Research Report

2011/2012

HANS-BREDOW-INSTITUT
for Media Research at the University of Hamburg

THE YEAR'S RESEARCH 2011/2012

In 2011/12, our research was marked by a new quality in its cooperative projects. It is increasingly taking place through collaboration and in networks. This is the only way to realise large cooperative projects for the DFG (German Research Foundation) or parallel investigations in all European states

Since the Institute's founding, the University of Hamburg has been one of its most important partners. The Institute is currently working with colleagues in the Research Centre for Media and Communication (RCMC) on an application for a graduate college where coordinated doctoral supervision is to be progressed; in this way, we intend to secure the work of the Graduate School Media and Communication (GMaC), at present financed by the Hamburg State Excellence Initiative, for the long term.

The possibility of establishing joint professorships is one of the structural connections between the University of Hamburg and the Hans Bredow Institute. At the end of 2011, one such professorship was taken up by Wolfgang Schulz in the area of Media Law, Public Law and Legal Theory. That means that the two pillars of the Institute's work – communication studies and legal studies – are now represented by professorships.

There is no doubt that cooperation with the newly-founded Alexander von Humboldt Institute for Internet and Society (HIIG) figures among the relevant structural changes for 2011. The new Institute has been founded by the Humboldt University of Berlin, the Berlin Social Science Research Centre, and the Berlin University of the Arts, with the support of Google, and will specialise in the particular characteristics of internet-based communication, a field which has for years been playing an increasing role in the work of the Hans Bredow Institute. Cooperating with the HIIG means, above all, expanding the Institute's disciplinary programme, but also improved access to internet-orientated international research. We have instituted a working group on „The Internet and Society" and are contributing our experiences with interdisciplinary research in the area of public communication to the joint work. The foundation symposium in October 2011 attracted international attention: collaborative projects with third partners have already been started.

In addition, the Hans Bredow Institute has been steadily expanding its international network beyond these new activities. Evidence of these efforts appears in activities like EU Kids Online (project 39), a joint project meanwhile involving 32 countries and investigating children's media socialisation and media use – with a special focus on online media – via international comparison, or it also appears in the EU project on the independence of governmental authorities in Europe (INDIREG, project 17), which was completed in 2011 and represented a notably complex undertaking for the Institute.

These latter activities do not only bear witness to the linkage of theory and practice the Institute aspires to, but also to our approach to content, which we have been pursuing in the year just gone: the Institute is trying to gain a better understanding of how modern societies inform themselves and what structural changes can be observed in society's information base. This report provides information on the results in this and other areas.

As regards the Institute's performance here documented, it must be said that, as in previous years, this would not be possible without the support of our institutional sponsors, who have secured the financial basis of our work despite the difficult economic circumstances. They are: The Free and Hanseatic City of Hamburg, 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 Broadcast-

CONTENTS

A. RESEARCH FOR THE MEDIA SOCIETY – OBJECTIVES AND WORKING METHODS OF THE HANS BREDOW INSTITUTE

The field covered by the Hans Bredow Institute for Media Research is public communication via the media. The media are today determining people's everyday life, politics, commerce and culture more than ever before. The Institute's primary goal is to understand this role as performed by the media – by the traditional, but also by the respectively new ones – to assess new developments and the chances and risks attendant on them and to develop options for taking action. In this way, the Institute makes a contribution to the continual observation and reflection of the basis of communication in society; at the same time, it brings its expertise to bear on creating the media and communications landscape.

To this end, the Institute combines a variety of research disciplines: in the foreground stand the perspectives of empirically underpinned social sciences, as well as jurisprudence focusing on processes of regulation. The combination of these two perspectives is one of the special characteristics, which distinguish the Institute vis-à-vis other research organisations in Germany and abroad.

In a productive manner, the Institute combines conducting long-term investigations based on research fundamentals with practice-oriented expertise in the service of politics, commerce and civil society. Our work in our programmes tailored to problem-solving is here constantly committed to the yardsticks of excellence in research and to the fundamental principle of its independence.

The Institute makes a sustained contribution to promoting the next generations of researchers, especially in the doctoral phase and here works closely with the University of Hamburg and other institutes for training and further education in the city.

That we are firmly anchored in one of the most important sites of media production in Europe, and the possibilities for close cooperation with political, commercial and cultural actors from the industry that this promotes has contributed to the Institute also becoming widely renowned over its 60-year existence on the Federal German and the international research landscapes. The German Council for Science and Humanities already singled out the high standard of our research in 1999 and has installed the Institute among the most prestigious specialist foundations in Germany; in 2007 the Council once again underlined the Institute's very particular status in media and communication studies in Germany.

International networking enjoys high priority in the Institute's work. It has established itself evermore as a nexus in an international network of research organisations with cooperative projects on European and international levels, with the exchange of researchers as well as international conference and specialist events.

The Institute offers important service functions for the communications and media studies in their entirety and for the wider public sphere with its library open to the public, regular publications, especially the specialist research journal, „Medien & Kommunikationswissenschaft" [Media and Communication Studies]. These functions also include the communication of the status of research knowledge for journalism, politics and civil society in plain language.

PROFILING CONTENTS: RESEARCH PROGRAMMES

The development path the Institute has embarked upon for some years leads to research aligned to programmes, where pre-defined investigations are pursued over a particular timeframe using in-house and third-party financing. The Research Programmes developed in the previous year have led the research planning in the year under review, even though programme research has not yet been funded through own resources.

Emphases are determined for some four to five years. The decision about the emphases are social and research relevance as well as the possibility of producing gains to the Institute's existing particular interdisciplinary expertise. The programmes, therefore, cut across the areas of work in communication and jurisprudence, which form the Institute's disciplinary structure.

The most wide-ranging is the 1. programme, which is devoted to the *changed bases of social information*. This programm is currently prioritised by the Institute.

The 2. and 3. programmes deepen our engagement with the concrete consequences of converging media contexts: the goal is to develop a *typology of forms of public communication*, as well as the theoretical and empirical investigation of *new user-roles*, which are developing especially in the way people handle the Social Web and computer games. And finally, with its 4. programme the Institute seeks to make a systematic contribution to researching long-term effects of the media; a research facility premised on durability is predestined for precisely such a perspective.

What follows will present the four programmes above in terms of the knowledge sought through them as well as in terms of their social and research relevance and regarding the concrete contribution the Institute seeks to make to each respective research area.

1. RESEARCH PROGRAMME „THE BASIS OF SOCIAL INFORMATION": HOW DOES SOCIETY KEEP ITSELF INFORMED?

The research programme takes up the question as to how and with which offerings society keeps itself informed. To this end, changes in social information needs, in information offerings and in attitudes towards information will be investigated. In addition, questions explore the consequences of these changes for normative target values as regards the bases of society's communication and – vice-versa – with regard to the results arising from law and regulation for information needs and attitudes towards information. This addresses the conditions for public information and opinion forming and the central function of the media system, its normative constitution as well as the overall functioning of society.

Social Relevance

As a result of far-reaching groundshifts in the offering of the media and in communications, new communication and practices related to information have developed and they are changing the premises for the ways public opinion forms and society keeps itself informed. The question, therefore, arises as to how far the role of the classic mass media and of professional journalism is changing, if various forms of personalised public spheres, as well as user-generated offerings of information, gain in significance. The consequences of these changes for goal-setting in media and communications like the prevention of predominant influences on opinion-forming and growing gaps in people's levels of knowledge, as well as ensuring equitable access to relevant in-

formation also require examination. In the context of the programme, we will also further investigate the question about possibilities and limits, which are defined by legal regulations for access for information; that means we will also engage with current developments in copyright law but also with the area of state control of communication.

Research Relevance and Concrete Research Proposals

Running the programme brings various theoretical and methodical demands. Those arise especially from the (technical) convergence of different media and the increasing significance of cross-media offering strategies. With an *expertise* on the bases of social information it is planned to develop a classification, which names the relevant criteria for this area and gives advice on respective data sources. For the most important parts – information order, information providers, information offerings, information behaviour, information – indicators will be compiled or developed, which form a basis for a *monitoring*, which has to be established at the Institute in order to continuously monitor applicable parameters of the information sector.

Also surveys on the reconstruction of individual information behaviour cannot anymore be developed along the handling of singular media; rather a *cross-media approach* is required in order to identify how production logics of information providers, the whole spectrum of information offerings, and public information behaviour develop. Respective surveys can build on the *repertoire-oriented* approach to the research of media usage as developed by the Institute. It offers a basis for analysing patterns of usage across media and reconstructing the subjective significance of these patterns. This approach may be further developed for the analysis of the repertoires of information observable in various population groups and their connection to respective inventories of knowledge. A project supported by the DFG (German Research Foundation) applies this initia-

tive to attitudes to information as these relate to health matters (project 45).

Beyond this the Institute has surveyed the usage-related parameters of media variety in the context of a pilot study on behalf of the commissioner for culture and media (BKM); the study is planned to extend to a continuous and representative survey on the information repertoires of the German population.

The questions mentioned are supposed to be processed with regard to the Institute's efforts to contribute to the linking of legal regulations on assuring variety and on preventing predominant control over the media, on the one hand, with empirical research into the use and effect of information offers, on the other (project 5).

The organisation of information does not only apply in the case of predominant control over opinion forming, it comprehensively determines offers of information and means of access, for instance, through the allocation of copyright and the definition of access rights, but also through limits normalised by the state. Therefore it is planned to examine accesses to information and the related information behaviour in different legal systems in *comparative perspective*. To this end the Institute has already realised several projects: With the approach of functional comparison, commonalities and disparities could be differentiated and categorised, which trace development lines, path dependences, and „preferences" of countries and regulations. In the project CO-REACH (project 23), this was examined along a legal matter, which determines the access to information: the copyright law. Further activities add, such as the contribution to a reknown commentary to copyright law. The topic of comparing systems is also grounded in teaching: staff members of the Institute since 2002 have held seminars at the University of Hamburg's Faculty of Law, which – sometimes in co-operation with the University of Bologna and the Osgoode Hall Law School in Toronto – focus on the functional legal comparison of different aspects of media regulation in different countries. This shall take place now every summer semester.

2. RESEARCH PROGRAMME „TYPOLOGISING FORMS OF PUBLIC COMMUNICATION": HOW IS THE CHANGED COMMUNICATION LANDSCAPE STRUCTURED?

In the light of the blurring boundaries between various communication and media services and between public and private communication, this research project aims to develop a typology of communication forms, which differ in their functions. This is intended to create a systematic basis for investigations into the meaning different forms of public communication have for the formation of public and individual opinion, the need for regulation resulting from this and the regulatory instruments suitable for the various forms of public communication.

Social Relevance

Developing terms allowing relevant social changes to be suitably reflected belongs to the first tasks for researchers observing society. This task presents itself particularly urgently in the area of media and communication: the development of information and communication technology has led to a strong differentiation of communication and media services. In addition, the linkage between particular services and technical channels, close until a few years ago, has meanwhile largely dissolved: quite different services are accessible through one single channel; and one single service can be used with quite different terminal equipment.

Consequently, the spectrum of offers among confusing albeit established divisions of media and communication offers, for instance, in radio and tele-media turns out to be too crude and inflexible to do justice to the new situation. A typology of forms of public communication attending to the specific function of individual services is intended to make terms available with which first of all user-perspectives, that is, expectations tied up with using individual services, secondly the perspective of providers, that is, the technical and economical framework for the provision of singular and inter-connected services, and thirdly the perspectives of regulation, that is, the relevance of

individual services for the democratic, social and cultural of communities can be reflected.

Research Relevance and Concrete Research Proposals

This research programme can partly connect to the Institute' previous work. With the further expansion of the Institute, this work will be extended.

An investigation on the topic of „The Internet as Key Medium", commissioned by the Office of Technology Assessment of the German parliament in 2010 presented an opportunity to gain an oversight of shifts in function, which result from the technical platform of the internet. To deal with the conceptual differentiation of various communication services from the user-perspective, the Institute has developed the concept of the *communication modes* (project 36); in the course of the research programme, the previous case studies on modes of information behaviour on the internet as well as the modes of non-linear television use are to be extended to the entire communication spectrum. Our enquiry concerns how far communication modes heretofore have been preserved despite the replacement of traditional terminal equipment, which effects have been fostered by the various communication modes and which consequences the change in ways of usage has for the formation of public opinion – here this research strand touches on the research programme on the bases of social information. An ongoing interdisciplinary study is dealing with the question, what effects come along with the (possible) reception of moving images on different devices and in different contexts. On the one hand this touches upon communication modes as characteristic of reception across situations, on the other hand on television as dispositive (project 35).

In order to develop new forms of public communication the providers play an important role with their own interests and scope of action. The financing prospects are central as a necessary

condition for new offerings. In order to enter the market also access to entryways, the connection to existing offers and customer relations as well as the competition are essential.

For typifying forms of public communication it appears reasonable to study if and in which way the interests of providers selectively enable the development of new services and therewith contribute to a change in types. Besides successful offerings, the study should also include offerings, which failed in the market, because they give insight which offerings may be desired by providers but not rewarded by users.

On the changed needs for regulation, which result from converging media environments, the Institute has already developed bases for a *service-specific, diversified information regime* quite recently. It is intended to investigate how various legal protections (e.g. freedom of opinion, protection of minors, or data-protection) are touched on by various types of offer and communication mode, which regulatory concepts (e.g. state regulation, co-regulation, or self-regulation) and which regulatory instruments (sanctions, incentives, financial support etc.; project 11) are suitable for which types of offer. And reversing the perspective, we intend to investigate what is the role of regulation in the social construction of types of offer.

3. RESEARCH PROGRAMME „BETWEEN RECEPTION, INTERACTION AND PRODUCTION": HOW DO USERS' ROLES CHANGE?

In connection with networked media and digital games, new users' roles are being developed, which are not determined through the reception of prepackaged offers, but through previously unknown forms of interactivity and the production of individual contents. The Institute seeks to investigate these new roles conceptually and empirically in this research programme.

Social Relevance

In the converging world of the media, classical communication roles are dissolving: users of digital media are not only recipients of media offerings anymore, but they themselves become active by producing, processing, filtering, augmenting, re-combining and distributing information and media. Dealing with networked media and digital games like this can be better understood rather more as acting independently in and with socially shared and medially conveyed spaces and objects than as purely receiving contents; only through users' active and often hands-on activity do the relevant offers first deploy their function and fascination.

For processes of individual and social formation of opinion, consequences arise from the possibilities for users to take an active hand in media production, but also from the possibilities for interactive, communal and quasi-public communication and are as yet scarcely assessable. However, we can now already observe how new users' roles can contribute to social change, for instance, as regards participation in political, cultural or social discussions. At the same time, there is still no social consensus on norms relating to those new communication roles – for instance, etiquette and ethical principles, standards of reciprocity, a fair share in processes of decision, intellectual property law or economic returns. In the short term, this harbours the potential for social conflict and culminates long term in a wide range of dependency on established pathways for creating media systems.

Research Relevance and Concrete Research Proposals

From a research viewpoint, the fundamental question arises as to how far existing theories and regulation concepts can be transferred onto the

above-named new forms of communication, interaction and production, or how far they have to be adapted, extended or – in individual cases – fundamentally scrutinised.

In this regard, the research programme is dealing with one of the central challenges to *fundamental theorising* on the shift in the media currently observable. In this area, it creates the precondition for going beyond an analysis of individual phenomena and for comprehending, both theoretically and empirically, the new forms of activity in the media as well as its diffusion in „traditional" media.

The point of departure is the conceptual and empirical clarification of the new forms of use, which can be denoted as „produsage" and as „gaming". Those have been studied at the Institute in the context of various projects and working forms for some years, e. g. with the project „Growing-up with the Social Web" (project 26), on the acquisition of competencies and excessice use of video games (project 43), on web 2.0 metrics (project 34) or in the course of activities of the working group „Digital Games and Online Worlds" (see p. 15).

In the upcoming years, the research programme will be extended through various research projects in a more comprehensive and fundamentally scientific way. In the context of theoretical and abstract projects, the „user as a theoretical figure" is supposed to be reconstructed.

In a second, rather methodological empirical research series, the „measuring of the active user" will be explored and examined, how changed user roles in their respective media environments (e.g. online communication, mobile communication, digital games etc.) can be captured methodologically.

Starting from these (interim) findings of these fundamental projects, a further lead project in the context of the research programme aims to study „Participation or Refusal of Media Worlds". The project focuses on processes with which active users, but also new intermediates participate in the constitution of public sphere. This links to the question whether certain configurations of established media and new actors evolve, in which social functions of the public are performed. A deepening analysis will study how, for example, gaming environments may serve as public areas, what this implies for traditional public spheres and what are the consequences for other areas of the media system, e. g. in media regulation and law, media economy, media policy, and media education. It will also be examined what are the practical, but also (constitutionally) legal, contractual, technical and informational-sociocultural structurings which determine dealings with human agents and objects or those governed by software in digital media space and how these dealings inversely affect those structurings.

4. RESEARCH PROGRAMME „LONGER TERM EFFECTS OF MEDIA": WHAT ARE THE LONG TERM SOCIAL EFFECTS ORIGINATING WITH MEDIA?

This research programme wants to make a fundamental, conceptual and methodical contribution to resolving the question as to the long-term social effects originating with certain media offers. Particular attention will be paid to the significance of media for processes of identity formation and socialisation, of integration and group membership, as well as mediatizing social and communal activity.

Social Relevance

Changes in the mass media and social changes coincide extremely closely; referring to the media society has become common parlance. Therefore, an urgent question arises as to the long term social consequences of this interaction. The goal this programme sets is particularly significant for questions about media socialisation and media education, and also for law.

The results can also be exploited variously in jurisprudence: in both the area of protection for young people and in the area of media specific control of concentration, media effects play a central role but are so far still largely unresearched, so that legislation is operating on flimsy grounds. In this sense, observing long-term media effects is indispensable to considering, for example, the question whether certain contents have deleterious effects on the development of children and young people. In the context of the control of media concentration, communication research to investigate the long-term effects of media on individual and public formation of opinion has considerable significance for answering the question whether predominant media power is achieved by amalgamations or by the growth of media concerns.

Research Relevance and Concrete Research Proposals

Investigating the connections between changes in the media and individual, social and communal changes and rendering them capable of description is a task, which requires tackling through the integration of various initiatives from media, culture and communication studies. In this process, we need recourse to models like, among others, the Dynamic-Transactional Approach, the Social-Identity-Theory, the Cultural-Studies-Approach and Cultivation Research. Corresponding to these, the Institute has established preliminary concepts in connection with a project group on transcultural communication, in the context of which the long term interactivity of patterns in the use of transcultural media offers with aspects of cultural identity are to be examined. Beyond that, theories of memory research have to be included, such as the Institute is currently testing out in a research proposal on the long-term influences of television on notions about the Holocaust (project 29).

Another central concern of this research programme is to reflect on and systematically collate various methodical initiatives for defining long-term media effects. A corresponding perspective towards the three other research programmes is also to be realised in as many of the Institute's investigations as possible, in order to progressively construct the instruments, which range from long section and panel investigations in the narrower sense over secondary analyses of repeat surveys and document analyses to biographical procedures. Within this context, the Institute is planning a qualitative panel study on the mediatisation of young people's life-worlds.

WORKING METHODS / WORKING GROUPS

The Institute's research proceeds independently, in an interdisciplinary manner, flexibly and along cooperative lines. In this process, the transfer of research results into practice, politics and the public sphere enjoys great significance. Various types of activity have evolved to realise the Institute's goals.

In the first instance, this involves core projects. They bring theoretical insights to light or align with the development of methods, which are then applied and developed further in ensuing projects. The area of communication studies furnishes examples such as the development of the concepts of communication modes and media repertoires, and that of jurisprudence offers the project on co-regulation.

Individual projects build on this to analyse current developments in media and in this way contribute to expanding our knowledge within the research programme. It was and is characteristic of the Institute's working methods that these projects – to varying degrees – possess links to practice and that there is no cascade of basic into applied research and finally into the transfer of knowledge further afield. Problems for practice often drive research and they then lead to enquiry of a more fundamental nature before finally being

able to come back round to practically relevant insights and options of action too.

Other forms of working are deliberately set out to convey expertise, for instance, through monitoring, coaching or synopses of research knowledge as it relates to particular problems. It is precisely where this happens at repeated intervals that the Institute creates an informational basis for others, but also for itself.

All technical possibilities for exchanging ideas notwithstanding, the significance of events (from small internal workshops right up to international conferences) aimed at increasing knowledge but also for transferring knowledge is tending to increase for the Institute. Given the size of the Institute, this can be complex (there is no Events Management yet), especially as the Institute looks to cooperation here too, something that benefits the quality of events but sometimes, however, increases the organisational effort.

The working groups represent one of the Institute's particular working procedures. The form of a working group (AG) is chosen particularly when new target groups are to be addressed, for which a discernible substructure is appropriate; at the moment this is the case in three fields:

Working Group „Internet and Society"

This working group presents the bridge to the Alexander von Humboldt Institute for Internet and Society (HIIG) in Berlin. Through the vocation of Wolfgang Schulz to the board of the HIIG there is now also a personal relation on management level. Many activities of this AG are co-operations with the HIIG.

Starting point of the work is the recognition that internet-based communication has fundamentally changed public structures. Whereas one earlier saw the private on the one side and on the other side the mass media-constructed public, today many areas of „private public spaces" have arisen in-between, created for example through the usage of social networks. This leads to many questions, such as the fundamental one asking for the implications of such developments on the self-

understanding of society and democratic processes. But also in daily judicial routine problems can be noticed: Are the balancing rules, such as those in conflicts of the free expression of opinions and personal rights, adequate, for example, in order to capture the comments in social networks of pupils about their teachers? A joint project of HBI and HIIG goes further into these questions.

From traditional media we know that socially relevant communication draws on intermediates. This can also be observed in Internet communicaton, but in part those are new and different intermediates than known in the „offline world". Here, the AG is interested in the developing structures, what their effect is on the production and selection of contents, and finally, what this means for governance. Further the staff members of the AG are interested in how the behaviour on social media platforms is structured. What does it depend on how users interact with others on these platforms? Does it depend on legal regulations or is the software design crucial? Research in this field can be helpful in order to make regulation more effective and adequate. This is the objective of a project that is being developed in co-operation with the HIIG and the colleagues from the University of Haifa (project 13).

Finally, the HIIG has provided seed money to create a joint project with a colleague from the University of New York which will research the developments in „data journalism".

The cooperation with the HIIG was already put to a test at the „1st Berlin Symposium on Internet and Society: Exploring the Digital Future" in October 2011, where many staff members of the Hans Bredow Institute contributed to the academic discussion.

Researchers: S. Dreyer, M. Lose, M. Oermann, J.-H. Schmidt, H.-D. Schröder, W. Schulz, L. Ziebarth

Working Group „Digital Games and Online Worlds"

Digital games and online worlds possess social relevance in many respects. They offer opportuni-

ties to measure oneself against other people, to interact and to communicate with them. As they penetrate our everyday lives more and more, they influence the way we perceive reality.

The Institute's working group focuses on this development to investigate how people use and engage with digital games and online worlds, how they actually function and also their effects on society. Through its events, talks, expert consultancies and the papers specially produced for them, the Institute seeks to ensure the transfer of research results to politics, authorities, firms and non-profit organisations.

AG-Website ➲ http://hbi.to/1537

Researchers: S. Deterding, S. Dreyer,
    S. Heilmann (until 12/11), J.-H. Schmidt, H.-
    D. Schröder, F. Schröter, L. Ziebarth

Working Group „Media and Health Communication"

„Media and Health Communication" forms a further topic-area for which the Institute has developed a working group. Health and illness are fundamental components in life. Not least due to decreasing provision, individuals are increasingly required to look to their own health status and to avoid illness. The precondition is appropriate information about ways of living conducive to good health. The media have a particular significance in this context. On the one hand, illnesses and health topics are in all the media, sectors and genres, on the other, the spectrum of offers in the media dealing deliberately with health promotion of illness prevention is growing visibly.

AG-Website: ➲ http://hbi.to/2272

Researchers: C. Lampert, J. Voth (until 1/11)

B. RESEARCH PROJECTS 2011/2012

Research projects „Media System and Policy"

Research Projects "Media and Telecommunications Law"

PhD Projects

Researchers 2011/2012: Stephan Dreyer, Prof. Dr. Uwe Hasebrink (contact), Stefanie Hagemeier, Anja Herzog, PD Dr. Wiebke Loosen, Martin Lose, Christiane Matzen, Dr. Jan-Hinrik Schmidt, Hermann-Dieter Schröder, Felix Schröter, Prof. Dr. Wolfgang Schulz, Dr. Roberto Suárez Candel

1. Public Service Broadcasting in the Digital and Multiplatform Scenario: Protagonists and Strategies – an International Comparative Analysis

This Post-Doctoral research project, funded by a Marie Curie Intra-European Fellowship for Career Development, studied changes in the structure, the business models and the reception patterns of the media systems implied by the configuration of a new digital and multiplatform. Special focus was put on Public Service Broadcasting (PSB), which has arrived at a turning point regarding its position within the market and its role within society. While some believe that technological developments, free market, and competition guarantee not only the protection of those values that once legitimised PSB but also the fulfilment of its attributed functions and therewith raise doubt about the existence of public broadcasting, others consider the new possibilities resulting from the digitalisation and the convergence of distribution platforms an opportunity to improve the performance of public operators and thus offering a better service to the society. The development of PSD hence is inevitable. Due to these diverging perspectives, especially online activities of PSB are currently an issue in political, professional, and academic contexts.

In the first part of the project a comprehensive analysis of literature on the role of public service was created and a model of its values, objectives, and functions was developed. Thereupon perceptions of PSB with media systems were put in relation with media systems and it was worked out that public service conceptions in the field of media always are a result of a negotiation process of very diverse protagonists.

Following this, the central challenges for media were identified, described, and analysed with regard to their significance for PSB: digitalisation, the change from analogue to digital broadcasting, improved video technology (3D, HDTV) as well as the development of online strategies. Supplemented by results from talks with experts and responsible persons in PSB a model was subsequently developed that describes the challenges, opportunities, and risks for the tasks, organisation, and services of Public Service Broadcasters.

The second part of the project analysed and compared adaptation strategies of public broadcasters in Germany, Poland, and Spain. For this purpose, country reports were developed and managers of ARD, ZDF, TVP, RTVE, and TVC interviewed, so that by international comparison finally optimal procedures could be deduced and a list of recommendations for the future of PSB could be created.

Overall the project contributes with its theoretical findings to the change processes of public service broadcasting and fuels the public discourse on the topic. Beyond this it provides practical knowledge not only for research, but also for practice and media policy. ➲ http://hbi.to/3217

Project website: http://www.psb-digital.eu

Researcher: R. Suárez Candel

Scientific supervisor: U. Hasebrink

Lectures:

„The Multiplatform Scenario in Europe", participation of R. Suárez Candel in a panel discussion at the conference „Public Service Media in the Digital Age", organised by the ORF Publikumsrat in Vienna on 16 April 2012.

„Redefining and Repositioning Public Service Broadcasting in the Multiplatform Scenario: Challenges, Opportunities, and Risks", lecture by R. Suárez Candel at the workshop „The Adaptation of Public Service Broadcasting to the Multiplat-

form Scenario" of the Hans Bredow Institute at the Hanse-Office in Brussels on 6 February 2012.

„The Offers of Public Service Media in Germany", lecture by R. Suárez Candel at the conference „European Identity and Diversity – European Integration in the Cross-Media Public Service Perspective" in the course of the „Prix Italia and Infocivica in Torino, Italy, on 19 September 2011.

2. Information Repertoires of the German Population

A continuous monitoring of the diversity of media and opinion in Germany requires not only studies on the level of media providers and their offers, but also systematic inventories of the information repertoires of the German population. On behalf of the federal commissioner for culture and media following a decision of the German Parliament, the Hans Bredow Institute developed a concept for a regular (e.g. annual) survey on cross-media information repertoires of the German population.

A survey of this kind should make diversity-relevant functional shifts in available media and communication visible and determine the meaning of classic media in the future, especially with regard to web 2.0 and social media. Also the question of key media in the digital era and in how far those are diversity-relevant or endangered with respect to their diversity can be answered. Furthermore, possible generation- or milieu-specific differences regarding perception, reception and processing of media and communication offerings and their impact on the diversity of media and opinions can be detected.

In its first phase the project executed a synopsis of the academic and political discussion about user-related indicators for the plurality of opinion as well as an inventory of existing usage data. A qualitative pre-study, consisting of two to three group discussions with interviewees from different milieus (e.g. „information elite" and „information refusers") ensured that even extreme patterns of information use can be described adequately.

In a second project phase the concept was tested with a pilot survey in order to reconstruct information repertoires of the population or certain demographic groups and describe them with regard to the role of different media types, offerings, communication services and specific providers. The questionnaires as well as the (also long-term) realisation were coordinated with potential cooperation partners, especially with the responsible parties for the long-term study mass communication, the ARD/ZDF online study, the media analysis and the media user typology.

The project is linked with the plan „Crossmediale Anbieter- und Angebotsstrukturen auf lokaler Ebene" [Crossmedia structures of providers and offerings on local level], which will be executed by the Formatt-Institute, Dortmund. For example, the categories for the acquisition of providers or offerings used by this study were adopted as answers in the questionnaire. The complementarity on the level of cognition objects opens further connection opportunities, which meet the requirements of this plan to substantially contribute to the improvement of the image of media and opinion plurality. ⊙ http://hbi.to/3795

Researchers: J.-H. Schmidt (contact),
U. Hasebrink

Student Assistants: S. Rude, M. Scheler,
N. Tosbat

Cooperation Partner: Formatt-Institute
(Dortmund)

Funding: Der Beauftragte der Bundesregierung für Kultur und Medien [Commissioner of the Federal Government for Culture and Media]

Publication:

Hasebrink, U.; Schmidt, J.-H. with assistance of S. Rude, M. Scheler, N. Tosbat (2012): Informationsrepertoires der deutschen Bevölkerung. Konzept für eine regelmäßig durchzuführende bevölkerungsrepräsentative Befragung im Rahmen des Vorhabens „Erfassung und Darstellung der Medien- und Meinungsvielfalt in Deutschland" [Information Repertoires of the German Population. Concept for a regular representative survey in the course of the project „Capture and Description of Media and Opinion Plurality in Germany"]. Hamburg (working papers of the Hans Bredow Institute No. 24, Download at http://hbi.to/957)

Lecture:

„Informationsrepertoires der Berliner Bevölkerung" [Information Repertoires of the Berlin Population], lecture by U.

Hasebrink and J. Schmidt at the Annual Conference of the DGPuK on 17 May 2012 in Berlin.

3. Communication and Media Order

The Hans Bredow Institute offers its know-how on the advancement of the communication and media system. Currently, W. Schulz contributes as an independent expert to the Committee of Enquiry „Internet and Digital Society" of the German Bundestag. The committee will bring forward suggestions for medium-term required adjustments of the legal order to the technical medium internet in various political areas to parliament. In the year 2011/12 the commission focussed on questions of net neutrality, copyright and data protection, and media competence. In May 2012 the project group „Culture, Media, Public" was established under the lead of W. Schulz. The Enquete will present its report to the German Parliament presumably at the end of 2012.

Already in 2009 the Institute on behalf of the German government compiled a comprehensive report of the media development in Germany since 1997, which served as a basis for the Communication and Media Report of the German government and was presented to the Parliament ⦿ http://hbi.to/864

Researchers: H.-D. Schröder (contact),
J.-H. Schmidt, W. Schulz, U. Hasebrink, S. Dreyer, F. Schröter

4. 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, such as radio

broadcasting, and up- or downstream markets are being considered to determine whether a company acquires a dominant influence on public opinion. Furthermore discus-sions 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, social networks, blogs and microblogs, 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.

The Institute's work in the legal area includes an analysis paper, which which present and structure currently observed power shifts in public communication as well as suggestions for potential reactions of concentration law (2011, Friedrich-Ebert-Stiftung series). In June 2012, the Hans Bredow Institute organises in cooperation with the MA HSH and the Hamburg Chamber of Commerce the symposium „macht | medienmacht | meinung" [power | media power | opinion], which also touches upon vital project issues. ⦿ http://hbi.to/2726

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

Funding: Friedrich-Ebert-Stiftung

Publication:
Schulz, W.; Dreyer, S.; Hagemeier, S. (2011): Machtverschiebung in der öffentlichen Kommunikation [Power Shift in Public Communication]. Friedrich-Ebert-Stiftung, Politische Akademie Medienpolitik, Bonn

5. Mapping Digital Media: Germany

The Open Society Institute with its office in Budapest initiated an international research project

on the development of media systems in the light of digitalisation. Therefore comparable reports were compiled for almost 60 countries of all continents in order to examine the latest developments.

In this context, the Hans Bredow Institute compiled a report on media development in Germany. This illustrated not only the fundamental principles of the media order, but also developments in media technology, the range of media, media use and media law.

Researchers: U. Hasebrink, W. Loosen,
S. Dreyer, H.-D. Schröder (contact), F. Schröter

Funding: Open Society Europe Foundation

Publication:
Schröder, H.-D.; Hasebrink, U.; Dreyer, S.; Loosen, W.; Schröter, F. (2011): Mapping Digital Media: Germany. A Report by the Open Society Foundations. Online-Publikation, http://hbi.to/4405

6. International Media Handbook

Even though 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 26th edition of International Media Handbook, published in July 2009, responded 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.

A concept is currently developed in order to make the information that is published on over 1300 pages available in English through an Open Access platform. Besides financial issues legal

and technical questions have to be clarified. ○ http://hbi.to/865

Researchers: A. Herzog, C. Matzen (contact), assisted by K. Grund, A. Egli und G. Clausen

Publication:
Hans-Bredow-Institut (eds.) (2009): Internationales Handbuch Medien [International Media Handbook]. Editors: C. Matzen, A. Herzog. Baden-Baden: Nomos.

7. Reform of Media Systems in Asia

Many Asian states are finding themselves in a period of multi-layered change regarding their media order. The technological opportunities brought about by digitalisation and internet-based communication affect those countries as much as other European states. At the same time political changes have an impact on the media order and also on the understanding of the freedom of opinion.

The Institute is sought after as interlocutor, also because of Germany's experience in the post-war era. For example, the apprehension of freedom of opinion and media as stated in Art. 5 Abs. 1 GG [Basic Law] is of interest for societies in a democratic process, which fear the dominant opinion of powerful private groups in the light of rapid economical development. Further the expertise of new forms of regulation and the function of a public service broadcasting system is of interest.

In this view, the Institute with the support of the Friedrich-Ebert-Foundation accompanies the reform process in Thailand, for example, through workshops with government representatives, the local public service broadcasters and reformers. In this context, a PhD candidate of Chulalongkorn University in Bangkok, Chanansara Oranop na Ayutthaya, visited the Hans Bredow Institute as guest researcher in autumn 2011.

Korea is currently implementing a system to prevent dominant influence on public opinion along the lines of the German system. In this case the Institute provided knowledge in several expert discussions, for example, through a visit of M. Lose and W. Schulz in February 2012.

Finally the Consortium of Chinese and European Research Institutions IPRNME (project 23) has to be looked at in this context.

These activities exceed mere knowledge transfer: on the one hand many colleagues in these countries work on an internationally high level, so research cooperations appear reasonable. On the other hand the Institute deepens its apprehension of a comparison of media systems and the functioning of legal regulation instruments in different social and cultural contexts.

The Institute is validating opportunities to systematically pool these activities in the Asia Pacific region, thereby including contacts to colleagues at the *Center of Creative Industries* in Brisbane (project 12). Furthermore, a letter of understanding was signed with the WB National University of Juridical Sciences in Kolkata, India.

Researchers: W. Schulz (contact), M. Lose

8. Communicative Figurations of Mediatised Worlds

Everyday we experience that cultural and social change and thus existing challenges for the individual, for organisations, politics, education, and civil society are interrelated with the change of media communication. How these interrelations should be gathered has not yet been empirically investigated, theoretically formulated, and critically reflected. Recent studies have shown that the world is not changed by the effect of individual media content or of a single medium. As mediatisation research has shown, it is rather the advancing establishment of technological communication media in general or respectively the accompanying change of communicative construction of socio-cultural reality, that push these changes. If taken seriously, the challenges of historical and current media change can only be captured by examining its „communicative figurations" – the transmedially existing, exemplary interdependency networks of communication and their variation with mediatisation.

This is the objective of a joint project planned with the Universities of Bremen and Hamburg, to which the Hans Bredow Institute will contribute.

Researcher: U. Hasebrink (contact), W. Loosen, J.-H. Schmidt, W. Schulz

9. Social Media in Situations of Crises and Catastrophes

The change of the public sphere, to which social web services such as networking platforms, weblogs and microblogs contribute, does also affect communication in the event of a crisis or catastrophe. Beforehand, social web applications are mainly relevant an additional channel for general preparatory information on how to behave in the event of a crisis. During a crisis or a natural disaster (such as hurricanes, floods, or earthquakes) social web applications support the „situational awareness" of affected persons, but also for crisis committees, who can get hold of eyewitness accounts. Communication offerings of professional media and official institutions are important, also because users further distribute their content.

After a crisis, personal public spheres in the social web may contribute to people handling their experiences, grieving, and mentally coping with their experiences. Also in order to mobilise support or raise donations, in part even on a worldwide scale, Facebook and Twitter are being used. Problems and barriers of using the social web in crises scenarios can result from the disparate spreading and lacking trust in the public. The extension of information sources in the social web can also bring orientation problems through intransparent, redundant, or contradictory information.

Bearbeiter: J.-H. Schmidt

Student Assistant: N. Tosbat

Orderer: Bundesamt für Bevölkerungsschutz [Federal Office for Civil Protection]

10. 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.

Currently, the Centre has two major areas of activity: 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). On the other hand, the Centre has coordinated the development of a research focus „Transculturality and European Public Spheres" for the *Research Center for Media and Communication* (RCMC). ◗ http://hbi.to/872

Researchers: U. Hasebrink (contact), W. Schulz

RESEARCH PROJECTS "MEDIA AND TELECOMMUNICATIONS LAW"

Researchers 2011/2012: Jannes Beeskow, Dr. Per Christiansen, Stephan Dreyer, Stefanie Hagemeier, Prof. Dr. Uwe Hasebrink, Stefan Heilmann, RA Dr. Thorsten Held, PD Dr. Wiebke Loosen, Martin Lose, Markus Oermann, Dr. Jan-Hinrik Schmidt, Prof. Dr. Wolfgang Schulz (contact), Lennart Ziebarth

Associates and Freelancers 2011/2012: Inka Brunn, Sebastian Deterding, Thorsten Ihler, RA Dr. Till Kreutzer, Florian Seitz, Malte Ziewitz, Felix Zimmermann

11. Regulation by Incentives – Options for Incentive-Based Regulation of Services of Private Broadcasters in the RStV [Interstate Treaty of Broadcasting]

Subject of this expert assessment for the State Media Authorities is the question of how service expectations and related burdens for private broadcasters can be linked with grants, so that an incentive evolves for broadcasters to fulfil those expectations. This is based on the academic insight that it is difficult to bind companies solely through legal guidelines to act positively, when certain expectations regarding quality exist. Special grants, however, can motivate companies to not only fulfil minimum standards.

The expert assessment systematically examines which services and incentives can be reasonably linked. This also takes into account that the legislator is subject to European and constitutional law limitations when it comes to the disposability of demands and incentives, but also the combination of both. ❍ http://hbi.to/4161

Researchers: W. Schulz (contact), T. Held

Funding: Medienanstalt Hamburg/ Schleswig-Holstein (MA HSH)

Publications:

Schulz, W.; Held, T. (2011): Regulierung durch Anreize. Optionen für eine anreizorientierte Regulierung der Leistungen privater Rundfunkveranstalter im Rundfunkstaatsvertrag [Regulation by Incentives. Options for Incentive-Based Regulation of the Services of Private Broadcasters in the Interstate Treaty of Broadcasting]. Berlin.: Vistas (die medienanstalten; 47).

Schulz, W.; Held, T. (2011): Regulierung durch Anreize. Die Diskussion beginnt erst [Regulation by Incentives. The Discussion Has Only Started]. In: Arbeitsgemeinschaft der Landesmedienanstalten in der Bundesrepublik Deutschland (eds.), Programmbericht 2011. Fernsehen in Deutschland. Berlin, pp. 219-226.

12. Governance, Regulation, Innovation and Emerging Social Conventions in Changing Media Environments

Ongoing media change and associated shifts in the wider media ecologies require us to rethink current media governance and regulation frameworks; the development of new social conventions by user communities within specific media environments especially in new and social media must be recognised in this process, and media policy must begin to engage with the social conventions established by users themselves, but also with the structuring power that is inherent in the „technological architecture" of hardware and software configurations, the code.

The collaboration project between the Hans Bredow Institute and the Centre of Excellence fort Creative Industries and Innovation (CCI) in Brisbane, Australia, is financed by the German Research Foundation and consists of two bilateral workshops, which will pursue these issues and take account for the demand for an international and interdisciplinary collaboration. The first workshop took place in Sydney, Australia, in February 2012, the second will follow in Hamburg in July 2012. These workshops are designed to further strengthen the emerging long-term collaboration between the Hans Bredow Institute (HBI), Hamburg, and the ARC Centre of Excellence for Creative Industries and Innovation (CCI), Brisbane, both of which are recognised as the leading centres for media and communication research in their respective countries. The two proposed workshops deepen these scholarly and interpersonal ties, and enable a greater number of re-

searchers from both institutions to participate in academic exchange.

As main topics of he ongoing collaboration questions have been identified in the field of innovation and governance, the determination of social added value of public service broadcasting, as well as the reach measurement in a changing media environment.

Researchers: W. Schulz (contact), J.-H. Schmidt, W. Loosen, M. Lose

Cooperating Partner: ARC Centre of Excellence for Creative Industries and Innovation (CCI), Brisbane

Funding: Deutsche Forschungsgemeinschaft (DFG) [German Research Foundation]

13. Analyzing Governance Structures of Social Media

In the context of researching forms of regulation belongs a project, which is being executed in collaboration with the HIIG and the colleagues from the University of Haifa. In recent years, internet applications such as blogs, wikis, networking and video platforms have lowered the barriers for publishing user-generated content and foster social networks online. Such „social media" applications change our understanding of privacy and transparency of communication, touch on copyright law and intellectual property, and influence mechanisms for youth protection. The respective usage practices are framed by four structural dimensions central to the understanding governance and regulation of social media: law, contracts, software design (code) and social norms.

The project aims to build methodological foundations for capturing and analysing these four factors of governance in social media. On the basis of processing the current status of research, for each of the four „pillars" abstract categories and levels of analysis will be suggested. Also approved or newly developed indicators, scales, and variables should be collected, which help

identify empirical characteristics of governance structures. ◑ http://hbi. to/3823

Researchers: W. Schulz (contact), J.-H. Schmidt, M. Lose, M. Oermann

Student Assistant: K. Johnsen

Cooperation Partners: Alexander von Humboldt Institute for Internet and Society; Prof. Dr. Niva Elkin-Koren, University of Haifa/ University School of Law New York

14. Code as Control in Online Spaces

„Code is law". With this dictum, the internet jurist Lawrence Lessig already in 1999 got to the point of an essential insight: the behaviour of people today, apart from markets, laws, and social conventions is also powerfully regulated by software, „code". Like walls in a physical room code determines who can access what on the internet, who is excluded from what. And the influence of code reaches increasingly beyond the net: In the light of digitalisation more and more aspects of our everyday life are outsourced to netbased software – from the smallest purchase to the biggest stock exchange trading, from the letter to the editor to the petition. At the same time and by using the key words „choice architecture" and „nudging", politicans discuss the closely related question how to steer the behaviour of citizens in a socially desirable direction through small changes in the design of forms and processes.

Hence it is not surprising that the influence of code on human behaviour has become a subject of many disciplines in recent years: in academic and technology research as „policy of artefacts", in human-computer-interaction as „persuasive technology", in behavioural economics as „incentive-centered design", in technology philosophy as „value-sensitive design", in game studies as „gamification", in product design as „design with intent", in geography as „code/space", to name only a few examples. The discourse lacks however an interconnection and synopsis of the state of research in the different fields.

To this end the Hans Bredow Institute in cooperation with the HIIG initiates an international interdisciplinary dialogue about the question how software regulates behaviour in online spaces. On a two-day workshop in January 2013, selected researchers form the various disciplines will collect approaches and findings, work out forms and consequences of behaviour regulation through code, and chart open research questions. This should be the kick-off to a systematised publication and an active research network.

Researchers: S. Deterding, S. Dreyer,
    J.-H. Schmidt (contact)

15. Notions of Public Sphere in Information Law

The technical medium internet has led to the development of new levels for public sphere, which assert pressure to legislation in many ways. Is what is being sent to a Facebook group or what is published in micro blogs such as Twitter „public"? Many regulations relevant to media require clarification regarding this difference: What is private in the sense of a legal private copy in copyright law, where does public access begin? When does something become broadcasting because it is addressed at the general public? The Institute aims to solve these questions in the course of a cooperation project with the Humboldt Institute for Internet and Society (HIIG).

Researchers: W. Schulz (contact), S. Dreyer, M.
    Lose, L. Ziebarth

16. Regulatory Influence on Multinational Internet Companies

What can a local media regulator (at all) do against a multinational internet company based abroad whose products and functions do not comply with local law and norms?

The project pursues the question which methods a local regulator can utilise to influence the persons who on behalf of the multinational internet company decide whether their own products

and functions should be specifically adjusted for a local sales area or not. It takes up established compliance theories („responsive regulation", „context coordination", „nudge") and analyses fundamental decision-making processes in companies regarding compliance-related decisions, including additional features of multinational companies in the media industry.

Based on such sector-specific analysis, potential starting points appear on the horizon, which can better regard the systemic inherent logics of multinational media companies and thus improve the effectiveness of regulatory measures. ◑ http://hbi.to/4094

Researcher: P. Christiansen

17. Search for Indicators for Independence and Efficient Functioning of Audiovisual Media Services Regulatory Bodies

The Hans Bredow Institute (lead contractor), Katholieke Universiteit Leuven, Central European University, Cullen International as well as Perspective Associates as a subcontractor on behalf of the European Commission until January 2011 carried out a study in order to develop indicators for the independence and effectiveness of regulatory bodies in the audiovisual sector („Indicators for independence and efficient functioning of audiovisual media services regulatory bodies for the purpose of enforcing the rules in the AVMS Directive" (SMART 2009/ 0001)). The consortium was supported by a network of correspondents for each of the 43 countries covered by the study.

Background of this study was Art. 30 of the Audiovisual Media Services Directive (AVMS Directive) which mentions „independent regulation agencies" without further defining them. Hence, there was an interest in clarifying the meaning of „indepedence" in this context. All the more as in academic literature independent regulators are viewed as beneficial to effective regulation. However, more and more often the question about disadvantages arises, which could be, for example, deficits in democratic dependence.

The study was published by the EU Commission in October 2011 and besides a regulatory theoretical framework contains a detailed legal description and analysis of responsible regulatory institutions in the field of audiovisual media services in 43 countries, an analysis of the actual execution of the legal guidelines for regulators in the respective countries, as well as the identification of key characteristics for „independent regulation institutions" in the sense of the EU guideline for audiovisual media services. As a service of transfer into practice, a ranking tool evolved from the numerous indicators, which provides an opportunity for regulators, governments, agents of civil society and finally also for the European Commission to rudimentarily analyse whether and – if applicable: where – regulators are vulnerable as far as their independence is concerned.

Project website: http://www.indireg.eu/

Researchers: S. Dreyer, J. Beeskow, W. Schulz (contact), R. Sprenger (until 1/11)

Cooperation Partners: CEU, Centre for Media and Communication Studies, K.U. Leuven, Interdisciplinary Centre for Law and Information & Communication Technology (ICRI), Perspective Associates, Cullen International

Funding: European Commission – Audiovisual and Media Policies

Publications:

Schulz, W. (2011): Eine Armlänge entfernt. Die Ergebnisse einer Studie zur Medienaufsicht in Europa [An Arm's Length Away. Results of a Study on Media Regulation in Europe]. epd medien No. 15 v. 15.4.2011, pp. 6-9.

Hans Bredow Institute for Media Research/Interdisciplinary Centre for Law & ICT (ICRI), Katholieke Universiteit Leuven/Center for Media and Communication Studies (CMCS), Central European University/Cullen International/Perspective Associates (eds., 2011): INDIREG. Indicators for independence and efficient functioning of audiovisual media services regulatory bodies for the purpose of enforcing the rules in the AVMS Directive. Study conducted on behalf of the European Commission. Final Report. February 2011. ◑ http://hbi.to/4454

18. Development of Network-Oriented Protection of Minors in the Media

With the Jugendschutzgesetz (JuSchG) [Law for the protection of children and youth] of the federal government and the Interstate Treaty on the Protection of Minors in the Media (JMStV) in 2003 a new regulation framework for the protection of youth came into effect. Especially with the JMStV new forms of regulation were integrated in the legal framework, which have not yet been put to a long-term test in utilisation and which are oriented towards the concept of „regulated self-regulation". The Institute accompanied the legislation process at that time with expert commentary.

In 2007 the Institute comprehensively evaluated the German law for protection of minors in the media on behalf of the BMFSFJ and the federal states and afterwards accompanied the implementation of the evaluation results academically. The Hans Bredow Institute again introduced its expertise and commentary into the amendment process of JuSchG and JMStV, which was envisaged for 2010. A commentary was developed on certain rules of the interstate treaty, which made the insights available to science and practice.

After the failure of the JMStV amendment, the Institute continues to support the public and political discourses with brief assessments and statements, essays, talks and events. Besides the perspective from an academic view on regulation on net-suitable protection of minors in the media one focus of the Institute's academic debate is on forms and limits of technological protection of minors. Thus, also potential international approaches of electronic labelling of online-contents are conceived and analysed.

The Institute overall further attempts to render the discussion more objective, among others through an event in cooperation with the Media Authority Hamburg/Schleswig-Holstein and the Hamburg Chamber of Commerce, utilising the experience from last year's discussion and aiming to clearly define the requirements for an appropriate protection of minors in the media. In addition, Uwe Hasebrink leads the initiative „Eltern stärken

– Sicher surfen" [Empower parents – surf safely] of the internet dialogue funded by the BMFSFJ. ○ http://hbi.to/ 3950

Researcher: W. Schult (contact), S. Dreyer, U. Hasebrink

Event:

„Online Jugendschutz – geht's noch?" [Online Protection of Minors – How are Things?], symposium of the Media Authority Hamburg/Schleswig-Holstein (MA HSH), Hans Bredow Institute, and Hamburg Chamber of Commerce in Hambug on 25 May 2012.

Publications:

Dreyer, S. (2011): Neue Technik, alte Rechtsfragen. Jugendschutz bei Hybrid-TV [New Technology, Old Legal Issue. Youth Protection with Hybrid TV]. In tv discurs 2/2012, pp. 48-54.

Dreyer, S. (2011): Entwicklungspfade für ein netzwerkgerechtes Jugendmedienschutzrecht [Development Paths for Network-Appropriate Youth Media Protection]. Working papers of the Hans Bredow Institute No. 22.

Dreyer, S. (2011): Jugendmedienschutz zwischen Recht und Nationalgesellschaften [Youth Media Protection between Law and National Societies] In: Sächsische Landesanstalt für privaten Rundfunk und neue Medien (SLM, eds.): Jugendmedienschutz bei Onlinespielen. Zwischen kultureller Vielfalt und nationalen Besonderheiten [Youth Media Protection for Online Games. Between Cultural Diversity and National Particularities]. Berlin 2011.

Lectures:

„Spielspaß, Immersion & Sucht bei Games: Kann Transparenz die Jugend schützen?" [Games Fun, Immersion & Addiction in Games: Can Transparency Protect Youth?], short impulse and participation in panel by S. Dreyer in the course of the Mediatage Nord 2011 in Kiel on 14 November 2011.

„Same Same But Different: Zum Verhältnis von Jugendmedienschutz und Verbraucherschutz" [Same Same But Different: On the Relation of Youth Media Protection and Consumer Protection], lecture by S. Dreyer at the conference „Jugendschutz vs. Verbraucherschutz" of the SLM in Leipzig on 24 June 2011.

„Erkenntnisfortschritt = Regulierungsfortschritt? Fragen des gesetzlichen Jugendmedienschutzes an die Kommunikationswissenschaft" [Advances in Knowledge = Advances in Regulation? Questions of Legal Youth Media Protection to Communication Studies], lecture by S. Dreyer in the course of the DGPuK Annual Conference „Theoretisch praktisch?!" [Theoretically Practical?!] in Dortmung on 3 June 2011.

„Anforderungen an einen netzadäquaten Jugendschutz" [Requirements of Net-Oriented Protection of Minors], talk by W. Schulz at the symposium „Online-Jugendschutz – geht's noch?" [Online Protection of Minors – Can You Believe It?] of the Hans Bredow Institute, the Media Authority Hamburg/Schleswig-Holstein and the Hamburg Chamber of Commerce on 25 May 2011.

„Entwicklungspfade für ein netzwerkgerechtes Jugendmedienschutzrecht" [Development Paths for Network-

Appropriate Youth Media Law], oral assessment by S. Dreyer at the public hearing on youth media protection at the main committee of the Hessian State Parliament in Wiesbaden on 4 May 2011.

„Evaluation und Perspektiven des deutschen Jugendmedienschutzes" [Evaluation and Perspectives of German Protection of Minors in the Media], lecture by S. Dreyer at the conference „Zukunftsfähigen Jugendmedienschutz gemeinsam gestalten" [Jointly Designing Sustainable Protection of Minors in the Media] of the parliamentary group Bündnis 90/Die Grünen at the Landtag NRW in Düsseldorf on 18 February 2011.

„Perspektiven des Jugendschutzes im Internet – Standortbestimmung nach dem Scheitern des Jugendmedienschutzstaatsvertrags" [Perspectives of Youth Protection on the Internet – Siting after the Failure of the Interstate Treaty on Protection of Minors in the Media], participation of W. Schulz in the panel discussion at the conference „Medienimpuls" [Media Impulse] of FSF and FSM in Berlin on 15 February 2011.

19. Opportunities and Organisation of Cross-Border Online Labelling

In youth media protection age ratings and age labelling are traditional protection instruments. With regard to online content the meaning of labels for the educational acting of parents wanes. In addition, many media offer dynamic or user-generated contents, which impede static classification or make it impossible.

Whereas used content is distributed digitally and globally, youth protection with its static age labelling remains rather „regional" or „analogue". In order to develop realistic opportunities for more flexible and comprehensive approaches to classification in digital environments, the Hans Bredow Institute has worked with researchers and practitioners for many years. The objective is to build on the existing broad knowledge of classification and develop learnt labels.

One approach, the Global Alliance Matrix (GAM), aims to aggregate classifications for content with existing ratings and to unify their significance with the help of context- and culture-related algorithms in a way that „culture-neutral" information is provided about youth protection relevance. The objectified data basis then can be interpreted by technological protection applications on parent-side. A prefix ensures that evaluation

and filters apply according to the individual education style.

Regarding to date unlabelled contents, the GAM approach examines possibilities to use instruments on provider side, on user side, and on user group side for labelling which enable matrix-compatible classification. The goal is to establish a unified language for description, which can be used irrespective of media, device, and place.

Researcher: S. Dreyer

20. Potential Improvements in the Organisational Structures for Combating Child Abuse Images in the Internet

This short study for the BMFSFJ is based on 14 qualitative and anonymously held interviews with experts which directly and by profession are involved in combating child abuse images in the Internet, such as representatives of law enforcement, hotlines, ISPs or victim associations.

The purpose of these anonymous interviews had been to extract unfiltered feedback, suggestions and criticism directly out of the practical fieldwork while protecting the interview partners from concerns for potential reaction in media for any comment made.

The interviews allow identifying possible courses of action for policy makers and provide a comprehensive list of suggestions of the interview partners how to optimize the current set up of involved organizations and processes.

The results are scheduled for publication in 2012.

Researcher: P. Christiansen

21. Optimization of the Regulatory Concept in Data Protection Law

This base study outlines the current status of suggestions and thoughts how to optimize the regulatory concept for data protection regulation in national and respective international literature.

„Regulatory concept" as a term not only involves legal norms but also the underlying regula-

tory instruments (e.g. self-regulation, co-regulation, command-and-control regulation), technical measures on both sides, user and data controller/processor, aspects of data security, training and internet literacy as well as contributions of corporate responsibility.

The study focuses on the following issues: dialogue between data regulator and regulates, dialogue as a regulatory instrument, dialogue as a key element in „privacy by design"; transparency in data protection, including informed consent and the precautionary principle; the value of data and commercialisation; personal identifiable data as the link for data protection law; public vs. private data protection law; organisational aspects in data protection regulation; co-regulation, § 38a BDSG; flanking measures, internet literacy, CSR.

Examined are models and concepts, but not individual data protection related questions. The topical areas will be published in analysis papers.

Researcher: P. Christiansen

Funding: Google Germany

22. Innovation Workshop „Creativity and Copyright in the Net Economy"

At the Hamburg International Media Dialogue on 8 June 2009, representatives of the media industry emphasised the importance of a fair copyright law, adjusted to the conditions of the net economy. Advancements in this area do not only depend on political enforcement, they require conceptual reflection, which have to be of a quite fundamental nature in many areas.

The objective of the project was to develop and evaluate options, which help politics – on state, federal, and European level – to answer these fundamental questions. To this end, the academic innovation workshop pursued the question how copyright can be further developed in order to better make use of the potential of the creative industry and society. The project jointly with the media industry aimed to develop and evaluate options, which help politics to answer this question, and to further enshrine the area of

copyright in academic research and teaching in Hamburg. Selected topics were the discussed copyright demanded by the German publishers and law enforcement on the Internet.

With the innovation workshop, the Hans Bredow Institute tested a new form of problem-solution-oriented academic work, which will again be applied to the field of data protection in 2012; the workshop was organised by the Hans Bredow Institute at the University of Hamburg and supported by the Authority of Culture, Sports and Media.◉ http://hbi.to/3273

Project website: http://innovationswerkstatt.hans-bredow-institut.de/

Researchers: W. Schulz (contact), J. Beeskow, T. Büchner, S. Dreyer

Participants: Prof. Dr. Michel Clement, University of Hamburg; Dr. Christian Heinze, Max Planck Institute for Comparative and International Private Law; Prof. Dr. Thomas Hengartner, University of Hamburg; Prof. Dr. Gabriele Klein, University of Hamburg; RA Dr. Till Kreutzer, Hans Bredow Institute/i.e. – Office for expertise on information law, Hamburg; Dr. Kristoff Ritlewski, Bucerius Law School; Dr. Wolfgang Schulz, Hans Bredow Institute for Media Research at the University of Hamburg; Prof. Dr. Insa Sjurts, University of Hamburg/Investigation Commission on Media Concentration; Dr. Andreas Stuhlmann, University of Hamburg, Research Center Media and Communication

International Advisors: Prof. Dr. Niva Elkin-Koren, University of Haifa/New York University School of Law; Univ.-Prof. Dr. Andreas Wiebe, LL.M. (Virginia), Vienna University of Economics and Business; Prof. Dr. Frederik Willem Grosheide, University of Utrecht; Prof. Dr. Ian J Lloyd, University of Strathclyde, Glasgow; Prof. Dr. Sylvia Kierkegaard, University of Southampton/Communication University of China (Beijing); Prof. Brian Fitzgerald, Queensland University of Technology, Brisbane

Funding: Authority of Culture, Sports and Media, Freie und Hansestadt Hamburg

Publications:

Büchner, T. (2011): Schwerpunktbereich Recht des geistigen Eigentums: Hörprobe [Focus Intellectual Property Rights: Audio Sample]. In: Jura 2011, Issue 1, pp. 72-75.

Schulz, W.; Büchner, T. (2010): Kreativität und Urheberrecht in der Netzökonomie. Eine wissenschaftliche Innovationswerkstatt im Dialog mit der Medienwirtschaft. Ergebnisse [Creativity and Copyright in the Net Economy. Academic Innovation Workshop in Dialogue With the Media Industry. Results.]. Hamburg, Dezember 2010 (Working Papers oft he Hans Bredow Institute No. 21).

Schulz, W.; Büchner, T. (2010): Kreativität und Urheberrecht in der Netzökonomie. Eine wissenschaftliche Innovationswerkstatt im Dialog mit der Medienwirtschaft [Creativity and Copyright in the Net Economy. Academic Innovation Workshop in Dialogue With the Media Industry]. 1st Analysis, January 2010. Hamburg: Verlag Hans Bredow Institute (Working Papers oft he Hans Bredow Institute No. 20).

Lectures:

„Urheberrecht in der Schockstarre? Welche Ideen zur Neuordnung warum nicht funktionieren." [Copyright Law in a State of Shock? Which Ideas for a Revision Do Not Work Why], lecture by S. Dreyer at the Committee for Media and Creative Economy of the Hamburg Chamber of Commerce in Hamburg on 31 January 2012.

„I Fought The Law – Zur Zukunft des Urheberrechts" [I Fought the Law – On the Future of Copyright Law], participation in panel by S. Dreyer at the Hamburg Music Forum of the Association of Independent Music Businesses (VUT) in Hamburg on 7 November 2011.

„Copyrights Law, News Services, News Snippets", lecture by W. Schulz at the „TechLaw Spring Meeting Update" by Taylor Wessing in Hamburg on 30 April 2010.

„Ideen aus der Innovationswerkstatt Kreativität und Urheberrecht in der Netzökonomie" [Ideas from the Innovation Workshop on Creativity and Copyright in the Net Economy], talk by W. Schulz at the conference „Wer verdient mit welchem Recht? Digitale Herausforderungen für Urheber, Verwerter und Nutzer" [Who Earns by What Right? Digital Challenges for Authors, Commercializers and Users] of the Media Authority Hamburg / Schleswig-Holstein, the Hans Bredow Institute and the Hamburg Chamber of Commerce in Hamburg in 3 June 2010.

23. Consortium of Chinese and European Research Institutions IPRNME

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

(Intellectual Property Rights in the New Media Environment) in 2010 and 2011.

The main objective of the project was to foster the exchange of knowledge about regulatory concepts with regard to copyright and intellectual property 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 in new media environments. For this purpose, joint working papers were developed and workshops as well as international summer schools for students and doctoral candidates were executed. Students from the Faculty of Law at Hamburg University discussed questions of internet legislature in China.

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.

For Germany, the Deutsche Forschungsgemeinschaft (German Research Foundation) participates in CO-REACH. ◐ http://hbi.to/2743

Researchers: W. Schulz (contact), S. Heilmann

Cooperation 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

Lectures:

„Private International Law (Conflict of Laws) and Copyright Law", moderation of the discussion by W. Schulz at the workshop „CO-REACH – Intellectual Property Rights in the New Media Environment" in Utrecht on 28 April 2011.

PHD PROJECTS

Decisions in Cases of Uncertainty in the Protection of Minors in the Media

The insight from research into regulation that knowledge is important for legislative governance processes, the legislature and authorities find themselves faced increasingly with the question of how situations of not-knowing affect legal decisions.

The PhD-project takes up this enquiry using the example of youth media protection and sets out concretely the leeway for assessment and prognosis the various actors have, 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 – in the face of uncertainty.

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, investigations will be carried out into the extent to which, with uncertain decisions, the uncertainty can, nevertheless, be used to the advantage of the decision making process, for instance through mechanisms for delegation and for establishing procedures and promoting flexibility.

The project is planned to be concluded in 2012.

Researcher: S. Dreyer

Product Placements in the Electronic Media

Product placements in 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 reaches the conclusion that the necessity to enforce the principle of separation cannot be judged in general. Especially it is elaborated that from a constitutional legal perspective this is not about utterings with an advertising effect, rather this is about the separation of autonomous opposed to heteronormative programme design. In this context, the notion of programme autonomy is looked at more closely and it is described that broadcasting freedom most importantly requires that media follow publicistic criteria. Publicistic criteria are such criteria which orient themselves towards the audienc's interests. When paid content is included in the programme, only because third parties pay for this, the responsible parties for the programme do not orient themselves by publicistic criteria. This is then a constitutional violation of the principle of separation.

The thesis essentially concentrates on the question as to how far product placements come under the sub-constitutional, national and European legal framework of the principle of separation. It reaches among others the conclusion that placements have to be constitutionally prevented when the opinion forming effect of placements and media content on the one side is as high as the recipients' trust in autonomous design on the other side.

Finally the dissertation studies the singular legal configuration through 13. RfÄndStV and reaches the conclusion that especially the labelling rules do not meet constitutional requirements.

The project will be finished in 2012.

Researcher: F. Zimmermann

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 „online" is impossible in that process. The content found is instead held in a buffer and, when it is sought 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. Regarding thumbnails the BGH has ruled in the decisions Vorschaubilder I and II that the rights owners basically agree to the infringement by the search engine when rights owners themselves or a third party have provided the image with consent of the creator without making technological arrangements to keep search engines from finding and showing the respective image.

The dissertation explores the classification of search engines with regard to copyright law, thereby taking into account US American legislation on the search engine phenomenon, first in a singular legal way, and reaches the conclusion that search engine operators infringe copyright law. On the basis of this singular legal result and by resorting to the US-American fair use doctrine it is examined with regard to European and constitutional law whether the introduction of a gate in favour of intermediaries – such as search engines – and the related change of copyright law would be legitimate. The result of this examination is that the introduction of a gate, which enables interference with copyright law, which for the functioning of a search engine are not essential, would be compatible with Art. 14 Abs. 1 GG.

The dissertation was submitted to the University of Hamburg in January 2012.

Researcher: I. Brunn

Information Obligations in the German Law of Telemedia and User-generated Content

The phenomenon of user-generated content is challenging terms used in internet law that appeared clear and unambiguous. Traditional concepts like an „information and communication service" or to provide such services „businesslike" come under pressure due to the hybrid structure of user-generated content, which intermingles personal with public, private with commercial, journalism and self-portrayal.

By way of looking at the scope of application for information obligations in section 5 Telemedia Act (TMG) and section 55 Interstate Treaty on Broadcasting and Telemedia (RStV), this PhD project examines resulting challenges for legal interpretation and application, and proposes possible solutions. One particular research focus lies within the systematic-teleological interpretation of the terms used in said provisions: „normally provided for remuneration"; „serving personal or domestic purposes"; or „journalistic-editorial". Such terms may claim to be significant beyond the mere realm of information obligations or even information law.

The above-mentioned provisions are interpreted and subsumed against the background of an examination of constitutional law which looks at the human rights aspects of obligations to disclose the names and other personal data of users actively participating in the online communication process. The information obligations laid down in sections 5 TMG, 55 RStV serve the purpose of eliminating anonymity and pseudonymity, which are „natural" states of communication and publication online, and are basically protected by constitutional freedoms of communication, personality and privacy. By giving guidelines derived from constitutional law, the research conducted in this project provides a certain structure to a broadly discussed issue: Which type of communication might be deserving particular protection and at the same time should be subject to a particular level of regulation, and under which circumstances?

The doctoral thesis was submitted to the University of Hamburg in April 2012.

Researcher: S. Heilmann

Guarding Access to Online-Platforms in Media Law

Mass media communication is always depending on certain infrastructural elements, acting as an intermediary between communicator and recipient. In the field of traditional mass media – such as broadcasting and print media – the German constitutional court (Bundesverfassungsgericht) developed some legal standards trying to limit the influence on the distribution of media content at a certain level. Therefore the sub-constitutional legal framework provides some legal instruments, e.g. must-carry rules for the distribution of broadcasting via cable network.

Nowadays not only the distribution of traditional media content like print media or broadcasting is relevant for the question, what influence can be tolerated regarding the constitutional guarantees of article 5 of the German Basic Law. Through the changes in the recipient's consumption of media content an increase of the distribution of media content by the use of online communication can be observed. In this digital surrounding similar questions arise. Online platforms play an important role in this context, as they can have a strong influence on the user´s ability to access content. Content can be banned or offered in a way suggesting less relevance than other content.

The PhD-project analyses the legal standards given by the German Basic Law regarding the distribution of traditional mass media and investigates which of these standards are also valid for online platforms. In a second step the sub-constitutional law (esp. the German broadcasting act and the German act against competitive restrictions) will be examined to see whether it meets the constitutional standards.

Researcher: M. Lose

Lecture:

„Access to Online Platforms", impulse talk by M. Lose at the ABC/HBI/CCI Research and Collaboration Workshop in Sydney, Australia, on 29 February 2012.

Organisation as Resource of Decision Making – On the Importance of Administrative Structure and Organisation on the Example of the German Federal Film Board

This PhD-project aims to examine the German national film subsidy. Therefore the project's main focus is on the constitutional requirements that have to be observed regarding the national subsidy system and how these requirements can be implemented in organisational structures and inner administrative processes.

The work focuses on the legal obligations of the German Federal Film Board (FFA) and analyses the processes of decision-making involving its central bodies. In addition to the board, there are three collegial bodies. The members of two committees are elected by various interest groups (e.g. the trade associations of the film and video industry, the public and private broadcasters, the trade unions and the churches). The third committee consists of expert members. In all cases the decision-making is not bound by instructions, in some cases judicial control is even limited. Are these structures suitable to implement the constitutional requirements? What legal consequences result from the choice of instruments?

The project finally relates its results on the debate of how functional significance of administration has generally changed and points out which solutions to participatory decision-making are viable to share responsibilities between state and non-state actors. For this purpose, it is also worth looking to the normative objectives of the „ensuring state" concept because the results probably provide a basis to contribute to a more detailed definition or alteration of this concept.

Researcher: S. Hagemeister

Internet-based Information Access as Precondition for Social Inclusion in the Age of the Information Society

Having access to information via Internet-based services is of outmost importance for individuals in today's information societies. Therefore the question arises, how the German constitution protects individual internet-based information accessibility: Does the German Basic Law contain a comprehensive fundamental „Right to Internet Access", and if so, what does it cover?

The background for the legal analysis forms an analytical framework that combines the layers of a technical information transfer model with the categories of conditions for the individual use of technical information exchange systems. By applying this analytical framework the differentiated structure of the relevant constitutional guarantees can be revealed.

Subsequently the work examines a selected set of regulations in Telecommunication and Copyright Law at the various layers of technical information transfer to verify that the current legal protection of individual internet-based information accessibility meets the constitutional requirements.

Researcher: M. Oermann

Net Neutrality in the Internet – Necessity and Provision by Existing German Law

Net neutrality in the internet means – if interpreted very strictly – that data transported via the internet must always be sent as fast as possible (so called „Best-Effort-Principle"). Following that principle, there may be no discrimination of data in matter of transport speed. Besides this narrow understanding of the term, other suggestions exist. One of these is net neutrality as content neutrality, by which a data may be treated differently when it comes to matters of transport speed, though the differentiation may never be decided by the content of the data in question.

Therefore the dispute about net neutrality leads towards the question, whether network providers

should be allowed to transport data at different speeds or priorities. A question that is heavily discussed, considering the implications for communicative basic rights and their exertion via internet entwined with it.

The thesis aims at contributing to this discussion by disclosing if net neutrality in the internet really is a necessity and how far it is already provided under current German law. Therefore especially the German basic law and the effects of the revision of the German telecommunication act will have to be taken into consideration.

Researcher: L. Ziebarth

Researchers 2011/2012: Nele Heise, Stephan Dreyer, PD Dr. Wiebke Loosen, Julius Reimer, Dr. Jan-Hinrik Schmidt (contact)

Associates and Freelancers 2011/2012: Sebastian Deterding, Kwangnam Ko

24. The (Re-)Discovery of the Audience. Journalism under the Conditions of Web 2.0

The Web 2.0 changes the traditional relationship between journalism and audience: new forms of participation of the audience and changed demands for inclusion of users lead to shifts between the traditional roles of communicator and recipient respectively between professional and non-professional development of statements. Against this backdrop journalism has to accept constraints of its inclusion ability and at the same time deal with the audience's demand for inclusion.

The research project aims to study with a variety of methods how professional, editorially organised journalism integrates participatory elements in its offerings and which role the expectations and expectations of expectations of journalists and of the audience play. Hence, the project focuses on the question what effect journalistic professional orientation and participation of the audience have on each other. The project is planned as multiple case study; for six case studies in total, three dimensions of contrast:

1. TV vs. print editorial offices/offerings including their respective online counterparts;

2. News-oriented vs. entertainment-oriented journalism;

3. Weekly vs. daily publication.

For journalistic providers as well as for audiences, inclusion benefits and inclusion expectations will be raised in order to determine in combination the respective inclusion levels (extent of audience integration) and inclusion distances (extent of accordance of respective expectations). ❏ http://hbi.to/4173

Researchers: W. Loosen (contact), J. Reimer, J.-H. Schmidt

Student Assistants: C. Heller, H. Holdmann, J. Jacobsen, M. Scheler, N. Weith

Publications:

Loosen, W.; Schmidt, J. (2012): (Re-)Discovering the Audience. The Relationship between Journalism and Audience in Networked Digital Media. In: Information, Communication & Society, Special Issu „Three Tensions Shaping Creative Industries in a Digitized and Participatory Media Era" (Ed. Oscar Westlund), Vol. 15, No. 16

Heise, N., Reimer, J. (2012): Rezeption – Selektion – Partizipation. Journalismus und der Wandel der Publikumsrolle vor und mit dem Aufkommen des Social Web [Reception – Selection – Participation. Journalism and the Change of the Audience Role with the Rise of the Social Web]. In: Journalistik Journal, issue 1, pp. 22-23.

Birkner, T.; Loosen, W. (2012): Rezeption – Selektion – Partizipation. Journalismus und der Wandel der Publikumsrolle vor und mit dem Aufkommen des Social Web [Reception – Selection – Participation. Journalism and the Change of the Audience Role with the Rise of the Social Web]. In: Journalistik Journal, issue 1, pp. 20-21.

Lectures:

„Social Media Guidelines in Journalism", lecture by W. Loosen, J. Reimer, and J.-H. Schmidt at the 62nd annual conference of the International Communication Association (ICA) in Phoenix on 26 May 2012.

„Social Media Guidelines in Journalism", lecture by W. Loosen, J. Reimer, and J.-H- Schmidt at the General Online Research Conference in Mannheim on 6 March 2012.

„Reconsidering the Concept of Audience from the Perspective of Journalism Research", lecture by W. Loosen and U. Hasebrink at the 3rd Transforming Audiences Conference in London on 1 September 2011.

„Der neue Strukturwandel der Öffentlichkeit" [The New Structural Change of Public Sphere], closing note by J.-H. Schmidt in the course of the interdisciplinary conference „Zwischen Partizipationskultur und Selbstausbeutung. Medienmacher und Mediennutzer im Social Web" [Between Participation and Self-Exploitation. Media Doers and Media Users in the Social Web] in Erfurt on 25. and 26. November 2011.

25. When 'Data' Becomes 'News': A Comparative Analysis of Computational Journalism

Technological innovations have always been a constituting element in the evolvement of journalistic statements. Currently however journalism and the evolvement of journalistic statements are mainly challenged to deal with the enormous amount of data on the internet. The cooperation project with the University of New York aims to explore the change of journalism through „big data".

Special interest is, among others, put on the phenomenon of the so called „data journalism", the role of algorithms in processing and editing data as well as in general the changing work and production routines 21st century newsrooms. Key research questions in that context are:

– How are algorithms influencing journalistic work routines in terms of both gathering and presenting news?

– What are some of the key algorithmic processes (on selection, categorization, aggregation of data) affecting journalism today?

– In how far does „computational journalistic" evolve into a distinct form of reporting patterns?

– How do open data/transparency initiatives in different counties influencing computational/data journalism?

The project, which is developed in cooperation with the Humboldt Institute for Internet and Society, is now in its preliminary phase one, which main purpose is to lay the groundwork for future research, and put workflow systems into place, for an international collaboration.

Researchers: W. Loosen

Cooperation partner: C. W. Anderson (University of New York)

Funding: Humboldt Institute for Internet and Society

Researchers 2011/2012: Florian Bayer, Prof. Dr. Uwe Hasebrink, Dr. Claudia Lampert (contact), PD Dr. Wiebke Loosen, Dr. Jan-Hinrik Schmidt, Lutz Schröder, Dr. Hans-Ulrich Wagner

Associates 2011/2012: Prof. Dr. Joan Bleicher, Juliane Finger

26. 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. Young people and adolescents 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 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. In an accompanying weblog (www.hans-bredow-institut.de/ webzweinull) provisional findings and related research are documented and discussed. ☛ http://hbi.to/1696

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

Cooperation partners: Prof. Dr. Ingrid Paus-Hasebrink, Dr. Christine Wijnen (Universität Salzburg)

Funding: Landesanstalt für Medien NRW (LfM) [State Media Authority North Rhine-Westphalia]

Publications:

Autenrieth, U.; Bänziger, A.; Rohde, W.; Schmidt, J. (2011): Gebrauch und Bedeutung von Social Network Sites im Alltag junger Menschen: Ein Ländervergleich zwischen Deutschland und der Schweiz [Usage and Significance of Social Network Sites in the Everyday Life of Young People: A Comparison between Germany and Switzerland]. In: K. Neumann-Braun, U. Autenrieth (eds.), Freundschaft und Gemeinschaft im Social Web. Bildbezogenes Handeln und Peergroup-Kommunikation auf Facebook & Co. Baden-Baden: Nomos, pp. 31-54.

Hasebrink, U.; Lampert, C. (2011): Kinder und Jugendliche im Web 2.0 – Befunde, Chancen und Risiken [Children and Young People in the Web 2.0 – Findings, Opportunities and Risks]. In: Aus Politik und Zeitgeschichte, 3/2011, pp. 3-17 (available online in German).

Hasebrink, U.; Paus-Hasebrink, I.; Schmidt, J.-H. (2010): Das Social Web in den Medienrepertoires von Jugendlichen und jungen Erwachsenen [The Social Web in Media Repertoires of Yound People and Adolescents]. In: Hepp, A.; Wimmer, J. (eds.), Medienkulturen im Wandel. Konstanz: UVK, pp. 319-355.

Lampert, C. (2011): Aufwachsen in sozialen Netzwerken. Kontaktverhalten und Privatheit im Internet [Growing up in Social Networks. Contact Behaviour and Privacy on the Internet]. In: Bundeskonferenz für Erziehungsberatung (eds.), Generation digital. Neue Medien in der Erziehungsberatung. Fürth: bke, pp. 118-130.

Lampert, C.; Schwinge, C. (2011): Medienkompetenzförderung im Kontext des Social Web – Herausforderungen für die Medienpädagogik [Promotion of Media Competence in the Context of the Social Web – Challenges for Media Education]. In: R. Kammerl, R. Luca, S. Hein (eds.), Keine Bildung ohne Medien! Neue Medien als pädagogische Herausforderung [No Education without Media! New Media as Educational Challenge]. Berlin: Vistas, pp. 67-82.

Paus-Hasebrink, I.; Hasebrink, U. (2010): Der Umgang von Heranwachsenden mit dem Social Web. Handlungstypen, Chancen und Risiken [How Adolescents Deal with the Social Web. Action Types, Opportunities and Risks]. In: D. Hoffmann, N. Neuß, G. Thiele (eds.), Stream your Life!? Kommunikation und Medienbildung im Web 2.0. München: Kopaed, pp. 33-44.

Schmidt, J. (2011): Das neue Netz. Merkmale, Praktiken und Folgen des Web 2.0 [The New Net. Characteristics, Practices, and Consequences of the Web 2.0], 2nd revised edition. Konstanz: UVK.

Schmidt, J. (forthcoming): Jugend 2.0 – Leben in der Medienwelt. Von „Digital Natives" und anderen Mythen des Internets [Youth 2.0 – Life in the Media World. Of „Digital Natives" and Other Myths of the Internet]. In: Heinz-Nixdorf-Forum (ed.), Kinder – Eltern – Medien [Children – Parents – Media]. Paderborn.

Schmidt, J.; Paus-Hasebrink, I.; Hasebrink, U. (eds.) (2009): Heranwachsen mit dem Social Web. Zur Rolle von Web 2.0-Angeboten im Alltag von Jugendlichen und jungen Erwachsenen [Growing up with the Social Web. On the Role of Web 2.0 Offerings in the Everyday Life of Young People and Adolescents]. Berlin: Vistas Verlag.

Lectures:

„Kompetent und verloren im Netz – wie nutzen Kinder und Jugendliche die Angebote im Internet?" [Competent and Lost in the Net – How Do Children and Young People Use the Offerings of the Internet?"], lecture by C. Lampert at the symposium „Verloren im Netz! Virtuelle Welten – Fluch oder Segen?!" [Lost in the Net! Virtual Worlds – Curse or Blessing?!] in Siegen on 27 September 2011.

„Was ist Social Media?" [What is Social Media?], lecture by C. Lampert at the 34th Stuttgart Media Education Days on „Social Media zwischen Emanzipation und Sozialisation" [Social Media between Emancipation and Socialisation] in Stuttgart on 12 April 2011.

„Social Networking Sites and Privacy: Recent Data and Developments", lecture by J. Schmidt at the conference „Youth on the Net – Seminar on Information Safety, Security and Quality" in Luxemburg on 17 February 2011.

„Social Communities, Web 2.0 und Politische Bildung" [Social Communities, Web 2.0 and Civic Education], lecture by J. Schmidt at the conference of the directors of study for civic education of the protestant church in Hofgeismar on 19 January 2011.

„Soziale Netzwerke: Der aktuelle Stand der Nutzungsforschung" [Social Networks: Current Status of Usage Research], lecture by U. Hasebrink at the 10th Symposium on Media Ethics, Hochschule der Medien, Stuttgart, on 13 January 2011.

27. Young Scholars Network on Privacy and Web 2.0

One of the biggest social changes brought about by the Web 2.0 are the shifting borders between public and private spheres. The „Young Scholars Network on Privacy and Web 2.0" is an international research network funded by the German Research Foundation (DFG) between January 2010 until December 2011. The projects enables direct academic exchange between 15 international researchers, who work on these developments from different perspectives.

The network pursues three objectives:

1. Besides a systematic conceptualisation of methods and theories of privacy on the internet,

2. an international comparison of the respective approach of privacy and self-disclosure in the web 2.0 is planned.

3. Further the development of a research agenda is aimed for, illustrating how developments of privacy and self-disclosure on the internet can be attended academically.

As results of the network in 2011 a publisher anthology was published with contributions of the network members, as well as an online-survey across countries and cultures, the results of which are currently being assessed. ◔ http://hbi.to/3251

Researchers: J.-H. Schmidt, W. Loosen (contact)

Project Lead: Jun.-Prof. Dr. S. Trepte, Hamburg Media Schoool/ University Hamburg, Dr. L. Reinecke, University of Mannheim

Participants: Assistant Prof. Dr. N. Ellison, Michigan State University, USA; Dr. A. Joinson, University of Bath, UK; Prof. Dr. J. Peter, University of Amsterdam, Netherlands; Dr. M. Yao, City University of Hong Kong, China; K. Lewis, Harvard University, USA; Dr. J.-H. Schmidt, Hans Bredow Institute, Hamburg; Dr. M. Taddicken, University of Hohenheim; C. Jers, University of Hohenheim, Prof. Dr. O. Quiring, University of Mainz; Jun.-Prof. Dr. M. Hartmann, Berlin University of Arts, PD Dr. W. Loosen, Hans Bredow Institute, Hamburg; Prof. Dr. N. Krämer, University Duisburg-Essen; N. Haferkamp, University Duisburg-Essen

Mentors: Prof. Dr. U. Hasebrink; Prof. Dr. J. Walther, Michigan State University, USA

Funding: German Research Foundation (DFG)

Publications:

Loosen, W. (2011): Online Privacy as a News Factor in Journalism. In: S. Trepte, L. Reinecke (eds.), Privacy Online. Perspectives on Privacy and Self-Disclosure in the Social Web. Heidelberg, New York: Springer, pp. 205-218.

Schmidt, J. (2011): (Micro)Blogs: Practices of Privacy Management. In: S. Trepte, L. Reinecke (eds.), Privacy Online. Heidelberg: Springer, pp. 159-173.

Lectures:

„The Merits of Inter-Cultural Research: The Case of the EU Kids Online Network", Keynote by U. Hasebrink at the 2nd Workshop of the Young Scholars Network on Privacy and Web 2.0 in Hamburg on 3. March 2011.

„Das Ende der Privatheit?" [The End of Privacy?], lecture by J. Schmidt at the „11. Medienforum Ingolstadt-Eichstätt" in Ingolstadt on 14 January 2011.

„Persönliche Öffentlichkeiten und Privatsphäre im Social Web" [Personal Public Spaces and Privacy in the Social Web], lecture by J. Schmidt at the interdisciplinary conference „Privatheit" [Privacy] in Passau on 20 November 2010.

„The Communicative Architecture of Blog-Based Publics", lecture by J. Schmidt at the workshop „Privacy and Web 2.0" of the Young Scholars Network in Hamburg on 9 March 2010.

„Journalism: Privacy as a News Factor", lecture by W. Loosen at the first workshop of the DFG network „Young Scholars' Network on Privacy & Web 2.0" in Hamburg on 9 March 2010.

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

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 corporation) and the University of Hamburg (Department of Languages, Literature and Media I) – 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.

In the context of these questions the research centre in 2011/2012 started a large-scale project on the „media awakening" in Hamburg at the beginning of the 1960s. Within the German media landscape at this time comprehensive changes took place. Especially in the media metropolis Hamburg new artistic-political forms of television and film evolved agains the backdrop of political change. The working and mediation project deals with these specific developments and explores why in Hamburg of all places such an intermedial field for experimentation could evolve. In cooperation with the University of Hamburg (Department of Languages, Literature and Media I) several conferences and workshops will be executed in 2012/13. In cooperation with numerous Hamburg institutions a comprehensive public event and discussion programme is planned. ◐ http://hbi.to/1699

Researcher: F. Bayer, H.-U. Wagner (contact)

Cooperation partners: J.-K. Bleicher (University of Hamburg), A. Ellenberger (Hamburg)

Events:

„Die Hamburgische Dramaturgie der Medien. Egon Monk – Autor, Regisseur, Produzent" [Hamburg's Media Dramaturgy. Egon Monk – Author, Director, Producer]. Working conference of the Institute for Media and Communication and the RCMC with the Research Centre for the History of Broadcasting in Northern Germany at the University of Hamburg on 8 and 9 June.

„Medialer Aufbruch. Die innovativen Jahre von Fernsehen und Film in Hamburg 1962-1969" [Medial Awakening. The Innovative Years of Television and Film in Hamburg 1962-1969]. Conference by J.K. Bleicher, A. Ellenberger and H.-U. Wagner at the University of Hamburg on 20 and 21 February 2012.

„Axel Eggebrecht und sein Nachwuchs" [Axel Eggebrecht and His Prodigy]. Podium discussion by H.-U. Wagner with journalists of the NDR at the event of the 20. Anniversary of the death of Axel Eggebrecht in the foyer of the NDR Hörfunkhaus in Hamburg on 14 July 2011.

Publications:

Bayer, F.; Wagner, H.-U. (2012): The Auschwitz Trial on Air. East and West Germans Attemps to 'Voice' the Holocaust. In: Alexander Badenoch et al. (eds.), Sound Bridges. Sound Walls. Köln.
Bayer, F.; Wagner, H.-U. (2012): Der „Fünf-Uhr-Club" des NDR geht auf Sendung [The „Five O'Clock Club" of the NDR Goes On Air]. In the series „NDR-Geschichte(n)", www.ndr.de.
Wagner, H.-U.; Bayer, F. (2011): Aufklärung statt Bewältigung. Tondokumente zur Berichterstattung von Axel Eggebrecht über den ersten Auschwitz-Prozess. [Clarification

of Facts rather than Overcoming the Past. Sound Documents from Axel Eggebrecht Broadcastings of the Auschwitz Trial]. Audio-CD. Frankfurt am Main.

Wagner, H.-U. (2012, forthcoming): „Wir müssen hart bleiben, wenn wir in Deutschland etwas Neues schaffen wollen" [We Have to Remain Tough If We Want to Create Something New in Germany]. Alexander Maaß an Ernst Hardt, November 1945. In: D. Garz, D. Kettler (eds.), Nach dem Krieg – nach dem Exil. Erste Briefe. First Letters. Fallbeispiele aus dem sozialwissenschaftlichen und philosophischen Exil. München, pp. 177-187.

Wagner, H.-U.; Badenoch, A. (2012): Coming Home into Thin Air. Radio and the Socio-Cultural Geography of Homecoming in Germany 1945-1955. In: S. Soo et al. (ed.), Coming Home? Conflict and Return Migration in the Twentieth Century. London.

Wagner, H.-U. (2010): Ein junger Mann kommt nach Hause. Hans-Ulrich Wagner im Gespräch mit Volker Starke [A Young Man Returns Home. Hans-Ulrich Wagner in Conversation with Volker Starke], http://hbi.to/3306 (German).

Wagner, H.-U. (2012): Das Floß der Medusa. Wie studentische Proteste 1968 zum Untergang einer Uraufführung führten [The Raft of Medusa. How Student Protests in 1968 led to the Drowing of a Premiere]. In the series „NDR-Geschichte(n)", www.ndr.de.

Wagner, H.-U.; Leder, D. (2011) (eds.): Sport und Medien: Eine deutsch-deutsche Geschichte [Sports and Media: A German Story]. Jahrbuch Medien und Geschichte 2011. Köln.

Wagner, H.-U. (2011): Das „Nachwuchsstudio" des NDR [The Young Talent Studio of the NDR]. In the series „NDR-Geschichte(n)", www.ndr.de.

Lectures:

„Egon Monk und die Umbruchsphase beim NDR" [Egon Monk and the Phase of Change at the NDR], lecture by H.-U. Wagner at the working conference „Die Hamburgische Dramaturgie der Medien. Egon Monk – Autor, Regisseur, Produzent" [The Hamburg Dramaturgy in the Media. Egon Monk – Author, Director, Producer) in Hamburg on 8 Juni 2012.

„Der NDR und die Medienmetropole Hamburg. Institutionelle und kreative Kooperationen zu Beginn der 1960er Jahre" [The NDR and the Media Metropolis Hamburg. Institutional and Creative Cooperations at the beginning of the 1960s], lecture by H.-U. Wagner at the conference „Medialer Aufbruch. Die innovativen Jahre von Fernsehen und Film in Hamburg 1962-1969" [Media Awakenings. The Innovative Years of Television and Film in Hamburg 1962-1969] in Hamburg on 20 February 2012.

„Die Medienmetropole Hamburg zu Beginn der 1960er Jahre" [The Media Metropolis Hamburg at the Beginning of the 1960s], lecture by H.-U. Wagner at the annual conference of the professional group communication history of the DGPuK on the topic „Ortsgespräche. Studien zur lokalen Medien- und Kommunikationsgeschichte" [Local Calls. Surveys on Local Media and Communication History] in Bamberg on 20 January 2012.

„Symbiose. Der Rundfunk und der literarische Markt" [Symbiosis. Broadcasting and the Literary Market], lecture by H.-U. Wagner in the colloquium for Literature Studies at the University of Duisburg-Essen on 30 November 2011.

29. Media and Mental Representations of the Holocaust

For the identity of the Federal Republic of Germany, the Holocaust is a central point of reference. To keep up the memory of the persecution and mass murder of Jews is a defined socio-political goal. Therewith, media and especially television play a significant role. The project concept was developed over the last months, funding will be applied for at the German Research Foundation (DFG). Its initial point is the question how the forms of presentation of the Holocaust on television, which can be observed in different historic phases are reflected in the perceptions of people.

Thereby attention is put on the presentation of contemporary witnesses, who in many productions are used as authentic mediators of history and who provide a certain context of the morality of memory to the presentation. The project is structured in an interdisciplinary way: with an eye on the offerings the change in media performances by contemporary witnesses will be analysed (analyses of programmes and paratexts; guideline interviews with producers and contemporary witnesses). Looking at recipients, the memories of different generations of Holocaust presentations in the media will be examined (group discussions and media-biographical interviews). Through the combined view on the intentional design and reception of Holocaust presentations, the project gives information on the role of media and especially television for the long-term development of collectively shared perceptions and memories and at the same time provides an analysis of the communicative negotiation of moral markers of remembrance. ◉ http://hbi.to/ 909

Researchers: F. Bayer, J. Finger, H.-U. Wagner (contact), U. Hasebrink

Publication:

Bayer, F.: Wagner, H.-U. (2011): Aufklärung statt Bewältigung. Tondokumente zur Berichterstattung von Axel Eggebrecht über den ersten Auschwitz-Prozess [Clarification of Facts rather than Overcoming the Past. Sound Documents from Axel Eggebrecht Broadcastings of the Auschwitz Trial]. Audio cd and booklet. Frankfurt am Main: Stiftung Deutsches Rundfunkarchiv.

Lecture:

„Medial and Mental Representations of the Holocaust – Reflections on the Interplay of Mediated History and Individual

and Collective Memory", lecture by J. Finger and H.-U. Wagner at the XXIVth Conference of the International Association of Media History in Copenhagen on 16 July 2011.

30. Norag and the Culture of the 1920's in Hamburg

In the 1920's, a new mass medium appeared in the shape of radio and rapidly developed into a 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.

Under the umbrella of the interdisciplinary research association on the cultural history of Hamburg, academics from various subject areas comprehensively investigated the Hamburg cultural scene during the Weimar Republic and passed 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" was responsible for working on the area of radio. ○ http://hbi.to/1701

Researcher: H.-U. Wagner

Publications:

Wagner, H.-U. (2011): 80 Jahre Funkhaus an der Rothenbaumchaussee [80 Years of Broadcasting Centre at Rothenbaumchaussee]. In der series „NDR-Geschichte(n)", www.ndr.de.

Wagner, H.-U. (2011): Die Norag 1924-1931. Binderstraße 28, Schlüterstraße 51-53. Eintrag im geodatenbasierten Webprojekt „Kulturtopographie Hamburgs um 1900" [Norag 1924-1931. Binderstreet 28, Schlüterstreet 51-53. Entry in the geo data-based web project „Cultural Topography of Hamburg around 1900] (for download).

Wagner, H.-U. (2011): „Gehirn einer Stadt". Vor 80 Jahren wurde das neue Funkhaus in Hamburg seiner Bestimmung übergeben [Brain of a City. 80 Years Ago the New Broadcasting Centre Was Handed Over to Its Purpose]. In: Rundfunk und Geschichte 37 (2011), No. 1-2, pp. 53-55.

Wagner, H.-U. (2011): Die Norag 1924-1932: Der Norden geht auf Sendung [The Norag 1924-1932: The North Is on Air]. In the series „NDR-Geschichte(n)", www.ndr.de.

Wagner, H.-U. (2011): Die Traditionssendung aus dem Norden: Das „Hamburger Hafenkonzert" [The Traditional Programm of the North: The Hamburg Harbour Concert]. In the series „NDR-Geschichte(n)", www.ndr.de.

31. The Literary Programme Offerings 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" 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 is dedicated to the development of the literary field in the media metropolis of Hamburg. The core questions are: Does radio 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?

The revised lectures of the lecture series on the literary field in Hamburg 1933-1945 held in winter semester 2010/11 will be published with the support of the Hamburg Foundation for the Suport of Science and Culture. ○ http://hbi.to/1700

Researcher: H.-U. Wagner

Funding: Hamburg Foundation for the Suport of Science and Culture

Publications:

Wagner, H.-U.; Hempel, D. (eds.) (2012): Das literarische Feld in Hamburg 1933-1945 [The Literary Field in Hamburg 1933-1945]. Hamburg.

Wagner, H.-U. (2012): Das literarische Programmangebot des Reichssenders Hamburg [The Literary Programm of the Reichssender Hamburg]. In: H.-U. Wagner, D. Hempel. (eds.), Das literarische Feld in Hamburg 1933-1945. Hamburg.

Wagner, H.-U. (2011): Der Rundfunk in Norddeutschland. 1932 – Mai 1945 [Radio in Northern Germany 1932-May 1945]. In the series „NDR-Geschichte(n)", www.ndr.de.

32. Sounds like… A History of Broadcast Sound Design

Radio stations have a „sound". They create a profile for themselves with a particular aesthetic aura, onto which their audience latches accordingly. Since the 1980s, there has been increasing competition in the so-called „dual system" of the radio landscape in the Federal Republic, and questions of branding and recognisability have played a decisive role. Even if such competition among providers played much less of a role in previous periods of radio history, already early on programme makers worked hard to reach their audiences – not only through their content, but also through the way their sound performed. „Analyzing Radio Sound? Sure! But how?" is what Carin Åberg asked in her work, „The Sounds of Radio. On Radio as an Auditive Means of Communication", from 1999: this project takes up the discussion she had a hand in initiating about methodological questions.

We conducted a series of preliminary studies dealing with questions of method and of sources, because such questions have to be answered when analysing Broadcast Sound Design from a past epoch. Going beyond this, the research unit is providing several contributions to „Der Sound des Jahrhunderts" („The Sound of the Century"), a multimedia project being run by Gerhard Paul and Ralph Schock, to be published in 2013, and our unit will propose the topic, „The Sound Archeology of Radio Voices" in the section, „Sound History" at the 49th Deutscher Historikertag (German Congress of Historians).

This research project is devoting itself particularly to the 1960s as its period for investigation: on the one hand, because this decade figures in many respects as a period of change; and on the other, because radio, as a medium based on programmes, underwent a fundamental change during this time and lost its position as a leading medium. Our investigation is guided by the following research questions, among others: What aesthetics of sound were created, in order to appear attractive for the respective target audiences? Which norms of linguistic and vocal expression formed the basis for the production and use of entertainment and cultural broadcasts and of news and youth programmes? In short: In the 1960s, how did the mediatised voices of the producers of radio in the Federal Republic of German change in contact with their hearers?

This investigation, together with several completed preliminary studies, is part of a larger research project on analysing the aesthetics of radio being planned in collaboration with Prof. Dr. Ines Bose and Jun. Prof. Dr. Golo Föllmer (both at the University of Halle). The website on the topic, „Radio Aesthetics – Radio Identities", founded in 2012 and accessible at www.radioaesthetics.org, offers further information on these activities.

In 2011/12, several workshops with junior researchers took place in Berlin and Halle, as well as an international workshop in Hamburg with colleagues from the Copenhagen LARM Project. ➲ http://hbi.to/4381.

Researchers: F. Bayer, H.-U. Wagner (contact)

Cooperation Partners: I. Bose, G. Föllmer (both at the Martin-Luther-University of Halle a.d.S.)

Events:
„Radio Aesthetics – Radio Identities", workshop by U.-U. Wagner, G. Föllmer, I. Bose, and staff members oft he LARM project (Denmark) at the Hans Bredow Institute in Hamburg on 24 and 25 February 2012.

Publications:
Bayer, F.; Wagner, H.-U. (2012): The Auschwitz Trial on Air. East and West Germans Attemps to 'Voice' the Holocaust. In: Alexander Badenoch et.al. (eds.): Sound Bridges. Sound Walls. Cologne: Herbert von Harlem Verlag.
Wagner, H.-U. (2012): Sounds like the Sixties. Approaches how to Analyze Radio Aesthetics in the Past. In: D. D. Zakharine (ed.), Electrified Voices: Medial, Socio-Historical and Cultural Aspects of Voice Transfer. Göttingen.
Wagner, H.-U. (2011): Sounds like the Fifties. Zur Klangarchäologie der Stimme im westdeutschen Rundfunk der Nachkriegszeit [Sounds Like the Fifties. On Sound Archaeology in the Post-War Era]. In: Zeithistorische Forschungen/Studies in Contemporary History, 2, Politik und Kultur des Klangs im 20. Jahrhundert/Politics and Culture of Sound in the Twentieth Century, Materialien zum Thema. www.zeithis torische forschugen.de/Portals/_zf/documents/pdf/2011-2/Wagner2005.pdf.

Lectures:
„Radio Aesthetics, Radio Identities. Hörspielkonzeptionen" [Radio Aesthetics, Radio Identities. Audio Drama Conceptions], lecture by H.-U. Wagner at the conference „Dichtung für die Ohren. Zur Poetik und Ästhetik des Tonalen in der Literatur der Moderne" at the Literaturhaus Munich on 1 July 2012.

„Audiences' Work on Radio Sounds: Reflections on a User-Oriented Perspective in Sound History", Lecture by H.-U. Wagner at the conference „Addressing the Audience: Historical European Perspectives" at the Bournemouth University on 3 May 2012.

„Sounds like the Sixties: Approaches to Analyze Radio Aesthetic in the Past", lecture by H.-U. Wagner at the conference „Electrified Voices: Medial, Socio-Historical and Cultural Aspects of Voice Transfer" at the University of Konstanz on 17 June 2011.

33. Communication about the Past, Memory Formation and the Social Web

In all current social processes for establishing identity, a central component is, in fact, communication about the past. This is something that the current „memory boom" is, not least, demonstrating, as it also makes clear what a large role the mass media play in the negotiation of concepts and interpretations of history in society. The digitally-networked media too are increasingly entering into what is a particular sphere of activity within the overall culture of memory.

These „online memory cultures" (Dörte Hein) produce numerous mechanisms and formats to generate, collect, collate, archive, share and communicate historical knowledge. At the same time, they change the roles actors usually perform. Established „professional" actors from the areas of journalism and of historical information use the new possibilities and participate through interactive contributions, but „non-professional" actors also appear, consider themselves chroniclers of their times and actively adopt the possibilities for communication. In the German-speaking sphere, as well as internationally, internet projects are evolving, which aim at conserving and communicating (recent) historical contexts, and within this framework users configure memories, impressions and experiences. This is obviously bound up with the most varied expectations placed on their communicative activity, be it directed to „posterity", as contributions specific to particular groups or generations respectively, or be it documents of their everyday life in personal dimensions of the public sphere.

The research field is opening up in this way and is gaining increasing attention nationally as well as internationally; we are currently addressing it in a survey of the studies existing to date. Our goal is to identify gaps in the research, to develop a model for classifying actors, to present criteria for investigating the different contributions from possible communicative accomplish-

ments and hence to analyse which of them fulfil the processes of remembering, as users generate them. ➲ http://hbi.to/4710.

Researchers: J.-H. Schmidt, L. Schröder, H.-U. Wagner (contact)

Events:
„Re-Aktualisierungen von Vergangenheit und Erinnerung" [Re-Actualisation of Past and Memory], seminar and project day by H.-U. Wagner, J. Lohner, I. Neverla, and M. Pater at the Summer School „Repeat, Remix, Remediate" of RCMC in Hamburg on 18. July 2012.

„Mediale Erinnerung und transkulturelle Kommunikation: Eine Spurensuche" [Medial Memory and Transcultural Communication: A Search for Traces], lecture series by H.-U. Wagner, J. Lohner, I. Neverla, and M. Pater at the University of Hamburg in winter semester 2011/12.

Publication:
Schröder, L. (2012): Das „Gedächtnis der Nation" von ZDF und „Stern" – Ein deutschlandweites Zeitzeugenarchiv mit Web-2.0-Charakter? [The Mamory of the Nation] by ZDF and „Stern" – a Germany-Wide Archive for Contemporary Witnesses with Web 2.0 Character?].

PHD PROJECT

Watching the Holocaust on TV – the Meaning of Television for the Long-term Development of Recipients' Representations of the Holocaust

The PhD-project aims to develop an approach to conceive long-term media effects, which can be applied to various topics. The selected example is the representation of the Holocaust in German television. The leading question for the research is which long-term meaning television has for mental representations (knowledge, episodic memories, emotions) of the Holocaust. Long-term in this case relates to cumulated experiences in the course of life. As yet there are hardly any approaches of media impact studies, which exceed short- or medium-term, i.e. hours or weeks. The example of the Holocaust is of particular relevance regarding the continual memory of the Holocaust. Television is already one of the most used sources of information on National Socialism and the Holocaust. In the future, after the disappearance of the last contemporary witnesses, the medial knowledge transfer on this topic will gain relevance.

In an empirical survey, long-term media effects are being accessed through today's perspec-

tive. Media-biographic interviews and group discussions with people from different generations and education levels will be executed. Thereby from today's perspective early experiences with the Holocaust topic are reconstructed from memory and connected to mental representations. The results of this work contribute to fundamental research in the field of media effect studies. The choice of the example is further supposed to contribute to the question how the processing of National Socialism and the Holocaust can be dealt with in the future.

Researcher: J. Finger

Researchers 2011/2012: Stephan Dreyer, Prof. Dr. Uwe Hasebrink (contact), Dr. Claudia Lampert, Wiebke Rohde, Dr. Jan-Hinrik Schmidt, Hermann-Dieter Schröder, Felix Schröter, Christiane Schwinge, Jenny Voth

Associates 2011/2012: Sebastian Deterding, Hanna Domeyer, Sascha Hölig

34. Web 2.0 Metrics

With growing distribution of the social web established press and broadcasting media providers are represented on platforms such as Facebook, Twitter or YouTube. Their activities pursue different strategies and take different shapes; but they have in common the search for ways to comprehend the response to their offerings of the audience – which in the social web is not anymore passively receiving, but can get active. Respective indicators and metrics are on the one hand supposed to clarify the development of coverage and on the other hand explain the significance of the individual offering as compared to other providers.

In order to measure the audience's activities, social web platform offer various publicly accessible indicators (e.g. the number of Twitter followers, Facebook friends or viewers of a YouTube video). Further there are special monitoring services provided either by the platform itself (e.g. Facebook Insight) or third parties (e.g. twazzup.com).

Due to the dynamics of internet-based communication it often remains unclear

– which indices can be meaningfully monitored,

– which type of user behaviour is expressed by a certain indicator,

– how „real time" indicators (e.g. Twitter's „trending topics") can be interpreted as compared to cumulated indicators (e.g. number of YouTube channel's subscribers), and

– how the respective figures should be classified in relation to indicators from different media types.

Against this background the Hans Bredow Institute has worked on an expert report, issued by the ZDF, which classifies the communication activities in the social web in a general conceptual background and provides an overview of existing metrics and tools. ⊙ http://hbi.to/4008

Researcher: J.-H. Schmidt

Student Assistant: N. Tosbat

Funding: Zweites Deutsches Fernsehen (ZDF)

Lecture:
„Twitter and the New Regime of Audience Measurement", lecture by J.-H. Schmidt in the course of the workshop „Interdisciplinary Approaches to Twitter Analysis" in Düsseldorf on 14 September 2011.

35. Reception of Moving Images in Converging Media Environments: Dispositifs and Usage Modes

In the course of technical media convergence and growing cross-media distribution of moving images content the boundaries are blurring between as yet clearly distinguishable media and communication services. It may happen that the very same content is distributed and consumed via different devices, screens of various sizes and qualities and in diverse usage contexts. From a media and communication studies' perspective the question arises whether the diverse perception alignments really make a relevant difference and thereby gain specific significance. Technical attributes of distribution systems tend to become less important due to networks and devices being multifunctional, therefore offer- and usage-oriented criteria are necessary in order to classify various forms of moving image communication.

Against this background the Institute on behalf of the Media Authority Hamburg Schleswig-Holstein (MA HSH) and in cooperation with Prof. Dr. Knut Hickethier developed an expert report with the following objectives: First there were conceptual reflections from a media an communication studies' perspective on the question which forms of moving images reception can be distinguished today respectively in foreseeable media environments. Secondly a concept was developed for an empirical study, which systematically ex-

amines the relevance of the various forms of the reception of moving images. In this respect the project is a preliminary study aiming at a bigger scheme; whether such an empirical study should be executed will discussed on the basis of this preliminary study's results. ➲ http://hbi.to/4062

Researchers: U. Hasebrink (contact),
    F. Schröter

Cooperation partner: Prof. Dr. Knut Hickethier,
    University of Hamburg

Funding: Media Authority Hamburg / Schleswig-
    Holstein (MA HSH)

Project Report:

Hasebrink, U.; Hickethier, K.; Schröter, F. (2011): Bewegtbild-rezeption in konvergierenden Medienumgebungen: Dispositive und Nutzungsmodi. Expertise zum Forschungsstand und Konzept eines Forschungsprojekts im Auftrag der Medienanstalt Hamburg Schleswig-Holstein (MAHSH) [Reception of Moving Images in Converging Media Environments: Dispositifs and Usage Modes. Expertise on the State of Research and Conception of a research project on behalf of the MA HSH]. Hamburg, unpublished project report (in German; will be made available on the Institute's website in 2012).

36. Convergence from the User's Perspective – the Concept of 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 its 2. Research Programme on the Typologisation of Forms of Public Communication (see p. 10): 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 identified the particular communication modes, which can be observed in dealings with the Internet (see PhD project S. Hölig p. #53).

The concept is useful for the analysis of characteristics of linear and non-linear television; it currently forms the basis for the project on the reception of moving images (project 35). ➲ http:// hbi.to/87

Researchers: U. Hasebrink (contact), 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 the Modes of Usage]. In: A. Ligensa; D. Müller (eds.), Rezeption. Die andere Seite der Medienumbrüche. [Reception. The Other Side of Media Changes].

Hölig, S.; Domeyer, H.; Hasebrink, U. (2011): Souveräne Bindungen. Zeitliche Bezüge in Medienrepertoires und Kommunikationsmodi [Confident Liaisons. Temporal Relations in Media Repertoires and Communications Modes]. In: M. Suckfüll; H. Schramm; C. Wünsch (eds.), Rezeption und Wirkung in zeitlicher Perspektive. Baden-Baden: Nomos, pp. 71-88.

Lectures:

„Anytime? Modi linearer und nicht-linearer Bewegtbildnutzung" [Anytime? Modes of Linear and Non-Linear Use of Moving Images], lecture by U. Hasebrink at the symposium „Medien und Zeit" [Media and Time] in Hamburg on 17 February 2012.

„What Is the TV Audience? The Audience's Perspective"], lecture by U. Hasebrink und S. Hölig at the conference of the COST Initiative „Transforming Audiences. Transforming Societies" in London on 31 August 2011.

„Souveräne Bindungen. Zeitliche Bezüge in Medienrepertoires und Kommunikationsmodi" [Confident Ties. Temporal Refer-

ences in Media Repertoires and Communication Modes], lecture by S. Hölig, H. Domeyer and U. Hasebrink at the conference of the DGPuK work group on reception and impact research „Rezeption und Wirkung in zeitlicher Perspektive" [Reception and Impact in Temporal Perspective] in Berlin on 30 January 2010.

37. COST Programme „Transforming Audiences – Transforming Societies"

At the end of 2009, a new project „Transforming Audiences – Transforming Societies" (Action ISO906) was established within the context of the COST programme (European Cooperation in Science and Technology). The action aims to support international cooperation regarding audience and reception studies (see also www.cost-transforming-audiences. eu). Uwe Hasebrink represents the Hans Bredow Institute in this action's management committee. The project is structured in four working groups dedicated to the following topics:

1) New media genres, media literacy and trust in the media

2) Audience interactivity and participation

3) The role of media and ICT use for evolving social relationships

4) Audience transformations and social integration

In the course of the working group 1) the Institutes takes part in publications on the topic of cross-media and convergence from users' perspective. U. Hasebrink and S. Hölig are coeditors of the magazine „Participations" on method combinations in reception research. Furthermore U. Hasebrink coordinates within the COST Initiative contact with cooperation partners from media policy and economy; at a conference of the network on 12/13 April 2012 in Brussels he organised a workshop on the topic „The Role of Audience Research within Mediatised Societies: A Dialogue between Academic Researchers and Stakeholders from Different Societal Groups.

Researcher: U. Hasebrink

Event:

„The Role of Audience Research within Mediatised Societies: A Dialogue between Academic Researchers and Stakeholders from Different Societal Groups", workshop at the COST Conference in Brussels on 12/13 April 2012; participants: Maja Capello, Tomas Coopens, Luc Delany, Philip M. Napoli, Vincent Porter.

Lectures:

„What is the TV Audience? The Audience's Perspective", lecture by U. Hasebrink and S. Hölig at the conference of the COST Initiative „Transforming Audiences, Transforming Societies" in London on 31 August 2011.

„New Challenges and Methodological Innovations in Research on Media Audiences and Patterns of Usage", keynote by U. Hasebrink at the first conference of the COST Action IS0906: Transforming Audiences, Transforming Societies in Zagreb on 8 April 2011.

38. 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 the current composition of media repertoires is 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 addressed in the framework of a qualitative investigation within the planned project.

◗ http:// hbi.to/911

Researchers: H. Domeyer, U. Hasebrink (contact)

Funding: Deutsche Forschungsgemeinschaft (DFG) [German Research Foundation]

Publications:

Hölig, S.; Domeyer, H.; Hasebrink, U. (2011): Souveräne Bindungen. Zeitliche Bezüge in Medienrepertoires und Kommunikationsmodi [Confident Liaisons. Temporal Relations in Media Repertoires and Communications Modes]. In: M. Suckfüll; H. Schramm; C. Wünsch (eds.), Rezeption und Wirkung in zeitlicher Perspektive. Baden-Baden: Nomos, pp. 71-88.

Hasebrink, U. (2010): Quality Assessments and Patterns of Use. Conceptual and Empirical Approaches to the Audiences of Public Service Media. In: G. F. Lowe (Ed.), The Public in Public Service Media. Göteborg: Nordicom, pp. 135-149.

Hasebrink, U. (2010): Wandel der Mediennutzung [Changes in Media Usage]. In: J. Hennig, M. Tjarks-Sobhani (eds.), Veränderte Mediengewohnheiten – andere technische Dokumentation? Lübeck: Schmidt-Römhild, pp. 13-28 (Schriften zur Technischen Kommunikation; Band 15).

Hasebrink, U.; Domeyer, H. (2010): Zum Wandel von Informationsrepertoires in konvergierenden Medienumgebungen [On the Change of Information Repertoires in Convergent Media Environments]. In: M. Hartmann, A. Hepp (eds.), Die Mediatisierung der Alltagswelt [The Mediatisation of the Everyday World]. Wiesbaden, pp. 49-64.

Lectures:

„Mediennutzung in konvergierenden Medienumgebungen" [Media Use in Converging Media Environments], lecture by U. Hasebrink at the newsroom conference at the ZEIT in Hamburg on 30 March 2012.

„Mediennutzung in konvergierenden Medienumgebungen" [Media Use in Converging Media Environments], lecture by U. Hasebrink in the course of the series „Hedy-Lamarr-Lectures" in Vienny on 7 November 2011.

„Media Repertoires as Patterns of Behaviour and as Meaningful Practices", lecture by H. Domeyer and U. Hasebrink at the 3rd Transforming Audiences Conference in London on 2 September 2011.

„Publikumskonstruktionen im medialen und gesellschaftlichen Wandel" [Constructions of Audiences in Medial and Social Chang], lecture by U. Hasebrink in the course of the Research Colloquium of the Zentrum für Medien-, Kommunikations- und Informationsforschung (ZeMKI) in Bremen on 6 June 2011.

„New challenges and methodological innovations in research on media audiences and patterns of usage", keynote by U. Hasebrink at the First conference of the COST Action IS0906: Transforming Audiences, Transforming Societies in Zagreb on 8 April 2011.

„Mediennutzung in konvergierenden Medienumgebungen: Das Konzept der Medienrepertoires" [Media Usage in Converging Media Environments: the Concept of Media Repertoires], lecture by U. Hasebrink at the Summer School „Medienkonvergenz: Konzepte, Formen, Folgen" [Media Convergence: Concepts, Forms, Consequences] at the University of Hamburg on 27 July 2010.

„Souveräne Bindungen. Zeitliche Bezüge in Medienrepertoires und Kommunikationsmodi" [Confident Ties. Temporal References in Media Repertoires and Communication Modes], lecture by S. Hölig, H. Domeyer and U. Hasebrink at the conference of the DGPuK work group on reception and impact research „Rezeption und Wirkung in zeitlicher Perspektive"

[Reception and Impact in Temporal Perspective] in Berlin on 30 January 2010.

39. EU Kids Online

How do children and young people in Europe use the Internet, which risks do they encounter and how do they deal with these? What are the commonalities and differences between individual countries? How can safe and competent use of online media be supported? The project EU Kids Online deals with these questions. In 2006, the European Commission accepted the project, which is now in its third phase, in the context of the Safer Internet Plus Programme. 25 European states take part in the research project. Prof. Dr. Sonia Livingstone and Dr. Leslie Haddon from the London School of Economics and Political Science (LSE) coordinate the network.

The project is divided in various sub-projects:

EU Kids Online I (2006-2009): The first stage focused on an inventory of Europe-wide available data on online usage of children. It further concerned 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 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.

EU Kids Online II (2009-2011): During the second project stage a representative survey was conducted in 25 European countries, in each case among 1,000 children between age 9 and 17 as well as one parent at a time were interviewed. This gives some indication of the opportunities and risks related to online usage and also allows for the verification of hypotheses, which have come up during the first project, but due to the present database could not yet be examined.

EU Kids Online III (2011-2014): In the third project phase the database with surveys on the online usage of children in Europe will be updated and extended, on the other hand data from the Europe-wide representative survey will be evaluated more deeply. In addition, qualititative inter-

views will be executed in selected coutries on the risk understanding of children. The research network expanded through cooperation partners from Croatia, Latvia, Malta, Luxembourg, Slovakia, Russia, and Switzerland. Prof. Dr. Uwe Hasebrink coordinates the deepening analysis of quantitative data in this project phase.

Further information on the project and reports are available at www.eukidson line.de. ➲ http://hbi.to/3615

Researchers: U. Hasebrink, C. Lampert (contact)

Student Assistants: L. Campbell, M. Drosselmeier, S. Rude

Funding: European Commission, for EU Kids Online I also: State Media Authority North Rhine-Westphalia, AOL, Microsoft Deutschland; for EU Kids Online III: State Media Authority NRW and Medienpädagogischer Forschungsverbund Südwest

Event:

„Aufwachsen in digitaler Gesellschaft: Internet und Werteorientierung im Lebensalltag von Kindern und Jugendlichen in Deutschland und Europa" [Growing up in Digital Company: Internet and Value Orientation in the Everyday Life of Children and Young People in Germany and Europe], joint event of the Hans Bredow Institute with the State Department for Media and Communication Rhineland-Palatinate and saferinternet.de in Berlin on 7 December 2010.

Publications:

Hasebrink, U. (2012): Young Europeans' online environments: a typology of user practices. In: S. Livingstone, L. Haddon, A. Görzig (eds.): Children, risk and safety online: Research and policy challenges in comparative perspective. London: Policy Press (forthcoming).

Livingstone, S., Hasebrink, U., Görzig, A. (2012): Towards a general model of determinants of risk and safety. In: S. Livingstone, L. Haddon, and A. Görzig (eds.): Children, risk and safety online: Research and policy challenges in comparative perspective. London: Policy Press (forthcoming).

Paus-Hasebrink, I., Hasebrink, U. (2012): Vergleichende Forschung als Kooperationsstrategie. Das Beispiel EU Kids Online [Comparative Research as Cooperation Strategy. The Example EU Kids Online]. In: B. Stark, M. Magin, M. Maurer, O. Jandura (eds.): Methodische Herausforderungen komparativer Forschungsansätze. Köln: von Halem, pp. 95-114.

Hasebrink, U., Görzig, A., Haddon, L., Kalmus, V.; Livingstone, S. (2011): Patterns of Risk and Safety Online. Indepth Analyses from the EU Kids Online Survey of 9-16 Year Olds and their Parents in 25 countries. LSE, London: EU Kids Online [online available: http://www2.lse.ac.uk/media@lse/research/EUKidsOnline/EU Kids Online reports.aspx].

Hasebrink, U.; Stetka, V.; Olafsson, K. (2010): Commonalities and Differences. How to Learn from International Comparisons of Children's Online Behaviour. In: International Journal for Media and Cultural Politics 6, No. 1, pp. 9-24.

Livingstone, S.; Hasebrink, U. (2010): Designing a European Research Project on children and the internet: Reflections on comparative research in theory and practice. In: Brodasson, T.; Kivikuru, U.; Tufte, B.; Weibull, L.; Ostbye, H. (eds.): The Nordic countries and the world. Perspectives from Research on Media and Communication. Göteborg: Göteborgs Universitet, pp. 135-147.

Hasebrink, U.; Livingstone, S.; Haddon, L.; Olafsson, K. (2009): Comparing Children's Online Opportunities and Risks across Europe: Cross-National Comparisons for EU Kids Online. 2nd edition. London: EU Kids Online.

Lectures:

„From Online Practices to Risk, from Risk to Harm: Evidence from the EU Kids Online Network", lecture by U. Hasebrink and C. Lampert at the conference „Risktaking Online Behaviour – Young People, Harm and Resilience" in Berlin on 23 May 2012.

„Internetrisiken aus der Perspektive von Eltern und Kindern – ein europäischer Vergleich" [Internet Risks from the Perspective of Parents and Children – A European Comparison], lecture by U. Hasebrink at the conference „Eltern – Kinder – Medien. Zur Rolle der Medien in der Familie" [Parents – Children – Media. On the Role of Media in the Family] in Hamburg on 27 March 2012.

„Risks and Opportunities on the Internet: The Perspective of European Children", lecture by U. Hasebrink at the EU Kids Online Conference in London on 22 September 2011 (with S. Livingstone).

„Social Networking and Privacy among Children and Young People", keynote by U. Hasebrink at the CONSENT Social Networking Summit in Göttingen on 6 July 2011.

„The Diversity of Online Experiences: Types of Online Practices", lecture by U. Hasebrink at the ICA Conference 2011 in Boston on 27 May 2011.

„Onlinenutzung und Onlinerisiken von Kindern und Jugendlichen in Europa. Ergebnisse des Projekts EU Kids Online II" [Online Usage and Risks for Children and Young People in Europe], lecture by U. Hasebrink at the board conference of the State Media Authority Lower Saxony (NLM) in Hanover on 6 April 2011.

„Online Child Safety – Why it is Important and Which are Issues and Future Challenges", lecture by U. Hasebrink at the Multi-Stakeholder-Workshop „Self-Regulation in the Field of Online Child Safety" of the EU Commission in Brussels on 16 March 2011.

„The Merits of Inter-Cultural Research: The Case of the EU Kids Online Network", Keynote by U. Hasebrink at the 2nd Workshop of the Young Scholars Network on Privacy and Web 2.0 in Hamburg on 3 March 2011.

„Findings from EU Kids Online II: Initial Results", lecture by U. Hasebrink at the conference „Growing Up in a Digital Society – Internet and Value Orientation in the Lives of Children and Young People in Germany and Europe" in Berlin on 7 December 2010.

„Different Cyberspaces across Europe? Towards a Typology of Young People's Online Practices", lecture by U. Hasebrink at the Cyberspace 2010 Congress in Brno on 28 November 2010.

40. Media Education through Parents: Promotion of Media Competence in the Family between Aspiration and Reality

Media Education is an increasingly significant field of education, because media more and more permeate the everyday life of children and families. Successful media education requires parents who – besides general competence in education – have media competence on their own and adequate knowledge about how children learn media.

Parents' ideas of media education, practice of media education within the family, potential resistance complicating the realisation of media education guidelines, as well as information demands regarding the topic are the focus of this project which is executed by the Hans Bredow Institute in cooperation with the JFF – Institut für Medienpädagogik in Forschung und Praxis [JFF – Institute for Media Education in Research and Practice] on behalf of the Media Authority North Rhine-Westphalia (LfM).

Besides a quantitative survey there are qualitative family interviews as well as deepening case studies with parents and children scheduled. The project ends in autumn 2012. ➲ http://hbi.to/4182

Researchers: C. Lampert (contact), C. Schwinge

Cooperation partners: JFF – Institut für Medienpädagogik in Forschung und Praxis [JFF – Institute for Media Education in Research and Practice] (Dr. Ulrike Wagner, Christa Gebel)

Funding: Landesanstalt für Medien Nordrhein-Westfalen (LfM) [Media Authority North Rhine-Westphalia]

41. Protection of Young People Using Media – from the Viewpoint of Parents

In collaboration with the ZDF (Second German Television Service), the Institute organised a questionnaire of n=750 parents of children between three and 17. The goal was to learn which aspects of the mediascape parents regard, from their perspective, as problematical with respect to their children, where they see a need for protection and how they rate the measures to date for protecting young people using media and how they apply these measures themselves.

Parents broadly agree that children and young people ought to be protected from the negative influences of the media – and that even applies to parents of 16-17 year-olds. Media content which could have a deleterious effect on children and young people should not be freely available – 80 percent of parents share this opinion. And it is still more likely that they will maintain that the protection of young people using media takes precedence, even if this is uncomfortable for adult users. However, parents also allot great significance to adolescents' competence with media in connection with the protection of young people using media: three quarters of parents are convinced that children and young people can be best protected in their dealings with media if they are sufficiently informed and know how they can best protect themselves.

The internet is the medium about which most parents harbour anxieties about their children possibly experiencing content that would not be good for their development. Three quarters of parents express such anxieties. In this respect, the anxieties, at almost 90%, are the most strongly pronounced among the parents of 12-13 year-olds. Such anxieties refer, above all, to risks like financial trickery or fraud, divulging of personal data and the misuse of it, depictions of violence, as well as sexual molestation and pornography.

Parents' anxieties are noticeably less as regards television. Here, 10% are „very" and 43% „somewhat" anxious about possible negative experiences. In the case of television, parents consider limitations on scheduling play a vital role in fostering education about media.

Researcher: U. Hasebrink (contact), H.-D. Schröder

Funding: ZDF

Publication:
Hasebrink, U; Schröder, H.-D.; Schumacher, G. (2012): Jugendmedienschutz aus Sicht der Eltern [Youth Media Protection from Parents' Perspective]. In: Media Perspektiven 1/2012, pp. 18-30.

Lecture:
„Quo vadis, Jugendmedienschutz?" [Quo Vadis, Youth Media Protection], U. Hasebrink as „pilot" at the eponymous confer-

ence of ARD, ZDF, Protestant Church Germany and Catholic Episcopal Conference in Mainz on 30 November 2011.

42. Software for the Protection of Young People in Parental Homes: Knowledge, Expectations and Use

A two-month, short-term study, commissioned by the BMFSFJ, consisted in reviewing the state of research in as far as it concerned knowledge, acceptance and use of software for the protection of young people in parental homes. To that end, the published results of studies were identified, reviewed and processed systematically, in order – as far as possible – to facilitate answers to the following questions:

How many parents are familiar with the technical possibilities for protecting young people and in particular with installing software that protects young people and can be used autonomously? What information exists on the acceptance of technical means for protecting young people and on the expectations placed on it? How many parents do actually use this sort of software? What sources do parents use, when they go to the internet to seek information on the technical possibilities for protecting young people? Can gaps in knowledge be discerned? Are certain target-groups „undersupplied"?

The results of the study were published in the series, „Arbeitspapiere des Hans-Bredow-Instituts" („Working Papers of the Hans-Bredow-Institute").

Researchers: S. Dreyer (contact), U. Hasebrink, C. Lampert

Cooperation Partner: Daniel Hajok

Funding: BMFSFJ

Publications:
Dreyer, S.; Hajok, D. (2012): Lieber mit oder ohne? Die Sicht der Eltern auf Jugendschutzprogramme [Better with than without? Parents' View on Youth Protection Software]. In: tv diskurs, 2/2012, pp. 54-59.
Dreyer, S.; Hajok, D. (2012): Jugendschutzprogramme: Aktueller Forschungsstand zur Nutzung und Akzeptanz bei Eltern [Youth Protection Software: Current State of Research on Usage and Acceptance among Parents]. In: JMS-Report 1/2012, pp. 2-5.
Dreyer, S.; Hajok, D.; Hasebrink, U.; Lampert, C. (2012): Jugendschutzsoftware im Elternhaus – Kenntnisse, Erwartungen und Nutzung. Stand der Forschung [Youth Protection Softwaren in the Parental Home – Knowledge, Expectations, and Usage. State of Research]. Hamburg: Verlag Hans Bredow Institute, January 2012.

Lectures:
„Jugendschutzsoftware im Elternhaus – Stand der Forschung" [Youth Protection Software in the Parental Home – State of Research], lecture by S. Dreyer at the Committee Media and Net Policy of the Parliament Rhineland-Palatinate in Mainz on 1 March 2012.

„Jugendschutzsoftware im Elternhaus: Kenntnisse, Erwartungen und Nutzung. Stand der Forschung" [Youth Youth Protection Softwaren in the Parental Home – Knowledge, Expectations, and Usage. State of Research], presentation by S. Dreyer and U. Hasebrink at the Round Table Youth Media Protection in Berlin on 14 February 2012.

„Jugendschutzsoftware im Elternhaus: Kenntnisse, Erwartungen und Nutzung. Stand der Forschung" [Youth Youth Protection Softwaren in the Parental Home – Knowledge, Expectations, and Usage. State of Research], statement by U. Hasebrink at the press conference of the BMFSFJ in Berlin on 13 December 2012.

43. Competencies and Excessive Use among Gamers: Challenged, Supported, Endangered

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 acquisiton 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 was 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 cooperation with the Institute for Media Research and Media Education at the University of Applied Sciences Cologne, 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.

The project was concluded in October 2010. A publication of the results is currently being prepared. The results are likely to be presented to the public at a conference in February 2011. ◔ http://hbi.to/2804

Researchers: C. Lampert (contact),
J.-H. Schmidt, U. Hasebrink,
W. Rohde, C. Schwinge

Student Assistants: N. Dargel,
M. Drosselmeier

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

Funding: Landesanstalt für Medien Nordrhein-Westfalen (LfM) [Media Authority North Rhine-Westphalia]

Publications:

Fritz, J.; Lampert, C.; Schmidt, J.; Witting, T. (2011) (ed.): Kompetenzen und exzessive Nutzung bei Computerspielern: Gefordert, gefördert, gefährdet [Competencies and Excessive Use with regard to Computer Gamers: Stipulated, Promoted, Endangered]. Schriftenreihe Medienforschung der Landesanstalt für Medien NRW (LfM), Band 66. Berlin.

Fritz, J.; Rohde, W. (2011): Mit Computerspielern ins Spiel kommen. Dokumentation von Fallanalysen [Coming into Play with Gamers. Documentation of Case Analyses]. Schriftenreihe Medienforschung der Landesanstalt für Medien NRW (LfM), Band 68. Berlin.

Lectures:

„Kompetenzen und exzessive Nutzung bei Computerspielern. Chancen und problematische Aspekte von Computerspielen aus medienpädagogischer Perspektive" [Competencies and Excessive Use with regard to Computer Gamers. Opportunities and Problematic Aspects from a Media Pedagogy Perspective], lecture by C. Lampert at the conference „Exzessive Medienutzung. Herausforderung für Familie, Jugendhilfe und Beratung" [Excessive Media Use. Challenge for Family, Youth Services, and Consulting] in Potsdam on 26 April 2012.

„Durch Computerspiele in Kommunikation kommen" [Getting into Communication through Video Games], lecture by J. Schmidt at the joint conference of the Landschaftsverband Westfalen-Lippe and the State Media Authority NRW „Möchtest Du Leon als Freund bestätigen? Identität und Kommunikation im Web 2.0 als fachliche Herausforderung für die Jugendhilfe" [Would You Like to Confirm Leon as Friend? Identity and Communication in Web 2.0 as Professional Challenge for Youth Services] in Münster on 28 June 2011.

„Gefordert – gefördert – gefährdet? Kompetenzen und exzessive Nutzung bei Computerspielern" [Stipulated, Promoted, Endangered? Competencies and Excessive Use with regard to Computer Gamers], lecture by C. Lampert and presentation of the eponymous project in the course of an event for ElternMedienLotsen in Neumünster on 9 June 2011.

„Computerspielen als Sucht?" [Video Gaming as Addiction?], lecture by J.-H. Schmidt in the course of the lecture series „Spiel und Emotionen" [Game and Emotions] in Hamburg on 16 May 2011.

„Kompetenzerwerb, exzessive Nutzung und Abhängigkeitsverhalten bei Computerspielen" [Acquisition of Competences, Excessive Use, and Behaviour of Addiction with Video Games], lecture by U. Hasebrink and J. Fritz at the conference „Computerspiele zwischen Spaß, Pädagogik und Exzess" [Video Games between Fun, Education, and Excess] in Düsseldorf on 16 February 2011.

44. Computer Game Socialisation in Families

In the context of the project, „Competencies in and Excessive Use among Gamers: Challenged, Supported, Endangered", (Fritz, Lampert, Schmidt, Witting, 2011), this qualitative substudy has shown that many gameplayers have gone through phases of excessive playing in the course of their use of computer games. Accordingly, the question does arise as to how some gameplayers succeed in terminating a phase of excessive use, and why it is that others fail.

In this project, this question comes in for more precise investigation through an examination of where the differences in computer game socialisation lie and what is the role of families in all this. In addition, gender-specific differences receive particular emphasis.

This study is based on empirical data gathered in the context of the project run by the Media

Authority of North Rhine-Westphalia (LfM), „Competencies in and Excessive Use among Gamers: Challenged, Supported, Endangered" (2011), as well for the study, „Exzessive Computer- und Internetnutzung Jugendlicher im Zusammenhang mit dem (medien-) erzieherischen Handeln in deren Familien" [Excessive Use of Computers and the Internet by young People in connection with (media-) pedagogical Measures in their Families], until 2/2012, Project leader: Prof. Dr. Rudolf Kammerl, University of Hamburg. The qualitative interviews with young gameplayers are assessed through a secondary analysis devoted to computer game socialisation within families and the aspects specified above.

Researchers: C. Lampert, C. Schwinge (contact)

Student Assistant: R. Groeneveld

Cooperation partners: Prof. Dr. R. Kammerl, L. Hirschhäuser (University of Hamburg)

Funding: State Media Authority Northrhine-Westphalia (LfM)

45. The Role of Online Communication in Building Confidence in Medical Knowledge

With online media, and especially with the offerings of the „web 2.0" or „social web", the relation of experts and laypersons changes in public communication on scientific information: new arenas of knowledge transfer emerge on the internet (e.g. expert public sphere, collaborative public sphere, personal public sphere). Using the example of medical information, the question was pursued which role the different communication arenas take in building confidence in medical knowledge. By means of group discussions with cancer patients and their relatives and a representative survey it was examined how medical laypersons build confidence in medical knowledge with the help of various information and communication offerings, and which indicators and recipient-related and situational factors affect this confidence.

The project was part of the DFG's (German Research Foundation) special priority programme „Science and the General Public: Understanding Fragile and Conflicting Scientific Evidence" (SPP

1409) and was concluded in autumn 2011. ➲ http://hbi.to/3076

Researchers: U. Hasebrink, C. Lampert (contact), J.-H. Schmidt, J. Voth

Student Assistants: L. Kivelitz, C. Till

Funding: Deutsche Forschungsgemeinschaft (DFG) [German Research Foundation]

Lectures:

„Delphi-Runde: Digitale Wissenschaftskommunikation – Drei Generationen der Mediennutzung" [Delphi-Circle: Digital Science Communication – Three Generations of Media Use], participation of J. Schmidt in a panel discussion of the Cultural Sciences Institute (KWI) and the German Historical Institute Paris in Essen on 15 February 2011.

„Die Rolle der Onlinekommunikation bei der Herstellung von Vertrauen in medizinisches Wissen" [The Role of Online Communication in Building Confidence in Medical Knowledge], lecture by J. Voth at the symposium „Expertise, Glaubwürdigkeit und Konflikte: Herausforderungen im Umgang mit dem Internet als Informationsquelle" [Expertise, Credibility and Conflicts: Challenges of Dealing with the Internet as a Source of Information] at the conference of the working group Empirische Pädagogische Forschung [Empirical Pedagogic Research] in Jena on 14 September 2010.

„Die Rolle der Onlinekommunikation bei der Herstellung von Vertrauen" [The Role of Online Communication in Building Confidence], lecture by J. Schmidt at the symposium „Die Ernährungswissenschaft im Scheinwerferlicht der Öffentlichkeit" [Nutritional Science in the Public Spotlight] in Göttingen on 12 January 2010.

46. The Network of Competencies for Complementary Medicine in Oncology (KOKON)

What are the existing offers and informational needs required by the topic of complementary medicine in oncology and in what ways can evidence-based knowledge be optimally conveyed to patients, therapists and counsellors? A collaborative interdisciplinary project, supported by the Deutsche Krebshilfe (German Cancer Aid), is engaging with these questions and consists of various subprojects.

In the framework of this research network, the Hans Bredow Institute is investigating the extent as well as the nature of what is contained in representations of treatment regimes involving complementary medicine in oncology, as these are presented in various media sources, together with how patients perceive and evaluate them. Qualitative interviews with patients in various stages of

illness are being conducted alongside an analysis of print, television and internet sources.

On the basis of the findings from this subproject and from others, informational resources specific to particular target groups will be configured, which will contribute to improving access to information on treatment regimes involving complementary medicine in oncology and, in addition, to the transparency of that information.

The project will run for 36 months.

Spokesperson for the collaborative project: Dr. M. Horneber (Nuremburg Hospital)

Researchers: C. Lampert (contact), N.N.

Funding: Deutsche Krebshilfe (German Cancer Care)

PHD PROJECTS

The Video Game Frame: Video Game Play between Technical Artefact and Social Framing

How do we know whether something is „serious" or „just playing"? What difference does this make for our behaviour and experience? How is this difference accomplished? And what happens if it gets crossed or blurred? For several years now, game studies have tackled these questions under the moniker „magic circle" – and increasingly, employ sociology to answer them. In parallel, with media convergence, communication research increasingly encounters similar questions regarding the role of usage situations in defining what a medium „is".

Erving Goffman's frame analysis is arguably one of the most well-established sociological approaches to understanding situational definitions and differences like play/non-play. However, until today, it has only found sparse and unsystematic reception both in game studies and communication research. Therefore, this thesis attempts to systematically deploy frame analysis as a sociological theory of video game play, to then empirically describe the characteristics, processes and structures of the framing of everyday video game play. The thesis specifically focuses on the role of tech-

nical artefacts in the constitution and reproduction of social framings.

Researcher: S. Deterding

Information-Oriented Communication Modes on the Internet. A Differentiation of Bonus-Determined Communicative Actions between Mass and Interpersonal Communication

This PhD project takes up the concept of communication modes (project 36), which provides the theoretical frame for an empirical survey of information-oriented internet use. In the foreground is the question whether and how communication situations differ, which are realised on the internet and aimed at different information demands. The focus is on the range between mass and interpersonal communication.

This is grounded on now permeable borders and accompanying difficulties to differentiate between two ideal-typical communication concepts. By way of online communication those as well as countless other forms of communicative actions can be realised. Due to these convergence phenomena the question arises, with which criteria communication modes can be described and differentiated.

With the help of a qualitative survey significant features and their shapes were identified first. In a second step, individual features in specific, information-oriented situations of use were captured in a standardised way, and their combinations were examined. Four combinations of features occur most over-randomly frequently, which in addition are updated in a specific relation with to-be-satisfied information demands. Those are the communication modes „journalistic mass communication" related to a non-specific information demand, „public expert communication" for topical interests, „personal communication" in group-related information demands, and „private expert communication" regarding a specific problem-solving demand.

Researcher: 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? Conceptional Thoughts on the Differentia-

tion of User Modes]. In: A. Ligensa; D. Müller (eds.), Rezeption. Die andere Seite der Medienumbrüche. Bielefeld: Transcript.

Hölig, S.; Domeyer, H.; Hasebrink, U. (2011): Souveräne Bindungen. Zeitliche Bezüge in Medienrepertoires und Kommunikationsmodi [Confident Ties. Temporal Relations in Media Repertoires and Communication Modes]. In: M. Suckfüll, H. Schramm, C. Wünsch (eds.), Rezeption und Wirkung in zeitlicher Perspektive. Baden-Baden: Nomos Verlagsgesellschaft, pp. 71-88.

Milde, J.; Hölig, S. (2011): „Das Bild ist stärker als das Wort" – Selektions- und Darstellungskriterien von TV-Wissenschaftsjournalisten beim Thema „Molekulare Medizin" [The Image is Stronger Than the Word – Selection and Presentation Criteria of TV – Science Journalists and the Topic „Molecular Medicine"]. In: G. Ruhrmann, J. Milde, A. Zillich (Ed.), Molekulare Medizin und Medien. Zur Darstellung und Wirkung eines kontroversen Wissenschaftsthemas. Wiesbaden: VS, pp. 70-97.

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 field of cross-county and cross-cultural communication, 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 their searches for linkages to the macro level of audiences and communities.

An empirical study compares different groups of media users varying in age, in existing backgrounds in migration and in their country of residence. ➲ http://hbi. to/2701

Researcher: H. Domeyer

The „Active Audience" – Concepts, Theories, Measurement. A Review, Focusing on the Specific Role of Technical Artefacts

Against the background of the DFG-funded project „(Re-)Discovery of the audience" (project 24), this dissertation project is dealing with the overarching question how we can describe and empirically analyse the notion „active audience" and thus define what it means.

In past decades there has been a blind in media research on audience activity: the role of technical artifacts for user practices. As Schmidt (2011) stresses, the situational usage of the social web is to some extent structured by rules, relations and – in a broad sense – by „code" (e.g. internet architecture or interfaces). We will argue that code as the technological basis of computer-mediated communication is influencing the activities of the audience (members), since it permits or restricts different options of usage. At the same time users provide feedback for the further development of an application, and/or vary or recombine code components deliberately of involuntarily in the course of their active usage, be it aware or unaware.

Thus, technologically structured participation and/or the manipulation of technical structures by user action is understood as another component or aspect of audience-activity. This has implications for and „effects" on our conception of the audience members as well as of journalism. On this account, „code" and other technical artifacts must be seen as significant intermediaries and interfaces between journalism and audience(s). These intermediaries enable people to participate in media production actively or to provide feedback on journalistic products, something which might alter or challenge journalistic self-conceptions. Howev-

er, having access to (media) technology, i.e. possession of the equipment, together with the capability and competence to produce, receive and process media content are important pre-requisites for interaction with other audience members, as well as for engaging with content or the media-organizations. This PhD project will explore to what extent the motivation and ability to participate actively are related to specific personality traits, media competence and particularly to tech-

nical competence as a structural dimension of usage patterns.

In this regard, different theoretical fields will be applied, that help us to widen our understanding of active audiences: the domestication approach by Silverstone and others, as well as approaches that acknowledge the more or less active role of users in processes of technological change (esp. the social construction and shaping of technology).

Researcher: N. Heise

C. PROMOTING YOUNG RESEARCHERS

For the Institute, supporting the new generation means above all supervising doctoral work, primarily of those employees who work as academic researchers at the Institute, contribute to projects, events and publications and parallel work on their PhD-projects. But the Institute can also contribute to supporting students and post-doctorands.

PRE-DOCTORAL PHASE

Identifying students who are to be considered for a PhD and introducing them to research projects is becoming increasingly important. Already for a long time this has been taking place through the employment of student assistants who provide invaluable work for the Institute.

For law students with a study focus on „Information and Communication Law" the Institute gives an opportunity to participate in the series „Hamburger Gespräche zum Medien- und Telekommunikationsrecht" [Hamburg Colloquia on Media and Telecommunications Law], which was developed for media lawyers. This enables students to make contact with the legal practice and build their own networks at an early stage.

Furthermore, the Institute participated in Summer Schools on questions of Internet law in Xi'an, Nanjing and Shanghai in August and September 2010, as well as in Reichenau/Rax, Austria, in 2011. Students from Hamburg had a chance to get to know the contents of the project „Intellectual Property Rights in the new Media" (project 23), which is supported by CO-REACH, and to discuss with researchers from five countries.

After a successful start in 2009 and 2010, the Institute also takes part in the 2012 Summer School, which is offered by the Institute for Media and Communciation at the University of Hamburg in cooperation with the Research Center for Media and Communication (RCMC). Following „Cultural Studies Reception Research" in 2009 and „Media Convergence" in 2010, the topic of the 2012 Summer School is „Repeat, Remix, Remediate".

A special mention requires the participation of the Institute in the Erasmus Mundus programme „Journalism, Media, and Globalisation", which the Institute for Journalism and Communication Studies at the University of Hamburg offers in cooperation with the universities of Århus, Amsterdam, London and Swansea and which hosts students from all over the world. With a regular seminar on the topic „Audiences and Identities" as well as with the supervision of master's theses the Institute contributes its research experience to this curriculum. At the same time this offers good opportunities to extend the recruitment of young researchers for the Institute as well as for the Graduate School to an international level.

DOCTORAL WORK AT THE INSTITUTE

Besides above-mentioned support for PhD projects by researchers of the Institute, especially the cooperation with the „Graduate School Media and Communication" (GMaC) is paramount regarding the promotion of young researchers in the doctoral phase. The Institute is involved in the GMaC, members of its board are on the GMaC's steering committee, Uwe Hasebrink has been a spokesperson since 2010. The Graduate School enjoys support in the context of the State Initiative for Excellence; researchers of the Institute supervise PhD candidates as first and second supervisors in the context of a mentoring programme and with various seminars. Thus, the Institute is now able to offer the pursuit of a PhD through a position as „Wissenschaftlicher Mitarbeiter" (Research Fellow/Assistant Professor) as well as without formal appointment, but within a structured doctoral programme with and without scholarships. For the Institute, the GMaC presents an opportunity to

involve additional young researchers and their respective projects in its research activities.

The Institute has already for a long time regarded it as a matter of course that doctoral candidates participate actively in relevant events: participating in specialist symposia elsewhere is encouraged and supported financially.

Doctoral Topics Supervised by Uwe Hasebrink

Amaranta Alfaro Muirhead: Civic Engagement through Social Media in Chile: Exploring its Potential to Reinforce Social Cohesion (Graduate School).

Sebastian Deterding: The Video Game Frame: Video Game Play between Technical Artefact and Social Framing (Graduate School).

Hanna Domeyer: Transcultural Media Repertoires and Community Perceptions in Europe (Graduate School)

Juliane Finger: Die Rolle von Zeitzeugen für die Herausbildung von Vorstellungen vom Holocaust [The Role of Contemporary Witnesses for the Development of Recipients' Representations of the Holocaust] (Graduate School).

Sascha Hölig: Information-Oriented Communication Modes on the Internet. A Differentiation of Communicative Actions between Mass and Interpersonal Communication (Graduate School, finished 2011).

Ole Keding: Social Web-Strategien in Wahlkämpfen in Deutschland und in den USA [Social Web Strategies in Electoral Campaigns in Germany and in the USA] (Graduate School).

Kwangnam Ko: Comparative Survey on Gaming Experience and Immersion of Gemran and Korean FPS Gamers with FPS Games (Graduate School).

Laura Schneider: Pressefreiheit im weltweiten Vergleich. Eine kritische Analyse bisheriger Messverfahren [Freedom of Press Compared Worldwide. A Critical Analysis] (Graduate School).

Eylem Şentürk: Die Integrationsfunktion türkischer Ethnomedien in Deutschland. Eine qualitative Untersuchung aus der Sicht von Jugendlichen mit türkischem Migrationshintergrund in Hamburg [The Integration Function of Turkish Ethnic Media in Germany. A Qualitative Survey from The Perspective of Young People with Turkish Migration Background] (finished 2012).

Frederike Wolf: Interkulturelle Integration als Aufgabe des öffentlich-rechtlichen Fernsehens. Die Einwanderungsländer Bundesrepublik Deutschland und Großbritannien im Vergleich [Intercultural Integration as Task for Public Service Broadcasting. Comparing the Immigration Countries Germany and Great Britain] (finished 2011); the PhD thesis was awarded the Werner-von-Melle-Preis of the Hamburgische Wissenschaftliche Stiftung in 2011.

Doctoral Topics Supervised by Wolfgang Schulz

Inka Brunn: Urheberrecht in der Informationsgesellschaft – Urheberrechtsverletzungen durch die Suchmaschine [Copyright Law in the Information Society – Copyright Violations by Search Engines].

Jan Felix Dein: Rechte der Teilnehmer von Onlinewelten an ihren virtuellen Repräsentationen [Your Rights as a Participant in Online Worlds in Their Virtual Representation].

Stephan Dreyer: Entscheidungen unter Unsicherheit im Jugendmedienschutz [Decisions under Uncertainty in Youth Media Protection].

Stefan Heilmann: Informationspflichten im Telemedienrecht und User-generated Content [Obligations to Inform in Telecommunications Media and User-generated Content].

Joris van Hoboken: Search Engine Freedom (Beteiligung am Promotionsverfahren der Universität Amsterdam).

Fabian Jeschke: Staatliche Maßnahmen zur Presse- und Journalismusförderung.

Arne Laudien: Präventives staatliches Eingreifen in massenmediale Internetkommunikation [Pre-emptive Governmental Intrusion in Mass Medial Internet Communication].

Martin Lose: Kommunikationsrechtliche Zugangssicherung auf Online-Plattformen [Guarding Access to Online-Platforms in Media Law].

Simon Müller: Plattformregulierung [Platform Regulation].

Markus Oermann: Die Sicherung der Teilhabe des Bürgers an der Informationsgesellschaft durch das Recht [The Protection of the People's Participation in the Information Society through Law] (Graduate School).

Regine Sprenger: Regulierung crossmedialer Konzentrationsprozesse [Regulating Processes of Cross-Media Concentration].

Philipp Schmidt: Meinungs- und Religionsfreiheit im Spannungsverhältnis – eine rechtsvergleichende Untersuchung zwischen Deutschland, den USA und Malaysia [Freedom of Opinion and Religion in a Tense Relation – A Comparative Legal Survey between Germany, the USA, and Malaysia].

Lennart Ziebarth: Netzneutralität im Internet – Gebotenheit und Gewährleistung durch das bestehende Recht [Net Neutrality on the Internet – Necessity and Provision by Existing German Law].

Felix Zimmermann: Product Placements in den elektronischen Medien [Product Placements in Electronic Media].

The journal series, „Hamburger Schriften zum Medien-, Urheber und Telekommunikationsrecht" [Hamburg Papers on Media, Copyright and Telecommunications Law] welcomes particularly qualified works in the area of media and telecommunications law and the series „Publikationen des Hans-Bredow-Instituts" [Publications of the Hans Bredow Institute] welcomes particularly qualified works from Institute researchers in the area of communication studies.

POST-DOCTORAL PHASE

The Institute has not yet been able to establish systematic promotion of young researchers in their post-doctoral phase – except that graduate researchers at the Institute start their own research really fast, they are as senior researchers involved in the overall strategic planning of the Institute and in (at least) annual appraisals aspects of further education and career planning can be addressed.

A new form of promoting young researchers has been tested at the Institute with regard to a project, for which Dr. Roberto Suárez Candel from Barcelona and the Institute were granted a „Marie Curie Intra-European Fellowship for Career Development". The funding through the European Commission enabled working on a two-year project (2010-2012) on strategies of public service broadcasting in a digitalised world. At the same time, Dr. Suárez Candel was able to acquaint himself with the theoretical, methodical, strategic and administrative aspects of research and thereby prepare for the next steps in his academic career.

Furthermore U. Hasebrink is involved in the *plan m* mentoring programme of the University of Bremen as an external mentor of a post-doctoral researcher.

D. COOPERATIVE INVOLVEMENT

University of Hamburg/RCMC

By far the most important partner in cooperation with the Institute is the University of Hamburg. Together with the Faculties of Humanities, as well as Business, Economics and Social Sciences, the Institute maintains the *Research Center for Media and Communication* (RCMC), which was founded in 2009 and is intended to promote regional networking of media research. The RCMC collates media research being conducted at the faculties of the University of Hamburg and at the Hamburg Media School, coordinates it with the activities carried out at the Hans Bredow Institute and develops new research initiatives; out of the five areas of special emphasis formed in this context, staff of the Institute function as coordinators in two. Alongside interdisciplinary research projects, the RCMC initiates research events and publications and promotes international exchanges in the area of communication and media studies. In 2012, the RCMC already has over 50 members.

Currently the Institute is working with the colleagues at the RCMC on a proposal for a DFG post-graduate programme with the help of which the coordinated education of doctorands should be advanced; this is aimed to sustainably enable the work of the Graduate School Communication and Media, now financed by the State Initiative for Excellence. The offering is aimed at master's graduates particularly oriented towards research and is intended to lead to a doctorate in a maximum of three years. This application was approved in summer 2009. Since teaching started, 30 doctoral candidates were accepted into the Graduate School and the teaching programme began in October 2009. Researchers of the Institute have participated crucially in the Graduate School through their cooperation in the team of spokespeople and as coordinators for the subject area of

legal studies as well as in other teaching and supervision. That means one of the Institute's important goals has been reached as regards its role in supporting the new generation of researchers.

One important form of cooperation, which involves broadcasting institutions alongside the Institute and the University of Hamburg, is represented by the Forschungsstelle Geschichte des Rundfunks in Norddeutschland [Research Centre for the History of Broadcasting in Northern Germany]. In this cooperative project with the University of Hamburg, being conducted in close coordination with the NDR [North German Broadcasting corporation] and also occasionally with the WDR [West German Broadcasting corporation], the Institute has also been establishing accents in historical research into media developments over the last few years. Whilst establishing a history of the North West German Broadcasting Corporation occupied the foreground in the first years, the research unit is now engaging with various partial aspects of the programming and institutional history of broadcasting in North Germany.

Alongside these activities, there are intensive cooperative projects with individual faculties and institutions at the university. The Institute has been cooperating for years on the concept of the area of special emphasis, „Information and Communication" at the Faculty of Law. Together with this faculty, an appointment process for a chair in „Media Law and Public Law including its theoretical Bases" was initiated and now led by Wolfgang Schulz, with which it is intended to reinforce the study area of jurisprudence at the Institute and to deepen cooperation with the University.

A further example for cooperation with the University is the unit European Media and Public Spheres (EuroMaPS) (project 10) established several years ago by researchers in the Faculty of

Business, Eco-nomics and Social Sciences and the Faculty of Humanities as well as the Hans Bredow Institute. It stages numerous public lecturing events with foreign guests on aspects of European public spheres, and beyond that, initiates and coordinates proposals for qualifications and research projects in this topic area.

Humboldt Institute for Internet and Society (HIIG)

Among the relevant structural changes is without a doubt the cooperation of the Institute with the newly founded Alexander von Humboldt Institute for Internet and Society (HIIG). The Institute was founded in 2011 by the Humboldt University Berlin, the Social Science Research Center Berlin, the University of the Arts Berlin, and with support of Google, and it has dedicated itself particularly to the peculiarities of internet-based communication, an area, which has become increasingly important also for the Hans Bredow Institute. For the Institute, the cooperation with the HIIG foremost is a disciplinary extension but also means easier access to the community of internet-oriented international research. The Hans Bredow Institute has established a working group „Internet and Society", which forms the bridge to the HIIG (see p. 14). With the appointment of Wolfgang Schulz to the board of the HIIG there is now also a personal relation on management level.

The cooperation with the HIIG was tested at the „1st Berlin Symposium on Internet and Society: Exploring the Digital Future" in October 2011, where numerous staff members of the Hans Bredow Institute contributed to the academic discourse. The symposium caught international attention, cooperation projects with third parties have been launched.

Non-Formalised National and International Collaborations

As yet, the Institute has not formalised cooperation with institutes, universities and individual researchers beyond Hamburg in the form of longer-term agreements to cooperate. Such contacts are, however, numerous, and also extend beyond Germany and Europe.

Within Germany, the Institute seeks cooperative projects, above all in order to extend its own disciplinary perspectives in connection with and by means of concrete projects. The Network for Media and Health Communication founded in 2003 by C. Lampert as a cooperative project by the Institute can meanwhile also look back on several years of success.

Among the Institute's particular characteristics are its cooperative projects on an intensive and international level. Through its International Media Handbook (project 6) it has already enjoyed many years of valuable contacts in all parts of the world. Our participation in several European research projects has made our contacts particularly close on a European level: examples of this are the research network, EU Kids Online (project 39) and the COST-Action „Changing Audiences, Changing Societies" (project 37) as well as the projects the Institute coordinates on co-regulation and on the independence of regulative authorities INDIREG (project 17). In this way, the Institute has created good premises for devising European research projects and making applications for them.

The successful application with CO-REACH (Coordination of Research between Europe and China) has also enabled extending our networking beyond Europe. Numerous universities, from Brisbane via Hong Kong and Haifa to San Francisco have agreed to accept doctoral candidates from the Institute and the Graduate School as guest students.

Due to the grant of the DFG for the „Initiation and Intensifying of Bilateral Cooperations", the exchange with the Australian Centre of Excellence for Creative Industries and Innovation (CCI) at the University of Technology in Brisbane could be deepened (project 12). In February 2012 a delegation of the Institute visited Australia in order to further develop larger joint projects with the Australian colleagues. Thanks to the grant, now a

return visit of the Australian colleagues in Hamburg is possible end of July 2012.

All in all, a special research emphasis in the Asian-Pacific region (project 7) has crystallised out of all these activities – above all in the areas of

OTHER COOPERATIVE PROJECTS

The Institute is actively involved in the activities of national and international associations of specialist researchers. In this vein, our staff members have been active for years as spokespeople or their representatives in the specialist groups of the German Society for Journalism and Communication Studies (DGPuK) and members in the Society for Media Education and Communication Culture (GMK). Since 2003 the Institute has also provided the chairperson of the „Study Group Broadcasting and History" from 2007 until 2011 (H.-U. Wagner). Alongside our institutional membership of the *International Communication Association* (ICA) and the *International Association for Media and Communication Research* (IAMCR), the Institute has been represented (U. Hasebrink) on the board of the *European Communication Research and Education Association* (ECREA) since its foundation in 2005. In Hamburg in October 2010, the Institute hosted the *European Communication Conference,* staged every two years by ECREA.

Cooperative projects with non-research institutions take place above all through individuals, not through membership of the Institute itself.

In the areas of commercial cooperation, we wish to mention that W. Schulz is co-director of the Law-Group (previously AK Recht) of Hamburg@Work. Hamburg@Work is a cluster initiative for „MITT-Wirtschaft" (Mass Media, IT, Telecommunication), which was founded by the Free and Hanseatic City of Hamburg and by Hamburg firms as a public private partnership.

Since May 2010, W. Schulz has been a member as an independent expert of the commission of

jurisprudence – alongside the traditionally intense cooperation within Europe and in this way corresponds closely to current tendencies in German research politics.

enquiry for the German Parliament „Internet and Digital Society". In addition, W. Schulz is a member of the specialist committee, „Communication and Information" and of the newly founded consulting unit, „Multiplicity in Forms of Cultural Expression" of the German UNESCO Commission. U. Hasebrink has acted as expert in the new commission of the German Rectors' Conference on „New Media and Knowledge Transfer". U. Hasebrink and C. Lampert commit themselves moreover in the Federal Initiative „Internet Dialogue". Staff of the Institute are additionally involved in the consulting and supervisory bodies of various organisations: the Akademie für Publizistik [Academy for Journalism] (W. Loosen), the Bundesverband Bürger- und Ausbildungsmedien [Federal Association of Citizens' and Education Media] (U. Hasebrink), Center for Social Responsibility in the Digital Age (S. Dreyer), the Erfurt Netcode (C. Lampert), the Freiwillige Selbstkontrolle Multimedia-Diensteanbieter e.V. [The Association for the Voluntary Self-Monitoring of Multimedia Providers] (FSM) (S. Dreyer), the „SCHAU HIN!" Initiative (C. Lampert), Film Foundation Northrhine-Westphalia at the Blind War Veterans' Prize for Radio Plays (H.-U. Wagner), as well as the nomination commission of the Grimme Online Awards (W. Loosen).

In addition, W. Schulz is a cooperating partner of the practice, i.e – office for specialisation in information law, and is chairperson of the supervisory board of the Hamburg Citizens and Education channel, TIDE.

GUEST RESEARCHERS AT THE HANS BREDOW INSTITUTE

Besides Marie Curie Research Fellow Dr. Roberto Suárez Candel and the Senior Visiting Research Fellow Dr. Per Christiansen, the Insitute could welcome the following guest researchers for shorter stays in 2011/2012:

Prof. Dr. Shulamit Almog, guest researcher at the Hans Bredow Institute from 16 July to 16 September 2012 is a Professor of Law at the University of Haifa and director of the PhD Program of the faculty. During her career, she has been integrating an active involvement both in academia and in practice. Her academic research is on law and literature, law and film, law and digital culture, and on children's and women's rights. Shulamit Almog has published numerous books and articles in US, Canadian, European and Israeli law reviews. Among her public activities are appearing before the Israeli Parliament, drafting sections of Israel's report to the UN on the International Convention on Children's Rights, and participating on committees for reforming Israel's Adoption Law and combating trafficking in person. She is also a member of the Israeli Press Council Executive Board.

Dr. Manuel Puppis, visiting scholar at the Hans-Bredow-Institute from March to May 2012, is a senior research and teaching associate at the Institute of Mass Communication and Media Research (IPMZ), University of Zurich, Switzerland. Moreover, he is the vice chair of ECREA's „Communication Law & Policy" Section and the co-chair of the „Netzwerk Medienstrukturen". Manuel Puppis holds a PhD in Communication Science and an M.A. in Communication Science (major subject), Political Science as well as Economic and Social History (minor subjects) from the University of Zurich. He wrote his PhD thesis about self-regulatory organizations in the media sector, focusing on press councils in European countries. His research interests include media policy, media regulation and media governance, media systems in a comparative perspective, political communication and organization theory. Manuel Puppis is currently involved in a four-year research project called „Internationalization, mediatization, and the accountability of regulatory agencies" which is funded by the National Center of Competence in Research „Challenges to Democracy in the 21st Century", a multi-disciplinary research program launched by the Swiss National Science Foundation.

Dr. Tamara Witschge, guest researcher at the Hans Bredow Institute in January 2012 (and earlier in April 2010), was a lecturer at the Cardiff School of Journalism, Media and Cultural Studies from September 2009 until February 2012. From 2007 to 2009 she was a research associate at the Media and Communications Department at the Goldsmiths University of London and worked on the Leverhulme Trust funded project 'Spaces of News'. This project aimed to explore the ways in which technological, economic and social change is reconfiguring news journalism and shaping the dynamics of the public sphere and public culture. Since Febuary 2012 Tamara Witschge has been a Rosalind Franklin Fellow at the University of Groningen, Netherlands.

Her main research interests are media and democracy, changes in the journalistic field, equality and diversity in the public sphere, and the public debate on immigration. She is currently working on the book „Changing Journalism" (working title, to be published by Routledge in 2010, co-authored with Angela Phillips and Peter Lee-Wright). Her PhD thesis „(In)difference Online" focused on online discussions of contested issues. Through the study of the online discourse on the issue of immigration in the Netherlands she gained insight into issues of equality, diversity, and the openness of the public sphere in plural societies.

Tamara Witschge is the General Secretary of the *European Communication Research and Education Association* (ECREA), the European professional society in the European field of Media and Communications Studies.

E. KNOWLEDGE TRANSFER, CONSULTATION AND SERVICES

Knowledge Transfer and Consultation

The Hans Bredow Institute sets itself to evaluate the project results regarding their practical relevance and actively transfers its work appropriate for target groups. To this end it has developed different forms for the various target groups. The success of these efforts shows in the high demand for the Institute's expertise, which is especially formulated in media policy and practice.

Many of the Institute's projects already have by dint of their devising a – to a varying extent pronounced – element of transfer function. The project on the independence of regulation authorities (project 17) is a good example because the Institute could not only contribute to the conceptual understanding of independence, but it could also provide a software tool, which helps regulators or protagonists of civil society to identify the faults in securing the independence of a regulator.

The Insitute's expertise is sought after by media policy and practice; the Institute contributes, for example, to the handling of current issues, for example at hearings and by way of commentary and expertise, but also with separate events. It provides information on the German media system to interested parties abroad and names contact persons within and outside the Institute. Furthermore the broader public audience, e.g. teachers or parents worrying about their children's activities on the internet, demands its research results.

Among the current social topics, to which the Institute contributed, were in 2011/2012 the following:

Adapting Media Regulation to Communication on the Internet

As a technical platform where widely differing – medial and non-medial – offers can be found, the internet exerts pressure on media regulation in various areas. The Institute supports media politics with expert opinions on finding solutions to the questions bound up with that situation especially through the following activities:

– In the role of specialist consultant, W. Schulz is a member of the commission of enquiry, „The Internet and the digital Society" established in April 2010 by the German Parliament. The commission of enquiry intends to look into the chances and challenges of the „digital society" and suggest action plans to the Parliament. Since June 2012 W. Schulz heads the project group „Culture, Media, Public Sphere" of the commission. The final report of the commission will be reviewed in Parliament in December 2012. On 9 May 2012 W. Schulz was invited to a panel at the broadcasting commission of the federal states in order to discuss the results and perspectives of the commission of enquiry „Internet and Digital Society".

– Talks by S. Dreyer „Synthese und rechtliche Folgerungen: Brauchen wir ein differenziertes Internet-Regulierungskonzept – und wenn ja, wie sieht es aus?" [Synthesis and legal conclusions: Do we need a differentiated concept for internet regulation – and if so, what does it look like?] in the course of the FES Think Tank „The Internet: Between Cultural Asset and Economic Asset – Legal Freedom or Do We Need A Differentiated Concept for Regulation?" of the Friedrich-Ebert-Foundation, the University of Bielefeld, and the EU project MEDIADEM in Berlin on 22 and 23 September 2011, as well as „Governing Dynamic Markets, Incentivizing Players: The Regulatory Toolbox", lecture in the course of the roundtable „The Changing Business Environment in Advertising – Global Challenges Faced by the Technology Transition" at the Center for Social Responsibility in the Digital Age in Brussels on 11 July 2011.

– Participation of the Institute in preparing the Hamburg Media Dialogue 2012 on the topic „Öffentliche Kommunikation im Wandel – Media Governance für die digitale Welt" [Changing Public Communication – Media Governance for the Digital World].

– In addition, our staff take part in various formal and informal discussion groups, such as,

for instance, „Media and the Sea" at the State Chancellery of Schleswig-Holstein on 7 April 2011.

The Institute's expertise in the area „Adapting Media Regulation to Communication on the Internet" is also being sought after abroad. Besides close contact to other European countries, the Institute has focused on Asia-Pacific (project 7). There the Institute was able to contribute to respective discussions about adapting media regulations through:

– Lectures by W. Schulz on the topics of „Self-Regulation", „Broadcasting", and „Hate Speech" at an event of the Thai regulation authority NBTC in Bangkok from 31 May to 1 June 2012;

– The moderation of the discussion „Private International Law (Conflict of Laws) and Copyright Law" by W. Schulz at the workshop „CO-REACH – Intellectual Property Rights in the New Media" in Utrecht on 28 April 2011.

Further the Institute participates in the discussion on the international media order through W. Schulz's membership in the Expert Committee Information/Communicaton of the German UNESCO Commission.

Protection of Minors from Harmful Media

Following the failure of the revision of the interstate treaty on the protection of minors in the media (JMStV) at the end of 2010, this area remains important regarding communication politics. The Institute accompanied the discussion about effective protection of minors in the media furthter through the following activities:

– „New Impulses for Youth Media Protection", interview with W. Schulz on legal prohibition and participation in a panel discussion „Bausteine eines zukunftsfähigen Jugendmedienschutzes: Richtungsweisende Impule – ja oder nein?" [Elements of Trend-Setting Youth Media Protection: Trend-Setting Impulses – Yes or No?] on the 6th Youth Media Protection Conference of ZDF, ARD, and Churches in Mainz on 30 November 2011.

– At the same event U. Hasebrink acted as „pilot", who contributed empirical findings on youth media protection to the discussion; basis for this was, among others, a survey, which the Institute executed in cooperation with the ZDF in summer 2011.

– Related to the study „Jugendschutzsoftware im Elternhaus: Kenntnisse, Erwartungen und Nutzung. Satand der Forschung" [Software for the Protection of Young People in Parental Homes: Knowledge, Expectations and Use] (project 42) S. Dreyer and U. Hasebrink presented results and recommendations at a press conference of the Federal Minister for Family, Senior Citizens, Women, and Youth on 13 December 2011 and at a round table youth media protection on 14 February 2012.

Going beyond the national debate, the Institute brings its expertise to deliberations centering on the challenges and options to realising supranational labelling systems (cf. project 19), in this context are also the talks by S. Dreyer, for example, „Jugendmedienschutz zwischen Recht und Nationalgesellschaften: Über die Fülle der kulturellen Hintergründe und regulatorischen Entwicklungspfade in den EU-Staaten" [Media Protection of Minors between Law and National Societies: On the Abundance of Cultural Backgrounds and Regulatory Paths in EU Countries], at the event „Jugendmedienschutz bei Onlinespielen: Zwischen kultureller Vielfalt und nationalen Besonderheiten" at the Medientreffpunkt Mitteldeutschland in Leipzig on 4 May 2010.

Media Socialisation and Media Competence

In this topic area networking and the transfer of research insights beyond specialist circles are crucially important in particular. Especially in the context of the projects „EU Kids Online" (project 39) and „Competencies and Excessive Use among Gamers: Stipulated, Promoted, Endangered" (project 43) C. Lampert, J.-H. Schmidt, C. Schwinge, and U. Hasebrink have carried out a large number of talks and further education events in the most varied institutional contexts. Examples of this are:

– „Kompetenzen und exzessive Nutzung bei Computerspielern. Chancen und problematische Aspekte von Computerspielen aus medienpädagogischer Perspektive" [Competencies and Excessive Use among Gamers: Stipulated, Promoted, Endangered], lecture by C. Lampert at the conference „Exzessive Mediennutzung. Herausforderung für Familie, Jugendhilfe und Beratung" [Excessive Media Use. Challenge for Family, Youth Services, and Consulting] in Potsdam on 26 April 2012.

– „Internetrisiken aus der Perspektive von Eltern und Kindern. Ein europäischer Vergleich" [Internet Risks from the Perspective of Parents and Children. A European Comparison], talk by U. Hasebrink at the conference „Eltern – Kinder – Medien" [Parents – Children – Media] in Hamburg on 27 March 2012.

– „Aufwachsen mit digital-interaktiven Medien: Herausforderungen – Bedarfe – Anknüpfungspunkte" [Growing up with Digital-Interactive Media: Challenges – Demands – Connecting Factors], lecture by C. Schwinge in the course of the lecture series „Medienkulturen – Medientheorien – Medienpädagogik" [Media Cultures – Media Theories – Media Education] at the Institute for Aesthetic-Cultural Education at the University of Flensburg on 25 January 2012.

– „Neue Bedarfe an Medienpädagogik im digitalen Zeitalter" [New Demands for Media Education in the Digital Age], lecture by C. Lampert in the course of the lecture series „Medienkompetenzförderung in Hamburg: Projekte und Perspektiven eines pädagogischen Praxisfeldes" [Media Competence Support in Hamburg: Projects and Perspectives of an Educational Practice Field] at the Faculty for Education Studies, Psychology, and Sports on 31 October 2011.

– „Social Networking and Privacy among Children and Young People", keynote by U. Hasebrink at the CONSENT Social Networking Summit in Göttingen on 6 July 2011.

– „Gefordert – gefördert – gefährdet? Kompetenzen und exzessive Nutzung bei Computerspielern" [Stipulated – Promoted – Endangered?

Competencies and Excessive Use among Gamers], lecture by C. Lampert and presentation of the eponymous project (no. 43) at an event for ElternMedienLotsen in Neumünster on 9 June 2011.

– „Was ist Social Media?" [What is Social Media?], lecture by C. Lampert at the 34th Stuttgart Days of Media Education on the topic „Social Media zwischen Emanzipation und Sozialisation" [Social Media between Emancipation and Socialisation] in Stuttgart on 12 April 2011.

– „Medienkompetenz 2.0" [Media Competence 2.0], ignition talk by C. Schwinge at the Media Education Congress 2011 of the Initiative „Keine Bildung ohne Medien" [No Education without Media] in Berlin on 24 March.

– „Menschen und Medien" [People and Media], talk by J.-H. Schmidt at the conference „Digital ist besser! Medienprojekte für alle" [Digital is Better! Media Projects for Everyone] of the Landesgemeinschaft Lokale Medienarbeit NRW and the Technische Jugendfreizeit- and Bildungsgesellschaft in Düsseldorf on 14 March 2011.

– „Im Netz sein – Chancen und Risiken der Computergeneration" [Being in the Net – Opportunities and Risks of the Computer Generation], talk by J.-H. Schmidt at the St. Answer parish in Ratzeburg on 7 February.

– „Social Communities, Web 2.0 und Politische Bildung" [Social Communities, Web 2.0, and Political Education], lecture by J.-H. Schmidt at the conference of the study leaders for political education of young people in the Protestant church in Hofgeismar on 19 January 2011.

Moreover, the Hans Bredow Institute commits itself in various contexts towards a long-term and sustainable establishment of media education. Partnering with central media education institutions – namely the Commission Media Education at the German Association for Education, the Working Group Media Education at the German Association for Journalism and Communication Studies, the Association for Media Education and Communication Culture (GMK) as well as the JFF

– Institute for Media Education in Research and Practice – the Institute supported the media education conference „Keine Bildung ohne Medien!" [No Education without Media!] in Berlin on 24 and 25.

In Hamburg C. Lampert also participated in the discussion about a concept for media competence promotion by the Senatskanzlei.

Control of Media Concentration

It has been clear for several years that the current system for controlling predominant power to form opinions can also run up against its limits by dint of its focus on television. The Hans Bredow Institute contributes to grounding the discussion on the control of media concentration in research by:

– An assessment on information repertoires of the German population for the the federal commissioner for culture and media (project 2);

– An expert talk by W. Schulz and M. Lose on 9 March 2012 at the Korea Press Foundation in Seoul, where currently rules in order to prevent dominant influence on public opinion, which are in part oriented towards the German system.

– The Symposium „macht / medienmacht / meinung" [power / media power / opinion] in cooperation with the Media Authority Hamburg/Schleswig-Holstein and the Hamburg Chamber of Commerce in Hamburg on 5 June 2012.

Organisation of Public Service Broadcasting

Following the execution of the so-called „Three Step Test" the evaluation of all experiences has started. Also during this phase the Institute is available and sought after as contact. One of the questions concerns the future role of the internal supervisory bodies. The Institute evaluates its experiences from the project INDIREG (project 17) also with regard to the meaning for an organisation of all bodies' work which is effective and in conformity with European law. It accompanies the discussion through:

– The participation of W. Schulz in the panel discussion „Alle Macht den Räten" [All Power to

the Councils] at the Medientreffpunkt Mitteldeutschland on 3 May 2011.

– The talk „Zur Aufsicht im öffentlich-rechtlichen Rundfunk" [On Supervision on Public Service Broadcasting] by W. Schulz in the context of the colloquium honouring Prof. Dr. Carl-Eugen Eberle at the Institute for Copyright and Media Law in Munich on 29 April 2011;

– And the lecture of W. Schulz at the ABC in Sydney on legal issues of the online services of public service broadcasters in Europe on 2 March 2012.

Reform of Copyright Structures

In consequence of the reform discussion about copyright law it has become clear, that on the one hand the regulation and governance perspective is gaining significance in this field and on the other, that the regulatory documentation can only be adequately observed in the overall context. The Institute, therefore, is involving itself in this reform debate too. With its innovation workshop „Creativity and Copyright in the Net Economy" the Institute in 2010 tried out a new form of working, which is completely tailored to devising and assessing options for action for politics. Internal workshops and more open practice workshops provided input. The Institute continues to take part in the increasingly heated and polarised discussion, which can only benefit from objective expertise.

– „I Fought the Law – Zur Zukunft des Urheberrechts" [I Fought the Law – On the Future of Copyright Law], participation of S. Dreyer in panel discussion in the course of the Hamburg Music Forum of the Association of Independent Music Businesses (VUT) in Hamburg on 7 November 2011.

– „Urheberrecht in der Schockstarre? Welche Ideen zur Neuordnung warum nicht funktionieren" [Copyright Law in a State of Shock? Which Ideas for the New Order Do Not Function Why], lecture by S. Dreyer before the Committee for Media and Creative Industries of the Hamburg

Chamber of Commerce in Hamburg on 31 January 2012.

Data and Personality Protection in Social Media

The increased use of social networks by adolescents is leading to a more intensive need for legal assessments of data as well as personality protection, particularly on the part of institutions for children and young people. In this context the Institute participated in developing a publication on data protection for the German Federal Agency for Civic Education (Schmidt/Weichert [eds.]: Datenschutz [Data Protection]). The Institute here further demonstrates the status quo as well as the new legal challenges in the context of talks:

– „Social Networking Sites and Privacy: Recent Data and Developments", lecture by J.-H. Schmidt at the conference „Youth on the Net – Seminar on Information Safety, Security and Quality" in Luxemburg on 17 February 2011.

– „Unbequem, sperrig, unausweichlich – Über die verfassungsrechtliche Notwendigkeit eines spezifischen Jugenddatenschutzes und seine praktischen Konsequenzen" [Inconvenient, Unwieldy, Inevitable – On the Constitutional Necessity of Specific Youth Data Protections and Its Practical Consequences], lecture by S. Dreyer at the re:publica 2010 in Berlin on 15 April 2010.

– „Personal Rights in the Net. Mobbing 'Til the Advocat Comes?], lectures by S. Dreyer at the conferences „Konflikte und Gewalt: Cybermobbing konstruktiv begegnen" [Conflicts and Violence: Deal with Cybermobbing Constructively] of the Fachkreis Gewaltprävention in Hamburg on 19 October 2011 and 10 April 2012, and the „Fachtag Cybermobbing" of the AKJS Schleswig-Holstein on Bad Segeberg on 15 March 2012.

Digital Games and Online Worlds

Computer games represent a branch of business, which is gaining more and more significance thanks to the increased use of games. The discussion of the potential effects of video games on their users continues to figure in the public sphere.

The Hans Bredow Institute has combined its activities in a working group on the topic, „Digital games and online worlds", where expertise in this research area is to be amassed and passed on to interested parties. Projects appropriate to the topic form the basis here, for instance, on the acquisition of competencies and excessive use of video games (see project 43), on computer game socialisation (project 44) or the PhD project by S. Deterding on framing gaming situations (p. #56).

Going beyond this, the Institute has contributed to a better understanding of the new „medium" through various activities, among others:

– The participation of S. Dreyer in an interdisciplinary expert panel „Spielspaß, Immersion & Sucht bei Games: Kann Transparenz die Jungend schützen?" [Games Fun, Immersion & Addiction in Games: Can Transparency Protect the Youth?] at the Mediatage Nord in Kiel on 14 November 2011.

– The participation of J.-H. Schmidt in an expert discussion on the topic „excessive gaming" in preparation of the AGJF conference 2011 in Berlin on 17 May 2011;

– And the „Google Tech Talk" by S. Deterding on „Gamification" in Mountain View (USA) on 21 January 2011.

Dealing with Changing Media Use in Practice

Among the decisive questions for media politics as well as media practice are those as to change in people's dealings with the media in the face of digitalised media environments. Alongside its project on the fundamentals of media repertoires, which is located in this area and supported by the DFG (project 36), the Institute is devising synopses of the existing status of international research in direct cooperation with media firms and other institutions from the media sector and it is conducting discussions of the resulting perspectives. Thus, in an expertise report for the ZDF the Institute systematised the indicators and metrics of audience activity in the social web (project 34). Information transfer relevant for practice the Institute further provided through:

– An expertise report by J.-H. Schmidt for the Federal Office for Civil Protection and Disaster Management, which compiled the state of research on the use of social media in crises and the results of which were integrated in the preparation of LÜKEX 2011 (transnational crisis management training);

– The presentation of results of this research on various conferences, workshops and professional development of several institutions.

Media and Health

The Institute dealt with the area of media and health in different contexts last year: be it with regard to the question, which role online media have in building confidence in medical know-how (project 45), the presence of complementary medical treatments and their reception by patients (project 46), the potential health-related „risks and side effects" of media use, or the opportunities of media for health promotion. Being related to medicine and health, new interesting cooperations and transfers arise. Exemplary are the following activities:

– The coordination of the network „Media and Health Communication" and the maintenance of the website by C. Lampert.

– The editorial contribution to „merz Wissenschaft" magazine edition on „Media and Health Promotion" (published in December 2011) through C. Lampert.

– „Aspekte der Gesundheitsförderung durch die Medien" [Aspects of Health Promotion through Media], lecture by C. Lampert in the course of the 17th conference of the Forum Media Education of the BLM on the topic „Gigabit statt megafit? Der mediale Einfluss auf die Gesundheit von Kindern und Jugendlichen" [Gigafit instead of Megafit? The Influence of Media on the Health of Children and Youth] in Munich on 27 October.

– „Zu gesundheitsbezogenen Risikien und Nebenwirkungen der Mediennnutzung" [On Health-Related Risks and Side Effects of Media Use], talk by C. Lampert at the conference „Pädiatrie zum Anfassen" in Lübeck on 10 September 2011.

– „Einander wahrnehmen – voneinander profitieren: Potenziale der Kommunikationswissenschaft für die Gesundheitsförderung" [Perceiving Each Other – Benefitting from Each Other: Potential of Communication Studies for Health Promotion], lecture by C. Lampert at the 56th DGPuK-Annual Conference „Theoretisch praktisch!?" [Theoretically Practically?!] in Dortmung on 2 June 2011 (with E. Baumann and B. Fromm).

– „Spielend gesund? – Games für die Medizin" [Playing healthy? – Games for Medicine], lecture by C. Lampert at the 11th German Games Days in Berlin on 4. May 2011.

– „Gesundheitsförderung im Unterhaltungsformat" [Health Promotion in Entertainment Format], lecture by C. Lampert at the conference „Kommunikationsmaßnahmen für medizinische Forschungsnetzwerke entwickeln" [Develop Communication Measures for Medical Research Networks] of the Technology and Methods Platform for the Connected Medical Research e.V. (TMF) in Berlin on 14 April 2011.

Services

Enquiries on Current Topics

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 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

At 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 download) is constantly updated, as are invitations to events or positions vacant. Anyone interested can subscribe to a newsletter giving information about new developments every six to eight weeks 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 31,000 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.

The book holdings are augmented by serials-department with ca. 185 titles, containing German and foreign specialist journals, as well as press and information services on the subject-area mentioned. One frequently used rare item is the magazine „Hörzu", 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 over 55,000 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. ◗ http://hbi.to/935

Contact: Dipl. Bibl. J. Simon, O. Levay, N. Golon

F. PUBLICATIONS AND LECTURES

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 by the Hans Bredow Institute since 1953 (up to the end of 1999 under the title „Rundfunk und Fernsehen" [Broadcasting and Television]; 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, and extracts from the relevant international specialist journals.

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

In order to deepen this cooperation and further involve professional groups, the work of the editorial staff has been supported by by advisors since spring 2008. All DGPuk sections as well as SGKM and ÖGK delegate one person as an advisor for two years, currently there are 17 people: Prof. Dr. Stefanie Averbeck-Lietz (DGPuK-FG International and Intercultural Communication), Prof. Dr. Hans-Jürgen Bucher (FG Media Language – Media Discourse), Prof. Dr. Beatrice Dernbach (FG Journalism/Journalism Studies), Dr. Marco Dohle (FG Reception and Impact Research), Dr. Martin Emmer (FG Computer-Mediated Communication), Dr. Stephanie Geise (FG Visual Communication), Prof. Dr. Marcus Maurer (FG Methods), Dr. Bjørn von Rimscha (FG Economics), Prof. Dr. Ulrike Röttger (FG PR and Organisational Communication), Jun.-Prof. Dr. Mike S. Schöfter (FG Communication and Politics}, Prof. Dr. Christian Schicha (FG Communication and Media Ethics), Ass. Prof. Mag. Dr. Thomas Steinmaurer (ÖGK: Austrian Association of Communication Studies), Jun.-Prof. Dr. Tanja Thomas (FG Media, Public and Gender), Dr. Ulrike Wagner (FG Media Education), Prof. Dr. Jürgen Wilke (FG Communication History), Prof. Dr. Vinzenz Wyss (SGKM: Swiss Association of Communication and Media Studies).

The advisors are more than helpful through their advice and suggestions, which persons are relevant for assessments and reviews. In case they would like to review themselves they have first access to the most recent offers and thereby support the editors with commentary on particular texts.

The Nomos-Verlag has been offering the issues of „Medien & Kommunikationswissenschaft" since June 2007 at the website www.m-und-k.info. Here, all volumes older than three years can be downloaded free of charge as PDF files.

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 (project 7) 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 Handbook with 1,308 pages was released in July 2009. A concept is currently developed in order to make the information available in English through an Open Access platform.◗ http:// hbi.to/2705

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. ◗ http://hbi.to/957
  2011/2012 published in this series:

Wolfgang Schulz (ed.): Gesetzessammlung Information, Kommunikation, Medien [Corpus Juris Information, Communication, Media]. 13th edition July 2012 (AP 16).

Roberto Suárez Candel (2012): Redefining and Repositioning Public Service Broadcasting in the Digital and Multiplatform Scenario. June 2012 (AP 25).

Uwe Hasebrink / Jan-Hinrik Schmidt with Suzan Rude, Mareike Scheler, Nevra Tosbat (2012): Informationsrepertoires der deutschen Bevölkerung. Konzept für eine regelmäßig durchzuführende bevölkerungsrepräsentative Befragung im Rahmen des Vorhabens „Erfassung und Darstellung der Medien- und Meinungsvielfalt in Deutschland" [Information Repertoires of the Ger-

man Population. Concept for a Regular Representative Survey]. June 2012 (AP 24)

Stephan Dreyer, Daniel Hajok, Uwe Hasebrink, Claudia Lampert: Jugendschutzsoftware im Elternhaus – Kenntnisse, Erwartungen und Nutzung. Stand der Forschung [Youth Protection Software in the Parental Home – Knowledge, Expectations, Benefit]. January 2012 (AP 23).

Stephan Dreyer: Entwicklungspfade für ein netzwerkgerechtes Jugendmedienschutzrecht [Development Paths for a Network-Suitable Law to Protect Minors in the Media]. May 2011 (AP 22).

Wolfgang Schulz (ed.): Gesetzessammlung Information, Kommunikation, Medien [Corpus Juris Information, Communication, Media] 12th edition February 2011 (AP 16).

- In the „Nordwestdeutsche Hefte zur Rundfunkgeschichte" [Northwest German Papers on Broadcasting History], results from the work of the „Forschungsstelle zur Geschichte des Rundfunks in Norddeutschland" [Research Centre for the History of Broadcasting in Northern Germany] (◗ http:// hbi.to/2119), 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. ◗ http:// hbi.to/2046 (German).

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. ◗ http://hbi.to/1036

- The journal series, „Hamburger Schriften zum Medien-, Urheber- und Telekommunikationsrecht" [Hamburg Papers on Media, Copyright and Telecommunication Law], edited by W. Schulz, appears in the Nomos-Verlag, Baden-Baden. ◗ http://hbi.to/1037

MAIN PUBLICATIONS 2011/2012

Hereafter the most significant publications of all employees in 2010/2011 are listed. A complete list of publications is available at www.hans-bredow-institut. de, below the profile of the respective empoyee.

Baumann, E.; Lampert, C.; Fromm, B. (2012): Gesundheits-kommunikation [Health Communication]. In: K. Hurrel-mann, O. Razum (eds.), Handbuch Gesundheitswissen-schaften (5., revised. ed.). Weinheim and Basel: Beltz Ju-venta, pp. 461-489.

Bruns, A.; Schmidt, J. (eds.) (2011): Exploring Produsage. New Review of Hypermedia and Multimedia Special Is-sue, Vol. 17, No. 1, April 2011.

Dreyer, S. (2011): Jugendmedienschutz zwischen Recht und Nationalgesellschaften [Protection of Minors in the Media between Law and National Societies]. In: Sächsische Lan-desanstalt für privaten Rundfunk und neue Medien (SLM, ed.): Jugendmedienschutz bei Onlinespielen. Zwischen kultureller Vielfalt und nationalen Besonderheiten. Berlin 2011, pp. 37-48.

Fritz, J.; Lampert, C.; Schmidt, J.; Witting, T. (2011) (Hrsg.): Kompetenzen und exzessive Nutzung bei Computerspie-lern: Gefordert, gefördert, gefährdet [Competencies and Excessive Use among Gamers: Stipulated, Promoted, Endangered]. Schriftenreihe Medienforschung der Lan-desanstalt für Medien NRW (LfM), Band 66. Berlin..

Fromm, B.; Baumann, E.; Lampert, C. (2011): Gesundheits-kommunikation und Medien. Ein Lehrbuch [Health Com-munication and Media. A Textbook]. Stuttgart: Kohlham-mer Verlag.

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MAIN LECTURES 2011/2012

Hereafter the most significant publications of all employees in 2011/2012 are listed. A complete list of publications is available at www.hans-bredow-institut. de, below the profile of the respective employee.

„Social Media Guidelines in Journalism", lecture by W. Loosen, J. Reimer and J.-H. Schmidt at the 62nd annual conference of the International Communication Association (ICA) in Phoenix, USA, on 26 May 2012.

„Informationsrepertoires der Berliner Bevölkerung" [Information Repertoires of the Berlin Population], lecture by J.-H. Schmidt and U. Hasebrink at the DGPuK annual conference in Berlin on 17 May 2012.

„Audiences' Work on Radio Sounds: Reflections on a User-Oriented Perspective in Sound History", talk by H.-U. Wagner at the conference „Addressing the Audience: Historical European Perspectives" at the Bournemouth University on 3 May 2012.

„Practices of Internet Use – Revisited", keynote by U. Hasebrink at the General Online Research Conference 2012 in Mannheim on 6 March 2012.

„Social Media Guidelines in Journalism" [Social Media Guidelines in Journalism], lecture by J.-H. Schmidt, W. Loosen and J. Reimer at the General Online Research Conference in Mannheim on 6 March 2012.

„Access to Online Platforms", ignition talk by M. Lose in the course of the ABC/HBI/CCI Research and Collaboration Workshops in Sydney, Australia, on 29 February 2012.

„Zwischen analog und digital: Wo liegt die Zukunft unserer Demokratie?" [Between Analogue and Digital: Where is the Future of Our Democracy], lecture by W. Schulz in the course of the event series „Die digitale Öffentlichkeit" [The Digital Public Sphere] at the Friedrich-Ebert-Foundation in Hamburg on 22 February 2012.

„Aufwachsen mit digital-interaktiven Medien. Herausforderungen – Bedarfe – Anknüpfungspunkte." [Growing up with Digital Interactive Media. Challenges – Demands – Connecting Factors], lecture by C. Schwinge in the course of the slecture series „Medienkulturen – Medientheorien – Medienpädagogik" [Media Cultures – Media Theories – Media Education] at the Institute for Aesthetic-Cultural Education at the University of Flensburg on 25 January 2012.

„Wissenschaft im Unterhaltungsformat. Potenziale und Grenzen von Unterhaltungsangeboten für die Kommunikation wissenschaftlicher Themen" [Science in Entertainment Format. Potentials and Borders of Entertainment Offerings for the Communication of Academic Topics], lecture by C. Lampert at the 4th Forum Wissenschaftskommunikation in Cologne on 8 December 2011.

„Der neue Strukturwandel der Öffentlichkeit" [New Structural Change in the Public Sphere], end-note by J. Schmidt in the course of the interdisciplinary conference „Zwischen Partizipationskultur und Selbstausbeutung. Medienmacher und Mediennutzer im Social Web" [Between Participation Culture and Self-Exploitation. Media Makers and Media Users in the Social Web] in Erfurt on 26 November 2011.

„New Public Spheres and How to Incorporate them into Information Law", lecture by W. Schulz at the Seminar of the Haifa University Law Faculty on 23 November 2011.

„Neue Bedarfe an Medienpädagogik im digitalen Zeitalter" [New Requirements of Media Education in the Digital Age], lecture by C. Lampert in the course of the lecture series „Medienkompetenzförderung in Hamburg: Projekte und Perspektiven eines pädagogischen Praxisfeldes" [Promotion of Media Competence in Hamburg: Projects and Perspectives of an Educational Practice Field] at the Faculty for Education, Psychology, and Sports at Hamburg University on 31 October 2011.

„The New Structural Transformation of Public Spheres – Challenges for Information Law", lecture by W. Schulz at the „1st Berlin Symposium on Internet an Society" in Berlin on 27 October 2011.

„Aspekte der Gesundheitsförderung durch die Medien" [Aspects of Health Promotion through the Media], lecture by C. Lampert at the 17th conference of the Forum Media Education of the BLM on the topic „Gigabit statt megafit? Der mediale Einfluss auf die Gesundheit von Kindern und Jugendlichen" [Gigafit instead of megafit? The Medial Influence on the Health of Children and Youth] in Munich on 27 October 2011.

„Social Media Platforms – A Test Case for Finding Adequate Legal Frameworks for New Intermediaries", lecture by W. Schulz and S. Heilmann at the workshop „Intellectual Property Rights in the New Media" in Hong Kong on 20 October 2011.

„Digital Fluencies for the Social Web", lecture by J.-H. Schmidt at the „MobilityShifts" Conference in New York on 15 October 2011.

„Persönliche Öffentlichkeiten im Social Web: Entstehen, Strukturprinzipien und Konsequenzen" [Personal Public Spheres in the Social Web: Development, Structural Principles, and Consequences], lecture by J.-H. Schmidt at the Dreiländerkongress 2011 in Innsbruck on 1 October 2011.

„Twitter and the New Regime of Audience Measurement", lecture by J.-H. Schmidt at the workshop „Interdisciplinary Approaches to Twitter Analysis" in Düsseldorf on 14 September 2011.

„Media repertoires as patterns of behaviour and as meaningful practices", lecture by H. Domeyer and U. Hasebrink at the 3rd Transforming Audiences Conference in London on 2 September 2011.

„Reconsidering the Concept of Audience from the Perspective of Journalism Research", lecture by W. Loosen and U. Hasebrink at the 3rd Transforming Audiences Conference in London 1 September 2011.

„Medial and Mental Representations of the Holocaust – Reflections on the Interplay of Mediated History and Individual and Collective Memory", lecture by J. Finger and H.-U. Wagner at the XXIVst Conference of the International Association of Media History in Copenhagen on 16 July 2011.

„Handlungsorientierte Medienpädagogik im Paradigma des Social Web" [Action-Oriented Media Education in the Paradigm of the Social Web], talk by C. Schwinge in the course of the lecture series „Medienkulturen – Medientheorien – Medienpädagogik" [Media Cultures – Media Theories – Media Education] at the Institute for Aesthetic-Cultural Education at the University of Flensburg on 22 June 2011.

„Sounds like the Sixties: Approaches to Analyze Radio Aethetic in the Past", lecture by H.-U. Wagner at the conference „Electrified Voices: Medial, Socio-Historical and Cultural Aspects of Voice Transfer" at the University Konstanz on 17 June 2011.

„German Culture of Journalism Research: Systems Theory and the (De-)Differentiation of Journalism", lecture by W. Loosen at the 61st Annual Conference of the International Communication Association (ICA) in Boston on 27 May 2011.

„The Diversity of Online Experiences: Types of Online Practices", lecture by U. Hasebrink at the 61st Annual Conference of the International Communication Association (ICA) in Boston on 27 May 2011.

„Anforderungen an einen netzadäquaten Jugendschutz" [Requirements for Net-Adequate Youth Protection], lecture by W. Schulz at the conference „Online-Jugendschutz – geht's noch?" [Online Protection of Minors – Can You Believe It?] of the Hans Bredow Institute, the Media Authority Hamburg/Schleswig-Holstein and the Hamburg Chamber of Commerce in Hamburg on 25 May 2011.

„Zur Aufsicht im öffentlich-rechtlichen Rundfunk" [On Regulation in Public-Service Broadcasting], lecture by W. Schulz in the context of the colloquium honouring Prof. Dr. Carl-Eugen Eberle at the Institute for Copyright and Media Law in Munich on 29 April 2011.

„New challenges and methodological innovations in research on media audiences and patterns of usage", Keynote by U. Hasebrink at the first conference of the COST Action IS0906: Transforming Audiences, Transforming Societies in Zagreb on 8 April 2011.

„The Auschwitz Trial on Air: West and East German Attempts to Voice the Holocaust", lecture by H.-U. Wagner at the conference „Sound Bridges, Sound Walls. Broadcasting in the Historical Formation, Mediatization and Localization of Sound" at the Institute for Sound and Vision in Hilversum on 19 March 2011 (with F. Bayer).

„Anreizmodelle zur Förderung von privaten Public Value-Angeboten" [Incentive Models to Support Private Public Value Offerings], presentation of the survey on regulation by incentives for offerings of private broadcasters through W. Schulz at the DLM symposium „Public Value – Was soll der private Rundfunk für die Gesellschaft leisten?" [Public Value – What Should Private Broadcasting Do for Society] in Berlin on 17 March 2011.

„Online Child Safety – Why it is Important and Which Are Issues and Future Challenges", lecture by U. Hasebrink at the Multi-Stakeholder-Workshop „Self-Regulation in the Field of Online Child Safety" of the EU Commission in Brussels on 16 March 2011.

„Social Networking Sites and Privacy: Recent Data and Developments", lecture by J.-H. Schmidt at the conference „Youth on the Net – Seminar on Information Safety, Security and Quality" in Luxemburg on 17 February 2011.

„Perspektiven des Jugendschutzes im Internet – Standortbestimmung nach dem Scheitern des Jugendmedienschutzstaatsvertrags" [Perspectives of Youth Protection on the Internet – Siting after the Failure of the Interstate Treaty on Protection of Minors in the Media], participation of W. Schulz in the panel discussion at the conference „Medienimpuls" [Media Impulse] of FSF and FSM in Berlin on 15 February 2011.

„Selbstregulierung im Datenschutz – Erfahrungen und neue Ansätze" [Self-Regulation in Data Protection – Experiences and New Approaches], talk by W. Schulz and participation in the panel discussion „Technik & Selbstregulierung versus BDSG& Co. – Wie viel Gesetz braucht der Datenschutz?" [Technology & Self-Regulation vs. BDSG & Co. – How Many

Rules Does Data Protection Need?] at the conference Safer Internet Day 2011 in Berlin on 8 February 2011.

„Another Structural Transformation of the Public Sphere? On Recent Challenges and Current Research Projects", lecture by J.-H. Schmidt in Umea (Sweden) on 25 January 2011.

„Wilmenrod, Waldhagen und das Walross Antje. Über Rundfunkprogramme aus Hamburg und warum sich Historiker mit Medien und Gedächtnis beschäftigen" [Wilmenrod, Waldhagen and Antje, the Walrus. On Radio Programmes from Hamburg and Why Historians Deal with Media and Memory], lecture H.-U. Wagner at the Verein für Hamburgische Geschichte at the State Library Hamburg on 12 January 2011.

G. EVENTS

The Hans Bredow Institute offers – according to topic and target group – various forms of events, e.g. discussion series, intensive seminars, and workshops. The Institute executes events by itself or in cooperation with national and international partners. Further, the researchers of the Institute take part in a number of events of other institutions with talks, in panel discussions, etc. (see also the information in the respective profiles).

In 2011/2012 the following events were executed (reverse chronologically order). Further information on single events is available online at ➲ http:// hbi.to/2559.

Adapting Public Service to the Multiplatform Scenario

English-language event for the presenation of the final report of the project „Public Service Broadcasting in Digital Multi-platform Scenarios: Protagonists and Strategies] by R. Suárez Candel with a supplementary talk by Alison Harcourt, Jean Monnet, Chair of the Information Society of the University of Exeter (UK), at the Hans Bredow Institute on 9 July 2012.

The Hamburg Dramaturgy of the Media. Egon Monk – Author, Director, Producer

Working conference oft he Institute for Media and Communication and the RCMC in cooperation with the broadcasting research centre in northern Germany at the University of Hamburg on 8 and 9 June 2012.

power | media power | opinion

The joint symposium of Media Authority Hamburg/Schleswig-Holstein (MA HSH), Hans Bredow Institute, and the Hamburg Chamber of Commerce dedicates itself to the question: Who determines how society informs itself – and how can one limit this influence effectively? Regarding the transfer of information, which is relevant for all of us, we are observing structural changes: for the providers of classical and new media platforms, such as Twitter or Facebook play an increasingly important role in the distribution of their offerings. And users decide on the basis of changed criteria which information offerings they find trustworthy and important. The legal foundations, which should prevent that a person or a company reaches dominant influence on public opinion, do not yet reflect these changes. Thus the event explored the question what dominant influence on public opinion actually means and whtere indeed exist new empowering risks. Afterwards researchers, regulators, and representatives of the economy discussed, which conceptual changes are required for media concentration law, platform regulation, and antitrust law to prevent dominant influence on public opinion ensure and fair competition in a concerted cooperation.

Comparing Media Policy and Regulation

GMaC-Lunch with an English-language talk by Dr Manuel Puppis, guest researcher at the Hans Bredow Institute and at the Graduate School Media and Communication (GMaC) at the Hans Bredow Institute on 15 May 2012.

Media Concentration – Homogenisation of Content? Research Perspectives from Chile and Germany

Workshop of the Erasmus course"Journalism, Media & Globalisation" and the Graduate School Media and Communication GMaC) with talks by Prof. Dr. María Elena Gronemeyer, Pontificia Universidad Católica in Santiago de Chile, and Prof. Dr. Uwe Hasebrink, Hans Bredow Institute, on 25 April 2012.

Parents – Children – Media. On the Role of Media in the Family.

Professional event of the Hans Bredow Insitute and the Research Center for Media and Communication (RCMC) at the University of Hamburg on 27 March 2012. In the course of the event recent studies on media use in the family were presented. Ca. 120 participants followed with great interest. The event was sponsored by the State Media Authority Hamburg/Schleswig-Holstein (MA HSH).

Long Term Studies on Societal and Medial Change: The Example of the Trend Analyses by the Swedish SOM Institute

From 21 to 24 March 2012 the Institute for Society, Opinion, Media (SOM) of the University of Gothenburg, Sweden, by invitation of the Institute a closed conference in Hamburg, in order to discuss the current SOM trend analysis on the topics politics and media, culture and lifestyle, leisure time and health behaviour. At an open event on 23 March 2012 the SOM offered a chance to learn about its surveys.

Radio Aesthetics – Radio Identities

English-language workshop with German and Danish researchers on the eponymour international network for the research of relations between sound, programme strategies, and individual radio consumption now and then by intercultural comparison, at the Hans Bredow Institute on 24 and 25 February 2012.

Medial Awakening – The Innovative Years of TV and Film in Hamburg 1962-1969

Conference at the University of Hamburg on 20 and 21 February 2012, organised by Prof. Dr. Joan Kristin Bleicher, University of Hamburg, Anje Ellenberger, Dr. Hans-Ulrich Wagner, research centre for the history of broadcasting in northern Germany, and Lea Wohl, Graduate School Media and Communication (GMaC).

The Adaptation of Public Service Broadcasting to the Multiplatform Scenario

Workshop for the presentation of the results of the project PSB-Digital (Public Service Broadcasting in Digital Multiplatform Scenarios: Protagonists and Strategies) at the Hanse Office in Brussels on 6 February 2012.

Journalism and (Its) Audience. What Journalism Research and Reception and Effect Research Can Learn from Each Other.

Conference of the working groups Journalism/Journalism Research and Reception and Effect Research at the DGPuK in Hamburg on 2-4 February 2012. The Hans Bredow Institute was responsible for organisation and execution of this event.

Medial Memory and Transcultural Communication: A Search for Traces

Lecture series at the University of Hamburg in cooperation with the Hans Bredow Institute in winter semester 2011/2011, each Thursday, 16-18 h.

Freedom of Communication in Israel

Colloquium with Dr. Elad Peled, Visiting Fellow at the Max Planck Institute for foreign and international civil law in Hamburg, on the constitutional protection of communication in Israel in the library of the Hans Bredow Institute on 26 January 2012.

Lecture Series „Media Competence Promotion in Hamburg"

Lecture series at the University of Hamburg in cooperation with the Hans Bredow Institute in winter semester 2011/12, Monday, 18-20 h, auditorium Faculty for Educational Science.

Symposium „Exploring the Digital Future"

From 25 to 28 October the inauguration of the new Alexander von Humboldt Institute for Internet and Society (HIIG) took place in Berlin. As an integrated cooperation partner, the Hans Bredow Institute contributed to the preparation and execution of the symposium.

Digital Transparencies: The Saturation of Surveillance

Talk by Joshua Meyrowitz, Professor and Chair at the Department of Communication at the University of New Hampshire, at the Hans Bredow Institute on 5 September 2011.

Summer School on European Information Law 2011

In cooperation with the Hans Bredow Institute organised summer school of the European Academy of ICT Law and the CO-REACH project in Reichenau/Rax, Austria, on 31 July to 5 August 2011. Teachers and studens from Czech Republic, Germany, Hungary, the Netherlands, Poland, Slovakia, and UK took part in the summer school.

Panel Discussion „Axel Eggebrecht and His Offspring

Honouring life and work of Axel Eggebrecht, who in 1954 co-founded the Nordwestdeutscher Rundfunk and essentially coined the originating Norddeutscher Rundfunk (NDR), the research centre for the history of broadcasting in northern Germany organised a celebration on 14 July 2011, at the event of the 20th anniversary of his death

Media Practice – Media Modes. Media Acting from a Practical Theoretical Perspective

Lecture by Christian Pentzold by invitation of the Hans Bredow Institute, at the Graduate School Media and Communication in Hamburg on 29 June 2011.

Online Protection of Minors – Can You Believe It?

Joint symposium by the Hans Bredow Institute, Media Authority Hamburg/Schleswig-Holstein and the Hamburg Chamber of Commerce at the Hamburg Chamber of Commerce on 25 May 2011.
Following the failure of the revision of the interstate treaty on the protection of minors in the media (JMStV) the event sponsors wanted to utilise their experiences from last year's discussion and attempted to define the requirements for adequate protection of minors in the media more clearly. 200 guests at the Hamburg Chamber of Commerce proved the interest in the topic.

H. HISTORY – GOVERNANCE – ORGANS – ADVISORY BOARD

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 Janpeter 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 twice a year. Its members (as of 7/2012) are:

Prof. Dr. Dieter Lenzen, President of the University of Hamburg (Chair)
Dr. Erik Bettermann, Deutsche Welle
Prof. Dr. Michel Clement, University of Hamburg
Dr. Thomas Fuchs, ALM
Dr. Rolf Greve, Authority for Science and Research
MinR Matthias Harbort, Representative of the Federal Government for Culture and Media
Prof. Dr. Knut Hickethier, University of Hamburg
Helge Kahnert, NDR Broadcasting Council
Susanne Kayser, ZDF
Lutz Marmor, NDR
Eva-Maria Michel, WDR
Prof. Dr. Hans-Heinrich Trute, University of Hamburg
Prof. Dr. Horst Wenicke, NDR Broadcasting Council

Academic Advisory Board

In 2009, the Institute constituted an academic advisory board compliant to its statutes. The advisory board advises the Institute's board of directors on strategic issues, currently above all on the Institute's expansion. The members of the academic advisory board are:

Prof. Dr. Nico van Ejck, Professor of Media and Telecommunication Law at the Institute for Information Law at the University of Amsterdam.

Prof. Dr. Otfried Jarren, (Chair), Prorector Arts and Social Sciences at the University of Zurich and Professor of Media Studies at the Institute of Mass Communication and Media Research, University of Zurich.

Prof. Dr. Barbara Pfetsch, Professor of Communication Theories/Media Effects and Research of Media Use and Managing Director of the Institute for Media and Communication Studies at the Free University Berlin.

Prof. Dr. Klaus Schönbach, Professor of General Communication Studies with a research focus on political communication at the University of Vienna.

Prof. Dr. Gunnar Folke Schuppert, Professor of Political Science and Science of Public Administration, particularly Public and Administrative Law, Faculty of Law, Humboldt University Berlin, and Research Professor of New Forms of Governance at the Social Science Research Center Berlin.

Prof. Dr. Gabriele Siegert, Professor of Media Studies focussing on Media Economics & Management the Institute of Mass Communication and Media Research at the University of Zurich and Vice Dean for Research at the Faculty of Arts, University of Zurich.

Prof. Dr. Gerhard Vowe, Professor and Chair of Communication and Media Studies at the Heinrich-Heine-University Dusseldorf.

I. STAFF OF THE INSTITUTE

RESEARCH EMPHASES AND INTERESTS OF THE ACADEMIC STAFF

Florian Bayer, M. A., studied History, Media Culture and Economics at the University of Hamburg. In his M.A. thesis he looked into the compensation of Jews and Social Democrats in the Schleswig-Holstein county of Stormarn. Since July 2009 he has been a researcher at the project „History of Broadcasting in Northern Germany". He works in particular on projects on the media coverage of NS trials in the 1950s and 1960s, a continuously updated bibliography on the North German Broadcasting Corporation as well as on interviews on the history of broadcasting with contemporary witnesses. In his PhD project he examines compensation practice in Schleswig-Holstein in the early post-war years at the example of the county of Stormarn. For this, he received a graduate scholarship of the Friedrich-Ebert-Stiftung. His research interests are in the field of media-transferred culture of remembrance, the programme history of German broadcasting between 1950 and 1970 and the media dealing with National Socialism and Holocaust. ❍ http://hbi.to/4187

Projects 2011/2012

- Public Communication as Facilitated by the Media from the 1950s to the 1970s
- Medial and Mental Representations of the Holocaust
- Sounds like … History of Radio Aesthetics (Broadcast Sound Design)

Jannes Beeskow studied Law at the Freie Universität Berlin and the University of Göttingen. From February 2010 until March 2011 Jannes Beskow was a junior researcher at the Hans Bredow Institute in the field of media and telecommunications law and especially contributed to the development of indicators for the independence and efficacy of regulation authorities for audiovisual media. His main area of interest is copyright law. ❍ http://hbi.to/3250

Projects 2011/2012

- Search for Indicators for Independence and Efficient Functioning of Audiovisual Media Services Regulatory Bodies
- Innovation Workshop „Creativity and Copyright in the Net Economy"

Dr. Per Christiansen, LL.M. (LSE) studied Law and Philosophy at the University of Kiel and Regulation at the London School of Economics. Since August 2010 he has been a Senior Visiting Research Fellow at the Hans Bredow Institute. His research focuses on issues of regulation of international media corporations and regulation of data protection. Per Christiansen acts as lawyer and is chairman of the foundation Digitale Chancen [Digital Opportunities]. Before, he was Director of Human Resources and Law at AOL Group in Germany and chair member of the Freiwillige Selbstkontrolle Multimedia e.V. [Voluntary Self-Monitoring Multimedia]. ❍ http://hbi.to/3720

Projects 2011/2012

- Regulatory Influence on Multinational Internet Companies
- Improvement Proposals for Structures to Fight the Exposition of Child Abuse on the Internet

Stephan Dreyer studied Law with a focus on information and communication 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 and especially legal issues regarding online and 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 beside data protection issues are legal and regulatory questions in the field of data protection, civil protection, and related to video games. In the context of his PhD thesis, he is investigating the difficulties as well as the de-

terminants of legal decisions under uncertainty within current systems of youth media protection.

Stephan Dreyer is member of the Complaints Committee as well as the Expert Committee of the „Voluntary Self-Monitoring by Multimedia Providers" (FSM). He is a founding member of the „Center for Social Responsibility in the Digital Age (SRDA). ◐ http://hbi.to/832

Projects 2011/2012

- Working Group Internet and Society
- Working Group Digital Games and Online Worlds
- Youth Protection Software in the Parents' Home: Knowledge, Expectations, and Use
- Code as Control in Online Spaces
- Prevention of Dominant Influence on Public Opinion
- Mapping Digital Media: Germany
- Indicators for Independence and Efficient Functioning of Audiovisual Media Services Regulatory Bodies (INDIREG)
- Innovation Workshop „Creativity and Copyright in the Net Economy"
- Further Development of Network-Adequate Protection of Minors in the Media
- Potentials and Design of Border-Crossing Online Labels
- Decisions under Uncertainty in Youth Media Protection
- New Forms of Regulation in Media Law

Stefanie Hagemeier studied Law at Hamburg University. Her research interest lies with public media and communication law, which she already focused on during her studies at university. In this context she contributed to the development of a broadcasting constitution textbook at the chair of public law, media and telecommunication law led by Prof. Dr. Hans-Heinrich Trute towards the end of 2008. Following this, she completed internships and auxiliary activities related to her subject area at Hamburg solicitors' offices Unverzagt•von Have as well as Schulenberg & Schenk, and further at the PR agency Schoeller & von Rehlingen Public Relations Hamburg. Stefanie Hagemeier has been a researcher at the Hans Bredow Institute since March 2011. In her PhD project she focuses on the constitutional structuring of national film subsidy considering the scope of state regulation. Since 2010 Stefanie Hagemeier has been a member of the Hamburg Initiative for Media, IT and

Telecommunication Hamburg@Work e.V. ◐ http://hbi.to/4006

Projects 2011/2012

- Prevention of Dominant Influence on Public Opinion
- Constitutional Structuring of National Film Subsidy Considering the Scope of State Regulation

Prof. Dr. Uwe Hasebrink worked for three years at the Institute for Social Psychology at the University of Hamburg after studying Psychology and German Philology in 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. Since 2009 he is a member of the board of directors of the Research Center for Media and Communication (RCMC), which brings together university and non-university media and communication research in Hamburg, and at the same time one of the spokespersons of the Graduate School Media and Communication, which is being supported within the context of the Hamburg initiative of excellence. Alongside this, he was spokesperson for the specialist group on reception research in the DGPuK from 1998 to 2003, co-publisher of the series „Rezeptionsforschung" [reception research] from 2003 to 2007, a member of the Management Committee of the International Radio Research Network (IREN) from 2004-2006, and since 2010 member of the management committee of the COST action „Transforming Audiences – Transforming Societies". 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. Since 2009 he has been a member of the international board of the „Journal of Children and Media" and since 2011 he has been a member

of the international advisory board of the journals „Studies in Communication | Media" and „Communication Management Quarterly". 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. ➲ http://hbi.to/836

Projects 2011/2012

- EU Kids Online
- Information Repertoires of the German Population
- Information Requirements and Information Searches Under the Heading of Crossmedial Use and Converging Offerings
- Convergence from the User's Perspective – the Concept of Communication Modes
- Media Repertoires
- Young People and Web 2.0
- Competencies and Excessive Use among Gamers: Challenged, Supported, Endangered
- The Genre of Witnessing: Media, History and the Holocaust
- Prevention of Dominant Influence on Public Opinion
- Young Scholars Network on Privacy and Web 2.0
- Research Centre „European Media and Public Spheres" (EuroMaPS)
- The Role of Online Communication in Building Confidence in Medical Knowledge

Stefan Heilmann, LL.B., studied Law at Bucerius Law School in Hamburg and at Victoria University of Wellington/New Zealand, with emphases on information and communication law. From 2004 until the end of 2011 he worked at the Hans Bredow Institute in the department of „Media and Telecommunications Law", first as a student and then as a researcher from June 2006 until the end of 2011. Since January 2012 he has worked as a lawyer at Freshfields Bruckhaus Deringer LLP in Hamburg. He did his legal traineeship (Referendariat) at the Hanseatic Higher Regional Court, among others at the Independent Centre for Data Protection in Schleswig-Holstein, the Australian

Communications and Media Authority in Sydney and a mobile communication service provider in Kuala Lumpur. His research interests lie in the area of the regulation of communications, particularly as regards developments in convergence and data protection as well as in legal and policy issues concerning user-generated content and online games/virtual worlds. ➲ http://hbi. to/837

Projects 2011/2012

- Consortium of Chinese and European Research Institutions IPRNME
- Reform of Media Systems in Asia
- Working Group Digital Games and Online Worlds
- Obligations to Provide Information in Telemedia Law and User-generated Content

Nele Heise, M.A., studied Communication Studies and History at the University of Erfurt. Among others, she was a student assistant at the interdisciplinary project „Bauhauskommunikation" She has been awarded several prizes for her work, for example with the Advancement Award 2008 of the State Media Authority Thuringia. She finished her master's programme in Communication Studies with a thesis on „Ethik der Internetforschung – Diskurs und Praxis. Eine qualitative-heuristische Befragung deutscher Kommunikationsforscher" [Ethics of Internet Research – Discourse and Practice. A Qualitative-Heuristic Survey among German Communication Researchers". Since October 2011 she has been a junior researcher at the Hans Bredow Institute in the course of the DFG project „Die (Wieder-)Entdeckung des Publikums" [The (Re-)Discovery of the Audience]. Relating to this project she does her doctorate at the Graduate School Media and Communication, the interdisciplinary doctoral programme of the Research Center for Media and Communication (RCMC) in Hamburg. In her dissertation project she deals with the areas „active audience", media acquisition and technical artefacts. Her research interests are in the field of media acquisition, online communication, theory and practice of social media and user practice in the social web. ➲ http://hbi.to/4473

Projekte 2011/2012

- The (Re-)Discovery of the Audience
- The „Active Audience" – Concepts, Theories, Measurement. A Review, Focusing on the Specific Role of Technical Artifacts

Dr. Thorsten Held studied Law at the University of Hamburg. He was a senior researcher at the Hans Bredow Institute from 1998 through May 2011, since 2004 he has also belonged, as a lawyer licensed in Hamburg, to the „Büro für informationsrechtliche Expertise" (i.e., Specialist Bureau for Information Law). Since June 2011 he has worked as a judge in Hamburg and resigned from the Institute. One emphasis of his work at the Institute was 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 dealt 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 had 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. ◑ http://hbi.to/838

Projects 2011/2012

- Regulation by Incentives
- Prevention of Dominant Influence on Public Opinion
- Communication and Media Order

Anja Herzog, M. A., 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 „Euro-pean Association for Viewers' Interests", she worked on the preparations for founding a European viewers' association. 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 development of an online platform on worldwide media systems on the basis of the International Media Handbook. ◑ http://hbi.to/839

Projects 2011/2012

- International Media Handbook

Dr. Claudia Lampert 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 interest and emphasis 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 every-day lives of children and adolescents. She is a member, among others, of the DGPuK expert group media education, of the section Media Educaton within the DGfE, of the GMK, the advisory board of the Erfurt Netcode, an organisation supporting quality online offerings for children, and she is a member of the board of the initiative „SCHAU HIN!" She also supports the media-pedagogical manifest „No Education Without Media" (German website). Claudia Lampert is also interested in and researches in the subject area of media-related health communication. In 2006, she gained a doctoral degree with her research on the potentials of fictional tv offerings for health support (key word: 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. And she is the

co-author of the textbook „Gesundheitskommunikation und Medien" [Health Communication and Media] (Fromm/Baumann/Lampert 2011) ◐ http:// hbi.to/844

Projects 2011/2012

- Media Education through Parents: Promotion of Media Competence in the Family between Aspiration and Reality
- EU Kids Online
- Computer Game Socialisation in Families
- Competencies and Excessive Use among Gamers: Challenged, Supported, Endangered
- Young People and Web 2.0
- The Network for Media and Health Communication
- Research and Knowledge Transfer Centre „Media and Health Communication"
- The Role of Online Communication in Building Confidence in Medical Knowledge
- The Network of Competencies for Complementary Medicine in Oncology (KOKON)

PD Dr. Wiebke Loosen studied Communications at the University of Münster, where she was also a researcher and assistant until in 2000 she changed to the University of Hamburg. In 2006/2007 she acted in place of a professorship for communication studies focusing on online communication and communicator research at the LMU in Munich. In 2010, Wiebke Loosen habilitated on the subject „Transformationen des Journalismus und der Journalismusforschung" [Transformations of Journalism and Journalism Research] at the Faculty of Social Studies Faculty at Hamburg University. Since 1 April 2010 Wiebke Loosen has been a senior researcher at the Hans Bredow Institute. In her research, she focuses on the areas of journalism research, online communication and methods of empirical communication research. Wiebke Loosen is a member of the board of trustees of the Akademie für Publizistik, member of the nomination committee of the Grimme Online Awards, and co-editor of the series „Aktuell. Studien zum Journalismus" [Topical. Studies on Journalism] ◐ http:// hbi.to/3398

Projects 2011/2012

- The (Re-) Discovery of the Audience. The Relationship between Journalism and Audience under the Conditions of Web 2.0

- When 'Data' Becomes 'News': A Comparative Analysis of Computational Journalism
- Communicative Figurations of Mediatised Worlds
- Governance, Regulation, Innovation, and New Social Conventions in Changing Media Environments
- Young Scholars Network on Privacy and Web 2.0
- Mapping Digital Media: Germany

Martin Lose studied Law at Hamburg University. His research interest lies in public media and communication law, which built his focus in university and was further explored during an internship at „i.e. – Büro für informationsrechtliche Expertise" [i.e. – Office for Expertise on Information Law"]. Since 2008 he has worked at the Hans Bredow Institute in the area of „media and telecommunication law", first as student assistant, since May 2011 as junior researcher. In his PhD-project he deals with legal issues regarding the distribution of content on online-platforms. ◐ http://hbi.to/4081

Projects 2011/2012

- Notions of Public Sphere in Information Law
- Guarding Access to Online-Platforms in Media Law
- Governance, Regulaton, Innovation, and New Social Conventions in Changing Media Environments
- Social Media Governance
- Working Group Internet and Society

Christiane Matzen, M. A., 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 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. ◐ http://hbi.to/846

Project 2011/2012

- International Media Handbook

Markus Oermann, Dipl.-Jur. Univ., M. A, studied Law with Media and Culture Law as specialities, Political Science, and Philosophy at the Johannes Gutenberg-University Mainz, Germany. His research focusses on the theoretical and legal background of Internet based information and communication processes. Since fall 2010 he has been a PhD student of the Graduate School Media and Communication Hamburg. The topic of his dissertation is on the right on Internet based information access. Since April 2012 he has also worked at the Hans Bredow Institute's department „Media and Telecommunication Law".   http://hbi.to/ 4699

Projects 2011/2012

- Working Group Internet and Society
- Legally Securing Participation of Citizens in Information Society
- Social Media Governance

Julius Reimer, M. A., studied Communication Studies, Commercial Policy and Sociology at the Westfälische Wilhelms-University in Münster and at the Università della Svizzera italiana in Lugano. Since October 2011 he has been a junior researcher for the DFG project „Die (Wieder-)Entdeckung des Publikums" [The (Re-)Discovery of the Audience"] at the Hans Bredow Institute. During his communication studies he worked as a student assistant for Prof. Dr. Christoph Neuberger. From November 2009 to September 2011 he was a research assistant for Prof. Dr. Klaus Meier at the Institute for Journalism of the TU Dortmund, doing research as well as teaching. His research interests are in the area of participation and transparency in journalism as well as branding for journalists. ◗ http://hbi.to/4466

Project 2011/2012

- The (Re-)Discovery of the Audience

Wiebke Rohde, M. A., studied Media Studies with a focus on Communications, as well as Psychology and Philosophy at the Friedrich Schiller University of Jena and the University of Cape Town (South Africa). Following an internship at the Hans Bredow Institute in 2008, she was involved,

among others, in the project „Young People and Web 2.0" as a student assistant until March 2010. From April 2010 to December 2011, Wiebke Rohde was a researcher in the project „Acquisition of Competencies, Excessive Use and the Identification of Addiction with regard to Computer Games". Her research interests lie at the interfaces of communication-related, socio-psychological and cognitive-neuroscientific research. One focus is put on the area of online communication (networking platforms, digital games), a further one on interpersonal and inter-group-communication with emphasis on peace communication. ◗ http://hbi. to/3682

Project 2011

- Competencies and Excessive Use among Gamers: Challenged, Supported, Endangered

Dr. Jan-Hinrik Schmidt 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 as a member of the working group "Digital Games and Online Worlds" at the Hans Bredow Institute. ➲ http://hbi.to/1530

Projects 2011/2012

- The (Re-)Discovery of the Audience
- Web 2.0 Metrics
- Information Repertoires of the German Population
- Key Medium Internet? Potential Effects of the Rise of the Internet as „Key Medium" in the German Media System
- Competencies and Excessive Use among Gamers: Challenged, Supported, Endangered
- The Role of Online Communication in Building Confidence in Medical Knowledge
- Working Group Digital Games and Online Worlds
- Young Scholars Network on Privacy and Web 2.0
- SociaL Media in Crises and Desasters
- Analyzing Governance Structures of Social Media
- Young People and Web 2.0

Dipl.-Soz. Hermann-Dieter Schröder 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 research interests concern particularly the organisatorial and commercial structures of the media system ➲ http://hbi.to/848

Projects 2011/2012

- Mapping Digital Media: Germany
- Protection of Young People using Media – from the Viewpoint of Parents
- Prevention of Dominant Influence on Public Opinion
- Communication and Media Order

Lutz Schröder, M. A., studied History and Politics with focus on international relations, history in media, and Hamburg in the modern era. He worked as a media tutor for Dr. S. Panzram and as a student assistant at the Museum of Hamburg History for the inventory of the collections. In his master's thesis he explored by reference to game-

based learning theory the question whether pageants have a potential regarding the transfer of history knowledge. Building on those insights, in October 2011 he started his PhD project on the influence of strategy games on the cultural memory. By reference to the „Total War" series he explores how the contained history topics are being presented and how the playful handling coins the memory of the users. Since September 2011 he has been a researcher at the „Research Centre for the History of Broadcasting in Northern Germany". In connection with the project „Communication about the Past" he analyses individual web 2.0 memory projects in view of the question how the sphere of activity of the culture of remembrance changes through new medial possibilities.

Project 2011/2012

- Communication about the Past. Memory Building and Social Web

Felix Schröter, M. A., studied Communication and Media Studies as well as Musicology at Hamburg University. From 2006 to 2010 he worked as student assistant on various projects at the Hans Bredow Institute, among others on the music industry in Hamburg and on the German media system. Since October 2010 he has worked as a researcher on projects at the Institute, most recently on a project on the reception of moving images in converging media environments. During his studies he also dealt with NS cinema in Hamburg in the context of a DFG project on regional film research, and in his master's thesis he examined questions of usage and analysis of digital games. His main research interest is for contact points of games research and theories of communication and media studies on media reception and analysis. He has pursued this focus since April 2011 in his PhD project on „Rezeption und Analyse von Computerspielfiguren" [Reception and Analysis of Characters in Video Games] at the Media and Communication Institute at Hamburg University. Since August 2011, he works at his institute as

researcher in the field of aesthetics and narrativity of computer games. ⊙ http://hbi.to/4082

Projects 2011/2012

- Mapping Digital Media: Germany
- Reception of Moving Images in Converging Media Environments: Anticipated and Usage Modes
- Working Group Digital Games and Online Worlds

Prof. Dr. Wolfgang Schulz 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. In July 2009 habilitation through the Faculty of Law at the University of Hamburg, granted Venia Legendi in public law, media law and legal philosophy. Since November 2011 Schulz has the university professorship „Media Law and Public Law including Theoretical Foundations" at the Faculty of Law at the University of Hamburg. This comprises a joint placement of the University of Hamburg and the Hans Bredow Institute. The focus of this professorship is on research at the Hans Bredow Institute. Initially, W. Schulz acted as deputy business director as well as head of the Hans Bredow Institute's area of media and telecommunications, since 2011 he has been a member of the board of directors. In February 2012 he was also appointed director at the Humboldt Institute for Internet and Society in Berlin. His work emphasises the freedom of communication, problems of legal regulation with regard to media contents, 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 the implications of the changing public sphere on law. In addition, he works on the forms taken by the State's functions, for instance, in the framework of concepts of „regulated self-regulation" or „informational regulation". Many of his projects are designed internationally comparative. ⊙ http://hbi.to/849

Projects 2011/2012

- Search for Indicators for Independence and Efficient Functioning of Audiovisual Media Services Regulatory Bodies
- Regulation by Incentives
- Prevention of Dominant Influence on Public Opinion
- Further Development of Network-Adequate Protection of Minors in the Media
- Innovation Workshop „Creativity and Copyright in the Net Economy"
- Consortium of Chinese and European Research Institutions IPRNME
- Refrom of Media Systems in Asia
- Optimising the University of Hamburg's E-Learning Programmes with Special Reference to Media Law
- Communication and Media Order

Dipl-Päd. Christiane Schwinge studied Education with a focus on Media Education at the Johannes Gutenberg University Mainz and at the University of Hamburg. During her studies she was involved in numerous media education projects and as a student assistant she was also involved in various projects at the Hans Bredow Institute. In her diploma thesis she explored the potential of the social web for action-oriented media education and was awarded the Medius-Prize for innovative, academic and practice-oriented theses. From April to October 2010 she was a researcher in the project „Acquisition of Competencies, Excessive Use and the Identification of Addiction with regard to Computer Games". Since then, she has worked as researcher in the field of media education at the Faculty of Education at the University of Hamburg. Since October 2011 she has supported the project „Media Education through Parents: Promotion of Media Competence in Families between Demand and Reality". Her interests lie in the area of media education and media socialisation at the interface of research and media education practice with a focus on digital interactive media such as the social web and serious games.). Besides her academic life Christiane Schwinge supports different areas of media educational practice. She is chair of the jaf – Verein für medienpädagogische Praxis Hamburg e.V. [Association for Media-Education Practice] and a founding member of the Creative Gaming Initiative which promotes a

creative and competent handling of video games. ➲ http://hbi.to/3685

Projects 2011/2012

- Competencies and Excessive Use among Gamers: Challenged, Supported, Endangered
- Computer Game Socialisation in Families
- Media Education through Parents: Promotion of Media Competence in Families between Demand and Reality

Dr. Roberto Suárez Candel studied Audiovisual Communication (B.A. 2001) and Communication Studies (M.A. 2005) at the Pompeu Fabra University in Barcelona, Spain. From 1999 to 2001 he worked as production assistant in audiovisual production (cinema, tv, advertising). From 2002 until January 2010, Roberto Suárez worked as a researcher and associated lecturer at the Department of Communication of the Pompeu Fabra University where he was able to finish his PhD in autumn 2009. From February 2010 to February 2012 he worked as guest researcher at the Hans Bredow Insitute through a „Marie Curie Intra-European Fellowship for Career Development". In his post-doc project „Redefining and Repositioning Public Service Broadcasting in the Digital and Multiplatform Scenario: Agents and Strategies" he examined how public service media adapt to multiplatform scenarios and therefore executes an international comparative survey in Germany, Spain, and Poland. ➲ http:// hbi.to/3216

Project 2011/2012

- Public Service Broadcasting in the Digital and Multiplatform Scenario: Agents and Strategies – An international comparative analysis within the European Union

Jenny Voth, M. A., studied Journalism/Communication Science and German Philology at the University of Hamburg and the Aristoteles University of Salonika/Greece. And in addition, she studied Psychology. She was a junior researcher at the Hans Bredow Institute from October 2008 to November 2011. 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] led by Prof. Irene Neverla at the Institute of Journalism and Communication. Fol-

lowing 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 and the Internet, especially information behaviour. She maintains a particular focus on Health Communication. ➲ http://hbi.to/2274

Projects 2011

- The Role of Online Communication in Building Confidence in Medical Knowledge
- Network Media and Health Communication
- Research and Transfer Centre Media and Health Communication

Dr. Hans-Ulrich Wagner 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 [returning emigrants and broadcasting] 1945-1955". He has been working at the Research Centre for the History of Broadcasting in Northern Germany since December 2000, since 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 is a board member of the „Studienkreis Rundfunk und Geschichte" [Circle for the Study of Broadcasting and History] and acted as chair from 2007 to 2011. 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, sound studies, as well as questions on

the history of media, programming and mentalities in the 20th century. ❍ http://hbi.to/850

Website of Research Centre: ❍ http://hbi.to/2119

Projects 2011/2012

- Public Communication as Facilitated by the Media from the 1950's to the 1970's
- Norag and the Culture of the 1920's in Hamburg
- The Literary Programme Offering of the Reichssender [Reich Broadcasting] Hamburg
- Medial and Mental Representations of the Holocaust
- Sounds Like … History of Radio Aesthetic (Broadcast Sound Design)
- Communication about the Past. Memory Building and Social Web

Lennart Ziebarth studied Law at the Georg-August-University Göttingen. His research interest lies with public and private media law in which he already absolved the apropriate main focus. While studying he was student assistant to the consultant of the faculty of law. Since April 2012 he has worked as junior researcher at the Hans Bredow Institute in the area of „Media- and telecommunication law". In his PhD thesis he covers the need and possibility of guaranteeing net neutrality.   http://hbi.to/4673

Projects 2012

- Notions of Public Sphere in Information Law
- Working Group Internet and Society

HONORARY MEMBER OF THE DIRECTORATE

Prof. Dr. Wolfgang Hoffmann-Riem, LL.M., studied Law in Hamburg, Freiburg i. Br., Munich and Berkeley. Since 1974 he has been Professor for Public Law and Administration at the University of Hamburg, since 2008 as emeritus. Since 2012 he has been a professor at the Bucerius Law School, Hamburg. From 1979 until the beginning of his activities as Law Senator of the Free and Hanseatic City of Hamburg (September 1995 to November 1997) 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. 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 University 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, Toulane 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). From October 2009 to summer 2010 he spent 10 months at the Institute for Advanced Study in Berlin, researching on law and innovation. ❍ http://hbi.to/854

ASSOCIATE STAFF MEMBERS AND FREELANCERS

Associate staff members and freelancers support the Institute in defining new research topics and in performing concrete investigations. In 2011/2012 the associate staff members were:

Prof. Dr. Joan Kristin Bleicher 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. ◗ http://hbi.to/829

Inka Brunn 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. From January 2009 to December 2011 she was an associate researcher at the Hans Bredow Institute and at the same time a legal trainee (Referendar) at the Hanseatic Higher Regional Court of Hamburg. Since January 2012 she has been a lawyer at CMS Hasche Sigle 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. ◗ http://hbi.to/830

Project 2011/2012

- Copyright in the Information Society – Breaches of Copyright by Search Engines

Sebastian Deterding, M. A., studied Comparative Literature, Communication, Psychology, and Philosophy at the Westfälische Wilhelms-University Münster and Brown University, Providence, USA. After finishing his studies, he worked several years as program manager and online editor-in-chief at the multimedia department of the Federal Agency for Civic Education, Germany. He was the product manager of the e-democracy application „Wahl-O-Mat", project lead of a social networking site for civic youth engagement, and edited several online dossiers on topics including open source, copyright and video games. His stay at the Federal Agency was interrupted by a short commission to the Information Society Division of UNESCO, Paris, where he worked on information policy and internet governance. Subsequently, Sebastian became a research associate at the GATE Game Research for Training and Entertainment Project at the University of Utrecht, The Netherlands, where he developed design guidelines for persuasive games, before moving on to become a user experience designer at the publishing company Gruner+Jahr

AG & Co KG in Hamburg, where he was UX project lead for the redesign of a major news site. From October 2009 through March 2010, Sebastian has been a junior researcher at the Hans Bredow Institute and has been working on research projects at the intersection of code, governance, persuasion and game design. Since April 2010 he has done his PhD with a scholarship granted by the Hamburg Excellence Initiative at the Graduate School „Media and Communication", the interdisciplinary PhD Programme of the Research Center for Media and Communication (RCMC) in Hamburg. He is still related to the Institute as a staff member of the working group „Digital Games and Online Worlds". His research interests include the persuasive design of games and digital media, new media governance, fictional transmedia worlds and their communities, and Goffmanian frame analysis as a theoretical approach to fiction and video games. ❍ http://hbi.to/3121

Personal website: http://codingconduct.cc

Projects 2011/2012

- The Video Game Frame: Video Game Play between Technical Artefact and Social Framing
- Games Convention Online 2010: Business Talks
- Working Group Digital Games and Online Worlds

Hanna Domeyer, M. A., 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]. From November 2007 to October 2009 she worked as a researcher at the Hans Bredow Institute where she mainly worked on a project about media repertoires (stable transmedial patterns of media use), funded by the German Research Foundation. Since October 2009 Hanna is a PhD student of the Graduate School Media and Communication, the interdisciplinary PhD programme of the „Research Center for Media and Communication (RCMC)" in Hamburg. Her PhD project deals with the interrelations between transcultural and transmedial patterns of media use and perceptions of communities. She has been

awarded a scholarship from the State Excellence Initiative in Hamburg for this project. Hanna stays an associate researcher of the Hans Bredow Institute. Hanna 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. ❍ http://hbi.to/1524

Projects 2011/2012

- Information Requirements and Information Searches Under the Heading of Crossmedial Use and Converging Offerings
- Media Repertoires
- Research Centre "European Media and Public Spheres" (EuroMaPS)

Dipl.-Psych. Juliane Finger 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 inspectors in „Tatort". From November 2008 to October 2009 and again since April 2011 she has been a Junior Researcher at the Institute of Media and Communication (Prof. Dr. Uwe Hasebrink) at the University of Hamburg. Since October 2009 she has been a member of the Graduate School „Media and Communication" of the „Research Center for Media and Communication (RCMC)" at the University of Hamburg. In her dissertation she investigates long-term media effects. Her key fields of interest are reception history, and long-term effects of the media, as well as media and gender. ❍ http://hbi.to/2315

Projects 2011/2012

- The Genre of Witnessing: Media, History and the Holocaust
- Watching the Holocaust on TV – the Meaning of Television for the Long-term Development of Recipients' Representations of the Holocaust

Dr. des. Sascha Hölig, M. A., 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 crite-

ria in determining topics and in presenting molecular medicine in TV science magazines. From 2007 to 2011, he was a researcher at the Chair in Empirical Communication Studies (Prof. Dr. Uwe Hasebrink) at the Institute for Media and Communication at the University of Hamburg. Following this he was a researcher at the Institute for Communication Studies and Media Culture at the Leuphana University Lüneburg. Since 2012 he has been the Teaching Evaluation Coordinator of the Leuphana University Lüneburg and responsible for conceptual development and execution of the evaluation of seminars and lectures and systematic surveys. In his research, he is interested in the areas of media use and media effects. In his PhD-thesis, finished 2011 at the Graduate School of the Research Center for Media & Communication (RCMC) he dealt with the identification of communication modes on the Internet. ⊙ http://hbi.to/841.

Project 2011/2012

- Information-Oriented Communication Modes on the Internet

Thorsten Ihler 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 was an academic staff member in the area of media and telecommunications law from March 2008 to September 2009. From May 2010 until May 2011 he worked at the department of data protection at the Federal Ministry of Justice, since 2011 he has been a legal trainee at the Higher Regional Court (OLG) Celle. He has been a freelancer for the Institute since October 2009. His research interests lie in the area of the protection of minors from harmful media as well as in the law on data protection. ⊙ http://hbi.to/1525

Kwangnam Ko, M. A., studied Massmedia and Journalism at the Sung Kyun Kwan University (SKKU) in Seoul, South Korea. In his master's thesis (2008) he explored the role of traditional narratives such as film related to the experience of gamers playing video games. From 2004 to 2005 he was a research assistant at the Research Center

of the Korea Broadcasting Comittee (KBC), from 2007 to 2010 he was a staff member and later became Professional Member of the Board at the Game Rating Board of South Korea. Since March 2010 Kwangnam Ko has been a fellow at the Graduate School Media and Communication (GMaC) researching on the topic „Vergleichende Untersuchung zur Spielerfahrung und Immersion bei FPS-Games von deutschen und koreanischen FPS-Spielern" [Comparative Survey on Gaming Experience and Immersion of Gemran and Korean FPS Gamers with FPS Games]. His research priorities are narratives, social interaction and immersion in the virtual gaming world, as well as intercultural research regarding Europe and Asia. ⊙ http://hbi.to/3690

Project 2011/2012

- Working Group Digital Games and Online Worlds

Dr. Till Kreutzer is a lawyer, legal scholar, and a journalist. He is a partner at i.e. Consultant Bureau for Information Law in Hamburg, an independent think tank on strategies for the digital world. He is a lawyer and partner at the law office iRights.Law and further a founding member and law editor of iRights.info, the Internet portal for consumers and creative on copyright law in the digital world. The portal has been awarded several times, for example, the Grimme Online Award 2006. In 2010 Till Kreutzer was elected „ad personam" member of the German UNESCO commission. He is also a member of the „Institute for Legal Issues of free and open Software" (ifrOSS), and a member of the academic advisory board of the IK – Interformation and Communication Circle of Financial Services. Till Kreutzer was content leader of the third initiative of the think tank „Collaboratory – Internet and Society", in which new approaches for a copyright law in the digital world were developed (hosted by Google). He teaches copyright law, trademark law, data protection law and personality rights at various institutions (among others at the Akademie für Publizistik, at the FU Berin, at the Humboldt University Berlin, and at the Evangelische Journalistenschule). 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://hbi. to/856

Project 2011

- Innovation Workshop „Creativity and Copyright in the Net Economy"

Florian Seitz, LL.M. (UCT), studied Law law at the Universities of Constance and Munich. After his First Legal State Examination he completed an LL.M. program with a specialisation in public law at the University of Cape Town. Throughout his studies, Florian gained valuable practical experience from his work for various international law firms. From 2008 to 2011 he also worked as a research assistant at the „Institut für Politik und Öffentliches Recht" [Institute for Politics and Public Law] of the Ludwig-Maximilians-University Munich. His tasks there included detailed research on legal challenges caused by the new media and changes in communication behaviour. Since Mai 2012 Florian has been a junior researcher and PhD student at the chair for „Media Law and Public Law including its theoretical Bases" of Wolfgang Schulz at the University of Hamburg. His doctoral thesis deals with legal aspects relating to the use of new media in education. ➲ http://hbi.to/4726

Malte Ziewitz, M.P.A., studied Law in Hamburg and Public Policy in Harvard. From June 2003 to August 2004 he worked at the Hans Bredow Institute as a junior researcher. From September 2004 to June 2006 he was a McCloy-Scholar at the MPA-Programm of Harvard Kennedy School. Since October 2006 he has worked on his PhD at the Institutes for Science, Innovation and Society at the University of Oxford. He is mainly interested in new and non-obvious forms of governance and regulation in digitally networked environments. In his doctoral project, he examines the ontological politics of ranking and rating technologies in a series of ethnographic case studies. ➲ http://hbi.to/857

Felix Zimmermann, LL.B., 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 had already been a student assistant at the Hans Bredow Institute and from August 2006 to February 2012 he was a freelancer in the department of Media and Telecommunication Law. Since March 2012 he has been a lawyer at Schertz Bergmann Lawyers in Berlin in the field of press, copyright, sports, and competition law. ➲ http://hbi.to/853

Project 2011

- Product Placements in the Electronic Media

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 2011 have been:

Florian Bayer, Tobias Beutler, Lorena Campbell, Lena Dammann, Kevin Dankert, Marius Drosselmeier, Verena Eustermann, Söhnke Greite, Rita Groeneveld, Christina Heller, Henrik Holdmann, Julia Jacobsen, Katharina Johnsen, Laura Kivelitz, Sophie Victoria Knebel, Stephanie Lauke, Lucia-Doris Manzl, Lea Michalke, Lisa Otto, Janina Plate, Anna Pötter, Claudia Qualmann, Nicole Reschke, Wiebke Rohde, Suzan Rude, Christopher Schack, Mareike Scheler, Inka Corinna Schild, Lutz Schröder, Felix Schröter, Claudia Till, Lorena Toledo, Nevra Tosbat, Nicole Waldforst, Niklas Weith, Nicolas Wettstädt, Fin Winkelmann, Lea Wohl.

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Prof. Dr. Uwe Hasebrink
Chairperson

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Editor, Public Relations

Dipl.-Bibl. Jutta Simon
Library, Editor

Law

Stephan Dreyer
Data Protection, Protection of Minors

Stefanie Hagemeier
Broadcasting Law, Media Financing

Martin Lose
Internet and Society

Marcus Oermann
Internet and Society

Lennart Ziebarth
Internet and Society

Senior Visiting Research Fellow

Dr. Per Christiansen, LL.M. (LSE)
Internet, Data Protection

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Dipl.-Psych. Juliane Finger
Dr. Till Kreutzer
Florian Seitz, LL.M. (UCT)
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Online Participation

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Health Communication

PD Dr. Wiebke Loosen
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Julius Reimer, M.A.
Journalism Research

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Political Communication,
Digital Interactive Media

Dipl.-Soz. Hermann-Dieter Schröder
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Dipl.-Päd. Christiane Schwinge
Media Socialisation and Media Education

Dr. Roberto Suárez Candel
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Sebastian Schieke
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Research Centre for the History of Broadcasting in Northern Germany
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