

# Abstracts

## *Michael Nagenborg: Designing the Future with Data: a Call for Anticipatory Action*

Anticipatory action (Anderson 2010) aims at rendering the future actionable. To shape the future, relevant elements of the present are singled out and modulated. In this paper, it will be argued that we should understand the ethics of emerging technologies as anticipatory action. Using the example of big data analytics, it will also be demonstrated how non-users of digital media may become disadvantaged if social media data becomes the only source for anticipating the future.

## *Alexander Godulla: Bad News from Dystopia? Media Discourse in Science Fiction Films*

The science fiction film can more visibly visualize the social consequences of technical developments than any other film genre. A particularly important role is played by dystopian scenarios, which often confront the audience with drastically deformed concepts of society. These are particularly often to be found in the subgenre of social fiction, the type of science fiction films that focus on social change. This article examines the way in which technically mediated communication is presented in science fiction films. It also sketches their historical roots. On this basis, selected examples are used to show which topics relevant to media ethics are worked on in the science fiction film.

## *Jeffrey Wimmer: Empathy versus Isolation-Machine? How Augmented and Virtual Realities (Can) Influence our Media Reality*

Virtual and augmented realities can be understood as forms of computer-imparted simulations which generate the feeling of being present in a real, physical environment on the part of the users. Not only the potential for expanding the individual awareness of reality, but particularly also their increasing embedment in everyday areas of life make this a bundle of technologies which possess a number of social and media-ethical consequences. On the basis of a synopsis of research undertaken to date, the article continues to demonstrate to what degree virtual realities can be understood as a drastic mediatization boost of social coherences.

## *Jonas Bedford-Strohm: Voice First? An Analysis of the Potential of Intelligent Voice Assistants by Example of Amazon Alexa*

In the wake of the German market launch of digital voice assistants like Amazon Alexa and Google Home, the broad topic of speech assistance has acquired novel significance in the day-to-day interaction of humans and machines. The paradigm of zero

user interface design guides this effort: users no longer need an interface like a touch screen to navigate their device. This changes media and communication practice, but also impacts business and distribution models of tech companies and the media. Using Amazon Alexa as the analytical lens, the article examines how voice assistants work and who profits from them. It discusses their influence on daily life and shows how inadequate the use of the concept of artificial intelligence is for the voice services of digital assistants.

*Roman Rusch: Successful with Constructive Journalism?!*  
*Results of an Audience Survey in Public Broadcasting Magazine Journalism*

The article emphasizes the importance of constructive journalism and presents the results of a qualitative study which investigates the potential and risks of constructive approaches in (audiovisual) magazine journalism. Many of those surveyed expressed a desire for inspiration, hope and orientation through inclusion of solutions and alternatives in an increasingly complex world. However, from the perspective of journalistic programming style value was placed on balanced and truthful reporting. An active position on the part of journalists as “referees” or “mediators” is looked upon critically from the viewpoint of neutrality and impartiality.

*Johanna Haberer: Communication und Reformation*

The struggle for attention has acquired a new quality. Since the emergence of mass media they have seen an extraordinary qualitative and quantitative expansion due to new forms of publication. This has led to heightened competition, whereby public institutions as well as media services compete for the attention of their target groups. Emotions have acquired greater significance in this process. Through their employment and due to psychological effects they can better reach the users and convey the desired message more efficiently. This is being increasingly employed in various forms by media specialists and is geared to classical methods used by the entertainment industry: personalization of institutions, use of dramaturgy, storytelling and the conscious break of a taboo.

*Susanna Wolf/Thomas Zeilinger: Church Communication Online:*  
*What is Sufficient? What Should Be Reformed?*

As a hybrid sphere between private and public spaces, personal publicness demands strategic action on the part of the users if they wish to self-determinately configure their online performance. If the Evangelical Church in Germany (EKD) wishes to reach out to its members here on the one hand and support them in confident customization of their social media communications on the other, it is not sufficient to present one’s

self solely as an institution with a sense of mission. Even if its internal position regarding digitization is ambivalent, the processual dialogue which existed in Luther's time contained the reformatory roots from which its current responsibilities can be traced. How these were defined and discussed during a Summer School in Wittenberg is portrayed in this article.