in these countries, the less likely she or he is to cast a Eurosceptic vote. This suggests that the outcome of the 2009 EP elections was influenced by how the media covered EU-related news during the campaign."

Atkinson, Mary Layton; Lovett, John; Baumgartner, Frank R.: Measuring the Media Agenda. – S. 355-380

„Measuring media attention to politically relevant topics is of interest to a broad array of political science and communications scholars. We provide a practical guide for the construction, validation, and evaluation of time series measures of media attention. We review the extant literature on the coherence of the media agenda, which provides evidence in support of and evidence against the emergence of a single, national news agenda. Drawing expectations from this literature, we show the conditions under which a single national news agenda is likely to be present and where it is likely to be absent. We create 90 different keyword searches covering a wide range of topics and gather counts of stories per month from 12 national and regional media sources with data going back to 1980 where possible. We show using factor analysis wide variance in the strength of the first factor. We then estimate a regression model to predict this value. The results show the conditions under which any national source will produce time series results consistent with any other. Key independent variables are the average number of stories, the variance in stories per month, and the presence of any 'spike' in the data series. Our large-scale empirical assessment should provide guidance to scholars assessing the quality of time series data on media coverage of issues."

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Bolsen, Toby; Druckman, James N.; Lomax Cook, Fay: How Frames Can Undermine Support for Scientific Adaptations: Politicization and the Status-Quo Bias. – S. 1-26

„The politicization of science is a phenomenon that has sparked a great deal of attention in recent years. Nonetheless, few studies directly explore how frames that highlight politicization affect public support for scientific adaptations. We study how frames that highlight politicization affect support for using nuclear power, and test our hypotheses with two experiments. We find, in one study, that politicizing science reduces support for nuclear power and renders arguments about the environmental benefits of nuclear energy invalid, regardless of whether there is a reference to consensus scientific evidence. We find, in a second study, that reference to the potential health risks associated with using nuclear power also decreases support in the presence of additional frames that highlight either science's progress or its politicization. In the end, our findings suggest that a status-quo bias prevails that, under some circumstances, can serve as a significant impediment to generating public support for scientific innovations."

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Leeper, Thomas J.: The Informational Basis for Mass Polarization. – S. 27-46

„If nothing else, democratic politics requires compromise. Mass polarization, where citizens disagree strongly and those disagreements magnify over time, presents obvious threats to democratic well-being. The overwhelming presumption is that if polarization is occurring, a substantial portion of it is attributable to the fragmentation attendant an increasingly choice-laden media environment where individuals expose themselves only to opinion-reinforcing information. Under what conditions does mass opinion polarization occur? Through two over-time laboratory experiments involving information choice behavior, this paper considers, first, the effects of slant in one's information environment on over-time opinion dynamics and, second, the moderating role of attitude importance on those effects. The experiments reveal that, despite similar information search behavior, those with strong attitudes are dogmatic, resisting even substantial contrary evidence; those with weak attitudes, by contrast, hear opposing arguments and develop moderate opinions regardless of the prevalence of those arguments in their environment. Evaluations of information, rather than information search behavior per se, explain why individuals with strong attitudes polarize and those with weak attitudes do not. Polarization therefore seems to require more than media fragmentation and, in fact, a more important factor may be the strength of citizens' prior attitudes on particular issues."

Liberman, Peter: War and Torture as „Just Deserts". – S. 47-70

„Ordinary citizens sometimes favor making foreign actors 'pay' for their crimes at punishment levels that exceed the dictates of national security. In an online survey of adult U.S. citizens, individual differences in the general approval of retributive justice predict support for military responses to international crimes, but only when the casualties are mentioned. Retributivists also are more supportive of torturing captured terrorists. These relationships control for partisanship, ideology, humanitarianism, and hawkish foreign-policy beliefs, and occur only among citizens with low and medium levels of political sophistication. Sophistication increased citizens' reliance on instrumental hawk/dove beliefs, and – in the case of torture – their reliance on political ideology, thus attenuating the temptation to support policies aimed at retribution. These findings suggest that less sophisticated citizens' gut-level desires for retribution heighten their support for the torture of terrorist detainees and for the use of military action to retaliate for vividly described international offenses."

Smith, Glen; Searles, Kathleen: Who Let the (Attack) Dogs Out? New Evidence for Partisan Media Effects. – S. 71-99

„Most research examining partisan media effects uses individual differences in exposure to news sources to predict attitude change. In this paper, we improve upon this approach by using variations in cable news coverage to predict subsequent changes in viewer impressions of the candidates. This approach allows us to examine the distinct effects of in-party and out-party candidate coverage. Content analyses and survey data show that partisan media effects result from coverage of the opposition candidate, and not from coverage of the like-minded candidate. Specifically, during the 2008 presidential election, increased coverage of Obama (McCain) on Fox News (MSNBC) made viewers less favorable toward Obama (McCain). Meanwhile, coverage of McCain (Obama) on Fox News (MSNBC) had minimal effects on viewer impressions. These results suggest that media effects persist even during an era dominated by selective exposure."

Tourangeau, Roger et al.: The Effects of Providing Examples in Survey Questions. – S. 100-125

„We conducted a preliminary study and two follow-up studies investigating how providing examples affected responses to survey questions about food consumption. The results of the first follow-up study indicated that, when the examples were frequently consumed food items, respondents reported higher consumption than when they were infrequently consumed items. In addition, atypical examples had greater impact on the answers than did typical examples, probably because respondents are likely to think of the typical instances anyway. Our second follow-up study compared answers to open-ended food consumption questions with answers to closed-ended food consumption questions; respondents tended to leave food items out of the open responses (as compared to the closed responses), but this tendency was reduced for the items they received as examples with the open-ended questions. Examples seem to improve the accuracy of the answers when they remind respondents to include items they might otherwise have left out, because they either had forgotten them or were unsure whether to include them. Overall, these results suggest that respondents base their food-consumption judgments on a limited set of category members. The examples affect which and how many category members they consider."

Preisendörfer, Peter; Wolter, Felix: Who Is Telling the Truth? A Validation Study on Determinants of Response Behavior in Surveys. – S. 126-146

„Based on two individual validation studies employing face-to-face interviews and a mail survey, this article investigates factors influencing the probability that respondents truthfully admit to having been convicted of a criminal offense. Overall, 63 percent of the 495 respondents stuck to the truth in the survey settings. The mail survey elicited significantly more truthful responses (67 percent) than the face-to-face survey (58 percent). Female, older, and better-educated respondents confessed their delinquent behavior less often than male, younger, and less-educated ones. Whereas the need for social approval did not show a significant effect on the probability of an honest answer when controlling for other variables, trait desirability did. Regarding the face-to-face survey, the more interviews an interviewer had successfully completed in the ongoing study, the higher the response

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quality of the interviewees. In the mail mode, a strong negative effect of time to response could be observed: the longer respondents waited before they sent back the questionnaire, the lower the validity of their answers."

Jg 78 (2014) Special Issue

Graefe, Andreas: Accuracy of Vote Expectation Surveys in Forecasting Elections. – S. 204-232

„Simple surveys that ask people who they expect to win are among the most accurate methods for forecasting US presidential elections. The majority of respondents correctly predicted the election winner in 193 (89 percent) of 217 surveys conducted from 1932 to 2012. Across the last 100 days prior to the seven elections from 1988 to 2012, vote expectation surveys provided more accurate forecasts of election winners and vote shares than four established methods (vote intention polls, prediction markets, quantitative models, and expert judgment). Gains in accuracy were particularly large compared to polls. On average, the error of expectation-based vote-share forecasts was 51 percent lower than the error of polls published the same day. Compared to prediction markets, vote expectation forecasts reduced the error on average by 6 percent. Vote expectation surveys are inexpensive and easy to conduct, and the results are easy to understand. They provide accurate and stable forecasts and thus make it difficult to frame elections as horse races. Vote expectation surveys should be more strongly utilized in the coverage of election campaigns."

Gutsche, Tanja L. et al.: The RAND Continuous 2012 Presidential Election Poll. – S. 233-254

„The RAND Continuous 2012 Presidential Election Poll (CPEP) was conducted within the American Life Panel, an Internet panel recruited through traditional probability sampling to ensure representativeness. Because the CPEP asks the same respondents repeatedly about their voting preferences, observed changes are attributable primarily to individuals changing their minds and not to random sampling fluctuations. The CPEP asks respondents to state in terms of percent chance both their preferences for a candidate and the likelihood that they will vote. Moreover, we asked the respondents about their actual voting after the election, so we can study the predictive power both within sample and out of sample (the national results). The CPEP appears to have predicted well. Our final prediction of the difference in popular vote between Obama and Romney differed about half a percentage point from the final tally, which would place it near or at the top of the polling firms. The probabilistic questions, even months before the election, were strongly related to actual voting behavior. Our approach allows us to gain insights into stability of voting preferences and the effect of events on individual preferences; for example, various shifts can be clearly related to major events."

Lacy, Dean: Moochers and Makers in the Voting Booth: Who Benefits from Federal Spending and How Did They Vote in the 2012 Presidential Election? – S. 255-275

„The 2012 election campaign popularized the notion that people who benefit from federal spending vote for Democrats, while people who pay the preponderance of taxes vote Republican. A survey conducted during the election included questions to test this hypothesis and to assess the accuracy of voters' perceptions of federal spending. Voters' perceptions of their benefit from federal spending are determined by family income, age, employment status, and number of children, as well as by party identification and race. Voters aged 65 and older who believe they are net beneficiaries of federal spending are more likely to be Democrats and vote for Barack Obama than seniors who believe they are net contributors to the federal government. However, the 77.5 percent of voters under age 65 who believe they are net beneficiaries of federal spending are as likely to vote for Romney as for Obama and as likely to be Republicans as Democrats. Voters who live in states that receive more in federal funds than they pay in federal taxes are less likely to vote for Obama or to be Democrats. For most of the electorate, dependence on federal spending is unrelated to vote choice."

Pasek, Josh et al.: Attitudes Towards Blacks in the Obama Era: Changing Distributions and Impacts on Job Approval and Electoral Choice, 2008-2012. – S. 276-302

„Much published research indicates that voting behavior in the 2008 presidential election and evaluations of Barack Obama were importantly influenced by anti-Black sentiment. Various psychological theories made opposing predictions as to whether exposure to the first Black president during his first term would strengthen or weaken the alignment between general attitudes toward African Americans and evaluations of the president in particular. Using data from national surveys conducted in 2008, 2009-2010, and 2012, we compared the associations of prejudice toward Blacks with presidential approval in those years and with electoral choices in 2008 and 2012. As predicted by theories of individuation, attitudes toward Blacks became increasingly disconnected from evaluations of Mr. Obama and from people's electoral choices over time. However, levels of prejudice against Blacks rose between 2008 and 2012. Because of this increased prejudice and the diminishing individual-level influence of attitudes toward Blacks on electoral choices, prejudice toward Blacks seems to have reduced Mr. Obama's vote share in the 2012 election by about the same extent as in 2008."

Smidt, Corwin D.: Dynamics in Partisanship during American Presidential Campaigns. – S. 303-329

„Despite their potential importance, little is known about the nature and prevalence of party identification dynamics within American presidential campaigns. This study reviews existing research to propose three basic contrasting models. It then introduces multivariate state space methods that account for sampling error and survey design effects to evaluate each model's relative support within daily national survey data of the 1984, 2000, 2004, and 2008 presidential campaigns. The results indicate that the balance of party identifiers had

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near-certain changes during three of the four campaigns, with campaign events often being associated with these changes. These findings suggest that polls and analyses that fail to allow for sudden shifts in party identifications will mask changes in public opinion. More generally, the findings demonstrate that campaigns shape party coalitions on Election Day, and possibly thereafter."

Publizistik
Jg 59 (2014) Nr 2

Reus, Gunter; Naab, Teresa: Verhalten optimistisch: Wie Musikjournalistinnen und Musikjournalisten ihre Arbeit, ihr Publikum und ihre Zukunft sehen – eine Bestandsaufnahme. – S. 107-134

„Informationen über Musik nehmen in der Rangfolge der beliebtesten Medienthemen einen Spitzenplatz ein. Musikjournalisten liefern diese Informationen und leisten damit einen erheblichen Beitrag zur medialen und kulturellen Grundversorgung. Zuverlässige Daten über die Zusammensetzung dieser Spezialisten, ihren Arbeitsalltag, ihre Berufszufriedenheit, ihr Selbstverständnis sowie ihr Rollenbild fehlten jedoch bisher. Die vorliegende Untersuchung will diese Lücke in der Kommunikatorforschung schließen. Darüber hinaus fragt sie, wie Musikjournalisten ihre Zukunft in einer veränderten Medienwelt sehen, die vielfältige andere Wege der Information über Musik bereithält. Die Ergebnisse der nicht-repräsentativen Online-Befragung (n=209) zeigen, dass Musikjournalisten heute unaufgeregt auf ihre berufliche Situation blicken und die Notwendigkeit ihres professionellen Handelns nicht infrage stellen. Sie sehen sich vor allem als Informationsbroker mit subjektiv-kritischem Autonomieanspruch, die unbeirrt an der Rezension als bedeutendster Vermittlungsform festhalten. Dabei zeigen sich überraschende Übereinstimmungen zwischen U- und E-Musikjournalisten wie auch zwischen Zeitungs- und Onlinejournalisten."

Heijnk, Stefan: Die Print-Reportage: Genrekonventionen aus Reportersicht. – S. 135-157

„An Lehrbüchern zur printjournalistischen „Königsdisziplin Reportage" herrscht kein Mangel. Inwieweit die unterbreiteten Einordnungen und Anleitungen in der Praxis auf Zustimmung treffen, ist in der berufsorientierten Journalistik kaum untersucht. Um diese Lücke zu schließen und die Empfehlungen einschlägiger Reportage-Lehrbücher mit der Sichtweise von Reporterinnen und Reportern abzugleichen, wurde für die vorliegende Studie eine Umfrage durchgeführt und dazu ein mehrstufiges Methodendesign eingesetzt. Am Anfang stand eine Literaturrecherche zu jüngeren deutschsprachigen Titeln der Reportage-Anleitungsliteratur; dann wurden aus ausgewählten Titeln die Kernaussagen zu grundlegenden Fragen der Erzählform Reportage extrahiert und den Praktikerinnen und Praktikern in einer Umfrage anschließend zur Bewertung vorgelegt. Dabei interessierten insbesondere die Frage der Praxistauglichkeit formaler und funktionaler Reportage-Definitionsansätze sowie die Frage nach einem dramaturgischen Grundmuster der Reportage-Narration. Im Ergebnis zeigt sich, dass in der Profession – bei allem Variantenreichtum – eine übereinstimmende Sicht auf die Form und ihre Standards existiert."

Meier, Klaus: Transfer empirischer Evidenz: Entwurf eines reformierten Leitbilds und Programm der Journalistik. – S. 159-178

„Die Integration von Theorie und Praxis steht seit Jahrzehnten im Mittelpunkt des Leitbilds und der Programme der Journalistik. Doch ‚Integration' wird unterschiedlich interpretiert: Während das Ausbildungsprogramm heute weitgehend unumstritten ist, haben sich Forschungsprogramme zwischen Distanz und Nähe zur journalistischen Praxis differenziert. Dadurch stößt die Forschung an Grenzen und steht dem Ziel einer gemeinsamen Identität der Journalistik als integratives Lehr- und Forschungsgebiet im Wege. Dieser Beitrag zieht Bilanz und entwirft ein reformiertes Leitbild und Programm. Die Reformgedanken speisen sich zudem aus dem Wandel des Journalismus, der aufgrund eines Innovationsdrucks neue Anforderungen an Journalistenausbildung und Journalismusforschung stellt. Ziele und Aufgaben der Journalistik werden nicht mehr nur in einer Theorie und Praxis integrierenden Ausbildung gesehen, sondern auch in einer integrierenden Forschung. Sie erkennt zwar die Systemunterschiede zwischen Wissenschaft und Praxis an, entwickelt, testet und evaluiert aber gerade deshalb Methoden des Transfers, um die Basis für evidenzbasierte strategische Entscheidungen in Redaktionen zu legen. Es handelt sich um ein explizit normatives Leitbild: Fluchtpunkt für theoretische Positionen, Methodenwahl und -entwicklung sowie Ergebnisinterpretation ist die Qualität des Journalismus."

Stöber, Rudolf: Effizienzvorteile und ihre Grenzen: Wie sich Medienwandel erklärt. – S. 179-197

„Geschichtlicher Wandel erscheint ex post folgerichtig, ex ante nicht vorhersagbar. Wenn sich Neuerungen durchsetzen, dann um ihrer Vorteile willen. Doch was ist deren Wesenskern? Wie erklärt sich der Wandel? Warum verläuft er nicht linear, in Schüben zwischen scheinbarem Stillstand und überraschenden Wendungen, kontingent? Warum sind die Folgen zumeist ambivalent, bisweilen sogar eine Falle?"

Rundfunk und Geschichte
Jg 40 (2014) Nr 1-2

Lersch, Edgar: Journal 1870/71: selbstreflexives Fernsehen avant la lettre?. – S. 7-24

Prase, Tilo; Kretzschmer, Judith: PRISMA-Reportagen im Fernsehen der DDR: die publizistische Brechung sozialistischer Gesellschaft. – S. 25-37

Miller, Arkadi: Audioquellen in der Geschichtswissenschaft: der Fall des sowjetischen Radiosprechers Jurij Lewitan. – S. 38-52

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Bernard, Birgit: „...damit er Ordnung schafft": ein Aperçu zur Personalpolitik des NS-Rundfunks. – S. 53-62

Tracey, Michael; Herzog, Christian: Thatcher, Thatcherism and British Broadcasting Policy. – S. 63-76

TV-Diskurs
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Dehn, Jens: Die Kunst, zwischen den Zeilen zu lesen: Internationales Filmfestival Fribourg 2014. – S. 4-9

Maier, Carolin; Vohl, Elena: Durch Medien im Bilde: wenn einer der wichtigsten Sinne fehlt. – S. 12-15

„Nutzen blinde Menschen eigentlich Medien? Wie nutzen sie insbesondere die visuellen Medien? Kurzum: Welche Relevanz haben Medien im Leben Sehgeschädigter? Neun blinde Menschen gewährten einen Einblick in ihr Leben und überraschten mit einem eindeutigen Ergebnis: Medien sind nicht nur wichtig – sie sind sogar unentbehrlich für Blinde."

Gottberg, Joachim von: Eine kurze Geschichte mit extrem viel Handlung: persönliche Anmerkungen zum 20. Geburtstag der FSF. – S. 18-25

Krüger, Thomas: Aufsicht, Freiwillige Selbstkontrolle, Medienpädagogik: Aufgaben für die digitale Revolution. – S. 38-45

Schmid, Tobias: Konvergente Medien – divergente Regulierung: eine Zustandsbeschreibung der deutschen Medienpolitik. – S. 46-49

Mikat, Claudia: 20 Jahre ferngesehen: Höhe- und Tiefpunkte aus der FSF-Prüfpraxis. – S. 54-61

Hajok, Daniel; Rommeley, Julia: Exzessive Mediennutzung: Außen- und Innenansichten der digitalen Lebenswelt Jugendlicher. – S. 76-79

„Leseratten, Fernseheulen, Computernerds – jedes Medium hat offenbar seine eigene Generation ‚verlorener Kinder', die sich dem Reiz des Faszinierenden einfach nicht entziehen kann. In der heutigen Zeit, die für die meisten Jugendlichen ohne Internet und digitale Endgeräte nicht mehr vorstellbar ist, werden Computerspiel- und Internetabhängigkeit als Probleme ausgemacht. Mit Ergebnissen einer aktuellen Studie gibt nachfolgender Beitrag Einblick auch in die Perspektive Jugendlicher."

Gangloff, Tilmann P.: In die Köpfe, aber nicht in die Herzen: Warum Moderatoren im Kinderfernsehen heute keinen Kultstatus mehr erreichen. – S. 82-85

„Männer wie Peter Lustig oder Armin Maiwald gehören zu den Ikonen der deutschen TV-Kultur. Das moderne Kinderfernsehen aber scheint solche Persönlichkeiten nicht mehr hervorbringen zu können. Die meisten Moderatoren verabschieden sich schon nach kurzer Zeit wieder. Frauen haben zumindest in Wissensmagazinen offenbar ohnehin kaum eine Chance, sich zu etablieren; dabei wünschen sich fast alle Mädchen lieber eine Moderatorin als einen Moderator."

Efert, Hendrik: Die Utopie einer neuen (Fernseh-)Welt. – S. 86-89

„15 Menschen essen, schlafen, wohnen gemeinsam auf einem abgesteckten Gelände und werden dabei rund um die Uhr von Fernsehkameras gefilmt. In regelmäßigen Abständen wird ein Kandidat herausgewählt, ein neuer kommt hinzu. Anfang des Jahres startete in den Niederlanden das Reality-Format Utopia."

Barg, Werner C.: Die Moral eines geheimen Krieges: ein Vergleich der Serien 24 und Homeland. – S. 90-95

„Moral in Serien, Teil 3: 24 und Homeland sind US-Serien, die den ‚Krieg gegen den internationalen Terrorismus', den die USA seit dem Anschlag auf das World Trade Center am 11. September 2001 verstärkt besonders gegen extremistische Islamisten führen, zum Hintergrund ihrer fiktiven Geschichten wählen. Bei aller Unterschiedlichkeit in Genre und Erzählweise spiegeln doch beide Serien wie kaum andere recht unmittelbar das politische Klima der Gesellschaft und die Veränderungen moralischer Werte unter Kriegsbedingungen in der Bush-Ära und der Obama-Zeit wider. Der Vergleich beider Serien legt den Fokus auf die jeweiligen Hauptfiguren und das ethisch-moralische Koordinatensystem ihres Handelns."

Czaja, Dieter: FSF: 20 Jahre effektiver Jugendschutz. – S. 30-33

Bekkers, Wim: 20 Jahre FSF: Visionen für einen Jugendschutz der Zukunft. – S. 34-37

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Hepach, Stefan: Nochmals: Der grundrechtliche Status und die verwaltungsprozessuale Klagebefugnis von Programmzulieferern im Umfeld der Rundfunkveranstaltung: Zugleich Anmerkung zu Bay VGH Urteil vom 13. Januar 2014 – / BV 13.1397 (ZUM-RD 2014, 189). – S. 357-368

Pießkalla, Michael: Zur Reichweite der Impressumspflicht in sozialen Netzwerken. – S. 368-373

Ludyga, Hannes: Entschädigung in Geld und postmortale Verletzung des Urheberpersönlichkeitsrechts. – S. 374-380

Hahn, Richard; Glückstein, Thomas: Im neuen Licht – das Urheberrecht des Designers: eine

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Bruch, Christoph; Pflüger, Thomas: Das Zweitveröffentlichungsrecht des § 38 Abs. 4 UrhG – Möglichkeiten und Grenzen bei der Anwendung in der Praxis. – S. 389-394

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Pfeifer, Karl-Nikolaus: Umsetzung der EU-Richtlinie für Verwertungsgesellschaften in deutsches Recht: Umsetzungsbedarf aus wissenschaftlicher Sicht. – S. 453-468

Holzmüller, Tobias: Umsetzung der EU-Richtlinie für Verwertungsgesellschaften in deutsches Recht: Umsetzungsbedarf aus Sicht der GEMA. – S. 468-470

Staats, Robert: Umsetzung der EU-Richtlinie für Verwertungsgesellschaften in deutsches Recht: Umsetzungsbedarf aus Sicht der VG Wort. – S. 470-473

Gerlach, Tilo: Umsetzung der EU-Richtlinie für Verwertungsgesellschaften in deutsches Recht: Umsetzungsbedarf aus Sicht der GVL. – S. 474-475

Weber, Peter: Umsetzung der EU-Richtlinie für Verwertungsgesellschaften in deutsches Recht: Umsetzungsbedarf aus Sicht des öffentlich-rechtlichen Rundfunks. – S. 476-479

Maier-Hauff, Julia: Umsetzung der EU-Richtlinie für Verwertungsgesellschaften in deutsches Recht: Umsetzungsbedarf aus Sicht der kommerziellen Rundfunksender. – S. 479-481

Beger, Gabriele: Umsetzung der EU-Richtlinie für Verwertungsgesellschaften in deutsches Recht: Umsetzungsbedarf aus Sicht des Deutschen Bibliotheksverbands: Bibliotheken brauchen verlässliche Partner. – S. 482-484

Pfennig, Gerhard: Umsetzung der EU-Richtlinie für Verwertungsgesellschaften in deutsches Recht: Umsetzungsbedarf aus Sicht der Urheber. – S. 484-488

Burner, Carla: Umsetzung der EU-Richtlinie für Verwertungsgesellschaften in deutsches Recht: Diskussionsbericht zur gleichlautenden Arbeitssitzung des Instituts für Urheber- und Medienrecht am 28. März 2014. – S. 489-493

Nordemann, Jan Bernd: Anmerkung zu EuGH, Urteil vom 27. März 2014 – C-314/12 – UPC Telekabel Wien GmbH/Constantin Film Verleih GmbH, Wega Filmproduktionsgesellschaft mbH (Kino.to). – S. 499-501

Stieper, Malte: Anmerkung zu BGH, Urteil vom 28. November 2013 – I ZR 76/12 – Meilensteine der Psychologie. – S. 532-534

Elmenhorst, Lucas: Anmerkung zu VGH München, Beschluss vom 27. März 2014 – 7 CE 12.253 – Schwabinger Kunstfund. – S. 543-544

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Beisler, Peter: Autorenanteil – der Begriff des BGH: zum Beschluss des Bundesverfassungsgerichts vom 23. Oktober 2013 – 1 BvR 1842/1 und 1843/11 (ZUM 2014, 130) zu § 32 UrhG. – S. 549-554

Frey, Harald: Massenabmahnungen und Social Norm Backlash im Urheberrecht. – S. 554-558

Petersdorff-Campen, Thomas von: Anmerkung zu EuGH, Urteil vom 13. Mai 2014 – C-131/12. – S. 570-572

Lauber-Rönsberg, Anne: Anmerkung zu EuGH, Urteil vom 10. April 2014 – C-435/12. – S. 578-580

Wandtke, Artur-Axel: Anmerkung zu BGH, Urteil vom 7. Oktober 2013 – I ZR 41/12 – Synchronsprecher: Privatautonomie versus Urhebervertragsrecht. – S. 585-587

Apel, Simon: Anmerkung zu VG Düsseldorf, Urteil vom 20. März 2014 – 15 K 2271/13. – S. 621-624

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