

English Abstracts

Sascha Hölzig: Sensing the Atmosphere? On the Personal Characteristics of Active Twitter Users (Eine meinungsstarke Minderheit als Stimmungsbarometer?! Über die Persönlichkeitseigenschaften aktiver Twitterer), pp. 140-169

Today, Twitter has become a crucial source of information that journalists turn to. Likewise, politicians use this online news and social networking service to get a sense of how public opinion is developing. However, the true validity of opinions and issues distributed via Twitter is often overlooked. Any journalistic coverage inspired by a Twitter reality bears the risk of dissociation from the everyday life reality of the public. Hence, I ask to what extent a Twitter-based perceived public opinion trend truly conforms to the actual mood of the public. Focusing on socio-demographic characteristics, political attitudes and personal traits, I analyse how the characteristics of active Twitter users conform to the data from a representative survey of Internet users in Germany. The results suggest vital differences. Active Twitter users differ from the average Internet user in Germany with regard to their demographic, political and particularly their personal characteristics. Consequently, a Twitter-based mood board is likely to be influenced by potentially narcissistic personalities who are forceful extroverts with lesser anxieties than the average Internet user. I claim that any orientation based upon opinions and trends distributed via Twitter is likely to suggest a distorted reality that has little resemblance to the everyday life of the general public.

Keywords: Big Five, narcissism, participation, personal traits, personal strength, tweets, Twitter

Uli Bernhard: ‘Liar Press, Liar Politics, Liar System’. The Perception of the Media Coverage on the PEGIDA Movement and its Consequences („Lügenpresse, Lügenpolitik, Lügensystem“ (Wie die Berichterstattung über die PEGIDA-Bewegung wahrgenommen wird und welche Konsequenzen dies hat), pp. 170-187

Academic research about the PEGIDA movement indicates that followers of this movement tend to perceive relevant media coverage as inappropriate and distrust it. We examine this phenomenon and analyse its cognitive, affective and connotative implications by employing a standardized online survey (n = 800). The results show that followers of the PEGIDA movement distrust media coverage on PEGIDA more than its opponents. This bears politically relevant consequences. In the same way, PEGIDA supporters and neutral persons distrust the coverage, they distrust the media in general. Moreover, the more PEGIDA supporters and neutral persons distrust the coverage on PEGIDA, the more dissatisfied they are with democracy in Germany and the more angry they are about the coverage on PEGIDA. Such angry reactions, in turn, correlate with a tendency to agree to radical forms of protest, which, then, increases respondents' participation in the PEGIDA protest marches. Hence, the findings show that distrust in the coverage on PEGIDA is closely linked with eroding trust in media and politics in general, as well as an increased willingness to engage in radical forms of protest, even beyond the circle of PEGIDA followers.

Keywords: Hostile Media Effect, PEGIDA movement, standardized survey, trust in the media

Emanuel Bussemas: More than Bars and Pies. An Experimental Survey on the Perception of Interactive Data Visualisations in Journalism (Mehr als Balken und Torten. Eine experimentelle Befragung zur Wahrnehmung von interaktiven Datenvisualisierungen im Journalismus), pp. 188-216

In the course of the ever-increasing pace of digitalization, many aspects of society are being recorded with the help of digital data. Within an attempt to coping with such vast amounts of data, visualisations established themselves as an innovative and increasingly popular tool in journalism. My study examines how data visualisations are perceived by consumers of online news. What impact do visualisations have on the perception of credibility and comprehensibility of online news, as well as their attractiveness to readers? Drawing on the results of an online experiment with 265 participants, I suggest that articles showing interactive data visualizations are not only perceived as more original and innovative than traditional ones. Likewise, journalistic pieces using visualised content are rated more balanced, more thoroughly researched and more credible than others. Although data visualisations do not seem to add any more information to an article, the participants of my study tended to perceive these in a more positive way. Hence, online news using data visualisations may benefit from a halo effect of scientific validity; i.e. we tend to believe in visualised data rather than in just texts.

Keywords: interactivity, data visualizations, data journalism, comprehensibility, attractiveness, credibility, audience, readership, online news

Kathrin Friederike Müller: ‘A nice dreadful progress.’ The Interrelation between the Mediatization of the Domestic Sphere and the Blurring of Boundaries between Work and Private Life („Ein schön schrecklicher Fortschritt“. Die Mediatisierung des Häuslichen und die Entgrenzung von Berufsarbeit), pp. 217-233

In this paper, I examine how the mediatization of the domestic sphere is interrelated with a blurring of boundaries between work and private life. I discuss how the appropriation of online-capable media provides a precondition for working at home, and I analyse how such processes are shaped by media users. Drawing on the results of a panel study including 25 households, I reconstruct changes in the interrelation of work and the home for two diverse groups of domestic workers during a period of eight years. Reconstructing the process of transformation which work in a temporary home office has undergone, I demonstrate which conditions are relevant for starting work from home in the course of otherwise leisure time. The findings show that the integration of mobile media technologies bears a critical impact on the domestic sphere. I identify various social conflicts and their consequences for people who work from home, as well as for other members of the household. Furthermore, I explain how people deal with these conflicts and their consequences, in particular by establishing rules and restrictions concerning their work from home. Finally, I critically discuss these issues and draw relations to the concept of mediatization for it seems obvious that the integration of mobile media into the domestic sphere has a decisive impact for the blurring of boundaries between work and private life, und that mediatization as such has supported the integration of working during leisure time in many people's lives.

Keywords: labour, mediatization, domestic sphere, panel study, qualitative interviews