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## Communicatio Socialis

Jg 40 (2007) Nr 2

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## Communication Research

Jg 34 (2007) Nr 4

Slater, Michael D.; Hayes, Andrew F.; Ford, Valerie L.: Examining the Moderating and Mediating Roles of News Exposure and Attention on Adolescent Judgments of Alcohol-Related Risks. – S. 355–381

„This study (a nationally representative telephone survey; n = 406) examines how attention to accident and crime stories among adolescents predicts judgments regarding alcohol-related risks, and how effects

of 2 relevant individual difference variables—sensation seeking and negative 1st- or 2nd-hand personal experiences with alcohol risks—are mediated by attention. Results indicate, after controlling for a variety of demographic and behavioral variables, that attention to accident and crime news predicts adolescent risk judgments and mediates the influence of sensation seeking and negative experience on such risk judgments. Moreover, exposure to national TV news moderates these indirect effects, and sensation seeking and negative experiences also in turn moderate each others' indirect effects. Thus, the best characterization of the complex relation between individual differences, media, and risk judgments is one of moderated mediation.“

Niederdeppe, Jeff et al: Newspaper Coverage as Indirect Effects of a Health Communication Intervention: The Florida Tobacco Control Program and Youth Smoking. – S. 382–406

Paek, Hye-Jin; Gunther, Albert C.: How Peer Proximity Moderates Indirect Media Influence on Adolescent Smoking. – S. 407–432

„This study examines direct and indirect impacts of antismoking media messages on adolescents' smoking attitudes and intentions to smoke. Elaborating on the influence of presumed influence model, this study incorporates the moderating role of peer proximity (i.e., proximal versus distal peers). Analyzing direct effects in a survey of 1,687 middle school students, we find that antismoking media messages have unexpected effects among both ever-smokers (experimenters and established smokers) and never-smokers. But analysis of indirect paths reveal significant effects in the intended direction. In addition, these effects are moderated by peer proximity. Respondents' perception that proximal peers, but not distal peers, are more influenced by such messages lead to a significant decrease in their favorable thoughts toward smoking and intention to smoke. The data suggest that antismoking messages may only achieve their desired effect via the indirect influence path.“

Shen, Lijiang; Dillard, James Price: The Influence of Behavioral Inhibition/Approach Systems and Message Framing on the Processing of Persuasive Health Messages. – S. 433–467

„Two experiments examine the role of message framing and behavioral inhibition/ approach systems (BIS/BAS) on affect, cognition, attitude, and behavioral intention. The results show that advantage framing yields stronger positive emotions, whereas disadvantage framing produces stronger negative emotions. BIS and BAS show a complex pattern of associations with emotions that is not wholly consistent with either the approach-avoidance or valence aspects of affect. There is an interaction between BIS/BAS and message frame on persuasion such that BIS correlates positively with dominant cognitive response under disadvantage framing, but BAS does so under advantage framing. These findings are contextualized in process models (structural equation modeling) that include anger, fear, attitude, and behavioral intention.“

Lindsey, Lisa L. Massi; Yun, Kimo Ah; Hill, Jennifer B.: Anticipated Guilt as Motivation to Help Unknown Others: An Examination of Empathy as a Moderator. – S. 468–480

**Jg 34 (2007) Nr 5**

Weintraub, Erica et al: The Desirability Paradox in the Effects of Media Literacy Training. – S. 483–506

„This study examines a paradox in findings regarding the effects of media literacy training on adolescents' decision making about tobacco use. Recent experiments have found that media literacy training successfully reduced participants' beliefs associated with risky behavior, whereas at the same time, their positive affect toward individuals portrayed in advertising increased. Study results confirm the hypothesis that media literacy training changes the way individuals think about the desirability of portrayals in the media. Although desirability usually represents individuals' affect toward portrayals, reports gathered after media literacy training also appear to reflect participants' increased awareness of the efforts made by advertisers to produce attractive portrayals designed to sell products and services. This awareness reduces or eliminates the impact that positive affect otherwise would have on decision making. Because this analysis suggests that individuals may respond to survey questions differently depending on their level of skill or involvement, the results raise important issues regarding issues of reliability and validity that may extend well beyond tests of this theoretical model or particular evaluation.“

Henningsen, David Dryden; Henningsen, Mary Lynn Miller: Do Groups Know What They Don't Know?: Dealing With Missing Information in Decision-Making Groups. – S. 507–525

Mongeau, Paul A.; Jacobsen, Janet; Donnerstein, Carolyn: Defining Dates and First Date Goals: Generalizing From Undergraduates to Single Adults. – S. 526–547

Glynn, Carroll J.; Huges, Michel E.: Opinions as Norms: Applying a Return Potential Model to the Study of Communication Behaviors. – S. 548–568

„This research investigates the impact of normative intensity (i.e., strength of feeling) and crystallization (i.e., level of agreement) regarding communication behaviors and perceptions of social sanctions. By adapting the return potential model originally set forth by Jay Jackson, the authors examine perceptions of communication behaviors as a normative opinion process. Telephone survey respondents were asked to offer their own personal opinions regarding several communicative behaviors. By calculating the normative power (NP = Normative Intensity x Crystallization) associated with each of these behaviors, predictions were made regarding the frequency of behavior. The authors also connect normative power with the social costs ascribed to acts falling outside the accepted realm of behavior. Results indicate that public opin-

ion can be seen as a normative process in which the intensity and crystallization of the climate of opinion exert influence on behavior in various communication situations.“

**Communication Theory**

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Foss, Sonja K.; Waters, William J. C.; Armada, Bernhard J.: Toward a Theory of Agentic Orientation. – S. 205–230

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Martini, Mario; Zimmermann, Georg von: E-Mail und integrierte VoIP-Services: Telekommunikationsdienste i. S. d. § Nr 24 TKG?. – S. 427–431

Schuster, Fabian: Die Störerhaftung von Suchmaschinenbetreibern bei Textausschnitten („Snippets“). – S. 443–446

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Frank, Christian; Wiegand, Nicolai: Der Besichtigungsanspruch im Urheberrecht de lege ferenda. – S. 481–486

Schumacher, Volker A.; Sörup, Thorsten: Diskriminierung von Mobilfunk-Resellern durch verspätete Vorleistungsangebote: Wie Reseller nach der Entscheidung des VG Köln im Simyo-Verfahren gegen Netzbetreiber vorgehen können. – S. 490–495

Fülbier, Ulrich: Web 2.0: Haftungsprivilegierungen bei MySpace und YouTube. – S. 515–521

### Jg 23 (2007) Nr 9

Grützmacher, Malte: Gebrauchtssoftware und Übertragbarkeit von Lizenzen – S. 549–554

„Soweit in der Vergangenheit über die Frage der Zuverlässigkeit des Handels von Gebrauchtssoftware geschrieben und gestritten wurde, stand dabei immer die Frage im Vordergrund, ob die sog. Erschöpfungslehre bei der Weiterveräußerung von online oder im Rahmen von Volumenlizenzen erworbener Software (entsprechend) anzuwenden ist (dazu II). Weit aus weniger intensiv diskutiert wurde die Übertragbarkeit der Lizenzen (dazu III. und IV.). Diese Frage sowie die Frage, ob marktmächtige Softwarehersteller nicht zur Übertragung verpflichtet sind (dazu IV.), sind aber nicht minder relevant.“

Schmitz, Peter; Eckhardt, Jens: Vertragsverhältnisse und Fakturierung bei Mehrwertdiensten nach dem BGH im Online- und Offline-Billing. – S. 560–566

Kamps, Michael; Koops, Leonard: Online-Videorecorder im Lichte des Urheberrechts: restriktive Auslegung von Schrankenbestimmungen bei „digitalen“ Sachverhalten?. – S. 581–586

„Online-Videorecorder zur internetbasierten Aufzeichnung von Fernsehsendungen scheinen sich jedenfalls in einem rechtsunsicheren Raum zu bewegen. Die ersten instanzgerichtlichen Entscheidungen

haben derartige Dienste mit unterschiedlichen Begründungen untersagt; eine höchstrichterliche Entscheidung steht noch aus. Dessen ungeachtet haben die ersten Urteile zu einer intensiven Diskussion über urheberrechtliche Aspekte neuer Dienste geführt. Der Beitrag setzt sich kritisch mit der restriktiven Beurteilung digitaler Angebote und der einschränkenden Auslegung von Schrankenbestimmungen auseinander. Im Ergebnis sprechen gute Gründe für eine Zulässigkeit internetbasierter Dienste zur Erstellung von Privatkopien.“

### Convergence

#### Jg 13 (2007) Nr 3

Chalke, Sheila: Early Home Cinema: The Origins of Alternative Spectatorship. – S. 223–230

„Current developments in high-definition technological systems for home viewing link definitively with early Home Cinema, as practised from the late 1890s, as an alternative to public spectatorship. The traditions of Home Cinema, in encompassing degrees of informality, interaction and control within domestic exhibition, served to lay foundations for a televisual experience which, today, having come full-circle, is defining itself once more as ‘Home Cinema’.“

Dawson, Max: Little Players, Big Shows: Format, Narration, and Style on Television’s New Smaller Screens. – S. 231–250

„This article highlights the role that aesthetics play in television’s current convergence with mobile telephones and portable media players like the iPod. I contend that contemporary television style does not just constitute a response to the demands of technological convergence – it is rather an integral component of that which allows television to merge with new devices in the first place. When we engage with style as a precursor to these developments, important continuities emerge between the aesthetics of the small screen and those of the new smaller screens. These continuities underscore that convergence is at once a technical and aesthetic process that entails the hybridization of hardware and cultural forms.“

Lister, Martin: A Sack in the Sand: Photography in the Age of Information. – S. 251–274

Storsul, Tanja; Syvertsen, Trine: The Impact of Convergence on European Television Policy: Pressure for Change – Forces of Stability. – S. 275–292

„Over the last decade, questions regarding the implications of digitalization and convergence have dominated European media debates. One aspect of the debate has concerned regulation: to what degree would existing regulations have to be modified in order to accommodate digital production and distribution technologies? In this article we examine the arguments for regulatory change from the mid- and late 1990s and show that the actual changes have not been as far-reaching as predicted. We will argue that this reflects a general pattern in media development whereby the forces of stability and continuity are often underestimated and too much emphasis is placed on factors pointing towards change. The article draws on empir-

ical evidence from the European Union, Britain and the Scandinavian countries Norway and Sweden.“

Storsul, Tanja: Talking Books: The Encounter of Literature and Technology in the Audio Book. – S. 293–306

Storsul, Tanja: The Mobile Phone and the Public Sphere: Mobile Phone Usage in Three Critical Situations. – S. 307–320

„This article seeks to explore the influence of the mobile phone on the public sphere, in particular with regard to its effect on news agendas, gatekeepers and primary definers. Using the examples of the Chinese SARS outbreak (2003), the south-east Asian tsunami (December 2004) and the London bombings (July 2005), the author questions the extent to which the mobile phone is challenging conventional and official sources of information. At times of national and personal calamity, the mobile phone is used to document and report events from eyewitnesses and those closely involved. Using multimedia messages (MMS) or text messages (SMS) to communities of friends and families, as well as audio phone calls, mobile phone users may precede and scoop official sources and thwart censorship and news blackouts. They can also provide valuable evidence of what actually occurred. Users are able to take pictures and short films and transmit these rapidly to others along with reports of what is happening where they are; they are also able to access other media broadcasts and the internet. They are what have become known as ‘citizen journalists’. The evidence suggests that mobile phone usage is contributing to the public sphere and in some instances is circumventing official repression or inadequate information. There is also an indication that the ‘mobcam’ is capturing images that would otherwise be lost. However, the mainstream media has been quick to take advantage of this citizen journalism and mediate it within its own parameters.“

### European Journal of Communication Jg 22 (2007) Nr 3

Reijnders, Stijn L.; Rooijackers, Gerard; Zonnen, Liesbet van: Community Spirit and Competition in „Idols“: Ritual Meanings of a TV Talent Quest. – S. 275–292

Vliegthart, Rens; Boomgarden, Hajo G.: Real-World Indicators and the Coverage of Immigration and the Integration of Minorities in Dutch Newspapers. – S. 293–314

„An intriguing question in communication science deals with factors determining the intensity of news reporting about certain issues. The study investigates whether the prominence of immigration and the integration of minorities in news coverage reflects real-world developments or whether it is dependent on (political) key events. The authors compare the direct effects of real-world developments and key events in Dutch newspapers for the period 1991–2002 on the prominence of issue coverage. Results indicate that events have a more direct impact on the attention given to immigration and the integration of minorities in the news. The authors furthermore find that international events have a direct, but temporary ef-

fect, while most institutional national events influence media attention permanently.“

Nikken, Peter; Jansz, Jeroen; Schouwstra, Sanneke: Parents’ Interest in Videogame Ratings and Content Descriptors in Relation to Game Mediation. – S. 315–336

„An Internet survey of 765 parents examined (1) to what extent parents wanted to be informed by ratings of harmful videogames for their children (four to 18 years), (2) which content descriptors interested them, (3) which parents were most interested and (4) how parental mediation of the child’s gaming related to their interest in ratings and content descriptors. The majority of parents thought it very necessary to have ratings. Warnings of realistic ‘gore and gross’ were considered most important, followed by warnings regarding alcohol/drugs, fantasy violence, bad language and, finally, nudity. A LISREL model showed that the ratings and most content descriptors were used as tools for restrictive and active parental mediation, in relation to parents’ ideas on negative game effects. The mediation strategy of social co-play was strongly associated with the parents’ own gaming and views on positive game effects.“

Kepplinger, Hans Mathias; Glaab, Sonja: Research Note: Reciprocal Effects of Negative Press Reports. – S. 337–354

„The influence of negative press reports on their subjects was determined by means of a questionnaire answered by 91 persons who had complained about such reports to the Deutsche Presserat (German Press Council). The findings show that negative press reports have long-lasting emotional and social consequences, as perceived by the subjects. Plausible interactions exist between these consequences. There is a theoretical basis for attributing both types of consequences to certain characteristics of the reports.“

Bulck, Jan Van den; Beullens, Kathleen: The Relationship between Docu Soap Exposure and Adolescents’ Career Aspirations. – S. 355–366

### Javnost Jg 14 (2007) Nr 2

Arnold, Anne-Katrin: Tönnies’ Concept of Public Opinion and Its Utility for the Academic Field. – S. 7–30

„This paper approaches the building of an integrative conceptual model of the study of public opinion and popular sentiments by applying the theory of public opinion developed by Ferdinand Tönnies to the general field of public opinion research and theory. Tönnies’ theoretical foundations are systematised and extended to suggest a framework that could be useful for integrating the field and improving consistency as well as efficiency of opinion research. The cornerstones of this model are two forms of social will: popular sentiment and opinion of the public. The paper discusses the derivation of these dimensions, their specification, and several features.“

Codina, Monica; Rodriguez-Virgili, Jordi: Journalism for Integration: The Muhammad Cartoons. – S. 31–46

„In September 2005 the Danish newspaper Jyllands-Posten published 12 cartoons that poked fun at Islam. In January 2006 this resulted in an explosion of angry mass protest in Muslim countries. This was part of a political-cultural confrontation in which the press became involved when they decided to publish the cartoons in defence of freedom of speech. This case study throws some light on the elements which gave rise to the controversy and have inspired similar incidents. The global dimension of the media action together with the growth of cultural co-existence means that this study may be of some help in understanding journalistic practice.“

Enli, Gunn Sara: Gate-Keeping in the New Media Age: A Case Study of the Selection of Text-Messages in a Current Affairs Programme. – S. 47–62

„A key trend in current broadcasting is the combination of traditional TV-formats and digital media. In these multiplatform formats, the Internet and the mobile phone in particular are used as return channels in order to stimulate audience activity. Studies of multi-platform formats have mainly analysed audience participation with cumulative influence on the production, such as Big Brother and Pop Idol. In this article, I investigate a format that combines traditional journalism with elements of audience participation. In the current affairs format SevenThirty, the audience is invited to respond to issues raised in the programme by sending text-messages via the mobile telephone (SMS). The viewers are not guaranteed to get their messages aired; the moderator selects and rejects messages according to the editorial policy, and thus functions as a classic „gatekeeper“. The study compares the text-messages received by the TV-station with the ones transmitted onscreen. The main research questions are: What are the main conflicts between journalistic norms of objectivity and participatory ideals of access? How are these conflicts handled in the production? What characterises the „gatekeeper“ in the new media age? One of the basic findings is that „gatekeepers“ not only select and edit, but also fabricate text messages.“

Os, Renée van; Wester, Fred; Jankowski, Nicholas W.: Presentations of Europe on Political Party Websites during the 2004 EP Election Campaign. – S. 63–82

„In this article we investigate the online communication about Europe as present on websites produced by French, British and Dutch political parties during the 2004 European Parliament (EP) election campaign. It is through the manner in which Europe is presented within this online communication that political parties' view on what constitutes „Europe“ becomes manifest. It is argued that the existence of common understandings of what constitutes „Europe“ being shared among political parties from various EU member states can be considered an indicator of Europeanisation of political communication and, subsequently, of a European public sphere. This article elaborates on the national and cross-national differences and similarities regarding the manner in which Europe is pre-

sented in the content of political party websites. We report on two presentations: (1) the focus (European versus national) in which the issue domains interests, identity and values are mentioned in parties' online communication about Europe, and (2) the attitude towards Europe (positive versus negative) expressed by these parties. Cross-national similarities in parties' online communication about Europe were observed among the liberal parties, the sovereign and extreme right-wing parties, and the green parties. More diversity was observed among the social democratic parties and centre-right parties.“

## Journal of Communication

Jg 57 (2007) Nr 2

Lee, Jong-Eun Roselyn et al: The Case for Caring Colearners: the Effects of a Computer-Mediated Colearner Agent on Trust and Learning. – S. 183–204

„This research examines the effects of a computer-mediated colearner agent that manifests caring orientations toward human learners. Just as caring orientations have positive effects on trust and learning in human-human interaction, caring orientations manifested by a computer-mediated colearner agent resulted in positive consequences. We conducted an experiment using a computer application designed to test the effects of colearner agents that manifest caring orientations in the English idiom-learning context. The findings demonstrate that a caring colearner agent led to greater trust and learning measured by recall memory when compared with a noncaring colearner agent; recognition memory, which was another measure of learning, did not show a significant difference. Two intervening variables, namely, feelings of social support and perceived intelligence of the colearner agent, were tested for mediation; the results showed that the effects of caring orientations of the colearner agent on trust were mediated both by feelings of social support and by perceived intelligence of the agent, whereas the effects of caring orientations on recall memory were mediated by feelings of social support only. The authors discuss implications for incorporating positive social virtues, such as caring orientations, into interactive media to enhance communication and learning.“

Cho, Jaeho; McLeod, Douglas M.: Structural Antecedents to Knowledge and Participation: Extending the Knowledge Gap Concept to Participation. – S. 205–228

Dixon, Travis L.; Azocar, Cristina L.: Priming Crime and Activating Blackness: Understanding the Psychological Impact of the Overrepresentation of Blacks as Lawbreakers on Television News. – S. 229–253

Simon, Adam F.; Jerit, Jennifer: Toward a Theory Relating Political Discourse, Media, and Public Opinion. – S. 254–271

„This paper presents a multimethod investigation of framing in the government-media-public interaction during the so-called partial-birth abortion (PBA) debate in the U.S. Operationalizing framing as the use

of the word „baby“ or „fetus,“ content analysis first shows that opposing political elites employed almost exclusive vocabularies in attempts to justify their views and shape attitudes. Time-series analysis then charts the path of „baby’s“ discursive dominance from congressional discourse through news and editorials to citizens. Finally, experimental results support 2 microlevel hypotheses. First, uptake-exposure to articles featuring the exclusive use of „baby“ or „fetus,“ respectively, increased or decreased support for banning PBA. Second, emergence-participants exposed to discourse using both terms converged upon a response independent of the words’ relative proportions. In contrast to probabilistic survey response models, these findings support the idea that a kind of public reason can emerge from the interaction of citizens’ judgment processes and elite communication.“

Niederdeppe, Jeff et al: Stylistic Features, Need for Sensation, and Confirmed Recall of National Smoking Prevention Advertisements. – S. 272–292

Cho, Hyunyi; Salmon, Charles T.: Unintended Effects of Health Communication Campaigns. – S. 293–317

„Health communication campaigns, as an outcome of and an input into the social process, can create unintended as well as intended effects. The present paper represents an initial conceptual treatment of the unintended effects, the less studied of the two. It suggests that unintended effects can manifest in multiple dimensions, including those of time lapse, levels of analysis, audience types, content specificity, and valence. On these dimensions, a typology organizes available evidence to offer an outlook on 11 types of unintended effects, including obfuscation, dissonance, boomerang, epidemic of apprehension, desensitization, culpability, opportunity cost, social reproduction, social norming, enabling, and system activation. Implications for theory, research, and practice are discussed.“

Hetsroni, Amir: Three Decades of Sexual Content on Prime-Time Network Programming: a Longitudinal Meta-Analytic Review. – S. 318–348

Kelly, Lynne; Keaten, James A.: Development of the Affect for Communication Channels Scale. – S. 349–365

„As computers have increasingly provided new channels of communication, scholars have taken an interest in computer-mediated communication (CMC) in general and the impact of personality traits and other antecedents of preference for face-to-face or computer channels. Research is hampered, however, by the lack of standardized measures of CMC-related concepts. Three studies (N = 914) were undertaken to develop and validate a measure of affect for using communication channels. Findings of the studies provide strong evidence of the internal consistency and both construct and predictive validity of the scale.“

Kleinnijenhuis, Jan et al: A Test of Rivaling Approaches to Explain News Effects: News on Issue Positions of Parties, Real-World Developments, Support and Criticism, and Success and Failure. – S. 366–384

„Different „paradigmatic“ approaches to explain news effects on voting may supplement each other, because their starting points are based on different news types in political campaign news: news on issue positions of parties, news on real-world developments, news on support or criticism for parties, and news on success and failure of parties. Daily content analysis data and a weekly multiwave panel survey from the 2003 election campaign in the Netherlands are used for a simultaneous test. A logistic regression analysis demonstrates that the paradigmatic approaches supplement each other. The data reveal a huge impact of the news from a campaigner’s point of view in spite of a huge variety in responses to the news at the level of individual respondents.“

Lee, Eun-Ju: Deindividuation Effects on Group Polarization in Computer-Mediated Communication: the Role of Group Identification, Public-Self-Awareness, and Perceived Argument Quality. – S. 385–403

### Jg 57 (2007) Nr 3

Lee, Seungyoon et al: The Emergence of Clusters in the Global Telecommunications Network. – S. 415–434

Sohn, Dongyoun; Leckenby, John D.: A Structural Solution to Communication Dilemmas in a Virtual Community. – S. 435–449

Neuwirth, Kurt; Frederick, Edward; Mayo, Charles: The Spiral of Silence and Fear of Isolation. – S. 450–468

„Vorliegender Beitrag untersucht die Beziehung zwischen Isolationsfurcht und aus der Literatur zur Kommunikationsangst (KA) hergeleiteten verwandten Konzepten (KA-Persönlichkeitsmerkmal und KA-Zustand) in Bezug auf die Meinungsäußerung einer Person. Die Studie wurde während der Hauptphase der US-amerikanischen Kongresswahlen im Herbst 2002 durchgeführt und fokussierte die Debatte um die Möglichkeit des Einmarsches amerikanischer Truppen in den Irak. Die Ergebnisse zeigen, dass 1) KA-Persönlichkeitsmerkmal, KA-Zustand und Isolationsangst empirisch abgrenzbar sind, 2) diese Konstrukte Meinungsäußerung auf verschiedene Weise vorhersagen und 3) die klassische Art und Weise der Erfassung von Meinungsäußerungen in der Forschung bislang Konformitätseffekte unterschätzt hat.“

Yang, Moonhee; Roskos-Ewoldsen, David R.: The Effectiveness of Brand Placements in the Movies: Levels of Placements, Explicit and Implicit Memory, and Brand-Choice Behavior. – S. 469–489

Ferris, Amber L. et al: The Content of Reality Dating Shows and Viewer Perceptions of Dating. – S. 490–510

„Folgende Untersuchung, basierend auf einer Inhaltsanalyse von Reality-Dating-Shows (64 Stunden) und einer Befragung von 197 Jugendlichen, hatte das Ziel herauszufinden, ob der Inhalt derartiger Shows mit den tatsächlichen Einstellungen zum Dating, bevorzugten Charakteristika des Dates und dem Dating-Verhalten der Zuschauer dieses Genres zusammenhängt. Die Ergebnisse zeigen, dass männliche Zuschauer, die den Shows einen hohen Realismuswert zuschreiben, und jene, die eine hohe durchschnittliche Sehdauer aufweisen, öfter solche Einstellungen befürworten, die im Programm vermittelt werden. Dating-Charakteristika wurden selten thematisiert; es wurde keine Beziehung zwischen Rezeption und Befürwortung dieser Charakteristika gefunden. Das Sehen von Reality-Dating-Shows ging zudem einher mit Aussagen zum eigenen Alkoholkonsum und der Benutzung von Whirlpools zu Beginn einer Dating-Beziehung.“

Saito, Shinichi: Television and the Cultivation of Gender-Role Attitudes in Japan: Does Television Contribute to the Maintenance of the Status Quo?. – S. 511–531

„Diese Studie untersucht, ob Fernsehnutzung traditionelle Einstellungen zu Geschlechterrollen kultiviert und so zur Wahrung des Status Quo beiträgt. Die Daten aus einer in Tokio durchgeführten Befragung zeigen, dass sich Richtung und Stärke der Kultivierungsbeziehungen je nach Untergruppe unterscheiden. Die Ergebnisse deuten darauf hin, dass das Fernsehen durch die Kultivierung traditioneller Ansichten soziale Veränderungen bei vielen Zuschauern (vor allem Frauen) verlangsamt, aber für konservative Zuschauer auch „befreiend“ zu sein scheint. Die Ergebnisse stützen die Mainstreaming-Hypothese nicht; die Interaktionsmuster, die in der Studie aufgedeckt wurden, sind komplizierter ...“

Ivory, James D.; Kalyanaraman, Sriram: The Effects of Technological Advancement and Violent Content in Video Games on Players' Feelings of Presence, Involvement, Physiological Arousal, and Aggression. – S. 532–555

„Der mögliche Einfluss von technischen Entwicklungen bezüglich der Wirkungen von Videospiele – besonders im Falle gewalthaltiger Videospiele – wurde oft diskutiert, jedoch bislang nicht ausreichend empirisch untersucht. Vorliegende Studie nutzt ein 2x2 faktorielles Experiment (between-subject-design), um das Zusammenspiel von technischer Entwicklung und Gewalt zu untersuchen. Die Teilnehmer der Studie (N = 120) wurden einer neuen bzw. älteren Version eines gewalthaltigen oder nicht gewalthaltigen Spiels ausgesetzt. Es wurde erfasst, wie sich diese Faktoren auf die Wahrnehmung von Presence, Involvement, physiologischer Erregung (Hautleitfähigkeit), subjektiv wahrgenommener Erregung sowie affektiver und kognitiver Aggression auswirken. Die Ergebnisse zeigen, dass technische Entwicklungen die Wahrnehmung von Presence, Involvement sowie physiologische und selbst wahrgenommene Erregung erhöhen. Weder die Weiterentwicklung noch die Gewalthaltigkeit des Spiels hatte einen statistisch signifikanten Einfluss auf den Zugang der Spieler zu aggressiven Gedanken.

Es gibt jedoch einige Hinweise darauf, dass der gewalthaltige Spieleinhalt die momentane Feindseligkeit der Spieler erhöhte. Theoretische und praktische Implikationen der Ergebnisse werden diskutiert und Anregungen für zukünftige Studien formuliert.“

Wittebron, Saskia: The Situated Expression of Arab Collective Identities in the United States. – S. 556–575

Kingsley Westerman, Catherine Y.; Park, Hee Sun; Lee, Hye Eun: A Test of Equity Theory in Multidimensional Friendships: a Comparison of the United States and Korea. – S. 576–598

„Die Gleichheitstheorie wurde im Kontext von multidimensionalen Freundschaften in den USA und Korea untersucht. Die Ergebnisse zeigen, dass Personen in unterbelohnten Situationen den Partner häufiger darum baten, bestimmte Verhaltensweisen zu ändern als Partner in überbelohnten Situationen. Gleichzeitig verminderten diese Personen ihr Mögen des Partners, während solche in überbelohnten Situationen häufiger als die in unterbelohnten Situationen ihr eigenes Verhalten änderten. Wut war positiv korreliert mit der Bitte an den Partner, sich zu ändern, sich selbst zu ändern und dem weniger Mögen in einer ungleichen Situation. Eine positive Beziehung zwischen Wut und der Abnahme des Mögens zeigte sich nur für Amerikaner in einer unterbelohnten Situation. Diese Ergebnisse sind weitestgehend konsistent mit der Gleichheitstheorie und erlauben eine Erweiterung der Theorie in nachfolgenden Studien.“

**Journal of Communication Inquiry**  
Jg 31 (2007) Nr 3

Bicket, Douglas; Wall, Melissa: Circling the Wagons: Containing the Downing Street Memo Story's Impact in America. – S. 206–221

„Within the context of a sharp rise in Americans' access to foreign news, especially since September 11, 2001, this article examines the limits of effectiveness of such foreign news influences in influencing the public debate on major policy issues within the United States. With the focus on a major U.K.-originated news story—the „Downing Street Memo“ and subsequent leaked U.K. government documents—the article applies and expands the concepts of boundary maintenance and news repair beyond the domestic news realm and considers these as mechanisms by which the U.S. mainstream news media can still contain and limit the effectiveness of such stories in the U.S. public sphere. This study shows that although the rise of the Internet provides substantial new openings for important foreign-originated news stories in the United States, U.S. news media retain some ability to close down stories perceived as threats to their journalistic credibility.“

Lynch, John: Memory and Matthew Shepard: Opposing Expressions of Public Memory in Television Movies. – S. 222–238

Proffitt, Jennifer M.; Tchoi, Djung Yune; McAllister, Matthew P.: Plugging Back to „The Matrix“: The Intertextual Flow of Corporate Media Commodities. – S. 239–254

Najjar, Orayb Aref: Cartoons as a Site for the Construction of Palestinian Refugee Identity: An exploratory Study of Cartoonist Naji al-Ali. – S. 255–285

„This study suggests that cartoons are important sites for the construction of the identity of the self and other. Using techniques culled from social psychology, cognition, and anthropology, in conjunction with the cartoon code, this study examines the way cartoonist Naji al-Ali constructed Palestinian refugee and Arab identity. This study illustrates the power of the cartoon as a mode of political expression in the Arab world and discusses the ways cartoons have been utilized in the Middle East and abroad. This study argues that because cartoons provide a stream of social and political commentary and yet are artistic works, they demand a layered interpretation that gets at the symbolism that may lurk in the artistry of the image, in the captions, or in the relationship between the cartoonist and his or her interpretive community.“

### Journal of Health Communication Jg 12 (2007) Nr 4

Underwood, Carol; Serlemitsos, Elizabeth; Macwangi, Mubiana: Health Communication in Multilingual Contexts: A Study of Reading Preferences, Practices, and Proficiencies Among Literate Adults in Zambia. – S. 317–338

Givel, Michael: Consent and Counter-Mobilization: The Case of The National Smokers Alliance. – S. 339–358

„Throughout the 1990s, health advocates engaged in a significant mobilization against the dangers of tobacco use and the tobacco industry. In 1993, the tobacco industry countermobilized through the National Smokers Alliance (NSA), a public relations created front group funded by the tobacco industry, which operated nationally from 1994 to 1999 to advocate for adults using tobacco products without vigorous regulation or increased tobacco taxes. The mobilization by health groups utilized traditional political lobbying and education of the public and public officials without a national public relations created front group to mold public opinion. The countermobilization by the NSA was based on traditional lobbying approaches in conjunction with the use of the public relations oriented consent engineering theory of Edward Bernays, Harold Lasswell, and others. This consent engineering theory calls for public relations specialists using public relations to mold public opinion to support a client's preferred public policy outputs. Despite the use of traditional lobbying in conjunction with the use of public relations efforts, attempts by the NSA to dominate public policy to weaken or neutralize stronger tobacco regulations and taxes were effective only for some campaigns.“

Kim, Sei-Hill; Willis, L. Anne: Talking about Obesity: News Framing of Who Is Responsible for Causing and Fixing the Problem. – S. 359–376

Lombardo, Anthony P.; Léger, Yves A.: Thinking About „Think Again“ in Canada: Assessing a Social Marketing HIV/AIDS Prevention Campaign. – S. 377–398

„The Canadian „Think Again“ social marketing HIV/AIDS prevention campaign, adapted from an American effort, encourages gay men to rethink their assumptions about their partners' HIV statuses and the risks of unsafe sex with them. To improve future efforts, existing HIV/AIDS prevention initiatives require critical reflection. While a formal evaluation of this campaign has been carried out elsewhere, here we use the campaign as a social marketing case study to illustrate its strengths and weaknesses, as a learning tool for other campaigns. After describing the campaign and its key results, we assess how it utilized central tenets of the social marketing process, such as formative research and the marketing mix. We then speak to the importance of theoretical influence in campaign design and the need to account for social-contextual factors in safer sex decision making. We conclude with a summary of the lessons learned from the assessment of this campaign.“

Helme, Donald W. et al: A Classroom-Administered Simulation of a Television Campaign on Adolescent Smoking: Testing an Activation Model of Information Exposure. – S. 399–416

### Jg 12 (2007) Nr 5

Friedman, Daniela B.; Hofman-Goetz, Laurie: An Exploratory Study of Older Adults' Comprehension of Printed Cancer Information: Is Readability a Key Factor?. – S. 423–438

Beaudoin, Christopher E.; Thorson, Esther: Evaluating the Effects of a Youth Health Media Campaign. – S. 439–454

Wilkin, Holley A. et al: Does Entertainment-Education Work With Latinos in the United States?: Identification and the Effects of a Telenovela Breast Cancer Storyline. – S. 455–470

„This article examines the proposition that a popular form of entertainment, the telenovela, can educate Spanish-speaking viewers in the United States if accurate health information is presented in a dramatic, narrative format. Health professionals consulted on a breast cancer storyline in a Spanish-language telenovela, *Ladrón de Corazones*, and the impact on viewers' knowledge and behavioral intentions were assessed using three methods. First, an analysis of call attempts to 1-800-4-CANCER demonstrated a significant increase in calls when a PSA featuring the number aired during the program. Second, a nationwide telephone survey indicated that viewers, especially those who identify with Spanish-language television characters, gained specific knowledge from viewing the story and that male viewers were significantly more likely to

recommend that women have a mammogram. Third, these trends were confirmed and further explored using focus groups of Ladrón viewers. Implications for educating viewers using dramatic serials in the United States are discussed.“

Lofstedt, Ragnar E.: The Impact of the Cox-2 Inhibitor Issue on Perceptions of the Pharmaceutical Industry: Content Analysis and Communication Implications. – S. 471–492

„The field of risk communication has its roots in the environmental, chemical, space, and nuclear arenas. As a number of these sectors have now vastly improved their communication strategies, attention is being placed on sectors that have been more problematic as of late. Examples of such sectors, include the food industries and the pharmaceutical/health sector. This article focuses on how large, multinational pharmaceutical companies can better communicate risks by analysis of one specific case, namely, that of the Cox-2 controversy. For purposes of this article, risk communication is best described as „the flow of information and risk evaluations back and forth between academic experts, regulatory practitioners, interest groups and the general public,“ and „big pharma“ refers to the more traditional R & D-based, innovative pharmaceutical companies.“

Petraglia, Joseph: Narrative Intervention in Behavior and Public Health. – S. 493–504

### **Journal of Media Business Studies** Jg 4 (2007) Nr 2

Oba, Goro; Chan-Olmstead, Sylvia: Video Strategy of Transnational Media Corporations: A Resource-Based Examination of Global Alliances and Patterns. – S. 1–26

Shaver, Dan: Impact of the Internet on Consumer Information Search Behavior in the United States. – S. 27–40

Picard, Robert G.: Natural Death, Euthanasia, and Suicide: The Demise of Joint Operating Agreements. – S. 41–64

Rendahl, Pernilla: An Overview of Consumption Tax Implications on the Sale of Digital Downloads in the European Union. – S. 65–86

### **Journalism & Mass Communication Quarterly** Jg 84 (2007) Nr 2

Howard, Philip N.; Smith, Stephanie: Channeling Diversity in the Public Spectrum: Who Qualifies to Bid for Which FCC Licenses?. – S. 215–230

Pritchard, David; Stonbely, Sarah: Racial Profiling in the Newsroom. – S. 231–248

Ramasubramanian, Srividya: Media-based Strategies to Reduce Racial Stereotypes Activated by News Stories. – S. 249–264

Marken, Lise: The Real and the Right: Journalistic Authority and the Coverage of Judith Miller. – S. 265–280

Lasorsa, Dominic; Dai, Jia: When News Reporters Deceive: The Production of Stereotypes. – S. 281–298

Kim, Kihan; McCombs, Maxwell: News Story Descriptions and the Public's Opinions of Political Candidates. – S. 299–314

Christen, Cindy T.; Huberty, Kellie E.: Media Reach, Media Influence?: The Effects of Local, National, and Internet News on Public Opinion Inferences. – S. 315–334

Swain, Kristen Alley: Outrage Factors and Explanations in News Coverage of the Anthrax Attacks. – S. 335–352

Stempel, Carl; Hargrove, Thomas; Stempel, Guido H.: Media Use, Social Structure, and Belief in 9/11 Conspiracy Theories. – S. 353–372

Auman, Anna: Survival in Paradise: How „Local Identity“ Helped Save the Honolulu Star Bulletin. – S. 373–392

### **Kommunikation & Recht** Jg 10 (2007) Nr 7–8

Spindler, Gerald: Die Entwicklung des EDV-Rechts 2006/2007. – S. 345–355

Klett, Alexander R.: Die Entwicklung des Urheberrechts im Jahr 2006. – S. 356–361

Rath, Michael: Hinweise zur Ausgestaltung von Service Level Agreements (SLA). – S. 362–365

Schöttle, Hendrik: Sperrungsverfügungen im Internet: Machbar und verhältnismäßig?. – S. 366–370

Peter, Markus: Störer im Internet: Hafteten für ihre Kinder?. – S. 371–374

Ott, Stephan: Marktbeherrschende und öffentlich-rechtliche Suchmaschinen. – S. 375–379

Degenhart, Christoph: Rechtliche Rahmenbedingungen fremdsprachiger Rundfunkprogramme. – S. 380–384

### **Jg 10 (2007) Nr 9**

Schlömer, Uwe; Dittrich, Jörg: eBay & Recht: Rechtsprechungsübersicht zum Jahr 2007/I. – S. 433–440

Schmittmann, Jens M.: Aktuelle Entwicklungen im Fernabsatzrecht 2006/2007. – S. 441–445

Rath, Michael; Karner, Sophia: Private Internetnutzung am Arbeitsplatz: rechtliche Zulässigkeit und Kontrollmöglichkeiten des Arbeitgebers. – S. 446–452

Eichelberger, Jan: Benutzungszwang für „eu.domains“?. – S. 453–456

Leistner, Matthias: „Last exit“ withdrawal?: die Zukunft des europäischen Datenbankschutzes nach der EuGH-Entscheidung in Sachen BHB v. Hill und dem Evaluierungsbericht der Kommission. – S. 457–464

## Jg 10 (2007) Nr 10

Härtig, Niko; Reinholz, Fabian: Domainrecht: eine Bilanz der Rechtsprechung aus den Jahren 2006/2007. – S. 489–493

Hellmich, Stefanie; Jochheim, Thomas: Domains im Agenturgeschäft nach der „grundke.de“-Entscheidung: alles geklärt oder vieles noch offen?. – S. 494–498

„Mit der „grundke.de“-Entscheidung des BGH vom 8. 2. 2007 („grundke.de“-Entscheidung, K&R 2007, 471 ff., Heft 8) besteht nunmehr Klarheit über die Agenturen zustehenden Rechte bei der Registrierung von Domainnamen im Auftrag ihrer Kunden. Die Frage der Störerhaftung eines Admin-C wird demgegenüber nach wie vor uneinheitlich beurteilt. Der folgende Beitrag beschäftigt sich mit den Besonderheiten des Agenturgeschäfts im Hinblick auf die Verteilung von Aufgaben und Verantwortung zwischen Agentur und Kunde und den sich daraus ergebenden Anforderungen an die vertragliche Gestaltung.“

Sassenberg, Thomas; Berger, Ernst Georg: Rechtliche Zulässigkeit von Werbung via Bluetooth: ist Bluetooth-Marketing SPAM im Sinne des UWG?. – S. 499–502

„Die traditionelle Plakatwerbung wird zunehmend um sog. Mobile-Contents wie Klingeltöne, Video-clips, mp3s, Visitenkarten, Kurzmittellungen und Spiele ergänzt, die zu Werbezwecken via Bluetooth auf mobile Endgeräte übertragen werden. Ist Bluetooth eingeschaltet, bekommt der Marktteilnehmer den Werbinhalt zum Download angeboten. Nachfolgend wird dargestellt, wann es sich bei dieser Werbemöglichkeit um SPAM handelt. Zunächst beschäftigt sich der Artikel mit der Frage, was Bluetooth-Marketing überhaupt ist (I.), bevor die Anforderungen des Wettbewerbsrechts (II.) und die des allgemeinen Persönlichkeitsrechts (III.) dargestellt werden.“

Tietge, Yorck-Percy: Ist die Verwendung fremder Marken im Rahmen des Keyword-Advertising nach jüngster Rechtsprechung zulässig?. – S. 503–505

„Das Keyword-Advertising – als sogenannte kontext-sensitive Marketingmaßnahme – zählt zu den attrak-

tivsten Werbeformen des Internets. Sie besichert den Betreibern von Suchmaschinen kontinuierlich wachsende Gewinne. Zwar hat der BGH über die Phänomene Meta-Tags und Weiß-auf-Weiß-Schrift unter markenrechtlichen Gesichtspunkten höchststrichlerlich entschieden. Doch hat er die wettbewerbsrechtliche Beurteilung offen gelassen. Sie ist in Rechtsprechung und Lehre hoch umstritten. Dies gilt erst recht für den Bereich der Keywords, denn hier liegt ohnehin noch keine höchststrichlerliche Entscheidung vor.“

Kessel, Christian: Die neuen Kundenschutzbestimmungen im TKG: Folgen für die Klauselgestaltung. – S. 506–512

„Die neuen Kundenschutzbestimmungen, die mittels des TKG-Änderungsgesetzes in das TKG eingefügt worden sind, bieten für die Klauselformulierung neue Herausforderungen wie auch neue Chancen für die Anbieter. Wesentlicher ist jedoch noch die Frage nach dem Anwendungsbereich dieser Kundenschutzbestimmungen.“

## Kommunikation und Recht, Beilage

### Jg 10 (2007) Nr 8

Sieber, Ulrich; Liesching, Marc: Die Verantwortlichkeit der Suchmaschinenbetreiber nach dem Telemediengesetz. – S. 1–30

## Mass Communication & Society

### Jg 10 (2007) Nr 2

Fahmy, Shahira: „They Took It Down“: Exploring Determinants of Visual Reporting in the Toppling of the Saddam Statue in National and International Newspapers. – S. 143–170

„This cross-national research examines the visual framing of the toppling of the Saddam Hussein statue. It explores the influences of competing contextual variables and newspaper attributes on frequency and overall tone of photographs. The results of examinations of the coverage in 43 newspapers of 30 countries suggest one important difference across newspapers involved the number of photographs each newspaper published. Further, findings indicate U.S. newspapers overall ran more visuals depicting a victory/liberation frame than newspapers from coalition and non-coalition countries.“

Fullerton, Jami A.; Hamilton, Matthew; Kendrick, Alice: U.S.-Produced Entertainment Media and Attitude Toward Americans. – S. 171–188

„This study examines the relationship between Singaporean college students' attitude toward Americans and their exposure to U.S. exported entertainment media.“

Hansen, Glenn J.; Benoit, William L.: Communication Forms as Predictors of Issue Knowledge in Presidential Campaigns: a Meta-Analytic Assessment. – S. 189–210

„Theory and past research argue for the importance

of understanding the effect of various campaign communication forms (e.g., newspapers, television news, radio, debates, candidate advertising, and personal discussions) on levels of issue knowledge (IK). This study used a meta-analytic approach to examine how well these forms predict IK. The aggregate analysis indicates that any of these forms can affect IK but that the different forms are not equally successful. Findings also indicate that the level of campaign interest moderates the effect of reading newspapers and watching television news and that those who watch debates in years with incumbents are less likely to learn. In addition, studies of newspapers are less likely to find significant effects in recent years, even though the issue content of newspapers has increased. The findings also suggest that television news is more likely to influence IK when levels of issue content are greater. These data indicate that measures of media use and IK can systematically influence the study results. Several conclusions are drawn from the research in the hopes of moving toward a theoretical model of communication forms and the attainment of IK.<sup>4</sup>

Hardin, Marie et al: *The Gender War in U.S. Sport: Winners and Losers in News Coverage of Title IX*. – S. 211–234

Zaharopoulos, Thimios: *The News Framing of the 2004 Olympic Games*. – S. 235–249

„An examination of the framing of the 2004 Athens Olympic Games in the online version of *The New York Times* finds that news coverage tended to follow usual news practices, which are usually connected with daily news coverage but not with mega events such as the Olympic Games. Ordinary news practices, which dominate this coverage, tend to lead to conflict-oriented news and snapshots of reality with usually little context. In this case, the coverage of the Athens Olympics primarily focused on the issues security and readiness related to Olympic venues.“

## Media culture & society

### Jg 29 (2007) Nr 4

Zoonen, Liesbet van: *Audience reactions to Hollywood politics*. – S. 531–548

Lotz, Amanda D.: *How to spend \$9.3 billion in three days: examining the upfront buying process in the production of US television culture*. – S. 549–568

„This article explores the relatively unstudied practice of the US ‘upfront’ buying process in which advertisers make multimillion-dollar commitments to buy 70 to 90 percent of the commercial time in the upcoming year in just a few days. Using observation of a media buying agency during the 2005 upfront buying period, attendance at a number of upfront presentations in 2003, and interviews with media buyers and planners, this article explains and analyzes the importance of the upfront buying process to the cultural production of the US television industry. I examine the causes of the durability of this significant economic practice, suggestions of its demise and its consequences for cultural production during a time of substantial industry reorganization. Access to industry workers and processes reveals important information about the actual opera-

tion of commercial media structures that add valuable insight to established understandings of economic practices.“

Roy, Ishita Sinha: *„Worlds Apart“: nation-branding on the National Geographic Channel*. – S. 569–592

Thussu, Daya Kishan: *The „Murdochization“ of news?: the case of Star TV in India*. – S. 593–612

„Global media magnate Rupert Murdoch has been a key player in the exponential growth of the Indian television market, attracted by the large and increasingly affluent urban middle classes. The success of his Star network in India reflects marketdriven strategies, which include the skilful localization of content. This article examines the case of Star News as exemplifying the trend in television news towards infotainment in the context of a more general ‘Murdochization’ of the media in India. It then goes on to analyse its impact on the quality of public discourse in television news. This, the article argues, has implications for the role of the media in a developing country where one-third of the population is illiterate.“

Livingstone, Sonia; Lunt, Peter; Miller, Laura: *Citizens and consumers: discursive debates during and after the Communications Act 2003*. – S. 613–638

„The regulation of media and communications in the UK has recently been subject to reform resulting in the creation of the Office of Communications (Ofcom). This statutory body, established by an Act of Parliament, is a new, sector-wide regulator, protecting the interests of what has been termed the ‘citizen-consumer’. This article charts the discursive shifts that occurred during the passage of the Communications Act through Parliament and in the initial stages of its implementation to understand how and why the term ‘citizen-consumer’ came to lie at the heart of the new regulator’s mission. By critically analysing the various alignments of ‘citizen’ and ‘consumer’ interests within the debates, the underlying struggles over the formulation of power, responsibility and duties for the new regulator and for other stakeholders – industry, government and public – are identified. The article concludes that the legacy of these debates is that regulatory provisions designed to further the ‘citizen interest’ contain significant and unresolved dilemmas.“

Michelle, Carolyn: *„Human clones talk about their lives“: media representations of assisted reproductive and biogenetic technologies*. – S. 639664

### Jg 29 (2007) Nr 5

Enli, Gunn Sara; Sundet, Vilde Schanke: *Strategies in times of regulatory change: a Norwegian case study on the battle for a commercial radio licence*. – S. 707–726

Hier, Sean P. et al: *Media, communication and the establishment of public camera surveillance programmes in Canada*. – S. 727–752

Jin, Dal Yong: Reinterpretation of cultural imperialism: emerging domestic market vs continuing US dominance. – S. 753–771

Weber, Ian; Jia, Lu: Internet and self-regulation in China: the cultural logic of controlled modification. – S. 772–789

Freidman, Elisabeth Jay: Lesbians in (cyber)space: the politics of the internet in Latin America on and of-line communities. – S. 790–811

Hess, Aaron: In digital remembrance: vernacular memory and the rhetorical construction of web memorials. – S. 812–830

## Media Perspektiven

(2007) Nr 7

Weiss, Andreas: „Public Value“: Mehrwert für die Gesellschaft: Bilanz der zweiten ARD-Themenwoche „Kinder sind Zukunft“. – S. 322–328

„„Kinder sind Zukunft“ lautete der Titel der diesjährigen ARD-Themenwoche. Zum zweiten Mal hat die ARD ihren Anspruch, in einer unübersichtlicher werdenden Medienwelt Anlaufstelle für Themen zu sein, die die Gesellschaft als Ganzes angehen, mit einem publizistischen Großereignis untermauert. Die Themenwochen zielen darauf ab, den spezifischen „Mehrwert“ („Public Value“) des öffentlich-rechtlichen Rundfunks für die Allgemeinheit stärker zu verdeutlichen, den öffentlichen Diskurs zu vertiefen, zum Nachdenken und Handeln anzuregen – ein Konzept, das aufgeht, wie Andreas Weiss in seinem Bericht über Hintergrund und Realisierung der diesjährigen Themenwoche zeigt. Die rund 3 000 Beiträge in Hörfunk und Fernsehen, begleitet von Hintergrundberichten im Internet und vielfältigen Mitmachaktionen, fanden beim Publikum und in der Presse hohe Akzeptanz und Anerkennung. Knapp 60 Prozent der Bundesbürger, das sind 38 Millionen Menschen, haben die ARD-Themenwoche wahrgenommen.“

Geese, Stefan; Zeughardt, Claudia: Die ARD-Themenwoche „Kinder sind Zukunft“ im Urteil des Publikums. – S. 329–337

Engel, Bernhard: Untertitel im Teletext als Hilfe beim Fernsehen: eine ZDF-Studie zur Untertitelnutzung durch Hörbehinderte. – S. 338–344  
„Menschen mit Hörbeeinträchtigungen – das sind in Deutschland fast 20 Prozent der Bevölkerung – haben oft Schwierigkeiten, den Bildern des Fernsehens zu folgen. Die Untertitelung von Fernsehsendungen im Teletext dient hier als Unterstützung. Sie wird, wie Bernhard Engel aus einer ZDF-Studie berichtet, intensiv genutzt und in der Regel nicht als Störfaktor für das Gemeinschaftserlebnis Fernsehen empfunden. Das derzeitige Untertitelangebot der öffentlich-rechtlichen Sender wird als sehr gut eingeschätzt, gleichwohl können aus der Studie Erkenntnisse für weitere Optimierungen gewonnen werden.“

Turecek, Oliver; Bärner, Helmut; Roters, Gunnar: Videomarkt und Videonutzung 2006: eine Zwischenbilanz des Strukturwandels. – S. 345–352

(2007) Nr 8

Eimeren, Birgit van; Frees, Beate: Internetnutzung zwischen Pragmatismus und YouTube-Euphorie; ARD/ZDF-Online-Studie 2007. – S. 362–378

„Die Integration des Internet in den bundesdeutschen Alltag schreitet weiter voran. Inzwischen sind fast 63 Prozent aller Deutschen ab 14 Jahre online. Die aktuelle ARD/ZDF-Online-Studie für das Jahr 2007 belegt aber auch, dass quer über die demographischen Gruppen hinweg die Art und Intensität der Nutzung des Internets sehr unterschiedlich ist. Dies gilt auch für den Einfluss des Internets auf die traditionelle Mediennutzung. Birgit van Eimeren und Beate Frees berichten in ihrem Beitrag, dass die höchsten Zuwachsraten unter den Nutzergruppen des Internets bei den Frauen und den Älteren festzustellen sind. Insgesamt wird der Umgang mit dem Internet immer routinierter und habitualisierter. Viele, auch gerade ältere Nutzer sehen das Internet dabei sehr pragmatisch und zeigen kein großes Interesse zum Beispiel an dessen unterhaltenden Inhalten. Die klassischen Medien bleiben unangefochten führend bei der Nutzungsdauer, bei den jüngsten Internetnutzern hat Online allerdings inzwischen mit dem Fernsehen gleichgezogen.“

Gerhards, Maria; Mende, Annette: Offliner 2007: Zunehmend distanzierter, aber gelassener Blick aufs Internet. – S. 379–392

Gscheidle, Christoph; Fisch, Martin: Onliner 2007: Das „Mitmach-Netz“ im Breitbandzeitalter: PC-Ausstattung und Formen aktiver Internetnutzung ; Ergebnisse der ARD/ZDF-Onlinestudie 2007. – S. 393–405

„Die technische Ausstattung der meisten Onlinerhaushalte entspricht weitgehend dem aktuellen Standard, so Christoph Gscheidle und Martin Fisch in ihrem Beitrag. Auch schnelle Internetzugänge sind immer häufiger vorhanden, so nutzen inzwischen 59 Prozent der Onliner eine DSL-Verbindung, 23 Prozent der Onliner haben das Internet bereits schon einmal zum Telefonieren genutzt. In Bezug auf das so genannte „Mitmach-Internet“ zeigt sich ein hohes Interesse der Nutzer, allerdings beteiligt sich bisher nur eine kleine Minderheit selbst aktiv, die überwiegende Mehrheit nutzt die Web-2.0-Inhalte (z.B. Video- oder Audiostreams) passiv.“

Oehmichen, Ekkehardt; Schröter, Christian: Zur typologischen Struktur medienübergreifender Nutzungsmuster: Erklärungsbeiträge der MedienNutzer- und der OnlineNutzerTypologie. – S. 406–421

(2007) Nr 9

Simon, Erik: Migranten und Medien 2007: Zielsetzung, Konzeption und Basisdaten einer repräsentativen Studie der ARD/ZDF-Medienkommission. – S. 426–435

„Integrationsgipfel“, „Islamkonferenz“, „Nationaler Integrationsplan“ – das Hineinwachsen von Zuwanderern in die bundesrepublikanische Gesellschaft ist eine Frage von höchstem politischen Rang. Medien spielen im Integrationsprozess eine wichtige Rolle. Die Grundlagenstudie „Migranten und Medien 2007“, von der ARD/ZDF-Medienkommission in Auftrag gegeben und von der Hertie-Stiftung unterstützt, liefert wichtige Basisdaten für weitere Integrationsbemühungen der Medien. Die Kernergebnisse geben durchaus Anlass für Optimismus: Deutschsprachige Medien spielen für Migranten eine große Rolle; eine ausgeprägte mediale Parallelgesellschaft gibt es nicht. – Die Studie berücksichtigt die sechs größten Migrantengruppen in Deutschland, nämlich Personen mit türkischem, italienischem, griechischem, polnischem und (als eine Gruppe) kroatischem, serbisch/montenegroischem und bosnisch/herzegowinischem Migrationshintergrund sowie russische Spätaussiedler. Erk Simon beschreibt Zielsetzung und Konzeption der methodisch aufwendigen Erhebung und bilanziert die wichtigsten Ergebnisse für alle vier untersuchten Medien Fernsehen, Radio, Tageszeitung und Internet. Ausschließlich heimatssprachige Medien nutzt nur ein kleiner Teil der Migranten, die überwiegende Mehrheit ist von deutschsprachigen Medien gut erreichbar. Gute Deutschkenntnisse erweisen sich als wichtige Voraussetzung für die Integrationsleistungen deutscher Medien.“

Walter, Mignon; Fischer, Christiane: Fernsehnutzung von Migranten: Ergebnisse der ARD/ZDF-Studie Migranten und Medien 2007. – S. 436–451

Oehmichen, Ekkehardt: Radionutzung von Migranten 2007. – S. 452–460

Klingler, Walter; Müller, Dieter: Radio behauptet seine Position im Wettbewerb: wichtige Ergebnisse und Trends aus der MA 2007 Radio II. – S. 461–471

„In der deutschen Bevölkerung ist Radio den Ergebnissen der ma 2007 Radio II zufolge nach wie vor alltäglicher Begleiter. Tagesreichweite und Hördauer sind, so berichten Walter Klingler und Dieter K. Müller, im Vergleich zum Vorjahr stabil geblieben, die öffentlich-rechtlichen Programme binden nach wie vor die meisten Hörer.“

## Media psychology Jg 10 (2007) Nr 1

Guadagno, Rosanna E. et al: Virtual Humans and Persuasion: the Effects of Agency and Behavioral Realism. – S. 1–22

Miller, Andrea; Leshner, Glenn: How viewers Process Live, Breaking, and Emotional Television News. – S. 23–40

„This study experimentally tested the effects of negative emotional video and presentation style of television news stories on viewers' attention to, and memory for, the stories. News stories were selected that elicited either fear or disgust. Also, stories were presented either as „breaking“ news, „live“ news, or traditional news. Findings suggest that stories that elicited disgust reduced processing resources available at encoding more than stories that elicited fear, and were recognized less. A signal detection analysis was conducted that indicated higher sensitivity for fear stories than for disgust, but there was a conservative criterion bias shift for disgust stories. Presentation style had little impact on resources available at encoding and recognition memory, except that fewer resources were available at encoding shortly after the story was verbally labeled „live“ or „breaking,“ but that did not translate into differences in recognition memory. These results suggest that including disgust-eliciting images in television news stories hinders processing. These results also suggest that discrete emotional theory is applicable to the limited capacity model of mediated message processing.“

Krcmar, Marina; Grela, Bernard; Lin, Kirsten: Can Toddlers Learn Vocabulary from Television? An Experimental Approach. – S. 41–63

„This study was inspired by the rise in television targeting toddlers and preverbal infants (e.g., Teletubbies, Baby Mozart). Overall, we investigated if very young children who are in the early stages of language acquisition can learn vocabulary quickly (fast map) from television programs. Using a fast mapping paradigm, this study examined a group (n = 48) of toddlers (15–24 months) and their ability to learn novel words. Utilizing a repeated measures design, we compared children's ability to learn various novel words in 5 different conditions. These included the presentation and identification of a novel word by an adult speaker via live presentation when the toddler was attending (i.e., joint reference), an adult via live presentation when the toddler was not attending, an adult speaker on television, and an edited clip from a children's television program (Teletubbies). Overall, the toddlers were most successful in learning novel words in the joint reference condition. They were significantly less successful in the children's program condition. Furthermore, there was a significant interaction between age and condition on children's performance. Both younger (15–21 months) and older (22–24 months) participants identified the target objects when they were taught the novel word by an adult speaker; however, it appeared that children under the age of 22 months did not identify the target item when they were taught the novel word via the television program.“

Mazzocco, Philip James; Green, Melanie C.; Brock, Timothy C.: The Effects of a Prior Story-Bank on the Processing of a Related Narrative. – S. 64–90

Strizhakova, Yuliya; Krcmar, Marina: Mood management and Video Rental Choices. – S. 91–112

„Utilizing mood management theory (Zillmann, 1988) and its extension, the mood adjustment approach (Knobloch, 2003), we recruited participants who were entering a video rental store to assess possible links between mood and video choice. This procedure was done to maximize external validity in examining the relationship between mood and media choice. Participants reported on their current mood before entering the store; on exiting they reported on their rental choices. Overall, aspects of the viewing situation (alone vs. with others), mood, and to some extent planned activities for the night were related to video choice but not always in the ways we had predicted. In general, those who felt angry and bored chose fewer dramas; those who felt calm chose more comedies, and those who felt energetic chose more action movies but avoided crime dramas and comedies. Those who felt nervous, however, chose more-not fewer-horror movies. In addition, those who felt sad chose more-not fewer-dramas and crime dramas but avoided dramatic comedies. Rather, sad people seemed to gravitate to serious films. Possible explanations for such findings are provided. Support for mood management is somewhat stronger than for mood adjustment.“

Appel, Markus; Richter, Tobias: Persuasive Effects of Fictional Narratives Increase Over Time. – S. 113–134

„Fact-related information contained in fictional narratives may induce substantial changes in readers' real-world beliefs. Current models of persuasion through fiction assume that these effects occur because readers are psychologically transported into the fictional world of the narrative. Contrary to general dual-process models of persuasion, models of persuasion through fiction also imply that persuasive effects of fictional narratives are persistent and even increase over time (absolute sleeper effect). In an experiment designed to test this prediction, 81 participants read either a fictional story that contained true as well as false assertions about real-world topics or a control story. There were large short-term persuasive effects of false information, and these effects were even larger for a group with a 2-week assessment delay. Belief certainty was weakened immediately after reading but returned to baseline level after 2 weeks, indicating that beliefs acquired by reading fictional narratives are integrated into real-world knowledge.“

Persky, Susan; Blascovitch, Jim: Immersive Virtual Environments Versus Traditional Platforms: Effects of Violent and Nonviolent Video Game Play. – S. 135–156

## Jg 10 (2007) Nr 2

Aubrey, Jennifer Stevens: Does Television Exposure Influence College-Aged Women's Sexual Self-Concept?. – S. 157–181

„The present study examined whether television exposure shapes female emerging adults' sexual self-concept, defined as self-perceptions of one's qualities in the sexual domain. Results from two-year panel data collected from undergraduate women suggested that Time-1 exposure to soap operas, prime-time dramas, and amount of television viewing predicted a deflation in college women's Time-2 sexual self-concept. In

addition, Time-1 sexual self-concept negatively predicted Time-2 prime-time drama exposure and Time-2 television watched per day. The results are interpreted in light of the cognitive information processing model (Huesmann, 1997) and the selective exposure hypothesis (Festinger, 1957).“

Lee, Eun-Ju: Wired for Gender: Experientiality and Gender-Stereotyping in Computer-Mediated Communication. – S. 182–210

„The present experiments examined how experiential thinking moderates gender stereotyping in anonymous, text-based computer-mediated communication. In Experiment 1, participants played a trivia game with an ostensible partner via computer, represented by a randomly assigned gender-marked character. Consistent with the cognitive-experiential self-theory, high experientials were more likely than lows to infer their partner's gender from arbitrary characters and also exhibited greater conformity to the male- than to female-charactered partners. In Experiment 2, when the partner's comments revealed gender-linked language differences, high experientials were more likely than lows to base their gender inferences on the linguistic features. Women were more likely to accept the partner's answers when masculine than feminine questions were asked and showed greater overall conformity than men, but such self-stereotyping was more pronounced among high experientials than lows.“

Goldenberg, Jamie L. et al: „Viewing“ Pregnancy as an Existential Threat: The Effects of Creatureliness on Reactions to Media Depictions of the Pregnant Body. – S. 211–230

Tal-Or, Nurit; Tsfati, Yariv: On the Substitutability of the Third-Person Perception. – S. 231–249

„The prevailing explanation for the Third-Person Perception (TPP) argues that people perceive that others are more influenced by the mass media than themselves in order to maintain a positive self image. If the TPP is indeed a self-preserving bias, then according to psychological research, it should be substitutable with other self-preserving mechanisms. However, past attempts to reduce the TPP after affirming the self have by and large failed. The studies reported in this paper extend these past attempts in two important ways. First, unlike past research that focused on cross-domain substitutability, we test for the substitutability of the TPP within a specific self-domain. Second, unlike past research that manipulated state self-esteem and measured the impact on subsequent TPPs, we also test for the opposite type of substitutability, namely for the impact of the TPP on subsequent self-maintenance mechanisms. Overall, the findings suggest that the TPP is partly substitutable with other self-preserving mechanisms, but this substitutability takes place only within a specific self-domain.“

Krcmar, Marina; Hight, Anna: The Development of Aggressive Mental Models in Young Children. – S. 250–269

„This study was undertaken to examine why a previous study revealed that children inaccurately recalled „seeing“ violence in a nonviolent cartoon clip. We used a 2 (still photo vs. video clip) × 2 (action hero vs. neu-

tral character) repeated measure experimental design and showed preschoolers (33–60 months) two photos and two video clips. Children were asked to tell a story about what might happen next. In addition, parents filled out a brief questionnaire. Results indicate that first, children whose parents reported that they had never been exposed to violent cartoons gave fewer aggressive responses than those who had seen one. Second, character type appears to have a greater effect on children's aggressive mental models than the narrative does. Overall, the effect of stereotypical action characters (as compared to neutral characters) is greater than it is for the video clip versus still-photo manipulation. Third, older children provided more aggressive story endings to the action character in the video sequence compared to younger children who saw the neutral character in the still photo or the neutral character in the video sequence. In sum, a single exposure to action cartoons may help very young children establish mental models for aggression. Second, both older and younger children are influenced by action cartoons, but older children are better able to incorporate story information whereas younger children focus on character appearance. Results are discussed in terms of mental models and child development.“

Dixon, Travis L.: Black Criminals and White Officers: The Effects of Racially Misrepresenting Law Breakers and Law Defenders on Television News. – S. 270–291

Schouten, Alexander; Valkenburg, Patti M.: Precursors and Underlying Processes of Adolescents' Online Self-Disclosure: Developing and Testing an „Internet-Attribute-Perception“ Model. – S. 292–315

„This study developed and tested an „Internet-attribute-perception“ model that explains how self-disclosure develops in instant messaging (IM) interactions. Following hyperpersonal communication theory, two attributes of computer-mediated communication (i.e., reduced nonverbal cues and controllability) were assumed to be responsible for increased online self-disclosure in IM. However, our model posed that any actual effects of these attributes would depend on users' perceptions of the relevance of these attributes. Furthermore, our model posed that these perceptions would mediate the relationship between personality characteristics (i.e., private and public self-consciousness, and social anxiety) and online self-disclosure. Using structural equation modeling on a sample of 1,203 Dutch adolescents, we found that adolescents' perceptions of the relevance of reduced nonverbal cues and controllability encouraged their feelings of disinhibition, which in turn increased their online self-disclosure. As expected, private and public self-consciousness and social anxiety stimulated adolescents' perceptions of the relevance of reduced nonverbal cues and controllability, but did not directly influence online self-disclosure. The study shows the vital role of users' perceptions of CMC attributes in Internet-effects research.“

## medien + erziehung

### Jg 51 (2007) Nr 4

Lange, Andreas; Eggert, Susanne: Emotionen und Emotionsregulierung durch Medien und Medienpädagogik. – S. 6–8

Kindler, Heinz: Emotionsregulation im Kindes- und Jugendalter: ein Überblick. – S. 8–13

„Was wird unter Emotionsregulation verstanden? Welche Fähigkeiten besitzen die meisten Kinder beziehungsweise Jugendlichen in diesem Bereich? Zu diesen Fragen bietet der Beitrag eine knappe Einführung. Auf die Erläuterung von Grundbegriffen folgt eine Skizze des normativen Entwicklungsverlaufs. Am Ende stehen mögliche Schnittstellen zwischen dem Thema Emotionsregulation und der Medienforschung.“

Schramm, Holger; Wirth, Werner: Stimmungs- und Emotionsregulation durch Medien. – S. 14–22

Hartung, Anja; Reißmann, Wolfgang: Emotionales Erleben von Musik im Jugendalter. – S. 23–30

Hartung, Anja: Emotionen beim Konsum von Bildschirmspielen. – S. 31–37

„Emotionen spielen sowohl bei der Auswahl als auch während des Konsums von Bildschirmspielen eine bedeutsame Rolle. Positiver Affekt führt oftmals zu einer Weiterbeschäftigung mit dem Medium, negativer Affekt in Form von Frustrationserleben oder Ärgergefühlen kann zum Abbruch des Spielens führen. Während durch gezielte Nutzung eine beabsichtigte Stimmungsregulation erfolgen soll, führt der Konsum vor allem gewalthaltiger Bildschirmspiele aber auch zu unbeabsichtigten Wirkungen auf das Gefühlsleben der Spielerinnen und Spieler.“

Gansel, Carsten; Gast, Wolfgang: Krimi und Agenda-Pushing: der deutsche TV-Krimi zwischen Unterhaltung und Politisch-gesellschaftlichem Diskurs. – S. 38–45

„Nach wie vor zählen Krimis zu den beliebtesten fiktionalen Formaten im deutschen Fernsehen. Gleichzeitig befindet sich das Genre in beständiger Entwicklung, was sich in formalen und inhaltlichen Veränderungen der Krimi-Serien und Filme ausdrückt. Vor dem Hintergrund einer inhaltsanalytischen medienwissenschaftlichen Panelstudie an der Universität Gießen werden Veränderungen des Genres sowie der Nutzungsmotive detailliert dargestellt. Dabei wird deutlich, dass Krimiformate heute zunehmend einen Einfluss auch auf die Wahrnehmung und Bewertung politisch-gesellschaftlicher Themen seitens der Rezipientinnen und Rezipienten nehmen.“

Atkinson, Ursula S.; Campbell, Karen M.: Instructional Technology in World Language Education: Digiclass, Babel/MOO, The Sims 2. – S. 46–51

Scraba, Cristina: Chancen und Grenzen des Internet für die Bildung am Beispiel der Universität Bukarest. – S. 52–57

„Im Fokus dieses Beitrags steht das E-Learning-Angebot an rumänischen Universitäten. Chancen und Grenzen der internetgestützten Lernangebote werden am Beispiel der Universität Bukarest im Hinblick auf die im Lehr-, Lern- und Bereitstellungsprozess der Bildungsangebote involvierten Akteure und die Frage nach dem Potenzial des Internet für die Bildung als Motor für gesellschaftlichen Wandel identifiziert und diskutiert.“

Batzler, Katja: TanzMedia: getanzte Medienkompetenz. – S. 58–62

Wortmann, Dennis: Jugendschutz im Pay-TV. – S. 63–67

„Laut dem Staatsvertrag über den Schutz der Menschenwürde und den Jugendschutz in Rundfunk und Telemedien (JMStV) haben Rundfunkanbieter eine Fürsorgepflicht gegenüber unter 18-Jährigen. Diese Richtlinie gilt auch für Pay-TV-Angebote. In diesem Zusammenhang werden inhaltliche und technische Formen des Jugendschutzes am Beispiel des Pay-TV-Senders Premiere vorgestellt. Dabei wird Jugendschutz als gesamtgesellschaftliche Aufgabe verstanden, an der sich Staat, TV-Anbieter und Eltern bzw. Erziehende gleichermaßen beteiligen müssen.“

### Medien Journal Jg 31 (2007) Nr 1

Heiniger, Martin; Steininger, Christian: Zum Begriff Öffentlichkeit: eine sprachphilosophische Näherung. – S. 4–25

Romahn, Boris: public sphere: zum Comeback eines streitbaren Klassikers. – S. 26–41

Kiefer, Marie Luise: Öffentlichkeit aus konstitutionenökonomischer Perspektive. – S. 42–58

### Medien Wirtschaft Jg 4 (2007) Nr 3

Baumgarth, Carsten: Markenorientierung von Medien: Konzept, Ausprägung und Erfolgsbeitrag am Beispiel von Fachzeitschriften. – S. 6–17

Spann, Martin: Absatzprognosen in der Medienbranche. – S. 18–29

Friedrichsen, Mike: Virales Marketing. – S. 40–45

Meier, Klaus; Otte, Romanus; Voigt, Wolfgang: Der Newsroom-Ansatz: organisatorische Antwort auf Mehrkanalstrategien in Medienunternehmen?. – S. 46–53

### Multimedia und Recht Jg 10 (2007) Nr 7

Gitter, Rotraud; Sörries, Bernd: Die Richtlinie zur Vorratsspeicherung und ihre Umsetzung in das nationale Recht. – S. 411–417

Wimmer, Norbert: Spiele ohne Grenzen?: Reformbedarf bei der Aufsicht über TV-Gewinnspiele. – S. 417–423

Bauer, Stephan; Einem, Götz von: Handy-TV: eine neue Herausforderung für die Rundfunkregulierung?. – S. 423–426

Dierking, Laura; Möller, Simon: Online-TV und das „Long Tail“-Phänomen verändern die Grundlagen der Rundfunkordnung. – S. 426–431

### Jg 10 (2007) Nr 8

Söbbing, Thomas: Die Zulässigkeit von sog. „Hostingklauseln“ in Lizenzbedingungen. – S. 479–481

Weber, Christoph; Meckbach, Anne: E-Mail-basierte virale Werbeinstrumente: unzumutbare Belästigung oder modernes Marketing?. – S. 482–486

Roßnagel, Alexander: Die signaturrechtliche Herstellererklärung. – S. 487–493

Sujecki, Bartosz: Möglichkeiten des elektronischen Rechtsverkehrs und deren Umsetzung in den Niederlanden. – S. 493–496

### Jg 10 (2007) Nr 9

Möshel, Wernhard: Fehlsame Weichenstellung in der TK-Regulierung. – S. 547–549

„Die Bundesnetzagentur hat der DTAG mit Verfügung vom 27.6.2007 (MMR 2007, 612 – in diesem Heft) aufgegeben, ihren Wettbewerbern auch in den nächsten zwei Jahren den Zugang zur Teilnehmeranschlussleitung, sog. Letzte Meile, zu gewähren. Sämtliche bisherigen Verpflichtungen werden aufrechterhalten. Hinzu kommt erstmals eine Verpflichtung, den Zugang zu den Kabelkanalanlagen zu öffnen, subsidiär wird ein Anspruch auf Zugang zur ungeschalteten Glasfaserleitung eingeräumt. Kollokationsverpflichtungen sollen nicht nur den Zugang zum Kabelverzweiger erfassen, sondern auch den Zugang im Kabelverzweiger. Diese Entscheidung befördert inferiorer Dienstwettbewerb auf der Basis eines einheitlichen Netzes statt Infrastrukturwettbewerb auf der Grundlage konkurrierender Einrichtungen. Zugleich stellt sie einen Schritt in Richtung ewiger Gewährleistung der als vorübergehend konzipierten speziellen Regulierung im TK-Sektor dar.“

Gröseling, Nadina; Höfing, Frank Michael: *Hacking und Computersabotage: Auswirkungen des 41. StrÄndG zur Bekämpfung der Computerkriminalität.* – S. 549–553

„Die am 11.8.2007 in Kraft getretene Reform des Computerstrafrechts dient der Umsetzung von Rechtsinstrumenten des Europarats und der EU und beabsichtigt angesichts neuer Bedrohungen eine Ausdehnung des strafrechtlichen Schutzes der IT-Sicherheit, d. h. der Vertraulichkeit, Integrität und Verfügbarkeit von Daten und Systemen. Der vorliegende Beitrag stellt einleitend den europarechtlichen Hintergrund dar. Sodann werden die Umgestaltung des § 202a StGB zu einem Zugangsdelikt und der neu geschaffene § 202b StGB erörtert sowie die Auswirkungen der Reform untersucht. Bei näherem Hinschauen zeigt sich, dass sie nicht nur Strafbarkeitslücken schließt, sondern auch paradoxe Konsequenzen hat.“

Gröseling, Nadina: *Recording-Software für Internetradios.* – S. 553–559

„Internetradios sind an sich kein neues Phänomen. Die durch sie begründete Gefahr für die Tonträgerindustrie hat aber – verdeckt von der Diskussion um Peer-to-Peer-Plattformen – für Jahre im Verborgenen geschwelt, bis nun intelligente Recording-Software die automatische, parallele Aufnahme von Musikstücken aus einer großen Zahl von Internetradios ermöglicht. Ohne Erfolg hat die Musikindustrie auf ein Verbot derartiger Software im Zweiten Korb der Urheberrechtsnovelle gedrängt. Der Rechtsausschuss hat insoweit explizit auf einen möglichen „Dritten Korb“ verwiesen. Vor diesem Hintergrund stellt sich die Frage, wie sich die Rechtslage ohne eine Regelung de lege ferenda für die Nutzer und Hersteller von Recording-Software darstellt und welche Handlungsoptionen den Verwertern ohne ein Einschreiten des Gesetzgebers verblieben.“

Mayer, Christoph; Möller, Claudius: *Erweiterter Verbraucherschutz in der Telekommunikation: die neuen Vorschriften der §§66a ff. TKG im Überblick.* – S. 559–564

Geppert, Martin; Helmes, Patrick: *BGH: Neuerdings unzuständig für das Zivilrecht?.* – S. 564–568

## new media & society Jg 9 (2007) Nr 4

Roys, Pam et al: *Women and games: technologies of the gendered self.* – S. 555–5776

„This study examines how individual differences in the consumption of computer games intersect with gender and how games and gender mutually constitute each other. The study focused on adult women with particular attention to differences in level of play, as well as genre preferences. Three levels of game consumption were identified. For power gamers, technology and gender are most highly integrated. These women enjoy multiple pleasures from the gaming experience, including mastery of game-based skills and competition. Moderate gamers play games in order to cope with their real lives. These women reported taking pleasure in controlling the gaming environment,

or alternately that games provide a needed distraction from the pressures of their daily lives. Finally, the non-gamers who participated in the study expressed strong criticisms about game-playing and gaming culture. For these women, games are a waste of time, a limited commodity better spent on other activities.“

Magnet, Shoshana: *Feminist sexualities, race and the internet: an investigation of suicide-girls.com.* – S. 577–602

Hertzberg Kaare, Birgit et al: *In the borderland between family orientation and peer culture: the use of communication technologies among Norwegian tweens.* – S. 603–624

„This article explores the use of mediated communication among Norwegian children aged between 10 and 12 years. The analysis is based on a survey and 88 qualitative interviews with 130 children about their use of different types of communication technologies. This allowed a sketch of connections between the nature of the childrens' social relationships, mediated content and various means of communication employed. Six main content categories of mediated communication were identified. The study points out that new media technologies offer the children new ways of communicating content and meaning which were not easily communicated by children before; both aggressive and emotionally positive content are exchanged more easily through digital technologies than face-to-face. Above all, the children use communication technologies to build and strengthen relationships for the benefit of their schoolmates and friends. Whether the use of new communication technologies, Short Message Service (SMS) in particular, is accelerating the ongoing process of individualization of the family, is discussed.“

Hodkinson, Paul: *Interactive online journals and individualization.* – S. 625–650

„Suggestions that the internet has facilitated existing trends towards the increasing disconnection of individuals from substantive communities have been balanced by a variety of empirical case studies demonstrating significant communal features on some online discussion forums. While recognizing the role of discussion forums in facilitating community, this article seeks to shift the focus of debate towards the rapidly increasing use of online journal style web logs ('blogs') as a form of social interaction. Ostensibly centred upon the individual rather than the group, yet increasingly interactive and socially oriented, interactive online journals appear particularly consistent with the notion of individualistic rather than group-centred patterns of sociability. The article explores this possibility in relation to case study research focused on the recent take-up of online journals by a group of individuals who previously participated in discussion forums associated with a music and fashion subculture known as the 'goth' scene.“

Selm, Martine van; Peeters, Allerd: *Additional communication channels in Dutch television genres.* – S. 651–670

„This study examined the way in which television genres in the Netherlands make use of additional communication channels in terms of interactivity and genre modification and whether the availability of addi-

tional communication channels in genres corresponds to audience age. Expert interviews were held with representatives of Dutch broadcasting organizations and a secondary analysis of Audience Research data was conducted. It was found that compared to other genres, short message service (SMS) is added most frequently to reality programmes, email and websites to the information genre, teletext to sports programmes and merchandizing to children's programmes. In addition, it was found that only SMS is added more often to programmes attracting a younger audience. The extent to which the additional communication channels represented real innovation varied from maintenance to the elaboration and modification of genres."

Livingstone, Sonia; Helsper, Ellen: Gradations in digital inclusion: children, young people and the digital divide. – S. 671–696

„Little academic and policy attention has addressed the 'digital divide' among children and young people. This article analyses findings from a national survey of UK 9-19-year-olds that reveal inequalities by age, gender and socioeconomic status in relation to their quality of access to and use of the internet. Since both the extent of use and the reasons for low- and non-use of the internet vary by age, a different explanation for the digital divide is required for children compared with adults. Looking beyond the idea of a binary divide, we propose instead a continuum of digital inclusion. Gradations in frequency of internet use (from non and low users through to weekly and daily users) are found to map onto a progression in the take-up of online opportunities among young people (from basic through moderate to broad and then all-round users), thus beginning to explain why differences in internet use matter, contributing to inclusion and exclusion. Demographic, use and expertise variables are all shown to play a role in accounting for variations in the breadth and depth of internet use."

### Nordicom Review Jg 28 (2007) Nr special issue

Roening, Helde: Broadcasting Regulation vs. Freedom of Expression and Editorial Independence: a Contradictory Relationship?. – S. 9–20

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Asp, Kent: Fairness, Informativeness and Scrutiny: the Role of News Media in Democracy. – S. 31–50

Strömbäck, Jesper: Marketplace of Ideas and Marketplace of Money: A Study of Commercialism and the Swedish Election News Coverage in 1998 and 2002. – S. 51–62

Allern, Sigurd: From Party Press to Independent Observers?: An Analysis of Election Campaign Coverage Prior to the General Elections of 1981 and 2005 in Two Norwegian Newspapers. – S. 63–80

Djerf-Pierre, Monika: The Gender of Journalism: the Structure and Logic of the Field in the Twentieth Century. – S. 81–104

Helland, Knut: Changing Sports, Changing Media: Mass Appeal, the Sports/Media Complex and TV Sports Rights. – S. 105–120

Lund, Anker Brink: Media Markets in Scandinavia: Political Economy Aspects of Convergence and Divergence. – S. 121–134

Wadbring, Ingela: The Role of Free Dailies in a Segregated Society. – S. 135–148

Moe, Hallvard; Syvertsen, Trine: Media Institutions as a Research Field: Three Phases of Norwegian Broadcasting Research. – S. 149–168

Ekecrantz, Jan: Media and Communication Studies Going Global. – S. 169–182

Höyer, Svernik: Reminiscence of Intellectual Battles: Bygone in Communications Research. – S. 183–194

Lundby, Knut: Interdisciplinarity and Infrastructure: Mediation and Knotworking in Communication Research. – S. 195–210

Nordenstreng, Kaarle: Discipline or Field?: Soul-searching in Communication Research. – S. 211–222

Carlsson, Ulla: Media and Mass Communication Research: Past, Present and Future: Reflections from a Nordic Horizon. – S. 223–230

### Political Communication Jg 24 (2007) Nr 3

Gronke, Paul; Cook, Timothy E.: Disdaining the Media: the American Public's Changing Attitudes Toward the News. – S. 259–282

Der erste Teil des Heftes ist Tim Cook, Professor an der Louisiana State University (2001–2006), in memoriam gewidmet. Nach diversen Würdigungen (S. 237–258) wird ein Aufsatz von ihm mit dem Ko-Autor Paul Gronke veröffentlicht.

"After spending two decades studying the news media as an institution, Tim Cook turned his attention to public attitudes about the press, a topic that lurked behind much of his work, most prominently *Governing with the News*, but one that he had never addressed directly in print. As was typically the case with Tim's voracious intellectual appetite, the project grew into a larger study of public trust and confidence in institutions. This piece represents the first fruits of this collaboration, addressing what began our inquiry: what was the cause of the long known, but seldom explained, decline in public confidence in the press? Was it because they had become, in Cook's words, just another „governing“ institution? Or was there something distinct about the press as an institution in the array of public attitudes about the social and

political world? In this piece, we demonstrate how confidence in the press is distinct from generalized confidence in other social and political institutions. In particular, we find that the same political indicators that lead to higher confidence in institutions in general drive down confidence in the press. We close by speculating on likely future trends given the adversarial tenor of press coverage.“

Chadwick, Andrew: Digital Network Repertoires and Organizational Hybridity. – S. 283–302

„This article is driven by two interrelated questions. First, is the Internet enabling organizational change among traditional interest groups and political parties, such that they are starting to resemble the looser network forms characteristic of social movements? Second, what role is the Internet playing in new, conceptually intriguing citizen organizations such as MoveOn, the U.S.-based but internationally oriented entity? I develop the concept of repertoires to argue that the Internet encourages „organizational hybridity.“ This captures two trends. First, established interest groups and parties are experiencing processes of hybridization based on the selective transplantation and adaptation of digital network repertoires previously considered typical of social movements. Second, new organizational forms are emerging that exist only in hybrid form and that could not function in the ways that they do without the Internet and the complex spatial and temporal interactions it facilitates. These „hybrid mobilization movements“ (including MoveOn, the example considered here) blend repertoires typically associated with all three organizational types – parties, interest groups, and social movements. Moreover, I suggest that fast „repertoire switches,“ spatially – between online and offline realms, and temporally – within and between campaigns, are emerging characteristics of contemporary political mobilization.“

Kempen, Harty van: Media-Party Parallelism and Its Effects: A Cross-National Comparative Study. – S. 303–320

**Public Opinion Quarterly**  
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Thorisdottir, Hulda et al: Psychological Needs and Values Underlying Left-Right Political Orientation: Cross-National Evidence from Eastern and Western Europe. – S. 175–203

„In this study, we analyze data from 19 countries included in the European Social Survey (ESS) to assess two sets of hypotheses: (1) that traditionalism (an aspect of resistance to change) and acceptance of inequality would be positively associated with right (versus left) orientation, and (2) that rule-following (an aspect of the need for order), high need for security, and low need for openness to experience would be associated with right (versus left) orientation, adjusting for quadratic effects associated with ideological extremity. In addition, we determine the extent to which the pattern of relations among needs, values, and political orientation was similar in Eastern and Western European contexts. Results from regression and structural equation models indicate that traditionalism and,

to a lesser extent, rule-following predict right-wing conservatism in both regions, whereas acceptance of inequality predicts right-wing orientation in the West only. Although openness to experience was associated with preferences for greater equality in both regions, it was associated with left-wing orientation in Western Europe and right-wing orientation in Eastern Europe. Needs for security, conversely, were associated with right-wing orientation in Western Europe and left-wing orientation in Eastern Europe. Thus, we find evidence of both universal and context-specific effects in our analysis of the cognitive and motivational antecedents of left-right political orientation.“

Kroh, Martin: Measuring Left-Right Political Orientation: The Choice of Response Format. – S. 204–220

„Although left-right items are a standard tool of public opinion research, there is little agreement about the optimal response format. Two disputes can be identified in the literature: (1) whether to provide respondents with a small or large number of answer categories, and (2) whether or not to administer the response scale including a midpoint. This study evaluates the performance of the 101, 11, and 10-point left-right scales, which directly speak to the two disputed aspects of measuring the left-right dimension. Drawing on data from a split ballot multitrait multimethod experiment carried out in a methodological pretest to the German Socio-Economic Panel (SOEP), the analysis shows that the choice of a response format makes a difference in terms of data quality: the 11-point left-right scale produces the highest validity of left-right data closely followed by the 10-point scale. Moreover, an application from electoral research illustrates that the choice of response formats affects substantive interpretations about the nature of the left-right dimension. Since all three scales perform about equally well in terms of reliability and the ease of administration, the findings suggest that the 11-point left-right scale should be used in survey research.“

Federico, Christopher M.; Schneider, Monica C.: Political Expertise and the Use of Ideology: Moderating Effects of Evaluative Motivation. – S. 221–252

Tsuchiya, Takahiro; Hirai, Yoko; Ono, Shigeru: A Study of the Properties of the Item Count Technique. – S. 253–272

**Publizistik**  
Jg 52 (2007) Nr 3

Prantl, Heribert: Innere Sicherheit contra Pressefreiheit: warum Artikel 5 Grundgesetz der Restaurierung bedarf. – S. 303–307

Meyen, Michael: Die „Jungtürken“ der Kommunikationswissenschaft: eine Kollektivbiographie. – S. 308–327

„Der Beitrag geht davon aus, dass die Identität einer akademischen Disziplin von den Personen definiert wird, die diese Disziplin betreiben, und damit zumindest unmittelbar auch von der gesellschaftlichen Situation und von den Erlebnissen, durch die diese Per-

sonen geprägt wurden. Mit Hilfe von biographischen Interviews wird das Portrait einer Professorengeneration gezeichnet, die die Kommunikationswissenschaft im deutsch-sprachigen Raum in den vergangenen vier Jahrzehnten bestimmt hat. Die „Jungtürken“ sind zwischen 1929 und 1940 geboren, haben den Krieg und das Chaos als Kinder oder Jugendliche erlebt und in den 1950er und 1960er Jahren Publizistik- oder Zeitungswissenschaft studiert, um Journalist zu werden. Zentrale Erfahrung war dabei das geringste Ansehen des eigenen Fachs sowohl in der Praxis als auch innerhalb der Universität. Dies erklärt die Bedeutung, die der Wunsch nach Legitimation für diese Generation hatte, und ist ein Schlüssel, um die Öffnung des Fachs gegenüber der Medienpraxis (Stichwort Journalistikstudiengänge) und die „sozialwissenschaftliche Wende“ zu verstehen. Vor allem die empirische (Kommunikations-)Forschung, auf die die „Jungtürken“ in der Fachliteratur aus den USA, in den sozialwissenschaftlichen Nachbardisziplinen, in den Wirtschaftswissenschaften und teilweise auch bei den Neugründern des Fachs gestoßen sind, versprachen den erhofften Reputationsgewinn.“

Wilke, Jürgen: Das Nachrichtenangebot der Nachrichtenagenturen im Vergleich. – S. 329–354

„Nachrichtenagenturen haben zentrale Bedeutung für die Belieferung der Massenmedien mit Nachrichten. Deshalb verdienen sie kontinuierliche wissenschaftliche Aufmerksamkeit. Fortlaufende Studien sind notwendig, um zu verfolgen, wie sich ihre Strategien und Angebote verändern. Der Beitrag schließt an entsprechende Untersuchungen seit den achtziger Jahren an und führt diese fort. Es geht dabei um den deutschen Nachrichtenmarkt, auf dem neben dpa und ddp drei Weltagenturen (AP, Reuters, AFP) Dienste in deutscher Sprache anbieten. Zunächst werden Faktoren genannt, die die Entwicklung dieser Agenturen in den letzten Jahren beeinflusst haben. Im zweiten Teil werden die Ergebnisse einer im Jahr 2005 durchgeführten Inhaltsanalyse präsentiert, wodurch die Nachrichtenangebote von dpa, AP, Reuters und AFP miteinander verglichen werden können. Worin unterscheiden sich diese Angebote, wo liegen die jeweiligen Schwerpunkte und was ist den Diensten gemeinsam? Der Vergleich bezieht Ergebnisse früherer Inhaltsanalysen ein, so dass man erkennen kann, wie sich die Dienste seit 1989 verändert haben. Neben deskriptiven Kategorien wurden solche der Nachrichtenwerttheorie zugrunde gelegt.“

Huck, Inga; Brosius, Hans-Bernd: The Third-Person-Effekt: über den vermuteten Einfluss der Massenmedien. – S. 355–374

„Der Third-Person-Effekt unterstellt, dass Menschen generell annehmen, andere würden durch Massenmedien stärker beeinflusst als sie selbst. Es handelt sich somit um eines von mehreren Wahrnehmungsphänomenen, die sich um die Rolle der Medien in der Gesellschaft und Medienwirkungen gruppieren lassen. Hauptsächlich im amerikanischen Sprachraum sind mittlerweile knapp 100 empirische Studien veröffentlicht worden, die das Phänomen umfassend verifizieren und sich zudem mit seinen Ursachen und Folgen befassen. Die vorliegende Arbeit systematisiert diese Studien, ihre Befunde sowie ihre theoretischen Erklärungen für den Third-Person-Effekt. Nach wie vor fehlt jedoch eine größere Theorie der Ursachen für die

so robust erscheinende Diskrepanz zwischen Selbst- und Fremdwahrnehmung. Deshalb entwickeln wir ein solches integratives theoretisches Modell, in dem der Third-Person-Effekt mit anderen Wahrnehmungsphänomenen (Hostile-Media-Phänomen, Optimistic Bias, Pluralistic Ignorance und Looking-Glass-Effekt) in Verbindung gebracht wird. Wir vermuten, dass sich die Wahrnehmung von (vermeintlichen) Medienwirkungen auch in realem Verhalten niederschlägt und daher eine wichtigere Rolle für Medienwirkungstheorien spielen sollte, was schließlich zu einer konzeptuellen Erweiterung dieser Ansätze führen kann.“

Quiring, Oliver: Kommunikationsproblem interaktives Fernsehen?: Informationsorientierte Erklärungen für Bekanntheit und Nutzung von sowie Einstellungen zu iTV. – S. 375–399

„Während andere europäische Länder – allen voran Großbritannien – im letzten Jahrzehnt weitreichende Umwälzungen der Fernsehlandschaft durch die Einführung interaktiver Elemente erlebten, stellt interaktives Fernsehen in Deutschland noch weitgehend ein Randphänomen dar. Obwohl eine Reihe von Hindernissen auf der Seite der Anbieter bekannt sind, fehlen bisher Studien, die Auskunft über Bekanntheit und Nutzung sowie von Einstellungen zu interaktiven Fernsehdiensten geben könnten. Die Ergebnisse einer regionalen Befragung und einer Inhaltsanalyse regional bedeutsamer Tageszeitungen weisen darauf hin, dass interaktive Fernsehdienste zwar im Schnitt relativ bekannt sind, aber eher indifferent bewertet und kaum genutzt werden. Ferner zeigt sich, dass interaktives Fernsehen hierzulande neben diversen anderen, die Verbreitung hemmenden Faktoren auch mit einem Kommunikationsproblem zu kämpfen hat. Während theoretisch Massenmedien eine entscheidende Rolle im Prozess der Adoption von Innovationen zukommt, sind massenmediale Einflüsse auf die Bekanntheit interaktiver Fernsehdienste, die entsprechenden Einstellungen und die Nutzung kaum zu verzeichnen.“

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Meyen, Michael: Geschichte der Kommunikationswissenschaft als Generationengeschichte. – S. 11–38

Mercier, Arnaud: Sciences de la communication et journalisme: de la compréhension des dérives à l'amélioration des pratiques. – S. 39–60

Chalaby, Jean K.: Beyond Nation-Centrism: Thinking International Communication from a Cosmopolitan Perspective. – S. 61–84

Kopnina, Helen: Culture and Media: The Study of National Editions of a Fashion Magazine. – S. 85–102

Sella, Zohar Kadmon: The Journey of Ritual Communication. – S. 103–124

Hoffmann, Jochen; Jarren, Otfried: Structural Segregation and Openness: A Balanced Professionalism for Public Relations. – S. 125–146

Bonneville, Luc; Grosjean, Sylvie; Lagacé, Martine: OÙ va la communication organisationnelle?: de la nécessité de comprendre le lien entre communication et organisation. – S. 147–176

Astheimer, Jörg; Mikos, Lothar; Neumann-Braun, Klaus: Clips and Gender: ein Forschungsüberblick über die Darstellung von Sexualität und Geschlechterverhältnis in Musikvideos. – S. 177–202

Ihle, Holger; Scharf, Wilfried: Männer, Mythen, Medien: „Tour de France“-Berichterstattung in Deutschland. – S. 203–230

### Zeitschrift für Medienpsychologie

Jg 19 (2007) Nr 3

Haugwirt, Marion; Dresel, Markus: Selbstreguliertes Lernen mit einer Mathematiklernsoftware: Einsatz metakognitiver Strategien und motivationale Prädiktoren. – S. 90–104

„Um den Einsatz von Selbstregulationsstrategien beim computerbasierten Lernen und dabei auftretende Abhängigkeiten von der Lernmotivation zu untersuchen, wurde eine Studie mit 160 Schüler/innen der 6. Jahrgangsstufe durchgeführt, die mehrere Unterrichtsstunden mit einer Mathematiklernsoftware arbeiteten. Per Fragebogenerhebung wurden die Nutzung von vier metakognitiven Selbstregulationsstrategien und die beiden Motivationskomponenten Erwartung und Wert sowohl in Bezug auf die Bearbeitung der Lernsoftware als auch in Bezug auf einen Referenzkontext (Mathematiklernen im Allgemeinen) erfasst. Für das computerbasierte Lernen wurde eine weniger umfangreiche Nutzung von Selbstregulationsstrategien festgestellt. Analysen erbrachten einen substanziiell geringeren Einsatz der beiden metakognitiven Strategien „Planen“ und „Anpassen“. Weiterhin zeigte sich, dass sowohl das absolute Ausmaß der Strategienutzung als auch deren Abweichung gegenüber dem Referenzkontext von der Motivation der Lernenden abhängen. Der Wertkomponente kam dabei größeres Gewicht zu als der Erwartungskomponente.“

Hochholding, Sabine; Schaper, Niclas; Sonntag, Karlheinz: Formative Evaluation einer situiereten E-Learning-Umgebung in der betrieblichen Bildung. – S. 105–115

Richter, Tobias: Medienpsychologische Methoden: wie analysiert man Interaktionen von metrischen und kategorialen Prädiktoren?: nicht mit Median-Splits!. – S. 16–126

„In der Medienpsychologie werden Interaktionen metrischer und kategorialer Prädiktorvariablen häufig mit inadäquaten Verfahren wie Median-Splits oder der Bestimmung separater Korrelationen analysiert. Dieser Beitrag zeigt, wie sich solche Datensituationen methodisch angemessen mit Hilfe von linearen Modellen

analysieren lassen. Das Grundprinzip der Schätzung, Prüfung und Interpretation von Interaktionen metrischer und kategorialer Prädiktoren in linearen Modellen wird erläutert und mit einem Datenbeispiel aus der Medienpsychologie illustriert. Abschließend werden weiterführende Hinweise gegeben, die für eine Anwendung des Verfahrens relevant sind.“

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Schwab, Frank: Evolutionäres Denken: Missverständnisse, Trugschlüsse und Richtigstellungen. – S. 140–144

Eibl, Karl: Zwischenwelten: zur Evolutionspsychologie der Medien. – S. 145–151

Weiß, Kati; Krug, Melanie: Zur Rezeption Angst auslösender Spielfilme: Überlegungen aus evolutionspsychologischer Sicht. – S. 152–159

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Ernst, Stefan; Seichter, Dirk: Die Störerhaftung des Inhabers eines Internetzugangs. – S. 513–518

Opolony, Bernhard: Die Rechtsnatur des Gastspielvertrages darstellender Bühnenkünstler. – S. 519–523

Niederalt, Stephanie: Aus anderen Zeitschriften. – S. 523–530

Schmelz, Christoph: Anmerkung zu BGH, Urteil vom 27. März 2007 – VI ZR 101/06. – S. 535–537

Gomille, Christian: Anmerkung zu OLG Celle, Urteil vom 1. Februar 2007 – 13 U 195/96. – S. 544–546

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Langhoff, Helge; Oberndörfer, Pascal; Jani, Ole: Der „Zweite Korb“ der Urheberrechtsreform: ein Überblick über die Änderungen des Urheberrechts nach der zweiten und dritten Lesung im Bundestag. – S. 593–603

Gundel, Jörg: Die Europäische Gemeinschaft im Geflecht des internationalen Systems zum Schutz des geistigen Eigentums. – S. 603–613

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kontrolle und medienethischer Selbstregulierung. – S. 628–641

Grassmann, Ferdinand: Anmerkungen zum Urteil des OLG München vom 10. Mai 2007, Az. 29 U 1638/06: elektronischer Kopienversand. – S. 641–643