

English Abstracts

Christina Ortner: Tatort: Migration – Migration in the crime serial Tatort (Tatort: Migration – Das Thema Einwanderung in der Krimireihe Tatort), pp. 5–23

Considering the conditions for integration as well as the characteristics of fictional television contents this article asks for potentials of films and series to take a positive effect on the integration process. Against this background the representation of migration in the serial *Tatort* is explored by means of an overview of all *Tatort* productions on this topic and a qualitative content analyse of selected episodes. The results show that migration is of big importance for *Tatort*, especially since the end of the 80s. Thereby the broadcasting stations WDR, NDR and BR play a prominent role. The five selected *Tatort* films illustrate the topic multifarious, criticise xenophobic attitudes and behaviour and present examples for amicable ways of interacting with each other. Criteria for national and social affiliation are questioned in two films. Although migrants are mostly characterised in a positive manner, they still assure stereotype images to some extent; moreover German characters dominate the perspective of the films.

Keywords: migration, immigration, xenophobia, integration, prejudices, stereotype, *Tatort*, television content, qualitative content analyse

Beatrice Dernbach / Judith Roth: Literacy of everyday life: scanner, walker and direct starters. A typology of behavioural patterns during newspaper reading (Literaliät des Alltags: Von Scannern, Gehern und Direkteinstiegern. Eine Typologie von Verhaltensmustern beim Zeitunglesen), pp. 24–42

Reading skills are needed in everyday life but have to be learned. In order for daily newspapers to fulfil their information function specific skills are required of the reader. This article describes in how far reading newspapers differs from reading books: knowledge of a newspaper's structure is just as necessary as the ability to find the right information and connect them to the individual everyday lifeworld. The empirical study ("Literacy of everyday life") that this article is based on led to developing a typology of behavioural patterns during newspaper reading and presents various types of reading habits.

Keywords: reading, reading behaviour, reading skills, literacy, newspapers, newspaper use

Irene Neverla / Hanns-Christian Kamp / Mascha Brichta / Dieter K. Lüdecke: Information seeking and the role of the Internet in the event of illness. Empirical findings from interviews with patients suffering from acromegaly. (Zum Informationshandeln von Patienten und zur Rolle des Internets im Krankheitsfall. Empirische Befunde aus einer Befragung von Akromegalie-Patienten), pp. 43–60

The article explores patients' information-seeking and communication processes. It focuses on patients suffering from a rare but serious illness (acromegaly), and particularly investigates the Internet's significance as a source of information and a communicative tool. As a theoretical framework, the article draws on a model of information seeking in particular situations and circumstances. The empirical study was carried out as a collaborative effort between communication and medical researchers at the University of

Hamburg in Germany. 38 qualitative semi-structured interviews were conducted with patients suffering from acromegaly. The results reveal that the majority of those patients interviewed (68 per cent) significantly intensified their information-seeking behaviour after being diagnosed with this rare illness; yet older patients and those with lower formal education did not match this pattern. Most of the 'information-active' patients were using the Internet alongside conventional media. However, doctors remain the leading sources for information; even though most patients complement their diagnosis and advice by independently seeking additional information. Often, friends and family members facilitate this process or even guide patients in their information seeking. Hence, any orientation and necessary illness-related decisions are a result of complex and multi-levelled processes of interpersonal communication between patients, friends, family members, and doctors.

Keywords: health communication, information seeking, internet use, illness, acromegaly, qualitative methods, semi-structured interviews.

Christian Pentzold / Sebastian Seidenglanz / Claudia Fraas / Peter Ohler: Wikis – Review of a research field and Outline of an integrative analytical framework (Wikis – Bestandsaufnahme eines Forschungsfeldes und Skizzierung eines integrativen Analyserahmens), pp. 61–79

Wikis as social software and a form of net-based collaboration mark a crucial step in the recent history of the web. By now, they already leave behind older generations of web applications in terms of their functionality and popularity and pave the way for new ways of virtual interaction. The present article explores this promising field of study by reviewing the wiki research and focussing especially on the online encyclopedia Wikipedia. Furthermore, it outlines an integrative analytical framework that conceptualizes Wikipedia as a 'social system' from a media-linguistical and media-sociological perspective. In doing so, the state of research is structured into studies dealing with structuration theory and genre classifications, action and consensus oriented approaches as well as papers dealing with information technique. Moreover, works on information quality, user classification and motivation are also presented.

Keywords: wiki, Wikipedia, social software, computer mediated communication, online collaboration, online socialization, knowledge generation

Thymian Bussemer: Paul Felix Lazarsfeld and the Institutionalisation of Communication Research as Empirical Social Science (Paul Felix Lazarsfeld und die Etablierung der Kommunikationsforschung als empirische Sozialwissenschaft), pp. 80–100

31 years after the death of the Austrian-American sociologist and communication researcher Paul F. Lazarsfeld, this essay examines the life and times of Lazarsfeld, his contribution to the academic institutionalisation of empirical social research and his role as one of the founding fathers of modern communication research. Starting with a biographical sketch, the paper describes the career of Lazarsfeld, turning the former socialist activist – after he was forced to leave Austria in 1933 – in one of the most influential academic managers of the United States. At the same time the text is aware of the line of consistency which connects the early works of Lazarsfeld like the RAVAG-Study or the classical study about the „Unemployed of Marienthal“ with his later books like „The People's Choice“ or „Personal Influence“. By placing Lazarsfeld's professional career in

the broader framework of the social and scientific development between 1930 and 1960, the essay points out that communication research's turn towards empirical research was historically necessary, while the specific form this paradigm shift took was highly influenced by Lazarsfeld and his individual experiences, interests and opportunities.

Keywords: Media theory, history of communication research, empirical social science, propaganda