

# Social Media Handbuch

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Rezension von Daniel Michelis; Thomas Schildhauer (Hrsg.) (2010). *Social Media Handbuch – Theorien, Methoden, Modelle*. Nomos.

Das Social-Media-Handbuch ist ein Versuch, bei der rasanten Entwicklung der sozialen Medien in den letzten Jahren einen Überblick zu liefern; aufgrund der Fülle neuer Studien und Ergebnisse, die in dem Bereich beinahe täglich publiziert werden, ein ambitioniertes Vorhaben. Die Fülle an Informationen, die aus den sozialen Medien auf jeden einzelnen einwirken, ist kaum mehr zu verarbeiten. Das vorliegende Buch möchte nun einen Schritt zurück treten und das Geschehen von einer übergeordneten/wissenschaftlichen Perspektive betrachten. Langfristige Trends und grundsätzliche Zusammenhänge sollen so besser erkannt werden.

Der erste Teil des Social-Media-Handbuchs ist in erster Linie eine Bestandsaufnahme ausgewählter Theorien, Modelle und Methoden von führenden Autoren auf dem Gebiet, welche sich als Leitfaden für die Entwicklung eigener Antworten, Lösungen und Strategien anbietet. Hier werden unter anderem Lawrence Lessings „The Future of Ideas“ oder James Surowieckis „Die Weisheit der Vielen“ inhaltlich dargestellt sowie Kernaussagen herausgearbeitet und Praxistipps abgeleitet. Jeder der insgesamt 13 vorgestellten Publikationen wird hier ein eigenes Kapitel gewidmet. Anfangs werden die einzelnen Social Media – Elemente des Web 2.0, also etwa Youtube oder Facebook, mit ihren Funktionen dargestellt. Von der Sprache im Web 2.0 über das Entstehen von Trends bis hin zu Erklärungen zu den konkreten Nutzungsmöglichkeiten verschiedener Portale werden die Inhalte theoretisch abstrakt erläutert.

Der praktische zweite Teil bietet Fallbeispiele, in welchen besagte Theorien, Methoden und Modelle angewandt werden.

Die Inhalte des ersten Teils werden exemplarisch zur Lösung realer Probleme in der Praxis angewandt. So erläutern die beiden Herausgeber des Buches Daniel Michelis und Thomas Schildhauer zusammen mit Sascha Gysel im ersten Kapitel des zweiten Teils die strategischen und operativen Erfolgsfaktoren der sozialen Medien des Web 2.0 am Beispiel der Facebook-Kampagne des WWF.

Das Handbuch unterscheidet sich vom Großteil der bisherigen Veröffentlichungen von selbsternannten Social Media Pápsten vor allem dadurch, dass es trotz großer Praxisnähe zumindest in großen Teilen wissenschaftlichen Ansprüchen genügt. Der aktuelle Stand der Forschung wird komprimiert und verständlich dargelegt. Ein weiterer Vorteil des Buches ist, dass es nicht lediglich die aktuellen Trends zusammenfasst, sondern allgemeine Funktionsweisen einer Social Media erläutert und somit der Gefahr entgegenwirkt, schnell veraltet zu sein. Der gute systematische Aufbau erleichtert die methodische Entwicklung eigener Anwendungen und Lösungen. So werden sowohl im ersten als auch im zweiten Teil Modelle, Begriffe, Kernsätze oder Autoreninfos in eingerahmten Kästen hervorgehoben, was das Buch auch als Nachschlagewerk eignet,

Dem Leser bietet das Buch einen guten Einstieg in das sehr aktuelle Feld der Social Media. Durch den Fokus auf die praktischen Aspekte des Themas kann das Buch eine wichtige Hilfestellung beim Aufbau einer eigenen Social Media sein. Zudem stellt es einen guten Einstieg für Themenneulinge und eine gute Hilfe für Fortgeschrittene dar, da man sich mit diesem Werk viel Recherche und Nachschlagen ersparen kann.

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## Media Events in a Global Age

Sandro Gianella and Petter Malvik

Book Review of *Couldry, N. / Hepp, A. & Krotz, F. (2010). Media Events in a Global Age*. Routledge.

In their seminal book *Media Events: The Live Broadcasting of History*, Daniel Dayan and Elihu Katz came up with the highly influential notion of the *media event*. Bringing together communication research on media studies and semiotics-influenced media and culture studies, the two authors defined a media event as *“high holidays of mass communication”*.

According to Dayan and Katz these *“communication holidays”* are characterized by, among other things being: pre-planned, celebrative, having an integrative function on the national level and being broadcasted exclusively on TV.

Given today’s media landscape, this definition is arguably somewhat outdated. With the rise of online news, TV-broadcasting has lost some of its prominence, while news at the same time have become increasingly global, making the original focus on national audiences seem somewhat passé. Given

these developments, it is to be expected that scholars in the field of communication research are trying to rework the original media event- definition. This is exactly what the anthology *Media Events in a Global Age* is trying to do. Edited by Nick Couldry, Andreas Hepp and Friedrich Krotz, the anthology aims to provide an updated understanding of media events that better fits today's reality. Whether or not the editor's and their contributors manage to achieve this goal, however, is highly debatable.

First of all it is worth noting that the book does not question the original definition provided by Dayan and Katz. Although they do try to update it, none of the authors explicitly question its underlying assumptions. This constricts the contributors and one could question whether the changed media landscape and technology calls for the development of new theories instead of revision of old ones.

A bigger problem with *Media Events*, however, is that it suffers from a glaring lack of coherency. The degree to which the individual contributors actually attempt to answer the editors' call for providing a new understanding of the media event-concept is varying at best.

Regarding the individual contributions, the first two articles are written by Daniel Dayan and Elihu Katz themselves, giving the two authors the chance to revise their own concept. In his article, Dayan still maintains the original divide between media events as such and just news; in fact, he argues that each of these two categories have different effects on the public sphere. Thus, he does not necessarily want to include events such as big disasters in the media event category. Here, interestingly enough, he disagrees with Katz, who in her contribu-

tion calls for just such an inclusion, and says it would make more sense to talk about integrative versus disruptive media events.

One such disruptive event that is covered in the book is the attacks of 9/11. In her article Agnieszka Stepenska makes the point that although what happened was indeed a media event, it failed to perform the integrative, neo-durkheimian functions that was included in Dayan's and Katz's original definition. This failure to integrate, stems from the fact that the attacks were interpreted very differently around the world.

In pointing this out, Stepenska exposes a major problem with the underlying project of the book: The editor's want to keep the idea of an integrative function of media events from the original definition, while at the same time broaden its scope to better match increasing globalization. While there can be no doubt that many events today are indeed broadcasted globally and that it therefore would make sense to analyze them with common criteria, it is extremely difficult to argue that there is a globally shared understanding and interpretation of these events.

Nonetheless, the book does point to an interesting field of future research, raising the question whether new so-called social media has changed the role of the public. In other words, have ICTs made it possible for consumers of media to not only observe, but also actively participate in the framing of media events. Thus, depriving the media and organizers of such events of their monopoly on controlling the frame.

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## The Economics of Enough

Jasper Schulze-Buschhoff

Book Review of *Diane Coyle* (2011). **The Economics of Enough**. Princeton University Press.

An 'economy of enough' is one where economic decisions are based to a great extent on ensuring economic, social and environmental sustainability. In her recent book Coyle argues, the current western economies are far from such a state, in fact, she claims that "framework for shaping policies" has brought them to "the point of unsustainability in a number of ways". The financial crisis and the consequent surge of government debt due to bailouts and rescue funds is only one example of this phenomenon. As she explains, there is no easy fix for the issues that arise from the economic behavior in Western countries. Moreover, that fix (or, preferably, solution) can only be applied by future generations that have to carry the burden of debt and inequality. Thus, it is the present

generation's duty to set up a path with a framework that will enable them to do so.

In first the chapter, *Happiness*, Coyle sets the grounds of argumentation for her line of reasoning, as she claims that there is a positive connection between happiness and GDP growth. This means that reducing economic growth is not a viable option when considering how to tackle the looming problems of unsustainability. The following chapters provide ample information and evidence about the "formats" of unsustainability and some root causes in developed countries: environmental and financial, given rise to by increasing inequality and diminishing trust.

Specifically for environmental problems she does not illustrate any approaches that go beyond increased saving and reduced consumption, although she states that depletion and deterioration of resources is only partly linked to economic