English Abstracts

Philipp Müller / Ralf Hohlfeld: Towards Journalists' Ideas of Media Effects. Dimensions – Determinants – Consequences (Journalistische Vorstellungen von Medienwirkungen. Dimensionen – Entstehungsbedingungen – Folgen), pp. 166-182

Journalists' conceptions of the audience have significant impact on the journalistic content produced. This paper shows that, in particular, journalists' ideas about media effects shape their audience conceptions. However, presumptions about media effects are, more than other themes, coined by unsystematically gained insights and subject-intuitive judgments. Yet, we can assume that such presumptions have an especially strong influence on journalistic content production. On the backdrop of these ideas, we present a systematised array of journalists' presumptions about media influences, while paying particular attention to the dimensions, determinants and potential consequences of this. Compiling knowledge gained from a review of the existing literature regarding these aspects, we add a few considerations and ideas. Subsequently, we suggest a model that comprises individual aspects and can be used to illustrate interrelations; thus offering a framework for future empirical research in the field.
Key words: journalism, audience conception, idea of the audience, content production, presumed media influence

Pablo Porten-Cheé / Dorothee Arlt / Jens Wolling: Information-Seeking Behavior between Energy Policy and Energy Saving. The Effect of Attitude-Behavior Relations on the Actively Information-Seeking Audience Searching for Information about Energy Issues (Informationssuche zwischen Energiepolitik und Energiespartipps. Einstellungs-Verhaltens-Relationen als Erklärungsfaktoren der aktiven Suche nach energiebezogenen Informationen), pp. 183-201

This study suggests and reviews an explanatory model of the act of active information-seeking regarding issues of energy, energy consumption and energy conservation. In this paper, we focus on questions concerning the dissonance between energy-related attitudes and relevant actions affecting the subsequent information-seeking process. In doing so, we describe different aspects of the energy issue and explain the significance of these. In a first step, we present a variety of theoretical approaches that predict active information-seeking. We then focus on one crucial finding from the field of social science related environmental research; namely the often-observed mismatch between environmental attitudes and environmental behavior. Basing our thoughts on the conceptual combination of this observed relationship and relating them to dissonance theory as well as the selective exposure approach, we suggest a theoretical model of energy-related information-seeking. Empirically testing this model, we used existing panel data for 2010 and 2011. Our analysis shows that the dissonance/consonance dimension in attitude-behavior relationship can be used to predict energy-related information-seeking, especially if people assess energy as an important issue.
Key words: attitudes, behavior, cognitive dissonance, media choice, information-seeking, energy, environment

Arne Freya Zillich: The Significance of Group Processes to Reception Enjoyment. A Typology of Joint Viewing Aspects of TV Crime Thrillers (Die Bedeutung von

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Gruppenprozessen für das Unterhaltungserleben. Eine Typenbildung am Beispiel der gemeinsamen Krimirezeption), pp. 202-220

Watching television has regained its important social role. Friends and acquaintances meet up again to watch TV together; particularly entertaining content. This study investigates whether television viewing enjoyment takes the form of typical characteristics resulting from the group processes that occur while people watch together. Based on the triadic-dynamic entertainment theory and the research on joint television reception, I conducted an empirical study of twelve natural groups (n=49) watching 'Tatort' together (a fictional German weekly crime series). The methods used were a survey and a video observation. Analysing the data with cluster and correspondence analyses, I identified three types of joint-viewing experiences: (1) an involved suspense experience during inactive group reception; (2) a distanced gossip experience during casual group reception; and (3) an empathic mystery experience during active group reception. This typology suggests that enjoyment during joint-viewing a crime show can take several forms, depending on the characteristics of the group situation. It is interesting to note that this contributes to the specific attraction of the social event constructed around watching television.
Key words: enjoyment, entertainment, television reception, group processes, field study

Matthias Kohring / Nils S. Borchers: Advertising as a System? A Critique of System Theory Approaches to Advertising (Werbung mit System? Eine konstruktive Kritik systemtheoretischer Theorien der Werbung), pp. 221-234

Since 1990, several system theory concepts have approached advertising as an autonomous social system, offering inspiring ideas for conceptualising advertising from a genuinely Communications perspective. However, a systematic discussion of these concepts is yet lacking. Hence, this paper revisits existing concepts and suggests a broader scope of the theoretical approach. We discuss most of the relevant system theory concepts of advertising. In conclusion, we argue that advertising cannot be considered an autonomous area of social action. However, this does not mean devaluating the societal relevance of advertising, as the second part of our text demonstrates. We outline an alternative system theory approach that shows how advertising needs to be considered as an indispensable component of every single social system. We therefore call for an extension of the narrow perspective of advertising theory which is almost exclusively focusing on economic advertising within the mass media.
Key words: advertising theory, autonomy of advertising, system theory

Michael Latzer: Media Change through Innovation, Co-Evolution and Complexity. An Outline (Medienwandel durch Innovation, Ko-Evolution und Komplexität. Ein Aufriss), pp. 235-252

This article argues for the analysis of media change as an innovation-driven, co-evolutionary process under the conditions of complexity. Through the combination of innovation-, co-evolution- and complexity approaches, different and new findings on the driving forces, development, implications and governance of media change can be achieved. This perspective provides basic patterns for a better understanding of processes of change, and allows for a differentiated integration of technical innovations into the overall picture of media change. At the same time, the assessment of framework conditions for regulatory efforts changes; as do the guidelines for media policy and media

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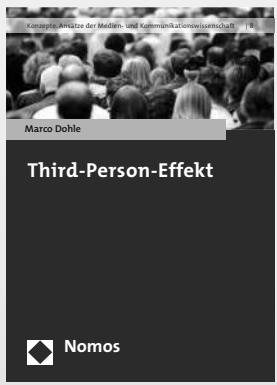
economics. The paper presents an outline of the proposed analytical approach and discusses aspects of the co-evolution of the Internet. Subsequently, implications for media economics and media politics are pointed out, and conclusions are drawn that argue for an integrated theory of media change.
Key words: theory of evolution, innovation theory, Internet, convergence, media change, communications technology, communications policy, media economics, media innovations

Third-Person-Effekt



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Warum glauben wir, dass andere Menschen stärker von Medien beeinflusst werden als wir selbst? Und welche Folgen hat diese Vermutung für unsere eigenen Einstellungen und unser eigenes Verhalten? Mit diesen Fragen befasst sich die Forschung zum Third-Person-Effekt. Das Buch bietet eine systematische und verständliche Einführung in diesen Ansatz.

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