In its research for the year 2007/08, the Institute once again enjoyed the privilege of engaging with many of the socially relevant questions in public communication. The goal of using research activities to present insights, reflections and constructive options to a public interested in them was realised across a range of different areas.

In this way, large sections of the Institute participated in an evaluation of the entire system for the protection of minors from harmful media in Germany. Working on this had definite links to methodological problems in interdisciplinary work, as a well-defined research landscape certainly does exist in the area covering the use by children and young people of various media and in that of potential effects. However the structure of that landscape does not by any means aim at bringing to light any results allowing the evaluation of concrete mechanisms for the protection of minors, such as, for instance, setting age categories for computer games or controlling access to cinemas. The Institute’s report was the subject of an intensive discussion about policies on young people and on the media and it has been integrated into the first amendment of the Protection of Young Persons Act in 2008. The Federal Government and the States are engaged in implementing further results of evaluation. The Institute does not regard its work as finished with the presentation of the report and it is much rather keeping abreast of the implementation process and is doing further work on some subsidiary questions – on online computer games, for instance – through smaller-scale studies.

One further major undertaking with significance for media politics is the academic report, completed in Spring 2008, on the federal government’s report on communication and media; it is to be published together with the report in Summer 2008. Here, the focus is not on acquiring new research results, but much rather on a compact and comprehensible description spanning all the media of public communication, as well as setting out the problems addressed by research for the discussion on media politics.

The main project of the Research Centre for the History of Broadcasting in Northern Germany (FGRN), established jointly by the NDR (North German Broadcasting), the Hans Bredow Institute, the University of Hamburg and the WDR (West German Broadcasting) in 2000, which was devoted to the history of the Northwest German Broadcasting Service, was successfully completed at the end of 2007. As the cooperating partners also considered the organisational form and the work presented by the research centre had proved themselves, it was agreed in 2007 to enable work to continue with core funding until 2012.

Even though the Institute traditionally focuses on the area of the publicistic media, questions raised “on the margins” and concerning the evolution of new structures of communication do turn out to be particularly interesting. Against this background, the Institute – together with the University of Salzburg – has successfully tendered for a research project involving analysis of the use of so-called Web 2.0 services by young people, that is to say, social networks like StudiVZ or SchülerVZ. In this area, reliable data has been lacking up to now, although this phenomenon has attracted much attention in public discussions. In addition, the Institute has concentrated its activities on computer games and virtual worlds into one research focus, which investigates questions in this area in the transdisciplinary fashion characteristic of the Institute.

In the area of online research, the Institute was last year able to secure a proven expert for its team in the person of Dr. Jan-Hinrik Schmidt. He is not only active in various research projects, but has also gained considerable media presence for the Institute on topics related to Web 2.0.

Its capacities permitting, the Institute also promotes international contacts by inviting guest
researchers: Joan Ramon Rodriguez-Amat (Universitat de Vic, Barcelona, Spain) a researcher into media and politics, has been our guest on a six-month DAAD (German Academic Exchange Service) scholarship since March 2008 and is completing his doctorate with us on the role of the media in the construction of mythologies of the nation. In May / June Marcelo Thompson Mello Guimaraes, a lawyer from Rio de Janeiro, worked at the Institute as a fellow of the Alcatel Lucent Foundation. He has been pursuing a doctorate at Kellogg College and at the Oxford Internet Institute of the University of Oxford and has presented his work on the topic of net neutrality at the conference “Chancengleichheit für Content auf Netzwerken und Plattformen” (Equal Opportunities for Content in Networks and on Platforms).

As in previous years, the present research report represents an opportunity to thank all colleagues in the Institute for their high level of competence and commitment without which the plethora of activities documented here would not be possible, given the rather low ceiling on our staffing.

As regards its research and knowledge-transfer performance, the Institute has completely exhausted the capacities of its current staffing level. The dominant orientation towards project work financed by third parties gives the Institute a close contact with practitioners, which is also helpful for its studies. Nevertheless, we are convinced that a sufficient quantum of basic research must be maintained in order to generate ideas and insights which are relevant for practitioners. The Institute is engaged in working out plans to meet these goals. This is meant as a response to the recommendation from the “Wissenschaftsrat” (The German Science and Humanities Council) that a research institute into communication and media able to provide continuous and profound advice at a high level for politics, commerce and the general public must continue to flourish.

That it is also possible at the moment to work on fundamental questions alongside projects and to offer others a professional research infrastructure comes about thanks to the long-standing institutional sponsors of the Institute: the Free and Hanseatic City of Hamburg, NDR Media GmbH (plc) (the ad sales of the North German Broadcasting Corporation), WDR Media Group GmbH (plc) (the ad sales of the West German Broadcasting Corporation), ARD Advertising (the ad sales of the Association of Public Broadcasting Corporations in the Federal Republic of Germany), the ZDF – The Second German Television Service, the broadcaster Deutsche Welle, the Association of State Media Authorities in the Federal Republic of Germany as well as the Media Foundation “Medienstiftung Hamburg / Schleswig-Holstein”.

Hamburg, in July 2008
Uwe Hasebrink, Wolfgang Schulz
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A. THE RESEARCH PROFILE OF THE HANS BREDOW INSTITUTE

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

Working Methods
The Institute’s research takes place independently, across disciplines, flexibly and it is oriented towards cooperation; transferring our research results into praxis, politics and the public sphere is very important to us:
– Core projects in research develop theoretical insights or methods, which are then applied and developed further in ensuing projects.
– individual projects analyse current developments in media.
– procedures such as monitoring, coaching and periodically recurring projects create a basis of information for other parties but also for the Institute itself.
– insights are worked through and research results communicated in workshops with experts and practitioners.

Research Foci
The Institute’s staff and its organisation are separated into two strands, one jurisprudential and one social scientific; within each strand, research projects proceed according to their respective theoretical and methodological standards. However, in accordance with the Institute’s transdisciplinary approach, the medium-term research planning follows comprehensive thematic foci. With its clearly defined research foci the Institute seeks to set emphases in areas deemed particularly relevant. In cases, where the Institute is convinced that such a thematic focus should consolidate and structure its work, it makes this line of enquiry also externally visible as a separate “research programme”. What follows will sketch the foci currently being foregrounded.

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

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

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

Changes in Media Use

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

New Forms of Regulation

New forms of regulation represent a focus of the Institute’s jurisprudential research. At question is how the changes in the media sphere can be legally structured where a need for legal regulation arises in the face of the dynamic development of the media and which new forms of regulation are respectively appropriate. Core ideas, like “regulated self-regulation” develop innovative solutions for current problems, for example in the protection of minors from harmful media or in the area of digitalisation.

Centre for the History of Broadcasting in North Germany

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

Survey of individual Projects

As a rule the Institute deploys its research organisationally in the form of single projects oriented towards the research foci named above. The present report is also accordingly structured along individual projects. They are categorised – to enable easier access – according to the classical research areas 1) the system of the media and politics 2) media and telecommunications law 3) media organisation and media business 4) media offerings and media culture and 5) media use and media effects.
B. RESEARCH PROJECTS 2007/2008

I. THE SYSTEM OF THE MEDIA AND POLITICS

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


On behalf of the Federal Government, the Hans Bredow Institute has authored a comprehensive assessment of the development of media in Germany since 1997. It is meant to serve as a basis for the Federal Government’s Report on Communication and Media. The German Bundestag (Upper House of Parliament) requested that the federal government produce an appropriate report on the state of the media, which continues the tradition of the Federal Government’s media reports last published in 1998. With this, the Federal Government announced its intention to establish a database on the subject of the development of the media and communication system available with these reports every two years in future. In addition, the report is meant to offer a point of departure for identifying problems in the area of communication and media early as well as for presenting various solutions. The Federal Government wanted to have these studies conducted by an independent academic institution.

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

To discuss current media developments and their effects on society, the Institute arranged five expert workshops, the insights of which were integrated into the report.

The research-based section of the report was already submitted to the Federal Government Commissioner for Culture and the Media in Summer 2005. Due to elections held in September of that year, the outgoing Federal Government was not in a position anymore to publish the report. The new Federal Government Commissioner for Culture and the Media, State Minister Bernd Neumann, confirmed his intention to present a communication and media report. An updated version of the report was, therefore, submitted to its commissioning agency at the beginning of 2008; publication follows in Summer 2008.


Funding: Federal Government Commissioner for Culture and the Media

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

Carried out from October 2006 to October 2007, this project analyses the current system for the protection of minors from harmful media as established by the Federal Youth Protection Act and the Interstate Treaty on the Protection of Minors from Harmful Media. On the basis of its results, the Federal Government and the States intend optimizing the system.
The project design aimed at evaluating the way the processes and organisations prescribed by applicable laws are working; the research purpose was orientated according to the parameters set by the federal government and the States as well as the States’ declared protocols regarding the Interstate Treaty on the Protection of Minors from Harmful Media. The analysis proceeds in two stages, an analysis of adequacy and one of compliance.

In the analysis of adequacy, the processes reformed in the law’s stipulations were examined with a view to the extent to which they are adequate for achieving the particular regulatory goal in question – that is, the specific regulatory purpose with due regard to constitutional law. In the areas of particular reference, the analysis of adequacy was intended to demonstrate inherent weaknesses in the system for the protection of minors and to assess the assignment of regulatory competencies, the areas of application of the legal frameworks and the inclusion of regimes for self-regulation. Alongside this, findings on acceptability on the part of relevant agents and addressees are to be determined through workshops, group and individual interviews with parents, minors and disseminating agencies in media-pedagogy as well as through interviews with experts. The qualitative enquiry with parents, minors and pedagogical counsellors was performed by the JFF – Institute for Media Pedagogy in Research and Practice (JFF – Institut für Medienpädagogik in Forschung und Praxis, München).

The analysis of compliance which builds on the processes and organisations prescribed by applicable laws is working; the research purpose was orientated according to the parameters set by the federal government and the States as well as the States’ declared protocols regarding the Interstate Treaty on the Protection of Minors from Harmful Media. The analysis proceeds in two stages, an analysis of adequacy and one of compliance.


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

Publications:

Event:

Lectures:
„Jugendmedienschutz in Deutschland. Regulierungskonzept, Ausgestaltung und Erfahrungen“ [The Protection of Minors from Harmful Media in Germany. The Regulatory Concept, the Structuring and the Experiences Gained], lecture by S. Dreyer in the context of the event “projuvenente Jugendmedienschutzdialog” on 18 April 2008 in Bern.
“Analyse des Jugendmedienschutzsystems” [The Analysis of the System for the Protection of Minors from Harmful Media], Presentation of the Evaluation Results by W. Schulz on 24 January 2008 before the Select Committee on New Media in Berlin.
“Was bleibt? Was ändert sich?” [What Remains? What Changes?], lecture by W. Schulz on the analysis and evaluation of the current regulations for the protection of minors in the context of the media days on 8 November in Munich.
“Analyse des Jugendschutzsystems – Eine problemorientierte Projektvorstellung“ [Analysis of the System for the Protection of Minors – A Project Concept Orientated Towards Issues], lecture by W. Schulz in the context of the joint annual meeting of specialists in protection of minors of the higher authority for protection of minors at the Freiwillige Selbstkontrolle der Filmwirtschaft (FSK) and of the assessors of the Freiwillige Selbstkontrolle Fernsehen (FSF) “Children’s Film – Children’s Television” on 26 April 2007 in Stuttgart.

3. The German System for the Protection of Minors in the Area of Video and Computer Games – General Framework, Application and Options for Action

Reacting to the current relevance of the topic and in the course of the evaluation of the system for the Protection of Minors from Harmful Media (JMSv and JuSchG; compare project No. 2), the Hans Bredow Institute had brought forward the analytical procedures it intended in the area of screen-based games and has widened the scope of the investigation. The corresponding report was submitted at the end of June 2007.

The investigation proceeded via four steps: analysis of the framework for the protection of minors in the area of video and computer games, (2) analysis of adequacy and compliance, (3) depiction of the general framework according to constitutional law, (4) analysis of deficits, analysis of suggestions for reform and development of options for action for optimising the protection of minors in the case of video and computer games. On the basis of the existing results, the deficits established in the protection of minors in the case of video and computer games and their possible causes were collated.

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


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

Publications:


Lectures:


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

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

Against the background of discussions in academic, political and social spheres on the protection of minors against harmful media in the area of video and computer games, the Institute is also organising the European symposium: “More Fun, More Risk? Video- and Computerspiele als Herausforderung für den Jugendmedienschutz” [Video
5. The International Media Handbook

After a lengthy hiatus since the last edition of the Handbook had appeared in 2004, the Institute decided to begin work on a new edition, despite the still unclear state of finances, to avoid cancelling the globally unique project without notice. As the Nomos Verlag only carries the cost of production as well as a portion of the authors’ fees and costs for translation, the main burden of conceptual and, above all, editorial work rests with the Institute in financial terms as well. This service is, however, no longer tenable for the Institute alone, so that various possibilities for attracting sponsoring and also the possibility of a pure English-language publication have been, and are still being, considered and pursued.

As usual, the new edition of the International Handbook provides comprehensive information on the most important current developments in the areas of print, broadcasting and online-services worldwide. In Part A, across the board contributions and general surveys and analyses will present transnational developments and general lines of development, in which individual aspects of legal and economic development and of available material in the areas of press, broadcasting and online media will be more closely examined.

In parts B and C (Media in Europe, Media outside of Europe) the developments of media in individual states will be described and will involve efforts to extend the reporting to countries as yet not covered, above all in Africa and Asia.

The authors of the reports on countries, experts from the respective countries or persons knowledgeable about the local media systems will describe for each of the three areas of print, broadcasting and online the following dimensions: legal and historical bases, organisation and financing of providers, offerings and use, recent developments. The reports on countries will be augmented by an analysis on the status of developments in convergence with their consequences for the three areas named, through citing of contact addresses for the most important media institutions and agencies, references to literature and pertinent links to further information.

To improve the comparability of the information on individual countries, it is intended to also include in the new edition standardised tables in the individual reports – an intention which has in practice run into difficulties due to the very disparate conditions of data.

A selected bibliography (Part D) will round off the handbook and will enable users to engage more deeply with individual themes.

The new IHM is planned to appear in autumn 2008.

Compilers: C. Matzen, A. Herzog, K. Grund, with contributions from N. Landeck et al.

Publication:

6. Media Users as Parties active in Civil Society

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

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

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

Researchers: U. Hasebrink, A. Herzog

Funding: European Commission, E-Learning Programmes

Publications:
- Herzog, A.; Country Reports Bulgaria, Czech Republic, Denmark, Estonia, Finland, Latvia, Lithuania, Norway, Poland, Slovakia, Sweden, Switzerland.

Lectures:


FURTHER ACTIVITIES

Further Projects

Possibilities for Securing the Public Service externally and internally

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

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

Publications:


Lectures/ Events:


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.

The Centre currently has two areas of particular emphasis in its activities: on one hand, in the context of the EU’s Erasmus Mundus programme
its members 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, EuroMaPS places particular emphasis on the topic area of “risk communication”.

Researchers: Hasebrink, A. Herzog, H. Domeyer

Lectures:

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

International Radio Research Network (IREN)

In comparison to other media, radio enjoys little attention among researchers; it appears that the most-used medium is such a routine accompaniment to the day that there is no need to bother about it. Together with 13 partner organisations from ten European countries, the Institute wants to promote interest in research into radio and to draw more attention to it through the international networking of researchers into radio. At the same time, a basis was to be created for intensifying comparative research into radio.

To this end, an “International Radio Research Network” was founded, which is trying by various means to enliven radio research in Europe: summer schools and international conferences on radio have been organised – in April 2004 in Bordeaux, in 2005 in Seville, in 2006 in Bilbao, Lublin and Brussels. In addition, a database is being constructed to be searchable online and to provide information about European radio systems as well as about the publications of European researchers into radio (www.iren-info.org). In addition, members of the project have founded a Radio Research Section in the framework of the European Communication Research and Education Association (ECREA; http://sections.ecrea.eu/RR/index.html). Funding from the EU for the 6th Framework Programme ran out at the end of 2006. In the 7th Framework Programme, the partner organisations have applied for funding for a comparative research project under the title “Creativity, Culture, and Democracy: the Role of Radio”.

Researchers: U. Hasebrink, A. Herzog

Funding: European Commission, 6th Framework Programme, Coordination Action

Further Lecture

II. MEDIA AND TELECOMMUNICATIONS LAW

Researchers 2007/2008: Inka Brunn, Stephan Dreyer, Stefan Heilmann, RA Dr. Thorsten Held, Thorsten Ihler, Stefanie Lefeldt, Dr. Wolfgang Schulz (consulting), Felix Zimmermann

Associates 2007/2008: Arne Laudien, RA Dr. Till Kreutzer, Thilo Wind, Malte Ziewitz

Freelance 2007/2008: Sascha Arnold, Christine Scheunert

7. The Future of the Control of Media Concentration

Not just since the publishing house Axel-Springer-Verlag was refused a majority shareholding in ProSieben SAT.1 Media AG have the regulation and the processes of controlling concentration in the media field been the subject of jurisprudential and juridical policy-making discussions. Ambiguities exist above all, when so-called cross-media integration is included (that is, for instance, broadcasting and the press): is the current focus on broadcasting still appropriate? What significance accrues to online and mobile offerings in this context? How can an unambiguous legal situation and security at law be guaranteed for the benefit of all involved parties?

After the Institute had offered suggestions for developing the control of concentration further, an analysis was made in 2007 for the Commission on Concentration in the Media (Kommission zur Ermittlung der Konzentration im Medienbereich KEK) on the legislative reaction in other countries to cross-media connections.

Researchers: W. Schulz, T. Held

Commissioned by: Kommission zur Ermittlung der Konzentration im Medienbereich KEK
[Commission on Concentration in the Media]

Publications:

8. Online Offerings from Public Broadcasters

The 12th Amendment of the State Treaty on Changes to Broadcasting (Rundfunkänderungsstaatsvertrag) amends the legal framework for the activities of the broadcasting institutions. The new regulation takes into account the agreement between the Federal Republic of Germany and the European Commission on cooperative measures. The constitutional demands on the drafting of the functional requirement as regards new services are the subject of the project completed in 2007. Beyond the area of online offerings criteria were developed, which make possible the legal assessment of the broadcasting institutions’ services on digital platforms. Moving on from the interpretation of the constitutional concept of broadcasting, where it is demonstrated that it is not a question of categorisation as “presentation”, the relevance of online-services for the lawmakers’ drafting was investigated. In this, insights from communications and business studies were included, and it was demonstrated that, on one hand, particular online services show a high degree of relevance in the forming of opinions and, on the other, with commercial offerings structural deficits also exist in the internet as regards the fulfilment of the constitutional stipulations. The next step was to analyse the services for which the structural peculiarities of public broadcasting are relevant (functionally relevant services) and which services the
broadcasting institutions have to offer, in order to be able to fulfill the commission laid upon them under changed technical and social conditions as well (functionally necessary services). With the question as to the functionally relevant services, the particular production logic of public broadcasting was considered. Procedural rules for the adoption of new services were equally elucidated and the extent to which the broadcasting institutions themselves are subject to the constitution was investigated.

Researcher: T. Held

Publication:

9. Search Engines as Gatekeepers in the Internet

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

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

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

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

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

Funding: Landesanstalt für Medien Nordrhein-Westfalen LfM (Media authority of Northrhine-Westphalia)

Publications:

Lectures:


“Vertrauenswürdige Anbieter: Wer bietet verlässliche und vielfältige Informationen in der digitalen Welt und wie finden Nutzer den Zugang zu diesen Informationen?” “[Trustworthy Providers: Who Offers Dependable and Varied Information in
10. Present Status and Future of local and regional Television in East Germany

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

In the context of the project, the Hans Bredow Institute conducted a survey of the regulation/support measures of local and regional television. Building on the analysis of the four steps, options for action according to broadcasting law were presented, which can promote reinforcing of local television in East Germany whilst observing the limits imposed constitutionally and by the law on subsidisation.

Researchers: W. Schulz, I. Brunn

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

Funding: Thüringer Landesmedienanstalt (TLM), Medienanstalt Sachsen-Anhalt (MSA), Medienanstalt Berlin-Brandenburg (mabb), Sächsische Landesanstalt für privaten Rundfunk und neue Medien, Landesrundfunkzentrale Mecklenburg-Vorpommern (LRZ)

Publication:

Lecture:
“Gegenwart und Zukunft des Lokalen Fernsehens in Ost-deutschland” [Present Status and Future of Local and Regional Television in East Germany], presentation of the most important results by W. Seufert and W. Schulz at the Media Meeting Mid-Germany on 7 May 2008 in Leipzig.

11. Decisions in Cases of Uncertainty in the Protection of Media for Minors

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

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

Work on this aims to analyze more closely the criteria, selection, boundaries, preconditions and characteristics of the individual categories among the areas of leeway – for instance, normative-factual, those related to parties involved or assessments interpreting real situations – and their integration with each other. Alongside this will come investigation of the extent to which, with
12. Copyright in the Information Society – Breaches of Copyright by Search Engines

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

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

This technical functioning could breach copyright in multiple ways. This PhD-project investigates a search engine’s possible breaches of copyright and, taking account of the constitutional significance of search engines for public communication, tries to demonstrate possible new solutions.

Researcher: I. Brunn

13. Obligations to provide Information in Telemedia Law and User-Generated Content

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

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

The actual provisions of the §§ 5 Telemedia Law, 55 Interstate Treaty on Broadcasting and Telemedia are promulgated in sub-constitutional law. Here, it is initially a question of clarifying in which cases the user of a telemedium can be simultaneously a provider of their own telemedium offering. And in addition, attention will be paid to the question, relevant for European law in terms of the free rendering of services, that is when a telemedium is as a rule offered free of charge.

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

Researcher: S. Heilmann
14. Optimising the E-Learning Programmes at the University of Hamburg which refer to Media Law: “Global Classroom” and “Blackboard”

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

Alongside this the e-learning project “Global Classroom” is offered, in the context of which the Institute has developed an e-learning tool (“Global Classroom”) for the application of virtual forms of teaching in jurisprudence, which is based on a software platform specially programmed for these cases and being further developed since 2002. Since that time, the seminars on “Broadcasting Regulation: Market Entry and Licensing”, “Freedom of Expression and Privacy on the Internet” and lastly “Youth Media Protection and Broadcasting: Constitutional Backgrounds and Regulation Concepts” have offered students from Hamburg, Toronto und Bologna the possibility to get to know a new form of computer-based teaching.

In 2004 and 2005, the Institute received financial support to develop this initiative and its didactic methods in the context of the “Global classroom” seminars through the E-Learning Consortium Hamburg (ELCH), since then the programme has been financed from in-house sources.

Researchers: W. Schulz, S. Dreyer

Funding (2007/2008): University of Hamburg

15. Product Placements in the Electronic Media

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

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

Researcher: F. W. Zimmermann

FURTHER ACTIVITIES

Further Projects

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

The Institute has been engaged in the area of basic and further education in media law for several years. In April 2006, the German Federal Bar Council established an avenue for becoming a specialist solicitor in “Copyright and Media Law”
and with that made a recognised index of specialisation available to lawyers with the appropriate emphases in their interests or activities. In cooperation with a provider of courses for specialist lawyers, Dr. Grannemann & von Fürstenberg, the Institute is developing curricula and materials for a specialist lawyers’ programme, “Copyright and Media Law”, which is to be offered from 2008 onwards. Distinguished lecturers from academic circles, from commercial practice as well as from the judiciary and the Bar have been enlisted to contribute to the courses.

Researchers: S. Dreyer, W. Schulz

New Forms of Regulation in Media Law

Among the questions occupying the Institute for a long while now has been the one about suitable instruments and concepts for governance in the media area. This concerns, for instance, models of co-regulation or regulated self-regulation. In this respect, using a definition of co-regulation, a large European project investigated already enacted co-regulation measures in the media sector of all 25 member states and in three selected non-EU countries. This concerns essentially media of electronic communication, film and computer games. Alongside insights into the effectiveness of measures for co-regulation to gain public goals, the correlation of such measures with stipulations of European law was analysed. The insights gained from this project are applied to specific sectors and extended, for instance, in evaluating the protection of minors (see project no. 2), as the JMStV is based on a model of regulated self-regulation.

A further research project engaged with the involvement of the public for achieving aims of governance – for instance, in the form of warnings, but also of more complex regulatory initiatives – and defining the legal framework for it was completed. The text is awaiting further work for submitting as a postdoctoral thesis and finally for publication.

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

Publications:

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

Events:
Presentation of the draft final report of the study on: “Co-Regulation Measures in the Media Sector” on 19 January 2006 in Brussels.

Reform of Communications and Media Policy

The media policy in Federal Government and States and at the European level continues to strive for the alignment of its framework with the requirements of convergence in the media area. The Institute is supporting this through concrete projects like the research section of the Report on Communications and Media (see above, project no. 1). Alongside this, representatives of the Institute are cooperating in expert groups of the European Commission, are giving the problem area structure through talks or offering contributions at hearings.
Against this background, a systematic research-based presentation of media policy also makes sense. Commentary on important regulations in German broadcasting law will make a contribution to that and, at the same time, the individual problems posed by converging digital media landscape will in turn crystallise out. Among these latter, the situation, for instance, of so-called platform providers, now firmly to the fore, figures in the context of digital cable television as well as of television for mobiles. Their example also permits an illustration of challenges to traditional models in broadcasting law, such as that of the broadcasting provider, a concept that is also coming increasingly under pressure in other respects. Finally, there appears to be some profit in systematically describing media regulation on the European level to gain a better understanding of the legal background to media policy.

Researchers: W. Schulz

Publication:

Lecture:

Editorial Responsibility in the Guidelines on audiovisual Media Services

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

Researchers: W. Schulz, S. Heilmann

Funding: Europäische Audiovisuelle Informationsstelle (European Audiovisual Observatory)

Publication:

Events

Symposium* Equal Opportunities for Content in Networks and on Platforms*

On 3 an 4 June 2008, the Institute cooperated with the Alcatel Lucent Foundation for Communication Research and the State Media Authority Hamburg / Schleswig-Holstein in mounting a symposium on the topic of “Equal Opportunity for Content in Networks and on Platforms”.

The Symposium began by considering how developments in the area of networks and platforms do indeed open up new possibilities, but also bring with them new risks for the access, from content to user, and for service quality. Papers on the latest development in net-technology formed the premise: what potential for discrimination do Next Generation Networks have? What consequences will the shift to IP-nets have for the distribution of content? What influence does display technology have on the power relations in the television market?

A further section took up the economic consequences of the technical developments: what new models of returns and of added value chains evolve? What are the consequences of net neutrality or of its demise for the extension of the net on the one hand, and for the refinancing of content on the other?

Building on this, the regulatory questions were examined at the nexus of content and transmission pursuit.
technology. Who regulates the access to the user? What prerequisites are in force according to national and European law? Is there any need for an alignment of them?

Conference “Real Rules and Virtual Worlds”

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

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

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

The overture event on 26 January 2004 concerned the revision of telecommunications law and offered a particularly well-qualified speaker in the person of the President of the Regulatory Authority for Telecommunications and Post, Matthias Kurth. The international commercial and corporate law practice Allen & Overy was joint organiser. In cooperation with the practice Taylor Wessing, a further event on 18 April 2005 concerned “New Developments in the Area of Data Protection in the Media” with a talk by Peter Schaar, the Federal Commissioner for Data Protection and Freedom of Information and chairperson of the EU Data Protection Working Party, on Article 29 of the European Community Data Protection Directive. “Protection of Personality and Media Freedom between the European Convention on Human Rights and the Basic Constitutional Law” was the title of an event run together with the law practice Lovells on 23 March 2006, in the context of which Prof. Dr. Dieter Grimm, retired judge of the Federal Constitutional Court, Professor of Public Law at the Humboldt University Berlin and Rector of the Wissenschaftskolleg Berlin (College for Advanced Studies, Berlin), gave a talk.

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

Experts’ Seminar “More Trust in Contents – The Potential of Co-and Self-Regulation in the digital Media”


Its subject was the basic question as to how the confidence of users in the contents of digital me-
dia can be reinforced. In four working groups some 250 media experts from all over the European Union examined the strategies providers use to enhance trust in the content they offer and how measures of self-regulation and co-regulation could support them in their efforts. The following topics and issues were at the centre of the discussion: (1) trust and media skills through content suitable for children: how can more offers for children be created? (2) trustworthy providers: who provides trustworthy and reliable information in the digital world and how can users access this information? (3) trusting industry: which instruments of self-regulation have proven to be effective? (4) trusting cooperation between government and society: what is the potential of co-regulation for digital content?

For further information, see www.vertrau-en-inhalte.de.

Further Talk

III. MEDIA ORGANISATION AND MEDIA BUSINESS

Researchers 2007/2008: Hardy Dreier, Stephan Dreyer, Prof. Dr. Uwe Hasebrink, Stefan Heilmann, Dr. Thorsten Held, Christiane Matzen, Hermann-Dieter Schröder (consulting), Dr. Wolfgang Schulz

Freelance Associate 2007/2008: Martin Mittermeier

16. The Influence of Private Equity in the Media Sector

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

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

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

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

1) Survey of the already existing investments of active finance investors in the area of German television.

2) A description of the situation in a European/international comparison and a presentation of the effect of such investors’ business strategies on the fundamental principles of the German broadcasting system.

3) Evaluation of the insights gained by means of the law as it stands as well as indication of options for action under media law de lege ferenda.

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

Commissioned by: The Conference of the Directors of the States’ Media Authorities (Direktorenkonferenz der Landesmedienanstalten (DLM))

Researchers: W. Schulz, T. Held, S. Heilmann, M. Mittermeier

Cooperating partners: Prof. Dr. Christoph Kaserer (CEFS, TU Munich), Dr. Josef Trappel (IPMZ, University of Zurich)
17. **Navigators and Electronic Programme Guides: the Market in Orientation Guides for digital Television Environments**

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

In the context of a partial study conducted by the Hans Bredow Institute, the programme side is to be more closely elucidated: which characteristics does the technical equipment of the set-top boxes currently possess, which concrete options for use do the navigators/EPGs (e.g. personalisation, various search options) offer, how far do the existing applications take advantage of the potential of the technology? Who are the relevant parties, what strategies do they follow? What distribution and what market-share do the individual boxes have? What distribution and what market-share do the various navigators/EPGs have?

The study relies on assessing publicly accessible information and complementary discussions with experts. It was completed in July 2008.

Commissioned by: The Joint Commission on Digital Access of the State Media Authorities (Gemeinsame Stelle Digitaler Zugang (GSDZ) der Landesmedienanstalten)

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

18. **Evaluation of the Austrian Television Fund**

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

In order to also measure the effect of the Austrian Television Fund in quantitative terms, a written questionnaire was submitted to the Austrian producers of television programmes, with the intention of gauging the changes in television production from 2004 – 2006 in comparison to the period from 2001 – 2003.

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

Researcher: H.-D. Schröder

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

Publication:
19. Evaluation of the Hamburg Media School

The Hamburg Media School (HMS) commissioned the Hans Bredow Institute to undertake an evaluation of its previous work. This is meant, above all, to investigate how far the founding goals of the HMS have been met. A particular point of reference was the “Letter of Intent” of 20 February 2002.

Exhaustive reports by the HMS supplied basic information and gave an overview of the overall institution as well as over the study programmes currently on offer. Beyond that, the institute conducted discussions with representatives of the HMS, with students and graduates, with the Free and Hanseatic City of Hamburg, the media industry of Hamburg as well as with Outsiders knowledgeable about the business.

Criteria were developed from the Letter of Intent and from the current discussion on evaluating tertiary institutions and could be applied to the evaluation of the HMS. The previous activities of the HMS were described, the findings were consolidated and recommendations made for the future development of the HMS.

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

Funding: Hamburg Media School

20. The Music Business in Hamburg – Profiles, Trends and Development Opportunities

The motivation for this investigation, begun in 2005, was the increasingly sharp competition between the locations of the music business in Germany. This competition between localities is driven above all by a comprehensive structural change in the media and communications branches, which is also having a considerable impact on the structure of the music business. The dissolution of traditional demarcations from other branches is characteristic of this structural change, so that it seemed reasonable to bring related markets into the analysis as well. At the centre of the investigation stands the question as to which conditions could contribute to securing and extending Hamburg as a location for music, so that it remains one of the most important locations in Germany.

In the framework of this project is the attempt to develop a concept for strengthening Hamburg as a location for music on the basis of a survey of developments in the city and in cooperation with those active in the branch. Alongside researching data and administering a questionnaire among the music companies in Hamburg, three workshops were conducted with representatives of the branch. One result of the investigation is that the current structural changes must be viewed very differently for the various sub-sectors of the music business.

Hamburg remains one of the most important locations for the music business in Germany and can point to some strengths in that business and build on them, above all where its strength lies in creative potential. A key index of the music business in Hamburg as location are the networks present in various forms, which further reinforce the advantage of local proximity. The existing institutions and initiatives, which at present offer advice and support for the music business, ought, therefore, to be strengthened appropriately, in order to be able to meet the increased demands. The additional establishment of a “Coordinating Office for Music” could offer support here. Beyond that the programme of qualifications and further education should be optimised and the perception of Hamburg as a location for music with its programmes should be reinforced by developing an agreed communications concept.

Researchers: H. Dreier, U. Hasebrink, C. Matzen, W. Schulz

Funding: Behörde für Wirtschaft und Arbeit der Freien und Hansestadt Hamburg
Authority for Economic and Labour Affairs of the Free and Hanseatic City of Hamburg]

Report:

Event:
“Musikwirtschaft in Hamburg” [The Music Business in Hamburg], workshop to present results and discussion on next steps on 14 November 2007.

FURTHER ACTIVITIES

Events

Lecture Series “Games – The future Perspectives of interactive Offerings in the Media” and “Games online”.

Since the 1970s, video and computer games have established themselves firmly in a few social groups as a form of entertainment. The turnover earned worldwide with computer and video games has since 2000 exceeded what the film business gains from cinemas. The growing spread of the technical infrastructure as a precondition to playing games – be it owning a games console or a PC – and the integration of the hardware to the internet are changing the traditional structure of this area. Added to this is the constantly growing significance of mobile games platforms – from the traditional Gameboy to the multimedia–capable mobile.

The lecture series, “Games – Future Perspectives for interactive Offerings in the Media”, was held in the summer semester of 2007 in cooperation with the Ministry for Economic and Labour Affairs, the Working Party on Games and the University of Hamburg and offered an overview of the various areas of this dynamic branch and analysed and observed it against the background of its importance for the entire system of the media under the aspects of competition and complementarity from the view point of business, communications studies and law.

The lecture series “Games online” in the winter semester 2007/2008, which was offered jointly with the Hamburg University of Applied Sciences (HAW Hamburg), formed the second part of the series on digital games and gave researchers from various disciplines and experts from the games business a chance to speak.

Researchers: H. Dreier, S. Dreyer, U. Hasebrink, W. Schulz

Publications:
Dreier, H. (2005): Games made @ Hamburg. Project report commissioned by the working group of the initiative Hamburg@Work (unpublished).

Lectures:
“Online Communities und kommerzielle Kommunikation” [Online Communities and commercial Communication], lecture by H. Dreier in the context of the lecture series “Games online” in the winter semester 2007/08 at the HAW Hamburg on 27 November 2007.
“In-Game Advertising und die rechtlichen Implikationen” [In–Game Advertising and the Legal Implications], participation in a podium discussion by S. Dreyer in the context of the 4. GiM (eGame Marketing) World Congress on 28 March 2007 in Berlin.
IV MEDIA OFFERINGS AND MEDIA CULTURE

Researchers: 2007/2008: Janina Fuge, Prof. Dr. Uwe Hasebrink, Anja Herzog, Dr. Claudia Lampert (contact person), Jutta Popp, Dr. Jan-Hinrik Schmidt, Dr. Hans-Ulrich Wagner

Associates 2007/2008: Prof. Dr. Joan Bleicher, Christoph Hilgert

21. Young People and Web 2.0

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

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

The findings from the various empirical steps as well as the review of the current status of international research are being discussed and connected to perspectives from sociology of communication, youth studies and legal studies. In this way, the need for action and the options in the areas of public communication, identity formation, media competences and media regulation can be formulated. Design and procedure of the empirical parts are closely connected to other specialised studies on media and young people both in Germany and abroad. Thus, the project will lay down the foundation of a study which can be regularly repeated in future and take its place among other of longitudinal studies on media use.

In an accompanying weblog (www.hans-bredow-institut.de/webzweinull) provisional findings and related research are documented and discussed.

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

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

Student Research Assistants: W. Rohde, C. Schwing, S. Trümper

Funding: Media Authority of Northrhine-Westfalia

Publications:


Lectures:


22. Issue filtering and issue monitoring in the Internet

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

A report for the ZDF (Second German Television) describes these developments and its underlying mechanisms, discussing the consequences for the emergence, distribution and monitoring of information, news and issues. It helps to assess current developments in online-based information management and to decide which instruments might be transferred to the (organisational as well as editorial) activity of the ZDF. Three areas come in for particular attention: a) automated news aggregators (e.g. Google News, digg.com), b) innovative forms of content classification (“tagging”/“folksonomies”) as well as c) monitoring the flow of information in the blogosphere.

Researcher: J. Schmidt
Commissioned by the Zweites Deutsches Fernsehen (ZDF)

23. Playing on the Net – Systematizing the Phenomenon of “Online Games”

An important component of the video and computer game landscape are “Online Games”, which very generally include all digital games that can be played on or via the Internet. Over the last years, this segment has experienced an impressive growth of user numbers and revenues, but also an increasing public discussion, for instance, in respect of subsidy for business and production location, the demands from the pedagogy of the media or general changes in a mediatised society. The concept of “online games” is, however, used very vaguely in public, academic and political discussions.

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

The expert report thus lays the foundation for decisions within media policy, for instance optimising the areas of application of media-specific legal norms. In addition, it forms an important basis for further discussions and investigations in various disciplines, like Social Science, Economics and Jurisprudence, but can also stimulate the public engagement with developments in this area.
Researchers: S. Dreyer, C. Lampert, J. Schmidt
Student Research Assistants: N. Dargel, D. Lachmann, C. Hauptmann
Funding: Federal Ministry for Family Affairs, Senior Citizens, Women and Youth

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

24. The Network for Media and Health Communication

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

In this context, one long-term project is the “Netzwerk Medien und Gesundheitskommunikation” (Network for Media and Health Communication), a joint initiative by Dr. Eva Baumann (University of Münster), Dr. Claudia Lampert (Hans Bredow Institute) and Dr. Constanze Rossmann (IfKW, München, Institute for Communications Studies and Media Research), which would like to contribute to the interdisciplinary networking of participants particularly engaged in media-related health communication. Alongside the provision of information on the Internet and a regular newsletter, the network organises conferences on various themes. In 2007, the Hans Bredow Institute supported a joint symposium of the Network for Media and Health Communication and the University of Bielefeld, which took place in April 2007 in Bielefeld. Under the title “Gesundheit kommunizieren – wie erreicht man wen?” [Communicating Health – how do you reach whom?], the topic area of health communication was elucidated across disciplines on the one hand and, on the other, communication strategies were discussed. Further information on the network and its activities are available under www.netzwerk-gesundheitskommunikation.de.

Researcher: C. Lampert

25. Television in Media Competition

The magazine Der Spiegel declared IPTV to be the magic word of the year in 2007; video exchanges like YouTube and MyVideo.de propagate “Broadcast Yourself”. Established television stations are forced to compete still more strongly than ever before for that limited resource, the attention of media users. Investigations tracking programmes are intended to show how the economics of attention has changed the spectrum of offerings from television. In the publications planned, basic strategies of competitive behaviour will be presented as they influence the dramaturgy and the aesthetics of television programmes. At the same time, established programme areas will be considered equally with the innovations only offered since the 90’s by the television stations. As here described, the strategies for securing their existence can also be applied to other media, their competitive circumstances and their strategies.

Researcher: J. K. Bleicher

Publications:
26. Public Communication as facilitated by the Media from the 1950’s to the 1970’s

Since the beginning of 2008, after the completion of the project on the history of the NWDR (see Project no. 27), the “Forschungsstelle Geschichte des Rundfunks in Norddeutschland” (FGRN) – the Research Centre for the History of Broadcasting in Northern Germany, the Hans Bredow Institute’s cooperative project with the NDR (North German Broadcasting), the University of Hamburg (Department of Languages, Literature and Media I) and the WDR (West German Broadcasting) – has devoted itself to selected questions of public communication facilitated by the media, focussing mainly on the 1950’s to the 1970’s and with a particular emphasis on programme offerings from NDR.

Currently, three particular issues are being addressed:

(1) The FGRN analyses 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 FGRN devotes itself to 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) The FGRN conducts research on the North and West German Broadcasting Association (NWRV). The aim of this preparatory work is to make a study on the basis of the methods of business history possible, which analyses the NWRV as an umbrella organisation spanning the joint television work of the NDR and the WDR between 1956 and 1961.

Researcher: H.-U. Wagner

Publications:


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Lectures:


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


“Droge Arbeit. Literarische Reaktionen auf die New Econo-
m” [Work as a Drug. Literary Reactions to the New Econ-
omy], lecture by H.-U. Wagner in the lecture series “Denn
wovon lebt der Mensch?” at the University of Hamburg on 10

27. History of Broadcasting in Northern
Germany 1945-1955.

Completed in 2007, this project of the “For-
schungsstelle Geschichte des Rundfunks in Nord-
deutschland” (FGRN) [Research Centre for the
History of Broadcasting in Northern Germany] – a
cooperative project between the Hans Bredow
Institute with the NDR (North German Broad-
casting), the WDR (West German Broadcasting) and
the University of Hamburg (Department of Lan-
guages, Literature and Media I) – devoted itself to
the media-historical transformation process occur-
ing in the years immediately following the end of
the Second World War. The subject of the investi-
gation was the history of the Northwest German
Broadcasting (NWDR), which started as a radio
station of the British Military Government in May
1945 and was established on 1 January 1948 as
the first public broadcasting institution in Ger-
many.

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

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

Simultaneously to its work in the two volumes
of “NWDR History”, the research centre partici-
pated in a more extensive research project on the
pre-history of the WDR. It examined broad sec-
tions of the institutional and programme history of
the broadcasting house Cologne in the NWDR.
These studies appeared in 2006 in the first volume
of the three-volume work “Am Puls der Zeit. 50
Jahre WDR” [Taking the Pulse of the Times. 50
Years of the WDR].

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

Publications:

Fuge, J. (2007): Appelle an das “Gute in dem Herrn Schwarz-
hörer”. Schwarzhörer als Konstante der Rundfunkge-
schichte [An Appeal to the Good in Licence Dodgers. Li-
cence Dodgers as a Constant Factor in Broadcasting His-
tory]. In: Das Archiv. Magazin für Post- und Telekommu-
nikationsgeschichte 3, p. 6-13.

für “Zielgruppen” / “Der Lautsprecher als Lehrmittel” [E-
ducating for a Sense of Quality. Programmes for Target
Group / The Loudspeaker as a Teaching Tool]. Der Schul-
funk. In: H.-U. Wagner (Ed.), Die Geschichte des Nord-
169-181.

nicht unpolitisch: Informationssendungen und politische
Programmangebote im Hörfunk des NWDR [Current and
Non-partisan, but Not Unpolitical: Information Program-
mes and Political Programme Offerings in NWDR Radio].


Lectures:


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

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

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

In cooperation with researchers from Bochum and Jerusalem, an application for a project is being prepared, which intends to use approaches from media history and the theory of media-cultivated perception to investigate the forms, contexts and effects of the media-transmitted “contemporary witness” on the Holocaust. The proposal envisages two closely interlinked modules, work on which will be conducted both in Israel and in Germany. The plan is to shed light on
the shifting “functions” of contemporary wit-
nesses in the museal as well as the mass media
context particularly using the interpretative forma-
tions/ discourses/ media frames on the Holocaust
as a ground for it. In this context, the attempt will
also be made to trace longer-term effects of the
media.

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

Researchers: U. Hasebrink, H.-U. Wagner, C.
Hilgert

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

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

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

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

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

The investigation promises an insight primarily
into two areas: (1) the development of the lit-
erary field in the media metropolis of Hamburg
and (2) possible continuities and discontinuities
from the 1920’s into the 1940’s. The core ques-
tions are: What role does radio play in the literary
field? Does it represent a medium of modernisa-
tion? What role did it play in the development of
the “media worker” in the 1930’s? Did it offer
regional offers of identity and/or new programmes
specific to the Nazis, old or new experiential
worlds?

Researchers: H.-U. Wagner, W. Stegemann

Publication:
deutsch, niedersächsisch, überhaupt niederdeutsch. Die li-	enerischen Programmangebote des Reichssenders Ham-
burg” [Hansa German, Lower Saxon, Low German above
all. The Literary Programme Offering of the Reich Broad-
caster Hamburg]. In: H. Segeberg, I. Scheidgen (Eds.),
Hamburg. (Hamburger Hefte zur Medienkultur).

Lecture:
“Die literarischen Programmangebote des Reichssenders
Hamburg” [The Literary Programme Offerings of the Reich
Broadcaster Hamburg], presentation of a concept sketch by H.-U.
Wagner on the workshop “Medien und Medienforschung in
Hamburg” on 18 March 2008 in Hamburg.

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

Under the umbrella of the interdisciplinary re-
search association on the cultural history of Ham-
burg (www.fkghh.uni-hamburg.de) academics
from various subject areas will comprehensively
investigate the Hamburg cultural scene during the
Weimar Republic from 1 October 2008 to 30 Sep-
tember 2009 and pass on their results to a wider
public in 2010. Within the context of this project,
the “Research Centre for the History of Broadcast-
ing in Northern Germany” will be responsible for
working on the area of radio.
In the 1920’s a new mass medium appeared in the shape of radio, which rapidly developed into an decisive cultural factor. As an important metropolitan centre in northern Germany, Hamburg became the seat of one of the large regional broadcasters. On 2 May 1924, the regular broadcasts of Norag, the “Nordischer Rundfunk Aktiengesellschaft” [Nordic Broadcasting Company] began. As an institution with its staff as well as with its varied programme offerings, in a few years Norag became a decisive actor in the area of literature, of musical life and of entertainment as well as a decisive force in terms of the regional culture and the Low German language.

Researcher: H.-U. Wagner, W. Stegemann
Cooperating Partners: D. Hempel (University of Hamburg), F. Weimar (Hamburg)

Lecture:

31. Radio and Youth Cultures in the 1950s

In the 1950s, young people in Europe and North America continually formed the subject of reports in the mass media. The widespread public interest in youthful (mis)behaviour reflected a fundamental transformation process. After the “Lean Postwar Years” the first stirrings of a youth culture with independent life and leisure styles began to form from the 1950s onwards and are particularly important for an understanding of the wider cultural and political development in the late 1960s.

This PhD-project follows the media and cultural-historical approach and examines the dominant discourses in the media about youth and adolescence as well as the context of reporting in the cases of West Germany and Great Britain; the focus singles out radio as the dominating player within the contemporary ensemble of mass media. The study also has a complementary perspective in tracing the significance of radio in young people’s lives.

This advances the project into a research area as yet widely neglected. Contents, formations of discourse and mechanisms of reporting on young people in the mass media were so far surveyed only unsystematically. One popular tendency seems to be problematic, as it mainly focuses on the phenomenon of the the “Halbstarken”-kids – and does not cater for the heterogeneity of contemporary young people and of the reporting. Sufficient integration into the international context was also often lacking in previous investigations. Very little is known about the relationship between radio and particular listener groups. Even the programme offerings of the so-called “youth radio”, broadcasting aimed specifically at young listeners, have not been sufficiently researched yet.

Researcher: C. Hilgert

32. The “Civil War of the Memories”. Political Days of Remembrance in the Free and Hanseatic City of Hamburg during the Weimar Republic

In cultural research contexts, attention is often devoted to Days of Remembrance and discourses of memory in the media as a factor of political culture and of political communication. In this, a focus on the time after the Second World War is apparent, whilst the focus on commemorations in the Germany of the Weimar Republic still represents a gap in research. Studies already available proceed from the as yet uncontested paradigms, according to which the society and political culture of the Weimar Republic suffered from a strong fragmentation into the most varied secondary cultures. Various milieus – from national socialist to communist – are said to have merged together irreconcilable cultures of memory, which had found no common thread or even a generally accepted “National Day of Celebration”.

Referring to various remembrance days, this PhD-project sets out to investigate the modalities

and possibilities of political communication as well as various practitioners and their communicative (inter)activity. Its goal is both to examine the fragmentation thesis more closely and to make consensual dynamics visible. The centre of its deliberations is the debate about the relationship of “Unity” and “Variety” in the context of a social order, as already conducted by contemporaries in the area of constitutional law: how much “difference” is possible in a pluralistic framework and where does the “excess”, that threatens the system, arise in this structural principle? The project connects with investigations of phenomena in presenting, communicating and perceiving politics in modern societies and investigates the mechanisms of public remembrance as communicative process against the background of its specific configuration in the first German democracy.

Researcher: J. Fuge

FURTHER ACTIVITIES

Event

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

In the “Year of the Humanities 2007”, the Institute participated in the event series “Nachgedacht – Geisteswissenschaften in Hamburg” [Due Consideration – Humanities in Hamburg]. Institutions from the Hansa City looked at central topics in the Humanities and sought to prompt curiosity about questions surrounding understanding, morality, text, language and culture. They displayed examples of what is being considered in their ranks and what they have to offer at monthly meetings in the Springer Verlag’s canteen, a protected historical site. The events were free of charge and open to all.

Information on the individual topics, dates and lecturers as well as on the participating institutions were available at: www.nachgedacht-hamburg.de. Alongside the Institute, the participating institutions were Bucerius Kunst Forum [the Bucerius Forum for Art], the Forschungsstelle für Zeitgeschichte in Hamburg [The Hamburg Research Centre for Contemporary History], the Hamburger Institut für Sozialforschung [The Hamburg Institute for Social Research], the Institut für die Geschichte der deutschen Juden [The Institute for the History of German Jews], the Körber Foundation, the State and University Library Carl von Ossietzky, the University of Hamburg and die ZEIT Foundation Ebelin und Gerd Bucerius. The series was under the patronage of Senator Jörg Dräger, President of the Authority for Science and Research in Hamburg and was generously supported by the Spiegel-Verlag.

Under the title “Faszinierend verführerisch – Medien in den Lebenswelten von Kindern” [Fascinatingly seductive – Media in the World of Children’s’ Lives], on behalf of the Institute Claudia Lampert and Uwe Hasebrink gave some 180 visitors an insight into their work on 23 April 2007. They explained how children today grow up in changing media environments, how they adopt the media’s offerings and what negative results can ensue from engaging with the media. Using the example of numerous current offerings for children and drawing on various studies, they demonstrated how media research tackles this subject area and hence gives insight into the communicative bases of culture and society.

Further Lectures:
“European Media, European Audiences, European Public Spheres”, lecture by U. Hasebrink in the context of the MCM lectures series at the University of Salzburg on 8 January 2008.
“Journalismus durch die westliche Brille? Ostdeutschland im Fernsehen” [Journalism through the Western Spectacles? East Germany on Television”], lecture by U. Hasebrink in the context of the team lecture series “Intercultural Alienation” at the University of Hamburg on 24 April 2007.
“Zwischen Präsentieren, Vorführen und Ausblenden: Zum medialen Umgang mit der NPD” [Between Presenting, Explaining and Fading out: on the Media’s Treatment of the NPD], lecture and chair by U. Hasebrink at a discussion staged by the Friedrich Ebert Foundation on 17 April 2007 in Rostock.
V. USE AND EFFECTS OF THE MEDIA

Researchers: 2007/2008: Prof. Dr. Uwe Hasebrink (contact person), Hanna Domeyer, Anja Herzog, Dr. Claudia Lampert, Jutta Popp, Dr. Jan-Hinrik Schmidt

Associates 2007/2008: Talke Klara Hoppmann

33. 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 accruing 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 to be addressed in the framework of a qualitative investigation within the planned project.

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

Funding: German Research Foundation (DFG)

Publication:

Lecture:

34. Perspectives of Television Use in Digital Media Environments

The numerous technical possibilities in the digitalisation of production, of distribution and storage of media content, the increasing significance of computer-based applications and services accompanying, and the interplay between various media and communication services, as yet only discernible in its beginnings, are all opening up scope for quite different scenarios in future television. In the public discussion, the television set is partly treated somewhat as a fossil, which will be replaced very soon by computers, mobiles and other multifunctional terminals. Then again, other people prophecy a great future for the television set – if it can integrate the essential computer functions and simultaneously enable access to online offerings and to the Internet.

The new technical options and, not least, a social change are making it difficult to judge users’ behaviour in the future. This results in particular problems of orientation for television providers,
who depend on adapting smartly to imminent changes in users’ behaviour.

Against this background, the Hans Bredow Institute has been commissioned by the ZDF to provide an expert opinion, which deals comprehensively with the current developments in the television market. Various aspects of users’ behaviour have been compiled on the basis of corresponding findings from previous studies and have been collated so that an overall picture of the current development emerges and of the relevant trends becoming apparent in it.

Researchers: U. Hasebrink, J. Popp, H.-D. Schröder
Commissioned by: ZDF

Report:

Lectures:

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

“Mediennutzung in konvergierenden Medienumgebungen” [Media Coverage in Converging Media Environments], lecture by U. Hasebrink at the Symposium Zwischen Hype, Ermüdung und Aufbruch. 10 Jahre ARD/ZDF-Onlinestudie” on 10 May 2007 in Frankfurt/Main.

35. **Requirements and searches for information under the heading of crossmedial use and converging offers**

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

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

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

Commissioned by: ZDF
Researchers: U. Hasebrink, H. Domeyer

Report:

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

36. **Convergence from the User’s Perspective – the Concept of the Communication Modes**

With this in-house project, the Institute is extending earlier work on the future of television use. In the face of the anticipated difficulty for researchers (as well as for media providers) in determining the tendencies of 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, for the very reason that it will become increasingly difficult to recognise from the use of a particular technical gadget what its users are doing. Using 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 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 every day routines connected to the various media services, leading to some unspecific, general communication activity. On the contrary: empirical findings, in particular those that are deliberately seeking out patterns of individual media use that crosses the boundaries between the various media, point to the development of a very specific division of functions between the various media services. In future, the Institute will systematically investigate these and the communication modes connected with them: in this way, this initiative presents a counterpart from the social sciences to work motivated by a jurisprudential approach, on a service-specific and diversified information regime. In the context of a PhD-project the communication modes are currently being particularly identified, which can be observed in dealings with the Internet.

Researchers: U. Hasebrink, S. Hölig

Publication:
maps, various steps are planned: a historical analysis of maps of Europe in the media (weather maps, and similar), a content analysis of European reporting in the participating countries, an analysis of the presentation of key historical events in the reporting as well as an observation of programmes in the entertainment offerings with regards to references to Europe and ways of depicting it.


38. Promoting Health in the Entertainment Format? How Minors perceive and evaluate Health-related Messages in Television Entertainment Programmes

Health topics gain in significance in teenage years: physical and psychic changes come about and the first experiences are made with narcotics. Young people are often difficult to reach with health-promoting or preventative messages, as they seek health information for themselves only comparatively rarely – unless they are directly or indirectly affected by a topic. Communication strategies specific to target groups are needed, which take account of the interest in the topic, the need for information as well as habits of media use.

In the USA, Entertainment-Education was already developed at the end of the 1960’s as a concept, which exploited the attractiveness of entertainment offerings, in order to sensitize difficult-to-access target groups to topics related to health, among other things. To do this, a message promoting health and integrated into an attractive offering in the media or a specialised offer is deliberately developed on the basis of the Entertainment-Education concept. Various studies testify to the concept’s effectiveness to the extent that it could be shown that these pedagogically motivated offers could contribute to sensitising people to the topics and in a few cases to a change in attitude or behaviour as well. At the same time, however, comparatively little attention was paid to the placing of specifically directed media mes-

sages in a heterogeneous, partially contradictory programme environment (for example, advertising for alcohol, sweets [candy] etc.) and also to the competition with other socialising influences.

In the context of a qualitative study, the question was, therefore, investigated as to whether and in what way young people do notice health-related messages at all in fictional programmes in the context of their general use of the media and how they evaluate them. The results show that health-related fictional offers certainly leave traces and can contribute to sensitising people to health-related topics, but they also point to the limits of the Entertainment-Education initiative.

Researcher: C. Lampert

Publications:

Lectures:
“Zwischen Information und Entertainment – Suchtprävention in und mit Medien” [Between Information and Entertainment – Preventing Addiction in and with the Media], keynote address by C. Lampert in the context of the annual meeting of the specialist committee on preventing addiction on 7 September 2005 in Hamburg.
39. EUKidsOnline

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

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

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

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

The project will last for 36 months. More detailed information is available at: www.eukidsonline.de or www.eukidsonline.net.

Researchers: U. Hasebrink, C. Lampert
Student Assistants: E. Boller, N. Dargel

Funding: European Commission, State Media Authority of Northrhine-Westfalia, AOL, Microsoft Germany

Publications:

Lectures:
“Gemeinsamkeiten identifizieren, Unterschiede erklären: Methodische Herausforderungen und empirischer Ertrag international vergleichender Forschung am Beispiel einer Untersuchung zur Onlinenutzung von Kindern und Jugendlichen in Europa” [Identifying Commonalities, Explaining Differences: Methodological Challenges and the Empirical Results with Internationally Comparative Research Using the Example of an Investigation into Online Use by Young People in Europe], lecture by U. Hasebrink at the symposium of the DGPuK on 1 May 2008 in Lugano.
“EU Kids Online – Work package 3: Comparative Findings”, lecture by U. Hasebrink at the meeting of the Steering Committee for the Austrian Sector of the Project on 25 September 2007 in Vienna.
“Chancen und Grenzen der Onlinenutzung von Kindern und Jugendlichen in Deutschland und Europa. Forschungsstand und Perspektiven” [Chances and Limits of the Online Use by Children and Young People in Germany and Europe. Status of Research and Perspectives], lecture by C. Lampert and U. Hasebrink at the eponymous workshop for Experts on 21 September 2007 in Hamburg.

FURTHER ACTIVITIES

Further Projects

Serious Games for Health

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

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

Researchers: D. Tolks, C. Lampert

Evaluation of the Internet Portals of the MGFFI

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

Against this background, the Ministry for Generations, Family, Women and Integration of the State of Northrhine –Westphalia considers regular and independent evaluations of its Internet platforms necessary and has commissioned the Hans Bredow Institute with a basic report. Completed in May 2008, the project on the one hand identified current standards among online platforms and portals, and on the other examined three portals of the MGFFI according to these standards.

Researcher: J. Schmidt
Student Assistant: S. Trümper


The Separation of Advertising and editorial Offerings from the Viewer’s Viewpoint

The rule on separating advertising from programmes is under discussion. The advertising crisis and the financing problems have reinforced the tendency to merge programme and advertising components more or less creatively, so that the question arises as to whether the separation rule might be regarded as the “yesterday’s model” (B. Baerns).

Going on from an exploratory study commissioned by the Hamburg Authority for New Media (HAM) on the question as to how far viewers regard programmes produced in cooperation with third parties as editorial or as advertising offerings, by what characteristics they make this assessment and what consequences this has for the perception of the respective programmes, the Institute is continuing to engage with possible theoretical and empirical approaches to the problems of distinguishing advertising from programmes.

Researchers: U. Hasebrink, A. Herzog

The Role of the Media in the EU’s Integration of socially-disadvantaged Groups

Since it was founded, the European Union has been able to point to considerable success with regard to harmonisation on an economic and political level; citizens’ social integration and identity-formation as Europeans, however, still displays great deficits. Identification with the idea of Europe and of the EU is essentially an elite perspective; socially disadvantaged groups in the populace have a rather sceptical attitude towards the EU and feel less connected to it. Since the media play an important role in communicating information about the EU as well as in the formation of images of Europe, the Institute has developed a concept for a project together with University of Salzburg, which intends to investigate the
Research Projects „Use and Effects of the Media”

connections between personal experiences, media offers and media use with the attitudes towards Europe among socially-disadvantaged groups

Researchers: A. Herzog, U. Hasebrink

Lecture:

Events

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

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

Workshop “IPTV and its Viewers”

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

Further Publications


C. KNOWLEDGE TRANSFER AND SERVICES OFFERED

The Hans Bredow Institute directs its work towards three target groups: to the research community, to institutions concerned with media and to socially active participants in business, politics and the general community, as well as to the (media aware) public at large.

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

The Institute’s permanent services include the library and the research journal “Medien & Kommunikationswissenschaft” (Media and Communication Research). The Institute’s website (www.hans-bredow-institut.de) forms a portal to the most recent information on current research activity, publications and events.

The scientific community is the decisive yardstick for quality and quality assurance in the area of research. Indicators can also be found, however, for the quality of the Institute’s work in the area of praxis. Its performance in transferring knowledge is apparent from the recognisable relevance of the Institute’s work for its “stakeholders”.

Transfer to Media Politics and Praxis

Many of the Institute’s projects already have in their concept a – more or less strongly emphasised – element of transfer function; this becomes clear, for instance, with the activities about the protection of minors from harmful media (project no. 2). As examples of the Institute’s efforts over and above this to contribute to solving problems in the social areas it observes, the following topics ought to be mentioned, in which the Institute has delivered comprehensive transfers of knowledge and services in the period 2007/2008:

Research and Transfer Centre “Games”

While relatively new, digital games have already overtaken other media with regard to revenues earned or time spent. As much as there is a fascination among certain (and growing) groups of the population, public discourses also articulate fears about possible negative effects of computer games on their users and on society.

The Hans Bredow Institute has grouped its activities into a research focus on the subject of “Digital Games and Online Worlds”, in which interdisciplinary expertise in this research area will be transferred to interested parties. Its basis lies in the projects with relevant topics, for instance, on the evaluation of the protection of media for young people, particularly in the area of video and computer games (see project no. 3), as well as in systematising the phenomenon of online games in the project “Playing on the Net” (see project no. 23). A lecture series staged in the summer semester 2007 and in the winter semester 2007/2008 with the University of Hamburg and the University of Applied Sciences (HAW) has tackled this still little-known area of the media (the event was supported by the The Ministry of Economic and Labour Affairs of the Free and Hanseatic City of Hamburg). Beyond that, the Institute has contributed to a better understanding of the new “medium” via:

– Wolfgang Schulz’s participation in the “Expertengespräch zu Vollzugs- und Normsetzungsdedefiziten im Umgang mit Gewalt in Computerspielen” [Expert discussion on deficits in enforcing and setting norms in dealing with violence in computer games] organised by the working party on internal affairs of the SPD [Social Democratic Party of Germany] members of parliament on 15 December 2006 in Berlin;

– Stephan Dreyer’s participation in a panel in the context of the 4th Gfm (eGame marketing) World Congress on “In-Game Advertising and its legal Implications” on 28 March 2007 in Berlin;

– the lecture by Uwe Hasenbrink and Hardy Dreier on “Games – ein kulturelles, gesellschaf-
Knowledge Transfer and Services Offered

iches und ökonomisches Phänomen” [Games – a cultural, social and economic Phenomenon] as an introduction to the lecture series Games – Zukunftsperspektiven interaktiver Medienangebote” [Games – Future Perspectives for interactive offerings in the Media] in the summer semester at the University of Hamburg on 4 April 2007;


EU Conference “More Trust in Contents”

The conference on European media politics, “Mehr Vertrauen in Inhalte” (More Trust in Contents), took place from 9-11 May 2007 in Leipzig and was organised by the German presidency of the Council of Europe in cooperation with the European Commission). The Hans Bredow Institute was commissioned by the Federal Government Commissioner for Culture and the Media (BKM) to provide its conceptual and research groundwork, together with the EMR (Institute for European Media Law). 250 media experts from all EU member states discussed ways of strengthening confidence in the contents of digital media. More detailed information is available at: www.vertrauen-in-inhalte.de.

Directive on Audiovisual Media Services

The revision of the EC Directive on Television has dominated media politics on the European level and was monitored intensively by the Institute. The Commission had presented a draft for a subsequent directive in December 2005 and in May 2007 the Council and the Parliament reached a political consensus on audiovisual media services; it came into force in December 2007.

– The Institute is working on the project “Co-Regulatory Measures in the Media Sector”, which was commissioned by the EU and delivers data towards implementing the directive (see the project “Neue Regulierungsformen im Medienrecht” [New Forms of Regulation in Media Law]).

– Wolfgang Schulz accompanied the reform process as a consultant, as in the “Focus Group 1” on the directive’s area of application; in addition, he served as an expert on the panel, “Rules applicable to audio-visual content services”, Audiovisual Conference – ‘Between Culture and Commerce’ at the invitation of the British presidency of the Council of the EU; in the Expert Group on Cultural Diversity and the Promotion of European and Independent Audiovisual Production; at the hearing of the Ausschuss für Kultur und Medien des Deutschen Bundestages [parliamentary committee on cultural and media affairs] into the reform of the Directive on Television as well as at the hearing in the European parliament.

– The discussion on the revision of the directive was also accompanied by talks and publications in specialist media, above all on the topic of the planned regulation of “product placement”.

– The results of an investigation on the interpretation by Wolfgang Schulz and Stefan Heilmann of the concept of “editorial responsibility” (see the project) and with that on the area of application of the Directive was discussed at a meeting of the European regulatory authorities with the Commission on 4 July 2008 in Brussels.

Control of Media Concentration

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

– Uwe Hasebrink’s lecture at the KEK (Commission on Concentration in the Media) conference “Medienrelevante Märkte in der rundfunkrechtlichen Konzentrationskontrolle” (Media-relevant Markets in the Control of Concentration under Broadcasting Law”) on 17 October 2005 in Potsdam;

“Wie erhalten wir die Medienvielfalt?” [How do we maintain Diversity in the Media?], Wolfgang Schulz’s closing address at the public discussion on the topic of media concentration held by the Green Party members of parliament on 20 February 2006 in Berlin.

– Wolfgang Schulz’s participation in a panel discussion held by the BLM (Bavarian Regulatory Authority for Commercial Broadcasting) on “Die Meinungsmacht der Medien – Modelle zur Gewichtung von Medienmärkten” [The Media’s Power to shape Opinions –Models for Evaluating Media Markets] on 17 May 2006;


– Participation by Wolfgang Schulz in the podium discussion “Wie viel Konzentration verträgt das deutsche Mediensystem?” [How much concentration can the German Media System stand?] in the context of the Media Meeting Point on 6 May 2008 in Leipzig.


Functional Responsibilities of Public Broadcasters

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

– Public Broadcasting in the Information Society”, Participation of U. Hasebrink at a hearing of an expert group at the Council of Europe at 2./3 May 2005 in Straßburg;

– Academic consultation for the Federal States by Wolfgang Schulz in the proceedings E 3/2005 (Finanzierung der öffentlich-rechtlichen Rundfunkanstalten – Deutschland / Financing of Public Service Broadcasting-Germany), DG Competition;


– the written opinion by Wolfgang Schulz at the hearing “Keine Rundfunkgebühr für internetfähige PCs” [No Broadcasting License for PC’s capable of Internet Connection] at the committee for Federal and European Matters of the State of Lower Saxony on 12 December 2006;

– a suggestion by Wolfgang Schulz to implementing and organising of the “Three-Step –Test” for defining the functional responsibilities of public service broadcasters (Der Programmauftrag als Prozess seiner Begründung [The Responsibilities for Programming as the Process of its Justification] published in the series of the Friedrich-Ebert-Stiftung) and presentation of the lecture at subject-related gatherings;

Introduction of new Technologies such as DVB-H

The Institute continually monitors the questions thrown up in the context of the introduction of new technologies like DVB-H and at the end of 2006 it provided the results of its observations for anyone interested to download free of charge through the journal “DocuWatch – Digitales Fernsehen” (see also project no. 6); the issue 3/2006 was specially dedicated to the developments in the area of mobile television. It offers an extended contextualisation and a critical structuring of the current developments, points to the problem areas and indicates the regulatory consequences of its findings.

– On this basis, Uwe Hasebrink gave a talk in April 2007 on “Internationale Erfahrungen mit der Nutzung von DVB-H und DMB” [International Experience with Using DVB-H and DMB] at the meeting of the MDR (Mid-Germany Broadcasting Service) working group on mobile television.

Changes in Media Use

Among the decisive questions for media politics, as for media praxis, belongs the one as to how people’s dealings with the media change in the face of the digitalised media environments. Alongside the basic project on media repertoires, which is supported by the German Research Foundation, the Institute is developing synopses on the current status of international research, in direct cooperation with media companies and other institutions from the media area, and is discussing the perspectives resulting from them. In 2006 the Institute produced a report for the ZDF (Second German Broadcasting Service) on television use in digital media environments (see project no. 42) and presented this in the context of an internal workshop on 30 October 2006 in Mainz. In 2007/2008 the Institute investigated the consequences of convergence and crossmedia strategies for the population’s requirements of and search for information in a further expert opinion for the ZDF. The results from these studies flowed on into various symposia, workshops and further training courses by various institutions, as with the ZDF in the context of its leadership symposia, the Hamburg Academy for Journalism and the Media, the ARD/ZDF Medienkommission [the media commission of the consortium of German broadcasters and of the Second German Broadcasting Service] in Frankfurt, with the Bertelsmann Foundation, the Körber Foundation and the ARD-ZDF mediakademie.

Transfer to other social Groups

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

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

In the “Year of the Humanities 2007”, the Institute participated in the event series “Nachgedacht – Geisteswissenschaften in Hamburg” [Due Consideration – Humanities in Hamburg]. Institutions from the Hansa City looked at central topics in the Humanities and sought to prompt curiosity about questions surrounding understanding, morality, text, language and culture. They displayed examples of what is being considered in their ranks and what they have to offer at monthly meetings in the Springer Verlag’s canteen, a protected historical site. The events were free of charge and open to all.

Information on the individual topics, dates and lecturers as well as on the participating institutions is available at: www.nachgedacht-hamburg.de. Alongside the Institute, the participating institutions were Bucerius Kunst Forum [the Bucerius Forum for Art], the Forschungsstelle für Zeitgeschichte in Hamburg [The Hamburg Research Centre for Contemporary History], the Hamburger Institut für Sozialforschung [The Hamburg Institute for Social Research], the Institut für die Geschichte der deutschen Juden [The Institute for the History of German Jews], the Körber Foundation, the State and University Library Carl von Ossietzky, the University of Hamburg and die ZEIT Foundation Ebelin und Gerd Bucerius. The series was under the patronage of Senator Jörg
Dräger, President of the Authority for Science and Research in Hamburg and was generously supported by the Spiegel-Verlag.

Under the title “Faszinierend verführerisch – Medien in den Lebenswelten von Kindern” [Fascinatingly seductive – Media in the World of Children’s’ Lives], on 23 April 2007 Claudia Lampert and Uwe Hasebrink, on behalf of the Institute, gave some 180 visitors an insight into their work. They explained how children today grow up in changing media environments, how they adopt the media’s offerings and what negative results can ensue from engaging with the media. Using the example of numerous current offerings for children and drawing on various studies, they demonstrated how media research tackles this subject area and hence gives insight into the communicative bases of culture and society.

Media Enquiries

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

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

The Institute in the WWW

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

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

Library

The book holdings are augmented by a serials department with ca. 180 titles, which contains German-language and foreign specialist journals, as well as press and information services on the subject-area mentioned. One frequently used rare item is the magazine “Hör zu”, which is held from issue 1/1946 onwards.

The library is accessible to everyone. Students of the University of Hamburg and of technical colleges are its main users, but others come from all over Germany. Beyond that are questions on literature from journalists: 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 library catalogue is completely accessible online (at www.hans-bredow-institut.de/bibliothek, 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 transferred electronically, so that they make available a comprehensive bibliography of articles, which has been added to since 1997 by the inclusion and indexing of the contributions in collections.
Currently ca. 47,000 data items are available to users via computer. Information on the loan status of a book as well as on any reserves can also be accessed online.

Contact Person: Dipl. Bibl. Jutta Simon

- Opening hours Mon 14-19, Tues 10-19, Wed/Thurs 10-17, Fri 10-14
- Online research via www.hansbredow.institut.de
- Borrowing is possible with a Hamburg student ID or with a personal ID with a Hamburg address
- Copy facilities available

Publications

Alongside monographs, the Hans Bredow Institute issues above all the following publications and series:

Medien & Kommunikationswissenschaft

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

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

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

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

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

The Nomos-Verlag has been offering the issues of “Medien & Kommunikationswissenschaft” online since June 2007 on the website www.m-und-k.info. Here, all volumes older than three years can be downloaded free of charge as PDF files, that is, currently all volumes from 2000 to 2004 inclusive.

International Media Handbook

The International Media Handbook (see also project no. 5) 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 new edition of the Handbuch is currently being prepared and is to appear in Autumn 2008.

Publications for Downloading


– 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,
see. Project no. 26], documents and interviews with contemporary witnesses are published. The papers appear in loose sequence under the imprint of the Hans Bredow Institute and can be downloaded free of charge from the homepage at www.hans-bredow-institut.de/nwdr/publikationen.htm.

Series in the Nomos-Verlag


Events

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

The events for 2007/2008 are described respectively under the individual work areas.
D. HISTORY – GOVERNANCE – ORGANS

History

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

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

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

Governance

The Institute’s finances derive from subsidies and income from research projects, as well as publishing. The Hans Bredow Institute is entitled as a publically-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 medialogroup 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 Landesmedi-enanstalten (the Working Party of Federal States’ Media Institutions), as well as from the Medienstiftung Hamburg/Schleswig-Holstein (Foundation for the Media in Hamburg/Schleswig-Holstein). The subsidy contributions are respectively granted year by year on application by the Institute.

Organs

As a legally responsible foundation, the Institute has three organs: the curatorship, the directorate and the Council. The curatorship meets in formal session at least twice a year. Its members are:
Prof. Dr. Monika Auweter-Kurtz, President of the University of Hamburg (Chair)
Dr. Erik Bettermann, Deutsche Welle
Antje Blumenthal, NDR Council
Dr. Thomas Fuchs, ALM
Dr. Rolf Greve, Authority for Science and Research,
Prof. Dr. Karl-Werner Hansmann, University of Hamburg
Matthias Harbort, BKM
Prof. Dr. Jörg Hennig, University of Hamburg,
Prof. Dr. Knut Hickethier, University of Hamburg
Susanne Kayser, ZDF
Lutz Marmor, NDR
Eva-Maria Michel, WDR
Prof. Dr. Horst Wernicke, NDR Council
E. STAFF OF THE INSTITUTE

RESEARCH EMPHASSES AND INTERESTES OF THE ACADEMIC STAFF

Inka Brunn (born 1981) studied law at the University of Hamburg and at the Norwich Law School, UK. She worked as a student for AOL, Germany. Since September 2006, she has been a member of staff at the Hans Bredow Institute. Her interests emphasise copyright law, particularly with regard to the challenges of the new media, broadcasting law, here above all with regard to the position of the public broadcasting institutions and their financing, as well as questions of the protection of young people. Further to this, she is interested in the protection of personality rights vis-à-vis intrusions by the press and in the various legal configurations of this protection in Europe.

Projects 2007/2008
- Present and Future of local and regional Television in Germany
- The German system for the protection of young people in the area of video and computer games – general framework, enforcement and options for action.
- Implementation of Evaluation – – Academic Monitoring of Protection of Minors in Germany
- Video and Computer Games: Going to the Next Level in the Protection of Minors. Conception and conduct of a European Symposium
- Copyright in the information society – breaches of copyright by search engines.

Teaching 2007/2008
Exercise in the context of the Case revision in media law at the Department of Law, University of Hamburg, winter semester 2007/2008 and summer semester 2008-09

Lectures 2007/2008

Publications 2007/2008

Hanna Domeyer, M. A., (born 1981) studied Journalism, Media and Communication Studies, as well as Political Science at the Universities of Göttingen, Warsaw and Hamburg. She has been an academic staff member at the Hans Bredow Institute since November 2007. During her studies, she worked as a tutor and a student assistant at the University of Göttingen as well as a student assistant in the project “Journalismus in Deutschland II” [Journalism in Germany II] funded by the German Research Foundation at the University of Hamburg. During her entire studies she was a scholar of the German National Merit Foundation. She wrote her MA thesis on the topic of “Europäische Medien aus Sicht der Bürger – eine rezipientenorientierte Analyse von Nutzung und Erwartungen” [European Media from the Citizens’ Viewpoint – a reception-oriented Analysis of Use and Expectations]. Her interests lie in the areas of European public sphere and intercultural communication, new forms of public sphere and political communication, integration and identity through media, media use in new media environments and in the area of empirical methods.

Projects 2007/2008
- Requirements and searches for information under the heading of crossmedial use and converging offers
- Media repertoires

Publications 2007/2008
Hardy Dreier, M. A. (born 1965) studied journalism and communications, political science and librarianship at the Free University of Berlin. From 1994 to 1999, he was a staff member in the area of economic and mass communication at the Institute for Journalism and Communications Research at the Free University of Berlin. He worked as a research consultant at the Hans Bredow Institute from November 1999 to December 2008 and observed and analysed the effect of the development of multimedia on the structure of the system of the media. His dissertation concerns the effects of online developments on the German newspaper environment. His research interests deal with – also independently of multimedia – the constantly changing structures of the system of the media, above all from an economic perspective. Here, the emphasis in content means, among other things, engaging with the development of the market for screen-based games and the introduction of digital television.

Projects 2007/2008
- Communications and Media Report of the Federal Government
- The music business in Hamburg – profiles, trends and development opportunities
- The market for video and computer games
- The German system for the protection of young people in the areas of video and computer games – general framework, enforcement and options for action

Courses 2007/2008

“Games Online”, Preparation and organisation of the lecture series “Games Online” at the University of Applied Sciences Hamburg (HAW) winter semester 2007/2008 (with G. Rehfeld)

Medienbetriebswirtschaftslehre” [Media Business Studies], Seminar in the course in media technology at the University of Applied Sciences Hamburg (HAW) winter semester 2007/2008

Technikfolgen/Kommunikationstheorie” [Consequences of Technology/Communication Theory], Seminar in the course in media technology at the University of Applied Sciences Hamburg (HAW) winter semester 2007/2008

“Games – Zukunftsperspektiven interaktiver Medienangebote” (Games – future Perspectives for interactive Media Offerings). Preparation and organisation of team lecture series at University of Hamburg, summer semester 2007 (with U. Hasebrink).

“Vertrieb in der Medienwirtschaft” (Selling in Media Business), block seminar in the context of the course on Media Management at the Technical College St. Pölten, winter semester 2006/2007

Lectures 2007/2008


“Games – ein kulturelles, gesellschaftliches und ökonomisches Phänomen” [Games – a cultural, social and economic Phenomenon], introductory lecture in the context of the team lecture series “Games – future Perspectives for interactive Media Offerings, summer semester, 4 April 2007 (with U. Hasebrink).

Publications2007/2008


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**Stephan Dreyer** (born 1975) studied law at the University of Hamburg. He has been a member of staff at the Hans Bredow Institute since February 2002. His research interest concerns the law applicable to the new media as well as the new forms of distribution platform, for instance, DVB-H or IPTV. A further emphasis of interest is legal and regulatory questions in connection with video games. Stephen Dreyer is a member of the research and transfer centre “Digitale Spiele und Onlinewelten” [Digital Games and Online Worlds] at the Hans Bredow Institute. At the Institute, he manages the didactic concept as well as the organisation of the E-learning offers on the basis of the “Global Classroom” and “Blackboard” platforms. In the context of his dissertation, he is investigating the problematic of legal decisions on uncertainty within the protection of young people from harmful media.

**Projects 2007/2008**
- The Communications and Media Report of the Federal Government
- Implementation of evaluation – the academic monitoring of optimising the protection of minors in Germany
- Video and computer games: Going to the next level in the protection of minors against harmful media? Conception and conduct of a European specialist conference
- Playing on the net – Systematizing the phenomenon of “online games”
- The German system for the protection of young people in the areas of video and computer games – general framework, enforcement and options for action
- Decisions on uncertainty within the protection of media for young people.
- “Global classroom” – pilot project on the pedagogy of television from the viewpoint of media law
- Activities in further education in Media Law and Professionalisation

**Courses 2007/2008**
“Medienrecht” (Media Law), lecture in the Department of Information and Communication at the Technical College Hannover, winter semester 2007/2008 (together with B. Korte).

**Lectures 2007/2008**


“In-Game Advertising und die rechtlichen Implikationen” [In-Game Advertising and the Legal Implications], contribution from the podium of the 4th GfM (eGame Marketing) World Congress on 28 March 2007 in Berlin.

**Publications 2007/2008**


Janina Fuge, M.A., (born 1978) studied history, politics and public law at the University of Hamburg. From August 2004 to the end of 2007 she worked at the “Research Centre for the History of Broadcasting in North Germany” on the question of broadcasting history with regard to broadcasting to schools as well as to the informational and political programming of the NWDR; a particular research interest concerns the “sneak listeners”. Beyond that, she is engaged on a dissertation project with Th. Wind (2008): Regulation of Broadcasting and Internet Services in Germany. A brief overview, March 2008 (2nd ed.). Hamburg (Arbeitspapiere des Hans-Bredow-Instituts Nr. 13, www.hans-bredow-institut.de/english/publications/ap/13-2Mediaregulation.pdf).

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

Project 2007/2008
- International Media Handbook

Publication 2007/2008
burg, he subsequently worked for three years at the Institute for Social Psychology at the University of Hamburg. He joint 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 in Communications at the College of Music and Theatre in Hanover. In Spring 2001, he received a chair in “Empirical Communications Studies” from the University of Hamburg and the Hans Bredow Institute jointly. Alongside that, 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, and a member of the Management Committee of the International Radio Research Network (IREN) from 2004-2006. He has been a member of the Executive Board of the European Communication Research and Education Association (ECREA) since 2004 and in the curatorship of the Academy for Journalism and Communications in Hamburg since 2001. His research emphases at the Institute are in the areas of media use and media contents as well as media politics; in recent years these included primarily: patterns of individual use and media repertoires, the convergence of the media from the user’s perspective, consequences of online media for classical media, media use with children and young people, forms of user interest vis-à-vis the media as well as European media and European audiences.

Projects 2007/2008

- The federal government’s report on communication and the media
- Media Users as Parties active in Civil Society
- Possibilities for securing pubic service externally and internally
- The “European Media and Public Spheres” (EuroMaPS) desk
- International Radio Research Network (IREN)
- The German system for the protection of young people in the areas of video and computer games – general framework, enforcement and options for action
- Navigators and Electronic Programme Guides : the market in orientation aides for digital television environments

- The music business in Hamburg – profiles, trends and development opportunities
- Young people and Web 2.0
- The Genre of Witnessing: Media, History and the Holocaust
- Media repertoires
- Perspectives of television use in digital television environments
  Requirements and searches for information under the heading of crossmedial use and converging offers.
- Convergence from the perspective of the users – the concept of communications modes
- Mapping Europe: Identities, Historical Relations, Media Representations – The case of the Baltic Sea Region
- EUKidsOnline
- The role of the media in the EU’s integration of socially disadvantaged population groups
- Designation of various forms of advertising from the viewer’s viewpoint

Courses 2007/2008

“Wandel der Mediennutzung” [Shifts in Media Use], lecture at the Institute for Media and Communication at the University of Hamburg, summer semester 2008

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

“Examenskolloquium” [Exam Colloquium] at the Institute for Journalism and Communication Studies at the University of Hamburg, winter semester 2006/2007, summer semester 2007 and 2008 (together with I. Neverla)

“Games – Zukunftsperspektiven interaktiver Unterhaltung” [Games – Future Perspectives for Interactive Entertainment], lecture series in the context of the Public Lectures of the University of Hamburg summer semester 2007 (with H. Dreier).

“Europäisches Fernsehen” [European Television], lecture in the context of an intensive module at the Institute for Media and Communication at the University of Hamburg, summer semester 2007 (with K. Hickethier).

“Theorien der Mediennutzung und Medienwirkung” [Theories of Media Use and Effect], extension module at the Institute for Media and Communication at the University of Hamburg, summer semester 2007

“Einführung in die Medien- und Kommunikationswissenschaft” [Introduction to Media and Communication Studies], lecture at the Institute for Media and Communication Studies at the University of Hamburg, winter semester 2006/2007 (together with J. Bleicher).

Das Mediensystem der Bundesrepublik” [The Media System of the Federal Republic], Seminar at the Institute for Media and Communication Studies at the University of Hamburg, winter semester 2006/2007.

“Audiences and Public Spheres in Europe”, unit taught in English in the context of the Erasmus Mundus-Programme “Journalism and Media within Globalization: The European Perspective” at the Institute for Journalism and Communication Studies, winter semester 2006/07 (together with T. Hoppmann).
Lectures 2007/2008


“Gemeinsamkeiten identifizieren, Unterschiede erklären: Methodische Herausforderungen und empirischer Ertrag international vergleichender Forschung am Beispiel einer Untersuchung zur Onlineutzung von Kindern und Jugendlichen in Europa” [Identify Commonalities. Explain Differences: Methodological Challenges and the Empirical Gain of Internationally Comparative Research Using the Example of an Investigation of the Use by Children and Young People of Online Services in Europe], lecture at the annual symposium of the DGPuK on 1 May 2008 in Lugano


Fernsehnutzung in konvergierenden Medienumgebungen [Television Use in Converging Media Environments], lecture and Moderation at a Workshop of the Forum IPTV on the topic “IPTV and ist Users” on 13 March 2008 in Hamburg.

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

“European Media, European Audiences, European Public Spheres”, lecture in the context of the MCM Lectures Series at the University of Salzburg on 8 January 2008.

Mediennutzung in konvergierenden Medienumgebungen [Media Coverage in Converging Media Environments], lecture at the Manager Symposium of the ZDF on 20 November 2007 in Würzburg.


“EU Kids Online – Work package 3: Comparative findings”, lecture at the meeting of the Steering Committee for the Austrian Sector of the Project on 25 September 2007 in Vienna.

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

“Mediennutzung in konvergierenden Medienumgebungen” [Media Use in Converging Media Environments], lecture at the Conference “Mobile Content Days” on 14 September 2007 in Hamburg.


“Online Media entering the media repertoires of different social milieus”, lecture at the IAMCR conference 2007 on 23 July 2007 in Paris.


Mediennutzung in konvergierenden Mediennutzungsebenen” [Media Coverage in Converging Media Environments], lecture at the Symposium Zwischen Hype, Ernüchterung und Aufbruch. 10 Jahre ARD/ZDF-Onlinestudie” on 10 May 2007 in Frankfurt/Main.


“Internationale Erfahrungen mit der Nutzung von DVB-H und DMB” [International Experience with Using DVB-H and DMB], lecture at the meeting of the mdr working group Mobile Television on 17 April 2007 in Leipzig.

“Zwischen Präsentieren, Vorführen und Ausblenden: Zum medialen Umgang mit der NPD” [Between Presenting, Explaining and Fading out: on the Media’s Treatment of the NPD], lecture and Chair at a Discussion staged by the Friederich Ebert Foundation on 17 April 2007 in Rostock.


Publications 2007/2008


PhD Theses supervised


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

Sascha Höllig, University of Hamburg: Identifikation von Kommunikationsmodi beim Umgang mit dem Internet [Identifi- cation of Communication Modes in Using the Internet] (on- going).

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


Frederike Wolff, University of Hamburg/HMS: Europäische Staaten als Räume soziokultureller Diversität. Integrationspoten- ziale öffentlich-rechtlichen Fernsehens und ihre Umsetzung in Deutschland, Frankreich und dem Vereinigten Königreich [European States as Spacing of Soci-cultural Diversity. The Potential for Integration of Public Television and its Application in Germany, France and the UK] (ongoing).

Stefan Heilmann, LL.B., (born 1980) studied law at the Bucerius Law School in Hamburg and at the Victoria University of Wellington/New Zealand, with emphases on the area of information and communication law. He was a student assistant in the Hans Bredow Institute for 2 years and has been a staff member in the area of “Media and Telecommunications Law”, since June 2006. His research interests lie in the area of the regulation of communications, particularly as regards developments in convergence as well as in legal ques- tions concerning user-generated content and online-games.
Projects 2007/2008
- Influence of Private Equity in the Media Sector
- Editorial Responsibility in the Directive on Audiovisual Media Services
- Obligations to provide Information in Telemedia Law and User-Generated Content

Courses 2007/2008
- “Übung zum Gesellschaftsrecht” [Exercise on Company Law] in the B.Sc. course of study in Management at the University of Hamburg, summer semester 2008.
- “Übung zu Wirtschaft und Wirtschaftsverfassungsrecht” [Exercise on commercial and commercial constitutional Law] in the B.Sc. course of study in Management at the University of Hamburg, winter semester 2007/08.
- “Übung im Rahmen des Fallrepetitoriums Medienrecht” [Exercise in the Context of the case revision Course on Media Law] in the Faculty of Law at the University of Hamburg, winter semester 2007/08 and summer semester 2008.
- “Übung zum Wirtschaftsprivatrecht” [Exercise on privat commercial Law] in the B.Sc. course of study in Management at the University of Hamburg, winter semester 2007/08.

Publications 2007/2008

Dr. Thorsten Held (born 1971) studied law at the University of Hamburg. He has been an academic consultant at the Hans Bredow Institute since 1998 and also belongs, as a lawyer licensed in Hamburg, to the “Büro für informationsrechtliche Expertise” (i.e., Specialist Bureau for Information Law) since 1994. One emphasis of his work at the Institute is the question as to how the prescriptions for public communications under constitutional law can be also fulfilled under changed social and technical circumstances. In this context, he deals with, among other things, the tasks of public broadcasting. In connection with his dissertation, he investigated the legal questions of online offerings from the broadcasting institutions. A further area of his work is new regulatory concepts for broadcasting and the Internet internally and abroad. He has a particular interest in legal aspects of broadcasting finance and of protection of young people, regulatory questions in the area of telecommunication as well as the tension between communicative freedoms and protection of the personality.

Projects 2007/2008
- Influence of Private Equity in the Media Sector
- The German system for the protection of young people in the areas of video and computer games – general framework, enforcement and options for action
- The future of controls on media concentration
- Search engines as gatekeepers in the Internet
- The possibilities for securing the public service externally and internally
- Co-regulation in the EU media area
- Search engines as gatekeepers in the internet
- Online offerings from public broadcasters

Lectures 2007/2008
“Evaluierung des Jugendmedienschutzsystems – Ergebnisse der Untersuchung im Auftrag des BMFSFJ und der Jugendministerien der Länder” [evaluating the system for the protection of minors from harmful media – results of the investigation commissioned by the BMFSFJ and the states’ ministries for young people], lecture at the event “Next Generation Jugendmedienschutz?” of the “kölner forum medienrecht” on 23 January 2008 in Köln.


“Medienrechtliche Fragen des Mobile TV” [questions of media law in mobile tv], lecture at the event “Potenzial und Rechtsfragen des Handy-TV” of the Working Group Law, Hamburg@work on 22 January 2007 in Hamburg.

Publications 2007/2008
Held, T. (2008): Kommentierung zu §§ 11 Abs. 1 S. 2 RStV, 4


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Held, T. (2008): Kommentierung zu §§ 17, 19, 21 JMStV


Schulz, W.; Held, T. (2007): Regulierung crossmedialer Aktivi-


Aanja Herzog, M.A., (born 1964) studied Slavistics and History at the University of Hamburg and journalism at the University of St. Petersburg. As a student, she worked on numerous projects at the Hans Bredow Institute as well as the International Media Handbook. She was subsequently responsible for constructing a “Netzwerk unabhängiger Medienforschung in Mittel- und Osteuropa” (Network of Independent Media Research in Central and Eastern Europe). In the context of the project, “European Association for Viewers’ Interests”, she worked on the preparations for founding a European viewers’ association. She is a member at the research centre “European Media and Public Spheres” (EuroMaPS) at the University of Hamburg, promoting the exchange of research on questions of European integration and the European public sphere(s). She is also involved in research dealing with the role of the media with regard to the involvement of citizens on a European level and the formation of a European identity. She has been also dealing with tasks of overall research organisation and project acquisition in the context of a back-office position at the board of directors since April 2007. Beside this, she works on the editing of the International Media Handbook.

Projects 2007/2008
• International Media Handbook
• Media Users as Civil Society Actors
• Research centre “European Media and Public Spheres” (EuroMaPS)
• International Radio Research Network
• The role of the media in the EU integration of socially-disadvantaged groups
• Mapping Europe: Identities, historical relations, media representations – the case of the Baltic Sea region

Lectures 2007/2008

**Publications 2007/2008**


**Projects 2007/2008**

• Convergence from the user’s perspective – the concept of communication modes

**Courses 2007/2008**:

“Methoden der empirischen Kommunikationsforschung” [Methods of Empirical Communication Research], seminar at the Institute for Media and Communication at the University of Hamburg, summer semester 2007 and 2008.

“Das Mediensystem der Bundesrepublik” [The German Media System], seminar at the Institute for Media and Communication at the University of Hamburg, winter semester 2007/08.

“Einführung in die Medien- und Kommunikationswissenschaft” [Introduction into Media and Communication Studies], lecture at the Institute for Media and Communication at the University of Hamburg, winter semester 2007/08 (with K. Hickethier).

**Lecture 2007/2008**

“Identifikation von Kommunikationsmodi” [Identification of Communication Modes], workshop at the conference of the DGPuK Section “Audience and Reception Studies” on 24 January 2008 in Hamburg.

**Thorsten Ihler** (born 1980) studied Law at the University of Hamburg, focusing in particular on the public law on information and communication as well as on the protection of industrial property. He began working for the Hans Bredow Institute as a student assistant in 2005 and has been an academic staff member in the area of media and telecommunications law since March 2008. His research interests lie in the area of the protection of minors from harmful media as well as in the law on data protection.

**Projects 2007/2008**

• Analysis of the system for the protection of young people – Law on the Protection of Minors and State’s Treaty on the Protection of Media for Minors.

• Implementation of Evaluation – – Academic Monitoring of Optimisation of Protection of Minors in Germany

**Dr. Claudia Lampert** (born 1972) studied education with special emphasis on media pedagogy at the University of Lüneburg and at the University of Hamburg, where she gained a doctorate in 2006 with a study on the potential of fictional television programmes for promoting health. She has been working as a research consultant at the Hans Bredow Institute since April 1999. One of her particular research interests and emphases is in the area of media socialisation and media-education. In the context of various projects, she is currently working on the role of digital media in the every-day lives of children and adolescents. She has been a member of the Erfurt Netcode, an organisation in support of quality online offerings for children. In addition, she is working in the subject area of media-related health communication and, in particular, on the potential benefits of entertainment offerings in the media such as TV series, computer and video games etc. with regard to the prevention of illness and health promotion (keyword: Entertainment-Education).

**Projects 2007/2008**

• Young People and Web 2.

• EUKidsOnline – European Research on Cultural, Contextual and Risk Issues in Children's Safe Use of the Internet and New Media

• Analysis of the system for the protection of young people – Law on the Protection of Minors and States’ Treaty on the Protection of Media for Minors
The German system for the protection of young people in the areas of video and computer games – general framework, enforcement and options for action

Games in the Net – expert opinion on the systematisation of the phenomenon of “Online Games”

Network, Media and Health Communication (www.netzwerk-gesundheitskommunikation.de)

Serious Games for Health


Events 2007/2008

“Musik als Ausdruck von Jugendkultur” [Music as Expression of Youth Culture], organisation of the autumn conference of the media education division in the German Association of Media and Communication Science (DGPuK) with Ulrike Wagner (JFF – Institut für Medienpädagogik in Forschung und Praxis) and Bernd Schorb (University of Leipzig) on 18 and 19 October 2007 in Leipzig.

“Gesundheit kommunizieren. Wie erreicht man wen?” [Communicating Health, How Does One Reach Whom?], organisation of the specialist conference of the Health Communication Network with the Faculty of Health Sciences at the University of Bielefeld on 12 and 13 April 2007 in Bielefeld.

“Medienpädagogische Forschung in Theorie und Praxis” [Media-Pedagogical Research in Theory and Praxis], seminar at the faculty “Erziehungswissenschaft, Psychologie und Bewegungswissenschaft” of the University of Hamburg in the summer semester 2007.

“Medienpädagogische Forschung für die Praxis” [Media-Pedagogical Research for Practice], seminar at the faculty “Erziehungswissenschaft, Psychologie und Bewegungswissenschaft” of the University of Hamburg in the winter semester 2006/07.

Lectures 2007/2008


Publications 2007/2008


Stefanie Lefeldt (born 1983) studied Law at the University of Hamburg, focussing in particular on information and communication law. Before becoming an academic staff member in the area of media and telecommunications law in June 2008, she worked at the Hans Bredow Institute as a student assistant. In her research, she is particularly interested in the area of the protection of minors from harmful media.

Projects 2007/2008
- Implementation of Evaluation – Academic Monitoring of Optimisation of Protection of Minors in Germany

Christian Matzen, M.A., (born 1964) studied history, public law and sociology in Hamburg and Marburg. She has worked as an academic editor at the Hans Bredow Institute since 1991. Her area of activity involves the editorial control of all the Institute’s publications, above all of the journal “Medien & Kommunikationswissenschaft” [Media and Communication Studies], of the International Media Handbook as well as the various series and other publications. Beyond that, she is responsible for the Institute’s Internet presence, for its events and for press and public relations. Her interests emphasise particular the development of broadcasting in Germany and the development of broadcasting systems internationally.

Projects 2007/2008
- International Media Handbook
- The music business in Hamburg – profiles, trends and development opportunities

Jutta Popp, Dipl.-Kauffrau (born 1975) studied commerce with special emphasis on communication in Regensburg and Nuremberg. She has worked on various projects as an academic staff member of the Institute from 2003 until 2008, most recently on the project on “Media repertoires”, which is supported by the DFG. Her research interests concern above all media use, the qualities of media offerings as well as the area of media economy.

Projects 2007/2008:
- Media repertoires
- Perspectives of television use in digital environments

Events 2006/2007

Courses 2007/2008
“Datenanalyse mit SPSS” [Data Analysis with SPSS], seminar at the University of Augsburg, summer semester 2007.

“Datenanalyse mit SPSS” [Data Analysis with SPSS], block seminar at the “Institut für Publizistikwissenschaft und Medi enforschung” at the University of Zurich, December 2007.

Lecture 2006/2007

Dr. Jan-Hinrik Schmidt (born 1972) studied Sociology at the Otto-Friedrich-University Bamberg and West Virginia University Morgantown, USA. From 2000 onwards, he held various positions in
the University of Bamberg, among them the research centre for “New Communications Media”, at the Chair in Sociology II (Prof. Dr. R. Münch) and at the State Institute for Research into Families. After completing his doctorate on the institutionalisation of locally related online services, he was a German Academic Exchange scholar at the Donau-University Krems, and guest scholar at the Johannes-Kepler-University Linz (Prof. Dr. B. Batinic). From 2005 to 2007, he worked on a postdoc project supported by the German Research Foundation on “Practices in online-based networking” at the research centre for “New Communications Media” in Bamberg. Since November 2007 he has been working as an senior researcher for digital media and political communication at the Hans Bredow Institute. His research focus is on developments of “Web 2.0”, or respectively “social software”, where he is particularly interested in current changes in online based public spheres and social networks, as well as their effects on politics, economy and civil society. In addition, he analyses form, functions and consequences of online and game-based social spaces at the research and transfer centre “Digital Games and Online Worlds” at the Hans Bredow Institute.

Projects 2007/2008

- Young people and Web 2.0
- Issue filtering and issue monitoring in the internet
- Playing on the net – Systematizing the phenomenon of “online games”
- Evaluation of the internet portals of the MGFFI

Events 2007/2008


Courses 2007/2008

“Mediensoziologie II” [Media Sociology II], seminar at the University of Applied Science Würzburg, summer semester 2008.

“Mediensoziologie I” [Media Sociology I], seminar at the University of Applied Science Würzburg, winter semester 2007/08.

Lectures 2007/2008


“Mögliche Zielgruppen politischer Onlinenkommunikation” [Possible Target Groups for Political Online Communication], lecture at the seminar “Neue Wege im politischen Marketing” of the Konrad Adenauer Foundation on 6 March 2008 in Wesseling.


“Web 2.0 – Kommunikationssoziologische Grundlagen” [basic principles of communication sociology;] introductory lecture at the “Forschungsworkshop Web 2.0” of the Ministry for Generationen, Familie, Frauen und Integration NRW on 23 November 2007 in Düsseldorf.

“Mythen der Blogosphäre” [Myths of the Blogosphere], lecture at the “11. Medienforum” on 5 November 2007 in Mittweida.

“Potenziale von Web 2.0 zur Optimierung von Lernprozessen” [Potential of Web 2.0 for Optimising Learning], lecture at the “5. Landeskonferenz E-Learning@MV” on 29 October 2007 in Rostock-Warnemünde.


“Mögliche Zielgruppen politischer Onlinenkommunikation” [Possible Target Groups for Political Online Communication], lecture at the seminar “Neue Wege im politischen Marketing” of the Konrad Adenauer Foundation on 6 March 2008 in Wesseling.


“Web 2.0 – Kommunikationssoziologische Grundlagen” [basic principles of communication sociology;] introductory lecture at the “Forschungsworkshop Web 2.0” of the Ministry for Generationen, Familie, Frauen und Integration NRW on 23 November 2007 in Düsseldorf.

“Mythen der Blogosphäre” [Myths of the Blogosphere], lecture at the “11. Medienforum” on 5 November 2007 in Mittweida.

“Potenziale von Web 2.0 zur Optimierung von Lernprozessen” [Potential of Web 2.0 for Optimising Learning], lecture at the “5. Landeskonferenz E-Learning@MV” on 29 October 2007 in Rostock-Warnemünde.

“Social Network Sites: Perspectives and challenges”, participation in the roundtable at the “Internet Research Conference 8.0: Let’s play” on 18 October 2007 in Vancouver, Canada.

Publications 2007/2008


Dipl.-Soz. Hermann-Dieter Schröder (born 1957) studied sociology in Bielefeld. He has worked at the Hans Bredow Institute since 1983. Here he has worked on the following topics, among other things: the presentation of television programmes and broadcasting providers in programme guides and the daily newspapers, the organisation and financing of local radio, the organisation of programme production for television and the development of media business in Hamburg. His current research interests concern particularly the organisatorial and commercial structures of the media system.

Projects 2006/2007
- Federal Government Report on communication and the media
- Navigators and electronic programme guides – The marked for orientation aids in digital television contexts
- Evaluation of the Austrian Television Fund
- Evaluation of the Hamburg Media School

Lecture 2007/2008
“Wirkungen des Fernsehfonds Austria” [Effects of the Austrian Television Fund], lecture at the event “Die Zukunft der Fernsehproduktion in Österreich” on 7 December 2007 in Vienna.

Publication 2007/2008

Dr. Wolfgang Schulz (born 1963) studied law and journalism in Hamburg. Since 1997 he has taught the optional special subject on information and communication in the Department of Law at the University of Hamburg; he has been also a member of the state office for legal examinations since January 2000. From 1999 onwards, he functioned as deputy business director as well as head of the Institute’s area of media and telecommunications. His work emphasises problems of legal regulation with regard to media contents – particularly depic-
tions of violence -, questions of law in new media, above all in digital television, and the legal bases of journalism, but also the jurisprudential bases of freedom of communication and of the description of the systems of journalism and communications in systems theory. In addition, he works on the forms of the state’s functioning, for instance, in the framework of concepts of “regulated self-regulation”.

Projects 2007/2008

- Influence of Private Equity in the Media Sector
- Implementation of the evaluation-the academic monitoring of the protection of minors in Germany
- The German system for the protection of young people in the areas of video and computer games – general framework, enforcement and options for action
- Video and computer games – Quo vadis the protection minors from harmful media. Concept and conduct of a European specialist conference
- Present and Future of local and regional Television in East Germany
- Communications and Media Report of the Federal Government
- Activities in further training and professionalisation in media law
- Future of monitoring media concentration
- Possibilities for securing public service internally and externally
- New forms of regulation in media law
- Search engines as gatekeepers in the Internet
- Optimising the media law related E-Learning offers at the University of Hamburg “Global Classroom” and “Blackboard”
- Reform of the Regulations on communication and media

Courses 2007/2008

“Wiederholungs- und Vertiefungskurs” [Repetition and Development Course] in the optional special subject information and communication in the Department of Law at the University of Hamburg, summer semester 2007, winter semester 2007/2008 and summer semester 2008.

Lectures 2007/2008

„Gegenwart und Zukunft des Lokalfernsehens in Ostdeutschland“ [Present and Future of Local Television in East Germany], presentation of the eponymous project at the Medientreffpunkt Mitteldeutschland on 7 May 2008 in Leipzig.

„Wie viel Konzentration verträgt das deutsche Mediensystem?“ [How Much Concentration can the German Media System Stand?], podium discussion in the context of the Medientreffpunkt Mitteldeutschland on 6 May 2008 in Leipzig.


Dipl.-Gesundheitswirt (FH) Daniel Tolks (born 1975) studied Health promotion and management at the University of Applied Science of Magdeburg-Stendal and at San Diego State University. In his MSc. Dissertation he compared “Models of Good Practice in the Area of Health Communication” in the USA and Germany. After an internship at the Hans Bredow Institute in the area of health communication he has since June 2008 been an academic member of staff. He is particularly interested in medially communicated health communication, especially in the areas of social marketing, media advocacy, entertainment education and serious games for health.

Project 2007/2008
• Serious games for health

Publications 2007/2008

Dr. Hans-Ulrich Wagner (born 1962) studied German Language and Literature at the Universities of Bamberg and Münster and worked as a freelance literary critic and journalist. He gained a doctorate in Bamberg in 1996 with a study on the radio plays of the immediate postwar years 1945-1949. Subsequently, he worked at the German Broadcasting Archive in Frankfurt am Main, with a DFG project on the broadcasting work of Günter Eich, as well as being a curator of the exhibition “Remigranten und Rundfunk 1945-1955” (returning emigrants and broadcasting 1945-1955). He has been working at the Research Centre for the History of Broadcasting in Northern Germany since 1 December 2000, initially as a staff mem-

ber, and since 1 August 2005 as its head. He fulfills teaching and examination roles at the University of Hamburg in the Department of Language, Literature and Media I/Media Culture. He has been a member of the jury for the “Hörspielpreis der Kriegsblinden. Preis für Radiokunst” (Blind War Veterans’ Prize for Radio Plays. Prize for Radio Arts”) since 1996 and has been editor of the journal, Rundfunk und Geschichte (“Broadcasting and History”) since 2005. He became deputy chairperson of the “Studienkreises Rundfunk und Geschichte” (“Circle for the Study of Broadcasting and History”) and was elected its chair in January 2007. His research interests involve above all the relationship of broadcasting and literature, as well as overarching questions on the history of media, programming and mentalities in the 20th century.

Projects 2007/2008
• Public communication via the media from the 1950’s to the 1970’s
• History of broadcasting in North Germany 1945-1955
• The Genre of Witnessing: Media, History and the Holocaust
• The literary programming offerings of the Reich Radio Hamburg
• Norag and the Culture of the 1920’s in Hamburg

Courses 2007/2008
Organisation and Conduct of the “Medienhistorisches Forum für Absolventen und wissenschaftlichen Nachwuchs” [Media-historical Forum for Graduates and Junior Academics], a cooperation of the Studienkreis Rundfunk und Geschichte [Study Group on Broadcasting and History] with the section History of Communication of the DGPuK on 1 and 2 November 2007 in Lutherstadt Wittenberg (with Sebastian Pfau, Susanne Kinnebrock, Maria Löblüich).

Organisation and Implementation of the Panel “Radio for a Post-War Society” Panel at the Thirty-First Annual Conference der German Studies Association (GSA), (with Christoph Hilgert, Janina Fuge) from 4 to 7 October 2007 in San Diego/USA.

“Einführung in die Medien: Radio/ Audio” [Introduction into the Media: Radio/Audio], lecture at the Department Sprache Literatur Medien I/ Medienkultur of the University of Hamburg, summer semester 2008.

“Radiotheorien” [Radio Theories], Graduate Seminar at the Department Sprache Literatur Medien I/ Medienkultur at the University of Hamburg, winter semester 2007/08.

Lectures 2007/2008


Dissertations supervised

Kulturen 1848-1933” at the University of Hamburg on 9 July 2008.


“Hansadeutsch, niedersächsisch, überhaupt niederdeutsch” – Literarische Programmangebote des Reichssenders Hamburg” [Hansa German, Lower Saxon, Low German Above All – Literary Programming From the Reich Radio Hamburg], presentation at the workshop of the DFG project “Medialität und Modernität im NS-Kino” on 18 March 2008 in the Warburg-Haus, Hamburg.

“Gespräch über Axel Eggebrecht” [Talking About Axel Eggebrecht], podium discussion and presentation at the Mediensta- tung der Stadt Leipzig on 1 February 2008 (with Hanjo Kesting).


“Droge Arbeit. Literarische Reaktionen auf die New Econo-my” [Work as a Drug. Literary Reactions to the New Economy], lecture in the series “Denn wovon lebt der Mensch?” at the University of Hamburg on 10 July 2007.

Publications 2007/2008


**Felix Zimmermann, LL.B.,** (born 1980) studied law at the Bucerius Law School in Hamburg and at the Université Laval in Quebec, Canada. Here, he specialised in information and communication law and in the area of jurisprudence. He was already a student assistant at the Hans Bredow Institute and has been working as a freelancer in the department of Media and Telecommunication Law since August 2006. He was an Academic Visitor at the Centre for Socio-Legal Studies at the University of Oxford from April-August 2008. His research interests lie in the area of advertising regulation, where he engages particularly with problems of advertising integrated into programming, as these relate to constitutional law.

**Projects 2007/2008**
- Product Placements in the Electronic Media
- Symposium. Equal Opportunity for networks and platforms?

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**HONORARY MEMBER OF THE DIRECTORATE**

**Prof. Dr. Wolfgang Hoffmann-Riem, LL.M.,** (born 1940) studied law in Hamburg, Freiburg i. Br., Munich and Berkeley. He has been Professor for Public Law and Administration at the University of Hamburg since 1974. He was the director of the Hans Bredow Institute from 1979 and chairperson of the newly created directorate of the Institute from July 1998 until December 1999, until the beginning of his activities as Law Senator of the Free and Hanseatic City of Hamburg (Sept., 1995 to Nov., 1997). From 1999-2008 directorate since 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).

**Courses 2007/2008**
“Kolloquium zur neueren Rechtsprechung des Bundesverfassungsgerichts und des Europäischen Gerichtshofs für Menschenrechte zu den Freiheitsrechten” [colloquium on the recent judgements of the federal constitutional court and the European court of human rights on civil liberties], summer semester 2007.

“Recht und Innovation” [law and innovation], Seminar at the Faculty of Law at the University of Hamburg winter semester 2006/07.

**Publications 2007/2008**
Research Emphases and Interests of the Academic Staff


Dissertations supervised 2007/2008


Philipp Hammerich: Schutz vor aufgedrängten Informationen durch die negative Rezipientenfreiheit des Artikel 5 Abs. 1 Satz 1 Halbsatz 2 GG unter dem Aspekt des objektiv-rechtlichen Grundrechtsgewährung – insbesondere im Internet und in der E-Mail Kommunikation [Protection from Imposed Information by the Negative Freedom for recipients as per Article 5 Para 1 Clause 1 Sub-clause 2 GG form the Viewpoint of the Objective-legal Provisions of the Basic Law – Particularly in the Internet and in Email Communication] (completed).

Post-doctoral dissertations supervised 2007/2008


ASSOCIATE STAFF MEMBERS

Associate staff members support the Institute in defining new research topics and in performing concrete investigations. In 2007/2008 the associate staff members were:

Prof. Dr. Joan Kristin Bleicher (born 1960) studied German Language and Literature, American Studies and general literary criticism in Giessen, Bloomington/USA and Siegen. She obtained a doctorate at the University of Siegen and worked from 1986-1995 in the special research area no. 240 of the German Research Foundation, Deutsche Forschungsgemeinschaft, “Ästhetik, Pragmatik und Geschichte der Bildschirmmedien. Schwerpunkt: Fernsehen in der Bundesrepublik Deutschland” (Aesthetics, Pragmatics and History of the screen-based media. Special Emphasis: Television in the Federal Republic of Germany).

After teaching posts at the universities of Saarbrücken, Marburg, Lüneburg and Hamburg, Joan Kristin Bleicher wrote her post-doctoral thesis at the University of Hamburg. Her interests emphasise the areas of media aesthetics and history, theories of narration, contemporary literature and foundational research on the internet. From the summer semester 2001 onwards, she has held a professorship in the Germanic Institute at the University of Hamburg. From spring 2002 until autumn 2007, she held a joint professorship in “Media Studies” at the Hans Bredow Institute and the University of Hamburg. Since September 2007 she is a full professor at the Institute for Media and Communication Studies at the University of Hamburg and an associate staff member of the Hans Bredow Institute.

Projects 2007/2008

- Television in Media Competition

Courses offered 2007/2008

“Schreiben über Medien” [Writing about the Media], a seminar project in the programme on Media and Communication at the University of Hamburg, summer semester 2007.


“Mediengeschichte und Mediengegenwart” [Media and their Presence], lecture in the programme Media and Communication at the University of Hamburg, summer semester 2007.

“Examinations Colloquium” in the programme on Media Culture at the University of Hamburg, winter semester 2006/07.

Seminar on Internship in the programme on Media and Communication at the University of Hamburg, winter semester 2006/07.

“Grundlagen Fernsehen” [Fundamentals of Television], seminar in the programme on Media Culture at the University of Hamburg, summer semester 2007.

“Grundlagen Internet” [Fundamentals of the Internet], seminar in the programme on Media Culture at the University of Hamburg, winter semester 06/07.
“Drehbuechschreiben” [Script Writing], a seminar project in the programme on Media and Communication at the University of Hamburg, summer semester 2008.

“Online- und Fernsehtrends” [Trends in Online and Television Offerings]. Grad. seminar in the programme on Media and Communication at the University of Hamburg, summer semester 2008.

Lectures 2007/2008

“A Survey of Forms of Metareference in Television Programs”, lecture at the conference Metareference on 24 May 2008 in Graz.


“Formen und Funktionen selbstreferentieller Fernsehsendungen” [Forms and Functions of Self-referential TV Programmes], lecture at Bonn University on 9 February 2007.

“Emotionalisierungsstrategien in TV Movies und Reality Formaten” [Strategies of Emotionalising in TV Movies and Reality TV Formats], lecture at the conference “Emotionen” at the University of Hamburg on 12 January 2007.

“Fernsehfilm und TV Movie” [Television Film and TV Movie], lecture in the lecture series Filmgeschichte at the University of Hamburg on 9 January 2007.

Publications 2007/2008


Theses supervised

Sigrid Kannengießer, University of Hamburg: Community Radio in Afrika (ongoing)


Skadi Loist, Universität Hamburg: Geschichte des Queer Cinema [History of Queer Cinema] (ongoing).


Christoph Hilgert, M.A., (born 1978) studied history, journalism and political science at the Universities of Gießen, Bristol (England) and Hamburg. He has been working at the “Research Centre for the History of Broadcasting in Northern Germany” from March 2006 until December 2007. Before that he had already been a student assistant at the Hans Bredow Institute from 2002 onwards. Since January 2008, he has been the recipient of a scholarship of the “DFG-Graduiertenkolleg” “Transnationale Medienereignisse von der Frühen Neuzeit bis zur Gegenwart” at the Justus-Liebig-University Gießen. His research interests concern aspects of the research into the history of youth, the history of media, culture and mentalities, especially the history of the press and of broadcasting, of developments in media politics since 1945, the communicative dimensions of remembering, of the memory and of commemoration, as well as the medial presentation of history. In the framework of his PhD-project, he is working on the reporting in the mass media on and for “young people” in the 1950s, with a particular emphasis on West-German and British broadcasting.

Projects 2007/2008

• History of Broadcasting in Northern Germany 1945-1955
• Radio and Youth Cultures in the 1950
• The Genre of Witnessing: Media, History and the Holocaust
• Mapping Europe: Identities, historical relations, media representations. The Case of the Baltic Sea Region

Lectures 2007/2008

“Lessons on Democracy: Contested Coverage of Politics in Radio Programs of ‘Nordwestdeutscher Rundfunk’”, lecture at the panel “Radio for a Post-War Society” at the 31. Annual...
Conference of the German Studies Association (GSA) on 6 October 2007 in San Diego, California (with J. FUGE).


Publications 2007/2008


Talke Klara Hoppmann, M.A., (born 1980) studied communication and American Studies at the Ruhr-University in Bochum, at the University of Hamburg and on a Fulbright Scholarship to Temple University Philadelphia, USA. After working as a student assistant for several years on various projects (above all related to Europe) at the Hans Bredow Institute and for a year on the project “Designating various Forms of Advertising from the Viewer’s Viewpoint”, she has been writing a doctorate since 2006 on the topic of user perception of EU institutions and of their perception of communicators. In this comparative project, she has been researching since February 2007 in Copenhagen, Denmark, at the University of Copenhagen and subsequent to that in Leeds, Great Britain, at the Jean Monnet European Centre of Excellence of the University of Leeds. Her research interests involve above all media use, new media, online communication and political communication, as well as the entire complex “European Union”.

Courses 2007/2008
“Audiences and Public Spheres in Europe”, graduate seminar in the context of the Erasmus Mundus Master Programme ‘Journalism and Media within Globalisation’ at the University of Hamburg, winter semester 2006/2007.


Lectures 2007/2008
“Images Enacted via the EU Website”, lecture at the Jean Monnet European Centre of Excellence of Leeds University on 14 November 2007 in Leeds, UK.


Publications 2007/2008


Dr. Till Kreutzer (born 1971) and is a lawyer and a partner in the firm i.e., Consultant Bureau for Information Law in Hamburg. He is an associate at the Hans Bredow Institute, research associate at the Humboldt University Berlin, and a lecturer in competition, trademark and copyright law at the Hamburg Media School and a member of the Institute for Legal Issues of free and open Software” (ifrOSS). In addition, he is an editor at iRights.info, the information portal for copyright in the digital world, which won the Grimme-Online-Award 2006. In the context of the reform of copyright in the information society he was invited as expert to the hearing for the federal
parliament legal committee at the enactment of the “Law on Regulation of Copyright in the Information Society” (First and Second Basket”) and was a member of the man working group, which the federal government had convened to set up the “Second Basket”. He is a lecturer in E-Learning and has developed various E-Learning modules and other learning and information materials on the topic of E-Learning and law, among other things the programme “Legal Issues in E-Learning”, which was awarded with the “European eLearning Award eureleA 2008”, and he is also the author of various publications on topic of information law in specialist and popular media (eg. GRUR, CR, MMR, ZUM, brand eins, Telepolis, Süddeutsche Zeitung, EPD Medien, Stern). His dissertation with Prof. Dr. Hoffmann-Riem concerns the model of copyright and regulation alternatives (to be published in October 2008).

Courses 2007/2008
“Recht im Web 2.0” [Law in Web 2.0], seminar at the International DAAD-Akademie: Neue digitale Medien im Bildungsmarketing – Anwendungsbereiche von Web 2.0 [New digital Media in Marketing Education – Areas of Application of Web 2.0] 7 May 2008 in Bonn (www.daad-aka demie.de/gate-germany/#80)

“Urheberrecht und E-Learning” [Copyright and E-learning], workshop at the Free University Berlin on 28 April 2008.

“Urheberrecht und E-Learning” [Copyright and E-learning], workshop at the Free University Berlin on 27 April 2007.

“Rechtsfragen bei E-Learning” [Copyright and E-learning], workshop at the Free University Berlin on 27 September 2007.

Lectures 2007/2008

Chancen erkannt, Chancen vertan – Zum Nutzen des “Zweiten Korbes” der Urheberrechtsreform für Wissenschaft und Bildung” [Chances Seen, Chances Lost – on the Use of the ‘Second Basket’ of the Copyright Reform for Research and Education], lecture at GML conference 2008 on 13 March 2008 in Berlin (www. ver bundkolleg-berlin.de/GML/GML08/Agenda%20GML_03-10_Ari al.pdf).


“Urheberrecht und Web 2.0” [Copyright and Web 2.0], lecture at the mekonet Symposium “Alles, was Recht ist im Web 2.0 – Herausforderungen an die Medienkompetenz” on 16 October 2007 in Schwerte (www.mcko.net.de/php/service/wodka/ws/97/ wp701. php).

“Urheberrechtliche Fragen bei “verwaisten Werken” [Copyright Questions with „Orphaned Works“], lecture at the symposium of the German Cinematheque “Im Schatten der Verwertungsinteressen – Filmarchive, Filmmuseen und das Urheberrecht” on 14 September 2007 in Berlin (www.talent-film.net/portal/index_GDiEnT7AK93DZ.Rnd.html).

“Computerprogramme und Schutz technischer Maßnahmen” [Computer Programmes and the Protection of Technical Measures], dissertation colloquium at the University of Hamburg on 25 April 2007 in Hamburg

Publications 2007/2008


Kreutzer, T. (2008): “Nicht alles, was geht, ist auch erlaubt” [Not Everything that’s Doable is Allowed], klicksafe.de, www.klicksafe.de/comasystem/view/medien/view_medien.php?datensatz=medRIkIX0Nt0MA04w970mz YuvrtlQ7vSMyT1SPyjSvPd9UL3xZ1201623196& projekt=promk8ZxJnaDzaraCe51wimd5VILrmaUSAcYjij ERnGQlIKKodZC0Uuyf1165x17560&designfile=material_projekte.php.


Arne Laudien (born 1977) studied law at the University of Hamburg with special emphasis on information and communication. He worked at the Institute from July 2004 to July 2006, after already being a study assistant since 2002. He has been an associate staff member since July 2006.
He is currently completing an internship at the Hanseatic Court of Appeal. His research interests involve, among other things, the regulation of telecommunications and the law on personality. A further special area of his work is his dissertation project on the need for accommodation of the concept of censorship in the Basic Law to the regulation of communication in the 21st century.

Projects 2007/2008
- Co-regulation in the EU media area

Thilo Wind (born 1979) studied law in Hamburg and Göttingen as well as in England and at Aarhus in Denmark. In addition to this, the “Scandinavian Area Studies” programme of the Danish University of Odense has formed a welcomed change from his legal line. During his law studies, he focused on the area of “Information and Communication”. He was initially a student assistant and has been a freelance researcher since August 2007 and is associated with the Institute in the area of media and telecommunications law. And in addition to these activities he is a legal intern at the Hanseatic Court of Appeal.

Publication 2007/2008

Malte Ziewitz, M.P.A. (born 1976) studied law in Göttingen, Rome and Hamburg. He worked at the Hans Bredow Institute from June 2003 to August 2004. He was a McCloy-Scholar in the MPA programme of the John F. Kennedy School of Government in Harvard and has been a doctoral candidate at the Oxford Internet Institute. Before discovering the pleasant life of an academic, he worked as a radio reporter and advertising copywriter. His interests involve above all the Internet as a communications platform and the social and commercial questions connected with that. A special emphasis is here the development and researching of new forms of regulation, as well as their bases in constitutional and European law. In his dissertation, he tackles reputation-technologies and the question as to how and under what conditions to coordinate and regulate this human behaviour.

Courses 2007/2008
- “Intellectual Property Law”, workshop at the International School of New Media at the University of Lübeck, summer semester 2007.
- “Media & Law”, lecture at the International School of New Media at the University of Lübeck, winter semester 2006/07.

Publications 2007/2008

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GUEST RESEARCHERS

Joan Ramon Rodríguez-Amat, M. A. (born 1975) studies Media Studies (UAB, Barcelona), Communicative Strategy and Political Science (ICPS, Barcelona, 1999), Political Communication and Strategy (UAB, Barcelona, 2000) and Qualitative Methods of Social Research (UdG, Girona, 2001). In 2006 he wrote his MA on the meaning of theories of nationalism in media studies. He has taught since 2001 in the Department of Digital Communication at the University de Vic (Barcelona, Spain). In the Summer and the Winter semesters 2007 he also worked as a lecturer at the Institute of Intercultural Business Communication (IWK) at the Friedrich-Schiller University in Jena, Previ-
ously he taught in 2006 in France (INFOCOM University Lyon II) and in 2004 in Great Britain (University of Surrey-Roehampton, London). His research interests concern media culture, discourse analysis, the history of communication as well as political communication and the main emphasis of his work rests on national discourse and national mythologies, on which he also wrote his doctorate “Nationalisation of the Public Sphere: the Role of the Media in the Construction of National Mythologies”. Ramon Rodríguez is a guest researcher at the Hans Bredow Institute from March to September 2008 and will finish his doctorate there. He is particularly interested in the current research outputs and projects of the Institute on European Media and Public Spheres (EuroMaPS) and the projects in the area of media offerings and media culture.

Marcelo Thompson Mello Guimaraes (born 1978) studied Law at the Pontifícia Universidad Católica do Rio de Janeiro, and took his Bachelor of Laws (LL.B.) in 2000, with a postgraduate diploma from 2002-2003 in the legal area of intellectual property. Concurrently he had a teaching post for IT law at the Pontifícia Universidade Católica. From 2002-2003 he also worked as a lawyer in the department of Venture Capital of the Brazilian Innovation Agency FINEP of the Brazilian Ministry for Science and Technology and was head of the department for conduct of law cases from 2002-2003. From 2004-2005 he was the head of the legal department of the Brazilian Information Technology Institute (ITI), reporting to the presidential office, and participated in programmes for introducing an infrastructure for electronic signatures and free software. Subsequently, he did an LL.M in Law and Technology in the context of the Law & Technology Programme of the University of Ottawa (2005-2006). He has been a doctoral candidate in the area of Information, Communication and the Social Sciences at Kellogg College and at the Oxford Internet Institute at the University of Oxford and a scholarship of the CAPES Foundation of the Brazilian Ministry of Education. His dissertation has the working title: “Evaluating Neutrality in the Information Age: on the Value of Persons and Access” and concerns itself from the viewpoint of law and political studies with the application of the principle of neutrality in internet law and politics. His particular interests concern the legal, political and philosophical aspects of electronic forms of identification, of intellectual property and the access to technology and knowledge, filter mechanisms and internet communication in general. Marcelo Thompson Mello Guimaraes was a guest researcher for two months in May/June 2008 at the Hans Bredow Institute and participated, among other things, in the symposium “Equal Opportunity for Networks and Platforms?” The period of research was supported by the Institute jointly with the Alcatel-Lucent Foundation.

STUDENT ASSISTANTS

The Institute also employs assistants and interns, who work not only in the context of the projects, but also in indispensable activities across the board, such as archiving and organising events. Those active since the beginning of 2007 have been: Sascha Arnold, Eva Boller, Andrea Burmester, Gyde Clausen, Nils Dargel, Vanessa Dreyer, Marius Drosselmeier, Hasmik Episkoposian, Frank Hahn, Celina Hauptmann, Michael Humberg, Thorsten Ihler, Heiner Kahlert, Sigrid Kan-
**CONTACT**

* These staff members work in the annex at Warburgstraße 8-10, 20354 Hamburg

** These staff members work at the University of Hamburg, Von-Melle-Park 6, 20146 Hamburg.

<table>
<thead>
<tr>
<th><strong>Directorate</strong></th>
<th><strong>Telephone</strong></th>
<th><strong>E-Mail</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof. Dr. Uwe Hasebrink (Chairperson)*</td>
<td>450 217-81</td>
<td><a href="mailto:u.hasebrink@hans-bredow-institut.de">u.hasebrink@hans-bredow-institut.de</a></td>
</tr>
<tr>
<td>Dr. Wolfgang Schulz (Managing Director)</td>
<td>450 217-0</td>
<td><a href="mailto:w.schulz@hans-bredow-institut.de">w.schulz@hans-bredow-institut.de</a></td>
</tr>
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<thead>
<tr>
<th><strong>Academic Advisors</strong></th>
<th><strong>Telephone</strong></th>
<th><strong>E-Mail</strong></th>
</tr>
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<tbody>
<tr>
<td>Dr. Thorsten Held</td>
<td>450 217-31</td>
<td><a href="mailto:t.held@hans-bredow-institut.de">t.held@hans-bredow-institut.de</a></td>
</tr>
<tr>
<td>Dr. Claudia Lampert*</td>
<td>450 217-92</td>
<td><a href="mailto:c.lampert@hans-bredow-institut.de">c.lampert@hans-bredow-institut.de</a></td>
</tr>
<tr>
<td>Dr. Jan-H. Schmidt*</td>
<td>450 217-83</td>
<td><a href="mailto:j.schmidt@hans-bredow-institut.de">j.schmidt@hans-bredow-institut.de</a></td>
</tr>
<tr>
<td>Dipl.-Soz. Hermann-Dieter Schröder</td>
<td>450 217-32</td>
<td><a href="mailto:h.d.schroeder@hans-bredow-institut.de">h.d.schroeder@hans-bredow-institut.de</a></td>
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<th><strong>Academic Staff</strong></th>
<th><strong>Telephone</strong></th>
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</tr>
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<tbody>
<tr>
<td>Inka Brunn</td>
<td>450 217-44</td>
<td><a href="mailto:i.brunn@hans-bredow-institut.de">i.brunn@hans-bredow-institut.de</a></td>
</tr>
<tr>
<td>Hanna Domeyer, M. A.*</td>
<td>450 217-91</td>
<td><a href="mailto:h.domeyer@hans-bredow-institut.de">h.domeyer@hans-bredow-institut.de</a></td>
</tr>
<tr>
<td>Stephan Dreyer</td>
<td>450 217-33</td>
<td><a href="mailto:s.dreyer@hans-bredow-institut.de">s.dreyer@hans-bredow-institut.de</a></td>
</tr>
<tr>
<td>Stefan Heilmann</td>
<td>450 217-33</td>
<td><a href="mailto:s.heilmann@hans-bredow-institut.de">s.heilmann@hans-bredow-institut.de</a></td>
</tr>
<tr>
<td>Anja Herzog, M.A.*</td>
<td>450 217-84</td>
<td><a href="mailto:a.herzog@hans-bredow-institut.de">a.herzog@hans-bredow-institut.de</a></td>
</tr>
<tr>
<td>Thorsten Ihler</td>
<td>450 217-33</td>
<td><a href="mailto:t.ihler@hans-bredow-institut.de">t.ihler@hans-bredow-institut.de</a></td>
</tr>
<tr>
<td>Stefanie Lefeldt</td>
<td>450 217-33</td>
<td><a href="mailto:s.lefeldt@hans-bredow-institut.de">s.lefeldt@hans-bredow-institut.de</a></td>
</tr>
<tr>
<td>Daniel Tolks*</td>
<td>450 217-92</td>
<td><a href="mailto:d.tolks@hans-bredow-institut.de">d.tolks@hans-bredow-institut.de</a></td>
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<thead>
<tr>
<th><strong>Academic Assistant at the Chair of Prof. Hasebrink, University of Hamburg:</strong></th>
<th><strong>Telephone</strong></th>
<th><strong>E-Mail</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sascha Hölig, M. A.**</td>
<td>42838-7166</td>
<td><a href="mailto:sascha.hoelig@uni-hamburg.de">sascha.hoelig@uni-hamburg.de</a></td>
</tr>
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<tr>
<th><strong>Research Centre for History on Broadcasting in Northern Germany</strong></th>
<th><strong>Telephone</strong></th>
<th><strong>E-Mail</strong></th>
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<tbody>
<tr>
<td>Dr. Hans-Ulrich Wagner**</td>
<td>42838-2724</td>
<td><a href="mailto:hans-ulrich.wagner@uni-hamburg.de">hans-ulrich.wagner@uni-hamburg.de</a></td>
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<th><strong>Editors and Public Relations</strong></th>
<th><strong>Telephone</strong></th>
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<tbody>
<tr>
<td>Christiane Matzen, M.A.</td>
<td>450 217-41</td>
<td><a href="mailto:c.matzen@hans-bredow-institut.de">c.matzen@hans-bredow-institut.de</a></td>
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<th><strong>Literature/ Information</strong></th>
<th><strong>Telephone</strong></th>
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<tr>
<td>Dipl.-Bibl. Jutta Simon</td>
<td>450 217-22</td>
<td><a href="mailto:j.simon@hans-bredow-institut.de">j.simon@hans-bredow-institut.de</a></td>
</tr>
<tr>
<td>Olga Lévay</td>
<td>450 217-22</td>
<td><a href="mailto:o.levay@hans-bredow-institut.de">o.levay@hans-bredow-institut.de</a></td>
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<tr>
<th><strong>Personnel and Finances</strong></th>
<th><strong>Telephone</strong></th>
<th><strong>E-Mail</strong></th>
</tr>
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<tbody>
<tr>
<td>Hannelore Günther</td>
<td>450 217-12</td>
<td><a href="mailto:h.guenther@hans-bredow-institut.de">h.guenther@hans-bredow-institut.de</a></td>
</tr>
<tr>
<td>Brigitte Saß</td>
<td>450 217-12</td>
<td><a href="mailto:b.sass@hans-bredow-institut.de">b.sass@hans-bredow-institut.de</a></td>
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<tr>
<th><strong>Secretary</strong></th>
<th><strong>Telephone</strong></th>
<th><strong>E-Mail</strong></th>
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<tbody>
<tr>
<td>Elfrun von Schutzbar</td>
<td>450 217-11</td>
<td><a href="mailto:info@hans-bredow-institut.de">info@hans-bredow-institut.de</a></td>
</tr>
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<tr>
<th><strong>Systems Administrator</strong></th>
<th><strong>Telephone</strong></th>
<th><strong>E-Mail</strong></th>
</tr>
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<tbody>
<tr>
<td>Sebastian Schieke</td>
<td>450 217-42</td>
<td><a href="mailto:s.schieke@hans-bredow-institut.de">s.schieke@hans-bredow-institut.de</a></td>
</tr>
</tbody>
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  - Broadcasting Law, Online Communication
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  - Data Protection Law, Law on Protection of Minors
- **Stefanie Lefeldt**
  - Law on Protection of Minors

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  - Editor, Public Relations
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  - Information, Documentation
- **Olga Lévay**
  - Library Assistant

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