Zeitschriftenlese

„Synchronized verbal behavior can reveal important information about social dynamics. This study introduces the linguistic style matching (LSM) algorithm for calculating verbal mimicry based on an automated textual analysis of function words. The LSM algorithm was applied to language generated during a small group discussion in which 70 groups comprised of 324 individuals engaged in an information search task either face-to-face or via text-based computer-mediated communication. As a metric, LSM predicted the cohesiveness of groups in both communication environments, and it predicted task performance in face-to-face groups. Other language features were also related to the groups' cohesiveness and performance, including word count, pronoun patterns, and verb tense. The results reveal that this type of automated measure of verbal mimicry can be an objective, efficient, and unobtrusive tool for predicting underlying social dynamics. In total, the study demonstrates the effectiveness of using language to predict change in social psychological factors of interest."

„This study examines relational messages as predictors of hurt, using both self-report indicators of hurt and biological markers of stress reactivity to a hurtful interaction. Hypotheses predict that perceptions of involvement, composure, and receptivity increase feelings of hurt, whereas perceptions of similarity, affiliation, and informality decrease hurt. Participants (N = 91) engage in two 5-minute conversations with a romantic partner about core traits and values. The partner is coached to be disconfirming and hurtful during the second conversation about the participant's core traits or values. Following the interaction, participants report their level of hurt and their perceptions of the conversation and give saliva samples to measure cortisol. The hypotheses are partially supported, such that perceptions of affiliation and informality are negatively associated with hurt feelings. Furthermore, self-reported hurt feelings are positively associated with increases in salivary cortisol. Affiliation and receptivity also have direct effects on the stability of cortisol change."

„Using a theoretical model of parenting, this study assessed the differential effects of parental antidrug ads on parents who have adopted an authoritarian parenting style and on those who use a permissive parenting style. The effects of two types of ads were studied. One ad type featured parental monitoring and the other ad type featured nurturing parent practices. An ad type by parenting style interaction was predicted on cognitions, attitudes, and behavioral intent to monitor or engage in positive involvement parenting. Two data analytic strategies provided moderate support for the hypothesis. The results suggested that a targeting approach using parenting styles is viable for future research."

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Hu, Yifeng; Sundar, S. Shyam: Effects of Online Health Sources on Credibility and Behavioral Intentions. – S. 105-132

Dunlop, Sally M.; Wakefield, Melanie: Pathways to Persuasion: Cognitive and Experiential Responses to Health-Promoting Mass Media Messages. – S. 133-164

Jg 37 (2010) Nr 2

Bartsch, Anne; Appel, Markus; Storch, Dennis: Predicting Emotions and Meta-Emotions at the Movies: The Role of the Need for Affect in Audiences' Experience of Horror and Drama. – S. 167-190

„Audiences are attracted to dramas and horror movies even though negative and ambivalent emotions are likely to be experienced. Research into the seemingly paradoxical enjoyment of this kind of media entertainment has typically focused on gender- and genre-specific needs and viewing motivations. Extending this line of research, the authors focus the role of the need for affect as a more general, gender- and genre-independent predictor of individual differences in the experience of emotions and meta-emotions (i.e., evaluative thoughts and feelings about one's emotions). The article discusses a field study of moviegoers who attended the regular screening of a drama or a horror film. Results support the assumption that individuals high in need for affect experience higher levels of negative and ambivalent emotions and evaluate their emotions more positively on the level of meta-emotions. Controlling for the Big Five personality factors does not alter these effects. The results are discussed within an extended meta-emotion framework.“

Lee, Eun-Ju: What Triggers Social Responses to Flattering Computers?: Experimental Tests of Anthropomorphism and Mindlessness Explanations. – S. 191-214

Fu, W. Wayne; Govindaraju, Achikannoo: Explaining Global Box-Office Tastes in Hollywood Films: Homogenization of National Audiences' Movie Selections. – S. 215-238

„This study examines the cross-country homogeneity of audience tastes in theatrical consumption of Hollywood films. It constructs empirical schemes to measure and explain similarities between national cinema audiences in box-office acceptance of common sets of Hollywood movies, using annual 2002-2007 panel data of ticket-sales receipts worldwide at the country-by-film level. The results show that countries more culturally like the United States tend to have box-office tastes more closely resembling those of American audiences for the same Hollywood titles than other countries do. The similarity in movie taste is also positively related to an importing country's cinema market size. Moreover, the tastes of individual countries have converged with those of American audiences over the years. Also, correlational statistics calculated from the country-by-film cross-tabulations of box-office

sales uncover the trend that the world's tastes have become increasingly homogenous.“

Busse, Peter et al: The Role of Communication With Friends in Sexual Initiation. – S. 239-255

Schmierbach, Mike: „Killing Spree“: Exploring the Connection Between Competitive Game Play and Aggressive Cognition. – S. 256-274

Stafford, Laura: Geographic Distance and Communication During Courtship. – S. 275-297

Communication Theory
Jg 20 (2010) Nr 1

Jensen, Robin E. et al: Theorizing the Transcendent Persona: Amelia Earhart's Vision in The Fun of It. – S. 1-20

Canary, Heather E.: Structurating Activity Theory: An Integrative Approach to Policy Knowledge. – S. 21-49

„This article presents a theoretical framework for investigating the communicative construction of policy knowledge. Research regarding public policy and organizational knowledge demonstrates the importance of these areas for organizational communication scholars. In light of this research, structurating activity theory is offered as an integration of structuration theory and cultural-historical activity theory (CHAT). Four theoretical constructs are discussed: (a) structuration through activity, (b) mediation of social activity, (c) contradictions as generative mechanisms, and (d) intersections of activity systems. Six propositions offer the explanatory significance of each construct, and then the theory is applied to a case study of the construction of special education policy knowledge. Additional applications of structurating activity theory are proposed and suggestions for future research directions are offered.“

Gunn, Joshua; Cloud, Dana L.: Agentic Orientation as Magical Voluntarism. – S. 50-78

Scott, Clifton; Myers, Karen: Toward an Integrative Theoretical Perspective on Organizational Membership Negotiations: Socialization, Assimilation, and the Duality of Structure. – S. 79-105

Johnson, Melissa A.: Incorporating Self-Categorization Concepts Into Ethnic Media Research. – S. 106-125

„The growth of ethnic media is a bright trend in the U.S. media market, and media for various cultural groups are expanding in Europe and elsewhere. However, despite increased scholarly attention to ethnic media, ethnic media theoretical concept development has not kept pace. This article has three purposes. It differentiates ethnic media from other media forms and defines related concepts, organizes and models

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contemporary ethnic media literature, and diagrams an ethnic media model that incorporates concepts from self-categorization theory. The author focuses on four self-categorization concepts (accessibility, norms, prototypes, and fit) and sets forth propositions derived from the concepts for use in ethnic media research. Methods for refining and testing the concepts are also suggested."

Communication, Culture & Critique
Jg 3 (2010) Nr 1

Bradfield, Shelley-Jean: (Re-)Inventing Home Affairs: Feminist Solidarity and the South African Nation. – S. 1-20

„The South African-produced television show, Home Affairs, foregrounds the challenge of creating a united and homogenous notion of nation. The heterogeneous images of 9 female protagonists set within the discourse of nation-building draws attention to issues of equality and empowerment. However, these representations also expose ruptures within feminism, and the project of nationalism as feminist sensibility is often criticized as a betrayal of the nation. Locating these tensions within feminist and historical contexts, I argue Home Affairs allegorically represents the rebirth or rebuilding of the nation. However, although Home Affairs can be read as representative of the nation that valorizes middle-class values, it simultaneously demonstrates the competing interests of national solidarity and free-market forces that perpetuate socioeconomic and educational segregation."

Butchart, Garnet C.: The Exceptional Community: On Strangers, Foreigners, and Communication. – S. 21-25

Duffy, Brooke Erin: Empowerment Through Endorsement?: Polysemic Meaning in Dove's User-Generated Advertising. – S. 26-43

Gibson, Timothy A.: The Limits of Media Advocacy. – S. 44-65

„This article argues that the theory and practice of media advocacy suffers from some inherent pragmatic and conceptual limits. One limit is practical: Media advocacy's reliance on journalists working in commercial media radically constrains advocates' ability to reach policy makers and citizens in anything more than an episodic way. Another limit is conceptual. By implicitly endorsing an elitist theory of democracy and focusing on mainstream journalism, media advocacy fails to theorize the crucial role media resources and strategies play within local social change movements. The article concludes by exploring what the theory and practice of media advocacy might look like if informed by an alternative, more participatory theory of democracy as well as a commitment to promoting media reform."

Ismail, Amani: When the „Fortress Crumbled": The Israel–Jenin Story in U.S. News Media. – S. 66-84

Halim, Sarah; Meyers, Marian: News Coverage of Violence Against Muslim Women: A View From the Arabian Gulf. – S. 85-104

„This study examines news coverage of violence against Muslim women in English-language newspapers in Saudi Arabia, Bahrain and Kuwait. Using discourse analysis, it asks whether coverage reflects traditional Islamic or Islamic feminist perspectives. The findings indicate the news overwhelmingly reflected traditional Islamic beliefs concerning the secondary status of Muslim women. Coverage minimized the violence, blamed victims, omitted women's voices, and treated sympathetically men who committed honor crimes. However, an Islamic feminist perspective was evident in some content that challenged women's segregation in Saudi Arabia. This study concludes that this news coverage shares many of the same characteristics of news reporting of violence against women in the West by ignoring its systemic nature and relation to male supremacy and patriarchal ideology."

Shugart, Helene A.: Consuming Citizen: Neoliberating the Obese Body. – S. 105-126

Communications
Jg 35 (2010) Nr 1

Williams, Angie et al: Portrayals of Older Adults in UK Magazine Advertisements: Relevance of Target Audience. – S. 1-28

„Older people are an increasingly important consumer group and hence advertising target, yet relatively little research in the UK and in Europe (as opposed to the USA) has examined how older adults are portrayed in advertising. In this study, a sample of 221 magazine advertisements depicting older adults were coded for features such as the advertised products, setting, role prominence, rhetorical scheme, tone and type of portrayal. In a departure from previous studies, we devised a set of six descriptive 'types' which encapsulate the way older people are portrayed in these advertisements. Also, and as the main focus of this paper, we compared a magazine designed for people over 50 (Saga Magazine) to ten general readership magazines in order to investigate any differences in the portrayal of older adults in (older)age-targeted vs. general readership advertising. Previous research on old age stereotyping, social identity theory and inter-group theory form the basis of our analysis."

Hetsroni, Amir: Violence in Mainstream TV advertising: A Comparison of the Representation of Physical Aggression in American and Israeli Commercials. – S. 29-44

Lingenberg, Swantje: The Citizen audience and European Transcultural Public Spheres: Exploring Civic Engagement in European Political Communication. – S. 45-72

„This article aims at shedding light on how civic engagement matters for the emergence of a European public sphere. It investigates the citizen's role in constituting it and asks how citizens, being located in dif-

ferent cultural and political contexts, participate in and appropriate EU political communication. First, the article develops a pragmatic approach to the European public sphere emphasizing the importance of citizens' communicative participation and, moreover, considers the transnational and transcultural character of European political communication. It is assumed that the constitution of public spheres – representing social constructions fulfilling democratic functions – ultimately relies on the citizen audience's (media based) perception of the impact of common problems and the EU's political decisions as well as on their subsequent participation in public discourses. The second part of the article presents the findings of empirical case studies conducted in France, Italy and Germany to explore citizens' engagement in and appropriation of the European constitutional debate."

Scharkow, Michael; Vogelgesang, Jens: Effects of Domestic Media Use on European Integration. – S. 73-92

„In recent research, the declining support for European integration is often attributed to the lack of a European public sphere. The comparatively low level of Europeanization in the news media is said to promote euroscepticism or at least hinder further integration. We ask if, and what kinds of, media effects are theoretically plausible and empirically observable in the context of European integration. Based on Eurobarometer data, we evaluate the impact of domestic media use of EU citizens on their attitudes towards the EU and Europe. Using structural equation modeling (SEM) techniques in a cross-national analysis, we can demonstrate that domestic media use has a positive but small effect on knowledge, attachment to Europe and support for the European Union."

Computer Law Review International
Jg 11 (2010) Nr 1

Ferti, Andriani: The Internet Freedom Provision of the EU Telecoms Package. – S. 1-9

Picot, Henriette: Dealing with Open Source Software Licences in Outsourcing Transactions. – S. 9-12

Wachter, Joren De: Software Written By Software: Is Copyright Still the Appropriate Tool to Protect IT?. – S. 12-19

Computer und Recht
Jg 26 (2010) Nr 2

Dieselhorst, Jochen: Zur Dinglichkeit und Insolvenzfestigkeit einfacher Lizenzen: Kritische Betrachtungen auf Grundlage des BGH-Urteils „Reifen Progressiv". – S. 69-76

Schütze, Marc; Salevic, Marc: Checks & Balances: Begrenzung des Regulierungsermessens durch EU; Eine kritische Betrachtung am Bei-

spiel der BNetzA-Regulierungspraxis für TK-Entgelte. – S. 80-87

„Mittlerweile hat das BVerwG in einigen Entscheidungen zum sog. Regulierungsermessen die Grenzen (eingeschränkter) richterlicher Kontrolle über BNetzA-Entscheidungen unter dem TKG-2004 konturiert. Dabei fallen nicht nur Anleihen beim deutschen Fachplanungsrecht auf, zusätzlich will sich der 6. Senat dogmatisch insbesondere auf Vorgaben des Gemeinschaftsrechts stützen, namentlich die Unabhängigkeit der nationalen Regulierungsbehörden sowie das sektorspezifische Konsolidierungsverfahren gem. Art. 7 der RahmenRL 2 002/ 2 1/EG. Der vorliegende Beitrag hinterfragt die letztgenannte Prämisse, dass sich die erweiterten Entscheidungsspielräume der BNetzA durch das mit dem Richtlinienrahmen von 2002 eingeführte Konsolidierungsverfahren in einer Weise ausbalancieren ließen, welche die Reduzierung des subjektiven Rechtsschutzes für die betroffenen Marktteilnehmer kompensiert. Veranschaulicht wird dies – auch aus aktuellem Anlass des jüngst von der EU-Kommission eingeleiteten Vertragsverletzungsverfahrens – an der bisherigen BNetzA-Praxis bei der Notifizierung ihrer entgeltregulatorischen Entscheidungen. Die Reduzierung der Kontrolldichte grenzt an ein etatistisch geprägtes Staatsbild. Für die Rationalität der Entscheidung wird immer weniger auf die Einbeziehung von Marktteilnehmern, sondern auf fachbehördliche Spezialbefugnisse gesetzt."

Bohne, Daniel: Zum Erfordernis eines gewerblichen Ausmaßes der Rechtsverletzung in § 101 Abs. 2 UrhG. – S. 104-109

Jg 26 (2010) Nr 3

Mankowski, Peter: Internationale Zuständigkeit am Erfüllungsort bei Softwareentwicklungsverträgen: eine europäisch-autonome Auslegung des internationalen Erfüllungsgerichtsstands und ihre Folgen im Bereich der Entwicklung von Software. – S. 137-141

Grützmacher, Malte: Gebrauchtsoftwarehandel mit erzwungener Zustimmung – eine gangbare Alternative?: Zugleich Anmerkung zur Entscheidung des LG Mannheim, Urt. v. 22.12.2009 – 2 O 37/09, zur Zustimmungspflicht des Softwareherstellers bei Lizenzübertragung. – S. 141-147

Keller-Stoltenhoff, Elisabeth; Müller, Norman; Spitzer, Patrick: Die neuen EVB-IT Systemlieferung: eine Vorstellung ausgewählter Regelungen im Vergleich mit den EVB-IT System. – S. 147-153

Kaeding, Nadja: Haftung für Hot Spot Netze. – S. 164-171

Ernst, Stefan: Google StreetView: Urheber- und persönlichkeitsrechtliche Fragen zum Straßenpanorama. – S. 178-184

Global Media and Communication
Jg 5 (2009) Nr 3

Granjon, Fabien; Paris, Emmanuel: A Critical aproach to French Médiacultures Theory: Post-critical Sociology of Media and Cultural Studies in France. – S. 279-292

„What's new in Cultural Studies in France these days? Recent years have seen a resurgence of interest in a research tendency long neglected in this country, in particular with the publication in French of some fundamental texts and a new critical reading of these in the framework of the new „médiacultures theory" propagated by a group of young researchers. In this article, we present médiacultures theory and consider its strengths and weaknesses. Much to be welcomed is its epistemological subjection of high culture products to the same analysis as mass culture. Nonetheless, the omission of reception contexts and the simplification of Marx's and Gramsci's insights into the socio-political dimensions of culture – these being authors who deeply influenced Anglophone Cultural Studies research – have meant that the work currently being done in médiacultures is not as far-reaching as it might be."

Proulx, Serge: Can the Use of Digital Media Favour Citizen Involvement?. – S. 293-307

Mattelart, Tristan: Audio-Visual Piracy: Towards a Study of the Underground Networks of Cultural Globalization. – S. 308-326

Frère, Maria-Soleil: After the Hate Media: Regulation in the DRC, Burundi and Rwanda. – S. 327-352

„During the past 15 years Central Africa, and specifically Burundi, Rwanda and the Democratic Republic of Congo, have been through devastating wars in which the media became actors. In 1993, some Burundese newspapers were described as 'hate media' and one year later Radio télévision mille collines (RTLM) in Rwanda became the first of those described as 'death media', preparing minds for genocide and helping in its implementation. In the Democratic Republic of Congo, in1998, certain newspapers took to inciting ethnic hatred and violence towards some Congolese citizens. By 2006, when this research was completed, these three countries were undergoing fragile peace processes and trying to rebuild themselves. The media certainly have a major role to play in helping to soothe the hatred and move people from different communities back into dialogue. But how should the media sector be reorganized in countries where the media have contributed to killings? What is the best way to find a balance between freedom and control in a context where the microphone and the pen have been weapons of murder? This is one of the main issues that must be addressed by the communications regulatory bodies which have been established to support press freedom and to organize and monitor the media landscape."

Lamloum, Olfa: Hezbollah's Media: Political History in Outline. – S. 353-367

Marchetti, Dominique: The Revelations of Investigative Journalism in France. – S. 368-388

Arquembourg, Jocelyne: Who Did the Tsunami Happen To?: An Analysis of the Media Account of Events as Part of a Process in Collective Understanding. – S. 389-404

„The 2004 Tsunami which devastated parts of Southeast and South Asia was a major media event. Drawing on phenomenology of events developed in France by Claude Romano, this article raises fundamental questions about what constitutes a media event – what is the role of media narratives in the constitution of collective events? It argues that a media event is a product of multiple interactions between actors and media publics and combines both the production of facts and public reactions to them."

Ferjani, Riadh: Arabic-Language Television in France: Postcolonial Transnationality. – S. 405-424

International Communication Gazette
Jg 72 (2010) Nr 1

Luyendijk, Joris: Beyond Orientalism. – S. 9-20

„Factors beyond the control of journalists and media organizations are essential in the construction of news about the Middle East. Ideology plays a role and so do ignorance and prejudice, but even when as a correspondent one knows the local language and is hypersensitive to the pitfalls of ethnocentrism and orientalism, still the coverage one produces often reinforces stereotypes. The cause seems to lie in the dilemmas inherent in the collection and representation of information, in particular in non-western, non-democratic contexts. A solution may be to embrace rather than obscure these dilemmas but this requires a fundamental rethink of what news is, both on the part of journalists and of audiences."

Broersma, Marcel: The Unbearable Limitations of Journalism: On Press Critique and Journalism's Claim to Truth. – S. 21-34

Sakr, Naomi: News, Transparency and the Effectiveness of Reporting From Inside Arab Dictatorships. – S. 35-50

Kester, Bernadette: The Art of Balancing: Foreign Correspondence in Non-Democratic Countries: The Russian Case. – S. 51-70

„This article examines the problems foreign correspondents encounter when working under conditions that differ considerably from those in their home country. In order to illustrate some of the problems, in particular with regard to the accessibility and trustworthiness of sources, the article takes as a case study the experiences of 11 Dutch correspondents posted in Moscow between 1982 and 2007, and examines their strategies to cope with the restrictions encountered working in a (neo-)authoritarian state."

Franks, Suzanne: The Neglect of Africa and the Power of Aid. – S. 71-84

„Since the end of colonial rule, Africa has on the whole been inadequately covered by the western media. It is rarely reported except as a backdrop to disaster or as the scene of a celebrity visit. There is an absence of sustained and well-informed reporting about Africa in the mainstream media. And when the media do cover it they often get the story very wrong, partly because there is no ongoing understanding of and engagement with the continent. Using exclusive access to the BBC archive, the article examines how and why media coverage of Africa has been misleading and misinformed in the postcolonial period. It examines the extent to which the close relationship between media coverage and aid agencies has damaged the cause of informing the public. Aid agencies have seen a huge growth since the mid-1980s – partly precipitated by the power of media imagery. As media organizations have reduced their commitment to investing in reporting on Africa so journalists have in turn become more dependent upon aid agencies, which have filled the vacuum. This symbiotic relationship requires a degree of transparency otherwise there is a danger that it can compromise journalistic accountability.“

Ruigrok, Nel: From Journalism of Activism Towards Journalism of Accountability. – S. 85-90

Deprez, Annelore; Raeymaeckers, Karin: Bias in the News?: The Representation of Palestinians and Israelis in the Coverage of the First and Second Intifada. – S. 91-110

Ibrahim, Dina: The Framing of Islam On Network News Following the September 11th Attacks. – S. 111-125

„This article investigates the shifting discourse on Islam and Muslims in the immediate aftermath of the 9/11 attacks. It seeks to investigate and compare the visual and verbal frames used to describe Islam within and outside America, which aspects of the religion were emphasized or omitted and how closely the frames of Islam concurred with the ideology of officials. Through this case study of American network news coverage post-9/11, the article argues that objective coverage of Islam is a myth, not just in America, but across the world. The author supports the problematic but necessary remedial action of urging reporters to acknowledge their subjectivity and find ways to increase their transparency regarding the choices they make in constructing their frames.“

Jg 72 (2010) Nr 2

Volz, Yong et al: Critical Events and Reception of Foreign Culture: An Examination of Cultural Discount of Foreign-Language Films in the US before and after 9/11. – S. 131-150

Garyantes, Dianne M.; Murphy, Priscilla J.: Success or Chaos?: Framing and Ideology in

News Coverage of the Iraqi National Elections. – S. 151-170

„This study used computer-assisted textual analysis of frames as ideological cues in news coverage of the Iraqi 2005 elections by CNN.com and Aljazeera.net. CNN's reporting revealed an ideology of a cultural conquest, framing the elections with sentimental patriotism toward western-style democracy. Al Jazeera's texts revealed distrust and suspicion toward the US, framing the elections with skepticism, a lack of legitimacy and chaos. Despite claims of journalistic objectivity, the analysis found a divisive ideology expressed by both news organizations. The study bears out the importance of 'global objectivity' to provide critical, cross-cultural perspectives in an age of expanding media globalization.“

Lustyik, Katalin: Transnational Children's Television: The Case of Nickelodeon in the South Pacific. – S. 171-190

Moyo, Last: The Global Citizen and the International Media: A Comparative Analysis of CNN and Xinhua's Coverage of the Tibetan Crisis. – S. 191-207

„This article uses cosmopolitanism as a theoretical basis for the investigation and analysis of the global corporate and state media's normative roles in human rights and democracy. Through the case studies of CNN and Xinhua's reportage of the Tibetan protests in 2008, the article observes patterns of ideological coalescence between western capitalist hegemony and the big western media conglomerates such as CNN. It argues that, as a good global corporate citizen, CNN undoubtedly made contributions in exposing human rights abuses in Tibet, but also unwittingly worked to advance the interests of a manipulative and unjust neoliberal international order that uses human rights as a political tool. This is demonstrated not only through CNN's selective articulation of human rights, but also the worrying coincidence between its ideological construction of the Tibet story and the rebuke of China's human rights record by the western governments and other western institutions. While Xinhua provided an alternative discourse to that of human rights, it was observed that whereas nationalism arguably protects China's revolutionary legacy and its modernization project, the discourse was also largely authoritarian and acted in contradiction to some of the constitutionally entrenched civil and political liberties of minorities while also raising cynicism about the Chinese government's commitment to international human rights laws that it ratified and acceded to.“

Jg 72 (2010) Nr 3

Sosale, Sujatha: Rallying Around the Flag: Journalistic Constructions of a National Mediascape in a Global Era. – S. 211-228

el-Nawawy, Mohammed; Khamis, Sahar: Collective Identity in the Virtual Islamic Public Sphere: Contemporary Discourses in Two Islamic Websites. – S. 229-250

Polson, Erika; Kahle, Shannon: Limits of National Discourse on a Transnational Phenomenon: A Case Study of Immigration Framing in the BBC Online. – S. 251-268

„Although global migration is a complex transnational issue, media and policy discussions in wealthy regions often isolate immigration discourse within national frameworks. Using a Special Report on the BBC Online as a case study (and a 'best case' example of immigration reporting), this article illustrates the problems that are masked by 'objective' language used within the realm of national identity, and calls for media and policy researchers dealing with immigration to take a transnational view of societal transformations related to migration. In conducting a qualitative analysis that tests media frames against an established goal, this case study suggests the value of adding a normative aspect to framing research."

Freeman, Bradley C.: Through a Western Lens: Portrayals of a 'Rising' ASEAN and its Member Countries in The New York Times. – S. 269-286

„Countries of the Association of Southeast Asian Nations (ASEAN) have long since declared their political independence from western powers, yet arguably they still stand in the long shadow of western media and culture. Recently though, the group has been taking more assertive steps to make ASEAN more cohesive and relevant in global affairs. ASEAN has several important trading partners, including the US. How is the association portrayed in US newspapers? Does the group's coverage differ from that of its individual member states? And what bearing can such international media portrayals have on the institution's identity? This study explores the treatment of ASEAN and its individual member states in The New York Times. A content analysis methodology is utilized to examine the variables of visibility and valence. Across time comparisons are made between ASEAN and its member states in terms of the total number of stories, media frames used and news categories present. Relationships between news coverage, framing and foreign policy concerns are also examined as advised by current understanding of framing and agenda-setting research."

Sima, Yangzi; Pugley, Peter C.: The Rise of A 'Me Culture' in Postsocialist China: Youth, Individualism and Identity Creation in the Blogosphere. – S. 287-306

Journal of children and media
Jg 4 (2010) Nr 1

Cantor, Joanne et al: Descriptions of Media-Induced Fright Reactions in a Sample of US Elementary School Children. – S. 1-17

Mass, Asja; Lohaus, Arnold; Wolf, Oliver T.: Media and Stress in Adolescent Boys in Germany: Psychophysiological Effects of Violent and Nonviolent Television Programs and Video Games. – S. 18-38

„The study is on the effects of entertainment media on physiological and psychological indicators of stress. The concept of stress is considered to play a key role in the explanation of the effects of media use on aggression, academic performance, and health. Two types of media (television and video games) and violent versus nonviolent content were compared. Differential effects on physiological measures (heart rate [HR], heart rate variability [HRV], cortisol, salivary alpha-amylase [sAA]) and subjective experience were expected. Study participants consisted of 98 boys, aged 11 to 14. Physiological stress reactions were higher for video games than for television with regards to HR and HRV. Violent content had greater effects on physiological stress than nonviolent content, when measured in terms of sAA, cortisol, and HRV. Violent content, in general, was rated as being more stressful but also more enjoyable. The results underline that certain types of media use are associated with subjective and physiological indices of stress."

Bierwirth, Peters Kristen; Blumberg, Fran C.: Preschoolers' Judgments Regarding Realistic and Cartoon-based Moral Transgressions in the US. – S. 39-58

Erjavec, Karmen; Volcic, Zala: Information Literacy: A Means of Preparing the Students in Slovenia for the Information Society. – S. 59-76

Rozendaal, Esther; Buijzen, Moniek; Valkenburg, Patti: Comparing Children's and Adults' Cognitive Advertising Competences in the Netherlands. – S. 77-89

„This study examines the age at which children reach adult levels of cognitive advertising competences. In a computer-assisted survey of 294 children (8-12 years) and 198 adults (18-30 years), we investigate at what age children reach adult levels of (1) advertising recognition, and (2) understanding of advertising's selling and persuasive intent. Our findings show that around the age of 9-10, most children have reached an adult level of advertising recognition. However, at age 12, children have still not acquired an adult-like understanding of advertising's selling and persuasive intent. Finally, children's understanding of the selling intent of advertising develops before their understanding of its persuasive intent."

Smith, Jacob: The Books That Sing: Children's PhonoGraph Records, 1890-1930. – S. 90-108

Journal of Health Communication
Jg 14 (2009) Nr 7

Ratzan, Scott C.: Obesity: The Facts Are Now In – Now What to Do. – S. 609-611

Belenko, Steven et al: Online Illegal Drug Use Information: An Exploratory Analysis of

Drug-Related Website Viewing by Adolescents. – S. 612-630

Vyth, Ellis L. et al: A Front-of-Pack Nutrition Logo: A Quantitative and Qualitative Process Evaluation in the Netherlands. – S. 631-645

Etter, Jean-Francois: Comparing Computer-Tailored, Internet-Based Smoking Cessation Counseling Reports with Generic, Untailored Reports: A Randomized Trial. – S. 646-657

Rhodes, Nancy et al: The Content of Cigarette Counter-Advertising: Are Perceived Functions of Smoking Addressed?. – S. 658-673

„Media campaigns can be an effective tool in reducing adolescent smoking. To better understand the types of ads that have been used in campaigns in the United States, a content analysis was conducted of ads available at the U.S. Centers for Disease Control and Prevention (CDC) Media Campaign Resource Center (MCRC; Waves 1 through 7). A total of 487 ads were coded. Ads were coded for target audience, primary theme present in the ad, and sensation value-production techniques that have been demonstrated to attract attention and increase arousal. Primary themes extended earlier studies by focusing on the perceived functions of smoking (weight lose, stress management, controlling negative affect) as well as the traditional themes of industry attack, the health consequences of smoking, secondhand smoke, quitting, and the social image of smokers. A majority of ads were rated as having moderate sensation value, and ads targeted at teens and children were, on the average, higher in sensation value than those targeting general audiences. Changes across time suggest that campaigns are focusing more on adolescent smoking and relying more on attacking the tobacco industry. Research indicates that the functions of stress relief, mood regulation, and weight loss are strong reasons for initiating and continuing to smoke cigarettes; however, none of the 487 ads addressed these functional themes. Implications for developing campaigns that more closely relate to the functions of smoking are discussed.“

Kumar, Sameer; Honkanen, Erik J.; Karl, Chad C.: Developing a Global Health Diplomacy Supply Chain: A Viable Option for the United States to Curb Extremism. – S. 674-689

Tang, Songyuan et al: Improving Reproductive Health Knowledge in Rural China: A Web-Based Strategy. – S. 690-714

Jg 14 (2009) Nr 8

Ratzan, Scott C.: Health Care: America Stands Alone. – S. 719-721

Kelly, Bridget J.; Niederdeppe, Jeff; Hornik, Robert C.: Validating Measures of Scanned Information Exposure in the Context of Cancer Prevention and Screening Behaviors. – S. 721-740

Tanner, Andrea et al: Disaster Communication on the Internet: A Focus on Mobilizing Information. – S. 741-755

Tickle, Jennifer J. et al: Tobacco, Alcohol, and Other Risk Behaviors in Film: How Well Do MPAA Ratings Distinguish Content?. – S. 756-767

„To evaluate the usefulness of Motion Picture Association of America (MPAA) ratings for parental selection of appropriate films for children, the 100 top grossing movies each year from 1996 through 2004 (N = 900) were content analyzed to measure risk behaviors in each film. More restrictive MPAA ratings (R and PG-13) were associated with increased mean seconds of portrayals of tobacco use, alcohol use, and sexual content; increased frequency of violent content; and increased salience of drug use. MPAA ratings, however, did not clearly distinguish films based on tobacco or alcohol use. Fifty percent of R-rated movies contained 124 seconds or more of tobacco use, comparable with 26 % of PG-13 and 17 % of PG movies. Fifty percent of R-rated movies contained 162 seconds or more of alcohol use, comparable with 49 % of PG-13 and 25 % of PG movies. Because of the high degree of overlap in alcohol and tobacco content between rating categories, the MPAA rating system, as currently defined, is not adequate for parents who wish to limit their children's exposure to tobacco or alcohol content in movies.“

Ashida, Sato et al: Disclosing the Disclosure: Factors Associated With Communicating the Results of Genetic Susceptibility Testing for Alzheimer's Disease. – S. 768-784

Sullivan, Helen W.; Rutten, Lila J. Finney: Cancer Prevention Information Seeking: A Signal Detection Analysis of Data From the Cancer Information Service. – S. 785-796

„Communication and health information seeking play a significant role in the promotion of cancer prevention behaviors, including screening. Data from a sample of information seekers who contacted the National Cancer Institute's (NCI's) Cancer Information Service (CIS; N = 20,412) were split randomly into an exploratory and validation sample to conduct signal detection analysis predicting cancer prevention information seeking. Important predictors of seeking prevention information in the exploratory sample were type of information seeker, communication channel, age, and gender; these findings generally were confirmed in the validation sample. Our findings also reveal important information about the demographic characteristics and communication channel preferences of cancer prevention information seekers.“

Duggan, Ashley et al: What Can I Learn From This Interaction?: A Qualitative Analysis of Medical Student Self-Reflection and Learning

in a Standardized Patient Exercise About Disability. – S. 797-811

Jg 15 (2010) Nr 1

Tustin, Nupur: The Role of Patient Satisfaction in Online Health Information Seeking. – S. 3-17

„Studies of online health information seeking are beginning to address a basic question: why do people turn to the Internet? This study draws upon the Uses and Gratifications (U&G) and Media System Dependency (MSD) perspectives to examine in this process the role played by satisfaction with care. The sample comprised 178 cancer listserv users, of whom 35 % chose the Internet as their preferred source of health information compared with 19 % who named their oncologist. Dissatisfied patients were significantly more likely to rate the Internet as a better source of information than the provider (p = .001). The level of empathy shown by the provider and the quality of time spent with the patient had a significant negative association with choosing the Internet as a preferred source of information, and a significant positive association with choosing the oncologist as an information source. The results from this study emphasize the significance of the patient-provider interaction. Dissatisfied patients' tendency to seek and trust information sources other than their physician also may have implications for compliance with treatment."

DeLorme, Denise E.; Huh, Jisu; Reid, Leonard N.: Evaluation, Use, and Usefulness of Prescription Drug Information Sources Among Anglo and Hispanic Americans. – S. 18-38

Park, Hyojung; Reber, Bryan H.: Using Public Relations to Promote Health: A Framing Analysis of Public Relations Strategies Among Health Associations. – S. 39-54

Lee, Seow Tong; Cheng, I-Huei: Assessing the TARES as an Ethical Model for Antismoking Ads. – S. 55-75

„This study examines the ethical dimensions of public health communication, with a focus on antismoking public service announcements (PSAs). The content analysis of 826 television ads from the U.S. Centers for Disease Control and Prevention's (CDC) Media Campaign Resource Center is an empirical testing of Baker and Martinson's (2001) TARES Test that directly examines persuasive messages for truthfulness, authenticity, respect, equity, and social responsibility. In general, the antismoking ads score highly on ethicality. There are significant relationships between ethicality and message attributes (thematic frame, emotion appeal, source, and target audience). Ads that portrayed smoking as damaging to health and socially unacceptable score lower in ethicality than ads that focus on tobacco industry manipulation, addiction, dangers of secondhand smoke, and cessation. Emotion appeals of anger and sadness are associated with higher ethicality than shame and humor appeals. Ads targeting teen/youth audiences score lower on ethicality than ads targeting adult and general audiences. There are significant differences in ethicality based on source; ads produced by the CDC rate higher in ethicality than other sources. Theoretical implications and practical recommendations are discussed."

Wallington, Sherrie Flynt et al: Antecedents to Agenda Setting and Framing in Health News: An Examination of Priority, Angle, Source, and Resource Usage from a National Survey of U.S. Health Reporters and Editors. – S. 76-94

Andrews, Kyle R.; Silk , Kami S.; Eneli, Ihuoma U.: Parents as Health Promoters: A Theory of Planned Behavior Perspective on the Prevention of Childhood Obesity. – S. 95-107

Jg 15 (2010) Nr 2

Larkey, Linda K.; Hecht, Michael: A Model of Effects of Narrative as Culture-Centric Health Promotion. – S. 114-135

„Health promotion interventions designed for specific cultural groups often are designed to address cultural values through culturally adapted messages. Recent trends in health promotion incorporate narrative theory, locating culture within the narratives of cultural members, and suggesting that narrative may provide a central, grounded medium for expressing and shaping health behavior. We suggest that culturally grounded narratives are a natural choice for identifying and shaping health messages for specific audiences. A Model of Culture-Centric Narratives in Health Promotion is proposed based on previous persuasion and health promotion research. This model may be used to guide the development and testing of the narrative characteristics and psychosocial mediators of behavior change in a broad range of health interventions. Implications, boundaries, and limitations of the model are discussed."

Jensen, Jakob D. et al: Making Sense of Cancer News Coverage Trends: A Comparison of Three Comprehensive Content Analyses. – S. 136-151

Lee, Sun Young; Hawkins, Robert: Why Do Patients Seek an Alternative Channel?: The Effects of Unmet Needs on Patients' Health-Related Internet Use. – S. 152-166

„Breast cancer is the most common form of cancer found among women in the United States. During the course of the illness, women diagnosed with breast cancer need information and support to cope with the illness. To understand what leads women with breast cancer to consult the Internet for health-related information, we examined how unmet needs—needs that have not been satisfied—in regards to information and emotional support determine patterns of cancer patients' health-related Internet use. Using data collected from 122 women diagnosed with breast cancer, we found that the higher the unmet need for information was, the more likely individuals were to spend time in specialized health information. Likewise, the higher

the unmet need for emotional support was, the more likely individuals were to spend time in social support services such as discussion groups. Implications for future research on unmet needs and the use of the Internet were discussed."

Wolff, Lisa S. et al: Validating a Health Consumer Segmentation Model: Behavioral and Attitudinal Differences in Disease Prevention-Related Practices. – S. 167-188

McComas, Katherine A. et al: Individuals' Willingness to Talk to Their Doctors About Clinical Trial Enrollment. – S. 189-204

„This study investigates whether perceived fairness of doctor-patient interactions relates to individuals' willingness to communicate with their doctors about clinical trial enrollment. It also explores how willingness to talk, the perceived fairness of interactions, and trust in doctors relate to intentions to participate in a future clinical trial. Results from a random digit dial (RDD) telephone survey of U.S. adults (N = 500) measured respondents' willingness to talk to their doctors about clinical trials and intentions to participate in future trials. Perceived fairness of interactions and trust in doctors were associated with willingness to talk about clinical trials. A negative relationship emerged between perceived fairness of interactions and intentions to participate when willingness to talk was introduced into the equation. This relationship suggested that when respondents were more willing to talk to their doctors and perceived these discussions as fair, they were also less likely to express intentions to enroll in future trials. In turn, perceiving these interactions as less fair was related to greater intention to enroll. Fairness of interactions and trust in doctors were less relevant to respondents who were less willing to talk to their doctors; however, these respondents also were more likely to express intentions to enroll in future clinical trials."

Forster, Alice et al: Passport to Promiscuity or Lifesaver: Press Coverage of HPV Vaccination and Risky Sexual Behavior. – S. 205-217

Fairlie, Anne M. et al: Sociodemographic, Behavioral, and Cognitive Predictors of Alcohol-Impaired Driving in a Sample of U.S. College Students. – S. 218-232

Journal of media business studies
Jg 7 (2010) Nr 1

Huang, J. Sonia; Sylvie, George: Industry and Firm Effects on Performance: Evidence from the Online News Industry in the U.S.. – S. 1-20

Shao, Guopsong: Venturing Through Acquisitions or Alliances: Examining U.S. Media Companies' Digital Media Strategies. – S. 21-40

„This paper examined how media firms chose among acquisitions, equity alliances, and non-equity alliances when they decided to venture their digital business.

The dataset covered 292 deals made by 20 U.S. media companies of the Fortune 1000 in the 2000s. The results showed that the choice was a function of strategic objectives (e.g., product extension and market extension), market factors (e.g., market uncertainty and competition), and media firms' attributes (e.g., technological intensity, relative size, and diversification level)."

Oyedeji, Tayo; Hou, Jiran: The Effects of Cable News Outlets' Customer-Based Brand Equity on Audiences' Evaluation of the Credibility of Their Online Brand Extensions. – S. 41-58

Georgakarakou, Chrysanthi et al: Integrating Learning and Work in the Newspaper Industry: A Comparative Study of Greek and Swiss Journalists. – S. 59-90

„This paper investigates comparatively the extent to which Greek and Swiss newspaper firms have established a learning-oriented corporate culture and enacted human resource development policies facilitating lifelong both individual and organizational learning and advancement. The results suggest that although Swiss newspaper firms are closer to their transformation into learning organizations than Greek ones, both industries display organizational learning inhibiting deficiencies that need to be handled by newspaper managers."

Journal of Media Economics
Jg 23 (2010) Nr 1

Treme, Julianne: Effects of Celebrity Media Exposure on Box-Office Performance. – S. 5-16

Gabszewicz, Jean J.; Laussel, Didier; Sonnac, Nathalie: The TV News Scheduling Game: When the Face of the Newscaster Matters. – S. 17-23

„This article first provides an alternative formulation of the Cancian, Bills and Bergstroem (1995) problem, which discards the non-existence difficulty and consequently allows one to consider some extensions of the TV newscast scheduling game. The extension considered consists in assuming that viewers' preferences between the competing channels do not depend only on the timing of their broadcast, but also on some other characteristics, like the content of the show or the identity of the newscaster. Then, this article identifies a sufficient condition on the dispersion of these preferences over the viewers' population, guaranteeing the existence of a unique Nash equilibrium."

Nesbit, Todd; King, Kerry A.: The Impact of Fantasy Sports on Television Viewership. – S. 24-41

„This article analyzes the impact of playing fantasy sports on the television viewership of the National Football League and of Major League Baseball. Using survey data from the ESPN Sports Poll, this study found evidence suggesting that fantasy sports participation leads to an increase in the number of games

watched on television and, therefore, acts as a complement to televised sporting events. The greater demand for televised sports should arguably increase the value of advertising spots and, therefore, lead to a greater potential for cross-marketing across the 2 media of television and the Internet."

Journalism & Mass Communication Quarterly
Jg 86 (2010) Nr 4

Han, Gang (Kevin); Chock, T. Makana; Shoemaker, Pamela J.: Issue Familiarity and Framing Effects of Online Campaign Coverage: Event Perception, Issue Attitudes, and the 2004 Presidential Election in Taiwan. – S. 739-755

Valenzuela, Sebastian: Variations in Media Priming: The Moderating Role of Knowledge, Interest, News Attention, and Discussion. – S. 756-774

Wu, H. Denis; Coleman, Renita: Advancing Agenda-Setting Theory: The Comparative Strength and New Contingent Conditions of the Two Levels of Agenda-setting Effects. – S. 775-789

Hindman, Douglas Blanks: Mass Media Flow and Differential Distribution of Politically Disputed Beliefs: The Belief Gap Hypothesis. – S. 790-808

Shaker, Lee: Citizens' Local Political Knowledge and the Role of Media Access. – S. 809-826

Singer, Jane B.: Role Call: 2008 Campaign and Election Coverage on the Web Sites of Leading U.S. Newspapers. – S. 827-843

Houston, J. Brian: Media Coverage of Terrorism: A Meta-analytic Assessment of Media Use and Posttraumatic Stress. – S. 844-862

Conolly-Ahern, Colleen; Ahern, Lee A.; Bortree, Denise Sevick: The Effectiveness of Stratified Constructed Week Sampling for Content Analysis of Electronic News Source Archives: AP Newswire, Business Wire, and PR Newswire. – S. 862-883

Lin, Carolyn A.: Exploring the Online Radio Adoption Decision-Making Process: Cognition, Attitude, and Technology Fluidity. – S. 884-899

Lumsden, Linda: Good Mothers with Guns: Framing Black Womanhood in the Black Panther, 1968-1980. – S. 900-923

Kommunikation & Recht
Jg 13 (2010) Nr 2

Krieg, Henning: Twitter und Recht. – S. 73-77

„Der Beitrag – bei dem es sich um eine bereinigte und mit weiterführenden Anmerkungen versehene Niederschrift eines Vortrags handelt – gibt einen Überblick über die rechtlichen Fragen, die sich im Zusammenhang mit dem populären Microblogging-Dienst Twitter stellen."

Dehißelles, Sebastian; Elgert, Daniel: Abmahnung nur mit Originalvollmacht?: zugleich Kommentar zu OLG Düsseldorf, Urteil vom 15.9.2009 – I-20 U 164/08. – S. 77-81

„Die rechtsdogmatisch interessante Fragestellung, ob in Anlehnung an § 174 S. 1 BGB im Falle der unverzüglichen Zurückweisung einer ohne Beifügung eines Vollmachtsnachweises ausgesprochenen Abmahnung deren Rechtswirkungen entfallen, war in der Vergangenheit häufiger Gegenstand gerichtlicher Entscheidungen und rechtswissenschaftlicher Diskussion. Das Problem ist jedoch auch in der anwaltlichen Praxis bedeutsam."

Schweda, Sebastian: Die audiovisuellen Medien im reformierten EG-Rechtsrahmen für elektronische Kommunikation. – S. 81-87

„Das wohl wichtigste EG-Rechtsetzungsprojekt der vergangenen Jahre auf dem Gebiet des Telekommunikationsrechts ist endlich in trockenen Tüchern: Zum Jahresende 2009 trat die lange debattierte Reform des Rechtsrahmens für elektronische Kommunikation in Kraft. Eine Verabschiedung des Pakets noch vor der Sommerpause – wie eigentlich geplant – war nur an einem einzigen, dafür heftig umstrittenen Punkt gescheitert: der Diskussion um Sperren bei wiederholten Rechtsverstößen im Netz. Über die übrigen Punkte hatten sich Rat und Europäisches Parlament (EP,) bereits im Mai 2009 geeinigt. Der folgende Beitrag soll einen Überblick über den Rechtsetzungsprozess geben und die Auswirkungen des Reformpakets auf den Rundfunk und andere audiovisuelle Medien anhand ausgewählter Einzelfragen untersuchen. Auf der Frequenzpolitik als einem der Bereiche mit der größten Bedeutung für die Übertragung audiovisueller Medien wird dabei ein Schwerpunkt liegen."

Nacimiento, Grace: Telekommunikationsrecht: Rechtsprechungsbericht 2009. – S. 87-95

Holznagel, Bernd: Netzneutralität als Aufgabe der Vielfaltssicherung. – S. 95-99

„Mit dem Internet ist ein historisch einmaliger Kommunikationsraum entstanden. Der Gesetzgeber ist daher aufgerufen, Gefährdungen für eine freie und offene Internetkommunikation entgegenzutreten, die durch unangemessene Beschränkungen der Netzneutralität entstehen. Um die Umsetzung dieser Zielsetzung in der Praxis gewährleisten zu können, sollten die für die kommunikative Grundversorgung erforderlichen Internetdienste in den Must-Carry-Bereich mit aufgenommen werden. Es wäre dann die Aufgabe des Re-

gulierers, die Einhaltung dieser Vorgaben zu überwachen und für angemessene Entgelte zu sorgen."

Ufer, Frederic: Rechtsverstoß durch Grundsatz der Nichtregulierung – „Lex Telekom". – S. 100-104

Jg 13 (2010) Nr 3

Smid, Jörg F.: Zu Risiken und Nebenwirkungen lesen Sie bitte die Teilnahmebedingungen: Zugleich Kommentar zu BGH, Urteil vom 9.7.2009 – I ZR 64/07; FIFA-WM-Gewinnspiel. – S. 145-148

Schlömer, Uwe; Dittrich, Jörg: eBay & Recht: Rechtsprechungsübersicht zum Jahr 2009. – S. 148-159

Rose, Edgar; Taeger, Jürgen: Reduzierte Informationspflichten für den M-Commerce: Folgen des Kommissionsvorschlags einer EU-Richtlinie über „Rechte der Verbraucher". – S. 159-166

Moos, Flemming: Die Entwicklung des Datenschutzrechts im Jahr 2009. – S. 166-173

Mass Communication & Society
Jg 13 (2010) Nr 1

Nah, Seungahn: Media Publicity and Civil Society: Nonprofit Organizations, Local Newspapers and the Internet in a Midwestern Community. – S. 3-29

Schwartz, Joseph; Willis, Aaron: Coverage of Methamphetamine in GLBT Newspapers. – S. 30-47

„Research demonstrates that methamphetamine is a serious problem in gay communities. This study examined the framing of methamphetamine in nine gay, lesbian, bisexual, and transgender (GLBT) newspapers. Results showed that methamphetamine was framed as a „gay problem," that sexual health and solutions frames were prevalent, and that GLBT newspapers covered methamphetamine in a way that is similar to how they covered AIDS in the 1980s. Implications for health campaigns are discussed."

Lee, Chul-joo: The Interplay Between Media Use and Interpersonal Communication in the Context of Healthy Lifestyle Behaviors: Reinforcing or Substituting?. – S. 48-66

Kistler, Michelle E.; Lee, Moon J.: Does Exposure to Sexual Hip-Hop Music Videos Influence the Sexual Attitudes of College Students?. – S. 67-86

Lee, Francis L. F.: The Prevention Effect of Third-Person Perception: A Study on the Perceived and Actual Influence of Polls. – S. 87-110

„This study ties the third-person effect phenomenon to social comparison research by positing that a downward comparison is made when people regard „others" as more influenced than themselves by persuasive messages. A likely consequence of the downward comparison is prevention behavior, which refers to the attempt to avoid undesirable outcomes. Hence we can expect a negative relationship between perceived influence of messages on others and actual influence of the messages on self. This negative relationship should be particularly likely to exist among less efficacious individuals. Utilizing a survey experiment (N = 800), which examined both the perceived and actual influence of opinion poll findings on people's issue opinions, this study shows that the prevention effect does not exist across the board, but there is enough evidence showing its existence among less efficacious people on certain issues."

Media culture & society
Jg 32 (2010) Nr 1

Zandberg, Eyal: The Right to Tell the (Right) Story: Journalism, Authority and Memory. – S. 5-24

Kim, Youna: Female Individualization?: Transnational Mobility and Media Consumption of Asian Women. – S. 25-44

„This article draws attention to the rise and the problematic of female individualization among young Korean, Japanese and Chinese women in the current context of transnational mobility and media consumption. The claim that education encourages work freedom, economic power and the enlargement of choice can be illusory for educated women in these countries, where gendered socio-economic and cultural conditions persist and continue to structure labour market outcomes and lifestyles. Despite the paradoxical outcomes and anxieties as to where women actually stand in a move towards individualization, multiple ways of imagining such a possibility are widely open in mediated cultural domains, with proliferating resources for the mobilization of self. The women's desire to move is constituted by the contradictory socioeconomic relations, as well as by the cultural-symbolic forms by which everyday life is lived out, re-thought and re-articulated in its intersection with the emergence of precarious individualized identities."

Grainge, Paul: Elvis Sings for the BBC: Broadcast Branding and Digital Media Design. – S. 45-62

Li, Shubo: The Online Public Space and Popular Ethos in China. – S. 63-84

Dreher, Tanja: Speaking Up or Being Heard?: Community Media Interventions and the Politics of Listening. – S. 85-104

Gever, Martha: The Trouble With Moralism: Nip/Tuk. – S. 105-122

Peters, John Durham: Broadcasting and Schizophrenia. – S. 123-140

Media Perspektiven
(2010) Nr 1

Engel, Bernhard; Best, Stefanie: Fragebogenentwicklung als Spiegelbild der Medienentwicklung: die ARD/ZDF-Langzeitstudie Massenkommunikation. – S. 2-12

Hocker, Ursula; Mohr, Inge: 24h Berlin: ein außergewöhnliches Fernseh- und Webereignis :Nutzung und Akzeptanz. – S. 13-18

Warth, Stefan; Schneider, Silke; Schmeißer, Daniel: User-Experience von Kindern im Internet: zur Rolle des Internets bei den „Digital Natives". – S. 19-27

Franz, Gerhard: Word of Mouth and klassische Werbung: zur Verbreitung produktbezogener Themen in der Gesellschaft. – S. 28-38

(2010) Nr 2

Krüger, Udo Michael: InfoMonitor 2009: Fernsehnachrichten bei ARD, ZDF, RTL und Sat.1: Themen, Ereignisse und Akteure. – S. 50-72

„In den vergangenen fünf Jahren änderten sich Umfang und Themenstruktur der Nachrichtenangebote in den deutschen Fernsehhauptprogrammen nur geringfügig. Zu diesem Befund gelangt der kontinuierliche InfoMonitor des Kölner IFEM-Instituts, das seit 2005 die Nachrichten von ARD, ZDF, RTL und Sat.1 vergleicht. Untersucht werden die „Tagesschau" (20.00 Uhr) im Ersten, „heute" (19.00 Uhr) im ZDF, „RTL aktuell" (18.45 Uhr) und „Sat.1 Nachrichten" (20.00 Uhr), ferner die Nachrichtenmagazine „Tagesthemen" (ARD, 22.15 Uhr) und „heute-journal" (ZDF, 21.45 Uhr). Auch die unterschiedliche Positionierung öffentlich-rechtlicher und privater Nachrichten blieb während dieses Zeitraums stabil, resümiert Udo Michael Krüger. Während die öffentlich-rechtlichen Sender vorwiegend das institutionelle und politiknahe Geschehen thematisieren, befassen sich die Privatsender ausgiebiger mit dem nichtinstitutionellen, alltagsnahen Geschehen."

Schmidt, Karolin; Mai, Lothar: Die Fußball-Bundesliga im Radio: Ergebnisse einer Nutzungsanalyse im Zeitverlauf. – S. 73-77

Tebert, Miriam: Profil durch Qualitätsmanagement: Zehn Jahre Programmcontrolling im WDR. – S. 78-89

„In Zeiten riesiger Medienauswahl wird es für die öffentlich-rechtlichen Fernsehanbieter immer wichtiger, ihr Programm klar zu profilieren, Kernkompetenzen

zu stärken und den Ressourceneinsatz vor dem Hintergrund von Akzeptanz und Qualität des Programms sorgfältig zu prüfen. Hierzu dient das Programmcontrolling, dessen Entwicklung und Vorgehensweise Miriam Tebert am Beispiel des WDR beschreibt. Wesentlich für ein erfolgreiches Controlling sind eine kontinuierliche Programmüberprüfung und die Weiterentwicklung der Instrumente und Methoden, um den Anforderungen eines zeitgemäßen Fernsehprogramms gerecht zu werden."

Stipp, Horst: Die Rolle der Programmforschung im amerikanischen Fernsehen: Übersicht über die Entwicklung der letzten zwei Jahrzehnte. – S. 90-100

„Welche Rolle hat die Programmforschung heute im US-amerikanischen Fernsehen? In seinem Rückblick auf zwei Jahrzehnte Programmforschung diagnostiziert Horst Stipp die Fragmentierung der Fernsehnutzung als größte Herausforderung an die Forschung. Die Funktionen der Forschung haben sich in den vergangenen 20 Jahren den Entwicklungen in der Medienlandschaft entsprechend verändert. Die Medien sind vielfältiger geworden, und auch die Forschung wird heute vielfältiger angewandt. Sie muss versuchen, die Veränderungen im Verhalten des Publikums zu erfassen und (wenn möglich) zu prognostizieren. Mehr denn je muss sie dabei finanzielle Gesichtspunkte berücksichtigen."

(2010) Nr 3

Zubayr, Camille; Gerhard, Heinz: Tendenzen im Zuschauerverhalten: Fernsehgewohnheiten und Fernsehreichweiten im Jahr 2009. – S. 106-118

Martens, Dick; Windgasse, Thomas: Nutzungsveränderung und Zukunftsperspektiven von Webradio: Ergebnisse einer Nutzerbefragung. – S. 119-130

„Webradios sind immer weiter verbreitet -- allein für Deutschland werden gut 2 000 Angebote geschätzt, international dürften es bis zu 14 000 sein -- und sie gewinnen immer mehr Hörer. Dirk Martens und Thomas Windgasse präsentieren Ergebnisse einer Studie auf der Basis von rund 2 800 Onlineinterviews zur Webradionutzung. Es zeigt sich, dass 30 Prozent der Befragten ein spezielles Webradioempfangsgerät besitzen und diese Hörer regelmäßiger Webradio nutzen als diejenigen Webradionutzer, die dafür beispielsweise ihren PC verwenden. Größere Unterschiede zwischen Altersgruppen sind zum Beispiel bei den Genrepräferenzen im Webradio zu konstatieren."

Blumers, Marianne; Gerstner, Oliver; Tebert, Miriam: Wie Zuschauer die Qualität von Fernsehen beurteilen: Qualitätscontrolling im öffentlich-rechtlichen Fernsehen. – S. 131-142

Zeller, Frauke; Wolling, Jens: Struktur- und Qualitätsanalyse publizistischer Onlineange-

bote: Überlegungen zur Konzeption der On-line-Inhaltsanalyse. – S. 143-153

„Frauke Zeller und Jens Wolling befassen sich mit den spezifischen Fragen der Analyse von publizistischen Onlineangeboten. Im vorgeschlagenen Analyseapparat zur Struktur- und Qualitätsanalyse von Onlineangeboten ist die Untersuchungseinheit das Thema, nicht die Kommunikationsform wie beispielsweise Videos, Weblogs oder Internetseiten. Die Herausforderung besteht unter anderem darin, dass die Angebotselemente im Internet in der Regel multimedial (text-, bild-, tonbasiert) und untereinander verknüpft sind. Erprobte Methoden der Inhaltsanalyse können jedoch auch in diesem Bereich herangezogen werden."

medien + erziehung
Jg 54 (2010) Nr 1

Bullerjahn, Claudia: Nicht Subtetxt, sondern Hauptdarsteller: Musik im audiovisuellen Medienkontext und die Auswirkungen auf Jugendliche. – S. 10-16

„Claudia Bullerjahn veranschaulicht, wie sich Bilder, Geschehen und Musik in der Rezeption aufeinander beziehen. Sie beschreibt einerseits, unter welchen psychischen aber auch physiologischen Bedingungen Musik oder das Bild auf Seiten der Subjekte interpretative Priorität gewinnen. Sie macht andererseits deutlich, wie Musik als Mitgestalterin und Verstärkerin medialer Produkte Bedeutung durch die Produzenten zugewiesen wird und illustriert, wie die Symbiose von Musik und medialer Präsentation in Computerspielen zum konstitutiven Gestaltungselement wird."

Diegmann, Daniel: Jugendarbeit und Musik. – S. 16-18

Hesmondhalgh, David: Towards a Critical Understanding of Music, Emotion and Self-Identity. – S. 18-22

„David Hesmondhalgh stellt führende Modelle vor, die sich mit dem Stellenwert auseinandersetzen, den Musik im Prozess des Heranwachsens übernimmt und weist unter Bezug auf Autorinnen und Autoren aus dem theoretischen Umkreis der interaktionistischen Theorien und der Cultural Studies auf die Bedeutung der Musik für die Ausbildung von Selbstkonzepten hin. Er macht deutlich, dass die positiven Konnotationen, die in der Regel mit der Beschreibung der Konstitution solcher Selbstkonzepte verbunden sind und dem Subjekt Autonomie und Unabhängigkeit zuweisen, kritisch zu befragen sind. Auch Musik kann sich nicht dem Primat von Politik und Kommerz entziehen und trägt damit auch die Widersprüche der Gesellschaft in den Identitätsprozess Jugendlicher hinein."

Medkour, Marco: Musik aus dem Äther: Die Creative Commons Musikszene. – S. 23-24

„Im Internet hat sich eine Musikszene etabliert, die ihre Werke verschenkt und unter Creative Commons, das Schöpferische Allgemeingut stellt. Ihre Musik darf legal kopiert, verbreitet und für nicht-kommerzielle Medienproduktionen verwendet werden."

Hartung, Anja: Musikhören als Konstitution geteilter Bezugnahmen auf Selbst und Welt: Eine Studie zur emotionalen Bedeutung von Musik in familialen Lebenswelten. – S. 25-31

„Das gemeinsame Musikhören in Familien vermag ebenso Momente sozialer Nähe und Bindung zu konstituieren wie das Schaffen von Situationen intersubjektiver Verständigung und das Entstehen von Gemeinsamkeit. Nicht zuletzt vor diesem Hintergrund ist jenen allzu vereinfachenden Etikettierungen von Jugendzeit als Zeit der Absetzbewegung und Ablösung vom Elternhaus zu widersprechen, die noch allzu oft die mystifizierte Liaison „Musik und Jugend" beschreiben."

Cranford, Brian; Cranford, Lucie: Soundchecker. – S. 31-32

Wagner, Dirk: Pop und Jugend. – S. 33-38

„Neben der Würdigung sozialer Netzwerke und ihrer Möglichkeiten zur Veröffentlichung eigenproduzierter Musik veranschaulicht der Autor, dass nicht Stilreinheit die Entwicklung der Popmusik kennzeichnet, sondern die vielfältige Vermischung von Stilen, Quellen und Formen. Laut Wagner kann und macht populäre Musik heute fast alles bis zur Kopulation mit Volksmusik."

Düx, Sascha: Roots&Routes – Music meets Media. – S. 37-38

„Was 2001 als einmaliger Event in Rotterdam begann, hat sich mittlerweile zur europaweiten Bewegung ausgeweitet: Roots&Routes bringt Jugendliche und junge Erwachsene mit vielfältigen kulturellen Roots und Talenten in den Bereichen Musik, Tanz und Medien zusammen, um gemeinsam Neues zu entwickeln, neue Routen zu beschreiten."

Reißmann, Wolfgang: Mehr als Musik: Reflexionen zum musikbezogenen Medienhandeln auf Onlineplattformen. – S. 39-45

„Onlineplattformen wie YouTube und MySpace erweitern die Möglichkeiten Jugendlicher, sich als Musikerin und Musiker bzw. mit und über Musik zu präsentieren. Es werden wichtige Handlungsoptionen vorgestellt und auf Anschlüsse an an 'ältere' soziale Praxen hingewiesen. Zudem stelle ich mir die Frage, inwiefern Onlineplattformen Spielregeln nahe legen, die Einfluss auf die Gestaltung musikmedialer Selbstpräsentation nehmen können."

Pasuchin, Iwan: Das „Intermedium" Musik anhand des WeTube-Projektes. – S. 45-47

Medien & Zeit
Jg 25 (2010) Nr 1

Payer, Peter: Worte und Taten: die Schweizer Journalistin Else Spiller (1881-1948) und ihr Kampf gegen die Armmut. – S. 4-11

Themenheft: „Versatzstücke einer Kommunikationsgeschichte der Armut"

Steiner, Roland: Von „Alpin-Sklaven" zu Hausmädchen: Stellenanzeigen in der Industrieregion Leoben-Donawitz während der Weltwirtschaftskrise. – S. 12-27

Großegger, Beate: „Meine Lieblingsbeschäftigung ist fernsehen und ich schlafe ab und zu auch gern: Medien- und Konsumwelten von Kindern und Jugendlichen in sozialen Randlagen. – S. 28-38

Wassermann, Heinz P.: Generation Prekär?: empirische Annäherungen zur Prekarisierung im Journalismus. – S. 39-50

Medien Journal
Jg 33 (2009) Nr 2

Schumann, Christina; Jöckel, Sven; Wolling, Jens: Wertorientierungen in Gilden, Clans und Allies: eine interkulturelle Analyse über den Einfluss jugendlicher Wertvorstellungen auf Spielergemeinschaften in Ungarn und Deutschland. – S. 4-18

Götzenbrucker, Gerit; Köhl, Margarita: Spielerkarrieren, Motive und Soziale Netzwerke von Langzeit-Online-RollenspielerInnen in Österreich. – S. 19-33

Glock, Hanns Peter: Gamers connected: Online-Computer- und Konsolen-Spiele und ihre Kommunikations- und Beziehungsstrukturen. – S. 34-44

Kuhn, Axel: Einfluss sozialer Interaktion auf Flow-Erleben in virtuellen Wirklichkeiten. – S. 45-59

Jg 33 (2009) Nr 3

Marci-Boehncke, Gudrun; Rath, Matthias: Wissenschaftskonvergenz Medienpädagogik: Medienkompetenz als Schnittfeld von Medienpädagogik, Kommunikations- und Medienwissenschaft und anderer Wissenschaft. – S. 11-25

Reichert, Ramon: Das E-Portfolio: zur Medialisierung von Selbstpraktiken. – S. 26-42

Dürager, Andrea; Paus-Hasebrink, Ingrid: Neue Medien – neue Herausforderungen: zum Einsatz von und Umgang mit Informations- und Kommunikationstechnologien in Schulen mit Blick auf die Situation in Europa. – S. 43-56

Medien Wirtschaft
Jg 7 (2010) Nr 1

Lehrer, Christiane et al: Je individueller, desto besser?: ein Ansatz zur Bestimmung des angemessenen Individualisierungsgrades digitaler Medienprodukte. – S. 10-19

Prinz, Joachim; Wiendl, Andreas: Bestimmungsgründe für den Erfolg von TV-Krimis: das Beispiel „Tatort". – S. 20-29

Multimedia und Recht
Jg 13 (2010) Nr 2

Schulz, Sönke E.: Cloud Computing in der öffentlichen Verwaltung. – S. 75-79

„Cloud Computing – so heißt der aktuellste Trend der Informations- und Kommunikations-(IuK)Technologie, der Verkaufsschlager der IT Branche. Angesichts der Vielgestaltigkeit dieser Erscheinung stellen sich zahlreiche Rechtsfragen, die an anderer Stelle schon ausführlich behandelt wurden. Es steht jedoch zu erwarten, dass in den nächsten Jahren auch die öffentliche Verwaltung auf dieses neue Angebot zurückgreifen wird. Auf Grund der angespannten Haushaltslage und der mit der Nutzung einer „Cloud" verbundenen Einsparpotenziale sicher eine verlockende Option, allerdings verbunden mit spezifischen Rechtsfragen des Einsatzes im öffentlichen Sektor. Diese sollen nachfolgend skizziert werden – verbunden mit der Vision einer „Cloud" in Verantwortung der öffentlichen Hand, die z.B. kaum datenschutzrechtlichen Bedenken unterliegt."

Hoppe, René; Braun, Frank: Arbeitnehmer-E-Mails: Vertrauen ist gut – Kontrolle ist schlecht; Auswirkungen der neuesten Rechtsprechung des BVerfG auf das Arbeitsverhältnis. – S. 80-84

Schulte am Hülse, Ulrich; Klabunde, Sebastian: Abgreifen von Bankzugangsdaten im Onlinebanking: Vorgehensweise der Täter und neue zivilrechtliche Haftungsfragen des BGB. – S. 84-90

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Klotz, Robert; Brandeberg, Alexandra: Der novellierte EG-Rechtsrahmen für elektronische Kommunikation: Anpassungsbedarf im TKG. – S. 147-151

Nordmeier, Carl Friedrich: Cloud Computing und Internationales Privatrecht: Anwendbares Recht bei der Schädigung von in Datenwolken gespeicherten Daten. – S. 151-157

Petri, Thomas; Tinnefeld, Marie-Theres: Völlige Unabhängigkeit der Datenschutzkontrolle: demokratische Legitimation und unabhängige

parlamentarische Kontrolle als moderne Konzeption der Gewaltenteilung. – S. 157-161

Glockzin, Kai: „Product Placement" im Fernsehen: Abschied vom strikten Trennungsgebot zwischen redaktionellem Inhalt und Werbung. – S. 161-165

new media & society
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Baron, Naomi S.; Segerstad, Ylva Hard af: Cross-Cultural Patterns in Mobile-Phone Use: Public Space and Reachability in Sweden, The USA and Japan. – S. 13-108

Spezialthema der Ausgabe 1-2010 ist: Mobile Phones in Cross-Cultural Context: Sweden, Estonia, The USA and Japan.

Erdur-Baker, Özgür: Cyberbullying and Its Correlation to Traditional Bullying, Gender and Frequent and Risky Usage of Internet-Mediated Communication Tools. – S. 109-126

„This study examined the relationships between cyber and traditional bullying experiences regarding gender differences. Also, the contributions of frequent and risky usage of internet to cyberbullying experiences were examined. The participants were 276 adolescents (123 females, 151 males and 2 unknown) ranging in age from 14 to 18 years. The results revealed that 32 percent of the students were victims of both cyber and traditional bullying, while 26 percent of the students bullied others in both cyber and physical environments. Compared to female students, male students were more likely to be bullies and victims in both physical and cyber-environments. The multivariate statistical analysis indicated that cyber and traditional bullying were related for male students but not for female students. Moreover, the multiple regression analysis revealed that both frequent and risky usage of internet account for a significant variance of cyberbullying but their contributions differ based on genders."

Gunkel, David J.: The Real Problem: Avatars, Metaphysics and Online Social Interaction. – S. 127-142

Gerhards, Jürgen; Schäfer, Mike S.: Is the Internet a Better Public Sphere?: Comparing Old and New Media in the USA and Germany. – S. 143-160

„Normative theorists of the public sphere, such as Jürgen Habermas, have been very critical of the 'old' mass media, which have been seen as unable to promote free and plural societal communication. The advent of the internet, in contrast, gave rise to hopes that it would make previously marginalized actors and arguments more visible to a broader public. To assess these claims, this article compares the internet and mass media communication. It distinguishes three levels of both the offline and the online public sphere, which differ in their structural prerequisites, in their openness for

participation and in their influence on the wider society. Using this model, the article compares the levels that are most strongly structured and most influential for the wider society: the mass media and communication as organized by search engines. Using human genome research and analysing Germany and the USA, the study looks at which actors, evaluations and frames are present in the print mass media and on websites, and finds that internet communication does not differ significantly from the offline debate in the print media."

Political Communication
Jg 27 (2010) Nr 1

Vraga, Emily K. et al: Precision vs. Realism on the Framing Continuum: Understanding the Underpinnings of Message Effects. – S. 1-19

Dumitrescu, Delia: Know Me, Love Me, Fear Me: The Anatomy of Candidate Poster Designs in the 2007 French Legislative Elections. – S. 20-43

„Candidates in many elections spend a significant amount of their budget on posters, yet we know virtually nothing about their communication roles. Based on party strategy and visual communication research, this article argues that poster content is the result of strategic choices by candidates, with major and niche candidates using significantly different poster designs in an effort to influence voters' evaluations. Using an original database of 256 candidate posters from the 2007 French legislative elections and content analysis computer software, I show that niche party candidates consistently emphasize partisan and factual information cues (through size and placement on posters), while major party candidates rely heavily on candidate-oriented visuals and on nonverbal cues (e.g., eye contact) to persuade voters. Preliminary analyses indicate that poster visual design strategies are significantly associated with both major and niche party candidates' electoral performance."

Ryan, John Barry: The Effects of Network Expertise and Biases on Vote Choice. – S. 44-58

Hayes, Danny; Guardino, Matt: Whose Views Made the News?: Media Coverage and the March to War in Iraq. – S. 59-87

„Criticism of the news media's performance in the months before the 2003 Iraq War has been profuse. Scholars, commentators, and journalists themselves have argued that the media aided the Bush administration in its march to war by failing to air a wide-ranging debate that offered analysis and commentary from diverse perspectives. As a result, critics say, the public was denied the opportunity to weigh the claims of those arguing both for and against military action in Iraq. We report the results of a systematic analysis of every ABC, CBS, and NBC Iraq-related evening news story—1,434 in all—in the 8 months before the invasion (August 1, 2002, through March 19, 2003). We find that news coverage conformed in some ways to the conventional wisdom: Bush administration of-

ficials were the most frequently quoted sources, the voices of anti-war groups and opposition Democrats were barely audible, and the overall thrust of coverage favored a pro-war perspective. But while domestic dissent on the war was minimal, opposition from abroad—in particular, from Iraq and officials from countries such as France, who argued for a diplomatic solution to the standoff—was commonly reported on the networks. Our findings suggest that media researchers should further examine the inclusion of non-U.S. views on high-profile foreign policy debates, and they also raise important questions about how the news filters the communications of political actors and refracts—rather than merely reflects—the contours of debate."

Druckman, James N.; Kifer, Martin J.: Timeless Strategy Meets New Medium: Going Negative on Congressional Campaign Web Sites, 2002-2006. – S. 88-103

Public Opinion Quarterly
Jg 73 (2009) Nr 5

Hillygus, D. Sunshine: Understanding the 2008 Presidential Election: Introduction. – S. 841-1039

Die Sonderausgabe enthält zahlreiche Beiträge zum Thema „USA Präsidentschaftswahlen 2008"

Jg 74 (2010) Nr 1

Durrant, Gabriele B. et al: Effects of Interviewer Attitudes and Behaviors on Refusal in Household Surveys. – S. 1-36

Holbrook, Allyson L.; Krosnick, Jon A.: Social Desirability Bias in Voter Turnout Reports: Tests Using the Item Count Technique. – S. 37-67

„Surveys usually yield rates of voting in elections that are higher than official turnout figures, a phenomenon often attributed to intentional misrepresentation by respondents who did not vote and would be embarrassed to admit that. The experiments reported here tested the social desirability response bias hypothesis directly by implementing a technique that allowed respondents to report secretly whether they voted: the „item count technique." The item count technique significantly reduced turnout reports in a national telephone survey relative to direct self-reports, suggesting that social desirability response bias influenced direct self-reports in that survey. But in eight national surveys of American adults conducted via the Internet, the item count technique did not significantly reduce turnout reports. This mode difference is consistent with other evidence that the Internet survey mode may be less susceptible to social desirability response bias because of self-administration."

Rao, Kumar; Kaminska, Olena; McCutcheon, Allan L.: Recruiting Probability Samples for a Multi-Mode Research Panel with Internet and Mail Components. – S. 68-84

„Survey response rates have been declining over the past several decades, particularly for random-digit-dialing (RDD) telephone surveys (see de Leeuw and de Heer 2002; Steeh 1981). This trend affects research panels such as the Gallup Panel, which uses RDD methodology to recruit its members. If significant improvements in panel recruitment response rates are to be achieved, new approaches must be considered. This paper presents the findings of a mail and telephone mode experiment conducted by the Gallup Panel to analyze the individual and combined effects of incentives, advance letters, and follow-up telephone calls on the panel recruitment response rate. Study results indicate that the mail recruitment approach nets a higher panel response rate, and that the cost-effectiveness of the mail recruitment approach is significantly greater than the telephone recruitment approach. Study results also suggest that the advance letter, incentive, and telephone follow-up conditions all have independent, positive influences on the response rate; and that the groups that receive an advance letter, that receive incentives, and that receive a follow-up telephone call have higher panel recruitment response rates than the control group."

Smith, Daniel A.; Tolbert, Caroline J.: Direct Democracy, Public Opinion, and Candidate Choice. – S. 85-108

Verbakel, Ellen; Jaspers, Eva: A Comparative Study on Permissiveness Toward Euthanasia: Religiosity, Slippery Slope, Autonomy, and Death with Dignity. – S. 109-139

Publizistik
Jg 55 (2010) Nr 1

Uhrig, Meike; Kepplinger, Hans Mathias: Ist die Katharsis-Theorie zu retten?. – S. 5-22

„Die Katharsis-Theorie gilt als widerlegt. Gegen diese weit verbreitete Auffassung spricht, dass die Theorie aus zwei Gründen in den weitaus meisten Experimenten unzureichend geprüft wurde. Die Testfilme erfüllten nicht die Voraussetzung, unter denen man Katharsis erwarten kann, und die gesellschaftlich relevanten Auswirkungen von Katharsis wurden nicht gemessen. Für das vorliegende Experiment wurden zwei Testfilme erstellt, ein Film, der entsprechend der Katharsis-Theorie Aggressionen mindert, und ein Film, der entsprechend alternativen Theorien Aggressionen intensiviert. Eine Kontrollgruppe sah einen neutralen Film. Gemessen wurden (a) die unspezifischen Aggressionen, (b) die Neigung zu aggressivem Verhalten im Alltag und (c) die Bereitschaft zu aggressiven Verallgemeinerungen. Der Film, der die Aggressionen mindern sollte, hat sie z. T. noch stärker erhöht als der Film, der sie erhöhen sollte. Dieses verblüffende Ergebnis und seine Konsequenzen werden ausführlich diskutiert."

Lüthje, Corinna: Kulturradio in Deutschland 2010: Versuch einer Bestandsaufnahme. – S. 23-40

„Das kulturelle Hörfunkangebot in Deutschland hat in den ersten Jahren des neuen Jahrtausends einen tief greifenden Wandel durchlaufen. An der Diskussion über die Kulturwellen beteiligen sich verschiedene gesellschaftliche Akteure und Interessengruppen. In diesem Text soll der Versuch unternommen werden, die verschiedenen Ebenen des Wandels zu rekonstruieren und in Zusammenhang zu bringen. Im Mittelpunkt stehen dabei das Legitimationsdilemma der öffentlich-rechtlichen Kulturwellen zwischen Quotendruck und Bildungsauftrag sowie der symbolische Kampf um die Deutungshoheit über Kultur zwischen Ökonomie und kulturellen Autoritäten. Zuvor werden jedoch die Stellung des Radios im Medienrepertoire, das allgemeine Radioangebot sowie das öffentlich-rechtliche und das privat-kommerzielle Angebot im kulturellen Sektor skizziert. Als Faktoren des Wandels werden schließlich (a) der medienspezifische Funktionswandel des Radios, (b) das Mediensystem als Rahmenbedingung, (c) die herrschende Legitimationsinstanz, (d) der Kulturbegriff, (e) der technologische Wandel und letztlich (f) das Programmangebot selbst identifiziert."

Birkner, Thomas: Das Jahrhundert des Journalismus -ökonomische Grundlagen und Bedrohungen. – S. 41-54

„Erst als am Ende des 19. Jahrhunderts der Charakter eines kapitalistischen Mediensystems angelegt und verfestigt war, konnte Journalismus auf dieser Basis zum Kontrolleur staatlicher Macht und zur gesellschaftlichen Kontrollinstanz der Moderne insgesamt werden. Differenzierungstheoretisch kann man deshalb davon sprechen, dass es „neben dem Ausdifferenzierungsprozess des Mediensystems aus dem politischen System den korrelativen Entdifferenzierungsprozess" zu beachten gilt, der die Medien „der ökonomischen Marktlogik unterwirft" (Imhof 2006, S. 200). Als Grundlage für das Jahrhundert des Journalismus wird ein Gleichgewicht zwischen Macht und Markt skizziert, das durch die fortschreitende Ökonomisierung der Medien heute zu kippen scheint. Ziel des Beitrages ist es, die Forschung zu aktuellen Wandlungsprozessen der Medien um eine historische Dimension zu erweitern."

Sauer, Martina: Mediennutzungsmotive türkeistämmiger Migranten in Deutschland. – S. 55-76

„Die Nutzung von Medien aus dem Herkunfts- und dem Aufnahmeland spielt in der Debatte um die Integration von Zuwanderern eine zentrale Rolle. Die Forschung ergab jedoch, dass der Zusammenhang zwischen der Rezeption von Medien aus dem Herkunftsland und der sozialen Integration eher indirekt ist und wenig klar erscheint. Generell zeigte sich eine komplementäre Nutzung herkunfts- und aufnahmegesellschaftlicher Medien, die weitgehend unabhängig vom Prozess der individuellen Sozialintegration ist. Der vorliegende Text arbeitet anhand einer repräsentativen Telefonbefragung (CATI), die 2008 in der erwachsenen türkeistämmigen Bevölkerung in Deutschland durchgeführt wurde, die Motive heraus, die diesem Rezeptionsprozess bei türkeistämmigen Migranten – der größten nationalen Herkunftsgruppe der Zuwanderer in Deutschland – zugrunde liegen. Ergebnis ist, dass das Bedürfnis nach Informationen, das in unterschiedlicher Weise von deutschen und türkischen Medien bedient wird, ein entscheidendes Motiv ist."

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Becker, Jürgen: §§ 32ff UrhG – eine gelungene oder verfehlte Reform?: eine Zwischenbilanz; Einführung zur Arbeitssitzung des Instituts für Urheber- und Medienrecht am 4. Dezember 2009. – S. 89-136

Die Ausgabe 2/2010 veröffentlicht Beiträge zur Arbeitssitzung des Instituts für Urheber- und Medienrecht am 4. Dezember 2009. Thema: §§32 UrhG Reform.

Riesenhuber, Karl: Nutzung von Musik für Werbezwecke: zugleich eine Besprechung von BGH, Urteil v. 10.6.2009 – I ZR226/06. – S. 137-145

Bornemann, Roland: Rundfunkzulassung auf Zeit oder „bis dass der Tod euch scheidet"?. – S. 146-149

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Huber, Peter M.: Aktuelle Fragen des Drei-Stufen-Test. – S. 201-211

Hopf, Kristina; Braml, Birgit: Bewertungsvorgänge im Jugendmedienschutz: Kategorienbildung anstelle differenzierter Jugendschutzprüfung: Paradigmenwechsel oder Feigenblatt?. – S. 211-220

Libertus, Michael: Persönlichkeitsrechtliche Aspekte der Berichterstattung über ehemalige Stasi-Mitarbeiter sowie der Beweiswert der SIRA- und Rosenholz-Dateien. – S. 221-228

Slopek, David E. F.; Steigüber, Christian: Die digitale Kopie im Urheberrecht: Schnee von gestern oder offenes Problemfeld?. – S. 228-234