

Abstracts

Thilo Hagendorff: Media Potential for Participation. Dimensions of Sharing in the Public Discourse

Among other things, the classic media are tasked with imparting information or rather news as objectively as possible, upon which basis an open formation of opinion as well as the subsequent participation in the negotiatory processes can take place. Whereas classic media communicate within a wide public sphere, communication within the context of new media, respectively digital social networks, takes place within a fragmented and only partial public view. Classic media should establish the conditions for a commonly perceived reality, which is vitally important for any political dialogue to occur. New media, on the other hand, possess other potentials. Digital social networks offer a new participatory dimension with regard to public discourse. This introduces various opportunities as well as a number of problems which are individually addressed in this article. The focus of these deliberations lies on young people and their media socialization in particular.

Katrin Geier/Klaus Meier: Attractive and Entertaining or Informative and Credible? Political Video-News for Digital Natives in an Experimental Comparison

The conveyance of political content in video formats is becoming increasingly important within the cross-media and digital media worlds. New video news formats such as “Bento” (Spiegel press) or “heute+” (ZDF) present politics employing infotainment and storytelling elements, in order to make themselves attractive to young adults of the “Digital Native” Internet and television generation. Based on an experimental study, this article illustrates how these formats can be evaluated in comparison to the classic news magazine with regard to journalistic quality, entertainment and attracted attention. The results from the quantitative online survey of 18 to 29 year-olds indicate significant differences to a large degree: “heute+” and “Bento” were clearly judged to be more entertaining; this occurs to the detriment of informativity and credibility, but can improve understanding of the presented content.

Christa Gebel: „Because anyone can post something on the Internet...” Online Information and Participation from the Viewpoint of Politically Interested Youth

In this paper thematically related media patterns of behavior are presented, which have been gained on the basis of qualitative interviews conducted with politically interested young people. These are classified according to the dimensions of the partici-

patory media behavior (personal orientation, positioning and contributions, activation of others). Thereby, the focus lies on the dealing of young people with online media and their interaction with the social environment and the public. In conclusion evidence regarding the necessity for the promotion of media competence and political education are discussed.

*Daniel Poli: Building Dialogue-Bridges Appropriate for Youth.
Digital Participation of Youth as an Opportunity for More Democracy*

Representative democracy currently faces substantial challenges. In order to decisively address these, young people, as the future bearers of democracy, should be more strongly taken into account and established political structures and processes should be opened to them. The digital participation of youth should thereby be viewed as a major opportunity, as it facilitates a versatile and flexible culture of participation. Online-based procedures can make the participation process and its results visible to young people and consequently provides them with an early, positive experience concerning democratic participation. The projects “youthpart” and “EUth – Tools and Tips for Mobile and Digital Youth Participation in and across Europe” demonstrate how E-participation can be successfully realized.

*Ralf Junkerjürgen: Externalization und Internalization.
On the Ethical Challenges of the Cinematic Enactment of (School) Shootings*

The contribution is based on the observation that, in comparison to other forms of violence, the homicidal-suicidal violence typical for killing sprees and school shootings is characterized by strongly irrational elements and therefore cannot easily be categorized by the general public. Such acts of violence are able to temporarily plunge a society into a state of crisis and produce an intensive discourse on the matter. Due to these specific characteristics, the representation of killing sprees and school shootings in fictional films is a delicate task. Hence, we can argue that for ethical reasons those films should not try to be entertaining or deform violence comically or grotesquely, but rather contribute to the understanding of the phenomenon, for instance, by the use of scientific knowledge in order to even prevent it. These hypotheses are employed to interpret two short films, *Safari* (2013) and *KomA* (2005), which stage the complexities of the violent acts in question in quite different ways, both aesthetically and content related.

*Maya Götz/Caroline Mendel/Christine Bulla: “I always wanted to be
a Pokémon master“. The Fascination of the “Pokémon Go” App*

In the middle of 2016 a phenomenon inserted itself into the daily lives of at least 500 million people world-wide: “Pokémon Go”, an augmented reality game with which animated Pokémon can be captured in reality using a smart phone. A survey of 1.661 fans

conducted during the summer of 2016 provides insight into the background of the fascination and traces how an App connects with the memory and passion of childhood and adolescence and invokes emotional involvement. For the player the high practical value in daily life is appealing. Pokémon Go encourages movement, offers families a motivation for undertaking shared activities and leads one to explore one's surroundings with a different eye. Few problem-areas are thereby perceived by the fans. A follow-up study conducted in the spring of 2017 with 889 fans shows that a hard-core of players still remains who play, however, noticeably less often than in the beginning. Those who no longer play at all listed boredom, lack of variation and opportunities for interaction as well as bad weather for their reasons.

Tina Stanzel/Kristina Wied: Church Players on Facebook. Content, Interactions and Success Factors in Comparison.

How often, on which days and at what time of day were posts published on the fan pages of Bishop Heinrich Bedford-Strohm and the parish of Bayreuth? Which formats did these posts employ and what was their content? How successful were these posts, measured by the number of likes, comments and shares? The following content analysis is guided by these main questions. A total of 159 posts published between December 2015 and March 2016 by the two aforementioned players of the Evangelical-Lutheran Church in Bavaria will be examined. The focus will be on their form, content and other user's interaction. Posts published on Sundays and during the morning hours, received the most interaction. Regarding the form, posts which included images received the most interaction. Regarding the content, posts containing personal references, views and a personal style of writing were the most successful.