

# Research Report

## 2008/2009



**HANS-BREDOW-INSTITUT**

for Media Research at the University of Hamburg

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## THE YEAR'S RESEARCH 2008/2009

Over the last few months, the Institute's work has been marked more than ever by the discussion about its perspectives and development. As reported last year, the "Wissenschaftsrat" (The German Science and Humanities Council) made some suggestions for further developing the disciplines related to those concepts in its "Report on Communication and Media Studies 2007". The Council declared that a structural gap exists in the research landscape, as there is no institute for communication and media studies capable of ensuring innovative research and at the same time continuous, in-depth and high level monitoring of politics, economy and the public sphere. The Council therefore regards it as essential that an institute exist and command adequate finance and personnel to fulfil such a nationally significant task. In this context, the report explicitly mentions the Hans Bredow Institute.

The Authority for Science and Research of the Free and Hanseatic City of Hamburg has encouraged the Institute not only to act on this statement and develop concepts for expansion, it has also granted tangible support, firstly by funding a position, which supports the Institute's focus on "orientation in the information-based society", and also by guaranteeing the considerable additional costs incurred with the lease of a new building. The latter may finally alleviate our precarious situation as regards accommodation – an imperative step for an expansion. The Institute would like to thank the Authority most sincerely for this demonstration of confidence in us.

The Hans Bredow Institute regards this discussion as confirming its status as a research institute based on innovative and unique interdisciplinary scientific work, and one also distinguishing itself as an independent institution for consulting and transfer in media and communications. One substantial step towards further planning will be an expert workshop in July 2009, during which the Institute will discuss potential development paths

with important representatives in its field and also from science policy institutions.

One salient facet of these developments has been the Institute's joint support, together with the University of Hamburg, for the Research Centre for Media and Communication (RCMC), which is now up and running. This Centre is meant to increase the visibility of the diverse media research in Hamburg further and to develop initiatives for a range of research and for media-related PhD-programmes in the following years.

Research and transfer activities are the Institute's core activities and have been strategically considered in order to secure their future. Some examples of these activities are mentioned in the following: in conjunction with a project on behalf of the Media Authority North Rhine-Westphalia on web 2.0 offerings in everyday life of children and adolescents, the Institute took up a highly topical phenomenon and provided data and practical assessments. We plan to further elaborate this topic in an interdisciplinary way, i.e. taking into account the regulatory perspective, through a joint project with the University of Haifa, Israel.

In addition, the phenomenon of computer games was further explored in conferences (e.g. the international conference "More Fun, More Risk?" on the protection of minors), whilst expert reports and consultation were provided for the discussion in the context of media policy. This is also intended to revise the concept of controlling predominant influences on public opinion as regards media development.

The Institute's accomplishments derive from the increasing cultivation of international connections, especially towards Asia, as in the support by the CO-REACH programme of the European Union for cooperation with Chinese colleagues. This leads back to the issue of the Institute's development, as such cooperation demonstrates the crucial importance of its financing remaining solidly founded and not dependent on individual

projects. The Institute's extensive international connections testify to cooperation over many years with experts from all over the world on the International Media Handbook, which, after something of a hiatus, will appear in its 28th edition in July 2009.

To advance international cooperation, the Institute continues to commit its resources to inviting guest researchers. In May/June 2009, the communication scientist Dr. Axel Bruns worked at the Institute as a fellow of the Alcatel-Lucent Foundation. He coined the term "produsage" in order to describe more precisely the paradigm-shift towards user-led forms of collaborative content creation, which are demonstrably having an increasing impact on media, economy, law, social practices – and on democracy itself.

As in previous years, the research report represents a welcome opportunity to thank all colleagues in the Institute for their high level of competence and commitment, without which the

plethora of activities documented here would not be possible, given our arguably low staffing level.

That the Institute is able, in addition to its project work, to explore fundamental problems and provide its expertise to third parties, comes about thanks to its institutional supporters of many years' standing: the Free and Hanseatic City of Hamburg, the NDR Media GmbH (ad sales of the North German Broadcasting Corporation), the WDR mediagroup GmbH (ad sales of the West German Broadcasting Corporation), the Deutsche Welle, the ARD-Werbung (ad sales of the Association of Public Broadcasting Corporations in Germany), the ZDF – The Second German Television Service, the Association of State Media Authorities in the Federal Republic of Germany, as well as the Media Foundation "Medienstiftung Hamburg".

Hamburg, June 2009

Uwe Hasebrink, Wolfgang Schulz

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## A. THE RESEARCH PROFILE OF THE HANS BREDOW INSTITUTE

Understanding the influence of the media on everyday life and on commerce and culture, gauging developments and risks and developing options for taking action – these are the central objectives of the Institute’s research. The “Wissenschaftsrat” (The German Science and Humanities Council) had already stressed the high level of this research in 1999 and ranked the Institute among the most prestigious specialised research centres in Germany; in 2007 the Council emphasised the Institute’s particular standing once again.

### Working Methods

The Institute’s research takes place independently, across disciplines, flexibly, and is oriented towards cooperation; the transfer of research results into practice, politics and the public sphere is of great importance:

- Core projects in research develop theoretical insights or methods, which are then applied and further developed in ensuing projects.
- Individual projects analyse current developments in media.
- Procedures such as monitoring, coaching and periodically recurring projects create a basis of information for other parties but also for the Institute itself.
- Insights are worked through and research results communicated in workshops with experts and practitioners.

### Research Foci

The Institute’s staff and its organisation are separated into two strands, one jurisprudential and one social scientific; within each strand, research projects proceed according to their respective theoretical and methodological standards. However, in accordance with the Institute’s transdisciplinary approach, the medium-term research planning follows comprehensive thematic foci. With its clearly defined research foci, the Institute seeks to

set emphases in areas deemed particularly relevant. In cases where the Institute is convinced that any such thematic focus should consolidate and structure its work, it makes this line of enquiry also externally visible as a separate “research programme”. What follows will sketch the foci currently being foregrounded.

### Digital Games and Online Worlds

Digital games and online worlds are socially relevant in many respects. They offer the opportunity to compete against other people, but also to interact and communicate with them. Increasingly penetrating our everyday life, they influence our perception of reality. With its corresponding research programme, the Institute is investigating the diffusion, the use and the functions of digital games and online worlds and their effects on society. Research results get transferred to politics, regulatory authorities, businesses and non-profit organisations by events and lecture series as well as by papers and presentations. The evaluation of regulations for the protection of minors in the case of computer and video games, and the analysis of “online games” are examples of these contributions.

### Media and Health Communication

“Media and Health Communication” form the second thematic area for which the Institute has developed a research programme. Health and illness are fundamental parts of living. Not least by dint of the reductions in the provision of care, every individual is facing strong demands to look to their own health and to avoid becoming ill. To do that, they need to know appropriate information about behaviour that promotes health. The media are particularly significant in this. On one hand, illness and health are present as topics in all media, sectors and genres, and on the other, the spectrum of media offerings, which target health

promotion or prevention of illness, is expanding noticeably.

#### Navigation and Orientation in the Media Society

“Navigation and Orientation in the Media Society” are the key terms for a further research programme in planning. It is concerned with the social, economic and legal conditions and consequences of navigators and other meta-media along with their technical and creative characteristics and their contents. To answer these questions, the Institute has already begun on an investigation into electronic programme guides on behalf of the Joint Commission on Digital Access of the Association of State Media Authorities.

#### Changes in Media Use

For several years already now, the changes in media use have represented a focus of the Institute’s work. Here, the interaction of the various media and communication services in converging media contexts is particularly interesting. Currently one of the projects, supported by the DFG (German Research Foundation), to investigate the changes in media repertoires from 1980 to 2005 forms the core of the corresponding activities.

#### New Forms of Regulation

New forms of regulation represent a focus of the Institute’s jurisprudential research. At question is how the changes in the media sphere can be le-

gally structured where a need for legal regulation rises in the face of the dynamic development of the media and there is a need to identify which new forms of regulation are respectively appropriate. Core ideas, like “regulated self-regulation” develop innovative solutions for current problems, for example in the protection of minors from harmful media or in the area of digitalisation.

#### Centre for the History of Broadcasting in North Germany

With the Centre for the History of Broadcasting in North Germany – a cooperative project with the University of Hamburg, the NDR and the WDR – for the past five years the Institute has been setting directions in the historical research on media developments.

#### Survey of Individual Projects

As a rule the Institute deploys its research organisationally in the form of single projects oriented towards the research foci named above. Accordingly, the present report is also structured along individual projects. They are categorised – to enable easier access – according to the classical research areas 1) the system of the media and politics 2) media and telecommunications law 3) media organisation and media business 4) media offerings and media culture and 5) media use and media effects.

## B. RESEARCH PROJECTS 2008/2009

### I. THE SYSTEM OF THE MEDIA AND POLITICS

*Researchers 2007/2008:* Stephan Dreyer, Kathleen Grund, Prof. Dr. Uwe Hasebrink (consulting), Anja Herzog, Dr. Claudia Lampert, Christiane Matzen, Dr. Jan-Hinrik Schmidt, Hermann-Dieter Schröder, Dr. Wolfgang Schulz

#### 1. The Federal Government Report on Communication and Media

On behalf of the Federal Government, the Hans Bredow Institute authored a comprehensive assessment of the development of media in Germany since 1997. It is meant to serve as a basis for the Federal Government's Report on Communication and Media. The evaluation was published as an addendum to the Federal Government's Report on Communication and Media on 17 December 2008.

The German Bundestag (Upper House of Parliament) had requested that the Federal Government produce an appropriate report on the state of the media, which continues the tradition of the Federal Government's media reports last published in 1998. With this, the Federal Government announced its intention to establish a database on the subject of the development of the media and communication systems, to be available along with these reports every two years in future. In addition, the report was meant to offer a point of departure for identifying problems in the area of communication and media early, as well as for presenting various solutions. The Federal Government elected to have these studies conducted by an independent academic institution.

The goal of the Hans Bredow Institute's research-based assessment was to provide a well-structured, comprehensive and neutral source of information, on the basis of which political needs and options become visible. It is meant to be a supplement to the actual report, which is produced

by the Federal Government and in which political consequences will be formulated.

To discuss current media developments and their effects on society, the Institute arranged five expert workshops, the insights of which were integrated into the report. The findings from the workshops have been included in the text of the scientific section.

Researchers: H. Dreier, S. Dreyer, U. Hasebrink, J.-H. Schmidt, H.-D. Schröder, W. Schulz

Funding: Federal Government Commissioner for Culture and the Media

#### Publication

Hans-Bredow-Institut (2008): Zur Entwicklung der Medien in Deutschland zwischen 1998 und 2007. Wissenschaftliches Gutachten zum Kommunikations- und Medienbericht der Bundesregierung [On the Development of Media in Germany between 1998 and 2007. Scientific Evaluation on the Federal Government Report on Communication and Media]. Berlin, [http://www.bundesregierung.de/Content/DE/\\_Anlagen/BKM/2009-01-12-medienbericht-teil2-barrierefrei.property=publicationFile.pdf](http://www.bundesregierung.de/Content/DE/_Anlagen/BKM/2009-01-12-medienbericht-teil2-barrierefrei.property=publicationFile.pdf)

#### 2. The International Media Handbook

Although information about the countries in the world and also about their media can be accessed more and more easily through the Internet, this does not satisfy the need for reliable, topical and expertly construed information on the respective media systems. The high demand for the International Media Handbook shows that this need is much rather increasing among researchers and scholars as well as in journalism and politics, especially with regard to comparably structured data on different countries.

The International Media Handbook responds to this demand with a combination of general analyses and country-specific contributions, which are exceptional in their coverage (79 articles spanning all continents) and their content range covering all relevant media worldwide

As usual, the new edition of the IMH provides comprehensive information on the most important current developments in the areas of print media, broadcasting and online services worldwide. With across-the-board contributions, general surveys and analyses, part A presents transnational and general lines of development, more closely examining individual aspects of legal and economical developments and the growth of offerings in the areas of print media, broadcasting and online services.

In parts B and C (Media in Europe, Media outside of Europe) the developments of media in individual states are described, now extending the reporting to countries as yet not covered, above all in Africa and Asia. Articles have been added on Ethiopia, Bangladesh, Ghana, Kenya, Laos, Lebanon, Mongolia, Mozambique, Nigeria, and Peru.

The authors of the individual reports are experts from the respective countries or persons knowledgeable about the respective national media systems. For each of the three areas, print media, broadcasting and online, they describe legal and historical groundings, organisation and financing of providers, offerings and usage and recent developments. Their articles are complemented by an analysis on the status of developments in convergent media, with their consequences for the three areas named, as it cites contact addresses for the most important media institutions and agencies, references to literature and pertinent links to further information.

In order to improve the comparability of particular country information, the new edition seeks to include standardised tables in the individual reports – an endeavour which has in practice run into difficulties due to the very disparate conditions of this data. As other comparative surveys have shown, the available information on media

systems in countries differs in each case so much so that standardisation is very limited. Even in highly developed countries, e.g. USA or France, some data are not available or not being published. In some places, the Handbook benefits from the fact that the experts and authors of the articles have access to non-public data sources.

Not least due to the new structure, which increases the user value of the Handbook, there has been a hiatus between the release of the last Handbook and the new edition. A work so elaborate and substantial, with over 1,300 pages, requires an extended production process as well as a lot of patience and effort from the authors. The articles of this new edition were written in 2007/2008 and in most cases updated in the beginning of 2009.

However, the temporal gap in the publishing sequence also results from the discussion about the future publication of the Handbook, as well as the funding of the related work and resources needed; this has not yet been concluded. As the Nomos-Verlag only carries the cost of production as well as a portion of the authors' fees and costs for translation, the major load of conceptual and, above all, editorial work rests with the Hans Bredow Institute in financial terms as well. This service is, however, no longer tenable for the Institute alone, thus new ways of fund raising, attracting sponsorships and also the possibility of a pure English-language publication have been, and are still being, considered and pursued.

Compilers: C. Matzen, A. Herzog, assisted by  
K. Grund, A. Egli, G. Clausen and others

#### Publications

Hans-Bredow-Institut (ed.) (2009): Internationales Handbuch Medien [International Media Handbook]. Baden-Baden.

### 3. Media Reform in Thailand

The development of Thailand's media order is currently shaped by an intense reform process and at the same time by the ubiquitous convergence phenomenon. Thai commentators are raising questions about the regulation of contents, especially

regarding the lèse-majesté law, supposed to be the strictest worldwide, but also e.g. concerning the allocation of broadcasting frequencies or how to deal with thousands of yet unlicensed community radio stations.

On the invitation and with the support of the National Telecommunications Commission, the Hans Bredow Institute is committing its expertise in media law to enhance the widespread debate on media politics. This means that the Institute is cooperating with the two major universities in Bangkok (Chulalongkorn and Thammasat), among others, as well as with the Friedrich-Ebert-Stiftung Thailand. Conferences and workshops are also planned to provide systematic working papers in the future. Fundamental questions of media structuring have been discussed and complemented with insights from German experience with regulation.

Beyond this individual case, the Institute is exploiting the opportunity to further develop its experience in transferring expertise in an international context and in comparative analyses of regulatory structures.

Researchers: W. Schulz, S. Heilmann

Funding: Friedrich-Ebert-Stiftung Thailand,  
Chulalongkorn University, Thammasat  
University, National Telecommunications  
Commission of Thailand

#### Lectures

“What is the Role of Public Service Broadcasting?”, presentation by W. Schulz at an event mounted by Thai Public Service Broadcasting (TPBS) in Bangkok on 29 May 2009.

“Media and Democracy in Crisis: What Roles and Responsibilities for the Thai Media?”, presentation by W. Schulz at a joint conference of the Commission on Human Rights, Rights and Liberties Consumer Protection, The Senate, Thai Broadcast Journalists Association, and Friedrich-Ebert-Stiftung Thailand in Bangkok on 28 May 2009.

“The Role of Media in Supporting Civic Education: A Thai-German Experience Exchange”, lecture by W. Schulz at the Political Development Council of the Friedrich-Ebert-Stiftung in Bangkok on 27 May 2009.

“Regulation Policies in a Converging Media Environment – the German Example”, presentation by W. Schulz and S. Heilmann at the seminar “Convergent Media and Broadcast Policy: Case Studies of Germany and Thailand” of the Na-

tional Telecommunications Commission of Thailand at the Chulalongkorn University in Bangkok on 15 August 2008.

“Comment to a Study Conducted by FES Thailand and Further Recommendations” at the workshop “Media Reform in the Current Political Situation” of the Friedrich-Ebert-Stiftung in Bangkok on 14 August 2008.

#### 4. Analysis of the System for Protection of Minors from Harmful Media – Youth Protection Act and Interstate Treaty

In 2008, the Institute variously outlined and communicated the results of its evaluation of the system for the protection of minors. Carried out from October 2006 to October 2007, this project analyses the current system for the protection of minors from harmful media as established by the Federal Youth Protection Act and the Interstate Treaty on the Protection of Minors from Harmful Media. On the basis of its results, the Federal Government and the States intend to optimise the system.

The project design aimed at evaluating the way the processes and organisations prescribed by applicable laws are working; the research purpose was orientated according to the parameters set by the Federal Government and the States as well as the States’ declared protocols regarding the Interstate Treaty on the Protection of Minors from Harmful Media. The analysis proceeds in two stages, an analysis of adequacy and one of compliance.

In the analysis of adequacy, the processes reformed in the law’s stipulations were examined with a view to the extent to which they are adequate for achieving the particular regulatory goal in question – that is, the specific regulatory purpose with due regard to constitutional law. In the areas of particular reference, the analysis of adequacy was intended to demonstrate inherent weaknesses in the system for the protection of minors and to assess the assignment of regulatory competencies, the areas of application of the legal frameworks and the inclusion of regimes for self-regulation.

Alongside this, findings on acceptability on the part of relevant agents and addressees are to be determined through workshops, group and indi-

vidual interviews with parents, minors and disseminating agencies in media-pedagogy as well as through interviews with experts. The qualitative enquiry with parents, minors and pedagogical counsellors was performed by the JFF – Institute for Media Pedagogy in Research and Practice (JFF – Institut für Medienpädagogik in Forschung und Praxis, München).

The analysis of compliance which builds on these results is intended to assess how far the proposed regulations stand up in practice and to establish what weaknesses result in practice, also regarding how suitable the criteria for the protection of minors are in praxis and how well supervision performs. Reasons for possible weaknesses are to be established via case studies and openings for improvements identified.

The overall result of the analysis is that the protection of young people from harmful media has improved fundamentally by dint of the 2003 amendment; the concept of regulated self-regulation was accepted by all parties involved.

The study does, however, point to possibilities for improvement in many concrete fields. The 390-page final report was submitted to the commissioning agency in October 2007 and made accessible on the Institute's homepage.

Researchers: I. Brunn, S. Dreyer, U. Hasebrink,  
T. Held, C. Lampert, C. Scheunert, W. Schulz

Funding: Bundesministerium für Familie,  
Senioren, Frauen und Jugend (BMFSFJ)  
[Federal Ministry for Family Affairs, Senior  
Citizens, Women and Youth] in consultation  
with the Federal States

## Publications

- Brunn, I.; Dreier, H.; Dreyer, S.; Hasebrink, U.; Held, T.; Lampert, C.; Schulz, W. (2007): Das deutsche Jugendschutzsystem im Bereich der Video- und Computerspiele [The German System for the Protection of Minors in the Area of Video and Computer Games]. Hamburg, [www.hans-bredow-institut.de/webfm\\_send/107](http://www.hans-bredow-institut.de/webfm_send/107).
- Brunn, I.; Dreyer, S. (2007): Jugendschutz für Spiele – ein Spiel für den Jugendschutz? Was die Novellierung des Jugendschutzgesetzes dem Bereich der Video- und Computerspiele gebracht hat [The Protection of Minors and Games – A Game for the Protection of Minors? What the Amendment of the Protection of Minors against Harmful Media Has Achieved]. In: politik und kultur – Zeitung des Deutschen Kulturrates 1/2008, pp. 37-38.

- Brunn, I.; Dreyer, S. (2008): Jugendschutz für Spiele – ein Spiel für den Jugendschutz? Was die Novellierung des Jugendschutzgesetzes dem Bereich der Video- und Computerspiele gebracht hat [The Protection of Minors and Games – A Game for the Protection of Minors? What the Amendment of the Protection of Minors against Harmful Media Has Achieved]. In: O. Zimmermann, T. Geißler (Eds.), Streitfall Computerspiele: Computerspiele zwischen kultureller Bildung, Kunstfreiheit und Jugendschutz. 2nd Edition, Berlin, pp. 70-73.
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- Schulz, W.; Dreyer, S. (2007): Community-Laws als Ausweg aus dem Web 2.0-Dilemma? Nutzergenerierte Inhalte als Herausforderung für den Jugendschutz [Community-Laws as a Way out of the Web 2.0 Dilemma?]. In: tendenz 3/2007, pp. 14-15.
- Schulz, W.; Dreyer, S. (2007): Möglichkeiten und Grenzen gesetzlicher Jugendschutzvorgaben. Über das Verhältnis von Recht und Realität im Jugendschutz. Artikel im Dossier "Verbotene Spiele?" der Bundeszentrale für politische Bildung [Possibilities and Limits of Legal Provisions for the Protection of Minors. On the Relationship of Law to Reality in the Protection of Minors against Harmful Media. Article in the Dossier 'Forbidden Games?' from the Federal Centre for Civic Education], [http://www.bpb.de/themen/DKZCBI,0,0,Verbotene\\_Spiele.html](http://www.bpb.de/themen/DKZCBI,0,0,Verbotene_Spiele.html)
- Schulz, W.; Dreyer, S. (2008): Die Ergebnisse der wissenschaftlichen Evaluation des Jugendschutzes aus rechtlicher Sicht [The Results of the Academic Evaluation of the Protection of Minors against Harmful Media]. In: medien + erziehung (merz), No. 1/2008, pp. 39-46.

## Lectures

- "Jugendschutz in Deutschland. Regulierungskonzept, Ausgestaltung und Erfahrungen" [The Protection of Minors from Harmful Media in Germany. The Regulatory Concept, the Structuring and the Experiences Gained], lecture by S. Dreyer in the context of the event "projuventute Jugendschutzdialog" in Bern on 18 April 2008.
- "Ergebnisse der Jugendschutzanalyse" [Results of the Analysis on the Protection of Minors], lecture by W. Schulz at the Klausurtagung der Arbeitsgemeinschaft FSFJ der CDU-Bundestagsfraktion und der Hamburger CDU-Bürgerschaftsfraktion [closed symposium of the Working Group FSFJ of the CDU Parliamentary Party and the Hamburg CDU Constituency Party] in Hamburg on 11 February 2008.

“Ein Netz für Kinder”, Kuratoriumssitzung mit W. Schulz in Bezug auf die Förderung von Kinderinternetangeboten in der Thüringer Staatskanzlei [“The Net for Children”, Curatorium Session with W. Schulz in Relation to the Promotion of Offerings for Children on the Internet in the Thuringian State Chancellory] on 8 February in Erfurt.

“Analyse des Jugendmedienschutzsystems” [Analysis of the System for the Protection of Minors from Harmful Media], presentation of the evaluation results by W. Schulz to the Select Committee on New Media of the Bundestag in Berlin on 24 January 2008.

“Evaluierung des Jugendmedienschutzsystems – Ergebnisse der Untersuchung im Auftrag des BMFSFJ und der Jugendministerien der Länder” [Evaluating the System for the Protection of Minors from Harmful Media – Results of the Investigation of the BMFSFJ and the States’ Ministries of Youth Affairs], lecture by T. Held at the event “Next Generation Jugendmedienschutz?” of the “köln forum medienrecht in Cologne” on 23 January 2008.

“Analyse des Jugendmedienschutzsystems – Jugendschutzgesetz und Jugendmedienschutz-Staatsvertrag: Vorstellung der Untersuchungsergebnisse mit Relevanz für die FSK-Prüferinnen und Prüfer” [Analysis of the Protection of Minors from Harmful Media – Youth Protection Act and the Interstate Treaty on the Protection of Minors from Harmful Media]: presentation of evaluation results with particular relevance for the FSK examiners, lecture by S. Dreyer at the FSK Examiners’ symposium in Wiesbaden on 17 December 2007.

“Mediennutzung und Konsumorientierung – Auslöser oder Begleiter von Kriminalität” [The Use of Media and the Orientation towards Consumption – a Cause of Criminality or a Collateral Effect of it?], lecture by W. Schulz at the panel “Herausforderung: Prävention – Strategien gegen Kinder- und Jugendkriminalität” [Challenge: Prevention – Strategies against Criminality in Young People and Children] at the Ministry of Justice of North Rhine-Westphalia in Düsseldorf on 13 December 2007.

“Was bleibt? Was ändert sich?” [What Remains? What Changes?], lecture by W. Schulz on the analysis and evaluation of the current regulations for the protection of minors at the Media Days in Munich on 8 November.

“Das deutsche Jugendschutzsystem im Bereich der Video- und Computerspiele – Rahmenbedingungen, Umsetzungen und Handlungsoptionen” [The German System for the Protection of Minors in the Area of Video and Computer Games – General Framework, Applications and Options for Action], participation of W. Schulz in the session of the sub-committee on new media of the Bundestag in Berlin on 5 July 2007.

“Games als Gegenstand des Jugendschutzes” [Games as a Subject for the Protection of Minors against Harmful Media], lecture by W. Schulz in the context of the lecture series “Games – Zukunftsperspektiven interaktiver Medienangebote” [Games – Future Perspectives for Interactive Media Offerings] in Hamburg on 4 July 2007.

## 5. The German System for Protection of Minors in the Area of Video and Computer Games

Reacting to the current relevance of the topic and in the course of the evaluation of the system for the Protection of Minors from Harmful Media (JMStV and JuSchG), the Hans Bredow Institute had brought forward the analytical procedures it intended in the area of screen-based games and has widened the scope of the investigation. The corresponding report was submitted at the end of June 2007.

The investigation proceeded via four steps: analysis of the framework for the protection of minors in the area of video and computer games, (2) analysis of adequacy and compliance, (3) Depiction of the general framework according to constitutional law, (4) analysis of deficits, analysis of suggestions for reform and development of options for action for optimising the protection of minors in the case of video and computer games.

On the basis of the existing results, the deficits established in the protection of minors in the case of video and computer games and their possible causes were collated.

Following on from that, options for action were developed, which could be considered in the case of legal or factual deficits, or of those related to execution, in achieving effective protection for minors.

Researchers: W. Schulz, U. Hasebrink,  
C. Lampert, T. Held, H. Dreier, S. Dreyer,  
I. Brunn

Funding: Bundesministerium für Familie,  
Senioren, Frauen und Jugend (BMFSFJ)  
[Federal Ministry for Family Affairs, Senior  
Citizens, Women and Youth]

### Publications

Brunn, I.; Dreier, H.; Dreyer, S.; Hasebrink, U.; Held, T.; Lampert, C.; Schulz, W. (2007): Das deutsche Jugendschutzsystem im Bereich der Video- und Computerspiele [The German System for the Protection of Minors in the Area of Video and Computer Games]. Hamburg, [www.hans-bredow-institut.de/webfm\\_send/107](http://www.hans-bredow-institut.de/webfm_send/107).

Brunn, I.; Dreyer, S. (2007): Jugendschutz für Spiele – ein Spiel für den Jugendschutz? Was die Novellierung des Jugendmedienschutzes dem Bereich der Video- und Compu-

terspiele gebracht hat [The Protection of Minors and Games – A Game for the Protection of Minors? What the Amendment of the Protection of Minors against Harmful Media has achieved]. In: politik und kultur – Zeitung des Deutschen Kulturrates 1/2008, pp. 37-38.

Brunn, I.; Dreyer, S. (2008): Jugendschutz für Spiele – ein Spiel für den Jugendschutz? Was die Novellierung des Jugendmedienschutzes dem Bereich der Video- und Computerspiele gebracht hat [The Protection of Minors and Games – A Game for the Protection of Minors? What the Amendment of the Protection of Minors against Harmful Media has achieved]. In: O. Zimmermann, T. Geißler (eds.), Streitfall Computerspiele: Computerspiele zwischen kultureller Bildung, Kunstfreiheit und Jugendschutz. 2nd Edition, Berlin, pp. 70-73.

Schulz, W.; Dreyer, S. (2007): Möglichkeiten und Grenzen gesetzlicher Jugendschutzvorgaben. Über das Verhältnis von Recht und Realität im Jugendmedienschutz. Artikel im Dossier "Verbotene Spiele?" der Bundeszentrale für politische Bildung [Possibilities and Limits of Legal Provisions for the Protection of Minors. On the Relationship of Law to Reality in the Protection of Minors against Harmful Media. Article in the Dossier 'Forbidden Games?' from the Federal Centre for Civic Education], [http://www.bpb.de/themen/DKZCJB,0,0,Verbotene\\_Spiele.html](http://www.bpb.de/themen/DKZCJB,0,0,Verbotene_Spiele.html).

Schulz, W.; Dreyer, S. (2007): Verfassungsrecht und Jugendmedienschutz. Staatlicher Schutzauftrag und entgegenstehende Grundrechte. Artikel im Dossier "Verbotene Spiele?" der Bundeszentrale für politische Bildung [Constitutional Law and the Protection of Minors against Harmful Media. Article in the Dossier 'Forbidden Games?' from the Federal Centre for Civic Education], [http://www.bpb.de/themen/DKZCJB,0,0,Verbotene\\_Spiele.html](http://www.bpb.de/themen/DKZCJB,0,0,Verbotene_Spiele.html).

## Lectures

"Zum Abhängigkeits- und Suchtpotential von Computerspielen" [On the Addiction Potential of Computer Games], participation of U. Hasebrink in an expert hearing of the federal states Lower Saxony and North Rhine-Westphalia in Hanover on 8 June 2009.

"Computerspiele – Ergebnisse der Analyse des Jugendmedienschutzsystems" [Computer Games – Results of the Analysis of the System for the Protection of Minors against Harmful Media], lecture by W. Schulz at the Medientreffpunkt Mitteldeutschland [Media Meeting Central Germany] in Leipzig on 6 May.

"'Killer'-Spiele: Wegsehen? Verboten? Verharmlosen?" ['Killer' Games: Ignore? Forbid? Play Down?], participation in podium discussion by S. Dreyer at the symposium of the working group for the protection of minors Hamburg and the North Elbe Evangelical Office for Young People in Hamburg on 7 December 2007.

"Das deutsche Jugendschutzsystem im Bereich der Video- und Computerspiele – Rahmenbedingungen, Umsetzungen und Handlungsoptionen" [The German System for the Protection of Minors in the Area of Video and Computer Games – General Framework, Applications and Options for Action], participation of W. Schulz in the session of the sub-committee on new media of the Bundestag in Berlin on 5 July 2007.

"Games als Gegenstand des Jugendschutzes" [Games as a Subject for the Protection of Minors against Harmful Media], lecture by W. Schulz in the context of the lecture series "Games – Zukunftsperspektiven interaktiver Medienangebote"

[Games – Future Perspectives for Interactive Media Offerings] in Hamburg on 4 July 2007.

## Events

"Jugendschutzgesetz – Verbesserung des gesetzlichen Vollzugs" [Law on the Protection of Minors- Improvement of Legal Enforcement], round table at the invitation of the Federal Minister for Family Affairs in Berlin on 28 November 2007.

"More Fun, More Risk? Video- und Computerspiele als Herausforderung für den Jugendschutz" [More Fun, More Risk? Video and Computer Games as Challenge for the Protection of Minors], international interdisciplinary conference in cooperation with the Federal Ministry of Family Affairs, Senior Citizens, Women and Youth and the State Ministries for Youth in Berlin on 16 and 17 October 2008.

## 6. Academic Monitoring of the Implementation of the Evaluation Results in the Protection of Minors System

After the Hans Bredow Institute carried out the research-based evaluation of the JMStV and the JuSchG and prepared the content for the roundtable discussion "Jugendschutzgesetz – Verbesserung des gesetzlichen Vollzugs" [Youth Protection Act – Improvement of the legal enforcement] in November 2007, the Federal Government and the States are now working together to optimise performance in both areas. The crash programme of the Federal Minister for Youth and of the North Rhine-Westphalian Minister for Youth and the suggestions discussed at the round table are pointing the first steps along a path towards application.

The ensuing project for monitoring the implementation of the results from the evaluation of the protection of minors is intended to provide a research-based monitoring of the political discussion on the basis of the results from the evaluation and the round table and to coordinate the application of the results in cooperation with the Federal Government and the States. Alongside the coordinating measures, the project's activities involve consultation and assessment regarding various conditions governing application, for instance, as regards practical problems in introducing cash register systems with warning functions or the training and level of knowledge of retailing staff. Alongside this, the options for an improved moni-



toring of enforcement are to be worked out and discussed with the parties involved.

Against the background of discussions in academic, political and social spheres on the protection of minors against harmful media in the area of video and computer games, the Institute is also organising the European symposium: “More Fun, More Risk? Video- und Computerspiele als Herausforderung für den Jugendschutz” [Video and Computer Games as a Challenge to the Protection of Minors against Harmful Media] on 16/17 October 2008 in Berlin which aims at a Europe-wide exchange taking place on the current status of research as well as on best-practice-models in media-pedagogy and in regulation.

Furthermore, the Institute supports the campaign “Jugendschutz: Wir halten uns daran!” [Protection of Minors: We stick to it!"] of the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) and the Federal working group for protection of children and adolescents (BAJ). The flyer is also available in Turkish.

Researchers: I. Brunn, S. Dreyer, U. Hasebrink,  
T. Held, T. Ihler, C. Lampert, S. Lefeldt,  
W. Schulz

Funding: Bundesministerium für Familie,  
Senioren, Frauen und Jugend (BMFSFJ)  
[Federal Ministry for Family Affairs, Senior  
Citizens, Women and Youth]

#### Events

“Jugendschutzgesetz – Verbesserung des gesetzlichen Vollzugs” [Law on the Protection of Minors- Improvement of Legal Enforcement], round table at the invitation of the Federal Minister for Family Affairs in Berlin on 28 November 2007.

“More Fun, More Risk? Video- und Computerspiele als Herausforderung für den Jugendschutz” [More Fun, More Risk? Video and Computer Games as Challenge for the Protection of Minors], international interdisciplinary conference in cooperation with the Federal Ministry of Family Affairs, Senior Citizens, Women and Youth and the State Ministries for Youth in Berlin on 16 and 17 October 2008

## 7. Media Users as Parties Active in Civil Society

Users of media belong to those groups without a strong institutional base, which find it difficult to have their voices heard vis-à-vis media companies and media politics and to bring their interests into debates on media politics and into the programming of the media business. In the context of a cooperation project with partners from several European countries being sponsored by the EU Commission, the Institute has investigated which instruments for promoting and securing the interests of viewers have been developed in 29 countries and which models and initiatives have proved particularly durable.

Building on the results of this project, the Institute has developed a concept for a project in the 7th EU Framework Programme in cooperation with partners in Bulgaria, Greece, Great Britain, Italy, Spain and Switzerland. The concept picks up the new form of research promotion, “Research for the benefit of social groups”; in line with this, EURALVA, the European Alliance of Listeners and Viewers Associations, among others, belongs to the project’s consortium. Alongside conceptual and empirical steps towards investigating the pre-conditions, limitations and the possibilities for promotion of a role for media users in accord with civil society, the concept aims at founding a “European Platform for Media Citizens”.

With regard to the current media-political discussions in Germany, the Institute contributes insights gained within the context of this project to the considerations about a testing mechanism for “Public Value” – as well as about the options for continuous monitoring of the quality of media offerings from the audience’s point of view (see project 8.).

Researchers: U. Hasebrink, A. Herzog

Funding: European Commission, E-Learning  
Programmes

#### Publications

Eilders, C.; Hasebrink, U.; Herzog, A. (2006): Das aktive Publikum. Institutionalisierung zivilgesellschaftlicher Kontrolle des Fernsehens auf europäischer Ebene [The

- Active Audience. The Institutionalisation of Control of Television by Civil Society on a European Level]. In: W. R. Langenbucher; M. Latzer (eds.), *Europäische Öffentlichkeit und medialer Wandel [European Public Sphere and Medial Change]*, Wiesbaden, pp. 330-351.
- Hasebrink, U. (2008): Das multiple Publikum. Paradoxien im Verhältnis von Journalismus und Mediennutzung [The Multiple Audience. Paradoxes in the Relationship of Journalism and Media Use]. In: B. Pörksen; W. Loosen; A. Scholl (eds.), *Paradoxien des Journalismus. Theorie – Empirie – Praxis*. Wiesbaden, pp. 513-530.
- Hasebrink, U. (2007): "Public Value": Leitbegriff oder Nebelkerze in der Diskussion um den öffentlich-rechtlichen Rundfunk? [Public Value: Core Concept or Smokescreen in the Discussion on Public Broadcasting?]. In: *Rundfunk und Geschichte*, vol. 33, no. 1-2, pp. 38-42
- Hasebrink, U. (2007): Mediennutzer als Akteure der Medienpolitik [Media Users as Participants in Media Politics]. In: O. Jarren, P. Donges (eds.), *Ordnung durch Medienpolitik? Konstanz*, pp. 303-324.
- Hasebrink, U.; Herzog, A.; Eilders, C. (2007): Media Users' Participation in Europe from a Civil Society Perspective. In: P. Baldi, U. Hasebrink (eds.), *Broadcasters and Citizens in Europe. Trends in Media Accountability and Viewer Participation in Europe*. Bristol & Chicago, pp. 75-91.
- Herzog, A.; Hasebrink, U. (2007): User Participation and Media Accountability in Central and Eastern Europe. In: S. Jedrezejewski (ed.), *The Medium with Promising Future. Radio in Central and Eastern European Countries*. Lublin, pp. 35-50.
- Herzog, A.; Hasebrink, U.; Eilders, C. (2006): Medien-Qualitäten aus der Sicht des Publikums. Europas Mediennutzer zwischen Konsum, Kritik und Partizipation [Media Qualities from the Audience's Viewpoint. Europe's Media Users between Consumption, Criticism and Participation]. In: S. Weischenberg; W. Loosen; M. Beuthner (eds.), *Medien-Qualitäten. Öffentliche Kommunikation zwischen ökonomischem Kalkül und Sozialverantwortung [Media Qualities. Public Communication between Economic Calculation and Social Responsibility]*. Konstanz, pp. 399-414

## Lectures

"European Citizens as Media Users", lecture by A. Herzog at the workshop of the Institute for Human Sciences "Towards a European Public Space. International Workshop on European Media Networking" in Vienna on 8 November 2007.

"Equal Opportunities for Whom? How Researchers and Politicians Construct Citizens, Media Users, and Audiences", keynote by U. Hasebrink at the ECREA conference 2007 on "Equal Opportunities and Communication Rights: Representation, Participation and the European Democratic Deficit" in Brussels on 11 October 2007.

"The Frameworks of Public Service Broadcasting: Citizenship and Accountability", lecture by U. Hasebrink at the EURALVA/SLS conference "Broadcasters and Citizens" in Copenhagen on 9 October 2007.

"How to Organise Media Accountability? Structures and Procedures of User Participation in Europe", lecture by U. Hasebrink and A. Herzog at the working group on European public service broadcasting policies at the IAMCR conference in Paris on 24 July 2007.

"Accountability of Broadcasters. Current Issues of European Public Service Broadcasting", lecture by U. Hasebrink at the Public Service Broadcasting Workshop hosted by the Centre

for Research on Socio-Cultural Change (CRESC) in London on 9 March 2007.

## 8. Quality of TV from the Viewers' Perspective

On behalf of the State Media Authority North Rhine-Westphalia (LfM), the Institute compiled an expertise on the topic "The Perspective of the Viewers: Pilot Survey for a Regular Monitoring of Perceived Qualities of Television". Such a survey among viewers is intended to emphasise the public perspective in the discourse about qualities and problems of the development of television.

The pilot survey particularly explored international experiences as to how an instrument for inquiry should look, which does not only document the preferences of usage as reflected in the ongoing viewer measurements, but which also covers quality assessments beyond individual preferences.

Researchers: U. Hasebrink, A. Herzog

Funding: State Media Authority North Rhine-Westphalia (LfM)

## FURTHER ACTIVITIES

### Further Projects

Possibilities for Securing the Public Service Externally and Internally

In the face of social changes, the question as to the securing of channels which maintain, alongside the purely commercial feedback ("quotas"), production in broadcasting sensitive to social demands, is one closely linked with that as to the future of "Public Service". The topic shapes the research of the Institute in individual projects, but it also constantly runs parallel to them as an independent question. Currently involved in it are considerations on models aiming to strengthen the corpus of public institutions or to seek additions to them.

Researchers: W. Schulz, U. Hasebrink, T. Held

## Publications

- Hasebrink, U. (2007): “Public Value”: Leitbegriff oder Nebelkerze in der Diskussion um den öffentlich-rechtlichen Rundfunk? [“Public Value”: Core Concept or Smoke-screen in the Discussion on Public Service Broadcasting?]. In: Rundfunk und Geschichte, 33. year, nos. 1-2, pp.38-42.
- Schulz, W. (2008): Der Programmauftrag als Prozess seiner Begründung: Vorschläge zu Verfahren und Organisation des “Drei-Stufen-Tests” zur Selbstkonkretisierung des Funktionsauftrags öffentlich-rechtlicher Rundfunkanstalten [The Programming Commission as the Process of its own Justification. Suggestions for the Process and Organisation of the “Three Step Test” for the Self-Concretisation of the Functioning Commission of Public Broadcasting Institutions], Berlin, [www.hans-bredow-institut.de/forschung/recht/FES080310WS\\_Drei\\_Stufen.pdf](http://www.hans-bredow-institut.de/forschung/recht/FES080310WS_Drei_Stufen.pdf)
- Schulz, W. (2008): Freiraum gestalten: Vorschläge zur Organisation des “Drei-Stufen-Tests” [Creating Room to Move: Suggestions for Organising the “Three Step Test”], epd medien, No. 9, pp. 3-10.

## Lectures

“Offene Flanken des zweiten Rundfunkgebührenurteils” [Open Flanks of the Second Judgement on Broadcasting Fees], Podium discussion with W. Schulz at the Media Meeting Central Germany in Leipzig on 6 May 2008.

“The Frameworks of Public Service Broadcasting: Citizenship and Accountability”, lecture by U. Hasebrink at the EURALVA/SLS conference “Broadcasters and Citizens” in Copenhagen on 9 October 2007.

## Research Centre “European Media and Public Spheres” (EuroMaPS)

Several staff members of the Hans Bredow Institute are participating in the Research Centre “European Media and Public Spheres” (EuroMaPS), founded in 2001 at the University of Hamburg. The aim of EuroMaPS is to enhance cooperation among the researchers in Hamburg, who are dealing with the urgent questions of the process of European unification and the role of the media within it.

The Centre coordinates the activities of its members as they relate to Europe, promotes exchanges between different research disciplines and also with media practitioners and seeks stronger international cooperation with foreign colleagues. Since the winter term 2002/2003, the Centre has mounted the series “Discussions about Europe”, which caters for students from all disciplines and interested members of the public. Here researchers and media practitioners from Europe are invited as the opportunity arises. In winter term 2008/2009, lecturers from London, Brussels, Barcelona, and

Vienna discussed the question of how European public spheres constitute and present themselves, and how they could be strengthened.

In the context of the EU’s Erasmus Mundus programme, the members of the Centre in addition participate in the Masters Programme “Journalism and Media within Globalization: The European Perspective”, which is offered jointly with the universities of Århus, Amsterdam, London and Swansea ([www.mundusjournalism.com](http://www.mundusjournalism.com)).

Researchers: H. Domeyer, U. Hasebrink, A. Herzog

## Events

“Perspektiven auf Europa - Beiträge aus Kommunikationswissenschaft, Medienpolitik und Medienpraxis” [Perspectives on Europe – Articles from Communication Studies, Media Politics and Media Practice], conference of the Research Centre “EuroMaPS” at the Europawoche 2009 [European Week 2009] in Hamburg on 5 May 2009.

“Gespräche über Europa – Talking about Europe”, lecture series of the Research Centre EuroMaPS with lecturers from London, Brussels, Barcelona and Vienna in Hamburg on 5 and 20 November, 2 December 2008 and on 9 January 2009.

## Publication

Hasebrink, U.; Domeyer, H. (forthcoming): Die Konstruktion europäischer Fernsehpublika [The Construction of European TV Audiences]. In: U. Daniel, A. Schildt, A. (eds.), Mediengeschichte im Kontext. Massenmedien in der europäischen Geschichte des 20. Jahrhunderts [Media History in Context. Mass Media in European History of the 20th Century].

## Lectures

“Europäische Publika? Europa aus der Sicht der Mediennutzer” [European Public Spheres? Europe from Media Users’ Perspective], presentation by H. Domeyer at the conference “Perspektiven auf Europa – Beiträge aus Kommunikationswissenschaft, Medienpolitik und Medienpraxis” [Perspectives on Europe – Articles from Communication Studies, Media Politics and Media Practice] of the Research Centre “EuroMaPS” in Hamburg on 5 May 2009.

“Die Medienpolitik der EU und ihre Auswirkungen auf Deutschland” [Media Politics of the EU and their Effects on Germany], lecture by U. Hasebrink at the EuroMaPS-conference “Perspektiven auf Europa. Beiträge aus Kommunikationswissenschaft, Medienpolitik und Medienpraxis” [Perspectives on Europe. Articles from Communication Studies, Media Politics and Media Practice] in Hamburg on 5 May 2009.

“New Media and European Public Spheres”, lecture by U. Hasebrink at the Bucerius Law School in Hamburg on 28 May 2008.

“European Media, European Audiences, European Public Spheres”, lecture by U. Hasebrink in the context of the MCM lectures series at the University of Salzburg on 8 January 2008.

## II. MEDIA AND TELECOMMUNICATIONS LAW

*Researchers 2008/2009:* Inka Brunn, Stephan Dreyer, Stefan Heilmann, RA Dr. Thorsten Held, Thorsten Ihler, Stefanie Lefeldt, Nora Rzakowski, Dr. Wolfgang Schulz (consulting), Regine Sprenger, Felix Zimmermann

*Associates 2008/2009:* Arne Laudien, RA Dr. Till Kreutzer, Thilo Wind, Malte Ziewitz

### 9. Prevention of Dominant Influence on Public Opinion

Control of media concentration is a major element in protecting pluralism in the area of private broadcasting. It serves the execution of the requirements of constitutional law, which result from the freedom of broadcasting established by the Basic Law (art. 5 par. 1, sent. 2, Basic Law GG) and the respective jurisdiction of the Federal Constitutional Court.

Current regulations to prevent dominant influence on public opinion focus very much on television. However, other media markets and up- or downstream markets are being considered to determine whether a company acquires a dominant influence on public opinion. Furthermore, discussions are focusing on whether monitoring media concentration should be developed towards defining a comprehensive media model. In any case, the question arises as to the effects different media have on public and individual opinion-forming. Also important is the question about the status of different media and their up- and downstream mediators such as news agencies, cable providers, search engines, EPGs etc., in opinion-forming.

In order to offer a conclusion on the impact of different media and providers on public and individual opinion-forming, it is necessary to answer the fundamental question as to which processes of opinion-forming should be assessed, how they proceed and how they can be affected.

For these reasons, the prevention of dominant influence on public opinion is a major research area of the Institute. An interdisciplinary study

group examines media effects as processes, together with the development of public relations and economic markets, in order to draw conclusions on advancing media-specific concentration control. This approach also considers the scope of providers in opinion-forming. The preparatory work in the legal field includes suggestions from the Institute for the future design of controls over concentration, as these were published in the series from the Friedrich-Ebert-Stiftung in 2006.

Researchers: U. Hasebrink, W. Schulz, T. Held, R. Sprenger, N. Rzakowski, H.-D. Schröder, H. Domeyer, J.-H. Schmidt

Funding: Friedrich-Ebert-Stiftung

#### Publication

Hasebrink, U.; Schulz, W.; Held, T.; Sprenger, R.; Rzakowski, N. (2009): Macht als Wirkungspotenzial. Zur Bedeutung der Medienwirkungsforschung für die Bestimmung vorherrschender Meinungsmacht [Power as Action Potential. On the Meaning of Media Effects Research for the Determination of Dominant Influence on Public Opinion]. Berlin: Stabsabt. der Friedrich-Ebert-Stiftung (Medien-Kurzanalysen), <http://library.fes.de/pdf-files/stabsabteilung/06294.pdf>

### 10. Regulation of Cross-Media Concentration Processes

Media are, as the Federal Constitutional Court continually emphasises in its jurisdiction, both channel and factor in public opinion-forming. The legislator is, therefore, obliged to prevent the exercise of unilateral influence on public opinion resulting from a concentration of power among publicists. This requires special precautions against the development of dominant cross-media

influences on public opinion, i.e. opinion-forming through different media types. As regards the configuration of these precautions, the scope available to legislators is broad.

The PhD project investigates the question as to how cross-media concentration processes especially may be covered by regulation. In this regard, the project reviews the media-specific concentration control, which according to §§ 26 ff. RStV (Interstate Broadcasting Treaty) focuses on the prevention of dominant influence on public opinion through television, as well as antitrust merger control, which relates to the prevention of a market-dominating position with ensuing dominance in economic power.

As to the question whether the broadcast-centred system of media-specific concentration control should be applied: on the one hand, the limits set by constitutional law for the scope of legislation will be explored. On the other hand, the extent to which the antitrust law, as applied through the limitation of economic power, may restrict dominant influence on public opinion, should be examined. The results of the survey will then be used to draw conclusions possibly indicating a restructuring of media-specific concentration law.

Researcher: R. Sprenger

## 11. Online Offerings from Public Broadcasters

The 12th Amendment of the State Treaty on Changes to Broadcasting (Rundfunkänderungsstaatsvertrag) amends the legal framework for the activities of the broadcasting institutions. The new regulation takes into account the agreement between the Federal Republic of Germany and the European Commission on cooperative measures. The constitutional demands on the drafting of the functional requirement as regards new services are the subject of the project completed in 2007.

Beyond the area of online offerings, criteria were developed, which make possible the legal assessment of the broadcasting institutions' services on digital platforms. Moving on from the

interpretation of the constitutional concept of broadcasting, where it is demonstrated that it is not a question of categorisation as “presentation”, the relevance of online-services for the lawmakers' drafting was investigated. In this, insights from communications and business studies were included, and it was demonstrated that, on one hand, particular online services show a high degree of relevance in the forming of opinions and, on the other, with commercial offerings structural deficits also exist in the internet as regards the fulfilment of the constitutional stipulations.

The next step was to analyse the services for which the structural peculiarities of public broadcasting are relevant (functionally relevant services) and which services the broadcasting institutions have to offer, in order to be able to fulfil the commission laid upon them under changed technical and social conditions as well (functionally necessary services). With the question as to the functionally relevant services, the particular production logic of public broadcasting was considered. Procedural rules for the adoption of new services were equally elucidated and the extent to which the broadcasting institutions themselves are subject to the constitution was investigated.

Researcher: T. Held

## Publication

Held, T. (2008): Online-Angebote öffentlich-rechtlicher Rundfunkanstalten – Eine Untersuchung des verfassungsrechtlich geprägten und einfachgesetzlich ausgestalteten Funktionsauftrags öffentlich-rechtlichen Rundfunks im Hinblick auf Internet-Dienste [Online Offerings from Public Broadcasters – an Investigation of the Constitutionally-determined and Sub-constitutionally Drafted Functional Commission of Public Broadcasting with Reference to Internet Services]. Baden-Baden.

## 12. Co-Regulation in the EU Media Sector

New technologies and progressive internationalisation have led to widespread and profound changes in the European Union. This development presents a challenge for the State as regulator. Various studies have already warned about the risk of traditional concepts of regulation failing and have formulated a need for new concepts and

instruments, in order to augment the existing and – in part – to replace them as well.

The concept of “co-regulation”, a new form of regulation (as the EU Commission’s Governance White Paper said), has already been applied in the member states and on the European level and has gained access to the Audiovisual Media Services Directive.

The study concentrates on the media offerings (press, broadcasting, online-services and interactive games), as these represent fields of application for new instruments of regulation and at the same time claim generally a cutting-edge role. The project provides an overview of existing surveys on the topic. Furthermore, measures of co-regulation in the media sector of all 25 member states and in three selected non-EU-countries were examined on the basis of a definition of co-regulation. Particularly in legal protection of minors and regulation of advertising, co-regulative approaches can be found. This mainly affects electronic media, film and computer games. Apart from insights on the effectiveness of co-regulation measures in reaching public objectives, the conformity of such measures with European legal precepts was analysed.

One result is that co-regulation in principle is suitable for the realisation of European directives. Since the effectiveness very much depends on the concrete configuration, regular evaluation is required. The survey provides templates for the advancement of existing and the introduction of new approaches. Particularly with regard to the question of transparency and participation, there are risks to which the concrete embodiment of co-regulatory concepts has to respond.

The results of the study form the basis for further research by the Institute regarding new forms of regulation, for example, governance in the social web.

Researchers: A. Laudien, T. Held, W. Schulz,  
S. Heilmann, C. Scheunert

Funding: European Commission, Information and  
Media Directorate-General

## Publications

- Held, T. (2007): Co-Regulation in European Union Member States. In: *Communications* 32, pp. 415-422.
- Held, T., Schulz, W. (eds.) (2008): *Mehr Vertrauen in Inhalte. Das Potenzial von Ko- und Selbstregulierung in den digitalen Medien [More Trust in Content – the Potential for Co- and Self-Regulation]*. Berlin: Vistas (Schriftenreihe Medienforschung der Landesanstalt für Medien Nordrhein-Westfalen, 59).
- Schulz, W. et al. (2006): *Final Report: Study on Co-Regulation Measures in the Media Sector*, commissioned by the European Commission, [http://ec.europa.eu/avpolicy/info\\_centre/library/studies/index\\_en.htm](http://ec.europa.eu/avpolicy/info_centre/library/studies/index_en.htm).
- Schulz, W.; Held, T. (2007): *Verfassungsrechtliche Grundsätze und Media Governance [Constitutional Principles and Media Governance]*. In: P. Donges (Eds.), *Von der Medienpolitik zur Media Governance [From Media Politics to Media Governance]*. Köln, pp. 85-102.

## Lectures

“European Media Regulation”, lecture by S. Dreyer at the China Education & Training Center in Hamburg on 20 and 21 July 2006.

“Co-Regulation as a Magic Wand to Guarantee Security and Safety on the Internet?”, lecture by W. Schulz at the First International Conference on Legal, Security and Privacy Issues in IT (LSPI) in Hamburg on 2 May 2006.

“Governance als demokratietheoretisches Problem?” [Governance as a Problem in the Theory of Democracy], lecture by W. Schulz and T. Held at the “Institut für Publizistikwissenschaft und Medienforschung” of the University of Zurich at the joint annual symposium of the DGPK-Fachgruppe “Kommunikation und Politik” and the DVPW-Arbeitskreis “Politik und Kommunikation” on the Topic of “Von der Medienpolitik zur Media Governance?” [From Media Policy to Media Governance?] in Zurich on 17 February 2006.

“Implementation of Co-Regulation by European Law”, lecture by A. Laudien at the Seminar 2: Presentation of the draft final report of the study on “Co-Regulation Measures in the Media Sector”, on behalf of the European Commission, in Brussels on 19 January 2006.

Presentation of the draft final report of the study commissioned by the European Commission on “Co-Regulation Measures in the Media Sector” by W. Schulz and A. Laudien in Brussels on 19 January 2006.

“Software Codes or Codes of Conduct”, lecture by W. Schulz in the context of the Governance of Information Seminar Series, Kennedy School of Government at Harvard University in Cambridge on 5 December 2005.

## 13. Co-Regulation and the Concept of Democracy

Dispositions of co-regulation are applied in order to enable the involvement of non-governmental protagonists. This can be observed particularly in areas where the government reaches its limitations. Be it the State not possessing the knowledge

required for regulation or because it is obligated to restraint – in the area of media law, for example, by the command for the state not to intervene. On a European level, co-regulation is understood as an instrument for modern and, moreover, citizen-oriented governance.

A unified definition of co-regulation does not yet exist. It is agreed upon insofar as it means a cooperation of governmental and non-governmental protagonists. In the area of legal protection of minors, for example, the State Media Authorities cooperate with institutions for voluntary self-control.

The basic notion of co-regulation, that is, the use of synergies of society and government, however, leads to unclear responsibilities, to which the democratic legitimisation is linked. Furthermore, the network structure of co-regulation conflicts with the hierarchy within the administration, which is supposed to enable organisational legitimisation as well as that of personnel, of factual information and content.

The PhD project calculates the frictions between requirements of dispositions in co-regulation and administration. Proposals for new elements of legitimisation, as developed in the literature, will be explored. Finally, particular suggestions from the project will be submitted.

Researcher: N. Rzadkowski

#### 14. The Public Space as a Resource for Governance

The proposed research dealing with the use of the public sphere for achieving goals in governance – for instance, in the form of warnings, but also in more complex regulatory initiatives – and setting out the framework at law, had already been completed as a project in 2004.

The text has been revised and will be published shortly.

Researcher: W. Schulz

#### 15. Decisions in Cases of Uncertainty in the Protection of Media for Minors

The effects of violence in the media on the behaviour of minors are subject to many investigations in the social sciences and in psychology. These regularly come to the conclusion that violence in the media cannot be determined as the sole trigger for corresponding ways of behaving among minors, e.g. increasing potential for violence. On the basis of this causal dilemma and of the insight from research into regulation as to how important knowledge is for legislative governance processes, the legislature finds itself faced increasingly by the question of how far regulation can and must react to uncertainty in this area.

The PhD-project takes up this enquiry and sets out concretely the latitude for assessment and prognosis the various parties have in the face of uncertainty by dint of decisions, verifiable legally only to a certain extent, at the levels of the legislature, of the responsible authorities and of the institutions of voluntary self-regulation. Particularly in the case of newer forms of delegated leeway, no plural for decisions, such as the scope of the institutions of voluntary self-regulation in the area of the protection of minors from harmful media, questions arise on the autonomous latitude and the possibilities for monitoring by the State – not least through pending lawsuits.

Work on this aims to analyse more closely the criteria, selection, boundaries, preconditions and characteristics of the individual categories among the areas of leeway – for instance, normative-factual, those related to parties involved or assessments interpreting real situations – and their integration with each other. Alongside this will come investigation of the extent to which, with uncertain decisions, the uncertainty can, nevertheless, be used to the advantage of the decision process, for instance, through mechanisms for delegation and for establishing procedures and promoting flexibility.

The project is planned to be concluded in 2009.

Researcher: S. Dreyer

## 16. Search Engines as Gatekeepers on the Internet

Alongside the traditional media, online services are becoming more important in forming public and individual opinion. As the commitment to protection, deriving from Article 5, paragraph 1, section 2 of the Basic Constitutional Law, refers to the entire field of public communication, not only the potential but also the dangers of these services must be considered in designing communications policy.

Search engines as aids in the area of providing access to contents in the Internet take a central position here. Through their sway over selection and sorting of the pages displayed and through the associated canalisation of the information flow, search engines gain communicational and economic power. Here, the user can only rarely discern the principles by which the information processing has proceeded. The survey examines the general legal framework in the four areas it identifies in this context: the way providers permit access to search engines, the prevention of a dominant influence on public opinion in the face of a provider with dominant market power and the transparency of commercial communications (keyword: procured search engine results)

As a first step, the Institute produced a study against the background of the stipulations of constitutional law and investigated how far the hitherto existing regulations under the law on broadcasting and telecommunications, but also those on competition and antitrust are already appropriate for meeting these problem areas.

In an ensuing investigation, it was a question of the protection of search engine indexes from censorship, and of doing that through self- and co-regulation too. As search engines represent a centralised access, they are also open to control measures – from understandable but also from unjustified motives – so that this question is by no means only of a theoretical nature.

Researchers: A. Laudien, T. Held, W. Schulz

## Publications

- Schulz, W. (2008): Von der Medienfreiheit zum Grundrechtsschutz für Intermediäre? – Überlegungen zur Entwicklung der Gewährleistungsgehalte von Art. 5 Abs. 1 GG am Beispiel von Suchmaschinen [From Media Freedom to Protection of Law for Intermediaries? – Thoughts on the Development of Warranty Content of Art. 5 Par. 1 GG Using the Example of Search Engines]. In: *Computer und Recht (CR)* 2008, pp. 470-476.
- Schulz, W.; Held, T. (2007): Der Index auf dem Index? Selbstzensur und Zensur bei Suchmaschinen [The Index on the Index? Self Censorship and Censorship with Search Engines]. In: M. Machill, M. Beiler (Eds.), *Die Macht der Suchmaschinen / The Power of Search Engines*. Köln, p. 71-86.
- Schulz, W.; Held, T.; Laudien, A. (2005): Search Engines as Gatekeepers of Public Communication: Analysis of the German Framework applicable to Internet Search Engines including Media Law and Anti-trust Law, *German Law Journal*, 2005 (vol. 6, no. 10), pp. 1419-1431.
- Schulz, W.; Held, T.; Laudien, A. (2005): Suchmaschinen als Gatekeeper der öffentlichen Kommunikation – Rechtliche Anforderungen an Zugangsoffenheit und Transparenz bei Suchmaschinen im WWW [Search Engines as Gatekeepers of Public Communication – Legal Demands on Open Access and Transparency with Search Engines in the WWW]. Berlin (LfM-Schriftenreihe Nr. 49).

## 17. Copyright in the Information Society – Breaches of Copyright by Search Engines

Using the incommensurable quantity of information in the World Wide Web effectively is almost impossible without calling on search services. Search engine providers have a central function in the structuring of existing knowledge, and for many Internet users a search engine is, in fact, the starting point every time they look into the Internet.

The way search engines function technically involves an automatic search of all websites. Examining the websites for content is impossible in that process. The content found is held in a buffer and, when they are called up by the user, so-called hit lists, which contain short extracts from the contents found or also so-called thumbnails, that is greatly reduced versions of images published in the internet, are displayed, as well as links to the respective websites.

This technical functioning could breach copyright in multiple ways. This PhD-project investigates a search engine's possible breaches of copyright and, taking account of the constitutional significance of search engines for public commu-



nication, tries to demonstrate possible new solutions.

Researcher: I. Brunn

#### **18. Obligations to Provide Information in Telemedia Law and User-generated Content**

The PhD project deals with the conditions under which providers of user-generated content on the Internet are subject to certain obligations to provide information. The applicable legal framework has changed due to the revision of the telemedia law on 1 March 2007, so that, with the aid of juridical interpretative methodology, it must be established anew who has to divulge their name, address, email address or telephone number in their service offer, or has to nominate a responsible editor.

This will take place against the background of a constitutional law analysis, in the framework of which the question will be resolved as to whether, and to what extent anonymous communication in the Internet is protected under the Basic Constitutional Law. The focus here lies, as also with the entire project, on the rights and duties of “private” media users, who have become themselves media creators in the times of Internet as an even more interactive medium. This latter phenomenon can be seen on video platforms, for instance, as YouTube, recently sold to Google, on collaborative software platforms like Wikipedia, in so-called weblogs or in discussion forums.

The actual provisions of sec. 5 Telemedia Act, sec. 55 Interstate Treaty on Broadcasting and Telemedia are promulgated in sub-constitutional law. Here, it is initially a question of clarifying in which cases the user of a telemedium can be at the same time also a provider of their own telemedium service. And in addition, attention will be paid to the question when a telemedium is “normally provided for remuneration”, which is relevant for European law in terms of the free rendering of services.

Finally, the project will, in connection with the interpretation of the sec. 55 para. 2 Treaty on Broadcasting and Telemedia, address the problem of the significance to be allotted to journalistic-editorial activity in the information age – a problem as of now only dealt with relatively unsystematically in research. This takes place from the viewpoint of lay-journalism, as carried on in the form of web-logs or collaborative news sites on the Internet.

Researcher: S. Heilmann

#### **19. Product Placements in the Electronic Media**

Product placements in the audiovisual contents are occurring increasingly frequently, among other things because of the increasing reception of contents via on-demand services both in traditional media and in the new media, particularly computer games. The so-called principle of separation is regarded as one of the core principles of media law and it even displays constitutional roots. It stipulates that advertising must be separated from the rest of the programming. Product placements can come into conflict with this principle.

This PhD-project essentially concentrates on the question as to how far product placements come under the sub-constitutional, national and European framing of the principle of separation. Here, the new guidelines on audiovisual media services, which allow member states to permit product placements under particular conditions, receive particular attention. A further step asks how far different regulations in the respective areas of the media are justified constitutionally. Further investigation looks at how far it is relevant for the constitutional assessment whether the product placement is integrated into information and entertainment formats. Finally, the project will consider other systems of law and offer its own suggestions for regulation.

Researcher: F. Zimmermann

## 20. Relevance of Information for the Applicability of Data Protection Law

For many years, the topic of data protection has increased in social and political significance. The publication of the investigation into employees of Deutsche Bahn and Deutsche Telekom has raised demands for increasing both the level of legal data protection and the threat of punishment. “Bundestrojaner”, an extended capacity for intelligence services and authorities, as well as the much-discussed data preservation both prompt fears of a “surveillance state” which compromises the privacy of citizens.

Against the backdrop of this debate as conducted in the media, the PhD project aims to answer the question of the “rootedness” of the data protection law – not in a legal-historical way, but with regard to the circumstances which impinge on the law in this area. Which data are relevant at all? Is the idea of personal data the central “barrier” which has to be overcome in order to subject the information to the legal regime? Do other characteristics of the factual circumstances exist, which have to count as the “threshold for registration”, e.g. the location of storage? These questions will have to be answered according to international, and national law and that of the EU.

The EMRK forms the initial focus of attention. Its article 8, paragraph 1 guarantees respect for privacy, which connects to data protection in the member states of the Council of Europe; an explicit drafting can be found in the data protection convention. On the level of the European Union, the guideline on data protection forms the authoritative legal source.

In German data protection law, the Federal Constitutional Court takes a preeminent role, as, within the population census ruling of 1983, it did actually develop the right of informational self-determination, which is established in article 2, paragraph 1 and article 1, paragraph 1 of the German Basic Law (GG). At the beginning of 2008, it was updated in the form of the basic right to guaranteed confidentiality and integrity in technical information systems. What remains to be deter-

mined is the extent to which the national legislator is committed by international and European law, and how this may affect, among others, the legal definitions in §§ 2, 3 of the Federal Data Protection Act (BDSG).

Following the clarification of legal issues, it is intended to transfer the implications exemplarily onto current technologies such as passports and electronic health cards.

Researcher: T. Ihler

## 21. Optimising the University of Hamburg’s E-Learning Programmes with Special Reference to Media Law: “Global Classroom” and “Blackboard”

In cooperation with the Faculty of Law at the University of Hamburg, the Hans Bredow Institute is working on training and development projects in the field of media law, and also in the area of “blended learning”, that is with the aid of e-learning programmes. Here, a central component are online programmes supporting courses, yet established independently of each other, and to be enlarged and integrated into a platform for a focal area on the university e-learning platform “Blackboard”. The University supports individual intentions in the project in the context of the programmes “Seminars going online” and “Focal areas of the Faculty of Law – supporting Best-Practice”.

Alongside this, the e-learning project “Global Classroom” is offered, in the context of which the Institute has developed an e-learning tool (“Global Classroom”) for the application of virtual forms of teaching in jurisprudence, which is based on a software platform, which has been specially programmed for these cases and further developed since 2002.

Researchers: S. Dreyer, W. Schulz

Funding: ELCH (2004/2005), University of Hamburg (2007/2008)

## Lecture

“Revolutioniert das Internet die Bildung?” [Will the Internet Revolutionise Education?], participation of W. Schulz in discussion panel at the conference “Wissen im Web – Welche Rolle spielt das Internet beim Aufbau von Wissensgesellschaften?” [Knowledge on the Web – Which Role Does the Internet Play in the Building of Knowledge-Based Societies?] at the 68th general meeting of the German UNESCO-Commission in Karlsruhe on 12 June 2008.

## 22. Legal Questions Regarding E-Learning

Apart from customary classroom lectures, more and more educational institutions offer distance learning – also as Internet services. In order to provide e-learning offerings, suitable teaching concepts and contents are required to convey knowledge this way. Against the backdrop of copyright and trademark law regarding contents, compiling e-learning concepts and materials presents complex licence law issues. For example, research institutions have to take care to obtain the rights to use their teaching modules from project developers, to secure subsequent use in teaching units and in developing these further.

Attention must be paid not only to the question of the appropriate rights, but also to what extent they have to be obtained through contracts. The terms of licencing conditions have to be evaluated in most cases individually, because the legal evaluation may turn out differently depending on the contracting party and the envisaged purpose of the contents. This means acquaintance with some basic rules is essential for the realisation of e-learning projects. It is, for example, vital that we differentiate between the application of teaching materials especially developed for an e-learning project, e.g. by a duly appointed law teacher, and the integration of external materials, such as image, audio and film, into a teaching module.

The Institute has developed an overview of the topic in order to convey to involved parties the general outline of what they need to know. On behalf of the project OLIM run by Arbeitsstelle für wissenschaftliche Weiterbildung [Working group on Further Training for Academics, AWW] at the University of Hamburg, an information

brochure has been published. Further information is available through Till Kreutzer.

Researcher: T. Kreutzer

Funding: University of Hamburg (AWW)

## Lectures

“Recht und E-Learning” [Law and E-Learning], lecture by T. Kreutzer at the EDay 2009 in Duisburg on 22 August 2009.

“Urheberrecht und E-Learning” [Copyright and E-Learning], lecture by T. Kreutzer at the “Forum E-Learning“ of the University of Potsdam and the University of Applied Sciences Potsdam on 28 May 2009.

“Urheberrecht und E-Learning - Möglichkeiten zustimmungsfreier Nutzung urheberrechtlich geschützten Materials” [Copyright and E-Learning – Opportunities for Consent-Free Usage of Materials Protected by Copyrights], lecture by T. Kreutzer at the workshop “Urheberrecht, Lehre und Neue Medien” [Copyright, Teaching and New Media] of the Friedrich-Alexander University Erlangen-Nürnberg on 15 May 2009, [http://www.fau-studiumonline.uni-erlangen.de/pdf/Kreutzer\\_Urheberrecht\\_und\\_E-Learning.pdf](http://www.fau-studiumonline.uni-erlangen.de/pdf/Kreutzer_Urheberrecht_und_E-Learning.pdf)

“Rechtsfragen bei E-Learning – Sinn und Unsinn von „1. und 2. Korb“ aus Sicht von Wissenschaft und Bildung” [Legal Questions Regarding E-Learning – Sense and Nonsense of the “1. and 2. Korb” from the Viewpoint of Academy and of Education], Keynote by T. Kreutzer at the 13th workshop of the CBT-AG of the Deutschen Gesellschaft für Medizinische Informatik, Biometrie und Epidemiologie e.V. [German Society for Medicinal Informatics, Biometry and Epidemiology] in Hanover on 14 May 2009.

## 23. Present Status and Future of Local and Regional Television in Eastern Germany

In cooperation with the Friedrich-Schiller-University Jena, and with Prof. Dr. Wolfgang Seufert as project leader, the Hans Bredow Institute has analysed the present status and the future of local and regional television in Eastern Germany. The investigation proceeded in four steps: 1. survey of the regulation of support measures for local and regional television, 2. survey of programme variety provision and commercial situation of local and regional television, 3. conduct of structured interviews with local TV providers as well as 4. measures recommended and report presented.

In the context of the project, the Hans Bredow Institute conducted a survey of the regulation/support measures of local and regional television.

Building on the analysis of the four steps, options for action according to broadcasting law were presented, which can promote reinforcing of local television in Eastern Germany whilst observing the limits imposed constitutionally and by the law on subsidisation.

Researchers: W. Schulz, I. Brunn

Cooperating partner: Prof. Dr. Wolfgang Seufert  
(Friedrich-Schiller-University Jena)

Funding: Media Authority Thuringia (TLM),  
Media Authority Saxony-Anhalt (MSA),  
Medienanstalt Berlin-Brandenburg (mabb),  
State Authority Saxony for Private  
Broadcasting and New Media, State  
Broadcasting Office Mecklenburg-Western  
Pomerania (LRZ)

#### Publications

Seufert, W.; Brunn, I. (2009): Regionales und lokales Fernsehen in Ostdeutschland [Regional and Local Television in Eastern Germany]. In: ALM Programmbericht 2008 [ALM Programme Report 2008]. Berlin: Vistas, pp. 115-132.

Seufert, W.; Schulz, W.; Brunn, I. (2008): Gegenwart und Zukunft des lokalen und regionalen Fernsehens in Ostdeutschland [Present Status and Future of Local and Regional Television in Eastern Germany] Berlin: Vistas.

#### Lectures

“Gegenwart und Zukunft des Lokalen Fernsehens in Ostdeutschland” [Present Status and Future of Local and Regional Television in Eastern Germany], presentation of the most important results by W. Seufert and W. Schulz at the Media Meeting Central Germany in Leipzig on 7 May 2008.

“Wie viel Konzentration verträgt das deutsche Mediensystem?” [How much Concentration can the German Media System bear?], participation of W. Schulz in panel discussion at the Media Meeting Central Germany in Leipzig on 6 May 2008.

#### Event

“Gegenwart und Zukunft des lokalen und regionalen Fernsehens in Ostdeutschland” [Present Status and Future of Local and Regional Television in Eastern Germany], presentation and panel discussion at the Medienwoche@IFA [Media Week@IFA] in Berlin on 3 September 2008.

## FURTHER ACTIVITIES

### Further Projects

Consortium of Chinese and European Research Institutions IPRNME

CO-REACH, the network of European support institutions for science and technology, which support cooperation with China in natural sciences, medicine, technology as well as in the social and human sciences, has decided to promote a consortium of Chinese and European Research Institutions, IPRNME.

The main objective of the Consortium is to foster the exchange of knowledge about regulatory concepts for the Information Society and their implementation, as well as jointly work on concepts of regulatory choice to meet new challenges that are brought about through social and technological change.

The partners are the Institute of Law of the Chinese Academy of Social Sciences, Strathclyde University, Vienna University of Economics and Business Administration, Molengraaff Institute for Private Law at Utrecht University, and the Hans Bredow Institute.

Researchers: W. Schulz, S. Heilmann

Cooperating partners: Institute of Law at the  
Chinese Academy of Social Sciences,  
Strathclyde University Glasgow, Vienna  
University of Economics and Business  
Administration, Molengraaff Institute for  
Private Law at Utrecht University

Regional TV Breakout Programmes:

Consequences of the Regulation of Art. 25 (4)  
Clause 4, Interstate Broadcasting Treaty (RStV)

On behalf of the federal states Hamburg, North Rhine-Westphalia, Lower Saxony, Schleswig-Holstein, Saxony, Hesse, and Brandenburg, the study has examined the consequences of the new regulation of Art. 25 (4) clause 4 RStV for regional tv breakout programmes and has aimed to

provide a neutral basis for decision-making as to whether and – as necessary – how guidelines on the relation between broadcasters of primary programmes and breakouts should be issued.

Art. 25 (4) clause 4 RStV stipulates that, in the two tv stations with the widest range regional channels, breakouts have to be inserted. According to Art. 25 (4) clause 4 RStV, the breakout channel broadcasters and the primary channel broadcasters should not relate to one another as affiliated undertakings pursuant to Article 28. The reasonableness of this ruling is being contested.

The study encompassed two modules, one systematic analysis of the rules according to legal principles and one comparative communicator-study. Furthermore, results of the ongoing comparative programme analysis by the Institute for Media Research (IMGÖ), Göttingen/Cologne, on behalf of the State Media Authorities, were incorporated.

The study terminated in September 2008.

Researchers: H.-D. Schröder, W. Schulz,  
N. Rządowski, U. Hasebrink

Funding: Federal States Hamburg, North Rhine-Westphalia, Lower Saxony, Schleswig-Holstein, Saxony, Hesse and Brandenburg

#### Publication

Schulz, W.; Hasebrink, U.; Brunn, I.; Schröder, H.; Rządowski, N. (2008): Konsequenzen der Regelung des § 25 Abs. 4 S. 4 RStV für regionale TV-Fensterprogramme [Consequences of the Regulation of Art. 25 (4) Clause 4 Interstate Broadcasting Treaty]. Hamburg, October 2008 (unpublished).

Activities in Further Education on Media Law:  
Seminars for Legal Experts

The Institute has been engaged in the area of basic and further education on media law for several years. In April 2006, the German Federal Bar Council established an avenue for becoming a specialist solicitor in “Copyright and Media Law” and with that established a recognised index of specialisation available to lawyers who have the appropriate emphases in their interests or activities. In cooperation with a provider of courses for specialist lawyers, Dr. Grannemann & von Für-

stenberg, the Institute is developing curricula and materials for a specialist lawyers’ programme, “Copyright and Media Law”, which is to be offered from 2008 onwards. Distinguished lecturers from academic circles, from commercial practice as well as from the judiciary and the Bar have been enlisted to contribute to the courses.

Researchers: W. Schulz, S. Dreyer

#### New Forms of Regulation in Media Law

New forms of regulation present a focus of the legal research of the Institute. It questions how changes in the area of media may be shaped legally, whether there is a need for legal regulation, given the dynamic development of media, and which new forms of regulation are suitable. Using guidelines, such as “regulated self-regulation”, innovative solutions for current problems are being developed, e.g. regarding the protection of minors or in the field of digitalisation.

Researchers: T. Held, W. Schulz, S. Heilmann,  
S. Dreyer

#### Publications

- Held, T., Schulz, W. (eds.) (2008): Mehr Vertrauen in Inhalte. Das Potenzial von Ko- und Selbstregulierung in den digitalen Medien [More Trust in Content – the Potential for Co- and Self-Regulation]. Berlin: Vistas (Schriftenreihe Medienforschung der Landesanstalt für Medien Nordrhein-Westfalen, 59).
- Schulz, W. et al. (2006): Final Report: Study on Co-Regulation Measures in the Media Sector, commissioned by the European Commission, [http://ec.europa.eu/avpolicy/info\\_centre/library/studies/index\\_en.htm](http://ec.europa.eu/avpolicy/info_centre/library/studies/index_en.htm).
- Schulz, W.; Held, T. (2006): Together they are strong? – Co-Regulatory Approaches for the Protection of Minors within the European Union. In: C. von Feilitzen, U. Carlsson (eds.), In the Service of Young People. Yearbook 2005/2006 from the International Clearinghouse on Children, Youth and Media. Göteborg.
- Schulz, W.; Held, T. (2007): Verfassungsrechtliche Grundsätze und Media Governance [Constitutional Principles and Media Governance]. In: P. Donges (eds.), Von der Medienpolitik zur Media Governance [From Media Politics to Media Governance]. Köln, pp. 85-102.

#### Lectures

“Spielerisch regeln – Virtuelle Regulierungsformen als Alternative zum Real-Life-Recht” [Regulating Playfully – Virtual Forms of Regulation as an Alternative to Real-Life-Law], lecture by S. Dreyer at the Computerspiele Camp(us) Cologne on 6 November 2008.

“Corporate Responsibility in the Internet Industry: Of Shallows & Lighthouses”, lecture by W. Schulz at the First International

Conference on Legal, Security and Privacy Issues in IT (LSPI) in Hamburg on 2 May 2006.

“Co-Regulation as a Magic Wand to Guarantee Security and Safety on the Internet?”, lecture by W. Schulz at the First International Conference on Legal, Security and Privacy Issues in IT (LSPI) in Hamburg on 2 May 2006.

“Governance als demokratietheoretisches Problem?” [Governance as a Problem in the Theory of Democracy], lecture by W. Schulz and T. Held at the “Institut für Publizistikwissenschaft und Medienforschung” of the University of Zurich at the joint annual symposium of the “DGPK-Fachgruppe “Kommunikation und Politik”” and the “DVPW-Arbeitskreis “Politik und Kommunikation” on the Topic of “Von der Medienpolitik zur Media Governance?” [From Media Politics to Media Governance?] in Zurich on 17 February 2006.

#### Editorial Responsibility in the Directive on Audiovisual Media Services

The legal concept of “editorial responsibility” takes centre stage in the new European Directive on Audiovisual Media Services. Its influence begins with the area of the Directive’s application. In a contribution for the European Audiovisual Observatory, the various functional levels of this concept are being elucidated as well as criteria for determining when editorial responsibility, in the sense of the Directive, can be established for a media service.

Researchers: W. Schulz, S. Heilmann

#### Publication

Schulz, W.; Heilmann, S. (2008): Editorial Responsibility - Notes on a Key Concept in the Regulation of Audiovisual Media Services. IRIS special. Strasbourg (also available in German and French)

#### Events

##### Governance in the Social Web

On 5 and 6 May 2009, the Institute conducted a joint workshop with colleagues from the University of Haifa and the University of Hamburg on the topic of governance in the social web. The activities aim to design a project, which explores how regulatory structures in offerings such as Facebook or YouTube develop in the triangle of formal law, software architecture (“code”) and social standards. The purpose is not only to model this theoretically, but also to determine it exem-

plarily and empirically. As exemplary area dealing with personal data in user profiles was discussed.

Researchers: W. Schulz, S. Heilmann,  
J.-H. Schmidt

##### Conference “Equal Opportunities for Content in Networks and on Platforms”

The initial point for the conference on 4 June 2008 was the proposition that developments in the area of networks and platforms may indeed create new opportunities, but may also prejudice access to content and service quality for users.

The basis consisted of lectures on the latest development in net technologies: what potential for discrimination do Next Generation Networks have? What will be the consequences of the shift towards IP-networks for the distribution of content? What effects do the means of distribution have on power shifts in television?

A further unit dealt with the economic consequences of technological developments: Which are the new revenue models and supply chains that arise? Which consequences does the neutrality or lack thereof, of the net have for its expansion, on the one hand, and for the refinancing of content, on the other hand?

Subsequently, regulatory questions at the junction of content and transmission method were discussed. How far have power shifts in broadcasting occurred between staging an event and its distribution? Who regulates the access to the user? Which rules exist in terms of national and European law? Is adjustment required?

Researcher: F. Zimmermann

#### Lecture

“Regulierungsfragen an der Schnittstelle von Telekommunikations- und Rundfunkrecht” [Questions of Regulation at the Interface of Telecommunications and Broadcasting Law], lecture by W. Schulz at the conference “Chancengleichheit für Content auf Netzwerken und Plattformen?” [Equal Opportunities for Content in Networks and on Platforms?] by the Hans Bredow Institute in cooperation with the Alcatel-Lucent Stiftung and the MA HSH in Hamburg on 4 June 2008.

#### Conference “Real Rules and Virtual Worlds”

On 28 May 2008 the Hans Bredow Institute for Media Research held an international conference under the title “Real Rules and Virtual Worlds”, in cooperation with the Friedrich-Ebert-Foundation. It involved an experts’ workshop, which preceded the public podium discussion on the chances and risks of regulation by nation-states. Legal scholars from Europe and the USA approached fundamental legal questions concerning virtual online games environments. This process thoroughly elucidated various, still relatively new phenomena by means of new and existing legal concepts and from the viewpoint of systems committed to both the continental tradition of civil law and to common-law. The overall focus concerned general legal questions as much as specialised ones on “virtual ownership rights” and “virtual personal rights”.

#### Lecture Series: “Hamburg Colloquia on Media and Telecommunications Law”

With the lecture series, “Hamburg Colloquia on Media and Telecommunications Law”, the Institute would like above all to extend and institutionalise its contacts to practitioners. Regular discussions on current legal questions take place with the Faculty of Law at the University of Hamburg, with the working party on law at Hamburg@work and with a range of private partners.

The overture event on 26 January 2004 concerned the revision of telecommunications law and offered a particularly well-qualified speaker in the person of the President of the Regulatory Authority for Telecommunications and Post, Matthias Kurth. The international commercial and corporate law practice Allen & Overy was joint organiser. In cooperation with the law practice, Taylor Wessing, a further event on 18 April 2005 concerned “New Developments in the Area of Data Protection in the Media”, with a talk by Peter Schaar, the Federal Commissioner for Data Protection and Freedom of Information and chairperson of the EU Data Protection Working Party, on Article 29 of the European Community Data Protection Directive. “Protection of Personality and

Media Freedom between the European Convention on Human Rights and the Basic Constitutional Law” was the title of an event run together with the law practice Lovells on 23 March 2006, in the context of which Prof. Dr. Dieter Grimm, retired judge of the Federal Constitutional Court, Professor of Public Law at the Humboldt University Berlin and Rector of the Wissenschaftskolleg Berlin (College for Advanced Studies), gave a talk.

On 23 January 2008, the Institute held an event on the topic “Chances and Limits of State Regulation of virtual Worlds” in the context of the “Hamburg Colloquia on Media and Telecommunications Law”. Prof. Dr. Viktor Mayer-Schönberger, Associate Professor of Public Policy at the Kennedy School of Government of Harvard University and Affiliate Professor at the European School of Management and Technology in Berlin, gave a paper. The content of this then carried over into a workshop, with a subsequent podium discussion, taking the topic of “Real Law and Virtual Worlds? – An Obstacle to or a Precondition in Deploying the social and economical Potential?” on 28 May 2008 in Berlin in cooperation with the Friedrich-Ebert-Foundation (see above).

#### Event Series “Due Consideration – Humanities in Hamburg – 60 Years of Basic Law”

The year 2009 is a significant year constitutionally – three anniversaries coincide: on 27 May 1849 the constitution of the German Reich, the first enacted democratic constitution, was proclaimed by the constituent National Assembly; on 11 May 1919 the Weimar Constitution was enacted; and on 8 May 1949 the Parliamentary Council adopted the Basic Law, which was proclaimed and signed on 23 May 1949 in Bonn.

The event series “nachgedacht – 60 Jahre Grundgesetz” [Due Consideration – 60 Years of Basic Law] from 24 March to 19 May 2009 spent five evenings examining the topics of exemplary dimensions of the Basic Law, legal, social and political, as well as the way it has been received in the arts.

The Hans Bredow Institute organised the third evening of the series: Professor Dr. Wolfgang Hoffmann-Riem, until 2008 a judge at the Federal Constitutional Court and honorary member of the Institute's board, joined Wolfgang Schulz, director of the Hans Bredow Institute, in providing insight into the work of the Federal Constitutional Court on the issue of the freedom of opinion, as guaranteed by Article 5 of the Basic Law, and also elucidated verdicts of the Federal Constitutional Court, on freedom of opinion to demonstrate how a constitution "learns".

Information about the individual topics, dates and lecturers, as well as about participating institutions can be found at [www.nachgedacht-hamburg.de](http://www.nachgedacht-hamburg.de).

Alongside the Institute, participating institutions were the Academy of Sciences in Hamburg, Bucerius Law School, the Hamburg Institute for Social Studies, the State and University Library Carl von Ossietzky as well as the ZEIT Foundation Ebelin und Gerd Bucerius.

### Further Publications

Schulz, W.; Dreyer, S. (2008): Rechtlicher Rahmen, Lizenzierung und Regulierung von Radioprogrammen [Legal Framework, Licensing and Regulation of Radio Programmes]. In: Holger Schramm (ed.), Musik im Radio: Marktanalyse, Konzeption, Strategie (Reihe Musik und Medien, vol. 2). Wiesbaden, pp. 52-76.

Schulz, W.; Held, T.; Dreyer, S. in cooperation with T. Wind (2008): Regulation of Broadcasting and Internet Services in Germany. A Brief Overview, March 2008 (2nd ed.). Hamburg (Arbeitspapiere des Hans-Bredow-Instituts Nr. 13, [www.hans-bredow-institut.de/webfm\\_send/124](http://www.hans-bredow-institut.de/webfm_send/124)).



### III. MEDIA ORGANISATION AND MEDIA BUSINESS

*Researchers 2008/2009:* Stephan Dreyer, Prof. Dr. Uwe Hasebrink, Stefan Heilmann, Dr. Thorsten Held, Hermann-Dieter Schröder (consulting), Dr. Wolfgang Schulz

*Freelance Associate 2008:* Martin Mittermeier

#### 24. Games Convention Online Conference – Preparation of Agenda and Management for the International Conference for Dialogue on Online, Browser and Mobile Games

The “Games Convention Online 2009” is accompanied by a two-day conference on 31 July and 1 August 2009, during which various topics related to browser, online and mobile games will be discussed with special emphasis on outputs and from the perspective of research and scholarship, politics, society and practice. The exchange of views, insights, self-conceptions and logics of production is meant to lead to a fruitful dialogue of the different protagonists and ultimately to result in a better understanding of systemic peculiarities, decision-making processes and repercussions.

As developed by the Institute, the conference concept envisages, alongside plenary sessions at its beginning and end, three parallel topic sections: “Market, Technology & Products”, “Use & Potential” as well as “Society & Policy”.

“Market, Technology & Products”: this section focuses on the sectors of online and mobile games and their sub-sections. The development of markets in this area (and the reasons for them), old and new business models, repercussions for the traditional games industry and the differentiation of offerings will be the topics. And in addition, the effects on existing supply chains and changes in the participatory structures and their functions will be looked at. A further subject for discussion will be the extent to which technology can both support and hinder the development of the industry.

“Use & Potential”: in this section of the conference, the focus is on usage, preferences and results from the players’ perspective, as well as on associated expectations, opportunities, challenges and risks. Equally relevant, alongside current modes of use, preferences of genre, actual and potential community emergence and play times, are topic areas concerning those factors which influence the product choice and use of games. Accompanying these are questions about excessive use of games. Also meriting consideration is the further potential of online games and mobile games, e.g. for socialisation and developing competence in occupational fields.

“Society & Policy”: in the third section, the social effects of the increasing use of online and mobile games are brought into focus. Examining which debates are being held in public and which risks and possibilities can be related to games may allow for a differentiated perspective on the phenomenon. A further topic will be regulatory challenges resulting from game contents and forms, current technology, the compatibility of revenue models with consumer protection and the changing roles of protagonists, as well as social components of the products. Furthermore, the current responses of legislators, of regulatory authorities and in general politics will be discussed.

The programme and further information about speakers can be found at [www.gamesconvention.com](http://www.gamesconvention.com).

Researchers: S. Dreyer, J.-H. Schmidt, T. Ihler

Cooperating partners: Leipziger Messe GmbH

Funding: Leipziger Messe GmbH

## 25. The Influence of Private Equity in the Media Sector

The tension between commercial interests and the demands of society and of constitutional law on electronic media has been topical since private broadcasting was introduced. The participation of finance investors such as Private Equity Funds in the media sector seems to exacerbate the attendant tensions, as such funds clearly operate with yet higher expectations of returns and yet shorter time horizons.

At the latest with the investment of the two private equity houses Permira and KKR in the German broadcasting group ProSieben/Sat.1, the interest of broadcasting policymakers in this topic has grown considerably. In cooperation with the Centre for Entrepreneurial and Financial Studies at the Technical University of Munich ([www.cefs.de](http://www.cefs.de)) and the Institute for Journalism Studies and Media Research at the University of Zurich ([www.ipmz.uzh.ch](http://www.ipmz.uzh.ch)), the Hans Bredow Institute was commissioned in October 2007 by the Conference of the Directors of the State Media Authorities to investigate and assess specific topics concomitant on such investments as these.

The proposition was initially examined from the perspective of financial and journalism studies and subsequently from that of media law and regulation, in order to be able to respond to problems of media concentration from a regulatory viewpoint as well as to questions on the general constraints on private broadcasting providers according to broadcasting law.

In arriving at an assessment, the following steps were taken:

- Survey of the already existing investments of active finance investors in the area of German television.
- A description of the situation in a European/international comparison and a presentation of the effect of such investors' business strategies on the fundamental principles of the German broadcasting system.
- Evaluation of the insights gained by means of the law as it stands as well as indication of

options for action under media law *de lege ferenda*.

The investigation brought to light no more than a few specific risks from the type of investment named. To a certain extent, a risk was attendant on the demonstrably high quota of foreign capital, which can lead to greater pressure for savings, which can in turn affect programme quality. With that, the findings also point, however, to a generally observable phenomenon in the area of media, which can be described as “economisation” and requires further discussions around the further development of the broadcasting (legal) system.

The report was presented to the public in Berlin on 21 May 2008. Apart from German and international case studies, it contains a chapter on broadcasting regulations and strategic analyses of media companies. It is published by Vistas.

Researchers: H.-D. Schröder, T. Held, W. Schulz, S. Heilmann

Cooperating partners: Prof. Dr. Christoph Kaserer (CEFS, TU Munich), Dr. Josef Trappel (IPMZ, University of Zurich)

Funding: Direktorenkonferenz der Landesmedienanstalten (DLM) [The Conference of the Directors of the States' Media Authorities]

### Publications

- Heilmann, S.; Held, T.; Mittermeier, M.; Schulz, W. (2008): Chapter "Rundfunkrechtliche Würdigung" [Evaluation According to Broadcasting Law]. In: Schulz, W.; Kaserer, C.; Trappel, J. (eds.), *Finanzinvestoren im Medienbereich* [Financial Investors in the Media Sector]. Gutachten im Auftrag der Direktorenkonferenz der Landesmedienanstalten [Expert Report on behalf of the Conference of the Directors of the States' Media Authorities]. Berlin.
- Heilmann, S.; Held, T.; Schulz, W. (2008): Chapters "Einleitung", "Rundfunkrechtliche Vorgaben", "Schlussfolgerungen und Entwicklungspotenziale" [Introduction, Requirements of Broadcasting Law, Conclusions and Development Potential]. In: Schulz, W.; Kaserer, C.; Trappel, J. (eds.), *Finanzinvestoren im Medienbereich* [Financial Investors in the Media Sector]. Gutachten im Auftrag der Direktorenkonferenz der Landesmedienanstalten [Expert Report on behalf of the Conference of the Directors of the States' Media Authorities]. Berlin.

## 26. Navigators and Electronic Programme Guides: the Market in Orientation Guides for Digital Television Environments

In digital television environments, navigators and Electronic Programme Guides (EPGs) are acquiring a strategically significant role: they form the decisive junction between the available contents and applications and the users. Initiated under the aegis of The Joint Commission on Digital Access of the State Media Authorities and coordinated by the Austrian Academy of Sciences, an investigation is meant to analyse the current status and the perspectives of the relevant market as well users' behaviour.

The partial study conducted by the Hans Bredow Institute examined the development of the services on the basis of publicly accessible information and complementary discussions with experts. Every receiver, every set top box for digital television requires at least one basis-navigator in order to find the individual programmes in the digital data stream.

In order to launch a new EPG service in the market, the cooperation of the manufacturers of the devices, the platform operators and programme providers is required, each of whom pursues its individual interests. The purchase of the set-top box decides the availability of an EPG – a uniform platform allowing various EPGs to be used with one device does not yet exist.

For the market development, the following barriers were identified:

- There is no incentive for manufacturers of receiving devices to equip their products so that various electronic programme guides could be used.
- Operators of broadcasting platforms do not have any interest in competing navigation offerings.
- Television broadcasters are to an extent interested in keeping control of the use of information about their programmes and in charging for usage through third parties.
- For TV guide magazines, electronic programme guides mean increased competition. The

publishing houses initially attempt their own co-operation projects with EPG providers instead of pursuing a uniform technological platform, by which they can enter into competition using their specific competence as regards content.

– Viewers are not yet familiar with the use of electronic programme guides. When purchasing the device, the fact that it is equipped with an electronic programme guide is only one aspect among many others, so that this does not result in increased competitive pressure on manufacturers.

The results of the entire project were presented in the course of a workshop in Berlin on 22 October 2008.

Researchers: U. Hasebrink, H.-D. Schröder

Funding: The Joint Commission on Digital Access of the State Media Authorities (GSDZ)

### Publication

Hasebrink, U.; Schröder, H.-D.; Stark, B. (2008): Elektronische Programmführung im digitalen Fernsehen. Nutzerstudie und Marktanalyse [Electronic Programme Guides in Digital Television: User Study and Market Analysis]. Berlin: Vistas (Schriftenreihe der Landesmedienanstalten, 40).

### Lecture

“Der Markt für Navigatoren und Elektronische Programmführer“ [The Market for Navigators and Electronic Programme Guides], lecture by U. Hasebrink at the workshop of the State Media Authorities on Electronic Programme Guides in Television in Berlin on 22 October 2008.

## 27. Evaluation of the Austrian Television Fund

Since 2004 the production of television films in Austria has been supported through the Austrian Television Fund, in as far as it is not a matter of commissioned productions but of co-productions or in-house productions by independent television producers. After the first three years of this means of support, the Austrian Regulatory Authority for Broadcasting and Telecommunications (RTR-GmbH), which controls the fund in question, has commissioned an evaluation from the Hans Bredow Institute.

In order to also measure the effect of the Austrian Television Fund in quantitative terms, a written questionnaire was submitted to the Austrian producers of television programmes, with the

intention of gauging the changes in television production from 2004 - 2006 in comparison to the period from 2001 - 2003.

The evaluation makes clear that the Austrian Television Fund has led to a shift from commissioned to co-productions and has with that strengthened the role of the producers vis-à-vis the television providers. Beyond that, it has fostered the acquisition of productions with foreign television providers and in this way enabled growth over and above the demand from the ORF (Austrian Broadcasting). In addition, it has reinforced the amassing of capital with producers by demanding agreements on the reversion of rights and the situation of ancillary rights with producers.

Researcher: H.-D. Schröder

Funding: RTR Rundfunk und Telekom  
Regulierungs GmbH (Austrian Regulatory  
Authority for Broadcasting and  
Telecommunications)

#### Publication

Schröder, H.-D. (2008): Wirkungen des Fernsehfonds Austria. Ergebnisse einer Befragung der Fernsehproduzenten [Effects of the Austrian Television Fund. Results of a Survey among Television Producers], [www.rtr.at/de/komp/Bericht\\_NASE2007/Wirkungen\\_des\\_FFAT\\_2008.pdf](http://www.rtr.at/de/komp/Bericht_NASE2007/Wirkungen_des_FFAT_2008.pdf)

#### Lecture

“Wirkungen des Fernsehfonds Austria” [Effects of the Austrian Television Fund], lecture by H.-D. Schröder at the event “Die Zukunft der Fernsehproduktion in Österreich” [The Future of TV Production in Austria] in Vienna on 7 December 2007.

## FURTHER ACTIVITIES

### Event

Conference “Financing of High-Quality Content”

New ways of advertising, new funding strategies and their influence on programme content and

journalistic quality were the topics of a conference of the Alcatel-Lucent Stiftung, the Hans Bredow Institute and the Media Authority Hamburg/Schleswig-Holstein in Hamburg on 9 June 2009.

Refinancing media through advertising is becoming more and more difficult. This leads to the increasing relevance of new forms of advertising and financing. Against this backdrop, the conference aimed to discuss the opportunities for new models, for example product placement and micro financing, from both a practical and a scientific point of view, and to further comment on the risks they pose to high-quality content.

In the first part of the event, representatives of broadcasting organisations, production companies and the advertising industry discussed the potential of new ways of advertising and refinancing as well as their impact on practice.

The second part focused – from a research point of view – on how new strategies of financing affect the provision of quality content and how high-grade journalism may be protected and supported with regard to the conditions of the economy of the Net. This also involved taking a look at new forms of offering, such as user-generated content, and their contribution to public communication.

Researchers: W. Schulz, F. Zimmermann

### Publication

Lampert, C. (2009): Marken als multimediales Brandzeichen? [Brands as Multimedia Brand Mark?] In: H.-J. von Gottberg, R. Rosenstock (eds.), Werbung aus allen Richtungen. Crossmediale Markenstrategien als Herausforderung für den Jugendschutz [Advertising from All Directions. Crossmedia Brand Strategies as Challenge for the Protection of Minors]. München: kopaed, pp. 13-23.

## IV MEDIA OFFERINGS AND MEDIA CULTURE

*Researchers: 2008/2009:* Prof. Dr. Uwe Hasebrink, Anja Herzog, Dr. Claudia Lampert (consulting), Dr. Jan-Hinrik Schmidt, Dr. Hans-Ulrich Wagner

*Associates 2008/2009:* Prof. Dr. Joan Bleicher, Christoph Hilgert

### 28. Young People and Web 2.0

The concept of “Web 2.0” describes those recent developments of the Internet, which offer the individual user increased possibilities for identity management, relationship management, and information management. As existing data to date indicate, young adults, i.e. people up to the mid 20’s, belong to the most frequent users of weblogs, video platforms or “Social Network Sites” like studiVZ. However, there has not been much research into usage patterns among these age-groups as well as their consequences, e.g. as regards the shifting of boundaries between the public and private spheres, the attitudes to the protection of information or dealing with contents which are politically or otherwise extreme.

The Hans Bredow Institute is cooperating with the University of Salzburg in a project supported by the LfM Nordrhein-Westfalen/Media Authority of North Rhine-Westphalia. Case studies on selected platforms, focus groups and individual interviews with young users, and a representative survey about Web 2.0 use, in contrast to other media types, will give a comprehensive picture of the current status of the Internet among young people.

The findings from the various empirical steps as well as the review of the current status of international research are being discussed and connected to perspectives from sociology of communication, youth studies and legal studies. In this way, the need for action and the options in the areas of public communication, identity formation, media competences and media regulation can be formulated. Design and procedure of the empirical elements are closely connected to other

specialised studies on media and young people both in Germany and abroad. Thus, the project will lay down the foundation of a study, which can be regularly repeated in future and take its place among other of longitudinal studies on media use.

In an accompanying weblog ([www.hansbredow-institut.de/webzweinull](http://www.hansbredow-institut.de/webzweinull)) provisional findings and related research are documented and discussed.

*Researchers:* C. Lampert, J.-H Schmidt,  
U. Hasebrink

*Cooperating partners:* I. Paus-Hasebrink,  
C. Wijnen (University of Salzburg)

*Funding:* Media Authority of North Rhine-Westphalia

#### Publications

- Guenther, T.; Schmidt, J. (2008): “Wissenstypen im ,Web 2.0’ – eine wissenssoziologische Deutung von Prodnutzung im Internet” [Knowledge Types in Web 2.0 – a Cognitive-Sociological Interpretation of Produsage on the Internet]. In: H. Willems (ed.), *Weltweite Welten. Internet-Figurationen aus wissenssoziologischer Perspektive* [Worldwide Worlds. Internet-Figurations from a Cognitive-Sociological Perspective]. Wiesbaden, pp. 167-188.
- Hasebrink, U.; Lampert, C. (2009): *Online-Nutzung von Kindern und Jugendlichen in Europa. Ergebnisse aus dem europäischen Forschungsverbund EU Kids Online* [Online Usage by Children and Adolescents in Europe. Results from the European Research Network EU Kids Online]. In: *Diskurs Kindheits- und Jugendforschung* [Discourse Children and Youth Research], yr. 4, H. 1, pp. 27-40.
- Schmidt, J. (2008): Was ist neu am Social Web? Soziologische und kommunikationswissenschaftliche Grundlagen [What is New about the Social Web? Basic Principles from Sociology and Communication Studies]. In: A. Zerfaß, M. Welker, J. Schmidt (eds.), *Kommunikation, Partizipation und Wirkungen im Social Web. Vol. 1: Grundlagen und Methoden: Von der Gesellschaft zum Individuum* [Communication, Participation and Effects in the Social Web. Vol. 1: Basic Principles and Methods: From Society to the Individual]. Köln, pp. 18-40.
- Schmidt, J.; Lampert, C.; Schwinge, C. (in print): *Nutzungspraktiken im Social Web – Impulse für die medienpädagogische*

gogische Diskussion [Patterns of Usage in the Social Web – Impulses for the Mediapedagogical Discussion]. In: Jahrbuch Medienpädagogik 8 – Medienkompetenz und Web 2.0 [Yearbook Media Education 8 - Media Competence and Web 2.0]. Wiesbaden.

Wied, K.; Schmidt, J. (2008): Weblogs und Qualitätssicherung. Zu Potenzialen weblogbasierter Kritik im Journalismus [Weblogs and Quality Assurance. On the Potential of Weblog-based Criticism in Journalism]. In: T. Quandt; W. Schweiger (eds.), Journalismus online: Partizipation oder Profession? [Journalism Online: Participation or Profession?] Wiesbaden, pp. 173-192.

## Event

“Mit der Welt vernetzt - Kinder und Jugendliche in virtuellen Erfahrungsräumen” [Linked-up with the World - Children and Adolescents in Virtual Realms of Experience] joint conference of the Hans Bredow Institute, the EKD, the Netcode Erfurt and the DGPK-Work Group Media Education in Berlin on 9 and 10 October 2008 (supported by the LfM, TLM and the Karl-Kübel-Foundation for Child and Family).

## Lectures

“Neue Öffentlichkeiten im Social Web” [New Public Spheres in the Social Web], lecture by J.-H. Schmidt at the conference “User-ignored Content. Journalismus für die Generation Internet” [User-ignored Content. Journalism for the Generation Internet] of the Gemeinschaftswerk der Evangelischen Publizistik, the Media Commissioner of the Protestant Church in Germany and the Hessischer Rundfunk in Frankfurt on 25 June 2009.

“Persönliche Öffentlichkeiten und Privatsphäre von Jugendlichen auf Netzwerkplattformen” [Personal Public Spheres and Private Sphere of Young People on Networking Platforms], lecture by J.-H. Schmidt at the workshop “Kultur und Kommunikationstechnologien in sozialen Netzwerken” [Culture and Communication Technologies] in Stuttgart on 29 May 2009.

“Das Web 2.0 und seine Bedeutung für die politische Bildung” [The Web 2.0 and its Meaning for Political Education], lecture by J.-H. Schmidt at the Roundtable of the Bundeszentrale für politische Bildung in Berlin on 27 May 2009.

“Wenn ich nach Hause komme, gehe ich erst einmal ins Internet. Chancen und Risiken der Onlinenutzung als Herausforderungen für die Schule” [When I Come Home, I Check the Internet First. Opportunities and Risks of Online Use as Challenges for School], lecture by C. Lampert at the conference “Das Ende der Kreidezeit. Ne(x)t Generation learning” [The End of the Age of Chalk. Ne(x)t Generation Learning] at the Landesinstitut für Lehrerbildung und Schulentwicklung (LI) in Hamburg on 17 May 2009.

“Schüler und neue Medien. Chancen und Risiken” [Pupils and New Media. Opportunities and Risks], lecture by C. Lampert at the Sophie-Barat-School in Hamburg on 6 May 2009 (with R. Oehlmann).

“Growing up in the Social Web”, lecture by J.-H. Schmidt at the “Next 09” in Hamburg on 6 May 2009.

“Regeln und Code. Praktiken jugendlicher Nutzer auf Netzwerkplattformen” [Rules and Code. Practices of Adolescent Users on Networking Platforms], lecture by J.-H. Schmidt at the DGPK annual conference in Bremen on 30 April 2009.

“Das Social Web im Kontext übergreifender Medienrepertoires” [The Social Web in the Context of Overlapping Media Repertoires], lecture by U. Hasebrink at the DGPK annual conference in Bremen on 30 April 2009.

“Heranwachsen mit dem Social Web” [Growing up with the Social Web], lecture by U. Hasebrink, I. Paus-Hasebrink (University of Salzburg) and J.-H. Schmidt at the media briefing for the presentation of the eponymous study in Düsseldorf on 29 April 2009.

“Heranwachsen mit dem Social Web” [Growing up with the Social Web], presentation of the same-named study by U. Hasebrink and I. Paus-Hasebrink (University of Salzburg) at the conference of the Media Authority North Rhine-Westphalia in Düsseldorf on 24 April 2009.

“Kindheit und medialer Wandel” [Childhood and Medial Change], lecture by U. Hasebrink at the „Familienkanzlei“ of the Protestant Community St. Nikolai in Hamburg on 22 April 2009.

“Das neue Netz. Wandel von Öffentlichkeit - Wandel von Privatsphäre?” [The New Net. Changing the Public Sphere – Changing the Private Sphere?], lecture by J.-H. Schmidt at the “Re:publica 2009” in Berlin on 3 April 2009.

“Braucht das Web 2.0 eine eigene Forschungsethik?” [Does the Web 2.0 need its own Research Ethic?], lecture by J.-H. Schmidt at the DGPK work group conference “Web 2.0 - Neue Kommunikations- und Interaktionsformen als Herausforderung für die Medienethik” [Web 2.0 - New Forms of Communication and Interaction as Challenge for Media Ethics] in Munich on 12 February 2009.

“Orientierungen und Hilfestellungen im Umgang mit den Medien” [Orientation and Assistance for Dealing with Media], lecture by C. Lampert at the conference „Mitsurfen statt verbieten – Familien in der Welt der neuen Medien“ [Join in Surfing instead of prohibiting it - Families in the World of New Media] of the Catholic Academy and the NDR in Hamburg on 4 February 2009.

“Wen interessieren die Daten? Virale vernetzte Effekte: Die Mechanik der Netzwerke” [Who Cares about the Data? Viral interconnected Effects: The Mechanics of Networks], lecture by J.-H. Schmidt at the symposium “Ach wie gut, dass jeder weiss...” [Oh, I am glad that everybody knows ...] of the ZDF in Mainz on 18 January 2009.

“Der Reiz des neuen Netzes. Wie Jugendliche und junge Erwachsene das Internet nutzen.” [The Attraction of the New Net. How Adolescents and Young Adults Use the Internet.], lecture by J.-H. Schmidt at the workshop “Cyberwelt” [Cyberworld] of the ETA-Hoffmann-Theatre in Bamberg on 14 January 2009.

“Cyberwelt: Gibt es ein zweites Leben?” [Cyberworld: Is There a Second Life?], lecture by J.-H. Schmidt at the lecture series “Der digitale Mensch” [The Digital Human] of the Volkshochschule Zurich in 11 December 2008.

“Soziale Beziehungen im Netz” [Social Relations in the Net], lecture by C. Lampert at the 14th Media Education Conference on the topic „1-2-3 ins Netz gegangen – Wie medienkompetent bewegen sich Heranwachsende in Online-Gemeinschaften?“ [How Media-competent are Adolescents moving within Online-Communities] in Munich on 26 November 2008.

“Persönliche Öffentlichkeiten im Social Web” [Personalised Public Spheres in the Social Web], lecture by J.-H. Schmidt at the colloquium “Aktuelle Entwicklungen im Web 2.0” [Current Developments in the Web 2.0] at the University of Hamburg on 13 November 2008.

“Persönliche Öffentlichkeiten im Social Web” [Personalised Public Spheres in the Social Web], lecture by J.-H. Schmidt at the conference “Mit der Welt vernetzt” [Linked-up with the World] in Berlin on 10 October 2008.

“Was ist neu am Web 2.0? Zur Untrennbarkeit von virtueller und realer Welt” [What’s New at the Web 2.0? On the Inseparability of Virtual and Real World], lecture by J.-H. Schmidt at the Luxembourg Safer Internet Day in Luxemburg on 8. October 2008.

“Identitäts- und Beziehungsmanagement auf Netzwerkplattformen” [Identity and Relationship Management on Network Platforms], lecture by J.-H. Schmidt at the Ad-Hoc-Group “Online-Dating” at the conference of the German Sociology Association in Jena on 7 October 2008.

“Wie nutzen Jugendliche das Web 2.0?” [How Do Adolescents Use the Web 2.0?], lecture by J.-H. Schmidt at the 10th Forum Medienkompetenz Rheinland-Palatinate in Mainz on 1 October 2008.

“Das Ende der Privatsphäre? Onlinebasierte Netzwerke und Öffentlichkeiten” [The End of the Private Sphere? Online-based Networks and Public Spheres], lecture by J.-H. Schmidt at the Sociological Colloquium of the Technical University Dortmund on 1 July 2008.

“Second Life und Web 2.0. Zur Untrennbarkeit von virtueller und realer Welt” [Second Life and Web 2.0. On the Inseparability of Virtual and Real World], lecture by J.-H. Schmidt at the “19. Bamberger Hegelwoche” in Bamberg on 11 June 2008.

“Privacy Management and the Social Web”, lecture by J.-H. Schmidt at the “General Online Research Conference” in Hamburg on 12 March 2008.

“Wer nutzt das Web 2.0? Mythen und empirische Wahrheiten” [Who Uses Web 2.0? Myths and Empirical Truths], lecture by J.-H. Schmidt at the conference “Marketing Online” in Munich on 27 February 2008.

“Die Macht der Blogosphäre – Schnittstellen zwischen alten und neuen Öffentlichkeiten” [The Power of the Blogosphere – Connecting Old and New Public Spheres], lecture by J.-H. Schmidt at the “XIII. Mainzer Kolloquium” of the “Institut für Buchwissenschaft” on 25 January 2008.

“Mediatisiertes Beziehungsmanagement: Zu Veränderungen von Privatsphäre und Öffentlichkeit im neuen Netz” [Mediatized Relationship Management: On Changes in the Private and the Public Spheres in the New Net], lecture by J.-H. Schmidt at the “Forschungskolloquium Medienkultur” of the University Bremen on 13 December 2007.

“Web 2.0 – Kommunikationssoziologische Grundlagen” [Web 2.0 – Sociological Fundamentals], introductory lecture by J.-H. Schmidt at the “Forschungsworkshop Web 2.0” of the Ministry for Generations, Families, Women and Integration NRW in Düsseldorf on 23 November 2007.

## 29. Scanning Topics on the Internet

The Internet has a profound influence on the way information and issues are generated, filtered and distributed in society. Professional experts (like, for example, librarians or journalists) still provide “gatekeeping” and the filtering of information, but two new mechanisms are gaining in importance: Firstly, non-professional “producers” of the Web 2.0 produce, spread, rate, filter and comment on a variety of topics. Secondly, software code, with its inscribed principles and algorithms, frames the selection, presentation and distribution of information.

A report for the ZDF (Second German Television) describes these developments and its underlying mechanisms, discussing the consequences for the emergence, distribution and monitoring of information, news and issues. It helps to assess current developments in online-based information management and to decide which instruments might be transferred to the (organisational as well as editorial) activity of the ZDF.

Particular attention was paid to three areas: 1. automated news aggregators (e.g. Google News, digg.com), 2. innovative forms of content classification (“tagging”/“folksonomies”), 3. monitoring the flow of information in the blogosphere.

The project was concluded in August 2008.

Researcher: J.-H. Schmidt

Funding: Zweites Deutsches Fernsehen (ZDF)

### Publication

Schmidt, J.; Frees, B.; Fisch, M. (2009): Themenscan im Web 2.0. Neue Öffentlichkeiten in Weblogs und Social-News-Plattformen [Scanning Topics in Web 2.0. New Public Spheres in Weblogs and Social News Platforms]. In: Media-Perspektiven [Media Perspectives], 2, 2009, pp. 50-59.

### Lecture

“Enzyklopädien des 21. Jahrhunderts” [Encyclopedias of the 21st Century], lecture by J.-H. Schmidt at the conference “Im Netz der Dienstleistungen” [In the Net of Service Offerings] at the University of Trier on 4 December 2008.

### 30. Playing on the Net – Systematising the Phenomenon of “Online Games”

Important components of the video and computer game landscape are “Online Games”, a portmanteau term very generally including all digital games that can be played on or via the Internet. Over the last few years, this sector has experienced an impressive growth in user numbers and revenues, but also an increasing public discussion, for instance, in respect of subsidy for business and production location, demands from media pedagogy or due to general changes in a mediated society. In public, academic and political discussions, however, the use of the concept of “online games” is, notably vague.

Against this background, the report discusses various aspects of the phenomenon, like genres, products and markets, technology, usage and effects, or the legal framework. It unites various approaches (economic, technical, sociological and jurisprudential) and identifies three overarching criteria (complexity, persistence and player numbers), which are decisive for the form and consequences of online-games.

The expert report thus lays the foundations for decisions within media policy, for instance optimising the areas of application of media-specific legal norms. In addition, it forms an important basis both for further discussions and investigations in various disciplines, like Social Science, Economics and Jurisprudence, and for the public engagement with developments in this area.

Researchers: S. Dreyer, C. Lampert, J.-H. Schmidt

Funding: Federal Ministry for Family Affairs,  
Senior Citizens, Women and Youth

#### Publications

- Brunn, I.; Dreier, H.; Dreyer, S.; Hasebrink, U.; Held, T.; Lampert, C.; Schulz, W. (2007): Das deutsche Jugendschutzsystem im Bereich der Video- und Computerspiele [The German System for the Protection of Minors in the Area of Video and Computer Games]. Hamburg, pdf [www.hans-bredow-institut.de/webfm\\_send/107](http://www.hans-bredow-institut.de/webfm_send/107).
- Schmidt, J.; Dreyer, S.; Lampert, C. (2008): Spielen im Netz. Zur Systematisierung des Phänomens “Online-Games” [Playing on the Net. Systematising the Phenomenon of Online-Games”]. Hamburg (Working papers of the Hans Bredow Institute No. 19, pdf [www.hans-bredow-institut.de/webfm\\_send/42](http://www.hans-bredow-institut.de/webfm_send/42)).

#### Lectures

“Online Games – A High Level Quest for Media Regulation in Germany”, lecture by W. Schulz at the Law & Technology Centre at the University of Hong Kong on 14 January 2008.

“Gemeinschaftsbildung durch Computerspiele” [Forming Communities through Computer Games], lecture by J.-H. Schmidt at the seminar “Jugend und elektronische Medien” of the Konrad Adenauer Foundation in Eichholz on 24 July 2008.

### 31. The Network for Media and Health Communication

In the last few years, the topic of “Health Communication” has gained in significance in German communications research, as is reflected in numerous projects and initiatives. Nevertheless, a discussion on the relevance of the research area, particularly from the viewpoint of research into media and communications, is still outstanding. The Institute is taking up the topic of Health Communication and is trying to stimulate the discussion on it as it relates to media by means of projects, events and publications.

In this context, one long-term project is the “Netzwerk Medien und Gesundheitskommunikation” [Network for Media and Health Communication], a joint initiative by Dr. Eva Baumann (University of Münster), Dr. Claudia Lampert (Hans Bredow Institute) and Dr. Constanze Rossmann (IfKW, München, Institute for Communications Studies and Media Research), which is seeking to contribute to the interdisciplinary networking of participants particularly engaged in media-related health communication. Alongside the provision of information on the Internet and a regular newsletter, the network organises conferences on various themes.

Further information on the network and its activities are available under [www.netzwerk-gesundheitskommunikation.de](http://www.netzwerk-gesundheitskommunikation.de).

Researchers: C. Lampert, J. Voth

#### Publications

- Lampert, C. (2008): Health and Prevention. In: W. Donsbach W. (ed.), International Encyclopedia of Communication. Vol. IX. Oxford/Malden, pp. 3878-3882.
- Lampert, C. (2007): Gesundheitsförderung im Unterhaltungsförmat. Wie Jugendliche gesundheitsbezogene Darstellungen in fiktionalen Fernsehangeboten wahrnehmen und bewerten [Health Promotion in Entertainment Media. How



Young People Perceive and Evaluate Health Messages in Fictional TV Offerings]. Baden Baden.

#### Lectures

“Entertainment-Education – Unterhaltsame Bildung oder bildende Unterhaltung?” [Entertainment-Education – Entertaining Education or Educative Entertainment?], lecture by C. Lampert at the Thuringian Media Symposium “Jugendmedien-schutz 2.0” in Erfurt on 11 April 2008.

“Entertainment-Education Theory and Research: An Overview“, lecture by C. Lampert at the ICA-conference in Dresden on 20 June 2006.

“Altern – Schönheit – Ethik: Leitbilder zwischen Ästhetik und Gesundheit“ [Aging – Beauty – Ethics: Overall Concepts between Aesthetics and Health], organisation of the eponymous event in Hanover on 2 May 2006 through C. Lampert (Cooperation of the Network for Media and Health Communication, the State Assembly of Health in Lower Saxony, the Henrietten-Foundation Stiftung and the Foundation of Life and Environment).

“Ältere Menschen und Medien. Eine Herausforderung für die Gesundheitskommunikation“ [Elderly and the Media. A Challenge for Health Communication], organisation of the event in Hanover on 17 November 2005 by C. Lampert (Cooperation of the Network of Media and Health Communication, the State Assembly of Health of Lower Saxony, the Henrietten Foundation, KK e.v. and the German Pension Fund).

“Gesundheit in den Medien - Impulse für die Praxis der Gesundheitskommunikation“ [Health in the Media - Impulses for the Practice of Health Communication], organisation of the conference in Hanover on 19 October 2004 by C. Lampert (Cooperation of the Network for Media and Health Communication and the State Assembly of Health in Lower Saxony).

“Gesundheitskommunikation und Medien“ [Health Communication and the Media], organisation of the conference in Loccum (near Hanover) from 24 to 25 October 2003 through C. Lampert (with E. Baumann and C. Rossmann)

### 32. The Genre of Witnessing: Media, History and the Holocaust

In the social memory of historical events, stories by contemporary witnesses of the times play a central role today. As research on memory and memorial cultures demonstrates, individual and private memories are transformed into a collective and public memory in a communicative process increasingly conveyed through the media. This applies especially to the memory of the persecution of the European Jews during the time of Nazi Germany.

In cooperation with researchers from Bochum and Jerusalem, an application for a project is being prepared, which intends to use approaches

from media history and the theory of media-cultivated perception to investigate the forms, contexts and effects of the media-transmitted “contemporary witness” on the Holocaust. The proposal envisages two closely interlinked modules, work on which will be conducted both in Israel and in Germany. The plan is to shed light on the shifting “functions” of contemporary witnesses in the museal as well as the mass media context, particularly using the interpretative formations/discourses/media frames on the Holocaust as a ground for it. In this context, the attempt will also be made to trace longer-term effects of the media.

A research symposium took place from 27 to 30 April 2008 on the topic “Cultural Roots, Media Forms and Cultural Memory”. With the support of the German Research Foundation (DFG) and the Stiftung Erinnerung, Verantwortung und Zukunft [Foundation for Remembrance, Responsibility and the Future], the organisers, Günter Thomas, Amit Pinchevski and Paul Frosh, invited 30 international academics altogether to a two-day intensive discussion group in the Villa Vigoni on Lake Como. A volume on the topic “Thinking Through Media Witnessing”, documenting this further work by the academics, is being prepared.

Researchers: J. Finger, H.-U. Wagner,  
U. Hasebrink

Cooperating partners: Günter Thomas (University of Bochum); Amit Pinchevski, Tamar Liebes-Plesner (University of Jerusalem)

#### Lectures

“Media Witnessing. Reflections on a User-oriented Approach to Long-term Media Effects“, lecture by H.-U. Wagner and J. Finger at the “International Bergen-Belsen Conference” on the topic of “Witnessing: Sites of Destruction and the Representation of the Holocaust” in Bergen-Belsen on 12 January 2009.

“Relating Media Witnessing“, discussion paper by H.-U. Wagner at the research symposium “Witnessing. Cultural Roots, Media-Related Forms and Cultural Memory” in the Villa Vigoni, Loven di Menaggio, Italy from 27 to 30 April 2008.

### 33. Public Communication as Facilitated by the Media from the 1950's to the 1970's

Since the beginning of 2008, after the completion of the project on the history of the NWDR, the "Forschungsstelle Geschichte des Rundfunks in Norddeutschland" (FGRN) – the Research Centre for the History of Broadcasting in Northern Germany, the Hans Bredow Institute's cooperative project with the NDR (North German Broadcasting), the University of Hamburg (Department of Languages, Literature and Media I) and the WDR (West German Broadcasting) – has devoted itself to selected questions of public communication facilitated by the media, focussing mainly on the 1950's to the 1970's and with a particular emphasis on programme offerings from NDR.

Currently, three particular issues are being addressed:

1. Long-term effects of media: central to this is how media users deal with changing programme offerings by public broadcasting. What is at question in the research is the formation of regional, national and European identity as facilitated by the media.

2. The role of public broadcasters as central parties in public communication: the particular question posed here is the role they play in connection with a culture of remembering facilitated by the media, especially in connection to issues of the Nazi past and the process of coming to terms with it.

3. Research on the North and West German Broadcasting Association (NWRV): the aim of this preparatory work is to enable a study on the basis of the methods of business history, which analyses the NWRV as an umbrella organisation spanning the joint television work of the NDR and the WDR between 1956 and 1961.

Researcher: H.-U. Wagner

#### Publications

Wagner, H.-U. (2008): "Das junge Europa formt sein Gesicht". Die "Generation ohne Heimkehr" im europäischen Kontext [Young Europe Forms its Image. The Generation without a Homecoming in a European Context] In: G. Burgess, H.-G. Winter (eds.): "Generation ohne Heim-

kehr". Heimat und Heimkehr in der "jungen Generation" der Nachkriegsliteratur. Dresden.

Wagner, H.-U. (2008): Ein Nestor mit allem Nachdruck: Der Hörspielpapst Heinz Schwitzke [A Decided Nestor: The Pope of Radio Plays, Heinz Schwitzke], MDR Figaro, 10 February 2008.

#### Lectures

"Coming Home into Thin Air: Radio and the Social-Cultural Geography of Homecoming in Germany 1945-1955", presentation by H.-U. Wagner at the conference "Coming Home? Conflict and Return Migration in Twentieth-Century Europe", University of Southampton on 2 April 2009 (with A. Badenoch, University of Utrecht).

"Für Sie, für Sie – und ganz besonders für Sie'. Rundfunkgeschichte(n) im Norden" [For you, for you - and especially for you'. Broadcasting (hi)stories in the North], module by H.-U. Wagner for the education of NDR programme trainees at the NDR in Hamburg on 23 March 2009.

"Mit dem Großen Zackenbarsch auf Streifzug. Siegfried Lenz – Inszenierung von Autorschaft und Etablierung einer Erzählermarke" [Wandering with the Big Grouper. Siegfried Lenz – Performing Authorship and Establishing a Narrator's Trademark], lecture by H.-U. Wagner at the Europäische Akademie in Sankelmark on 29 June 2008.

"Mehr als nur das ‚Schiff Esperanza‘. Ein Porträt des Rundfunkautors Fred von Hoerschelmann" [More Than Only the 'SS Esperanza'. A Portrait of the Radio Author Fred von Hoerschelmann], lecture by H.-U. Wagner at the Haus der Heimat des Landes Baden-Württemberg in Stuttgart on 27 May 2008.

"Gespräch über Axel Eggebrecht" [A Discussion about Axel Eggebrecht], podium discussion and presentation by H.-U. Wagner and H. Kesting at the Medienstiftung of the City of Leipzig on 1 February 2008.

"Das junge Europa formt sein Gesicht"? Die Generation ohne Heimkehr im europäischen Kontext [Young Europe Forms its Image. The Generation without a Homecoming in a European Context], lecture by H.-U. Wagner at the colloquium "Generation ohne Heimkehr. Heimat und Heimkehr in der 'jungen Generation' der Nachkriegsliteratur", a collaboration of the Internationale-Wolfgang-Borchert-Gesellschaft, the University of Hamburg and the FGRN in Hamburg on 24 November 2007.

Organisation and Moderation of "Medienhistorisches Forum für Absolventen und wissenschaftlichen Nachwuchs" [Media-historical Forum for Graduates and Young Researchers] a collaboration of the Studienkreis Rundfunk und Geschichte with the Fachgruppe Kommunikationsgeschichte of the DGPK (H.-U. Wagner with S. Pfau, S. Kinnebrock, M. Löblich) in Lutherstadt Wittenberg on 1 and 2 November 2007.

"Droge Arbeit. Literarische Reaktionen auf die New Economy" [Work as a Drug. Literary Reactions to the New Economy], lecture by H.-U. Wagner in the lecture series "Denn wovon lebt der Mensch?" [What do People live on, then?] at the University of Hamburg on 10 July 2007.

#### 34. The Literary Programme Offering of the Reichssender [Reich Broadcasting] Hamburg

The project concerns the literary programme offerings of the Reichssender [Reich Broadcasting] Hamburg between 1933 and 1939/40 with the aim of comprehensively analysing these in the context of the literary field of Hamburg or respectively the northern German broadcasting area.

The project is based on research conducted by the “Research Centre for History of Broadcasting in Northern Germany” (J. Fuge and C. Hilgert) at the end of 2007 for the Historical Commission of the ARD, which investigated in all just over 5,000 “literary programmes” of the Reichssender Hamburg, announced in the programme guide “Die Norag” or, respectively “Funk-Wacht”, which in a broad sense touched on the frame of reference of literature.

The investigation promises an insight primarily into two areas:

- the development of the literary field in the media metropolis of Hamburg and
- possible continuities and discontinuities from the 1920’s into the 1940’s.

The core questions are: What role does radio play in the literary field? Does it represent a medium of modernisation? What was its role in the development of the “media worker” in the 1930’s? Did it provide regional offers of identity, and/or new programmes specific to the Nazis, old and/or new experiential worlds?

Researcher: H.-U. Wagner

##### Publication

Wagner, H.-U.; Stegemann, W. (in print): “Hansadeutsch, niedersächsisch, überhaupt niederdeutsch”. Die literarischen Programmangebote des Reichssenders Hamburg – eine Projektskizze [Hansa German, Lower Saxon, Low German above all – Literary Programming from the Reich Radio Hamburg]. In: H. Segeberg, I. Scheidgen (eds.), Medien und Medienforschung in Hamburg [Media and Media Research in Hamburg]. Hamburg (Hamburger Hefte zur Medienkultur).

##### Lecture

“Hansadeutsch, niedersächsisch, überhaupt niederdeutsch“ – Literarische Programmangebote des Reichssenders Hamburg“ [Hansa German, Lower Saxon, Low German above all. The

Literary Programme Offering of the Reich Broadcaster Hamburg], presentation at the workshop of the DFG-project “Medialität und Modernität im NS-Kino“ [Mediality and Modernity in NS-cinema] at the Warburg-Haus in Hamburg on 18 March 2008.

#### 35. Norag and the Culture of the 1920’s in Hamburg

Under the umbrella of the interdisciplinary research association on the cultural history of Hamburg ([www.fkghh.uni-hamburg.de](http://www.fkghh.uni-hamburg.de)), from 1 October 2008 to 30 September 2009 academics from various subject areas will comprehensively investigate the Hamburg cultural scene during the Weimar Republic and pass on their results to a wider public in 2010. Within the context of this project, the “Research Centre for the History of Broadcasting in Northern Germany” will be responsible for working on the area of radio.

In the 1920’s, a new mass medium appeared in the shape of radio and rapidly developed into an decisive cultural factor. As an important metropolitan centre in northern Germany, Hamburg became the seat of one of the large regional broadcasters. On 2 May 1924, the regular broadcasts of Norag, the “Nordischer Rundfunk Aktiengesellschaft” [Nordic Broadcasting Company] began broadcasting. As an institution comprising staff as well as varied programme offerings, Norag in a few years became a definitive actor in the areas of literature, of musical life and of entertainment, as well as a decisive force in terms of the regional culture and the Low German language.

Researcher: H.-U. Wagner

Cooperating partners: D. Hempel (University of Hamburg), F. Weimar (Hamburg)

##### Publication

Wagner, H.-U. (2009) [Review] Franz Steinfort: Hörspiele der Anfangszeit [Radio Plays in the Early Days]. In: Medien und Kommunikation 57 (2009), No. 1, pp. 97-99.

##### Lecture

“Hallo, hallo, hier Radio!” Ein neues Medium verschafft sich Gehör: Die Nordische Rundfunk AG (Norag) in Hamburg 1924-1933” [‘Hallo, Hallo, this is the Radio’ A New Medium Gets Itself Heard. The Nordic Broadcasting Company (Norag)

in Hamburg 1924-1933], lecture by H.-U. Wagner in the lecture series "Andocken II. Eine Hansestadt und ihre Kulturen 1848-1933" at the University of Hamburg on 9 July 2008.

### 36. History of Broadcasting in Northern Germany 1945-1955

This project of the "Forschungsstelle Geschichte des Rundfunks in Norddeutschland" (FGRN) [Research Centre for the History of Broadcasting in Northern Germany] – a cooperative project between the Hans Bredow Institute with the NDR (North German Broadcasting), the WDR (West German Broadcasting) and the University of Hamburg (Department of Languages, Literature and Media I) – devoted itself to the media-historical transformation process occurring in the years immediately following the end of the Second World War. The subject of the investigation was the history of the Northwest German Broadcasting (NWDR), which started as a radio station of the British Military Government in May 1945 and was established on 1 January 1948 as the first public broadcasting institution in Germany.

As a first step, aspects of its organisational, institutional and communications history, which trace the struggle between the British and the Germans over a new broadcasting model in northwest Germany, were especially analysed. The public service model was asserted against various forms of resistance and was subjected to severe supervision when the German NWDR finally took over responsibility. Under the influence of a variety of political forces, the NWDR was dissolved as the central broadcasting institution for the entire British occupation zone at the end of 1955; the North German and the West German broadcasting were founded on 1 January 1956. A summary of these findings was published in the first volume of the "Geschichte des Nordwestdeutschen Rundfunks" [History of Northwest German Broadcasting] by the Hoffmann and Campe publishing house in December 2005; it was publicly presented on the occasion of a celebration in the guesthouse of the University of Hamburg.

As a second step, the research centre worked on the various programme offerings of the NWDR. Comprehensive studies regarding programming history were conducted, dealing with the informative, educational, cultural and entertainment programmes of the NWDR. In addition, the history of television, as it began in Hamburg, Berlin and Cologne after the end of the Second World War, and the content it offered, was presented. A comprehensive publication of these findings ensued in May 2008, with the second volume of the *Geschichte des Nordwestdeutschen Rundfunks* [History of Northwest German Broadcasting] by the Hoffmann and Campe publishing house. On 2 June 2008, the NDR and the FGRN issued an invitation to the foyer of the Radio House 12 at the NDR and presented the volume publicly with a framework programme tracing broadcasting history.

Simultaneously with its work in the two volumes of "NWDR History", the research centre participated in a more extensive research project on the pre-history of the WDR.

Researchers: C. Hilgert, H.-U. Wagner, J. Fuge, M. Lührs

#### Publications

- Rüden, P. von; Wagner, H.-U. (eds.) (2005): *Die Geschichte des Nordwestdeutschen Rundfunks* [The History of the Northwest German Broadcasting Corporation]. Hamburg.
- Rüden, P. von; Wagner, H.-U. (eds.) (2005): *Vom NWDR zum WDR. Gespräche zur Programmggeschichte* [From NWDR to WDR. Conversations on Programme History]. Hamburg (Nordwestdeutsche Hefte zur Rundfunkgeschichte; 3).
- Wagner, H.-U. (eds.) (2007): *Dietrich Schwarzkopf: Ausbildung und Vertrauensbildung. Die Rundfunkschule des NWDR* [Training and Building Confidence. The Broadcasting School of the NWDR]. (Nordwestdeutsche Hefte zur Rundfunkgeschichte; 6), Hamburg.
- Wagner, H.-U. (ed.) (2008): *Die Geschichte des Nordwestdeutschen Rundfunks* [The History of Northwest German Radio]. Vol. 2. Hamburg.
- Wagner, H.-U.; Rüden, P. von (eds.) (2006): *Florian Huber: Re-education durch Rundfunk. Die Umerziehungspolitik der britischen Besatzungsmacht am Beispiel des NWDR 1945-1948* [Re-education through Broadcasting. The Policy of Re-education of the British Occupying Forces, using the Example of the NWDR 1945-1948]. Hamburg (Nordwestdeutsche Hefte zur Rundfunkgeschichte; Sonderheft).
- Wagner, H.-U.; Rüden, P. von (eds.) (2007): *Gyde Clausen: Walter Hilberts Rundfunkarbeit – Kontinuitäten und Brüche von der Weimarer Republik bis zur jungen BRD* [Walter Hilbert's Broadcasting Work – Continuities and Breaks from the Weimar Republic to the Young BRD.].

Hamburg (Nordwestdeutsche Hefte zur Rundfunkgeschichte; 5).

## Event

“Die Geschichte des Nordwestdeutschen Rundfunks” [History of the Northwest German Broadcasting Corporation], presentation for the final volume on the project by the FGRN (H.-U. Wagner) and the NDR in Hamburg on 2 June 2008.

## Lectures

“Forschungsstelle Geschichte des Rundfunks in Norddeutschland” [Research Centre for the History of Broadcasting in North Germany], presentation by H.-U. Wagner at the annual conference of the Historic Commission of the ARD in Bremen on 19 November 2008.

“Lessons of Democracy – Contested Coverage of Politics in Radio Programmes of ‘Nordwestdeutscher Rundfunk’”, lecture by C. Hilgert and J. Fuge at the 31st Annual Symposium of the German Studies Association in San Diego, USA, on 6 October 2007.

“Struggling for a New Way of Broadcasting. The ‘Implementation’ of the British Public Service-Model in Northwest Germany after World War II”, lecture by H.-U. Wagner at the 31st Annual Conference of the German Studies Association (GSA) in San Diego, USA, on 6 October 2007.

Organisation and execution of the panel “Radio for a Post-War Society”, panel at the 31st Annual Conference of the German Studies Association (GSA) (H.-U. Wagner, with C. Hilgert, J. Fuge) in San Diego, USA, from 4 to 7 October 2007.

“Auf der Suche nach der konkreten geschichtlichen Stunde. Die Rundfunkarbeit von Christen – am Beispiel des NWDR Köln” [Looking for the Specific Historical Hour. Christian Broadcasting Work – the example of NWDR Cologne], lecture at the conference “Perception and Interpretation of History in German Catholic Literary and Academic Publishing” in Dresden on 13 May 2007.

“Von der Politisierung der Medien zur Medialisierung des Politischen” [From Politicising the Media to Mediating Politics], joint promoter and panel chair at the specialist group in communication history of the DGPuK study group broadcasting and the Centre for Contemporary Research at the conference in the German parliament in Berlin from 18 to 20 January 2007.

## 37. Television in Media Competition

The magazine *Der Spiegel* declared IPTV to be the magic word of the year in 2007; video exchanges like YouTube and MyVideo.de propagate “Broadcast Yourself”. Established television stations are forced to compete still more strongly than ever before for that limited resource, the attention of media users. Investigations tracking programmes are intended to show how the economics of attention has changed the spectrum of offerings from television. In the publications

planned, basic strategies of competitive behaviour will be presented as they influence the dramaturgy and the aesthetics of television programmes. At the same time, established programme areas will be considered equally with the innovations only offered since the 90’s by the television stations. As here described, the strategies for securing their existence can also be applied to other media, their competitive circumstances and their strategies.

Researcher: J. K. Bleicher

## Publications

Bleicher, J. K. (2009): Das Private ist das Authentische Referenzbezüge aktueller Reality Formate [The Private Sphere is the Authentic Frame of Reference for Current Reality Formats]. In: H. Segeberg (ed.), *Referenzen - Zur Theorie und Geschichte des Realen in den Medien* [References - On Theory and History of the Real in the Media]. Marburg, pp. 111-119.

Bleicher, J. K. (2008): Neues Fernsehen, neue Programme? Formen und Funktionen von Paratexten im IPTV [New Television, New Programmes? Forms and Functions of Paratexts in IPTV]. In: Andrejz Gwozdz (ed.), *Paratexte in den Medien*. Krakau.

Bleicher, J. K. (2007): The Old in the New: Forms and Functions of Archive Material in the Presentation of Television History on Television. In: W. Nöth, N. Bishara (eds.), *Self-Reference in the Media*. Berlin, pp.183-194.

Bleicher, J. K. (2007): Fernsehen macht gesund und schön [TV Makes you Healthy and Beautiful]. In: N. Neuß; M. Große-Loheide (eds.), *Körper Kult Medien. Inszenierungen im Alltag und in der Medienbildung* [Body Cult Media. Stagings in Everyday Life and Media Formation]. Bielefeld, pp. 113-124.

Bleicher, J. K. (2006): Television as Myth: Poetics of a Narrative Epistemological System. In: W. Uricchio; S. Kinnelbrock (eds.), *Media Cultures*. Heidelberg, pp. 113-124.

Bleicher, J. K. (2006): Skurrilitäten und Tabubrüche im Fernsehen. Ein Streifzug durch die Programmgeschichte [Scurrilities and Breaches of Taboo in Television. A Ramble through Programme History.]. In: S. Ganguin; U. Sander (eds.), *Sensation, Skurrilität und Tabus in den Medien*. Wiesbaden, pp. 79-92.

Bleicher, J. K. (2006): Der Zuschauer als Spielleiter. Formen der Interaktivität in aktuellen Unterhaltungskonzepten des Deutschen Fernsehens [The Viewer as Administrator. Forms of Interactivity in Current Entertainment Concepts of German Television.]. In: B. Neitzel; R. Nohr (eds.), *Das Spiel mit dem Medium. Partizipation – Immersion – Interaktion. Zur Teilhabe an den Medien von Kunst bis Computerspiel* [Play with the Medium. Participation – Immersion – Interaction. On the Participation in Media from Arts to Computer Game]. Marburg, pp. 80-91.

Bleicher, J. K. (2006): „We Love To Entertain You“. In: Beobachtungen zur aktuellen Entwicklung von Fernsehformaten [Observations on Current Developments of Television Formats]. Hamburg.

Bleicher, J. K. (2005): Visitenkarten des Hauses. Fernsehtrailer, TV-Movies und die Konkurrenz der Medien [Business Cards of the House. TV Trailers, TV Movies and the Competition among the Media]. In: V. Hedige; P. Vonderau (eds.), *Demnächst in Ihrem Kino. Grundlagen der Filmwerbung und Filmvermarktung* [Shortly in Your Cin-

ema. Basic Principles of Movie Advertising and Movie Marketing]. Marburg, pp. 366-375.

Bleicher, J. K. (2005): Die frohe Botschaft des Fernsehens. Das Medium als Religionsersatz [The Good News of Television. The Medium as Substitute for Religion.]. In: U. Wergin; K. Sauerland (eds.), Literatur und Theologie. Schreibprozesse zwischen biblischer Überlieferung und geschichtlicher Erfahrung [Literature and Theology. Processes of Writing between Biblical Deliverance and historical Experience]. München, pp. 289-306.

and Video Games in Formal and Informal Contexts of Education], [www.medienpaed.com/15/lampert0903.pdf](http://www.medienpaed.com/15/lampert0903.pdf).

## Lecture

“Wenn der Personal Trainer nach Hause kommt. Potentiale unterhaltsamer Kommunikationsstrategien” When the Personal Trainer Comes to Your Home. The Potential for Entertaining Communication Strategies], lecture by C. Lampert at the Conference “Krankenkassen 2009” in Münster on 26 September 2008.

## Evaluation of the Internet Portals of the MGFFI

The intense dynamics of the Internet has become apparent in technical innovations, but also in ongoing changes in users’ expectations about information provided online. Even though the online platforms of governmental agencies offer particular, exclusive information or possibilities for transactions, they do compete with private services and platforms: in their everyday use of the Internet, the users form certain routines (for example, information searches) and expectations (for example, when to expect interactive and co-operative options), by which they measure the internet offerings.

Against this background, the Ministry for Generations, Family, Women and Integration of the State of North Rhine-Westphalia considers it necessary to evaluate its Internet platform regularly and independently and has commissioned the Hans Bredow Institute to provide a basic report.

Completed in, May 2008, the project identified, on the one hand current standards among online platforms and portals, and, on the other, examined three portals of the MGFFI according to these standards.

Researcher: J.-H. Schmidt

Student Assistant: S. Trümper

Funding: Ministry for Generations, Family, Women and Integration of the State of North Rhine-Westphalia

## FURTHER ACTIVITIES

### Further Projects

#### Serious Games for Health

Computer and video games are discussed publicly above all with regard to potential risks and the protection of minors. New developments in games advertise themselves by using the potential of so-called “Exergames” to increase fitness as players have to demonstrate physical involvement. On the contrary, a great deal less attention has been paid to date to games, which use their entertainment potential to communicate pedagogical and socially relevant topics, be that in the context of politics, medicine and health promotion.

In the context of the topic, “Serious Games for Health”, and of expert opinion on it, a survey of the status of the research and the potential of these computer games for health promotion is demonstrated.

Researchers: C. Lampert, D. Tolks

Student Assistant: C. Schwinge

### Publication

Lampert, C.; Schwinge, C.; Tolks, D. (2009): Der gespielte Ernst des Lebens: Bestandsaufnahme und Potenziale von Serious Games (for Health) [Playing Life Seriously: Inventory and Potential of Serious Games (for Health)]. In: MedienPädagogik. Zeitschrift für Theorie und Praxis der Medienbildung (Themenheft 15/16: Computerspiele und Videogames in formellen und informellen Bildungskontexten) [Media Education. Magazine for Theory and Practice of Media Education (Issue 15/16: Computer Games

## V. USE AND EFFECTS OF THE MEDIA

*Researchers: 2008/2009:* Prof. Dr. Uwe Hasebrink (contact person), Hanna Domeyer, Anja Herzog, Dr. Claudia Lampert, Dr. Jan-Hinrik Schmidt, Jenny Voth

*Associates 2008/2009:* Dr. Talke Klara Hoppmann

### 38. Acquisition of Competencies, Excessive Use and the Identification of Addiction with regard to Computer Games – Opportunities and Issues Relating to Computer Games from a Media Education Perspective

The debate about the significance and the effects of computer games is multi-layered. The German Cultural Council (Deutscher Kulturrat) has acknowledged computer games as cultural artefacts, and more and more cities and regions appreciate the games industry as an economic location factor. Aspects of games that support the acquisition of competencies and benefit health are being used as sales arguments, whereas parts of the political and medial debate are still marked by fundamentally assumptions about negative effects. Added to that are reports from practitioners in addiction counselling, which document an increasing number of clients who have lost control over their gameplaying and need therapeutic support.

In the public context, those perspectives clash and remain mostly as parallel concerns without any interconnection. This provokes insecurity in many parents and pedagogues, while players passionately defend their “hobby” and feel misunderstood. In addition, research findings are as heterogeneous as the games themselves, as is shown very impressively by the debate about so-called violent video games (“Killerspiele”).

A particular difficulty here is the underlying, general assumption that computer games are potentially significant hazards without considering individual mental preconditions, social parameters and the characteristics and functions of game offerings for the individual.

On behalf of the Media Authority North Rhine-Westphalia (LfM), the Hans Bredow Institute, in co-operation with the Institute for Media Research and Media Education at the University of Applied Sciences Cologne (Prof. Jürgen Fritz, Dr. Tanja Witting), is conducting a 15-month project with three major objectives:

(a) To make an inventory of present scientific findings on usage, potentials and risks of computer games.

(b) To collect individual empirical data on habits of usage, acquisition of competencies and risky practices, as well as potential risk factors, thereby combining quantitative and qualitative methods.

(c) To formulate concepts appropriate to particular target groups, to recommend action and suggestions for the media-pedagogical practice of the LfM and other multipliers on the basis of the assessed state of research, as well as on the results of the individual survey.

Project results are expected to be available in June 2010.

Researchers: C. Lampert, J.-H. Schmidt,  
U. Hasebrink

Cooperating partners: Institute for Media Research and Media Education at the University of Applied Sciences Cologne (Prof. Dr. Jürgen Fritz, Dr. Tanja Witting)

Funding: Media Authority North Rhine-Westphalia (LfM)

### 39. EU Kids Online

Children's use of new media formed the core of this project proposal, which was accepted at the beginning of 2006 by the European Commission in the context of the Safer Internet Plus Programme. This is an international networking initiative, which brings together the available data from across Europe on children's use of media, makes it available to internationally cooperating partners and identifies research needs on this basis. The focus was directed on, among other things, the following questions:

- What sort of research projects and data exist and what questions need empirical data?
- Which risks exist, for whom, and for which technologies?
- How do social, cultural and regulatory influences shape responses to risk?
- Which similarities and differences exist across Europe?
- Which questions and demands arise for (future) internationally comparative research?

Institutions from 21 countries in all participated in the project group. Prof. Dr. Sonia Livingstone and Dr. Leslie Haddon from the London School of Economics and Political Science (LSE) coordinated the network.

The entire project divided up into various priority topics, which concerned, among other things, data access, questions of methodology, the demands of internationally comparative research etc. In the last analysis, recommendations for action in future research projects and measures for dealing safely with the Internet and other online services were to be worked out on this basis. The Hans Bredow Institute surveyed the data available in Germany and coordinated a work package, in which a comparative analysis of the international findings was produced.

The available data on online usage by children were gathered and – against the background of general cultural frameworks – evaluated by international comparison. In this way, countries could be differentiated into different types: it became evident, for example, that in countries with little

online experience (e.g. Poland, Czech Republic) as well as in countries where online media have been common for much longer (e.g. UK, Netherlands) a high risk of online usage is being observed.

The results of the three-year project, which were presented in London on 10 June 2009, provide an overview on the status of available data, as well as on the urgent need for research and action.

One research gap will be closed with the follow-up project, EU Kids Online II, in the course of which the conduct of an internationally comparative and representative survey on the risks of online usage in over 20 countries is planned. It is planned to interview children and adolescents between the age of 6 and 17 as well as their parents. The Hans Bredow Institute will coordinate the data analysis. Results will be available in 2011.

Further information is also available at [www.eukidsonline.net](http://www.eukidsonline.net).

Researchers: U. Hasebrink, C. Lampert

Student Assistants: E. Boller, N. Dargel,  
G. Volkmer

Funding: European Commission, State Media  
Authority of North Rhine-Westphalia, AOL,  
Microsoft Germany

#### Events

“EU Kids Online. Ergebnisse eines europäischen Forschungsverbundes zum sicheren Umgang mit dem Internet“ [EU Kids Online. Results from a European Research Network on Dealing with the Internet Safely], presentation event in the context of the NRW Medienforum in Düsseldorf on 24 June 2009.

“Mit der Welt vernetzt - Kinder und Jugendliche in virtuellen Erfahrungsräumen” [Linked-up with the World - Children and Adolescents in Virtual Realms of Experience] joint conference of the Hans Bredow Institute, the EKD, the Netcode Erfurt and the DGPK-Work Group Media Education in Berlin on 9 and 10 October 2008 (supported by the LfM, TLM and the Karl-Kübel-Foundation for Child and Family).

“Andere Länder, andere Risiken? Was lässt sich aus europäischen Erfahrungen lernen?“ [Different Countries, Different Risks? What Can Be Learned From the European Experience?], workshop on the project EU Kids Online in Hamburg on 9 July 2008.

“Growing up with the Internet. Challenges for Media Pedagogy”, organisation of the specialist group conference of the



DGPuK specialist group, 20. October 2006 in Salzburg (with U. Wagner and I. Paus-Hasebrink).

## Publications

Hasebrink, U. (2009): Gemeinsamkeiten identifizieren, Unterschiede erklären. Herausforderungen und Ertrag international vergleichender Forschung am Beispiel der Online-Nutzung von Kindern und Jugendlichen [Identifying Commonalities, Explaining Differences. Challenges and Results of International Comparative Research Using the Example of Online-Usage by Children and Adolescents]. In: P. J. Schulz, U. Hartung; S. Keller (eds.), Identität und Vielfalt der Kommunikationswissenschaft [Identity and Variety of Communication Studies]. Konstanz, pp. 243-263.

Hasebrink, U.; Lampert, C. (2009): Online-Nutzung von Kindern und Jugendlichen in Europa. Ergebnisse aus dem europäischen Forschungsverbund EU Kids Online [Online Usage by Children and Adolescents in Europe. Results from the European Research Network EU Kids Online]. In: Diskurs Kindheits- und Jugendforschung [Discourse Children and Youth Research], yr. 4, H. 1, pp. 27-40.

Hasebrink, U.; Livingstone, S.; Haddon, L.; Kirwil, L.; Ponte, C. (2007): Comparing Children's Online Activities and Risks across Europe. A Preliminary Report Comparing Findings for Poland, Portugal and UK. Report for the EU Commission. London.

Hasebrink, U.; Livingstone, S.; Haddon, L. (2008): Comparing Children's Online Opportunities and Risks Across Europe: Cross-National Comparisons for EU Kids Online. London: EU Kids Online (Deliverable D3.2).

Hasebrink, U.; Stetka, V.; Olafsson, K. (in print): Commonalities and Differences. How to Learn from International Comparisons of Children's Online Behaviour. In: International Journal for Media and Cultural Politics.

Lampert, C. (2007): EU Kids Online – Kinder und Onlinemedien im europäischen Vergleich [EU Kids Online – Children and Online Media in European Comparison]. Onlinenutzung als Chance und Risiko. In: tv diskurs, 3, 11. yr., pp. 4-7.

## Lectures

“Social Network Sites - Challenges for Media Literacy”, lecture by I. Paus-Hasebrink, C. Lampert and U. Hasebrink at the EU Kids Online Conference in London on 11 June 2009.

“Wenn ich nach Hause komme, gehe ich erst einmal ins Internet. Chancen und Risiken der Onlinenutzung als Herausforderungen für die Schule“ [When I come Home, I check the Internet first. Opportunities and Risks of Online Use as Challenges for Schools], lecture by C. Lampert at the conference “Das Ende der Kreidezeit. Ne(x)t Generation Learning” [The End of the Age of Chalk. Ne(x)t Generation Learning] at the Landesinstitut für Lehrerbildung und Schulentwicklung (LI) in Hamburg on 17 May 2009.

“Kindheit und medialer Wandel” [Childhood and Media Change], lecture by U. Hasebrink at the „Familienkanzel“ of the Protestant Community St. Nikolai in Hamburg on 22 April 2009.

“Orientierungen und Hilfestellungen im Umgang mit den Medien” [Orientation and Assistance in Dealing with Media], lecture by C. Lampert at the conference “Mitsurfen statt verbieten – Familien in der Welt der neuen Medien” [Join in Surfing instead of Prohibiting it - Families in the World of New

Media] of the Catholic Academy and the NDR in Hamburg on 4 February 2009.

“EU Kids Online: Experiences from a European Research Network”, lecture by U. Hasebrink at the interdisciplinary European symposium “More Fun, More Risk? Digital Games as a Challenge for the Protection of Minors” in Berlin on 17 October 2008.

“Was machen die anderen? Onlinenutzung von Kindern im europäischen Vergleich“ [What Are the Others Doing? Online Usage by Children. A European Comparison], lecture by C. Lampert and U. Hasebrink at the conference “Mit der Welt vernetzt. Kinder und Jugendliche in virtuellen Erfahrungsräumen“ [Linked-up with the World. Children and Adolescents in Virtual Realms of Experience] in Berlin on 9 and 10 October 2008.

“Andere Länder, andere Risiken? Was lässt sich aus europäischen Erfahrungen lernen? [Different Countries, Different Risks? What Can Be Learned from the European Experience?], lecture by U. Hasebrink und C. Lampert in Hamburg on 9 July 2008.

“Gemeinsamkeiten identifizieren, Unterschiede erklären: Methodische Herausforderungen und empirischer Ertrag international vergleichender Forschung am Beispiel einer Untersuchung zur Onlinenutzung von Kindern und Jugendlichen in Europa” [Identifying Commonalities, Explaining Differences: Methodological Challenges and the Empirical Results with Internationally Comparative Research Using the Example of an Investigation into Online Use by Young People in Europe], lecture by U. Hasebrink at the symposium of the DGPuK in Lugano on 1 May 2008.

“EU Kids Online – Work Package 3: Comparative Findings”, lecture by U. Hasebrink at the Steering Committee meeting of the project's Austrian sector in Vienna on 25 September 2007.

“Chancen und Grenzen der Onlinenutzung von Kindern und Jugendlichen in Deutschland und Europa. Forschungsstand und Perspektiven” [Chances and Limits of Online Use by Children and Young People in Germany and Europe. Status of Research and Perspectives], lecture by C. Lampert and U. Hasebrink at the eponymous workshop for Experts in Hamburg on 21 September 2007.

“Faszinierend verführerisch. Medien in den Lebenswelten von Kindern” [Fascinatingly Seductive. Media in Children's Life-Worlds], lecture by C. Lampert and U. Hasebrink at the lecture series “Due Consideration – Humanities in Hamburg” on 23 April 2007

“Growing up with the Internet in Europe. Concept of an International Study and Conceptual Challenges for Comparative Research“, lecture by U. Hasebrink at the conference of the specialist group in media pedagogy in the DGPuK in Salzburg on 20 October 2006 (with I. Paus-Hasebrink).

“Children and Internet in Germany“, lecture by C. Lampert at the conference of the DGPuK specialist group media pedagogy in Salzburg on 20 October 2006.

#### 40. Information Requirements and Information Searches Under the Heading of Crossmedial Use and Converging Offerings

Information is one of the essential basic functions of television and represents a central component of the programming responsibilities of public service broadcasting. In view of the current developments, which can be designated by the keywords crossmedia and convergence, it becomes increasingly important to ask what we understand by “information” and “to inform” and how public service providers can address this.

The aim of the expertise was to use theoretical and empirical work from various academic disciplines and current trends in order to offer a conceptual framework for engaging at a fundamental level with the changes in what information is offered, needed and sought. In this process, the extent of systematisation, the elucidation of the relevant lines of development had priority. In addition, well-founded assessments about the offer and use of information in future years were drafted.

The study followed four steps: the first step clarified the concept of information as it is used in various disciplines and practical applications. The second step discussed current shifts in the area of information offers and their possible consequences. The third step considered the findings on the population’s use of information. The fourth step collated the preceding elements and consolidated them into theses about the further development of information offered by the ZDF.

Researchers: U. Hasebrink, H. Domeyer

##### Project Report

Hasebrink, U.; Domeyer, H. (2008): Informationsbedarf und Informationssuche unter den Vorzeichen crossmedialer Nutzung und konvergierender Angebote [Requirements and Searches for Information under the Heading of Crossmedial Use and Converging Offers] Hamburg, May 2008 (unpublished).

##### Lecture

“Informationsbedarf und Informationssuche unter den Vorzeichen crossmedialer Nutzung und konvergierender Angebote” [Requirements and Searches for Information under the Heading of Crossmedial Use and Converging Offers], lecture by U. Hasebrink at the ZDF in Mainz on 26 February 2008.

#### 41. Health(Information) Behaviour of Elder Migrants

There is only little information and few findings available on the health-related information about elder persons and the communication channels they use. This applies particularly to the increasingly important subgroup of elder migrants.

An expert report on behalf of the Hamburg Authority of Social Affairs, Family, Health and Consumer Protection pursues the question, as to the channels through which elder persons from a migrant background inform themselves about health- and disease-related topics. In the course of the explorative survey, group interviews and individual interviews will be conducted with elder migrants of Turkish and Russian descent.

Results will be available in June 2009.

Researchers: C. Lampert, J. Voth

Student Assistant: D. Meier

Funding: Hamburg Authority of Social Affairs, Family, Health and Consumer Protection

#### 42. Media Repertoires

The landscape of the media has changed radically over the last decades. Alongside the “old”, partially modified media, users also have a multiplicity of new offers at their disposal. The DFG-supported project “Media Repertoires of Social Milieus as Subject to Medial Change – Towards a Conceptual and Empirical Establishment of a Repertoire-oriented Approach to Research into Media Usage” concerns the question of how users assemble their personal repertoires from the entire offering in the media and how the gradually accreting media were integrated into existing repertoires.

In the context of the project, selected studies on media use (Massenkommunikation, Media Analyse, Typologie der Wünsche) are re-analysed as regards patterns of use across all media. The project’s central aim is to acquire and describe media repertoires: the nature of a repertoire reveals how the particular types of new and old

media are combined and what functional differentiations can be observed. In the course of the project, the pertinent analyses are undertaken with three selected data-sources, in order to obtain in this way an insight into stable patterns of repertoire formation on the one hand, and to reveal individual results arising from the method of collection, on the other. Not only is the current composition of media repertoires noted but also their development over time.

The project is designed to link readily into further research directions. A linkage exists to research into the role of media in the everyday life of various population groups and is already to be addressed in the framework of a qualitative investigation within the planned project.

Researchers: U. Hasebrink, H. Domeyer, J. Popp

Funding: German Research Foundation (DFG)

#### Publication

Hasebrink, U.; Popp, J. (2006): Media Repertoires as a Result of Selective Media Use. A Conceptual Approach to the Analysis of Patterns of Exposure. In: *Communications* 31 (2), pp. 369-387.

#### Event

“Medienrepertoires sozialer Milieus im medialen Wandel – Perspektiven einer medienübergreifenden Nutzungsforschung” [Media Repertoires of Social Milieux and Changes in the Media – Perspectives for Research into Usage across Media], Symposium of the Hans Bredow Institute in Hamburg on 11 and 12 September 2008.

#### Lectures

“Das Publikum verstreut sich. Nutzungsforschung in konvergierenden Medienumgebungen“ [The Audience Disperses. Research of Usage in Convergent Media Surroundings], keynote by U. Hasebrink at the SGK Annual Conference 2009 on “State-of-the-Art und Zukunft der Media- und Werbeforschung” [State-of-the-Art and Future of Media and Advertising Research] in Zurich on 26 March 2009.

“Changing Patterns of Media Use: Radio within the Media Repertoires of Different Social Milieux”, lecture by U. Hasebrink at the 2nd European Communication Conference in Barcelona on 27 November 2008.

“Changing Patterns of Media Use: Public Broadcasting within the Media Repertoires of Different Social Milieux”, lecture by U. Hasebrink at the conference RIPE@2008 on the topic “Public Service Media in the 21st Century: Participation, Partnership and Media Development” in Mainz on 10 October 2008.

“Fernsehnutzung in konvergierenden Medienumgebungen” [Television Usage in Convergent Media Surroundings], lecture

by U. Hasebrink at the AGF-Forum in Wiesbaden on 29 September 2008.

“Der Wandel von Medienrepertoires zwischen 1980 und 2005“ [Change of Media Repertoires between 1980 and 2005], lecture by U. Hasebrink and H. Domeyer at the symposium “Medienrepertoires sozialer Milieus im medialen Wandel – Perspektiven einer medienübergreifenden Nutzungsforschung” [Media Repertoires of Social Milieux and Changes in the Media – Perspectives for Research into Usage across Media] in Hamburg on 12 September 2008.

“Konkordanz und Konkurrenz – Zusammenhänge zwischen der Nutzung verschiedener Medien” [Concordance and Competition - Coherences between the Usage of Different Media], lecture by U. Hasebrink and H. Domeyer at the symposium “Medienrepertoires sozialer Milieus im medialen Wandel – Perspektiven einer medienübergreifenden Nutzungsforschung” [Media Repertoires of Social Milieux and Changes in the Media – Perspectives for Research into Usage across Media] in Hamburg on 11 September 2008.

„Zur Einführung: Medienrepertoires sozialer Milieus im medialen Wandel“, Vortrag von U. Hasebrink und Hanna Domeyer beim Symposium “Medienrepertoires sozialer Milieus im medialen Wandel – Perspektiven einer medienübergreifenden Nutzungsforschung” [Media Repertoires of Social Milieux and Changes in the Media – Perspectives for Research into Usage across Media] in Hamburg on 11 September 2008.

“Konvergenz – Szenarien der Mediennutzung” [Convergence – Scenarios of Media Use], lecture by U. Hasebrink at the symposium of the ARD.ZDF Media Academy “Konvergenz gestalten: journalistisch, technisch, strukturell” [Designing Convergence: Journalistic, Technical, Structural] in Saarbrücken on 7 April 2008.

“Mediennutzung in konvergierenden Medienumgebungen” [Media Convergence in Converging Media Environments], lecture by U. Hasebrink at the Manager Symposium of the ZDF in Würzburg on 20 November 2007.

“Online Media Entering the Media Repertoires of Different Social Milieux”, lecture by U. Hasebrink und J. Popp at the IAMCR conference 2007 in Paris on 23 July 2007.

“Media Use in Convergent Media Environments”, lecture by U. Hasebrink at the conference “Between Hype, Rationalisation and Initiative. 10 Years of ARD/ZDF Online Study” in Frankfurt on 10 May 2007.

“Mediennutzung im Wandel” [Media Use in Change], lecture by U. Hasebrink and J. Popp at the Körber Stiftung in Hamburg on 4 October 2006.

“TV Repertoires as a Result of Selective Exposure. Analyses on the Basis of People Meter Data”, lecture by U. Hasebrink at the ICA Conference in Dresden on 22 June 2006.

“Media Past - Media Present - Media Future. 40 Years of longterm Studies in Mass Communication”, chair by U. Hasebrink of a specialist meeting in Frankfurt on 17 June 2006.

“Media Repertoires as a Result of Selective Media Use. A Conceptual Approach to the Analysis of Patterns of Exposure”, lecture by U. Hasebrink and J. Popp at the conference “Media use and selectivity – new Approaches to explaining and analysing Audiences” in Frankfurt on 27 and 28 January 2006.

#### 43. Evaluation Step21

##### "World Pictures : Picture Worlds"

On 8 December 2008 the initiative Step21 published the collection of material "World Pictures : Picture Worlds". Designed for use in primary schools, it focuses, on the one hand, on the transfer of intercultural competence and, on the other hand, on the advancement of media competence. At the beginning of 2009, advanced training courses will take place in Hamburg, Schleswig-Holstein and Mecklenburg-Western Pomerania, at which the material will be presented to interested teachers.

The Hans Bredow Institute is undertaking an evaluation of the "Box". To this end, a quantitative survey will be conducted among teachers participating in the courses. The survey focuses particularly on the questions of how teachers handle and work with the "Box", of which materials are used and which are not, and of how they evaluate the quality and practicability of the material.

In addition, there will be qualitative individual interviews with some teachers to enlarge upon some aspects.

The results of the evaluation will be available in November 2009.

Researcher: C. Lampert

#### 44. Convergence from the User's Perspective – the Concept of the Communication Modes

With this in-house project, the Institute is extending earlier work on the future of television use. In the face of the anticipated difficulty researchers (as well as media providers) will confront in differentiating the tendencies of general media use from the use of the respective individual media, given an environment where circumstances in the media are further converging technically, the concept of the communication mode is being put forward. This merits particular attention because it will become increasingly difficult to recognise from the fact that a particular technical gadget is

being used just what its users are actually doing. As they use gadgets, which – to put it simply – can "do it all", only the users themselves know, in the last analysis, what they are doing in concrete terms, that is, in what communication mode they are operating at any time.

The thesis here is that the boundaries between technical media services are indeed blurring, but the boundaries between various communication modes and their psychic, social and cultural significance are preserved. Integrating old and new media does not mean a levelling of demarcations between the specific uses and everyday routines connected to the various media services and leading to some unspecific activity in general communication. On the contrary: empirical findings – in particular those that are deliberately seeking out patterns of individual media-use that cross the boundaries between the various media – point to the development of a very specific division of functions between the various media services. In future, the Institute will systematically investigate these and the communication modes connected with them: in this way, this initiative presents a counterpart from the social sciences to work motivated by a jurisprudential approach on a service-specific and diversified information regime. A PhD project is currently identifying the particular communication modes, which can be observed in dealings with the Internet.

Researchers: U. Hasebrink, S. Hölig

##### Publications

Hölig, S. (forthcoming): Was genau tun Nutzer eigentlich im Internet? Konzeptionelle Überlegungen zur Differenzierung von Gebrauchsweisen [What exactly do Users do on the Internet? Conceptual Thoughts on the Differentiation of Modes of Usage]. In: A. Ligensa; D. Müller (eds.), *Rezeption. Die andere Seite der Medienumbrüche. [Reception. The Other Side of Media Changes]*

Hasebrink, U. (2004): Konvergenz aus Nutzerperspektive: Das Konzept der Kommunikationsmodi [Convergence from the Users' Viewpoint: The Concept of Communication Modes]. In: U. Hasebrink, L. Mikos, E. Prommer (eds.), *Mediennutzung in konvergierenden Medienumgebungen. München (Reihe Rezeptionsforschung; Vol. 1), pp. 67-86.*

##### Lectures

"What do People do when they use the Internet? The Concept of Communication Modes", lecture by U. Hasebrink and S.

Hölig at the 2nd European Communication Conference in Barcelona on 27 November 2008.

“What do People do when they use the Internet? Communication Modes as an Integrated Concept for the Analysis of Media Use in Converging Media Environments”, lecture by S. Hölig at the ECREA European Media and Communication Doctoral Summer School in Tartu, Estland, on 4 August 2008.

“Fernsehnutzung in konvergierenden Medienumgebungen” [Television Usage in Convergent Media Surroundings], lecture and moderation by U. Hasebrink at a workshop of the Forum IPTV on the topic “IPTV and its Users” in Hamburg on 13 March 2008.

“Identifikation von Kommunikationsmodi. Ein Ansatz, aktuellen Anforderungen der Rezeptionsforschung am Beispiel des ‚Internet‘ zu begegnen” [Identifying Communication Modes. An Approach to Confronting Current Demands of Reception Research Using the ‘Internet’ as an Example], lecture by S. Hölig at the doctoral candidates’ workshop of the DGPK section “Audience and reception Studies” in Hamburg on 24 January 2008.

“Mediennutzung in konvergierenden Medienumgebungen” [Media Use in Convergent Media Surroundings], lecture by U. Hasebrink at the conference Mobile Content Days in Hamburg on 14 September 2007.

#### 45. Transcultural Media Repertoires and Community Perceptions in Europe

This PhD project focuses on the question of how media use and community perceptions are interrelated in changing cultural and media environments. It aims to address and cross-reference current developments in two fields of communication research (transnational and transcultural communication, audience and reception studies).

In the first field, the increasing transnational and transcultural character of media production, content, and use, as well as phenomena such as deterritorialisation make it necessary to reconsider traditional ideas of national audiences and imagined communities. In the second field, our constructions of media audiences are challenged by interpersonal and network media that link communities by “real” – or at least closer – connectivity, whilst the boundaries between producers and audiences are becoming increasingly blurred by new forms of media.

The core questions are: what role do group allegiances play in the process of media choice? And vice versa: what effect does media use have on the perception of audiences or communities?

Applying the concept of media repertoires (stable transmedial patterns of media use) the research question concerns the way mass, network, and interpersonal media, forms of consumption and “produsage”, feelings of belonging to imagined audiences and mediated networks, references to place and space are combined by media users. Hence, the approach begins with the micro level of the individual media user and from there searches for linkages to the macro level of audiences and communities.

An empirical study will compare different groups of media users varying in age, in existing backgrounds in migration and in their country of residence.

Researcher: H. Domeyer

#### 46. Mapping Europe: Identities, Historical Relations, Media Representations – The Case of the Baltic Sea Region

The notions people in Europe have of their own cultural identity, of the European culture, of the relations between them and finally of Europe as a whole belong to the essential preconditions for an enlarged Europe. We deem these notions altogether “Mental Maps”. These are subject of a research project, which is currently at the stage of application to the 7th Research Framework Programme of the EU. In the first round of applications, the project was actually assessed positively, but did not get as far as the group of projects finally supported. The Institute intends to re-submit a revised version of the concept for one of the next application rounds.

The project comprises the following modules: a re-analysis of data on the economic, political and cultural relations of Baltic states is to be carried out in order to describe the objective background for mental maps. In addition to that, the development of relations in the Baltic region is to be traced in its historical perspective. To explore subjective and social mental maps, the following steps are anticipated: the re-analysis of existing European opinion surveys, a representative ques-

tionnaire as well as interviews with focus groups for extending the analysis of mental maps. To describe the role of the media in forming mental maps, various steps are planned: a historical analysis of maps of Europe in the media (weather maps, and similar), a content analysis of European reporting in the participating countries, an analysis of the presentation of key historical events in the reporting as well as an observation of programmes in the entertainment offerings with regards to references to Europe and ways of depicting it.

Researchers: A. Herzog, U. Hasebrink,  
H.-U. Wagner

#### Lecture

"Mapping Europe. Wie Rundfunkprogramme europäische Identitäten stiften (sollten)" [Mapping Europe. How Radio Programmes (Should) Bring About European Identities], lecture by H.-U. Wagner at the conference "Kulturtransfer und Kulturkonflikt" [Cultural Transfer and Cultural Conflict] at the St. Kliment-Ochridski-University Sofia on 12 October 2008.

## FURTHER ACTIVITIES

### Events

Interdisciplinary International Conference "More Fun, More Risk? Digital Games as a Challenge for the Protection of Minors"

The public debate over current data on usage and developments in it, over results from the research into effects and regulatory as well as media-pedagogical concepts for the protection of minors in the area of video and computer games is not something restricted to individual states. Various EU member states are discussing what they call "violent games" through debates conducted politically and publicly. In January and again in June 2007, the EU Council of Ministers also took up the question of possible measures for restricting violent games and videos.

Such was the background for this symposium, which took place in Berlin on 16 and 17 October 2008. It aimed to bring together scholars, practitioners and regulators from all over Europe so that

they could exchange views on the current research agenda as regards the use and effects of the media, on innovative media-pedagogical concepts and on regulatory frameworks. By looking beyond the particular national and thematic "backyards", the participants could profit from the variety of modern approaches and research results distinctly different countries have to offer. Accordingly, the symposium looked to lay down a wide avenue for scholars, specialists, politicians and the general public to engage with its themes in future. In addition, this event aimed at bringing researchers and others involved in the protection of minors into contact with their European colleagues and to get participants talking constructively with each other on collaborative, international projects and exchanging knowledge and experience more consistently.

To this end, the conference brought together not only various people active in scholarship and practice, but also various scholarly disciplines. Alongside experts from the social and communications sciences, the invitation included researchers from the areas of jurisprudence, political science, media pedagogy and cultural studies. Practitioners taking part came from state agencies for the protection of minors and from institutions for self-regulation as well as from business associations and non-governmental organisations.

The conference ran over two full days; overall more than 140 participants and some 30 speakers took part. As individual perspectives encompass both multiple and specific interests, the mid-section of the conference ran two parallel streams with differing foci: "Usage, Effects & Literacy" as well as "Law & Regulation".

A comprehensive conference report is available online at [www.hans-bredow-institut.de/de/conferences/more-fun-more-risk-conference-documentation](http://www.hans-bredow-institut.de/de/conferences/more-fun-more-risk-conference-documentation). The Institute is currently preparing a conference publication.

Researchers: S. Dreyer, S. Lefeldt, C. Roth,  
C. Lampert, T. Ihler, W. Schulz, U. Hasebrink

Funding: Federal Ministry for Family Affairs,  
Senior Citizens, Women and Youth

### Lectures

“Do we need an Online Game-Specific Youth Protection?”, participation by W. Schulz in panel at the European conference “More Fun, More Risk? Digital Games as a Challenge for the Protection of Minors” in Berlin on 16 and 17 October 2008.

“EU Kids Online: Experiences from a European Research Network”, lecture by U. Hasebrink at the interdisciplinary European symposium “More Fun, More Risk? Digital Games as a Challenge for the Protection of Minors” in Berlin on 17 October 2008.

### Conference “Linked-up with the World. Children and Adolescents in Virtual Environments”

The use of online offerings by children and teenagers has moved into the centre of discussion and attention, not least triggered by the progression of the social web. This prompted the organisation of a two-day symposium on all aspects of online media and on the specific challenges with regard to adolescents.

The conference at the Französischer Dom in Berlin on 9 and 10 October 2008, dealt, among others, with the following questions: how significant is the usage of the Internet in the everyday life of children and adolescents? Which opportunities and limitations emerge from the new technologies? What are the options for adolescents to cope with this trend? Empirical results, concepts for a safe virtual environment and possible guidances were discussed. A special highlight was the conferring of the Erfurter-Netcodes-Siegel, an award for high-quality websites for children.

The conference was hosted by the Hans Bredow Institute in cooperation with the EKD, the Erfurter Netcodes, the DGPK working group media education. It was supported by the Karl-Kübel-Stiftung, die Media Authority North Rhine-Westphalia (LfM) and the Media Authority Thuringia (TLM).

### Symposium on “Reception and Effects Research: On the Relevance of Research for Praxis and on the Relevance of Praxis for Theory”

In cooperation with the Hamburg Media School, the Institute organised this year’s symposium of

the German Communication Association’s specialist group on reception and effects research. The contributions engage with the core question as to what academic reception and effects research and media praxis can learn from each other. The examples presented on research relevant to practice, particularly in the area of strategic communication and media design, will be published together with reflections on the relation of theory and praxis in a volume of proceedings.

### Publication

Trepte, U.; Hasebrink, U.; Schramm, H. (eds.) (2009): Strategische Kommunikation und Mediengestaltung - Anwendung und Erkenntnisse der Rezeptions- und Wirkungsforschung [Strategic Communication and Media Design - Application and Insights of Reception and Effects Research]. Baden-Baden.

### Workshop “IPTV and Its Viewers”

In cooperation with the forum IPTV, the Hans Bredow Institute mounted a workshop on the topic of IPTV and its viewers in Hamburg on 13 March 2008. Prof. Dr. Uwe Hasebrink first gave a survey of television use in digital media environments. Dr. Birgit Stark, Austrian Academy of Sciences, explained selection strategies in digital television environments. Dr. Jan-Hinrik Schmidt gave a paper on how IPTV and Web 2.0 appear to viewers. Subsequently, Zorah Mari Bauer, manager of zorah mari bauer media art gave a presentation from the perspective of an expert in media design. A final discussion dealt with the question as to whether IPTV use is a mode of communication in itself.

### Further Publications

Hasebrink, U. (2008): Exposure to Television. In: W. Donsbach (ed.), The International Encyclopedia of Communication, Vol. 4. Oxford/Malden, pp. 1691-1697.

## C. KNOWLEDGE TRANSFER AND SERVICES OFFERED

Academic and scholarly research forms the core of the Institute's work. Additionally, the transfer between research and praxis is a primary concern. In communicating research results, it, therefore, uses the entire range of media for communicating research as well as forms of address tailored to wider or more specialised audiences. To these belong events (discussions, short seminars or workshops etc.) as well as short reports and expert commentaries.

The Institute's permanent services include the library and the research journal "Medien & Kommunikationswissenschaft" (Media and Communication Research). The Institute's website forms a portal to the most recent information on current research activity, publications and events.

The following examples demonstrate the relevance of the Institute's work during the reference period for stakeholders in politics, the economy and civil society.

### Transfer to Media Politics and Practice

Many of the Institute's projects already have in their concept a – more or less strongly emphasised – element of transfer function; this becomes clear, for instance, with the activities concerning the Federal Government Report on Communication and Media and the work on the protection of minors from harmful media.

As examples of the Institute's efforts, over and above this, to contribute to solving problems in the social areas it observes, the following topics ought to be mentioned, as with them the Institute has delivered comprehensive transfers of knowledge and services in the period 2008/2009:

#### Digital Games and Online Worlds

The discussion about potential effects of computer games on their users is widely current throughout the public sphere. The Hans Bredow Institute has grouped its activities into a research focus on the subject of "Digital Games and Online Worlds", in which interdisciplinary expertise in this research area will be transferred to interested parties.

Its basis lies in projects with relevant topics, for instance, the evaluation of the protection of media for young people, particularly in the area of video and computer games as well as in systematising the phenomenon of online games in the project "Playing on the Net".

In addition, the international conference "More Fun, More Risk?" was dedicated to the not-yet-sufficiently explored field of media. Beyond that, the Institute has contributed to a better understanding of the new "medium" via:

- participation of U. Hasebrink in the expert hearing of the federal states Lower Saxony and North Rhine-Westphalia on the addictiveness of computer games in Hanover on 8 June 2009;

- the lecture "Computerspiele – Ergebnisse der Analyse des Jugendmedienschutzsystems" [Computer Games – Results of the Analysis of the System for the Protection of Minors from Harmful Media] by W. Schulz at the Media Meeting Mid-Germany in Leipzig on 6 May 2008;

- participation of Wolfgang Schulz in the panel discussion "Computerspiele – Ein Beitrag zur Kultur oder Ursache für Amokläufe?" [Computer Games – a Contribution to Culture or Cause of Running Amok?] at the first Cultural Salon of the CDU/CSU parliamentary caucus on 23 April 2008.

#### Directive on Audiovisual Media Services

The revision of the EC Directive on Television has dominated media politics on the European level and was monitored intensively by the Institute. This also applies to the current discussion about the interpretation of the regulations and their implementation in the member states.

The discussion about the appeal of the regulation was further accompanied by lectures and publications in specialist media, particularly on the topic of the intended regulation of "product placement", this was also a priority at the conference "Financing of High-Quality Content".

The results of a survey on the interpretation of "editorial responsibility" by W. Schulz and S.



Heilmann, and with that of the scope of the directive, was discussed at a meeting of the European Regulatory Authorities with the Commission in Brussels on 4 July 2008.

#### Control of Media Concentration

The Hans Bredow Institute has contributed to academically grounding the discussion of media concentration after the failed fusion of the publishing house Axel Springer-Verlag and ProSieben SAT1 Media AG through:

- the participation of W. Schulz in the panel “Medienkonzentration – Medienvielfalt” [Media Concentration – Media Diversity] at the conference “Meinungs-Vielfalt” [Opinion Variety] of the LfM and FES on 29 April 2009 and the preparation of a preliminary short assessment;
- the closing address by W. Schulz “Wie erhalten wir die Medienvielfalt?” [How do we maintain Diversity in the Media] at the public discussion on the topic of media concentration held by the Green Party members of parliament in Berlin on 20 February 2006;
- participation by W. Schulz in the panel discussion “Wie viel Konzentration verträgt das deutsche Mediensystem?” [How much Concentration can the German Media System stand?] at the Media Meeting Point in Leipzig on 6 May;
- participation by W. Schulz in the discussion group “Weltmacht Suchmaschine” [Search Engine as World Power] at the Fritz-Erler-Forum Baden-Württemberg in Stuttgart on 15 April 2008.

#### Functional Responsibilities of Public Broadcasters

How far public service broadcasting can offer programmes oriented towards public service also in areas beyond the classical radio depends on national and European legal contexts. Staff members of the Institute have contributed know-how, among other things through:

- the participation by W. Schulz in the podium discussion “Offene Flanken des zweiten Rundfunkgebührenurteils” [The Open Flanks of the Second Ruling on Broadcasting Fees] in Leipzig on 6 May 2008;

- the lecture by W. Schulz on the essentials of the Three-Step-Test at the ARD GVK Forum on 4 February 2009.

The Institute does not consider it one of its tasks to render assessments on the Three-Step-Test’s effects on the market. However, the Institute is available as a contact, for example, regarding the further development of criteria for the evaluation of quality.

#### Changes in Media Use

Among the decisive questions for media politics, as for media praxis, there belongs one as to how people’s dealings with the media change in the face of the digitalised media environments. Alongside the basic project on media repertoires, which is supported by the German Research Foundation, the Institute is developing synopses on the current status of international research, in direct cooperation with media companies and other institutions from the media area, and is discussing the perspectives resulting from them. In 2006, the Institute produced a report for the ZDF (Second German Broadcasting Service) on television use in digital media environments (see project “Television Use in Digital Media”) and presented this in the context of an internal workshop on 30 October 2006 in Mainz.

In 2007/2008, the Institute investigated the consequences of convergence and crossmedia strategies for the population’s information requirements and search for it in a further expert opinion for the ZDF. The results from these and other studies flowed on into various symposia, workshops and further training courses by various institutions, as with the ZDF in the context of its leadership symposia, the Hamburg Academy for Journalism and the Media, the ARD/ZDF Medienkommission [the Media Commission of the Consortium of German Broadcasters and of the Second German Broadcasting Service] in Frankfurt, in conjunction with the Bertelsmann Foundation, the Körber Foundation, the ARD.ZDF Medienakademie and the Gruner+Jahr New Media Ventures.

## Transfer Abroad

The expertise of the Institute is increasingly sought after abroad. Above all, questions on the role of media in the process of democratisation, but also on the regulatory response to media convergence. The Institute contributed to these discussions through:

- the lecture by W. Schulz on “Demokratie und Medien” [Democracy and Media] in the Senate, the Upper House of the Thai Parliament, in Bangkok on 28 May 2009;
- the participation of W. Schulz in a workshop at the Thai Public Service Broadcaster ThaiPBS in Bangkok on 28 May 2009.

The Institute further participates in the discussion on the international communication system through the membership of W. Schulz in the technical committee for Information/Communication of the German UNESCO Commission.

## Transfer to Other Social Groups

The Hans Bredow Institute seeks to make its research results profitable not only for media politics and praxis but also for other social groups. It, therefore, addresses a wider public as well, among other things through the following events and publications:

Event Series “Nachgedacht – Geisteswissenschaften in Hamburg” [Due Consideration – Humanities in Hamburg]

In the year of significant anniversaries constitutionally, the Institute participated in the event series “Nachgedacht – 60 Jahre Grundgesetz” [Due Consideration – 60 Years of Basic Law]. From 24 March to 19 May 2009, the series was dedicated its five evenings to legal, social and political dimensions of the Basic Law as well as the way it was received in the arts.

The Hans Bredow Institute organised the third evening of the series: Professor Dr. Wolfgang Hoffmann-Riem, until 2008 a judge at the Federal Constitutional Court and honorary member of the Institute’s board, joined Wolfgang Schulz, director of the Hans Bredow Institute, in providing insight into the work of the Federal Constitutional

Court on the issue of the freedom of opinion, as guaranteed by Article 5 of the Basic Law, and, by reference to verdicts of the Federal Constitutional Court on freedom of opinion, they demonstrated how a constitution “learns”.

Information about the individual topics, dates and lecturers as well as about participating institutions can be found at [www.nachgedacht-hamburg.de](http://www.nachgedacht-hamburg.de).

Alongside the Institute, participating institutions were the Academy of Sciences in Hamburg, Bucerius Law School, the Hamburg Institute for Social Studies, the State and University Library Carl von Ossietzky as well as the ZEIT Foundation Ebelin und Gerd Bucerius.

The events were free of charge and open to the public.

## Media Socialisation and Media Competence

This subject area particularly emphasises the integration and transfer of research findings beyond expert circles. Particularly in relation to the projects EU Kids Online and “Growing up with the Social Web”, Claudia Lampert, Jan-Hinrik Schmidt and Uwe Hasebrink held and were present at a large number of lectures and advanced training events in the most diverse institutional contexts. These are listed with the respective projects and the individual staff members.

Much attention was paid to the conference “Linked-up with the World – Children and Adolescents in Virtual Environments” at the Französischer Dom in Berlin on 9 and 10 October 2008. The focus of attention was the question about the significance of Internet use in the everyday life of children and adolescents as well as the question of the opportunities and limits of new communication technologies and the possibilities for adolescents to (be able to) use them. Alongside empirical findings, concepts were presented for the safe use of online media by children and adolescents. And potential courses of action for parents and teachers were also discussed. A special highlight was the conferring of the Erfurter-Netcodes-Siegel for high-quality websites for children. The conference was jointly hosted by the EKD, the Erfurt Netcodes, the DGPK work

group for media education and the Hans Bredow Institute for Media Research. The event was supported by the Karl-Kübel-Foundation, the Media Authority North Rhine-Westphalia (LfM) and the Media Authority Thuringia (TLM).

### Media Enquiries

The staff of the Institute is available to answer enquiries about literature, to provide subject-specific information and expert opinions and to consult on research enquiries. This sort of “informal” service is often used by interested groups and is also called on intensively by journalists, who turn to the staff of the Institute frequently, and for whom the staff of the Institute represents sought-after partners. Here, it is often a question of specialist assessment of current developments in the media through interviews for television, radio, in online offerings or in the press. Frequently, however, it also concerns discussions on the background with editors, news agencies and associations.

Being as far as possible open to these sorts of enquiries is part of the Institute’s self-image, but it does not respond to every question; it often helps by referring on to relevant colleagues or with background information.

### The Institute in the WWW

The address [www.hans-bredow.institut.de](http://www.hans-bredow.institut.de) gives access to the entire spectrum of the Institute’s activities: information on the current research projects and on new publications (also for downloading) is constantly updated, as are invitations to events or positions vacant. Anyone interested can subscribe to a newsletter giving information about new developments every two months or so.

In addition, this site permits online research in the library catalogue. Materials and courses offered by individual staff can be found here on their personal pages.

### Library

The library of the Hans Bredow Institute – one of the most important specialist libraries on the topic of media, media research in North Germany – has today holdings of just on 34,000 volumes. It contains German and foreign-language literature, among other things, on social, legal, pedagogical and economic aspects of radio and television, as well as on the new electronic media, on the development of the telecommunications market and on the possible use or application of multimedia.

The book holdings are augmented by serials-department with ca. 185 titles, containing German-language and foreign specialist journals, as well as press and information services on the subject-area mentioned. One frequently used rare item is the magazine “Hör zu”, which is held from issue 1/1946 onwards.

The library is open to the public. Students of the University of Hamburg and of technical colleges are its main users, but other users are from all over Germany. Beyond this, journalists consult literature: editorial desks in the publishing houses located in Hamburg and broadcasting providers use the book holdings for research purposes. There are also a large number of advertising agencies or businesses respectively, who need information on the media branch for their work, as well as law firms taking advantage of the specialised offering of literature in the area of media law.

As the entire library catalogue is accessible online, research can also be conducted from outside Hamburg at any time. Here, the comprehensive assessment of specialist journals and of press services as well as individual contributions to collections is a particular service: the journal extracts from “Medien & Kommunikationswissenschaft” (“Media and Communication Studies”, or since 1988 from its predecessor, “Rundfunk und Fernsehen” [“Broadcasting and Television”]) have been processed electronically, so that they make available a comprehensive bibliography of articles, which has been added to since 1997 by the inclusion and indexing of the contributions in collections.

Currently ca. 50,000 data items are available to users via computer. Information on the loan status

of a book as well as on any reserves can also be accessed online.

Contact Person: Dipl. Bibl. Jutta Simon

- Opening hours Mon 14-19, Tues 10-19, Wed/Thurs 10-17, Fri 10-14
- Online research via [www.hans-bredow-institut.de](http://www.hans-bredow-institut.de)
- Issuing is possible with a Hamburg student ID or with a personal ID with a Hamburg address
- Copy facilities available

## Publications

Alongside monographs, the Hans Bredow Institute produces primarily the following publications and series:

### Medien & Kommunikationswissenschaft

The scholarly journal, “Medien & Kommunikationswissenschaft” (M&K) [Media and Communication Studies] has been published and edited since 1953 (up to the end of 1999 under the title “Rundfunk und Fernsehen” [Broadcasting and Television]) by the Hans Bredow Institute; it appears quarterly in the Nomos-Verlag, Baden-Baden.

M&K offers a forum for discussion of questions related to media and communication, as well as for analysing media developments from various perspectives and across all forms, be they “new” or “old”. M&K is open to various scholarly disciplines and methodological approaches and hence reflects the trends in research and the public discussion surrounding the media.

The spectrum of contents ranges from research-based contributions into use and reception, journalism, media law and regulation, health communication, media economics, out of political communication, research into effects, cultural studies and media culture to media psychology and media ethics.

The journal runs to ca. 600 pages p.a. and contains articles on the development of theory, current reports oriented to results and methodology and contributions to discussions, reviews and reports on literature, a survey of new literature, extracts from the relevant international specialist

journals and an annual chronicle of developments in the media.

Assessment of manuscripts proceeds via an anonymous peer-review procedure, where experts from the scholarly community provide opinions on texts submitted and in this way help to assure the selection of contributions oriented towards scholarly quality. The editors ensure the greatest possible transparency with an annual report (at [www.hans-bredow-institut.de](http://www.hans-bredow-institut.de)).

The Nomos-Verlag has been offering the issues of “Medien & Kommunikationswissenschaft” online since June 2007 at the website [www.m-und-k.info](http://www.m-und-k.info). Here, all volumes older than three years can be downloaded free of charge as PDF files, that is, currently all volumes from 2000 to 2005 inclusive.

Since 2008, M&K has been one of the two magazines included in the membership fee of the Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft [German Association for Publicist and Communication Studies].

### International Media Handbook

The International Media Handbook (see also project no. 2) has been edited and published by the Hans Bredow Institute since 1957 and appears in the Nomos-Verlag, Baden-Baden. The Handbook offers concise information on the legal and organisational bases of the media (print, broadcasting, online offerings), on the most important practitioners, on the media on offer as well as on the development trends in all European countries and in many states around the world.

A 28th edition of the Handbuch with 1,308 pages will be released in July 2009.

### Publications for Download

The series “Arbeitspapiere des Hans-Bredow-Instituts” [Working Papers of the Hans Bredow Institute] appears in irregular sequence and on various topic areas under the imprint of the Hans Bredow Institute: [www.hans-bredow-institut.de/publikationen/apapiere/](http://www.hans-bredow-institut.de/publikationen/apapiere/).

– In the “Nordwestdeutsche Hefte zur Rundfunkgeschichte” [Northwest German Papers on Broadcasting History], results from the work of the “Forschungsstelle zur Geschichte des Rund-

funks in Norddeutschland” [Research Centre for the History of Broadcasting in Northern Germany, see. Project no. 26], documents and interviews with contemporary witnesses are published. The papers appear in loose sequence under the imprint of the Hans Bredow Institute and can be downloaded free of charge from the homepage at [www.hans-bredow-institut.de/nwdr/publikationen.htm](http://www.hans-bredow-institut.de/nwdr/publikationen.htm).

#### Series in the Nomos-Verlag

The series “Publikationen des Hans-Bredow-Institutes” [Publications of the Hans Bredow Institute] appears in the Nomos-Verlag, Baden-Baden.

The series “Materialien zu Interdisziplinären Medienforschung” [Materials on Interdisciplinary Media Research] edited by W. Schulz appears in the Nomos-Verlag, Baden-Baden.

#### Events

The Hans Bredow Institute offers – according to topic and target group – various forms of events, for instance, discussion series, intensive seminars or workshops etc.

The events for 2008/2009 are described respectively under the individual work areas.

## D. HISTORY – GOVERNANCE – ORGANS

### History

The Hans Bredow Institute was founded on 30 May 1950 by the then NWDR (Northwest German Broadcasting) and the University of Hamburg as a foundation legally responsible under civil law. The Institute was named after Hans Bredow, who had signally promoted the establishment of German broadcasting as State Secretary and Commissioner for Broadcasting in the Ministry of Posts in the Weimar Republic. After a work-ban under National Socialism, Hans Bredow worked on establishing public broadcasting post war in close contact with the Chief controller of the NWDR, Sir Hugh Greene.

The purpose of the Hans Bredow Institute as an independent, publically-accountable foundation is to conduct research into media, particularly in the areas of broadcasting, as well as of other electronic media, in an interdisciplinary fashion and to make the results available to scholarship, praxis and the public.

The interdisciplinary structure of the Institute's research into media finds expression in the specialist orientation of its respective directors: from 1950-1967 a historian, in the person of Egmont Zechlin, was head of the Institute, from 1968-1970 an educationalist, in the person of Hans Wenke, from 1971-1979 a sociologist, in the person of Jan-peter Kob. From 1979-1995, the Institute was led by academic lawyer Wolfgang Hoffmann-Riem, from 1995-1998 by the political scientist and scholar of journalism and communication, Otfried Jarren. Since the summer of 1998 the academic leadership of the Institute has resided in a directorate, which represents the two main pillars of the Institute's work, research into media law and communications. Initially, Wolfgang Hoffmann-Riem (until December, 1999), Otfried Jarren (until July 2001) and the communications scholar Uwe Hasebrink belonged to it. Since July 2001, the directorate has consisted of Uwe Hasebrink (Chair) and the academic lawyer, Wolfgang Schulz.

### Governance

The Institute's finances derive from subsidies and income from research projects, as well as publishing. The Hans Bredow Institute is entitled as a publicly-accountable foundation, to authorise sponsorships.

The subsidies come from the resources of: the Free and Hanseatic City of Hamburg, NDR Media GmbH (advertising company of the North German Broadcasting), WDR mediagroup GmbH (advertising company of the West German broadcasting), Deutsche Welle, ARD-Werbung (advertising company of the Consortium of German Broadcasters), Zweites Deutsches Fernsehen (Second German Television), Arbeitsgemeinschaft der Landesmedienanstalten (the Working Party of Federal States' Media Institutions), as well as from the Medienstiftung Hamburg/Schleswig-Holstein (Foundation for the Media in Hamburg/Schleswig-Holstein). The subsidy contributions are respectively granted year by year on application by the Institute.

### Organs

As a legally responsible foundation, the Institute has three organs: the curatorship, the directorate and the Council. The curatorship meets in formal session at least twice a year. Its members are:

N.N, President of the University of Hamburg (Chair)

Dr. Erik **Bettermann**, Deutsche Welle

Antje **Blumenthal**, NDR Council

Dr. Thomas **Fuchs**, ALM

Dr. Rolf **Greve**, Authority for Science and Research,

Prof. Dr. Karl-Werner **Hansmann**, University of Hamburg

Matthias **Harbort**, BKM

Prof. Dr. Jörg **Hennig**, University of Hamburg,

Prof. Dr. Knut **Hickethier**, University of Hamburg

Susanne **Kayser**, ZDF

Lutz **Marmor**, NDR

Eva-Maria **Michel**, WDR

Prof. Dr. Horst **Wernicke**, NDR Council

## E. STAFF OF THE INSTITUTE

### RESEARCH EMPHASES AND INTERESTS OF THE ACADEMIC STAFF

**Inka Brunn** (born 1981) studied Law at the University of Hamburg and at the Norwich Law School, UK. She worked as a student for AOL, Germany. Since September 2006, she has been a member of staff at the Hans Bredow Institute. Following this job, she went to Boalt Hall School of Law, University of California at Berkeley, USA. Since January 2009 she has been working as associate researcher at the Hans Bredow Institute and at the same time as an articulated clerk at the Hanseatic Appeal Court in Hamburg. Her interests emphasise copyright law, particularly with regard to the challenges of the new media, broadcasting law, here above all with regard to the position of the public broadcasting institutions and their financing, as well as questions of the protection of young people. Further to this, she is interested in the protection of personality rights vis-à-vis intrusions by the press and in the various legal configurations of this protection in Europe.

#### Projects 2008/2009

- Present Status and Future of Regional and Local Television in Eastern Germany
- Analysis of the System for Protection of Minors from Harmful Media – Youth Protection Act and Interstate Treaty
- Academic Monitoring of the Implementation of the Evaluation Results in the Protection of Minors System.
- Copyright in the Information Society – Breaches of Copyright by Search Engines

#### Teaching 2008/2009

“Strafrecht III” [Criminal Law III], study group by I. Brunn at the Faculty of Law at the University of Hamburg, summer semester 2009.

Tutorial in case revision course “Information and Communication Law” at the Faculty of Law at the University of Hamburg, winter semesters 2008/2009, 2007/2008 and summer semester 2008.

#### Publications 2008/2009

Brunn, I.; Dreyer, S. (2008): Jugendschutz für Spiele – ein Spiel für den Jugendschutz? Was die Novellierung des Jugendschutzes dem Bereich der Video- und Computerspiele gebracht hat [The Protection of Minors and Games – A Game for the Protection of Minors? What the Amendment of the Protection of Minors against Harmful Media Has Achieved]. In: O. Zimmermann, T. Geißler (eds.), *Streitfall Computerspiele: Computerspiele zwi-*

*schen kultureller Bildung, Kunstfreiheit und Jugendschutz*. 2nd Edition, Berlin, pp. 70-73.

Seufert, W.; Brunn, I. (2009): Regionales und lokales Fernsehen in Ostdeutschland [Regional and Local Television in Eastern Germany]. In: ALM Programmbericht 2008 [ALM Programme Report 2008]. Berlin: Vistas, pp. 115-132.

Seufert, W.; Schulz, W.; Brunn, I. (2008): Gegenwart und Zukunft des lokalen und regionalen Fernsehens in Ostdeutschland [Present Status and Future of Local and Regional Television in Eastern Germany] Berlin: Vistas.

**Hanna Domeyer, M. A.**, (born 1981) studied Journalism, Media and Communication Studies, as well as Political Science at the universities of Göttingen, Warsaw, and Hamburg. She wrote her M.A. thesis on: European Media from the Citizens' Viewpoint – a Recipient-oriented Analysis of Use and Expectations [“Europäische Medien aus Sicht der Bürger – eine rezipientenorientierte Analyse von Nutzung und Erwartungen”]. Since November 2007 she has been a researcher at the Hans Bredow Institute for Media Research in Hamburg where she works on a project about media repertoires (stable transmedial patterns of media use), funded by the German Research Foundation. Her PhD project deals with transcultural media repertoires and community perceptions in Europe. She is interested in transnational and transcultural communication, media use and constructions of audiences and communities, media use in new media environments, transmedial media use research, and empirical research methods.

#### Projects 2008/2009

- Information Requirements and Information Searches Under the Heading of Crossmedial Use and Converging Offerings
- Media Repertoires
- Prevention of Dominant Influence on Public Opinion
- Research Centre “European Media and Public Spheres” (EuroMaPS)
- Transcultural Media Repertoires and Community Perceptions in Europe

#### Teaching 2008/2009

“Medienpublika und Identitäten in Europa” [Media Audiences and Identities in Europe], seminar by H. Domeyer for the

bachelor degree course media and communication studies at the University of Hamburg, winter semester 2008/2009.

#### Lectures 2008/2009

“Europäische Publika? Europa aus der Sicht der Mediennutzer“ [European Public Spheres? Europe from Media Users' Perspective], presentation by H. Domeyer at the conference “Perspektiven auf Europa - Beiträge aus Kommunikationswissenschaft, Medienpolitik und Medienpraxis” [Perspectives on Europe - Articles from Communication Studies, Media Politics and Media Practice] of the Research Centre “EuroMaPS” in Hamburg on 5 May 2009.

“Der Wandel von Medienrepertoires zwischen 1980 und 2005” [Change of Media Repertoires between 1980 and 2005], lecture by U. Hasebrink and H. Domeyer at the symposium, “Medienrepertoires sozialer Milieus im medialen Wandel – Perspektiven einer medienübergreifenden Nutzungsforschung” [Media Repertoires of Social Milieux and Changes in the Media – Perspectives for Research into Usage across Media] in Hamburg on 12 September 2008.

“Konkordanz und Konkurrenz – Zusammenhänge zwischen der Nutzung verschiedener Medien” [Concordance and Competition – Convergence in the Usage of Different Media], lecture by U. Hasebrink and H. Domeyer at the symposium, “Medienrepertoires sozialer Milieus im medialen Wandel – Perspektiven einer medienübergreifenden Nutzungsforschung” [Media Repertoires of Social Milieux and Changes in the Media – Perspectives for Research into Usage across Media] in Hamburg on 11 September 2008.

“Zur Einführung: Medienrepertoires sozialer Milieus im medialen Wandel“, Vortrag von U. Hasebrink und Hanna Domeyer beim Symposium “Medienrepertoires sozialer Milieus im medialen Wandel – Perspektiven einer medienübergreifenden Nutzungsforschung” [Media Repertoires of Social Milieux and Changes in the Media – Perspectives for Research into Usage across Media] in Hamburg on 11 September 2008.

#### Publications 2008/2009

Domeyer, H. (2008): Europäische Medien aus Sicht der Bürger. Eine rezipientenorientierte Analyse von Nutzung und Erwartungen [European Media from the Citizens' Viewpoint. A Recipient-Oriented Analysis of Use and Expectations]. Saarbrücken.

Hasebrink, U.; Domeyer, H. (forthcoming): Die Konstruktion europäischer Fernsehpublika [The Construction of European TV Audiences]. In: U. Daniel, A. Schildt, A. (eds.), Mediengeschichte im Kontext. Massenmedien in der europäischen Geschichte des 20. Jahrhunderts [Media History in Context. Mass Media in European History of the 20th Century].

Hasebrink, U.; Domeyer, H. (2008): Informationsbedarf und Informationssuche unter den Vorzeichen crossmedialer Nutzung und konvergierender Angebote [The Requirement and Search for Information under the Heading of Crossmedial Use and Converging Offers] Hamburg, May 2008 (unpublished).

Stephan Dreyer (born 1975) studied Law at the University of Hamburg. He has been a member of staff at the Hans Bredow Institute for Media Research since February 2002. His research interest concerns the law applicable to new media services as well as new forms of distribution platforms.

One of his thematic priorities at the institute is the protection of minors against harmful media content. A further emphasis of research and a main interest are legal and regulatory questions related to video games; Stephan Dreyer is member of the research and transfer centre "Digital Games and Online Worlds" at the Hans Bredow Institute. In the context of his PhD thesis, he is investigating the difficulties as well as the determinants of legal decisions under uncertainty within current systems of youth media protection. At the Institute, he is responsible for the development of the didactic concepts as well as the implementation and organisation of the e-learning courses like "Global Classroom". Stephan Dreyer is member of the Complaints Committee as well as the Expert Committee of for Voluntary Self-Monitoring by Multimedia Providers (FSM).

#### Projects 2008/2009

- Games Convention Online Conference
- Digital Games and Online Worlds
- Academic Monitoring of the Implementation of the Evaluation Results in the Protection of Minors System
- Optimising the E-Learning Programmes at the University of Hamburg Which Refer to Media Law: “Global Classroom” and “Blackboard”
- More Fun, More Risk? Digital Games as a Challenge for the Protection of Minors
- Playing on the Net – Systematising the Phenomenon of “Online Games”
- Analysis of the System for Protection of Minors from Harmful Media – Youth Protection Act and Interstate Treaty
- Activities in Further Education in Media Law: Seminars for Legal Experts
- Reform of Communications and Media Policy
- Federal Government Report on Communication and Media
- Decisions in Cases of Uncertainty in the Protection of Media for Minors
- New Forms of Regulation in Media Law

#### Teaching 2008/2009

“Medienrecht” [Media Law], lecture by S. Dreyer at the Department of Information and Communications at the University of Applied Sciences Hanover, winter semester 2007/2008 (with B. Korte).

#### Lectures 2008/2009

“Haftung im Internet – Ordnungsrahmen des JMStV und aktuelle Fragestellungen bei Telemedien” [Liability on the Internet – Framework of the JMStV and Current Problems Regarding Telemedia], lecture by S. Dreyer at the conference of the FSM Complaints Committee in Berlin on 22 April 2009.



“Der informierte Verbraucher als Leitbild. Ziele, Prozeduren und Grenzen von Verbraucherinformationssystemen in Europa“ [The Informed Consumer as a Model. Objectives, Procedures and Limits of Consumer Information Systems in Europe], lecture by S. Dreyer at the 18th Transatlantic Dialogue of the State Media Authorities (LfM) – “Kennzeichnung von Online-Inhalten” [Labelling of Online Content] in Düsseldorf on 3 March 2009.

“Labelling Online-Games international: (Best) Practice und Entscheidungspfade” [Labelling Online-Games international: (Best) Practice and Pathways for Decisions], lecture by Stephan Dreyer at the 16th Transatlantic Dialogue – “Labeling for Online-Games in the Web 2.0” on 07 November 2008 in Cologne.

“Spielerisch regeln – Virtuelle Regulierungsformen als Alternative zum Real-Life-Recht” [Regulating Playfully – Virtual Form of Regulation as an Alternative to Real-Life-Law], lecture by S. Dreyer at the Computerspiele Camp(us) Cologne on 6 November 2008.

“Jugendmedienschutz in Deutschland. Regulierungskonzept, Ausgestaltung und Erfahrungen“ [The Protection of Minors from Harmful Media in Germany. The Regulatory Concept, the Structuring and the Experiences Gained], lecture by S. Dreyer in the context of the event “projuventute Jugendmedienschutzdialog“ in Bern on 18 April 2008.

#### Publications 2008/2009

Brunn, I.; Dreyer, S. (2008): Jugendschutz für Spiele – ein Spiel für den Jugendschutz? Was die Novellierung des Jugendmedienschutzes dem Bereich der Video- und Computerspiele gebracht hat [The Protection of Minors and Games – A Game for the Protection of Minors? What the Amendment of the Protection of Minors against Harmful Media has achieved]. In: O. Zimmermann, T. Geißler (Eds.), Streitfall Computerspiele: Computerspiele zwischen kultureller Bildung, Kunstfreiheit und Jugendschutz. 2nd Edition, Berlin, pp. 70-73.

Hans-Bredow-Institut (2008): Zur Entwicklung der Medien in Deutschland zwischen 1998 und 2007. Wissenschaftliches Gutachten zum Medien- und Kommunikationsbericht der Bundesregierung [On the Development of Media in Germany between 1998 and 2007. Academic Expertise on the Media and Communication Report of the Federal Government]. Berlin, [www.bundesregierung.de/Content/DE/\\_\\_\\_Anlagen/BKM/2009-01-12-medienbericht-teil2-barrierefrei.property=publicationFile.pdf](http://www.bundesregierung.de/Content/DE/___Anlagen/BKM/2009-01-12-medienbericht-teil2-barrierefrei.property=publicationFile.pdf).

Schmidt, J.; Dreyer, S.; Lampert, C. (2008): Spielen im Netz. Zur Systematisierung des Phänomens “Online-Games” [Playing on the Net. Systematising the Phenomenon of Online-Games“]. Hamburg (Working papers of the Hans Bredow Institute No. 19), [www.hans-bredow-institut.de/webfm\\_send/42](http://www.hans-bredow-institut.de/webfm_send/42)

Schulz, W.; Dreyer, S. (2008): Die Ergebnisse der wissenschaftlichen Evaluation des Jugendmedienschutzes aus rechtlicher Sicht [The Results of the Academic Evaluation of the Protection of Minors against Harmful Media]. In: *medien + erziehung (merz)*, No. 1/2008, pp. 39-46.

Schulz, W.; Dreyer, S. (2008): Rechtlicher Rahmen, Lizenzierung und Regulierung von Radioprogrammen [Legal Framework, Licensing and Regulation of Radio Programmes]. In: Holger Schramm (ed.), *Musik im Radio: Marktanalyse, Konzeption, Strategie (Reihe Musik und Medien, vol. 2)*. Wiesbaden, pp. 52-76.

Schulz, W.; Held, T.; Dreyer, S. in cooperation with T. Wind (2008): Regulation of Broadcasting and Internet Services in Germany. A Brief Overview, March 2008 (2nd ed.). Hamburg (Working papers of the Hans Bredow Institute Nr. 13), [www.hans-bredow-institut.de/webfm\\_send/124](http://www.hans-bredow-institut.de/webfm_send/124).

**Dipl.-Psych Juliane Finger** (born 1978) studied Psychology at the Julius-Maximilians-University Würzburg, the Saarland University in Saarbrücken (focussing on media and organisational psychology) and at the University of Missouri (USA). Her diploma thesis was devoted to the depiction of the differences between sexes in the media, using the example of the TV commissioners in „Tatort“. Since November 2008, she has been a Junior Researcher at the Institute of Media and Communication (Prof. Dr. Uwe Hasebrink) at the University of Hamburg. Her key fields of interest are reception history, and long-term effects of the media, as well as media and gender.

#### Projects 2008/2009

- The Genre of Witnessing: Media, History and the Holocaust

**Kathleen Grund, M.A.**, (born 1982) studied Politics and Organisational Management as well as Sociology at the University of Rostock and wrote her master’s thesis on the topic of “Media Politics in the Third World – the Effects of Mass Media on the Electors in the Developing Countries of Brazil and India”. Beyond this, she completed internships at the radio station Ostseewelle, the Ostseezeitung, the TV production house, Ringcampus, and at the ZDF. From May 2007 until February 2008, she was an academic staff member in the area of editing and public relations at the Hans Bredow Institute. Her area of work includes primarily the editing of the new edition of the International Media Handbook as well as various other publications and events at the Institute, as well as supervising the Institute’s events and public relations measures.

#### Project 2008

- International Media Handbook

#### Publication 2009

Hans Bredow Institute (ed.) (2009): Internationales Handbuch Medien [ International Media Handbook]. Baden-Baden.

**Prof. Dr. Uwe Hasebrink** (born 1958), after studying Psychology and German Philology in Hamburg, he subsequently worked for three years at the Institute for Social Psychology at the University of Hamburg. He joined the Hans Bredow Institute in 1986 as a researcher; from 1988 he also acted as the executive manager. In 1998, he was elected to the Institute's directorate. In 1999, he was Acting Professor of Communications at the College of Music and Theatre in Hanover. In spring 2001, he received a chair in "Empirical Communications Studies" from the University of Hamburg and the Hans Bredow Institute jointly. Alongside this, he was spokesperson for the specialist group on reception research in the DGPK from 1998 to 2003, co-publisher of the series "Rezeptionsforschung" (reception research) from 2003 to 2007, and a member of the Management Committee of the International Radio Research Network (IREN) from 2004-2006. He has been a member of the Executive Board of the European Communication Research and Education Association (ECREA) since 2004 and has held a curatorship at the Academy for Journalism and Communications in Hamburg since 2001. His research emphases at the Institute are in the areas of media use and media contents, as well as media politics; in recent years these included primarily: patterns of individual use and media repertoires, the convergence of the media from the user's perspective, consequences of online media for classical media, media use with children and young people, forms of user interest vis-à-vis the media, as well as European media and European audiences.

#### Projects 2007/2008

- Prevention of Dominant Influence on Public Opinion
- Acquisition of Competencies, Excessive Use and the Identification of Addiction with regard to Computer Games
- Academic Monitoring of the Implementation of the Evaluation Results in the Protection of Minors System
- Information Requirements and Information Searches under the Heading of crossmedial Use and converging Offerings
- Media Users as Active Parties in Civil Society
- Navigators and Electronic Programme Guides: the Market in Orientation Guides for Digital Television Environments
- Mapping Europe: Identities, Historical Relations, Media Representations – The Case of the Baltic Sea Region
- Young People and Web 2.0

- Regional TV Breakout Channels: Consequences of the Regulation of Art. 25 (4) Clause 4 Interstate Broadcasting Treaty (RStV)
- More Fun, More Risk? Digital Games as a Challenge for the Protection of Minors
- EU Kids Online
- Perspectives of Television Use in the Digital Media Environment
- Analysis of the System for Protection of Minors from Harmful Media – Youth Protection Act and Interstate Treaty
- The Genre of Witnessing: Media, History and the Holocaust
- Media Repertoires
- Possibilities for Securing the Public Service Internally and Externally
- Federal Government Report on Communication and Media
- Convergence from the User's Perspective – the Concept of Communication Modes
- Research Centre "European Media and Public Spheres" (EuroMaPS)

#### Teaching 2008/2009

"Wandel der Mediennutzung" [Shifts in Media Use], lecture at the Institute of Media and Communication at the University of Hamburg, summer semester 2008 and 2009.

"Einführung in die Methoden der Kommunikationsforschung" [Introduction into the Methods of Communication Research], lecture at Institute for Media and Communication at the University of Hamburg, summer semester 2007, 2008 and 2009.

"Examinations Colloquium" at the Institute for Journalism and Communication Studies at the University of Hamburg, winter semesters 2006/2007, 2008/2009, summer semesters 2008 and 2009 (with I. Neverla).

"Europäische Medien: Strukturen, Akteure, Angebote und Publika" [European Media: Structures, Protagonists, Offerings and Audiences], lecture by U. Hasebrink in the course of an advanced studies module at the Institute of Media and Communication Studies at the University of Hamburg, winter semester 2008/2009.

"Einführung in die Medien- und Kommunikationswissenschaft" [Introduction to Media and Communication Studies], lecture by U. Hasebrink and J. Bleicher at the Institute of Media and Communication Studies at the University of Hamburg, winter semester 2008/2009.

"Audiences and Identities", course held in English by U. Hasebrink within the Erasmus Mundus-Programme "Journalism and Media within Globalization: The European Perspective" at the Institute of Journalism and Communication Studies at the University of Hamburg, winter semester 2008/2009.

"Mediennutzungsforschung" [Research of Media Use], seminar by U. Hasebrink for the masters programme in journalism at the Hamburg Media School, autumn trimester 2008.

#### Lectures 2008/2009

"Social Network Sites - Challenges for Media Literacy", lecture by I. Paus-Hasebrink, C. Lampert and U. Hasebrink at the EU Kids Online Conference in London on 11 June 2009.

“Zum Abhängigkeits- und Suchtpotential von Computerspielen” [On the Addiction Potential of Computer Games], participation of U. Hasebrink in an expert hearing of the federal states Lower Saxony and North Rhine-Westphalia in Hanover on 8 June 2009.

“Die Medienpolitik der EU und ihre Auswirkungen auf Deutschland” [Media Policies of the EU and their Effects on Germany], lecture by U. Hasebrink at the EuroMaPS-conference “Perspektiven auf Europa. Beiträge aus Kommunikationswissenschaft, Medienpolitik und Medienpraxis” [Perspectives on Europe. Articles from Communication Studies, Media Politics and Media Practice] in Hamburg on 5 May 2009.

“Das Social Web im Kontext übergreifender Medienrepertoires” [The Social Web in the Context of Overlapping Media Repertoires], lecture by U. Hasebrink at the DGPK annual conference in Bremen on 30 April 2009.

“Heranwachsen mit dem Social Web” [Growing up with the Social Web], lecture by U. Hasebrink, I. Paus-Hasebrink (University of Salzburg) and J.-H. Schmidt at the media briefing for the presentation of the eponymous study in Düsseldorf on 29 April 2009.

“Heranwachsen mit dem Social Web” [Growing up with the Social Web], presentation of the eponymous study by U. Hasebrink and I. Paus-Hasebrink (University of Salzburg) at the conference of the Media Authority North Rhine-Westphalia in Düsseldorf in 24 April 2009.

“Kindheit und medialer Wandel” [Childhood and Medial Change], lecture by U. Hasebrink at the „Familienkanzlei“ of the Protestant Community St. Nikolai in Hamburg on 22 April 2009.

“Mediennutzung in konvergierenden Medienumgebungen” [Media Use in Convergent Media Surroundings], lecture by U. Hasebrink at the lecture series of the Research Center for Media and Communication at the University of Hamburg on “Die Medien und ihre Wissenschaften” [Media and their Areas of Study] in Hamburg on 15 April 2009.

“Das Publikum verstreut sich. Nutzungsforschung in konvergierenden Medienumgebungen” [The Audience Disperses. Research of Usage in Convergent Media Surroundings], keynote by U. Hasebrink at the SGK Annual Conference 2009 on “State-of-the-Art und Zukunft der Media- und Werbeforschung” [State-of-the-Art and Future of Media and Advertising Research] in Zurich on 26 March 2009.

“What Do People Do When They Use the Internet? The Concept of Communication Modes”, lecture by U. Hasebrink and S. Hölig at the 2nd European Communication Conference in Barcelona on 27 November 2008.

“Changing Patterns of Media Use: Radio within the Media Repertoires of Different Social Milieus”, lecture by U. Hasebrink at the 2nd European Communication Conference in Barcelona on 27 November 2008.

“Der Markt für Navigatoren und Elektronische Programmführer” [The Market for Navigators and Electronic Programme Guides], lecture by U. Hasebrink at the workshop of the State Media Authorities on Electronic Programme Guides in Television in Berlin on 22 October 2008.

“EU Kids Online: Experiences from a European Research Network”, lecture by U. Hasebrink at the interdisciplinary European symposium „More Fun, More Risk? Digital Games

as a Challenge for the Protection of Minors“ in Berlin on 17 October 2008.

“Was machen die anderen? Onlinenutzung von Kindern im europäischen Vergleich“ [What Are the Others Doing? Online Usage by Children. A European Comparison], lecture by C. Lampert and U. Hasebrink at the conference „Mit der Welt vernetzt. Kinder und Jugendliche in virtuellen Erfahrungsräumen“ [Linked-up with the World. Children and Adolescents in Virtual Realms of Experience] in Berlin on 9 and 10 October 2008.

“Changing Patterns of Media Use: Public Broadcasting within the Media Repertoires of Different Social Milieus”, lecture by U. Hasebrink at the conference RIPE@2008 on the topic “Public Service Media in the 21st Century: Participation, Partnership and Media Development” in Mainz on 10 October 2008.

“Fernsehnutzung in konvergierenden Medienumgebungen” [Television Usage in Convergent Media Surroundings], lecture by U. Hasebrink at the AGF-Forum in Wiesbaden on 29 September 2008.

“Medien-Helden und europäische Öffentlichkeiten” [Media Heroes and European Public Spheres], lecture by U. Hasebrink at the conference of the LWL Industrial Museum on „Die Helden-Maschine. Tradition und Aktualität von Helden-Bildern“ [The Hero-Machine. Tradition and Actuality of Images of Heroes] in Dortmund on 24 September 2008.

“Veränderungen der Mediennutzung” [Changes in Media Use], lecture by U. Hasebrink at the Strategy Day of Gruner+Jahr New Media Ventures in Hamburg on 16 September 2008.

“Der Wandel von Medienrepertoires zwischen 1980 und 2005” [Change of Media Repertoires between 1980 and 2005], lecture by U. Hasebrink and H. Domeyer at the symposium “Medienrepertoires sozialer Milieus im medialen Wandel – Perspektiven einer medienübergreifenden Nutzungsforschung” [Media Repertoires of Social Milieus and Changes in the Media – Perspectives for Research into Usage across Media] in Hamburg on 12 September 2008.

“Zur Einführung: Medienrepertoires sozialer Milieus im medialen Wandel”, Vortrag von U. Hasebrink und Hanna Domeyer beim Symposium „Medienrepertoires sozialer Milieus im medialen Wandel – Perspektiven einer medienübergreifenden Nutzungsforschung“ [By way of Introduction: Media Repertoires of Social Milieus and Changes in the Media – Perspectives for Research into Usage across Media] in Hamburg on 11 September 2008.

“Konkordanz und Konkurrenz – Zusammenhänge zwischen der Nutzung verschiedener Medien” [Concordance and Competition – Convergence among the Usage of different Media], lecture by U. Hasebrink and H. Domeyer at the symposium

“Medienrepertoires sozialer Milieus im medialen Wandel – Perspektiven einer medienübergreifenden Nutzungsforschung” [Media Repertoires of Social Milieus and Changes in the Media – Perspectives for Research into Usage across Media] in Hamburg on 11 September 2008.

“Andere Länder, andere Risiken? Was lässt sich aus europäischen Erfahrungen lernen?” [Different Countries, Different Risks? What Can Be Learned from the European Experience?], lecture by U. Hasebrink und C. Lampert in Hamburg on 9 July 2008.

“New Media and European Public Spheres”, lecture by U. Hasebrink at the Bucerius Law School in Hamburg on 28 May 2008.

“Gemeinsamkeiten identifizieren, Unterschiede erklären: Methodische Herausforderungen und empirischer Ertrag international vergleichender Forschung am Beispiel einer Untersuchung zur Onlinenutzung von Kindern und Jugendlichen in Europa” [Identifying Commonalities, Explaining Differences: Methodological Challenges and the Empirical Results with Internationally Comparative Research Using the Example of an Investigation into Online Use by Young People in Europe], lecture by U. Hasebrink at the symposium of the DGPK on 1 May 2008.

“Konvergenz – Szenarien der Mediennutzung” [Convergence – Scenarios of Media Use], lecture by U. Hasebrink at the symposium of the ARD.ZDF Media Academy “Konvergenz gestalten: journalistisch, technisch, strukturell” [Designing Convergence: Journalistic, Technical, Structural] in Saarbrücken on 7 April 2008.

“Fernsehnutzung in konvergierenden Medienumgebungen [Television Usage in Convergent Media Surroundings], lecture and moderation by U. Hasebrink at a workshop of the Forum IPTV on the topic “IPTV and its Users” in Hamburg on 13 March 2008.

“Informationsbedarf und Informationssuche unter den Vorzeichen crossmedialer Nutzung und konvergierender Angebote” [Requirements and Searches for Information under the Heading of Crossmedial Use and Converging Offers], lecture by U. Hasebrink at the ZDF in Mainz on 26 February 2008.

“Rezeptions- und Wirkungsforschung: Zur Praxisrelevanz der Forschung und zur Theorierelevanz der Praxis” [Reception and Effects Research: on the Relevance of Research to Praxis and the Relevance of Praxis to Theory], concluding statement at the eponymous symposium of the specialist group on reception and effects research in the DGPK on 26 January 2008 in Hamburg.

“European Media, European Audiences, European Public Spheres”, lecture by U. Hasebrink in the context of the MCM lectures series at the University of Salzburg on 8 January 2008.

## Publications 2008/2009

Hans-Bredow-Institut (2008): Zur Entwicklung der Medien in Deutschland zwischen 1998 und 2007. Wissenschaftliches Gutachten zum Medien- und Kommunikationsbericht der Bundesregierung [On the Development of Media in Germany between 1998 and 2007. Academic Expertise on the Media and Communication Report of the Federal Government]. Berlin, [www.bundesregierung.de/Content/DE/\\_Anlagen/BKM/2009-01-12-medienbericht-teil2-barrierefrei.property=publicationFile.pdf](http://www.bundesregierung.de/Content/DE/_Anlagen/BKM/2009-01-12-medienbericht-teil2-barrierefrei.property=publicationFile.pdf).

Hasebrink, U. (2008): Das multiple Publikum. Paradoxien im Verhältnis von Journalismus und Mediennutzung [The Multiple Audience. Paradoxes in the Relationship of Journalism and Media Use]. In: B. Pörksen; W. Loosen; A. Scholl (eds.), Paradoxien des Journalismus. Theorie – Empirie – Praxis. Wiesbaden, pp. 513-530.

Hasebrink, U. (2008): Exposure to Television. In: W. Donsbach (ed.), The International Encyclopedia of Communication, Vol. 4. Oxford/Malden, pp. 1691-1697.

Hasebrink, U. (2008): Zappen, surfen, simsen – Jugendmedienschutz im Medienschutzel. Überlegungen aus der Perspektive der Mediennutzungsforschung [Zapping, Surfing and Texting. Protection of Minors from Harmful Media. Reflections on Reception Research] In: T. Dörken-Kucharz (Ed.), Medienkompetenz. Zauberwort oder Leer-

formel des Jugendmedienschutzes. Baden-Baden, pp. 109-115.

Hasebrink, U. (2009): Gemeinsamkeiten identifizieren, Unterschiede erklären. Herausforderungen und Ertrag international vergleichender Forschung am Beispiel der Onlinenutzung von Kindern und Jugendlichen [Identifying Commonalities, Explaining Differences. Challenges and Results of internationally comparative Research using the Example of Online-Usage by Children and Adolescents]. In: P. J. Schulz, U. Hartung; S. Keller (eds.), Identität und Vielfalt der Kommunikationswissenschaft [Identity and Variety of Communication Studies]. Konstanz, pp. 243-263.

Hasebrink, U.; Domeyer, H. (2008): Informationsbedarf und Informationssuche unter den Vorzeichen crossmedialer Nutzung und konvergierender Angebote [Requirements and Searches for Information under the Heading of Crossmedial Use and Converging Offers] Hamburg, May 2008 (unpublished).

Hasebrink, U.; Domeyer, H. (forthcoming): Die Konstruktion europäischer Fernsehpublika [The Construction of European TV Audiences]. In: U. Daniel, A. Schildt, A. (eds.), Mediengeschichte im Kontext. Massenmedien in der europäischen Geschichte des 20. Jahrhunderts [Media History in Context. Mass Media in European History of the 20th Century].

Hasebrink, U.; Herzog, A. (2009): Mediennutzung im internationalen Vergleich [Media Use by International Comparison]. In: Hans Bredow Institute (ed.): Internationales Handbuch Medien. Baden-Baden, pp. 131-154.

Hasebrink, U.; Lampert, C. (2008): Jugendmedienschutz im Netzwerk. Plädoyer für eine integrative Perspektive [Protection of Minors from Harmful Media in the Network. Plea for an Integrative Perspective]. In: medien + erziehung, yr. 52, no. 1, pp. 10-17.

Hasebrink, U.; Lampert, C. (2009): Online-Nutzung von Kindern und Jugendlichen in Europa. Ergebnisse aus dem europäischen Forschungsverbund EU Kids Online [Online Usage of Children and Adolescents in Europe. Results from the European Research Network EU Kids Online]. In: Diskurs Kindheits- und Jugendforschung [Discourse Children and Youth Research], yr. 4, H. 1, pp. 27-40.

Hasebrink, U.; Livingstone, S.; Haddon, L. (2008): Comparing Children's Online Opportunities and Risks Across Europe: Cross-National Comparisons for EU Kids Online. London: EU Kids Online (Deliverable D3.2).

Hasebrink, U.; Schröder, H.-D.; Stark, B. (2008): Elektronische Programmführung im digitalen Fernsehen. Nutzerstudie und Marktanalyse [Electronic Programme Guides in Digital Television: User Study and Market Analysis]. Berlin: Vistas (Schriftenreihe der Landesmedienanstalten, 40).

Hasebrink, U.; Schulz, W.; Held, T.; Sprenger, R.; Rzdakowski, N. (2009): Macht als Wirkungspotenzial. Zur Bedeutung der Medienwirkungsforschung für die Bestimmung vorherrschender Meinungsmacht [Power as Action Potential. On the Meaning of Media Effects Research for the Determination of Dominant Influence on Public Opinion]. Berlin: Stabsabt. der Friedrich-Ebert-Stiftung (Medien-Kurzanalysen) [staff dept. of the Friedrich-Ebert-Stiftung (media short analyses)], <http://library.fes.de/pdf-files/stabsabteilung/06294.pdf>

Hasebrink, U.; Stetka, V.; Olafsson, K. (in print): Commonalities and Differences. How to Learn from International Comparisons of Children's Online Behaviour. In: International Journal for Media and Cultural Politics.

Krotz, F.; Lampert, C.; Hasebrink, U. (2008): Neue Medien [New Media]. In: R. K. Silbereisen, M. Hasselhorn (eds.), Enzyklopädie für Psychologie, Serie V (Entwicklung), vol. 5: Psychologie des Jugendalters. Göttingen, pp. 331-359.

Trepte, U.; Hasebrink, U.; Schramm, H. (eds.) (2009): Strategische Kommunikation und Mediengestaltung - Anwendung und Erkenntnisse der Rezeptions- und Wirkungsforschung [Strategic Communication and Media Design -

Application of and Insights from Reception and Effects Research]. Baden-Baden.

### PhD Theses Supervised

Michael Brüggemann, University of Hamburg: Europäische Öffentlichkeit durch Öffentlichkeitsarbeit? Die Informationspolitik der Europäischen Kommission [European Public Sphere Via Publicity? The European Commission's Information Politics]. (Second Supervisor, completed 2008).

Floria Fee Fassihi, University of Hamburg: "Werbebotschaften aus der Redaktion? Journalismus im Spannungsfeld zwischen Instrumentalisierung und Informationsauftrag. Die Vermischung von Werbung und redaktionellem Inhalt in den Medien" [Advertising from the Editor? Journalism in the Tension between Instrumentalisation and the Duty to Inform. The Mixing of Advertising and Editorial Content in the Media]. (Second Supervisor, completed 2008).

Juliane Finger, University of Hamburg: Die Rolle von Zeitzeugen für die Herausbildung von Vorstellungen vom Holocaust [The Role of Contemporary Witnesses in Building Perceptions of the Holocaust] (ongoing).

Jan B. Gottschalk, University of Hamburg: Kommunikationswissenschaftliche und ökonomische Einordnung des Zeitschriften-Abonnements unter besonderer Berücksichtigung des Database-Marketing als Vertriebskonzept [Categorising Magazine Subscriptions According to Communication Studies and Economics with Special Reference to Database Marketing as a Selling Concept] (ongoing).

Talke Klara Hoppmann, University of Hamburg: User Perceptions of European Union Institutions & Communicator Perceptions of Their Users: Images Enacted via the EU Website (completed 2009).

Sascha Hölig, University of Hamburg: Identifikation von Kommunikationsmodi beim Umgang mit dem Internet [Identification of Communication Modes in Using the Internet] (ongoing).

Martin Kahl, University of Hamburg: Die Trennung von Information und Wertung als journalistisches Qualitätsmerkmal [The Separation of Information and Evaluation as a Journalistic Mark of Quality] (ongoing).

Anne Kaun, Södertörn University/Schweden: Die russische Minderheit und russischsprachige Medien im Baltikum [The Russian Minority and Russian-language Media in the Baltic] (ongoing).

Leif Kramp, University of Hamburg: Televisionen und die Frage des Gedächtnisses. Strategien für die Arbeit von Fernsehusem in Deutschland und den USA [Forms of Television and the Question of Memory. Strategies for the Work of Television Museums in Germany and the USA] (ongoing).

Corinna Lüthje, University of Hamburg: Das Medium als symbolische Macht? Untersuchung zur längerfristigen, kulturell-gesellschaftlichen Wirkung von Medien am Beispiel von Klassik Radio [The Medium as Symbolic Power? Investigation of Longer-term, Cultural-social Effects of Media Using the Example of Classical Radio] (Second supervisor, completed 2008).

Christien Sophie Wilkens, University of Hamburg: Das mediale Bild Sigmund Freuds und der Psychoanalyse im kulturellen Vergleich: Historische und gegenwärtige inhaltsanalytische Untersuchung deutscher und US-amerikanischer Printmedien [The Medial Image of Sigmund Freud and Psychoanalysis by

Cultural Comparison: Historic and Present Content-analytic Survey of German and US-American Print Media] (ongoing).

Frederike Wolff, University of Hamburg/HMS: Europäische Staaten als Räume soziokultureller Diversität. Integrationspotenziale öffentlich-rechtlichen Fernsehens und ihre Umsetzung in Deutschland, Frankreich und dem Vereinigten Königreich [European States as Spaces of Sociocultural Diversity. The Potential for the Integration of Public Television and its Application in Germany, France and the UK] (ongoing).

**Stefan Heilmann, LL.B.**, (born 1980) studied Law at Bucerius Law School in Hamburg and at Victoria University of Wellington/New Zealand, with emphases on information and communication law. He was a student assistant at the Hans Bredow Institute for two years and has been a research assistant in the Institute's department of "Media and Telecommunications Law" since June 2006. His research interests lie in the area of the regulation of communications, particularly as regards developments in convergence as well as in legal issues concerning user-generated content and online games/virtual worlds.

### Projects 2008/2009

- The Influence of Private Equity in the Media Sector
- Editorial Responsibility in the Directive on Audiovisual Media Services
- Obligations to Provide Information in Telemedia Law and User-Generated Content
- Digital Games and Online Worlds
- Media Reform in Thailand
- New Forms of Regulation in Media Law

### Teaching 2008/2009

Tutorial "Company Law", in the B.Sc. programme in Business Studies at the University of Hamburg, summer semesters 2007 and 2008.

Tutorial "Economy and Constitution" in the B.Sc. programme in Business Studies at the University of Hamburg, summer semester 2008.

Tutorial in case revision course "Information and Communication Law" at the Faculty of Law at the University of Hamburg, winter semesters 2008/2009, 2007/2008 and summer semester 2008.

Tutorial "Private and Commercial Law" in the B.Sc. programme in Business Studies at the University of Hamburg, winter semester 2007/08.

### Lectures 2008/2009

"Regulation Policies in a Converging Media Environment – the German Example", presentation by W. Schulz and S. Heilmann at the seminar "Convergent Media and Broadcast Policy: Case Studies of Germany and Thailand" of the National Telecommunications Commission of Thailand at the Chulalongkorn University in Bangkok on 15 August 2008.

“Comment to a Study Conducted by FES Thailand and Further Recommendations” at the workshop “Media Reform in the Current Political Situation” of the Friedrich-Ebert-Stiftung in Bangkok on 14 August 2008.

#### Publications 2008/2009

Schulz, W.; Heilmann, S. (2009): Reales Recht und virtuelle Welten [Real Law and Virtual Worlds]. Berlin, <http://library.fes.de/pdf-files/stabsabteilung/06217.pdf>

Heilmann, S.; Held, T.; Schulz, W. (2008): Chapters “Einleitung”, “Rundfunkrechtliche Vorgaben”, “Schlussfolgerungen und Entwicklungspotenziale” [Introduction, Requirements by Broadcasting Law, Conclusions and Development Potential]. In: Schulz, W.; Kaserer, C.; Trappel, J. (eds.), Finanzinvestoren im Medienbereich [Financial Investors in the Media Sector]. Gutachten im Auftrag der Direktorenkonferenz der Landesmedienanstalten [Expert Report on behalf of the Conference of the Directors of the States’ Media Authorities]. Berlin.

Heilmann, S.; Held, T.; Mittermeier, M.; Schulz, W. (2008): Chapter “Rundfunkrechtliche Würdigung” [Evaluation According to Broadcasting Law]. In: Schulz, W.; Kaserer, C.; Trappel, J. (eds.), Finanzinvestoren im Medienbereich [Financial Investors in the Media Sector]. Gutachten im Auftrag der Direktorenkonferenz der Landesmedienanstalten [Expert Report on behalf of the Conference of the Directors of the States’ Media Authorities]. Berlin.

Schulz, W.; Heilmann, S. (2008): Editorial Responsibility - Notes on a Key Concept in the Regulation of Audiovisual Media Services. IRIS special. Strasbourg (also in German and French).

**Dr. Thorsten Held** (born 1971) studied Law at the University of Hamburg. He has been an academic consultant at the Hans Bredow Institute since 1998 and also belongs, as a lawyer licensed in Hamburg, to the “Büro für informationsrechtliche Expertise” (i.e., Specialist Bureau for Information Law) since 2004. One emphasis of his work at the Institute is the question as to how the prescriptions for public communications under constitutional law can be also fulfilled under changed social and technical circumstances. In this context, he deals with, among other things, the tasks of public broadcasting. In connection with his dissertation, he investigated the legal questions of online offerings from the broadcasting institutions. A further area of his work is new regulatory concepts for broadcasting and the Internet internally and abroad. He has a particular interest in legal aspects of broadcasting finance and of protection of young people, regulatory questions in the area of telecommunication as well as the tension between communicative freedoms and protection of the personality.

#### Projects 2008/2009

- Prevention of Dominant Influence on Public Opinion

- The Influence of Private Equity in the Media Sector
- Academic Monitoring of the Implementation of the Evaluation Results in the Protection of Minors System
- Reform of Communications and Media Policy
- The Future of the Control of Media Concentration
- Search Engines as Gatekeepers on the Internet
- Possibilities for Securing the Public Service Internally and Externally
- New Forms of Regulation in Media Law
- Online Offerings from Public Broadcasters

#### Teaching 2008/2009

“Rundfunkrecht” [Broadcasting Law], teaching module by T. Held at the programme for specialist solicitors in copyright and media law in Düsseldorf on 21 May 2009.

#### Lectures 2008/2009

“Datenschutz und Suchmaschinen” [Data Protection and Search Engines], lecture by T. Held at the conference “Die Google Ökonomie - Wie eine Suchmaschine Wirtschaft und Gesellschaft verändert” [The Google Economy – How a Search Engine Changes Economy and Society] of the Friedrich-Naumann-Stiftung in Hamburg on 5 March 2009.

“Evaluierung des Jugendmedienschutzsystems – Ergebnisse der Untersuchung im Auftrag des BMFSFJ und der Jugendministerien der Länder” [Evaluating the System for the Protection of Minors from Harmful Media – Results of the Investigation of the BMFSFJ and the States’ Ministries of Youth Affairs], lecture by T. Held at the event “Next Generation Jugendmedienschutz?” of the “kölnen forum medienrecht” in Cologne on 23 January 2008.

#### Publications 2007/2008

Hasebrink, U.; Schulz, W.; Held, T.; Sprenger, R.; Rzakowski, N. (2009): Macht als Wirkungspotenzial. Zur Bedeutung der Medienwirkungsforschung für die Bestimmung vorherrschender Meinungsmacht [Power as Action Potential. On the Meaning of Media Effects Research for the Determination of Dominant Influence on Public Opinion]. Berlin: Stabsabt. der Friedrich-Ebert-Stiftung (Medien-Kurzanalysen) [staff dept. of the Friedrich-Ebert-Stiftung (media short analyses)], <http://library.fes.de/pdf-files/stabsabteilung/06294.pdf>.

Heilmann, S.; Held, T.; Mittermeier, M.; Schulz, W. (2008): Chapter “Rundfunkrechtliche Würdigung” [Evaluation According to Broadcasting Law]. In: Schulz, W.; Kaserer, C.; Trappel, J. (eds.), Finanzinvestoren im Medienbereich [Financial Investors in the Media Sector]. Gutachten im Auftrag der Direktorenkonferenz der Landesmedienanstalten [Expert Report on behalf of the Conference of the Directors of the States’ Media Authorities]. Berlin.

Heilmann, S.; Held, T.; Schulz, W. (2008): Chapters “Einleitung”, “Rundfunkrechtliche Vorgaben”, “Schlussfolgerungen und Entwicklungspotenziale” [Introduction, Requirements by Broadcasting Law, Conclusions and Development Potential]. In: Schulz, W.; Kaserer, C.; Trappel, J. (eds.), Finanzinvestoren im Medienbereich [Financial Investors in the Media Sector]. Gutachten im Auftrag der Direktorenkonferenz der Landesmedienanstalten [Expert Report on behalf of the Conference of the Directors of the States’ Media Authorities]. Berlin.

Held, T. (2008): Kommentierung zu §§ 11 Abs. 1 S. 2 RStV, 4 Abs. 3 ARD-/ZDF-/DLR-StV [Commentary to Statute 11 Para 1 p. 2 RStV 4 Para 3 ARD-/ZDF-/DLR-StV]. In: W. Hahn, T. Vesting (eds.), Beck’scher Kommentar zum Rundfunkrecht (2nd ed.) München.

- Held, T. (2008): Kommentierung zu §§ 54, 55, 60, 61 RStV [Commentary to Statute 54,55,60,61 RStV]. In: W. Hahn, T. Vesting (eds.), Beck'scher Kommentar zum Rundfunkrecht (2nd ed.). München.
- Held, T. (2008): Kommentierung zu §§ 17, 19, 21 JMStV [Commentary to Statute 17,19,21 JMStV]. In: W. Hahn, T. Vesting (eds.), Beck'scher Kommentar zum Rundfunkrecht (2nd ed.). München.
- Held, T. (2008): Medienordnungs- und -aufsichtsrecht [Media Regulation and Supervision Law]. In: W. Berlit, C. Meyer, M. Paschke (eds.), Hamburger Kommentar zum gesamten Medienrecht. Baden-Baden, pp. 1303-1342.
- Held, T. (2008): Öffentlich-rechtlicher Rundfunk und neue Dienste – Ergebnisse einer Analyse des Funktionsauftrags der Rundfunkanstalten im Hinblick auf digitale Angebote jenseits des klassischen Rundfunks [Public Broadcasting and New Services – Results of an Analysis of the Tasks of the Broadcasting Houses As Regards Digital Offerings Beyond the Classical Broadcasting]. Berlin.
- Held, T. (2008): Online-Angebote öffentlich-rechtlicher Rundfunkanstalten – Eine Untersuchung des verfassungsrechtlich geprägten und einfachgesetzlich ausgestalteten Funktionsauftrags öffentlich-rechtlichen Rundfunks im Hinblick auf Internet-Dienste [Online Offerings from Public Broadcasters – an Investigation of the Constitutionally-determined and Sub-constitutionally Drafted Functional Commission of Public Broadcasting with Reference to Internet Services]. Baden-Baden.
- Held, T., Schulz, W. (eds.) (2008): Mehr Vertrauen in Inhalte. Das Potenzial von Ko- und Selbstregulierung in den digitalen Medien [More Trust in Content – the Potential for Co- and Self-Regulation]. Berlin: Vistas (Schriftenreihe Medienforschung der Landesanstalt für Medien Nordrhein-Westfalen, 59).
- Schulz, W.; Held, T. (2008): Handlungsperspektiven zur Stärkung des Vertrauens in Inhalte digitaler Medien [Perspectives for Action in Reinforcing Trust in the Contents of Digital Media]. In: BKM/LfM (ed.), Mehr Vertrauen in Inhalte – Das Potenzial von Ko- und Selbstregulierung in den digitalen Medien. Berlin.
- Schulz, W.; Held, T. (2008): Kommentierung zu §§ 1, 3, 13-16, 18, 20 JMStV [Commentary to Statute 1.3.13-16,18,20 JMStV]. In: W. Hahn, T. Vesting (eds.), Beck'scher Kommentar zum Rundfunkrecht (2nd ed.). München.
- Schulz, W.; Held, T.; Dreyer, S. in cooperation with T. Wind (2008): Regulation of Broadcasting and Internet Services in Germany. A Brief Overview, March 2008 (2nd ed.). Hamburg (Working papers of the Hans Bredow Institute Nr. 13), [www.hans-bredow-institut.de/webfm\\_send/124](http://www.hans-bredow-institut.de/webfm_send/124).

**Anja Herzog, M.A.**, (born 1964) studied Slavistics and History at the University of Hamburg and Journalism at the University of St. Petersburg. As a student, she worked on numerous projects at the Hans Bredow Institute as well as on the International Media Handbook. She was subsequently responsible for constructing a "Netzwerk unabhängiger Medienforschung in Mittel- und Osteuropa" (Network of Independent Media Research in Central and Eastern Europe). In the context of the project, "European Association for Viewers' Interests", she worked on the preparations for founding a European viewers' association. She is a member at the research centre "European Media

and Public Spheres" (EuroMaPS) at the University of Hamburg, promoting the exchange of research on questions of European integration and the European public sphere(s). She is also involved in research dealing with the role of the media with regard to the involvement of citizens on a European level and the formation of a European identity. She has been also dealing with tasks of overall research organisation and project acquisition in the context of a back-office position at the board of directors since April 2007. Beside this, she works on the editing of the International Media Handbook and is a member of the organisation team for the 3rd ECREA Conference (European Communication Research and Education Association), which will be hosted by the Hans Bredow Institute in Hamburg in October 2010

#### Projects 2008/2009

- International Media Handbook
- Media Users as Active Parties in Civil Society
- Research Centre "European Media and Public Spheres" (EuroMaPS)
- The Role of the Media in the EU's Integration of Socially Disadvantaged Groups
- Mapping Europe: Identities, Historical Relations, Media Representations – The Case of the Baltic Sea Region
- Labelling New Forms of Advertising and Viewers' Receptions
- International Radio Research Network (IREN)

#### Publications 2008/2009

- Hasebrink, U.; Herzog, A. (2009): Mediennutzung im internationalen Vergleich [Media Use by International Comparison]. In: Hans Bredow Institute (ed.): Internationales Handbuch Medien. Baden-Baden, pp. 131-154.
- Hans Bredow Institute (ed.) (2009): Internationales Handbuch Medien [International Media Handbook]. Baden-Baden.

**Sascha Hölig, M.A.**, (born 1976) studied Media Studies (Communications), Sociology and Philosophy at the Friedrich Schiller University of Jena as well as at the International School of Social Science of the University of Tampere (Finland). In his Master's thesis, he examined the journalistic selection criteria in determining topics and in presenting molecular medicine in TV science magazines. Since May 2007, he has been working for the Chair in Empirical Communication Studies (Prof. Dr. Uwe Hasebrink) at the Institute for Media and Communication at the University of Hamburg. In his research, he is in-

terested in the areas of media use and media effects. In his PhD-thesis he deals with the "Identifikation von Kommunikationsmodi" [Identification of Communication Modes].

#### Projects 2008/2009

- Convergence from the User's Perspective – the Concept of Communication Modes

#### Teaching 2008/2009:

"Methoden der empirischen Kommunikationsforschung" [Methods of Empirical Communication Research], seminar by S. Hölig at the Institute for Media and Communication at the University of Hamburg, summer semester 2007 and 2008.

"Das Mediensystem der Bundesrepublik" [The German Media System], seminar by S. Hölig at the Institute for Media and Communication at the University of Hamburg, winter semester 2007/08.

"Einführung in die Medien- und Kommunikationswissenschaft" [Introduction into Media and Communication Studies], lecture by S. Hölig at the Institute for Media and Communication at the University of Hamburg, winter semester 2007/08 (with K. Hickethier).

#### Lectures 2008/2009

"What do People do when they use the Internet? The Concept of Communication Modes", lecture by U. Hasebrink and S. Hölig at the 2nd European Communication Conference in Barcelona on 27 November 2008.

"What do People do when they use the Internet? Communication Modes as an Integrated Concept for the Analysis of Media Use in Converging Media Environments", lecture by S. Hölig at the ECREA European Media and Communication Doctoral Summer School in Tartu, Estland, on 4 August 2008.

"Identifikation von Kommunikationsmodi. Ein Ansatz, aktuellen Anforderungen der Rezeptionsforschung am Beispiel des 'Internet' zu begegnen" [Identifying Communication Modes. An Approach to Confronting Current Demands of Reception Research Using the 'Internet' as an Example], lecture by S. Hölig at the doctoral candidates' workshop of the DGPK section "Audience and Reception Studies" in Hamburg on 24 January 2008.

#### Publications 2008/2009

Hölig, S. (forthcoming): Was genau tun Nutzer eigentlich im Internet? Konzeptionelle Überlegungen zur Differenzierung von Gebrauchsweisen [What exactly do Users do on the Internet? Conceptual Thoughts on the Differentiation of the Way of Usage]. In: A. Ligensa; D. Müller (eds.), *Rezeption. Die andere Seite der Medienumbrüche*. [Reception. The Other Side of Media Changes]

Milde, J.; Hölig, S. (forthcoming): Molekulare Medizin in Wissenschaftsmagazinen. Eine Expertenbefragung von Fernsehredakteuren [Molecular Medicine in Science Magazines. An Expert Survey among Television Editors]. In: G. Ruhmann; J. Milde; A. Zillich (eds.), *Theorie und Empirie der Wissenschaftskommunikation. Positionen, Ergebnisse, Perspektiven* [Theory and Empiricism in Science Communication. Positions, Results, Perspectives].

Thorsten Ihler (born 1980) studied Law at the University of Hamburg, focussing in particular on the public law on information and communication as well as on the protection of industrial property. He began working for the Hans Bredow Institute as a student assistant in 2005 and has been an academic staff member in the area of media and telecommunications law since March 2008. His research interests lie in the area of the protection of minors from harmful media as well as in the law on data protection.

#### Projects 2008/2009

- Games Convention Online Conference
- Digital Games and Online Worlds
- Relevance of Information for the Applicability of Data Protection Law
- Academic Monitoring of the Implementation of the Evaluation Results in the Protection of Minors System
- More Fun, More Risk? Digital Games as a Challenge for the Protection of Minors

Dr. Claudia Lampert (born 1972) studied Education with special emphasis on Media Pedagogy at the University of Lüneburg and at the University of Hamburg, where she gained a doctorate in 2006 with a study on the potential of fictional television programmes for promoting health. She has been working as a research consultant at the Hans Bredow Institute since April 1999. One of her particular research interests and emphases is in the area of media socialisation and media-education. In the context of various projects, she is currently working on the role of digital media in the everyday lives of children and adolescents. She has been a member of the Erfurt Netcode, an organisation supporting quality online offerings for children. In addition, she is working in the subject area of media-related health communication and, in particular, on the potential benefits of entertainment offerings in the media such as TV series, computer and video games etc. with regard to the prevention of illness and health promotion (keyword: Entertainment-Education). She also works for the Research and Knowledge Transfer Centre "Media and Health Communication" of the Hans Bredow Institute and one of the coordinators of the network "Network Media and Health Communication", which was launched in 2003.



### Projects 2008/2009

- Health(Information) Behaviour of Elder Migrants
- Acquisition of Competencies, Excessive Use and the Identification of Addiction with regard to Computer Games
- Evaluation Step21 "World Pictures : Picture Worlds"
- Serious Games for Health
- Digital Games and Online Worlds
- Young People and Web 2.0
- More Fun, More Risk? Digital Games as a Challenge for the Protection of Minors
- Playing on the Net – Systematising the Phenomenon of "Online Games"
- Promoting Health in the Entertainment Format? How Minors Perceive and Evaluate Health-related Messages in TV Entertainment
- Analysis of the System for Protection of Minors from Harmful Media – Youth Protection Act and Interstate Treaty
- EU Kids Online
- The Network of Media and Health Communication
- Research and Knowledge Transfer Centre "Media and Health Communication"

### Event 2008/2009

"Mit der Welt vernetzt – Kinder und Jugendliche in virtuellen Erfahrungsräumen" [Linked-up with the World - Children and Adolescents in Virtual Environments], organisation and management by C. Lampert of the joint conference with the EKD, Erfurter Netcode and DG Puk working group media education at the Französischer Dom in Berlin on 9 and 10 October 2008.

### Lectures 2008/2009

"Social Network Sites - Challenges for Media Literacy", lecture by I. Paus-Hasebrink, C. Lampert and U. Hasebrink at the EU Kids Online Conference in London on 11 June 2009.

"Schüler und neue Medien. Chancen und Risiken" [Pupils and New Media. Opportunities and Risks], lecture by C. Lampert at the Sophie-Barat-School in Hamburg on 6 May 2009 (with R. Oehlmann).

"Wenn ich nach Hause komme, gehe ich erst einmal ins Internet. Chancen und Risiken der Onlinenutzung als Herausforderungen für die Schule" [When I come Home, I check the Internet first. Opportunities and Risks of Online Use as Challenges for School], lecture by C. Lampert at the conference "Das Ende der Kreidezeit. Ne(x)t Generation learning" [The End of the Age of Chalk. Ne(x)t Generation Learning] at the Landesinstitut für Lehrerbildung und Schulentwicklung (LI) in Hamburg on 17 May 2009.

"Orientierungen und Hilfestellungen im Umgang mit den Medien" [Orientation and Assistance for Dealing with Media], lecture by C. Lampert at the conference „Mitsurfen statt verbieten – Familien in der Welt der neuen Medien“ ["Join in Surfing instead of Prohibiting it - Families in the World of New Media] of the Catholic Academy and the NDR in Hamburg on 4 February 2009.

"Soziale Beziehungen im Netz" [Social Relations in the Net], lecture by C. Lampert at the 14th Media Education Conference on the topic "1-2-3 ins Netz gegangen – Wie medienkompetent bewegen sich Heranwachsende in Online-Gemeinschaften?"

[How Media-competent are Adolescents Movements in Online-Communities?] in Munich on 26 November 2008.

"Faszination Computerspiele: Was wissen wir und was können wir tun?" [Fascination Computer Games: What do we know and what can we do?], seminar and lecture by C. Lampert at the annual conference of the Deutsche Hauptstelle für Suchtfragen (DHS) [German Central Office for Questions Regarding Addiction] in Bielefeld on 11 November 2008 (with M. Große-Loheide und J. Slegers).

"Was machen die anderen? Onlinenutzung von Kindern im europäischen Vergleich" [What Are the Others Doing? Online Usage by Children in European Comparison], lecture by C. Lampert and U. Hasebrink at the conference „Mit der Welt vernetzt. Kinder und Jugendliche in virtuellen Erfahrungsräumen“ [Linked-up with the World. Children and Adolescents in Virtual Realms of Experience] in Berlin on 9 and 10 October 2008.

"Exzessive Computerspielenutzung - Was lässt sich präventiv tun?" [Excessive Use of Computer Games - What can be done preemptively?], lecture by C. Lampert at the annual conference of the technical committee for addiction prevention „Enter – Control – Escape“ in Hamburg on 1 November 2008 (with M. Große-Loheide).

"Wenn der Personal Trainer nach Hause kommt. Potentiale unterhaltsamer Kommunikationsstrategien" [Expecting the Personal Trainer at home. The Potential of Entertaining Communication Strategies], lecture by C. Lampert at the Conference „Krankenkassen 2009“ in Münster on 26 September 2008.

"Andere Länder, andere Risiken? Was lässt sich aus europäischen Erfahrungen lernen?" [Different Countries, Different Risks? What can be learned from the European Experience?], lecture by U. Hasebrink and C. Lampert in Hamburg on 9 July 2008.

"Entertainment-Education – Unterhaltsame Bildung oder bildende Unterhaltung?" [Entertainment-Education – Entertaining Education or Educative Entertainment?], lecture by C. Lampert at the Thuringian Media Symposium "Jugendmedienschutz 2.0" in Erfurt on 11 April 2008.

"Spannung, Spaß und spielerisches Lernen. Welche Möglichkeiten bieten mediale Unterhaltungsangebote?" [Excitement, Fun and Learning by Playing. What Possibilities do Media Programmes of Entertainment Offer?], lecture at the Media Space Symposium of the 21. Stuttgarter Filmwinter in Stuttgart on 19 January 2008.

### Publications 2008/2009

Hans-Bredow-Institut (2008): Zur Entwicklung der Medien in Deutschland zwischen 1998 und 2007. Wissenschaftliches Gutachten zum Medien- und Kommunikationsbericht der Bundesregierung [On the Development of Media in Germany between 1998 and 2007. Academic Expertise on the Media and Communication Report of the Federal Government]. Berlin, [www.bundesregierung.de/Content/DE/\\_Anlagen/BKM/2009-01-12-medienbericht-teil2-barrierefrei.property=publicationFile.pdf](http://www.bundesregierung.de/Content/DE/_Anlagen/BKM/2009-01-12-medienbericht-teil2-barrierefrei.property=publicationFile.pdf).

Hasebrink, U.; Lampert, C. (2008): Jugendmedienschutz im Netzwerk. Plädoyer für eine integrative Perspektive [Protection of Minors from Harmful Media in the Network. Plea for an Integrative Perspective]. In: medien + erziehung, yr. 52, no. 1, pp. 10-17.

Hasebrink, U.; Lampert, C. (2009): Online-Nutzung von Kindern und Jugendlichen in Europa. Ergebnisse aus dem europäischen Forschungsverbund EU Kids Online [Online Usage by Children and Adolescents in Europe. Results

- from the European Research Network EU Kids Online]. In: Diskurs Kindheits- und Jugendforschung [Discourse Children and Youth Research], yr. 4, H. 1, pp. 27-40.
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- Lampert, C. (2009): Marken als multimediales Brandzeichen? [Brandnames as Multimedia Trademarks?] In: H.-J. von Gottberg, R. Rosenstock (eds.), Werbung aus allen Richtungen. Crossmediale Markenstrategien als Herausforderung für den Jugendschutz [Advertising from All Directions. Crossmedia Brand Strategies as Challenge for the Protection of Minors]. München: kopaed, pp. 13-23.
- Lampert, C. (2009): Review on Wagner (ed.) (2008), Medienhandeln in Hauptschulumilieu - Mediale Interaktion und Produktion als Bildungsressource [Media Action in Secondary Modern School Milieu - Medial Interaction and Production as Resource for Education], München. In: Medienpädagogik. Zeitschrift für Theorie und Praxis der Medienbildung, [www.medienpaed.com/zs/images/rezensionen/lampert\\_rez\\_Wagner2009.pdf](http://www.medienpaed.com/zs/images/rezensionen/lampert_rez_Wagner2009.pdf)
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- Tolks, D.; Lampert, C. (2008): Möglichkeiten der akademischen Ausbildung im Bereich Gesundheitskommunikation [Possibilities of Academic Education in the Area of Health Communication]. In: Landesvereinigung für Gesundheit Niedersachsen (Ed.): Impulse – Newsletter zur Gesundheitsförderung, no. 59, pp. 16-17.

**Stefanie Lefeldt** (born 1983) studied Law at the University of Hamburg, focussing in particular on information and communication law. Before becoming an academic staff member in the area of media and telecommunications law in June 2008, she worked at the Hans Bredow Institute as a student assistant. In her research, she is particularly interested in the area of the protection of minors from harmful media.

#### Projects 2008/2009

- Academic Monitoring of the Implementation of the Evaluation Results in the Protection of Minors System
- More Fun, More Risk? Digital Games as a Challenge for the Protection of Minors

**Christiane Matzen, M.A.**, (born 1964) studied History, Public Law and Sociology in Hamburg and Marburg. She has worked as an academic editor at the Hans Bredow Institute since 1991. Her area of activity involves the editorial control of all the Institute's publications, above all of the journal "Medien & Kommunikationswissenschaft" [Media and Communication Studies], of the International Media Handbook as well as the various series and other publications. Beyond that, she is responsible for the Institute's Internet presence, for its events and for press and public relations. Her interests emphasise particularly the development of broadcasting in Germany and the development of broadcasting systems internationally.

#### Projects 2008/2009

- International Media Handbook

#### Publication 2008/2009

- Hans Bredow Institute (ed.) (2009): Internationales Handbuch Medien [International Media Handbook]. Baden-Baden.

**Dipl.-Psych. Christian Roth** (born 1979) studied Psychology at the Otto-von-Guericke-University in Magdeburg and completed his studies with an experimental investigation on the transfer effects related to a computer game containing violence: *Grand Theft Auto: San Andreas*. His research emphases are in the area of digital worlds, which he investigates from the viewpoint of media and social psychology. He worked in the team of Prof. Dr. Klimmt at the Institute for Journalism and Communications Research in Hanover from

March 2007 to March 2008. In the context of the EU project, Fun of Gaming - Measuring the Human Experience of Media Enjoyment (FuGa) he took part in evaluating studies on identification with avatars by means of implicit methods of measurement. His dissertation deals with the social consequences of computer games containing violence, with reference to group processes and the formation of attitudes in virtual online worlds. He has been a research assistant on the project "More Risk. More Fun?" at the Hans Bredow Institute since August 2008. For further information, see his homepage [www.spieleforschung.de](http://www.spieleforschung.de).

**Nora Rzadkowski** (born 1983) studied Law in Augsburg, Lund/Sweden and at the University of Cologne. While studying in Cologne, she specialised in media and communications law and worked as a research assistant in the legal practice of Redeker Sellner Dahs & Widmaier in the area of telecommunications law. She had the support of the Hans-Böckler-Stiftung for her studies. She has been a research assistant at the Hans Bredow Institute since July 2008. Her special areas of interest are broadcasting law, media regulation and university education.

#### Projects 2008/2009

- Prevention of Dominant Influence on Public Opinion
- Co-Regulation and the Concept of Democracy
- Regional TV Breakout Channels: Consequences of the Regulation of Art. 25 (4) Clause 4 Interstate Broadcasting Treaty (RStV)

#### Teaching 2008/2009

"Staat, Recht, Bürger" [State, Law, Citizens], course by N. Rzadkowski at the Deutschen SchülerAkademie [German Pupils' Academy] in Braunschweig from 25 June to 11 July 2009.

Tutorial in case revision course "Media Law" by N. Rzadkowski at the Faculty of Law at the University of Hamburg, winter semester 2008/2009.

#### Publication 2008/2009

Hasebrink, U.; Schulz, W.; Held, T.; Sprenger, R.; Rzadkowski, N. (2009): Macht als Wirkungspotenzial. Zur Bedeutung der Medienwirkungsforschung für die Bestimmung vorherrschender Meinungsmacht [Power as Action Potential. On the Meaning of Media Effects Research for the Determination of Dominant Influence on Public Opinion]. Berlin: Stabsabt. der Friedrich-Ebert-Stiftung (Medien-Kurzanalysen) [staff dept. of the Friedrich-Ebert-Stiftung (media short analyses)], <http://library.fes.de/pdf-files/stabsabteilung/06294.pdf>.

**Dr. Jan-Hinrik Schmidt** (born 1972) studied Sociology at the Otto-Friedrich-University Bamberg and West Virginia University Morgantown, USA. From 2000 onwards, he held various positions in the University of Bamberg, among them the research centre for "New Communications Media", at the Chair in Sociology II (Prof. Dr. R. Münch) and at the State Institute for Research into Families. After completing his doctorate on the institutionalisation of locally related online services, he was a German Academic Exchange scholar at the Donau-University Krems, and guest scholar at the Johannes-Kepler-University Linz (Prof. Dr. B. Batinic). From 2005 to 2007, he worked on a postdoc project supported by the German Research Foundation on "Practices in online-based networking" at the research centre for "New Communications Media" in Bamberg. Since November 2007 he has been working as a senior researcher for digital media and political communication at the Hans Bredow Institute. His research focus is on developments of "Web 2.0", or respectively "social software", where he is particularly interested in current changes in online based public spheres and social networks, as well as their effects on politics, economy and civil society. In addition, he analyses form, functions and consequences of online and game-based social spaces at the research and transfer centre "Digital Games and Online Worlds" at the Hans Bredow Institute.

#### Projects 2008/2009

- Games Convention Online Conference
- Acquisition of Competencies, Excessive Use and the Identification of Addiction with regard to Computer Games
- Prevention of Dominant Influence on Public Opinion
- Scanning Topics on the Internet
- Evaluation of the Internet Portals of the MGFFI
- Digital Games and Online Worlds
- Playing on the Net – Systematising the Phenomenon of "Online Games"
- Young People and Web 2.0
- Federal Government Report on Communication and Media

#### Event 2008/2009

"BlogTalk 2008 – The 5th International Conference on Social Software", organisation of the conference in Cork, Ireland, on 3 and 4 March 2008.

## Teaching 2008/2009

“Weblogs: Individuelle Praktiken und gesellschaftliche Konsequenzen“ [Weblogs. Individual Practices and Social Consequences], seminar by J. Schmidt at the Institute of Journalism and Communication Studies at the University of Hamburg, winter semester 2008/2009.

“Mediensoziologie I“ [Media Sociology I], seminar at the University of Applied Sciences Würzburg, winter semester 2007/08.

“Mediensoziologie II“ [Media Sociology II], seminar at the University of Applied Sciences Würzburg, summer semester 2008.

## Lectures 2008/2009

“Neue Öffentlichkeiten im Social Web“ [New Public Spheres in the Social Web], lecture by J.-H. Schmidt at the conference “User-ignored Content. Journalismus für die Generation Internet“ [User-ignored Content. Journalism for the Generation Internet] of the Gemeinschaftswerks der Evangelischen Publizistik, the media commissioner of the Protestant Church in Germany and the Hessischer Rundfunk in Frankfurt on 25 June 2009.

“Persönliche Öffentlichkeiten und Privatsphäre von Jugendlichen auf Netzwerkplattformen“ [Personal Public Spheres and Private Sphere of Young People on Networking Platforms], lecture by J.-H. Schmidt at the workshop “Kultur und Kommunikationstechnologien in sozialen Netzwerken“ [Culture and Communication Technologies] in Stuttgart on 29 May 2009.

“Das neue Netz - Reiz und Risiken“ [The New Net - Attraction and Risks], lecture by J.-H. Schmidt at the conference “Webciety. Chancen und Gefahren im Internet“ [Webciety. Opportunities and Hazards on the Internet] of the Deutsche Hochschule für Verwaltungswissenschaft [Germany University for Public Administration Sciences], the state agency of Rhineland-Palatinate and the Network Berlin in Berlin on 27 May 2009.

“Das Web 2.0 und seine Bedeutung für die politische Bildung“ [The Web 2.0 and its Meaning for Political Education], lecture by J.-H. Schmidt at the Roundtable of the Bundeszentrale für politische Bildung in Berlin on 27 May 2009.

“Growing up in the Social Web“, lecture by J.-H. Schmidt at the “Next 09“ in Hamburg on 6 May 2009.

“Regeln und Code. Praktiken jugendlicher Nutzer auf Netzwerkplattformen“ [Rules and Code. Practices of Adolescent Users on Networking Platforms], lecture by J.-H. Schmidt at the DGPK annual conference in Bremen on 30 April 2009.

“Heranwachsen mit dem Social Web“ [Growing up with the Social Web], lecture by U. Hasebrink, I. Paus-Hasebrink (University of Salzburg) and J.-H. Schmidt at the media talk for the presentation of the same-named study in Düsseldorf on 29 April 2009.

“How do Blogs Comment on Mainstream Media Content? Results from a Link Analysis“, lecture by J.-H. Schmidt at “General Online Research Conference“ in Vienna on 8 April 2009.

“Das neue Netz. Wandel von Öffentlichkeit - Wandel von Privatsphäre?“ [The New Net. Change of Public Sphere - Change of Private Sphere?], lecture by J.-H. Schmidt at the “Re:publica 2009“ in Berlin on 3 April 2009.

“Persönliche Öffentlichkeiten im Social Web und ihre Bedeutung für die Zivilgesellschaft“ [Personal Public Spheres on the Social Web and Their Significance for Civil Society], lecture by J.-H. Schmidt at the 11th Bundeskongress zur politischen Bildung [Federal Congress on Political Education] in Halle on 13 März 2009.

“Wie Google Orientierung und Werbevermarktung im Internet verändert hat“ [How Google Changed Orientation and Advertising on the Internet], lecture by J.-H. Schmidt at the conference “Die Google Ökonomie - Wie eine Suchmaschine Wirtschaft und Gesellschaft verändert“ [The Google Economy - How a Search Engine Changes Economy and Society] of the Friedrich-Naumann-Stiftung in Hamburg on 5. March 2009.

“Braucht das Web 2.0 eine eigene Forschungsethik?“ [Does the Web 2.0 Need Individual Research Ethics], lecture by J.-H. Schmidt at the DGPK work group conference “Web 2.0 - Neue Kommunikations- und Interaktionsformen als Herausforderung für die Medienethik“ [Web 2.0 - New Forms of Communication and Interaction as Challenge for Media Ethics] in Munich on 12 February 2009.

“Öffentlichkeit im Wandel: Das bringt das Netz“ [Changing Public Spheres: This Is What the Net Will Bring Forward], lecture by J.-H. Schmidt at the conference “Zukunft Online-PR“ [Future Online-PR] of the University of Darmstadt on 29 January 2009.

“Wen interessieren die Daten? Virale vernetzte Effekte: Die Mechanik der Netzwerke“ [Who Cares about the Data? Viral Linked-up Effects: The Mechanics of Networks], lecture by J.-H. Schmidt at the symposium “Ach wie gut, dass jeder weiss...“ [Oh! I am so glad that everybody knows ...] of the ZDF in Mainz on 18 January 2009.

“Der Reiz des neuen Netzes. Wie Jugendliche und junge Erwachsene das Internet nutzen.“ [The Attraction of the New Net. How Adolescents and Young Adults Use the Internet.], lecture by J.-H. Schmidt at the workshop “Cyberwelt“ [Cyberworld] of the ETA-Hoffmann-Theatre in Bamberg on 14 January 2009.

“Web 2.0: Neue Identitäten und Beziehungen? Entstehen, Gestalt und Konsequenzen persönlicher Öffentlichkeiten“ [Web 2.0: New Identities and Relations? Development, Shape and Consequences of Personal Public Spheres], lecture by J.-H. Schmidt at the lecture series “Medienentwicklung“ [Media Development] at the IJK Hanover on 14 January 2009.

“Cyberwelt: Gibt es ein zweites Leben?“ [Cyberworld: Is There a Second Life?], lecture by J.-H. Schmidt at the lecture series “Der digitale Mensch“ [The Digital Human] of the Volkshochschule Zurich in 11 December 2008.

“Enzyklopädien des 21. Jahrhunderts“ [Encyclopedias of the 21st Century], lecture by J.-H. Schmidt at the conference “Im Netz der Dienstleistungen“ [In the Net of Services] at the University of Trier on 4 December 2008.

“Persönliche Öffentlichkeiten im Social Web“ [Personal Public Spheres in the Social Web], lecture by J.-H. Schmidt at the colloquium “Aktuelle Entwicklungen im Web 2.0“ [Current Developments in the Web 2.0] at the University of Hamburg on 13 November 2008.

“Persönliche Öffentlichkeiten im Social Web“ [Personal Public Spheres in the Social Web], lecture by J.-H. Schmidt at the conference “Mit der Welt vernetzt“ [Linked-up with the World] in Berlin on 10 October 2008.

“Was ist neu am Web 2.0? Zur Untrennbarkeit von virtueller und realer Welt” [What's New at the Web 2.0? On the Inseparability of Virtual and Real World], lecture by J.-H. Schmidt at the Luxembourg Safer Internet Day in Luxemburg on 8 October 2008.

“Identitäts- und Beziehungsmanagement auf Netzwerkplattformen” [Identity and Relationship Management on Network Platforms], lecture by J.-H. Schmidt at the Ad-Hoc-Group “Online-Dating” at the conference of the German Sociology Association in Jena on 7 October 2008.

“Wie nutzen Jugendliche das Web 2.0?” [How do Adolescents use the Web 2.0?], lecture by J.-H. Schmidt at the 10th Forum Medienkompetenz Rhineland-Palatinate in Mainz on 1 October 2008.

“Gemeinschaftsbildung durch Computerspiele” [Forming Communities through Computer Games], lecture by J.-H. Schmidt at the seminar “Jugend und elektronische Medien” of the Konrad Adenauer Foundation in Eichholz on 24 July 2008.

“Das Ende der Privatsphäre? Onlinebasierte Netzwerke und Öffentlichkeiten” [The End of Private Sphere? Online-based Networks and Public Spheres], lecture by J.-H. Schmidt at the Sociological Colloquium of the Technical University Dortmund on 1 July 2008.

“Methodische und forschungsethische Herausforderungen des Social Web” [Methodological and Research-ethical Challenges of the Social Web], lecture by J.-H. Schmidt at the symposium “Medien- und Kommunikationssoziologie heute: Befunde, Positionen und Forschungsperspektiven” [Media and Communication sociology today: Findings, Positions and Research Perspectives] of the DGPK section Sociology of Media communication] on 13 June 2008 in Erfurt.

“Second Life und Web 2.0. Zur Untrennbarkeit von virtueller und realer Welt” [Second Life and Web 2.0. On the Inseparability of Virtual and Real World], lecture by J.-H. Schmidt at the “19. Bamberger Hegelwoche” in Bamberg on 11 June 2008.

“Führt das Erbe von Wallraff fort!” – Leserschaft, Nutzung und Bewertung des BILDblog” [Carry on with Wallraff's Legacy – Readership, Use and Evaluation of the BILD blog], lecture by J.-H. Schmidt at the “Re:publica” in Berlin on 2 April 2008.

“Der aktive Nutzer des Social Web – Implikationen für IPTV?” [The Active User of the Social Web – Implications for IPTV], lecture by J.-H. Schmidt at the workshop “IPTV und seine Zuschauer” on 13 March 2008 in Hamburg.

“Privacy Management and the Social Web”, lecture by J.-H. Schmidt at the “General Online Research Conference” in Hamburg on 12 March 2008.

“Mögliche Zielgruppen politischer Onlinekommunikation” [Possible Target Groups for Political Online Communication], lecture by J.-H. Schmidt at the seminar “Neue Wege im politischen Marketing” of the Konrad Adenauer Foundation on 6 March 2008 in Wesseling.

“BlogTalk 2008 – The 5th International Conference on Social Software”, organisation of the conference by J.-H. Schmidt in Cork, Ireland, on 3 and 4 March 2008.

“Wer nutzt das Web 2.0? Mythen und empirische Wahrheiten” [Who Uses Web 2.0? Myths and Empirical Truths], lecture by J.-H. Schmidt at the conference “Marketing Online” in Munich on 27 February 2008.

“Die Macht der Blogosphäre – Schnittstellen zwischen alten und neuen Öffentlichkeiten” [The Power of the Blogosphere – Connecting Old and New Public Spheres], lecture by J.-H. Schmidt at the “XIII. Mainzer Kolloquium” of the “Institut für Buchwissenschaft” on 25 January 2008.

## Publications 2008/2009

- Guenther, T.; Schmidt, J. (2008): “Wissenstypen im Web 2.0 – eine wissenssoziologische Deutung von Prodnutzung im Internet” [Knowledge Types in Web 2.0 – a Cognitive-Sociological Interpretation of Produsage on the Internet]. In: H. Willems (Ed.), *Weltweite Welten. Internet-Figurationen aus wissenssoziologischer Perspektive* [Worldwide Worlds. Internet-Figurations from a Cognitive-Sociological Perspective]. Wiesbaden, pp. 167-188.
- Hans-Bredow-Institut (2008): *Zur Entwicklung der Medien in Deutschland zwischen 1998 und 2007. Wissenschaftliches Gutachten zum Medien- und Kommunikationsbericht der Bundesregierung* [On the Development of Media in Germany between 1998 and 2007. Academic Expertise on the Media and Communication Report of the Federal Government]. Berlin, [www.bundesregierung.de/Content/DE/\\_\\_\\_Anlagen/BKM/2009-01-12-medienbericht-teil2-barrierefrei.property=publicationFile.pdf](http://www.bundesregierung.de/Content/DE/___Anlagen/BKM/2009-01-12-medienbericht-teil2-barrierefrei.property=publicationFile.pdf).
- Mayer, F.L.; Mehling, G.; Raabe, J.; Schmidt, J.; Wied, K. (2008): *Watchblogs aus der Sicht der Nutzer. Befunde einer Onlinebefragung zur Nutzung und Bewertung von Bildlog* [Watchblogs from a User's Perspective. Findings of an Online Survey on the Use and Evaluation of Bildblog]. In: *Media-Perspektiven*, 11, 2008, pp. 589-594.
- Schmidt, J. (2008): *Geschlechtsunterschiede in der deutschsprachigen Blogosphäre* [Gender Differences in the German-speaking Blogosphere]. In: P. Alpar; S. Blaschke (eds.), *Web 2.0 – Eine empirische Bestandsaufnahme*. Göttingen, pp. 75-86.
- Schmidt, J. (2008): *Was ist neu am Social Web? Soziologische und kommunikationswissenschaftliche Grundlagen* [What is New about the Social Web? Basic Principles from Sociology and Communication Studies]. In: A. Zerfaß, M. Welker, J. Schmidt (eds.), *Kommunikation, Partizipation und Wirkungen im Social Web. Vol. 1: Grundlagen und Methoden: Von der Gesellschaft zum Individuum* [Communication, Participation and Effects in the Social Web. Vol. 1: Basic Principles and Methods: From Society to the Individual]. Köln, pp. 18-40.
- Schmidt, J. (2008): *Weblogs in Unternehmen* [Weblogs in Companies]. In: B. Hass; G. Walsh; Th. Kilian (Eds.), *Web 2.0: Neue Perspektiven für Marketing und Medien*. Berlin, pp. 121-136.
- Schmidt, J. (2008): *Zu Form und Bestimmungsfaktoren weblogbasierter Netzwerke. Das Beispiel twoday.net* [On the Form and Determining Factors of Weblog-based Networks. The Example of twoday.net]. In: C. Stegbauer; M. Jäckel (eds.), *Social Software. Formen der Kooperation in computerbasierten Netzwerken*. Wiesbaden, pp. 71-93.
- Schmidt, J. (in print) *Weblogs: Formen und Konsequenzen ihrer Nutzung* [Weblogs: Forms and Consequences of their Use]. In: S. Moraldo (eds.): *Internet.com. Neue Sprach- und Kommunikationsformen im World Wide Web*. Rome.
- Schmidt, J.; Dreyer, S.; Lampert, C. (2008): *Spiele im Netz. Zur Systematisierung des Phänomens “Online-Games”* [Playing on the Net. Systematising the Phenomenon of Online-Games]. Hamburg (Working papers of the Hans Bredow Institute No. 19), [www.hans-bredow-institut.de/webfm\\_send/42](http://www.hans-bredow-institut.de/webfm_send/42)
- Schmidt, J.; Frees, B.; Fisch, M. (2009): *Themenscan im Web 2.0. Neue Öffentlichkeiten in Weblogs und Social-News-Plattformen* [Scanning Topics in the Web 2.0. New Public Spheres in Weblogs and Social News Platforms]. In: *Media-Perspektiven* [Media Perspectives], 2, 2009, pp. 50-59.
- Schmidt, J.; Lampert, C.; Schwinge, C. (in print): *Nutzungspraktiken im Social Web – Impulse für die medienpädagogische*

- gogische Diskussion [Patterns of Usage in the Social Web – Impulses for the Mediapedagogical Discussion]. In: Jahrbuch Medienpädagogik 8 – Medienkompetenz und Web 2.0 [Yearbook Media Education 8 - Media Competence and Web 2.0]. Wiesbaden.
- Schmidt, J.; Pellegrini, T. (in print): Das Social Semantic Web aus kommunikationssoziologischer Perspektive [w]. In: A. Blumauer; Pellegrini, T. (eds.), Social Semantic Web. Berlin.
- Wied, K.; Schmidt, J. (2008): Weblogs und Qualitätssicherung. Zu Potenzialen weblogbasierter Kritik im Journalismus [Weblogs and Quality Assurance. On the Potential of Weblog-based Criticism in Journalism]. In: T. Quandt; W. Schweiger (eds.), Journalismus online: Partizipation oder Profession? [Journalism Online: Participation or Profession?] Wiesbaden, pp. 173-192.
- Zerfuß, A.; Welker, M.; Schmidt, J. (eds.) (2008): Kommunikation, Partizipation und Wirkungen im Social Web [Communication, Participation and Effects in the Social Web]. Two vols. Köln.

**Dipl.-Soz. Hermann-Dieter Schröder** (born 1957) studied Sociology in Bielefeld. He has worked at the Hans Bredow Institute since 1983. He has here pursued the following topics, among others: the presentation of television programmes and broadcasting providers in programme guides and the daily newspapers, the organisation and financing of local radio, the organisation of programme production for television and the development of media business in Hamburg. His current research interests concern particularly the organisational and commercial structures of the media system.

#### Projects 2008/2009

- Prevention of Dominant Influence on Public Opinion
- Navigators and Electronic Programme Guides: the Market in Orientation Guides for Digital Television Environments
- The Influence of Private Equity in the Media Sector
- Regional TV Breakout Channels: Consequences of the Regulation of Art. 25 (4) Clause 4 Interstate Broadcasting Treaty (RStV)
- Evaluation of the Austrian Television Fund
- Perspectives of Television Use in the Digital Media Environment
- Federal Government Report on Communication and Media

#### Publications 2008/2009

- Hans-Bredow-Institut (2008): Zur Entwicklung der Medien in Deutschland zwischen 1998 und 2007. Wissenschaftliches Gutachten zum Medien- und Kommunikationsbericht der Bundesregierung [On the Development of Media in Germany between 1998 and 2007. Academic Expertise on the Media and Communication Report of the Federal Government]. Berlin, [www.bundesregierung.de/Content/DE/\\_\\_\\_Anlagen/BKM/2009-01-12-medienbericht-teil2-barrierefrei.property=publicationFile.pdf](http://www.bundesregierung.de/Content/DE/___Anlagen/BKM/2009-01-12-medienbericht-teil2-barrierefrei.property=publicationFile.pdf).
- Hasebrink, U.; Schröder, H.-D.; Stark, B. (2008): Elektronische Programmführung im digitalen Fernsehen. Nutzerstudie und Marktanalyse [Electronic Programme Guides in

- Digital Television: User Study and Market Analysis]. Berlin: Vistas (Schriftenreihe der Landesmedienanstalten, 40).
- Schröder, H.-D. (2008): Wirkungen des Fernsehfonds Austria. Ergebnisse einer Befragung der Fernsehproduzenten [Effects of the Austrian Television Fund. Results of a Survey among Television Producers], [www.rtr.at/de/komp/BerichtNASE2007/Wirkungen\\_des\\_FAT\\_2008.pdf](http://www.rtr.at/de/komp/BerichtNASE2007/Wirkungen_des_FAT_2008.pdf).

**Dr. Wolfgang Schulz** (born 1963) studied Law and Journalism in Hamburg. Since 1997 he has taught the optional special subject on information and communication in the Department of Law at the University of Hamburg; he has been also a member of the state office for legal examinations since January 2000. From 1999 onwards, he functioned as deputy business director as well as head of the Institute's area of media and telecommunications. His work emphasises problems of legal regulation with regard to media contents – particularly depictions of violence –, questions of law in new media, above all in digital television, and the legal bases of journalism, but also the jurisprudential bases of freedom of communication and of the description of the systems of journalism and communications in systems theory. In addition, he works on the forms taken by the State's functions, for instance, in the framework of concepts of "regulated self-regulation".

#### Projects 2008/2009

- Prevention of Dominant Influence on Public Opinion
- Financing of High-Quality Content
- Academic Monitoring of the Implementation of the Evaluation Results in the Protection of Minors System
- Media Reform in Thailand
- Equal Opportunities for Content in Networks and on Platforms?
- The Influence of Private Equity in the Media Sector
- Present Status and Future of Regional and Local Television in Eastern Germany
- Editorial Responsibility in the Directive on Audiovisual Media Services
- Regional TV Breakout Channels: Consequences of the Regulation of Art. 25 (4) Clause 4 Interstate Broadcasting Treaty (RStV)
- More Fun, More Risk? Digital Games as a Challenge for the Protection of Minors
- Optimising the University of Hamburg's E-Learning Programmes with Special Reference to Media Law: "Global Classroom" and "Blackboard"
- Activities in Further Education in Media Law: Seminars for Legal Experts

## Research Emphases and Interests of the Academic Staff

- Analysis of the System for Protection of Minors from Harmful Media – Youth Protection Act and Interstate Treaty
- Reform of Communications and Media Policy
- The Future of the Control of Media Concentration
- Search Engines as Gatekeepers on the Internet
- Federal Government Report on Communication and Media
- Possibilities for Securing the Public Service Internally and Externally
- New Forms of Regulation in Media Law

### Teaching 2008/2009

“Mediensozialwissenschaftliche (und medientechnische) Grundlagen“ [Media-sociological (and Media-technological) Basics], lecture by W. Schulz in the context of the elective Information and Communications at the Faculty of Law at the University of Hamburg, summer semester 2009.

“Doktorandenseminar Information und Kommunikation“ [Seminar for doctoral students: Information and Communication] by W. Schulz at the Faculty of Law at the University of Hamburg, winter semester 2008/2009 (with K.-H. Ladeur).

“Wiederholungs- und Vertiefungskurs“ [Repetition and Development Course] by W. Schulz in the optional special subject information and communication in the Department of Law at the University of Hamburg, winter semester 2006/2007, 2007/2008, 2008/2009, summer semester 2006, 2007, 2008, 2009.

### Lectures 2008/2009

“What is the Role of Public Service Broadcasting?“, presentation by W. Schulz at an event by the Thai Public Service Broadcasting (TPBS) in Bangkok on 29 May 2009.

“Media and Democracy in Crisis: What Roles and Responsibilities for the Thai Media?“, presentation by W. Schulz at a joint conference of the Commission on Human Rights, Rights and Liberties Consumer Protection, The Senate, Thai Broadcast Journalists Association, and Friedrich-Ebert-Stiftung Thailand in Bangkok on 28 May 2009.

“The Role of Media in Supporting Civic Education: A Thai-German Experience Exchange“, lecture by W. Schulz at the Political Development Council of the Friedrich-Ebert-Stiftung in Bangkok on 27 May 2009.

“Internet Governance“, lecture by W. Schulz at the Asia Pacific Institute for Cyber Law Studies in Beijing on 22 May 2009.

“Cultural Identity and Diversity“, lecture by W. Schulz at the Communications University of China (CUC) in Beijing on 22 May 2009.

“Recht im Medienwandel: Zwischen Steuerung und Anpassung“ [Law in Media Change: Between Coordination and Adjustment], lecture by W. Schulz within the lecture series “Medien und ihre Wissenschaften – Medienforschung in Hamburg“ [Media and Their Sciences - Media Research in Hamburg] of the Research Centre for Media and Communication, a joint initiative of the University of Hamburg, Hans Bredow Institute and Hamburg Media School in Hamburg on 20 May 2009.

“Zwischen Bedrohen und Bewahren: Der Staat und die Freiheit der Kommunikation“ [Between Threat and Conservation: The State and the Freedom of Communication], lecture by W.

Schulz and W. Hoffmann-Riem in the context of the event series “nachgedacht – 60 Jahre Grundgesetz“ [Due Consideration - 60 Years of Basic Law] at the Bucerius Law School in Hamburg on 21 April 2009.

“Online Games – A High Level Quest for Media Regulation in Germany“, lecture by W. Schulz at the Law & Technology Centre at the University of Hong Kong on 14 January 2008 (presentation available).

“Facelift eines Erfolgsmodells – die Novelle des JMStV“ [Facelift for a Success Story – the Amendment of JMStV], moderation of panel discussion by W. Schulz at the forum “Kommunikations- und Medienpolitik“ [Communication and Media Policy] of BITKOM in Berlin on 10 November 2008.

“IT and Fundamental Rights“, lecture by W. Schulz at the ITechLaw European Conference in Barcelona on 7 November 2008.

“Nutzen und Risiko der Kontrolle der Kommunikation“ [Benefit and Risk of Communication Control], lecture by W. Schulz at the conference “...mit Sicherheit: für Freiheit – gesellschaftliche Dimensionen der Sicherheitsforschung“ of the Fraunhofer-Institute for System – and Innovation Research (ISI) in Berlin on 5 and 6 November 2008.

“Do We Need an Online Game-Specific Youth Protection?“, participation by W. Schulz in panel at the European conference “More Fun, More Risk? Digital Games as a Challenge for the Protection of Minors” in Berlin on 16 and 17 October 2008.

“Zukunft des Mobiltelefons“ [Future of the Mobile Phone], participation in panel discussion by W. Schulz at the roundtable “Medien und Kommunikation“ [Media and Communication] at the Fritz-Erler-Forum Baden-Wuerttemberg state agency of the Friedrich-Ebert-Stiftung in cooperation with the Alcatel-Lucent Stiftung for Communication Research in Stuttgart on 30 September 2008.

“Bilanz und Ausblick“ [Results and Outlook], lecture by W. Schulz at the conference “Jugend heute – Fakten, Standpunkte, Perspektiven“ [Youth Today - Facts, Positions, Perspectives] of the Medienpädagogischer Forschungsverbund Südwest and the SWR in Stuttgart on 24 September 2008.

Presentation of the study “Gegenwart und Zukunft des lokalen und regionalen Fernsehens in Ostdeutschland“ [Present Status and Future of Regional and Local Television in Eastern Germany] by W. Schulz at the “Medienwoche Berlin” in Berlin on 3 September 2008.

“Hoffnungslos altmodisch: Braucht das deutsche Medienrecht eine Reform?“ [Hopelessly old-fashioned: Does German Media Law need a Reform?], participation by W. Schulz in a public discussion from the Kulturkaufhaus Dussmann in Berlin, broadcast live through Deutschlandfunk on 29 August 2008.

Hearing of W. Schulz on the draft regarding the implementation of the pledge to the EU Commission within the context of the aiding and abetting proceedings ARD/ZDF at the meeting of the committee for federal and European Affairs and media of the Landtag Saxony-Anhalt in Magdeburg on 25 August 2008.

“Regulation Policies in a Converging Media Environment – the German Example“, presentation by W. Schulz and S. Heilmann at the seminar “Convergent Media and Broadcast Policy: Case Studies of Germany and Thailand” of the National Telecommunications Commission of Thailand at Chulalongkorn University in Bangkok on 15 August 2008.

“Editorial Responsibility, Notes on a Key Concept in the Regulation of Audiovisual Media Services”, lecture by W. Schulz at the meeting of the Audiovisual Regulators Group and the EU-Commission in Brussels on 4 July 2008.

“Revolutioniert das Internet die Bildung?” [Will the Internet Revolutionise Education?], participation of W. Schulz in discussion panel at the conference “Wissen im Web - Welche Rolle spielt das Internet beim Aufbau von Wissensgesellschaften?” [Knowledge on the Web - Which Role Does the Internet Play in the Building of Knowledge-Based Societies?] at the 68th general meeting of the German UNESCO-Commission in Karlsruhe on 12 June 2008.

“Regulierungsfragen an der Schnittstelle von Telekommunikations- und Rundfunkrecht” [Questions of Regulation at the Interface of Telecommunications and Broadcasting Law], lecture by W. Schulz at the conference “Chancengleichheit für Content auf Netzwerken und Plattformen?” [Equal Opportunities for Content in Networks and on Platforms?] by the Hans Bredow Institute in cooperation with the Alcatel-Lucent Stiftung and the MA HSH in Hamburg on 4 June 2008.

“Beziehung zwischen dem virtuellen und realen Recht” [Relationship Between Virtual and Real Law], lecture by W. Schulz at the workshop “Reales Recht für virtuelle Welten” [Real Law for Virtual Worlds], hosted by the Friedrich-Ebert-Stiftung and the Hans Bredow Institute in Berlin on 28 May 2008.

“Gegenwart und Zukunft des Lokalen Fernsehens in Ostdeutschland” [Present Status and Future of Local and Regional Television in Eastern Germany], presentation of the most important results by W. Seufert and W. Schulz at the Media Meeting Central Germany in Leipzig on 7 May 2008.

“Wie viel Konzentration verträgt das deutsche Mediensystem?” [How Much Concentration can the German Media System bear?], participation of W. Schulz in panel discussion at the Media Meeting Central Germany in Leipzig on 6 May 2008.

“Offene Flanken des zweiten Rundfunkgebührenurteils” [Open Flanks of the Second Judgement on Broadcasting Fees], participation of W. Schulz in panel discussion at the “Medientreffpunkt Mitteldeutschland” [Media Meeting Central Germany] in Leipzig on 6 May 2008.

“Computerspiele – Ergebnisse der Analyse des Jugendmedien-schutzsystems” [Computer Games – Results of the Analysis of the System for the Protection of Minors against Harmful Media], lecture by W. Schulz at the Medientreffpunkt Mitteldeutschland [Media Meeting Central Germany] in Leipzig on 6 May.

“Weltmacht Suchmaschine” [Search Engine as Global Power], participation of W. Schulz in discussion at the Fritz-Erlor-Forum Baden-Württemberg in Stuttgart on 15 April 2008.

“Ergebnisse der Jugenschutzanalyse” [Results of the Analysis on the Protection of Minors], lecture by W. Schulz at the Klausurtagung der Arbeitsgemeinschaft FSFJ der CDU-Bundtagsfraktion und der Hamburger CDU-Bürgerschaftsfraktion [closed symposium of the Working Group FSFJ of the CDU Parliamentary Party and the Hamburg CDU Constituency Party] in Hamburg on 11 February 2008.

“Ein Netz für Kinder“, Kuratoriumssitzung mit W. Schulz in Bezug auf die Förderung von Kinderinternetangeboten in der Thüringer Staatskanzlei [“The Net for Children“, Curatorium Session with W. Schulz in relation to the Promotion of Offerings for Children on the Internet in the Thuringian State Chancellery] in Erfurt on 8 February.

## Publications 2008/2009

Hans-Bredow-Institut (2008): Zur Entwicklung der Medien in Deutschland zwischen 1998 und 2007. Wissenschaftliches Gutachten zum Medien- und Kommunikationsbericht der Bundesregierung [On the Development of Media in Germany between 1998 and 2007. Academic Expertise on the Media and Communication Report of the Federal Government]. Berlin, [www.bundesregierung.de/Content/DE/\\_\\_\\_Anlagen/BKM/2009-01-12-medienbericht-teil2-barrierefrei.property=publicationFile.pdf](http://www.bundesregierung.de/Content/DE/___Anlagen/BKM/2009-01-12-medienbericht-teil2-barrierefrei.property=publicationFile.pdf).

Hasebrink, U.; Schulz, W.; Held, T.; Sprenger, R.; Rzakowski, N. (2009): Macht als Wirkungspotenzial. Zur Bedeutung der Medienwirkungsforschung für die Bestimmung vorherrschender Meinungsmacht [Power as Action Potential. On the Meaning of Media Effects Research for the Determination of Dominant Influence on Public Opinion]. Berlin: Stabsabt. der Friedrich-Ebert-Stiftung (Medien-Kurzanalysen) [staff dept. of the Friedrich-Ebert-Stiftung (media short analyses)], <http://library.fes.de/pdf-files/stabsabteilung/06294.pdf>.

Heilmann, S.; Held, T.; Mittermeier, M.; Schulz, W. (2008): Chapter “Rundfunkrechtliche Würdigung” [Evaluation According to Broadcasting Law]. In: Schulz, W.; Kaserer, C.; Trappel, J. (eds.), Finanzinvestoren im Medienbereich [Financial Investors in the Media Sector]. Gutachten im Auftrag der Direktorenkonferenz der Landesmedienanstalten [Expert Report on behalf of the Conference of the Directors of the States’ Media Authorities]. Berlin.

Heilmann, S.; Held, T.; Schulz, W. (2008): Chapters “Einleitung”, “Rundfunkrechtliche Vorgaben”, “Schlussfolgerungen und Entwicklungspotenziale” [Introduction, Requirements by Broadcasting Law, Conclusions and Development Potential]. In: Schulz, W.; Kaserer, C.; Trappel, J. (eds.), Finanzinvestoren im Medienbereich [Financial Investors in the Media Sector]. Gutachten im Auftrag der Direktorenkonferenz der Landesmedienanstalten [Expert Report on behalf of the Conference of the Directors of the States’ Media Authorities]. Berlin.

Held, T., Schulz, W. (eds.) (2008): Mehr Vertrauen in Inhalte. Das Potenzial von Ko- und Selbstregulierung in den digitalen Medien [More Trust in Content – the Potential for Co- and Self-Regulation]. Berlin: Vistas (Schriftenreihe Medienforschung der Landesanstalt für Medien Nordrhein-Westfalen, 59).

Schulz, W. (2008): Der Programmauftrag als Prozess seiner Begründung: Vorschläge zu Verfahren und Organisation des “Drei-Stufen-Tests” zur Selbstkonkretisierung des Funktionsauftrags öffentlich-rechtlicher Rundfunkanstalten [The Public Service Broadcasting Mandate seen as the Process of its Justification: some Suggestions on the Implementation of the Three Step Test to make the Remit of Public Service Broadcasters in Germany more precise]. Berlin, <http://library.fes.de/pdf-files/stabsabteilung/05239.pdf>

Schulz, W.: (2008): Dritter und fünfter Abschnitt (Art. 10 EMRK, Art. 5 I GG (Meinungsfreiheit, Informationsfreiheit, Zensurverbot) [Third and Fifth Section (Article 10 EMRK, Article 5 I GG (Freedom of Expression, Freedom of Information, Prohibition of Censorship)]]. In: W. Berlit, C. Meyer, M. Paschke (Eds.), Hamburger Kommentar zum gesamten Medienrecht. Baden-Baden.

Schulz, W. (2008): Freiraum gestalten: Vorschläge zur Organisation des “Drei-Stufen-Tests” [Shaping free Space: Suggestions for organising the “Three Step Test”], *epd medien*, No. 9, pp. 3-10.

Schulz, W. (2008): Kommentierung zu §§ 2, 11 JMStV [Commentary to Statute 2, 11 JMStV]. In: W. Hahn, T. Vesting (eds.), Beck’scher Kommentar zum Rundfunkrecht, 2. edition. München.

Schulz, W. (2008): Kommentierung zu §§ 2, 52, 53 RStV [Annotations on §§ 2, 52, 53 RStV]. In: Hahn, W.; Vest-



- ing, T. (Eds.), Beck'scher Kommentar zum Rundfunkrecht, 2nd edition. München.
- Schulz, W. (2008): Kommentierung zu §§ 52, 53 RStV [Commentary to Statute 52, 53 RStV]. In: W. Hahn; T. Vesting (ed.), Beck'scher Kommentar zum Rundfunkrecht, 2nd edition. München.
- Schulz, W. (2008): Kommentierung zu Art. 10 EMRK und Art. 5 GG [Annotations to Art. 10 EMRK and Art. 5 GG]. In: Berlitz, W.; Meyer, C.; Paschke, M. (eds.), Hamburger Kommentar zum gesamten Medienrecht. Baden-Baden, pp. 75-85, 130-148.
- Schulz, W. (2008): Medienkonvergenz light – Zur neuen Europäischen Richtlinie über audiovisuelle Mediendienste [Media Convergence light – on the New European Directives on Audiovisual Media Services], EuZW, pp. 107 ff.
- Schulz, W. (2008): Vertrauensbildung als öffentliche Aufgabe in der Medienkonvergenz [Building Trust as a Public Obligation in Media Convergence]. In: D. Klumpp; H. Kubicek; A. Rossnagel; W. Schulz (Eds.), Informationelles Vertrauen für die Informationsgesellschaft. Berlin.
- Schulz, W. (2008): Von der Medienfreiheit zum Grundrechtsschutz für Intermediäre? – Überlegungen zur Entwicklung der Gewährleistungsgehalte von Art. 5 Abs. 1 GG am Beispiel von Suchmaschinen [From Media Freedom to Protection of Law for Intermediaries? – Thoughts on the Development of Warranty Content of Art. 5 Par. 1 GG Using the Example of Search Engines]. In: Computer und Recht (CR) 2008, pp. 470-476.
- Schulz, W. (Ed.) (2008): Gesetzessammlung Information, Kommunikation, Medien [Corpus Juris on Information, Communication, Media], 6th edition. Hamburg (Arbeitspapiere des Hans-Bredow-Instituts Nr. 16), [www.hans-bredow-institut.de/webfm\\_send/56](http://www.hans-bredow-institut.de/webfm_send/56).
- Schulz, W. (ed.) (2008): Gesetzessammlung Information, Kommunikation, Medien [Corpus juris on Information, Communication, Media], 7th edition. Hamburg (Arbeitspapiere des Hans-Bredow-Instituts Nr. 16), [www.hans-bredow-institut.de/webfm\\_send/160](http://www.hans-bredow-institut.de/webfm_send/160).
- Schulz, W. (ed.) (2008): Gesetzessammlung Information, Kommunikation, Medien [Corpus juris on Information, Communication, Media], 8th edition. Hamburg (Arbeitspapiere des Hans-Bredow-Instituts Nr. 16), [www.hans-bredow-institut.de/webfm\\_send/320](http://www.hans-bredow-institut.de/webfm_send/320).
- Schulz, W. (ed.) (2009): Gesetzessammlung Information, Kommunikation, Medien [Corpus juris on Information, Communication, Media], 9th edition. Hamburg (Arbeitspapiere des Hans-Bredow-Instituts Nr. 16), [www.hans-bredow-institut.de/webfm\\_send/369](http://www.hans-bredow-institut.de/webfm_send/369).
- Schulz, W.; Dreyer, S. (2008): Die Ergebnisse der wissenschaftlichen Evaluation des Jugendmedienschutzes aus rechtlicher Sicht [The Results of the Academic Evaluation of the Protection of Minors against Harmful Media]. In: medien + erziehung (merz), No. 1/2008, pp. 39-46.
- Schulz, W.; Dreyer, S. (2008): Rechtlicher Rahmen, Lizenzierung und Regulierung von Radioprogrammen [Legal Framework, Licensing and Regulation of Radio Programmes]. In: Holger Schramm (ed.), Musik im Radio: Marktanalyse, Konzeption, Strategie (Reihe Musik und Medien, vol. 2). Wiesbaden, pp. 52-76.
- Schulz, W.; Heilmann, S. (2008): Editorial Responsibility – Notes on a Key Concept in the Regulation of Audiovisual Media Services. IRIS special. Strasbourg (also in German and French)
- Schulz, W.; Heilmann, S. (2009): Reales Recht und virtuelle Welten [Real Law and Virtual Worlds]. Berlin, <http://library.fes.de/pdf-files/stabsabteilung/06217.pdf>.
- Schulz, W.; Held, T. (2008): Handlungsperspektiven zur Stärkung des Vertrauens in Inhalte digitaler Medien [Perspectives for Action in Reinforcing Trust in the Contents of Digital Media]. In: BKM/LfM (ed.), Mehr Vertrauen in Inhalte – Das Potenzial von Ko- und Selbstregulierung in den digitalen Medien. Berlin.
- Schulz, W.; Held, T. (2008): Kommentierung zu §§ 1, 3, 13-16, 18, 20 JMStV [Commentary to Statute 1.3.13-16,18,20 JMStV]. In: W. Hahn, T. Vesting (eds.), Beck'scher Kommentar zum Rundfunkrecht (2nd ed.). München.
- Schulz, W.; Held, T.; Dreyer, S. in cooperation with T. Wind (2008): Regulation of Broadcasting and Internet Services in Germany. A Brief Overview, March 2008 (2nd ed.). Hamburg (Working papers of the Hans Bredow Institute Nr. 13), [www.hans-bredow-institut.de/webfm\\_send/124](http://www.hans-bredow-institut.de/webfm_send/124).
- Schulz, Wolfgang (2009): Alles verändert Gesetze, Gesetze verändern nichts? Zur Evaluation der Wirkung komplexer gesetzlicher Steuerungsprogramme [Everything changes Law, Law changes Nothing? On the Evaluation of the Effects of complex legal controlling Programmes]. Manuscript.
- Seufert, W.; Schulz, W.; Brunn, I. (2008): Gegenwart und Zukunft des lokalen und regionalen Fernsehens in Ostdeutschland [Present Status and Future of Local and Regional Television in Eastern Germany] Berlin: Vistas.

**Regine Sprenger** (born 1981) studied Law at the Westfälische Wilhelms-Universität Münster and the Universidad Católica des Valparaíso, Chile. During her legal clerkship at the Hanseatic Court of Appeal in Hamburg, she did placements at the North German Broadcasting Corporation NDR and the Federal Ministry of Justice. Regine Sprenger is admitted as an attorney in Hamburg. Since January 2009 she has been a junior researcher at the Hans Bredow Institute. Her research focuses on the area of media regulation and civil media law as general framework for public communication.

#### Projects 2008/2009

- Prevention of Dominant Influence on Public Opinion
- Regulation of Cross-Media Concentration Processes

#### Publication 2008/2009

Hasebrink, U.; Schulz, W.; Held, T.; Sprenger, R.; Rzakowski, N. (2009): Macht als Wirkungspotenzial. Zur Bedeutung der Medienwirkungsforschung für die Bestimmung vorherrschender Meinungsmacht [Power as Action Potential. On the Meaning of Media Effects Research for the Determination of Dominant Influence on Public Opinion]. Berlin: Stabsabt. der Friedrich-Ebert-Stiftung (Medien-Kurzanalysen) [staff dept. of the Friedrich-Ebert-Stiftung (media short analyses)], <http://library.fes.de/pdf-files/stabsabteilung/06294.pdf>.

**Dipl.-Gesundheitswirt (FH) Daniel Tolks** (born 1975) studied Health Promotion and Management at the University of Applied Science of Magdeburg-Stendal and at San Diego State University. In his MSc. Dissertation he compared “Models of Good Practice in the Area of Health Communication” in the USA and Germany. After an intership at the Hans Bredow Institute in the area of health

communication he has since June 2008 been an academic member of staff. He is particularly interested in medially-transmitted health communication, especially in the areas of social marketing, media advocacy, entertainment education and serious games for health.

#### Project 2008

- Serious Games for Health

#### Publications 2008/2009

- Lampert, C.; Schwinge, C.; Tolks, D. (2009): Der gespielte Ernst des Lebens: Bestandsaufnahme und Potenziale von Serious Games (for Health) [Playing Life seriously: Inventory and Potential of Serious Games (for Health)]. In: MedienPädagogik. Zeitschrift für Theorie und Praxis der Medienbildung (Themenheft 15/16: Computerspiele und Videogames in formellen und informellen Bildungskontexten) [Media Education. Magazine for Theory and Practice of Media Education (Issue 15/16: Computer Games and Video Games in Formal and Informal Contexts of Education)], [www.medienpaed.com/15/lampert0903.pdf](http://www.medienpaed.com/15/lampert0903.pdf).
- Tolks, D.; Lampert, C. (2008): Möglichkeiten der akademischen Ausbildung im Bereich Gesundheitskommunikation [Possibilities of Academic Education in the Area of Health Communication]. In: Landesvereinigung für Gesundheit Niedersachsen (Ed.): Impulse – Newsletter zur Gesundheitsförderung, no. 59, pp. 16-17.

**Jenny Voth, M. A.**, (born 1983) studied Journalism/Communication Science and German Philology at the University of Hamburg and the Aristoteles University of Salonika/Greece. And in addition, she has studied Psychology. She has been a junior researcher at the Hans Bredow Institute since October 2008. During her studies she worked as a tutor for Prof. Dr. Uwe Hasebrink and Prof. Dr. Irene Neverla. During an internship at the Department of Media Psychology, she analysed the impact of social identity within the process of selecting media. As a student assistant, she took part in an interdisciplinary research project „Wer krank ist geht ins Netz“ [“If people are sick, they go into the Net”] at the Institute of Journalism and Communication Science at the University of Hamburg. Following this project dealing with patients’ habits when retrieving information, she outlined a theoretical model of Internet usage in case of illness. One of her particular research interests and emphases is dedicated to the usage of media in general and the Internet in particular. She maintains a particular focus on Health Communication.

#### Projects 2008/2009

- Health(Information) Behaviour of Elder Migrants
- The Network of Media and Health Communication
- Research and Knowledge Transfer Centre "Media and Health Communication"

**Dr. Hans-Ulrich Wagner** (born 1962) studied German Language and Literature at the Universities of Bamberg and Münster and worked as a freelance literary critic and journalist. He gained a doctorate in Bamberg in 1996 with a study on the radio plays of the immediate postwar years 1945-1949. Subsequently, he worked at the German Broadcasting Archive in Frankfurt am Main, with a DFG project on the broadcasting work of Günter Eich, as well as being a curator of the exhibition “Remigranten und Rundfunk 1945-1955” (returning emigrants and broadcasting 1945-1955). He has been working at the Research Centre for the History of Broadcasting in Northern Germany since 1 December 2000, initially as a staff member, and since 1 August 2005 as its head. He fulfils teaching and examination roles at the University of Hamburg in the Department of Language, Literature and Media I/Media Culture. He has been a member of the jury for the “Hörspielpreis der Kriegsblinden. Preis für Radiokunst” (Blind War Veterans’ Prize for Radio Plays. Prize for Radio Arts”) since 1996 and has been editor of the journal, “Rundfunk und Geschichte” (“Broadcasting and History”) since 2005. He became deputy chairperson of the “Studienkreises Rundfunk und Geschichte” (“Circle for the Study of Broadcasting and History”) and was elected its chair in January 2007. His research interests include all issues of mediated public communication, the main focus being the investigation of long-term media effects, the relationship of broadcasting and literature, the semiotics of radio as well as overarching questions on the history of media, programming and mentalities in the 20th century.

#### Projects 2008/2009

- Public Communication as Facilitated by the Media from the 1950’s to the 1970’s
- History of Broadcasting in Northern Germany 1945-1955
- The Genre of ‘Witnessing’: Media, History and the Holocaust
- The Literary Programme Offering of the Reichssender [Reich Broadcasting] Hamburg

- Norag and the Culture of the 1920's in Hamburg
- Mapping Europe: Identities, Historical Relations, Media Representations – The Case of the Baltic Sea Region

#### Courses 2008/2009

“Rettet das Radio! Chancen des akustischen Mediums in der Gegenwart“, [‘Save the Radio! Opportunities for the Acoustic Medium in Present Day], seminar II by H.-U. Wagner at the department Sprache Literatur Medien I/Medienkultur at the University of Hamburg, summer semester 2009.

“Der Zeitzeuge und die Medien“ [Contemporary Witness and the Media], seminar II by H.-U. Wagner at the department Sprache Literatur Medien I/Medienkultur at the University of Hamburg, winter semester 2008/2009.

“Einführung in die Medien: Radio/Audio“ [Introduction into the Media: Radio/Audio], lecture by H.-U. Wagner at the department Sprache Literatur Medien I/ Medienkultur of the University of Hamburg, summer semester 2008.

“Radiotheorien“ [Radio Theories], Graduate Seminar at the department, Sprache Literatur Medien I/Medienkultur at the University of Hamburg, winter semester 2007/2008..

#### Lectures 2008/2009

“Coming Home into Thin Air: Radio and the Social-Cultural Geography of Homecoming in Germany 1945-1955“, presentation by H.-U. Wagner at the conference “Coming Home? Conflict and Return Migration in Twentieth-Century Europe“, University of Southampton on 2 April 2009 (with A. Badenoch, University of Utrecht).

“Für Sie, für Sie – und ganz besonders für Sie'. Rundfunkgeschichte(n) im Norden“ [‘For you, for you - and especially for you'. Broadcasting (hi)stories in the North], module by H.-U. Wagner for the education of NDR programme trainees at the NDR in Hamburg on 23 March 2009.

“Media Witnessing. Reflections on a User-oriented Approach to Long-term Media Effects“, lecture by H.-U. Wagner and J. Finger at the “International Bergen-Belsen Conference” on the topic of “Witnessing: Sites of Destruction and the Representation of the Holocaust” in Bergen-Belsen on 12 January 2009.

“Szenen einer Ehe. Die Literatur und der Rundfunk“ [Scenes from a Marriage. Literature and Broadcasting], lecture by H.-U. Wagner in the context of the lecture series “Die Veröffentlichung von Literatur” [Publishing Literature] at the University of Dresden on 2 December 2008.

“Für Sie, für Sie – und ganz besonders für Sie'. Rundfunkgeschichte(n) im Norden“ [‘For you, for you - and especially for you'. Broadcasting (hi)stories in the North], module by H.-U. Wagner for the education of NDR programme trainees at the NDR in Hamburg on 1 December 2008.

“Forschungsstelle Geschichte des Rundfunks in Norddeutschland“ [Research Centre for the History of Broadcasting in North Germany], presentation by H.-U. Wagner at the annual conference of the Historic Commission of the ARD in Bremen on 19 November 2008.

“Mapping Europe. Wie Rundfunkprogramme europäische Identitäten stiften (sollten)“ [Mapping Europe. How Radio Programmes (Should) Bring About European Identities], lecture by H.-U. Wagner at the conference “Kulturtransfer und Kulturkonflikt” [Cultural Transfer and Cultural Conflict] at the St. Kliment-Ochridski-University Sofia on 12 October 2008.

“‘Hallo, hallo, hier Radio!’ Ein neues Medium verschafft sich Gehör: Die Nordische Rundfunk AG (Norag) in Hamburg 1924-1933“ [‘Hallo, Hallo, this is the Radio! A New Medium Gets Itself Heard. The Nordic Broadcasting Company (Norag) in Hamburg 1924-1933], lecture by H.-U. Wagner in the lecture series “Andocken II. Eine Hansestadt und ihre Kulturen 1848-1933” at the University of Hamburg on 9 July 2008.

“Mit dem Großen Zackenbarsch auf Streifzug. Siegfried Lenz – Inszenierung von Autorschaft und Etablierung einer Erzählermarke“ [Wandering with the Big Grouper. Siegfried Lenz – Performing Authorship and Establishing a Narrator's Trademark], lecture by H.-U. Wagner at the Europäische Akademie in Sankelmark on 29 June 2008.

“Mehr als nur das ‚Schiff Esperanza‘. Ein Porträt des Rundfunkautors Fred von Hoerschelmann“ [More Than Only the ‘SS Esperanza’. A Portrait of the Radio Author Fred von Hoerschelmann], lecture by H.-U. Wagner at the Haus der Heimat des Landes Baden-Württemberg in Stuttgart on 27 May 2008.

“Relating Media Witnessing“, discussion paper by H.-U. Wagner at the research symposium “Witnessing. Cultural Roots, Media-Related Forms and Cultural Memory” in the Villa Vigoni, Lovenjo di Menaggio, Italy from 27 to 30 April 2008.

“Hansadeutsch, niedersächsisch, überhaupt niederdeutsch“ – Literarische Programangebote des Reichssenders Hamburg“ [Hansa German, Lower Saxon, Low German above all. The Literary Programme Offering of the Reich Broadcaster Hamburg], presentation at the workshop of the DFG-project “Medialität und Modernität im NS-Kino“ [Mediality and Modernity in NS-cinema] at the Warburg-Haus in Hamburg on 18 March 2008

“Gespräch über Axel Eggebrecht“ [A Discussion about Axel Eggebrecht], podium discussion and presentation by H.-U. Wagner and H. Kesting at the Medienstiftung of the City of Leipzig on 1 February 2008..

#### Publications 2008/2009

Wagner, H.-U. (2008): “Das junge Europa formt sein Gesicht“. Die “Generation ohne Heimkehr” im europäischen Kontext [Young Europe Takes on a Face . The Generation without any Homecoming in the European Context]. In: G. Burgess, H.-G. Winter (eds.), “Generation ohne Heimkehr”. Heimat und Heimkehr in der “jungen Generation” der Nachkriegsliteratur. Dresden.

Wagner, H.-U. (2008): Das Hörspiel-Kapital und sein akustischer Mehrwert [Radio Plays as Capital and Their Acoustic Added Value], Der 57. Hörspielpreis der Kriegsblinden: Auf den Spuren der neuen deutschen Radiokunst. In: Funk-Korrespondenz 56, No. 9, 29.2.2008, pp. 3-8.

Wagner, H.-U. (2008): Ein Nestor mit allem Nachdruck: Der Hörspielpapst Heinz Schwitzke [A Decided Nestor: The Pope of Radio Plays Heinz Schwitzke], MDR Figaro, 10 February 2008.

Wagner, H.-U. (2008): Harry Hermann Spitz (1899-1961). In: Lexikon verfolgter Musiker und Musikerinnen der NS-Zeit. [Dictionary of Persecuted Musicians] Hamburg.

Wagner, H.-U. (in print): [Review] “Hier spricht Hamburg“. Hamburg in der Nachkriegszeit. Rundfunkreportagen, Nachrichtensendungen, Hörspiele und Meldungen des Nordwestdeutschen Rundfunks (NWDR) 1945-1949 [Hamburg Calling. Hamburg Postwar. Radio Reporting, News Broadcasts, Radio Plays and Announcements of the NWDR 1945-1949]. Edited by Rita Bake. In: Zeitschrift des Vereins für Hamburgische Geschichte.

- Wagner, H.-U. (2008): Seekarten für die Rundfunk-Kapitäne. Die Hörerforschung des NWDR./"Mittler zwischen Kirche und Rundfunk". Der Kirchenfunk./Auf schwierigem Terrain. Die Suche nach neuen Unterhaltungsformen [Charts for Radio Captains. Research into the Listeners by the NWDR/Channel between Church and Radio. Church radio/On Difficult Ground. Looking for New Forms of Entertainment]. In: Hans-Ulrich Wagner (ed.) Die Geschichte des Nordwestdeutschen Rundfunks. Vol. 2. Hamburg, pp. 49-68/182-195/207-228.
- Wagner, H.-U. (2009): Flaneure im Hörspielpark. 58. Hörspielpreis der Kriegsblinden: Die Vielfalt neuer deutscher Radiokunst [Stroller in the Radio Play Park. 58th Radio Play Award of the War-Blinded: The Variety of New German Radio Art]. In: Funk-Korrespondenz 57(2008), No. 11-12, 13.3.2009, pp. 8-11.
- Wagner, H.-U. (2009) [Review] Franz Steinfort: Hörspiele der Anfangszeit [Radio Plays in the Early Days]. In: Medien und Kommunikation 57 (2009), No. 1, pp. 97-99.
- Wagner, H.-U. (ed.) (2008): Die Geschichte des Nordwestdeutschen Rundfunks [The History of Northwest German Radio]. Vol. 2. Hamburg.
- Wagner, H.-U. (in print): "Eine Spielwiese mit Unendlichkeitscharakter" – Martin Walser und das Hörspiel [A Playground without Limits - Martin Walser and the Radio Play]. In: W. Schmitz (ed.), Über Martin Walser [On Martin Walser]. Dresden.
- Wagner, H.-U. (in print): Auf der Suche nach der konkreten geschichtlichen Stunde. Die "Rundfunkarbeit von Christen" – am Beispiel des NWDR-Köln [Looking for the Concrete Historical Moment. The Radio Work by Christians – the Example of the NWDR Cologne]. In: Th. Pittrof, W. Schmitz (Eds.), Wahrnehmung und Deutung der Geschichte in der literarischen und wissenschaftlichen Publizistik des deutschsprachigen Katholizismus. Freiburg.
- Wagner, H.-U.; Stegemann, W. (in print): "Hansadeutsch, niedersächsisch, überhaupt niederdeutsch". Die literarischen Programmangebote des Reichssenders Hamburg – eine Projektskizze [Hansa German, Lower Saxon, Low German Above All – Literary Programming from the Reich Radio Hamburg]. In: H. Segeberg, I. Scheidgen (eds.), Medien und Medienforschung in Hamburg [Media

and Media Research in Hamburg]. Hamburg (Hamburger Hefte zur Medienkultur).

### Dissertations Supervised

Wakiko Kobayashi, Universität Hamburg: Unterhaltung mit Anspruch. Das Hörspielprogramm des NWDR-Hamburg und des NDR in den 1950er Jahren [Entertainment with Pretensions. The Radio Play Programme of the NWDR Hamburg in the 1950's], (Second supervisor) (completed 2008).

**Felix Zimmermann, LL.B.**, (born 1980) studied Law at the Bucerius Law School in Hamburg and at the Université Laval in Quebec, Canada. Here, he specialised in information and communication law and in the area of jurisprudence. He was already a student assistant at the Hans Bredow Institute and has been working as a freelancer in the department of Media and Telecommunication Law since August 2006. He was an Academic Visitor at the Centre for Socio-Legal Studies at the University of Oxford from April-August 2008. His research interests lie in the area of advertising regulation, where he engages particularly with problems of advertising integrated into programming, as these relate to constitutional law.

### Projects 2008/2009

- Financing of High-Quality Content
- Product Placements in the Electronic Media
- Equal Opportunities for Content in Networks and on Platforms?

## HONORARY MEMBER OF THE DIRECTORATE

**Prof. Dr. Wolfgang Hoffmann-Riem, LL.M.**, (born 1940) studied Law in Hamburg, Freiburg i. Br., Munich and Berkeley. He has been Professor for Public Law and Administration at the University of Hamburg since 1974. He was the director of the Hans Bredow Institute from 1979 and chairperson of the newly created directorate of the Institute from July 1998 until December 1999, until the beginning of his activities as Law Senator of the Free and Hanseatic City of Hamburg (September 1995 to November 1997). From 1999 to 2008 he was a member of the directorate subsequent to being appointed a judge of the Federal Constitutional Court. He has been the director of the research centre on environmental law at the Univer-

sity of Hamburg since 1994 and academic head of the research centre for law and innovation since 1995. He spent research and teaching leave at Stanford Law School, Harvard Law School, Tulane Law School, Hastings College of the Law and the Columbia Institute for Tele-Information, and was, among other things, a member of the commission of experts on new media, Baden-Württemberg, of the commission of enquiry on new information and communications technologies of the German federal parliament, the commission of enquiry on parliamentary reform of the Parliament of the Free and Hanseatic City of Hamburg, as well as of the "Kommission Medienverantwortung" ("Commission on Media Responsibility") ordered by Federal

President von Weizsäcker. He publishes on questions of media law and media sociology as well as on constitutional and administrative law, commercial and environmental law, police law and the sociology of law. Projects at the Institute were, among others, basic rights of media freedom, protection of young people, supervision of broadcasting in Germany and other industrialised countries, Hamburg as media location, the relationship of media law and telecommunications law, political advising in the media area. Since 2007, he has been the German delegate at the European Commission for Democracy through Law (the Venice Commission).

#### Lectures 2008/2009 (Selection)

“Verfassungsrechtlicher Persönlichkeitsschutz und Infrastrukturschutz in der vernetzten Kommunikation“ [Personality Protection by Constitutional Law and Protection of Infrastructure in Connected Communication], lecture by W. Hoffmann-Riem at the Juristische Studiengesellschaft [Legal Studies Association] in Karlsruhe on 22 June 2009.

“Nachvollziehende Medienregulierung“ [Comprehensive Media Regulation], keynote by W. Hoffmann-Riem at the conference “Media Governance in Europe – Regulation, Participation, Co-Determination” in Hamburg on 20 June 2009.

“Die Entwicklung des Rechtsstaats – der Beitrag der politischen Grundrechte“ [Development of the constitutional State – the Contribution of Fundamental Political Rights], lecture by W. Hoffmann-Riem on the occasion of a commemoration of “60 Jahre Grundgesetz” [60 Years of Basic Law] by the Embassy of the Federal Republic of Germany in Prague on 25 May 2009.

“Highlights verfassungsrechtlicher Rechtsprechung - 60 Jahre lebende Verfassung“ [Highlights of Jurisdiction by Constitutional Law- 60 Years of Living Constitution], lecture by W. Hoffmann-Riem at the invitation of the students’ organisation, The European Law Student's Association ELSA-Deutschland on the occasion of the 60th anniversary of the Basic Law in Hamburg on 22 April 2009.

“Zwischen Bedrohen und Bewahren: Der Staat und die Freiheit der Kommunikation“ [Between Threat and Conservation: The State and the Freedom of Communication], lecture by W. Schulz and W. Hoffmann-Riem in the context of the event series „nachgedacht – 60 Jahre Grundgesetz“ [Due Consideration - 60 Years of Basic Law] at the Bucerius Law School in Hamburg on 21 April 2009.

Speech by W. Hoffmann-Riem on the occasion of the 60th anniversary of the Bayerischer Rundfunk in Munich on 27 March 2009.

“Wissen als Risiko – Unwissen als Chance“ [Knowledge as Risk – Ignorance as Opportunity], lecture by W. Hoffmann-Riem on the occasion of Karl-Heinz Ladeur becoming emeritus professor in Hamburg on 19 December 2008.

“Das neue Computergrundrecht“ [The New Fundamental Computer Law], lecture by W. Hoffmann-Riem at the University of Regensburg on 5 December 2008.

“Zeitgemäße Fortentwicklung des Rechts auf informationelle Selbstbestimmung“ [Contemporary Advancement of the Right to informational Self-Determination], lecture by W. Hoffmann-Riem at the 32nd DAFTA “Neue Informationskultur – Neuer Datenschutz” [New Information Culture - New Data Protection] in Cologne on 20 November 2008.

“25 Jahre Volkszählungsurteil – verfassungsrechtlicher Persönlichkeitsschutz in Anbetracht technologischen und gesellschaftlichen Wandels“ [25 Years of the Ruling on the Public Census - Personality Protection by Constitutional Law Facing Technological and Social Change], lecture by W. Hoffmann-Riem at the Industrieclub Dresden on 18 November 2008.

“Braucht der Datenschutz ein neues Grundrecht?“ [Does Data Protection require a Basis in Law?], lecture by W. Hoffmann-Riem at the Deutschen Gesellschaft für Rechtsinformatik [German Association for Legal Informatics] in Frankfurt on 10 October 2008.

“Verfassungsrechtliche Aspekte digitaler Daten“ [Aspects of Constitutional Law regarding Digital Data], lecture by W. Hoffmann-Riem at the conference “Digitale Daten in Geräten und Systemen” [Digital Data in Appliances and Systems] in Erlangen on 11 September 2008.

“Persönlichkeitsschutz in der Informationsgesellschaft“ [Personality Protection in the Information-based Society], lecture by W. Hoffmann-Riem at the Kieler Summer Academy on 1. September 2008.

“Public Service Broadcasting needs State-guaranteed Funding“, lecture by W. Hoffmann-Riem at the Intergovernmental Conference of the French Presidency in der französischen Präsidentschaft in Strasbourg on 10 July 2008 (pdf-file [http://www.ddm.gouv.fr/IMG/pdf/Strasbourg\\_-\\_Hoffman\\_Riem\\_EN.pdf](http://www.ddm.gouv.fr/IMG/pdf/Strasbourg_-_Hoffman_Riem_EN.pdf)).

“Die Caroline II-Entscheidung des BVerfG“ [The Caroline II Decision of the Federal Constitutional Court], lecture by W. Hoffmann-Riem at the Media Debate of the Verband Deutscher Zeitschriftenverleger [Association of German Newspaper Publishing Houses] in Berlin on 2 July 2008.

“Wissen, Recht und Innovation“ [Knowledge, Law, and Innovation], lecture by W. Hoffmann-Riem at celebrations for the 70th birthday of Eberhard Schmidt-Aßmann in Heidelberg on 14 June 2008.

#### Publications 2008/2009

Hoffmann-Riem, W. (forthcoming): Verfassungsrechtlicher Persönlichkeitsschutz im Internet der Dinge [Personality Protection by Constitutional Law on the Internet of Things]. In: H. Gerhäuser, K. Vieweg (eds.), *Digitale Daten in Geräten und Systemen*.

Hoffmann-Riem, W. (forthcoming): Wissen, Recht und Innovation – Herausforderungen an eine rechtliche Wissensordnung [Knowledge, Law, and Innovation – Challenges for a Legal Knowledge-System]. In: *Die Verwaltung*.

Hoffmann-Riem, W. (2008): Soziale Innovationen. Eine Herausforderung auch für die Rechtswissenschaft [Social Innovations. A Challenge for Legal Studies too]. In: *Der Staat*, pp. 288-605.

- Eifert, M.; Hoffmann-Riem, W. (2009) (ed.): *Innovationsfördernde Regulierung [Innovation-supporting Regulation]*. Berlin: Duncker & Humblot
- Hoffmann-Riem, W. (2009): *Caroline II-Entscheidung des Bundesverfassungsgerichts – ein Zwischenschritt bei der Konkretisierung des Kooperationsverhältnisses zwischen den verschiedenen betroffenen Gerichten [Caroline II-Holding – an Interim Step to concretise the Cooperation between the respective Courts]*. In: NJW, pp. 20-26.
- Hoffmann-Riem, W. (2008): *Immaterialgüterrecht als Referenzgebiet innovationserheblichen Rechts [Intellectual Property Law as Area of Reference for Innovation-related Law]*. In: M. Eifert, W. Hoffmann-Riem (eds.), *Geistiges Eigentum und Innovation [Intellectual Property and Innovation]*. Berlin, pp. 15-41.
- Hoffmann-Riem, W.; Schmidt-Aßmann, E.; Voßkuhle, A. (eds.) (2008): *Grundlagen des Verwaltungsrechts. Band 2: Informationsordnung, Verwaltungsverfahren, Handlungsformen [Principles of Administrative Law. Vol.2: Information System, Administrative Procedure, Forms of Action]*. München: Beck.
- Hoffmann-Riem, W. (2008): *Rechtsformen, Handlungsformen, Bewirkungsformen [Legal Structures, Forms of Action, Forms of Effects]*. In: Hoffmann-Riem, W.; Schmidt-Aßmann, E.; Voßkuhle, A. (eds.), *Grundlagen des Verwaltungsrechts. Band 2: Informationsordnung, Verwaltungsverfahren, Handlungsformen [Principles of Administrative Law. Vol. 2: Information System, Administrative Procedure, Forms of Action]*. München: Beck, pp. 885-958.
- Hoffmann-Riem, W. (2008): *Der grundrechtliche Schutz der Vertraulichkeit und Integrität eigengenutzter informationstechnischer Systeme [Protection of Confidentiality under the Basic Law and the Integrity of individually used Systems of Information Technology]*. In: *Juristenzeitung*, pp. 1009-1022.
- Hoffmann-Riem, W.; Schwemer, H. (eds.) (2008): *Landesrecht Hamburg [Federal State Law Hamburg]*. Baden-Baden: Nomos, 20th edition.
- Hoffmann-Riem, W. (2008): *Soziale Innovationen als Herausforderung der Moderne [Social Innovations as Challenge to the Modern Age]*. In: BMU (ed.), *Die Dritte Industrielle Revolution – Aufbruch in ein ökologisches Jahrhundert [The Third Industrial Revolution - Emergence into an Ecological Century]*. Berlin, pp. 88-91.
- Hoffmann-Riem, W. (2008): *Kohärenzvorsorge hinsichtlich verfassungsrechtlicher Maßstäbe für die Verwaltung in Europa [Ensuring Coherency as regards Constitutional Law Measures for the Administration in Europe]*. In: H.-H. Trute, T. Groß, H. C. Röhl, C. Möllers (eds.), *Allgemeines Verwaltungsrecht – zur Tragfähigkeit eines Konzepts [General Administrative Law – On the Resilience of a Concept]*. Tübingen, pp. 759-768.
- Hoffmann-Riem, W. (2008): *Das Bundesverfassungsgericht als Garant von Rechtsstaatlichkeit [The Federal Constitutional Court as a Guarantor of the Rule of Law]*. In: *EuGRZ*, pp. 557-561.

## ASSOCIATE STAFF MEMBERS

Associate staff members support the Institute in defining new research topics and in performing concrete investigations. In 2007/2008 the associate staff members were:

**Prof. Dr. Joan Kristin Bleicher** (born 1960) studied German Language and Literature, American Studies and general literary criticism in Giessen, Bloomington/USA and Siegen. She obtained a doctorate at the University of Siegen and worked from 1986-1995 in the special research area no. 240 of the German Research Foundation, Deutsche Forschungsgemeinschaft, “Ästhetik, Pragmatik und Geschichte der Bildschirmmedien. Schwerpunkt: Fernsehen in der Bundesrepublik Deutschland” (Aesthetics, Pragmatics and History of the screen-based Media. Special Emphasis: Television in the Federal Republic of Germany). After teaching posts at the universities of Saarbrücken, Marburg, Lüneburg and Hamburg, Joan Kristin Bleicher wrote her post-doctoral thesis at

the University of Hamburg. Her interests emphasise the areas of media aesthetics and history, theories of narration, contemporary literature and foundational research on the Internet. From the summer semester 2001 onwards, she has held a professorship in the Germanic Institute at the University of Hamburg. From spring 2002 until autumn 2007, she held a joint professorship in “Media Studies” at the Hans Bredow Institute and the University of Hamburg. Since September 2007 she has been a full professor at the Institute for Media and Communication Studies at the University of Hamburg and an associate staff member of the Hans Bredow Institute.

### Projects 2008/2009

- Television in Media Competition
- Fundamentals of the Internet

### Teaching 2008/2009

“Examenskolloquium“ [Exam Colloquium], seminar by J. K. Bleicher at the course of study Media Culture at the University of Hamburg, summer semester 2009.

“Grundlagen Internet“ [Fundamentals of the Internet], seminar by J. K. Bleicher in the course of study Media Culture at the University of Hamburg, summer semester 2009.

“Fakten und Fiktion“ [Facts and Fiction], seminar by J. K. Bleicher in the course of study Media Culture at the University of Hamburg, summer semester 2009.

“Mediengeschichte“ [Media History], lecture by J. K. Bleicher in the course of study Media Culture at the University of Hamburg, summer semester 2009.

“Film- und Fernsehkritik“ [Film and Television Critique], project seminar by J. K. Bleicher in the course of study Media and Communication Studies at the University of Hamburg, summer semester 2009 (with S. Loist).

“Einführung in die Medien- und Kommunikationswissenschaft“ [Introduction to Media and Communication Studies], lecture by U. Hasebrink and J. Bleicher at the Institute of Media and Communication Studies at the University of Hamburg, winter semester 2008/2009.

“Formatentwicklung im Deutschen Fernsehen“ [Development of Formats in German Television], seminar by J. K. Bleicher in the course of study Media Culture at the University of Hamburg, winter semester 2008/2009.

“Fernsehfiktion und TV Movies“, seminar by J. K. Bleicher in the course of study Media Culture at the University of Hamburg, winter semester 2008/2009.

“Aktuelle Medientheorien“ [Current Media Theories], seminar by J. K. Bleicher in the course of study at the University of Hamburg, winter semester 2008/2009.

“Drehbuchschreiben“ [Script Writing] project seminar by J. K. Bleicher in the course of study Media Culture at the University of Hamburg, summer semester 2008.

“Aktuelle Medienentwicklungen“ [Current Media Developments], seminar by J. K. Bleicher in the course of study Media Culture at the University of Hamburg, summer semester 2008..

#### Lectures 2008/2009

“Zwischen Frauentausch und Küchenschlacht – Genderkonstruktion in Reality Formaten“ [Between Wife Swapping and Kitchen Battle – Gender Constructions in Reality Formats], lecture by J. K. Bleicher within the lecture series “Sexy Media? Gender – Medialität – Kulturalität“ at the University of Hamburg on 1 December 2008.

“Du musst Dein Leben ändern!“ [You Have to Change Your Life! Medial Constructions of Beauty], lecture by J. K. Bleicher within the lecture series “... zu schön, um wahr zu sein“ [... too good to be true] at the University of Düsseldorf on 2 July 2008.

“Metareference in Television“, lecture by J. K. Bleicher at the conference “Metareferenz in den Künsten und Medien“ [Metareference in Arts and Media] in Graz on 24 May 2008.

#### Publications 2008/2009

Bleicher, J. K. (2008): Genderkonstruktion in den Medien am Beispiel der Pressereaktion auf die Bibel in Gerechter Sprache [Gender Construction in the Media using the Example of the Press's Reaction to the Bible in a Fit Language]. In: C. Berger, S. Peters; B. Joswig (Ed.): Gott heißt nicht nur Vater. Zur Rede über Gott in den Übersetzungen der »Bibel in gerechter Sprache«, Göttingen 2008 (in print).

Bleicher, J. K. (2008): Grenzgänge zwischen Fakten und Fiktion. Faction und New Journalism in den USA [Border Crossings between Facts and Fiction. Faction and New Journalism in the USA]. In: O. Hahn, R. Schröder (eds.). Lehrbuch Journalistische Kulturen. Internationale und interdisziplinäre Theoriebausteine. Köln, pp. 76-89.

Bleicher, J. K. (2008): Neues Fernsehen, neue Programme? Formen und Funktionen von Paratexten im IPTV [New Television, New Programmes? Forms and Functions of Paratexts in IPTV]. In: Andrej Gwozdz (ed.), Paratexte in den Medien. Krakau.

Bleicher, J. K. (2008): Rezension zu J. Herrmann, Medienerfahrung und Religion – eine empirisch-qualitative Studie zur Medienreligion [Review on J. Herrmann, Media Experience and Religion – an empirical-qualitative Study on Media Religion], Göttingen 2007. In: Medien & Kommunikationswissenschaft 56 (2), pp. 263.-266.

Bleicher, J. K. (2008): Review of K. Döveling, L. Mikos, J.-U. Nieland (eds.), Im Namen des Fernsehvolkes, Neue Formate für Orientierung und Bewertung [In the Name of the TV People, New Formats for Orientation and Evaluation], Konstanz: 2007. In: Medienwissenschaft Rezensionen 2008, pp. 334-336.

Bleicher, J. K. (2008): Sportler, Gaukler, Komödianten. Unterhaltende Programmangebote im NWDR-Fernsehen [Sportsmen, Jugglers, Comedians. Entertaining Programme Offerings in the NWDR Television]. In: H.-U. Wagner (ed.), Die Geschichte des Nordwestdeutschen Rundfunks, Vol. 2. Hamburg, pp. 320-336.

Bleicher, J. K.: (2008): Verschwörergemeinschaft gegen die gute alte Bibel. Formen der Genderkonstruktion in den Printmedien am Beispiel der Pressereaktionen auf die Bibel in gerechter Sprache [Community of Conspirators against the Good Old Bible. Forms of Gender Construction in Print Media Using the Example of Press Reactions to the Bible in Fit Language]. In: C. Gerber, B. Joswig, S. Petersen (eds.), Gott heißt nicht nur Vater – Zur Rede über Gott in den Übersetzungen der "Bibel in gerechter Sprache". Göttingen, S. 206-219.

Bleicher, J. K. (2009): Das Private ist das Authentische. Referenzbezüge aktueller Reality Formate [The Private Sphere is the Authentic Frame of Reference for Current Reality Formats]. In: H. Segeberg (ed.), Referenzen – Zur Theorie und Geschichte des Realen in den Medien [References – On Theory and History of the Real in the Media]. Marburg, pp. 111-119.

Bleicher, J. K. (2009): Collective Review of N. Bishara, Selbstreferenzielle Werbung [Self-Referential Advertising], Konstanz 2008; W. Nöth, N. Bishara, B. Neitzel, Mediale Selbstreferenz - Grundlagen und Fallstudien zu Werbung, Computerspiel und den Comics [Medial Self-Reference - Principles and Case Studies on Advertising, Computer Games and Cartoons], Köln 2008; J. Paech, J. Schröder (ed.), Intermedialität Analog/Digital, Theorien – Methoden – Analysen [Intermediality Analogue/Digital, Theories - Methods - Analyses], München 2008; A. Preckel, Zapping als Fernsehkritik, Die italienische Telecollage Blob [Zapping as Television Critique, The Italian TV Collage Blob], Berlin 2008. In: Medien & Kommunikationswissenschaft 57 (1), pp. 78-81.

Bleicher, J.K. (2009): Zwischen Frauentausch und Küchenschlacht [Between Wife Swapping and Kitchen Battle]. In: Medien und Erziehung, H. 2, München, pp. 80-91.

Christoph Hilgert, M.A., (born 1978) studied History, Journalism and Political Science at the Universities of Gießen, Bristol (England) and Hamburg. He has worked at the “Research Centre for the History of Broadcasting in Northern Ger-

many" from March 2006 until December 2007. Before that he had already been a student assistant at the Hans Bredow Institute from 2002 onwards. Since January 2008, he has been the recipient of a scholarship of the "DFG-Graduiertenkolleg" "Transnationale Medienereignisse von der Frühen Neuzeit bis zur Gegenwart" at the Justus-Liebig-University Gießen. His research interests concern aspects of the research into the history of youth, the history of media, culture and mentalities, especially the history of the press and of broadcasting, of developments in media politics since 1945, the communicative dimensions of remembering, of the memory and of commemoration, as well as the medial presentation of history. In the framework of his PhD-project, he is working on the reporting in the mass media on and for "young people" in the 1950s, with a particular emphasis on West-German and British broadcasting.

#### Lectures 2008/2009

"Medienvermittelter Kulturkontakt und Kulturkontakt in den Medien: Zur Debatte um die ‚Amerikanisierung‘ der west-deutschen Jugend im Hörfunk der 1950er Jahre" [Media-conveyed Cultural Contact and Cultural Contact in the Media; On the Debate about the 'Americanisation' of West German Adolescents in the Radio of the 1950's], lecture by C. Hilgert at the consultative meeting of topic-related DFG-Graduiertenkollegs (Bielefeld, Gießen, Leipzig, Rostock) "Kulturkontakt? Potential und Grenzen eines Begriffs" [Cultural Contact? Potential and Limits of a Concept] in Rostock-Warnemünde on 8 May 2009.

"Die 68er als 'Generation Jugendfunk'? Politische Aufklärung von Jugendlichen im Hörfunk der 1950er Jahre" [The 68 Generation as 'Generation Youth Radio'? Political Enlightenment in the Radio of the 1950's], lecture by C. Hilgert at the Conference "Die intellektuelle Gründung der Bundesrepublik. Generationswechsel und Wortergreifungen in den späten 1950er und den 1960er Jahren" [The Intellectual Founding of the Federal Republic. Generation Change and Speaking Up in the Late 1950's and the 1960's] (9. Nassauer Gespräch der Freiherr-vom-Stein-Gesellschaft e.V.) in Siggen on 26 September 2008.

#### Publications 2008/2009

Fuge, J; Hilgert, C. (2008): Aktuell und überparteilich, aber nicht unpolitisch. Informationssendungen und politische Programmangebote im Hörfunk des NWDR [Current and Above Parties but Not Apolitical. Information and Political Programmes in NWDR Radio]. In: H.-U. Wagner (Ed.): Die Geschichte des Nordwestdeutschen Rundfunks; Vol. 2. Hamburg, pp. 105-149.

Hilgert, C. (2008): Review of Behmer, M.; Hasselbring, B. (eds.), Radiotage, Fernsehjahre. Interdisziplinäre Studien zur Rundfunkgeschichte nach 1945 [Radio Days. Television Years. Interdisciplinary Studies on Radio History after 1945] Münster 2006. In: H-Soz-u-Kult, 30.06.2008 (available).

Hilgert, C. (2008): „1:0 für Dr. Pleister“. Der Sport im Hörfunk-Programm des NWDR [1:0 Dr. Pleister. Sports in the

Radio Programme of the NWDR]. In: H.-U. Wagner (ed.), Die Geschichte des Nordwestdeutschen Rundfunks [The History of the Northwest German Broadcasting]. Vol. 2. Hamburg, pp. 311-319.

Hilgert, C. (2008): Mehr als "1 : 0-Berichterstattung": Der Sport im Hörfunk-Programm des NWDR [More than 1:0 Reporting: Sports in the NWDR Radio Programme]. In: H.-U. Wagner (ed.): Die Geschichte des Nordwestdeutschen Rundfunks; Vol. 2. Hamburg, pp. 150-162.

Hilgert, C. (2008) Review of Röser, J. (ed), MedienAlltag. Domestizierungsprozesse alter und neuer Medien [Daily Media Routine. Processes of Domestication of old and new Media]. Wiesbaden, 2007. In: Rundfunk und Geschichte 34 (2008), No. 1/2, pp. 64-66.

Hilgert, C.; Schnürer, F. (2008): Tagungsbericht "Medienereignisse und Performativität in der Neuzeit" [Conference Proceedings: Media Events and Performativity in Modern Times]. 20.06.2008-21.06.2008, Gießen. In: H-Soz-u-Kult, 19.08.2008, <http://hsozkult.geschichte.hu-berlin.de/tagungsberichte/id=2236>.

Dr. Talke Klara Hoppmann (born 1980) studied communication and American Studies at the Ruhr-University in Bochum, at the University of Hamburg and on a Fulbright Scholarship to Temple University Philadelphia, USA. After working as a student assistant for several years on various projects (above all related to Europe) at the Hans Bredow Institute and for a year on the project "Designating various Forms of Advertising from the Viewer's Viewpoint", she has been an Associate of the Institute from 2006 to 2009 and has been writing a doctorate on the topic of user perception of EU institutions and of their perception of communicators. In this comparative project, she has been researching since February 2007 in Copenhagen, Denmark, at the University of Copenhagen and subsequent to that in Leeds, Great Britain, at the Jean Monnet European Centre of Excellence of the University of Leeds. Her research interests involve above all media use, new media, online communication and political communication, as well as the entire complex "European Union". Since 2009 she has been a user-experience consultant at Cimex ([www.cimex.com](http://www.cimex.com)) in London, UK.

#### Lecture 2009

"Presenting Crime Maps Online: Effectiveness, Usability & User Preferences. Exploring the Use of Tables, Maps and Graphs for Statistical Data Presentation on the Internet", lecture by T. Hoppmann at the 7th National Crime Mapping Conference in Manchester on 8 May 2009.

#### Publication 2009

Hoppmann, T. K. (2009): User Perceptions of EU Institutions & Communicator Perceptions of their Users. PhD Thesis. (in print).



Dr. Till Kreutzer (born 1971) is a lawyer and a partner at i.e. Consultant Bureau for Information Law in Hamburg. He is a member of the “Institute for Legal Issues of free and open Software” (iFrOSS), founding member and editor at iRights.info, the information portal on copyright in the digital world for consumers and people working in the creative industry, winner of the Grimme-Online-Award 2006. Dr. Till Kreutzer teaches copyright law, trademark law, data protection law and personality rights at various institutions (among other at the Akademie für Publizistik and the Evangelische Journalistenschule). In the context of the reform of copyright in the information society, he was invited as expert to the hearing for the federal parliament legal committee at the enactment of the “Law on Regulation of Copyright in the Information Society” (First and Second Basket”) and was a member of the main working group, which the federal government had convened to set up the “Second Basket”. He is a lecturer in E-Learning and has developed various E-Learning modules and other learning and information materials on the topic of E-Learning and law, among other things the programme “Legal Issues in E-Learning”, which was awarded with the “European eLearning Award eureleA 2008”. Furthermore, he is the author of numerous articles on topics related to information law in specialist and consumer publications (eg. GRUR, CR, MMR, ZUM, brand eins, Telepolis, Süddeutsche Zeitung, EPD Medien, Stern). His dissertation with Prof. Dr. Hoffmann-Riem concerned the model of copyright and regulation alternatives and was published at the end of 2008 at Nomos Verlag (see also [www.iRights.info](http://www.iRights.info)).

#### Teaching 2008/2009

“Online-Presserecht” [Online Press Law], seminar by T. Kreutzer at the Akademie für Publizistik in Hamburg on 16 October 2009 (with M. Spielkamp) (Registration).

“Medien und Bildung im Lichte von Persönlichkeitsschutz und Datenschutzrecht” [Media and Education in the Light of Personality Rights and Data Protection Law], lecture by T. Kreutzer in the context of the lecture series “Medien und Bildung” [Media and Education] of the Faculty of Education, Psychology and Locomotion Sciences at the University of Hamburg on 23 June 2009.

“Urheberrecht in Lehre und Forschung” [Copyright Law in Education and Research], workshop by T. Kreutzer at the Career Center of the University of Hamburg on 16 June 2009.

“Urheber- und Persönlichkeitsrechte im Web 2.0” [Copyrights and Personality Rights in Web 2.0], workshop by T. Kreutzer at the Medienkompetenztag 2009 [Media Competence Day] for schools in Hamburg on 4 June 2009.

“Urheberrecht und E-Learning” [Copyright and E-Learning], workshop by T. Kreutzer at the Freie Universität Berlin on 29 May 2009.

“Urheber- und Datenschutzrecht bei E-Learning” [Copyrights and Data Protection Rights regarding E-Learning], workshop by T. Kreutzer for the Multimedia Kontor Hamburg on 9 December 2008.

“Urheberrecht und E-Learning” [Copyright and E-Learning], workshop by T. Kreutzer at the Freie Universität Berlin on 7 November 2008.

“Urheberrecht und E-Learning” [Copyright and E-Learning], workshop by T. Kreutzer at the Freie Universität Berlin on 22 September 2008.

“Creative Commons in der Praxis – juristische Aspekte bei Open-Content-Lizenzierung” [Creative Commons in Practice – Legal Aspects of Open-Content-Licensing], workshop by T. Kreutzer at the ARD-ZDF-Media Academy in Hamburg on 19 September 2008.

“Recht im Web 2.0” [Law in Web 2.0], seminar by T. Kreutzer at the International DAAD-Academy: Neue digitale Medien im Bildungsmarketing – Anwendungsbereiche von Web 2.0 [New Digital Media in Education Marketing - Scope of Web 2.0] in Bonn on 7 May 2008.

“Urheberrecht und E-Learning” [Copyright and E-Learning], workshop by T. Kreutzer at the Freie Universität Berlin on 28 April 2008.

#### Lectures 2008/2009

“Recht und E-Learning” [Law and E-Learning], lecture by T. Kreutzer at the EDay 2009 in Duisburg on 22 August 2009.

“Urheberrecht und E-Learning” [Copyright and E-Learning], lecture by T. Kreutzer at the „Forum E-Learning“ of the University of Potsdam and the University of Applied Sciences Potsdam on 28 May 2009.

“Urheberrecht im Wandel - Kontroversen um und Herausforderungen an ein Urheberrecht für die Informationsgesellschaft” [Changing Copyright - Controversies about and Challenges for Copyright for the Information Society], lecture by T. Kreutzer at the Rotary Club Hamburg-Lombardsbrücke on 20 May 2009.

“Urheberrecht und E-Learning - Möglichkeiten zustimmungsfreier Nutzung urheberrechtlich geschützten Materials” [Copyright and E-Learning - Opportunities of Consent-Free Usage of Materials Protected by Copyright], lecture by T. Kreutzer at the workshop “Urheberrecht, Lehre und Neue Medien” [Copyright, Science and New Media] of the Friedrich-Alexander University Erlangen-Nürnberg on 15 May 2009.

“Rechtsfragen bei E-Learning - Sinn und Unsinn von “1. und 2. Korb” aus Sicht von Wissenschaft und Bildung” [Legal Questions regarding E-Learning - Sense and Nonsense of “1. and 2. Basket” from the Viewpoint of Research and Education], Keynote by T. Kreutzer at the 13th workshop of the CBT-AG of the Deutschen Gesellschaft für Medizinische Informatik, Biometrie und Epidemiologie e.V. [German Society for Medical Informatics, Biometry and Epidemiology] in Hanover on 14 May 2009.

“Herkunft, Status und Zukunft (?) des Urheberrechts – Erkenntnisse aus der Untersuchung „Das Modell des deutschen Urheberrechts und Regelungsalternativen” [Origin, Status and Future (?) of Copyright – Findings from the Study ‘The German Copyright Model and Regulation Alternatives’], lecture by T. Kreutzer at the

impulse workshop "Tendenzen der Wissensgesellschaft" [Tendencies of the Knowledge-based Society] of the Goethe Institute in Munich on 13 May 2009.

"Rechtliche Aspekte beim Umgang mit Gebärdensprachinhalten" [Legal Aspects of Handling Sign Language Content], lecture by T. Kreutzer at the public presentation of the "Langzeitvorhaben Wörterbuch Deutsche Gebärdensprache – Deutsch" [Longterm Project Dictionary of German Sign Language - German] at the Akademie der Wissenschaften [Academy of Sciences] in Hamburg on 9 May 2009.

"Es kann nur besser werden! Regelungsalternativen zum geltenden Urheberrecht" [Things can only get better! Regulation Alternatives for effective Copyright Law], lecture by T. Kreutzer at the re:publica 09 in Berlin on 3 April 2009 (pdf-file [http://irights.info/fileadmin/texte/material/kreutzer\\_republica\\_2009.pdf](http://irights.info/fileadmin/texte/material/kreutzer_republica_2009.pdf)).

"Copyright in the Digital Domain", workshop by T. Kreutzer at the Club Transmediale in Berlin on 28 January 2009.

"Reform des Urheberrechts in der Informationsgesellschaft - Bildungsfreundliches Urheberrecht durch Zweiten und/oder Dritten Korb?" [Reform of Copyright Law in the Information-based Society - Education-friendly Copyright through Second and/or Third Basket?], lecture by T. Kreutzer at the Campus Innovation in Hamburg on 21 November 2008.

"Was für ein Urheberrecht braucht kreative Arbeit?" [What Kind of Copyright Law does Creative Work Need?], moderation of panel and introductory lecture by T. Kreutzer at the conference "Kreative Arbeit und Urheberrecht" [Creative Work and Copyright Law], in Dortmund on 26 to 28 September 2008 (Conference Report <http://www.irights.info/index.php?id=671>).

"Urheberrecht und digitale Archivierung – Ein Spannungsfeld im Überblick" [Copyright and Digital Archiving - Overview of an Area of Tension], lecture by T. Kreutzer at the conference "Zwischen technischem Können und rechtlichem Dürfen" [Between Technological Capabilities and Legal Entitlement] of the Deutsche Kinemathek in Berlin on 11 September 2008.

"Open Source und Urheberrecht – wer beeinflusst wen?" [Open Source and Copyright - Who Influences Whom?], lecture by T. Kreutzer at the 8th @kit-Kongress: "IT-Compliance – IT und öffentliche Sicherheit – Open Source" [IT-Compliance - IT and Public Security - Open Source] in Berlin on 30 May 2008 (conference report).

"Nicht alles was geht ist auch erlaubt – Urheber- und Persönlichkeitsrechte im Web 2.0" [Not Everything Possible Is Allowed - Copyrights and Personality Rights in Web 2.0], lecture by T. Kreutzer in the course of a seminar at the International DAAD-Academy "Neue digitale Medien im Bildungsmarketing - Anwendungsbereiche von Web 2.0" [New Digital Media in Education Marketing - Scope of web 2.0] in Bonn on 7 May 2008.

"iRights.info – Urheberrecht im Alltag" [iRights.info - Copyrights in Everyday Life], lecture by T. Kreutzer at the re:publica in Berlin on 4 April 2008.

"Chancen erkannt, Chancen vertan – Zum Nutzen des „Zweiten Korbes“ der Urheberrechtsreform für Wissenschaft und Bildung" [Opportunities Spotted, Opportunities Forfeited - On the Use of the "Second Basket" of the Copyright Reform for Science and Education], lecture by T. Kreutzer at the GML conference "Grundfragen multimedialen Lehrens und Lernens" [Fundamental Questions of Multimedia Teaching and Learning] in Berlin on 13 March 2008.

## Publications 2007/2008

Djordjevic, V.; Gehring, R.; Grassmuck V.; Kreutzer, T.; Spielkamp, M. (eds.) (2008): Urheberrecht im Alltag. Kopieren, bearbeiten, selber machen [Copyright in everyday Life. Copying, Editing, doing Things oneself], Schriften-

reihe der Bundeszentrale für politische Bildung Vol. 655, Bonn.

Kreutzer, T. (2008): Nicht alles, was geht, ist auch erlaubt [Not Everything possible is allowed], [klicksafe.de](http://klicksafe.de), <https://www.klicksafe.de/service/familie/alle-klicksafe-tipsps/nicht-alles-was-geht-ist-auch-erlaubt-urheber-und-persoennlichkeitsrechte-im-internet.html>

Kreutzer, T. (2008): Bis hierher – und nicht weiter? Wie das Urheberrecht unser Leben beeinflusst [This far – and no further? How Copyright influences our Lives], [www.bpb.de/themen/4WT7Y0,0,0,Bis\\_hierher\\_%96\\_und\\_nicht\\_weiter\\_Wie\\_das\\_Urheberrecht\\_unser\\_Leben\\_beeinflusst.html](http://www.bpb.de/themen/4WT7Y0,0,0,Bis_hierher_%96_und_nicht_weiter_Wie_das_Urheberrecht_unser_Leben_beeinflusst.html)

Kreutzer, T. (2008): Das Modell des deutschen Urheberrechts und Regelungsalternativen [The Model of German Copyright Law and Regulation Alternatives], Dissertation, Baden-Baden.

Kreutzer, T. (2009): Kopienversanddienste und deutsches Urheberrecht nach dem "Zweiten Korb" [Copy Dispatch Services and German Copyright According to the "Second Basket"]. In: Geistiges Eigentum [Intellectual Property] (forthcoming).

Kreutzer, T. (2009): Lizenzverträge und AGB-Recht - Freiwillig oder Artenschutz: Ausbeutung durch AGB [Licensing Contracts and SBT Law – Fair Game or Species Conservation], [www.irights.info/index.php?id=761](http://www.irights.info/index.php?id=761).

Arne Laudien (born 1977) is an assessor and studied Law at the University of Hamburg with special emphasis on information and communication. He served his legal clerkship at the Hanseatic Court of Appeal between August 2006 and September 2008. He worked at the Institute from July 2004 to July 2006, having been a student assistant since 2002. He has been an associate staff member since July 2006. Currently he is finalising his PhD project on the topic "Preventive State Intervention in Mass Media Internet Communication", dealing with a possibly required adjustment of the concept of censorship in the Basic Law to the regulation of communication in the 21st century.

Thilo Wind (born 1979) studied Law in Hamburg and Göttingen as well as in England and at Aarhus in Denmark. In addition to this, the "Scandinavian Area Studies" programme of the Danish University of Odense has formed a welcomed change from his legal line. During his law studies, he focused on the area of "Information and Communication". He was initially a student assistant and has been a freelance researcher since August 2007 and is associated with the Institute in the area of media and telecommunications law. In addition to these activities he is a legal intern at the Hanseatic Court of Appeal, working towards his second state examination.

#### Publication 2008

Schulz, W.; Held, T.; Dreyer, S. in cooperation with T. Wind (2008): Regulation of Broadcasting and Internet Services in Germany. A Brief Overview, March 2008 (2nd ed.). Hamburg (Working papers of the Hans Bredow Institute Nr. 13), [www.hans-bredow-institut.de/english/publications/ap/13-2Mediaregulation.pdf](http://www.hans-bredow-institut.de/english/publications/ap/13-2Mediaregulation.pdf)).

**Malte Ziewitz, M.P.A.** (born 1976) studied law in Göttingen, Rome and Hamburg. He worked at the Hans Bredow Institute from June 2003 to August 2004. He was a McCloy-Scholar in the MPA programme of the John F. Kennedy School of Government in Harvard and has been a doctoral candidate at the Oxford Internet Institute. Before discovering the pleasant life of an academic, he worked as a radio reporter and advertising copywriter. His interests involve above all the Internet as a communications platform and the social and commercial questions connected with that. A spe-

cial emphasis is here the development and re-searching of new forms of regulation, as well as their bases in constitutional and European law. In his dissertation, he tackles reputation-technologies and the question as to how and under what conditions to coordinate and regulate this human behaviour.

#### Courses 2008/2009

"Analytic Frameworks for Extra-legal Governance", tutorial by M. Ziewitz at the University of Oxford, Trinity Term 2008.

"Internet Governance & Regulation", tutorial by M. Ziewitz at the University of Oxford, Hilary Term 2008.

#### Publication 2008

Ziewitz, M. (2008): Viel Ordnung, wenig Recht: Kollaborative Selbstkontrolle als Vertrauensfaktor am Beispiel Wikipedias [Much Order, Little Law: Collaborative Self-Control as Trust Factor Using the Example of Wikipedia]. In: D. Klumpp, H. Kubicek, A. Rossnagel, W. Schulz (eds.), *Informationelles Vertrauen für die Informationsgesellschaft* [Informational Trust for the Information-based Society]. Berlin: Springer, pp. 173-188.

## GUEST RESEARCHERS

**Dr. Axel Bruns** is a Senior Lecturer in the Creative Industries-Faculty at Queensland University of Technology in Brisbane, Australia. He is Project Leader for Social Media in the Smart Services Cooperative Research Centre, and a Chief Investigator in the ARC Centre of Excellence for Creative Industries and Innovation (CCi). He is the author of "Blogs, Wikipedia, Second Life and Beyond: From Production to Produsage" (2008) and "Gatewatching: Collaborative Online News Production" (2005), and the editor of "Uses of Blogs" with Joanne Jacobs (2006; all released by Peter Lang, New York). His book "Gatewatching" was nominated for the 2006 Communications Policy Research Award at Fordham University's Donald McGannon Communication Research Center, and he contributes to the Gatewatching.org group blog with Jason Wilson and Barry Saunders. Bruns has coined the term "produsage" to better describe the current paradigm shift towards user-led forms of collaborative content creation, which are proving to have an increasing impact on media, economy, law, social practices, and democracy itself. Produsage provides a new

approach to conceptualising these phenomena by avoiding the traditional assumptions associated with industrial-age production models. His study of these environments builds on his work in the area of participatory or citizen journalism and blogging. In 2007, Bruns was a visiting scholar at the University of Leeds and at Massachusetts Institute of Technology, where he further investigated the impact of produsage on democracy, citizenship, and the media. For more information about the produsage concept, see Produsage.org. In 1997, Bruns was a co-founder of the premier online academic publisher M/C – Media and Culture, which publishes "M/C Journal", "M/C Reviews", "M/C Dialogue", and the "M/Cyclopedia of New Media", and he continues to serve as M/C's General Editor. In 2000, he also co-founded "dotlit: The Online Journal of Creative Writing", with Donna Lee Brien and Philip Neilsen from QUT's Creative Writing and Cultural Studies discipline. Bruns was the Web developer responsible for QUT's streaming media station EMIT, which began Webcasting in 2002. Bruns's research interests are in produsage, blogging, citizen journal-

ism, online publishing, virtual communities, creative industries, creative hypertext writing, and popular music studies. He has published a variety of articles in these fields, many of which can be found at his Website, [snurb.info](http://snurb.info), and at [Gatewatching.org](http://Gatewatching.org) and [Produsage.org](http://Produsage.org).

**Joan Ramon Rodríguez-Amat, M. A.**, (born 1975) studied Media Studies (UAB, Barcelona), Communicative Strategy and Political Science (ICPS, Barcelona, 1999), Political Communication and Strategy (UAB, Barcelona, 2000) and Qualitative Methods of Social Research (UdG, Girona, 2001). In 2006, he wrote his MA thesis on the meaning of theories of nationalism in media studies. He has taught since 2001 in the Department of Digital Communication at the University de Vic (Barcelona, Spain). In the summer and winter semesters 2007 he also worked as a lecturer at the Institute of Intercultural Business Communication (IWK) at the Friedrich-Schiller University in Jena. Previously he taught in 2006 in France (INFOCOM University Lyon II) and in 2004 in Great Britain (University of Surrey-Roehampton, London). His research interests concern media culture, discourse analysis, the history of communication as well as political communication and the main emphasis of his work rests on national discourse and national mythologies, on which he also wrote his doctorate “Nationalisation of the Public Sphere: the Role of the Media in the Construction of National Mythologies”. Ramon Rodríguez was a guest researcher at the Hans Bredow Institute from March to September 2008. He was particularly interested in current research outputs and projects of the Institute on European Media and Public Spheres (EuroMaPS) and the projects in the area of media offerings and media culture.

**Marcelo Thompson Mello Guimaraes** (born 1978) studied Law at the Pontifícia Universidade Católica do Rio de Janeiro, and took his Bachelor

of Laws (LL.B.) in 2000, with a postgraduate diploma from 2002-2003 in the legal area of intellectual property. Concurrently he had a teaching post for IT law at the Pontifícia Universidade Católica. From 2002-2003 he also worked as a lawyer in the department of Venture Capital of the Brazilian Innovation Agency FINEP of the Brazilian Ministry for Science and Technology and was head of the department for conduct of law cases from 2002-2003. From 2004-2005, he was the head of the legal department of the Brazilian Information Technology Institute (ITI), reporting to the presidential office, and participated in programmes for introducing an infrastructure for electronic signatures and free software. Subsequently, he did an LL.M in Law and Technology in the context of the Law & Technology-Programme of the University of Ottawa (2005-2006). He has been a doctoral candidate in the area of Information, Communication and the Social Sciences at Kellogg College and at the Oxford Internet Institute at the University of Oxford and a scholarship of the CAPES Foundation of the Brazilian Ministry of Education. His dissertation has the working title: “Evaluating Neutrality in the Information Age: on the Value of Persons and Access” and concerns itself from the viewpoint of law and political studies with the application of the principle of neutrality in internet law and politics. His particular interests concern the legal, political and philosophical aspects of electronic forms of identification, of intellectual property and the access to technology and knowledge, filter mechanisms and internet communication in general. Marcelo Thompson Mello Guimaraes was a guest researcher for two months in May/June 2008 at the Hans Bredow Institute and participated, among other things, in the symposium “Equal Opportunities for Networks and Platforms?” The period of research was supported by the Institute as well as the Alcatel-Lucent Foundation.

## STUDENT ASSISTANTS

The Institute also employs assistants and interns, who work not only in the context of the projects, but also in indispensable activities across the board, such as archiving and organising events. Those active since the beginning of 2008 have been:

Sina Bulian, Andrea Burmester, Gyde Clausen, David Czarnetzki, Nils Dargel, Marius Drosselmeier, Hasmik Episkoposian, Julia Gutjahr, Frank Hahn, Celina Hauptmann, Clemens Hornik, Sigrid

Kannengießer, Jessica Kunert, Dennis Lachmann, Stefanie Lefeldt, Tristan Lietz, Esther Loeck, Martin Lose, Eljana Mankollari, Dörthe Meier, Norman Müller, Jana Nickol, Andrej Pletter, Christian Rabe, Wiebke Rohde, Christian Roth, Anne Runkel, Meike Schmidt, Felix Schröter, Christiane Schwinge, Wencke Stegemann, Stefanie Trümper, Lena Ullrich, Gordon Volkmer, Lydia Wendel, Matthias Zingg.

## CONTACT

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## STAFF AND ORGANISATION OF THE HANS BREDOW INSTITUTE (AS OF JUNE 2009)

