

Research Report 2012/2013



HANS-BREDOW-INSTITUT

for Media Research at the University of Hamburg

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THE YEAR'S RESEARCH 2012/2013

This year's report naturally foregrounds our specialist research and our knowledge transfer, but it must preface its account of the year's research 2012/2013 with the announcement of a major move affecting the entire Institute: This summer, we have merged our two locations to establish our new office at Rothenbaumchaussee 36. For many years now, we have been seeking suitable premises capable of housing our research units, our administration and our library and also capable of offering enough space to accommodate the increasing interest in study visits at the Institute from overseas guests. Our new building, previously used by the University of Hamburg, fulfils all of these requirements.

Our tenancy would not have been possible without the support of the City of Hamburg – especially of the Ministry for Science and Research and of the State Chancellery; the Institute thanks both authorities sincerely, as it can now, and for the coming twelve years at least, enjoy very good working conditions next door to the University's guest house.

Leaving our move to one side, we can report on numerous activities during the year's research 2012/2013. The Institute considers one of its tasks to be collaboration in ensuring that Hamburg's potential as a centre for research is promoted as much as possible. In this respect, one activity involves the Institute in working with colleagues from the University of Hamburg and the University of Bremen on a joint project investigating and designating the role of the media in structural changes in society. Engaging with „communicative configurations" (the joint project's guiding concept) forms one focus within the research programmes which give the Institute's work its profile. In addition, the studies pursued by the Institute on changes in journalism are providing results, which are integrated into these cooperative enterprises.

The Institute's capacity for collaboration also stands out in our joint work with the Alexander von Humboldt Institute for Internet and Society (HIIG) in Berlin. The two institutes' joint working group is attempting, above all, to understand the regulative structures on internet platforms better as regards, for instance, the networks on service providers like Facebook. The area of online-participation is also being jointly investigated. Both institutes are profiting particularly from the expansion of the international network being achieved through collaboration.

The Institute's trans-disciplinary expertise has been strongly sought after over recent months in, among other things, the area of Youth Media Protection. Alongside continuing our collaboration with the European research alliance, EU Kids Online, there have been projects for the Federal Ministry of Family Affairs, Senior Citizens, Women and Youth, as well as for the Swiss Federal Social Insurance Office, which is responsible for Youth Media Protection. And in addition, staff members at the Institute were invited to give lectures and take part in podium discussions on this topic.

In other areas as well, the Institute is developing ideas aimed at offering as rational as possible a basis for political or commercial decisions. In this vein, suggestions are at present being developed in collaboration with the City of Hamburg for optimising data protection. With a view to strengthening the innovative vigour in the institute itself, we are working in 2013 – initially on a small scale but already with considerable effect – with „seed money"; that means, whoever is doing research in the Institute can seek in-house funds to develop concepts and applications.

As regards the Institute's achievements documented in this report, it does remain, as in previous years, the case that they would not be possible without the support of our institutional supporters, who ensure the financial basis of our work despite

the difficult economic conditions. Those involved are: the Free and Hanseatic City of Hamburg, NDR Media GmbH, the WDR mediagroup GmbH, Deutsche Welle, ARD advertising, the WDR mediagroup GmbH (ad sales of the West German Broadcasting Corporation), ARD-Werbung (ad sales of the Association of Public Broadcasting Corporations in Germany), the Se-

cond German Television Service, the State Media Authorities, as well as the Medienstiftung Hamburg (Hamburg Foundation for the Media). The Institute extends its particular thanks to all of them.

Hamburg, July 1 2013

Uwe Hasebrink, Wolfgang Schulz

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

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

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

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

The Institute makes a sustained contribution to promoting the next generations of researchers, especially in the doctoral phase and here works closely

with the University of Hamburg and other institutes for training and further education in the city.

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

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

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

PROFILING CONTENTS: RESEARCH PROGRAMMES

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

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

The most wide-ranging is the 1st programme, which is devoted to the *changed bases of social*

information. This programme is currently prioritised by the Institute.

The 2nd and 3rd programmes deepen the engagement with the concrete consequences of converging media environments: the goal is to investigate *regulatory structures and rule formation in spaces of digital communications* theoretically and empirically, as well as to investigate a *typology of forms of public communication*.

And finally, with its 4th programme the Institute seeks to make a systematic contribution to researching long-term effects of the media; a research facility premised on durability is predestined for precisely such a perspective.

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

1. RESEARCH PROGRAMME „THE BASIS OF SOCIAL INFORMATION“:

HOW DOES SOCIETY KEEP ITSELF INFORMED?

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

Social Relevance

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

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

Research Relevance and Concrete Research Proposals

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

The Institute has been undertaking this exercise in systematization and has, in the context of this programme, also embarked upon various expansions, which are oriented according to research fundamentals and enable us to tackle particularly relevant challenges concerning the fundamentals of social information. One of these expansions involves the reconstruction of individual behaviour as regards information. Such behaviour cannot be conceptualized any longer by dealing with individual media; much rather, what is required is an approach spanning the media, in order to highlight the development of the information providers' logics of production, the overall spectrum of information on offer, as well as a population's behaviour as regards information. The corresponding investigations can build on the repertoire-oriented approach of research into me-

dia use, which has been developed in the Institute and offers a foundation for analysing patterns of use across the media and for the reconstruction of this pattern's subjective significance. In this context, the Institute is participating in two comparative investigations on an international basis and concerning current forms of involvement with new information services (Projects 35, „Reuters Institute Digital News Survey” and 36, „European Media Audiences”). The corresponding reflections and results will be extended in the context of the research group, „Communicative Configurations of Mediatized Worlds (Project 4), where the Institute is working together with the Universities of Bremen and Hamburg. This undertaking proceeds from the reconstruction of individual repertoires of communication as it analyses changed public spheres.

In the year just ended, the Institute presented a pilot study commissioned by the Federal Government Commissioner for Culture and the Media. By means of use-related parameters, it surveyed the role various media types, and also concrete providers, can be allotted in the population's information repertoires and in the way it forms its opinions (Project 1 „The Information Repertoires of the German Population”).

These usage-related questions are closely connected to a second objective in the context of this research programme, which is intended to contribute to linking, on the one hand, the legal regulations on ensuring diversity and on preventing dominant media power and, on the other, the empirical research into the use and the effects of the information on offer.

The third objective links to the German Research Foundation's on-going project on journalism subject to the conditions of Web 2.0 (Project 25) and investigates the consequences of the observable shifting of roles between journalism and its readership for the foundations of social information.

2. RESEARCH PROGRAMME „REGULATORY STRUCTURES AND THE EMERGENCE OF RULES IN ONLINE SPACES“

Both of the disciplinary research areas in the Institute are connected by their interest in better understanding which rules and regulations govern activity in different communicative circumstances. With this research programme, the Institute is intending to investigate the newly-developing or the changing regulatory structures and the mechanisms for the emergence of rules in online spaces.

Social Relevance

In recent years, digitally networked media have led to radical changes in public communication because they open up new possibilities for participation, but also bring about new forms of framing and regulating communicative activity. In particular, it is the respective technical architecture, the „code“, paralleling legal and informal/social norms, that affects the practices and possibilities when using newly emerging communication spaces. How the framing structures are expanding and altering what they inherently mean also accompanies changes in the constellations of available roles (e.g. between users and providers, between states and providers or between states and users), which are, in turn, significant as regards power relationships in (public) communication. And new actors come into play, such as search engines or platform providers, which are not themselves partners in communication but are intermediaries exercising a decisive influence on the possibilities and locatability of public communications and on the attribution of relevance to them.

Research Relevance and Concrete Research Intentions

The central lines of enquiry for our research into fundamentals are as follows:

– Which roles in determining activities do formal legislation, the drafting of contracts, software and hardware architecture („code“) and social norms exercise in digital communication

spaces? What are the interactions we can observe between the four dimensions of regulation?

– What are the processes and practices by which rules and regulations for online spaces come about? Which resources enable which actors (states, individuals as citizens, users or providers; intermediaries and platform providers...) to establish rules or regulations and enforce them?

– Which constellations of actors (and, with that, power relations as well) emerge anew, which remain stable and which disintegrate?

– In the research programme, propositions related rather more to phenomena can serve both to develop fundamental concepts and models and to test developed theories, models and concepts. Examples of lines of enquiry are as follows:

– What is the role of regulatory structures in constituting public spheres and private ones?

– What significance does knowledge about the regulatory structures have for state regulation, for instance, with a view to alternative forms of state regulatory concepts?

– How do legal, technical and social norms affect various modes of political participation (e.g. petitions, discussions on news sites, liquid democracy platforms)?

In recent years, projects in the area of „law“ have already expanded the analysis from formal law to aspects of self-organisation and have described, for example, processes of „regulated self-regulation“ and, in turn, categorised them in legal terms. A further perspective relates to the possibilities and limits of using forms of incentive-based regulation in the media area (Project 19). Evaluation projects have investigated the actual preconditions under which legal governance programmes achieve the intended effect. Research projects relating to the Internet have, however, also shown that existing categories and analytical grids still have to be augmented in order to understand „Internet governance“ better.

In the area of communications research, in particular studies on the social web have investigated practices in online spaces, together with their consequences for individuals as well as for subareas in society. In this respect, the legal, social and technological determinants for adolescents' management of identity, relationship and information on the social web, for instance, have been the focus of a comprehensive study. As regards the relationship between journalism and its audience, a German Research Foundation project is investigating how the routines and expectations institutionalised on the part of journalists interact with the newly emerging participatory practices of the „active audience” and is gauging its (in)congruence (Project 25).

Further propositions are being carried out in cooperation with the Alexander von Humboldt Institute for Internet and Society (HIIG). Among them is a pre-study on „Social Media Governance”, where the relationship of law, contracts, code and social norms as framing structures for privacy management on Facebook is being investigated in cooperation with the University of Haifa

(Project 15). A further explorative study is investigating the use of the German Federal Parliament's e-petition server, with particular reference to the role of pseudonymity in relation to participation (Project 3). At the beginning of 2013, and with the assistance of „seed money”, an interdisciplinary workshop with international participation was mounted. From the perspective of various research disciplines (Project 17), it focused on the role of code as a control instrument.

On the basis of this preparatory work, or respectively, in the propositions already underway, the research programme proposes tackling lines of enquiry from fundamentals research as well as those related to phenomena. In all this, our intention is, on the one hand, to contribute to the currently growing field of „transdisciplinary research into regulation”, where jurisprudence comports itself as the study of governance, and, on the other, to connect with perspectives from social and communications studies on the change in public communication and to assist in establishing a bridge between the participating disciplines.

3. RESEARCH PROGRAMME „BETWEEN RECEPTION, INTERACTION AND PRODUCTION”:

HOW DO USERS' ROLES CHANGE?

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

Social Relevance

In the converging world of the media, classical communication roles are dissolving: users of digital media are not only recipients of media offerings anymore, but they themselves become active by producing, processing, filtering, augmenting, re-combining and distributing information and

media. Dealing with networked media and digital games like this can be better understood rather more as acting independently in and with socially shared and medially conveyed spaces and objects than as purely receiving contents; only through users' active and often hands-on activity do the relevant offers first deploy their function and fascination.

For processes of individual and social formation of opinion, consequences arise from the possibilities for users to take an active hand in media production, but also from the possibilities for interactive, communal and quasi-public communication and are as yet scarcely assessable. However, we can now already observe how new users' roles can contribute to social change, for instance, as regards participation in political, cul-

tural or social discussions. At the same time, there is still no social consensus on norms relating to those new communication roles – for instance, etiquette and ethical principles, standards of reciprocity, a fair share in processes of decision, intellectual property law or economic returns. In the short term, this harbours the potential for social conflict and culminates long term in a wide range of dependency on established pathways for creating media systems.

Research Relevance and Concrete Research Proposals

From a research viewpoint, the fundamental question arises as to how far existing theories and regulation concepts can be transferred onto the above-named new forms of communication, interaction and production, or how far they have to be adapted, extended or – in individual cases – fundamentally scrutinised.

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

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

working group „Digital Games and Online Worlds” (see p. 15).

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

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

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

4. RESEARCH PROGRAMME „LONGER TERM EFFECTS OF MEDIA“:

WHAT ARE THE LONG TERM SOCIAL EFFECTS ARISING FROM MEDIA?

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

Social Relevance

Changes in the mass media and social changes coincide extremely closely; referring to the media society has become common parlance. Therefore, an urgent question arises as to the long term social consequences of this interaction. This programme's goal is particularly significant for questions concerning media socialisation, media pedagogy and long term changes in the structures of the public sphere; it is, however also relevant to jurisprudence.

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

Research Relevance and Concrete Research Proposals

Investigating the connections between changes in the media and individual, social and communal

changes and rendering them capable of description is a task, which requires tackling through the integration of various initiatives from media, culture and communication studies. The Institute is taking up the concomitant challenges, particularly in the context of the research group, „Communicative Configurations of Mediatized Worlds“ (see Project 4). In addition, we are planning a project on how the long term patterns of usage relating to media's transcultural content interact with aspects of cultural identity. In this process, we need recourse to models like, among others, the Dynamic-Transactional Approach, the Social-Identity-Theory, the Cultural-Studies-Approach and Cultivation Research. Corresponding to these, the Institute has established preliminary concepts in connection with a project group on transcultural communication, in the context of which the long term interactivity of patterns in the use of transcultural media offers with aspects of cultural identity are to be examined. Beyond that, theories of memory research have to be included, such as the Institute is currently testing out in a research proposal on the long-term influences of television on notions about the Holocaust (project 30).

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

WORKING METHODS / WORKING GROUPS

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

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

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

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

All technical possibilities for exchanging ideas notwithstanding, the significance of events (from small internal workshops right up to international conferences) aimed at increasing knowledge but also for transferring knowledge is tending to increase for the Institute. Given the size of the Insti-

tute, this can be complex (there is no Events Management yet), especially as the Institute looks to cooperation here too, something that benefits the quality of events but sometimes, however, increases the organisational effort.

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

Working Group „Internet and Society“

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

The projects will make a contribution to research programme 1, above all.

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

Projects 2012/2013:

- Analyzing Governance Structures of Social Media
- Social Media and Networked Public Spheres
- Code as Control in Online Spaces
- Concepts of the Public Sphere in the Law on Information
- Governance, Regulation, Innovation and New Social Conventions in Changed Media Environments
- Motivation to Participation: e-Petitions
- Communicative Figurations of Mediatized Worlds
- Understanding Public Participation: Journalism and Democracy in a Digital Age
- Guarding Access to Online Platforms in Media Law
- Netneutrality in the Internet – Necessity and Provision by Existing German Law
- Legal Protection of the People's Participation in the Information Society

Working Group „Media and Health Communication“

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

AG-Website: <http://hbi.to/2272>

Researchers: M. Grimm, C. Lampert, S. Wahl

Project 2012/2013:

- Network of Competencies for Complementary Medicine in Oncology (KOKON)

Working Group „Youth Media Protection“

The working group coordinates and consolidates the research and transfer projects, which are di-

rected towards the evaluation and further development of the system of youth media protection in digital media environments. This topic means that the Institute can apply its transdisciplinary expertise in legal and communications research to particularly good effect. In recent years, we have carried out several projects for the BMFSFJ, the Swiss Federal Social Insurance Office and the ZDF; in addition, the Institute's collaboration on the European research group, EU Kids Online merges with this work. The group's members participate variously in public and political discussions on the further development of youth media protection with lectures, contributions to discussions and publications.

Researchers: S. Dreyer, U. Hasebrink, C. Lampert, H.-D. Schröder, W. Schulz

Projects 2012/2013:

- Trends in Development and Usage in the Area of Digital Media and Related Challenges for Youth Media Protection
- Identification of Good Practice in Youth Media Protection in International Comparison
- Youth Media Protection from a Parental Viewpoint
- Youth Protection Software in the Parental Home: Knowledge, Usage, Informational Behaviour
- The possibilities and the design of cross-border online indicators

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RESEARCH PROJECTS „MEDIA SYSTEM AND POLICY“

Researchers 2012/2013: Stephan Dreyer, Prof. Dr. Uwe Hasebrink (contact), Stefanie Hagemeyer, Anja Herzog, PD Dr. Wiebke Loosen, Martin Lose, Christiane Matzen, Dr. Jan-Hinrik Schmidt, Hermann-Dieter Schröder, Prof. Dr. Wolfgang Schulz, Dr. Roberto Suárez Candel, Lennart Ziebarth

Associate 2012/2013: Florian Seitz

1. Information Repertoires of the German Population

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

This sort of survey is meant to facilitate the identification of any shifts in the functioning of the media and communications currently on offer which are relevant to the diversity of these repertoires and to establish what significance the classical media will have in future, particularly as regards Web 2.0 or social media respectively. In addition, the question as to whether there still are core media in the digital age and how far these are relevant to diversity, or are, respectively, endangered as regards their own diversity, can be answered in this way. With reference to the perception, reception and assimilation of the media and communication currently on offer, as well as their effects on the diversity of opinion and media, possible differences specific to generations and milieus can be identified.

On the basis of a usage-related synopsis of the academic and political discussion around indicators for the diversity of opinion, as well as a survey of existing data on usage, a pilot study was conducted in 2011 to reconstruct the population's information repertoires, or respectively, those of particular groups within it, and to describe these repertoires, with due regard to the role of various media types, forms of product on offer, communi-

cation services and concrete providers. The programme for the enquiry, as well as the possible (including long term) processing of it, was coordinated with possible collaborating partners, in particular with those responsible for the long term study on mass communication, the ARD/ZDF online study, the Media Analysis and the Typology of Media Users.

The project is connected on various levels to the proposition, „Cross-medial Structures of Providers and of Content on a local Level“, which is being pursued by the Formatt-Institute (Dortmund). In this connection, the categories used here to classify providers, or respectively, the content on offer have, for instance, gone into the questionnaire as multiple-choice questions. The complementarity on the level of the objects of knowledge opens up further possibilities for connections appropriate to the complexity of the proposition for achieving a substantial contribution to improving the situation of diversity in media and opinion. ● <http://hbi.to/3795>

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

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

Cooperation Partner: Formatt-Institute
(Dortmund)

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

Publication:

Hasebrink, U.; Schmidt, J.-H. (2013): Medienübergreifende Informationsrepertoires [Cross-media Information Repertoires]. In: Media Perspektiven, No 1, pp. 2-12, http://www.media-perspektiven.de/uploads/tx_mppublications/01-2013_Hasebrink_Schmidt.pdf.

- Hasebrink, U.; Schmidt, J.-H. (2013): Informationsrepertoires und Medienvielfalt in der Großstadtöffentlichkeit. Eine Untersuchung der Berliner Bevölkerung. [Information Repertoires and Media Diversity in Urban Public Spheres. An Investigation of the Berlin Population]. In: B. Pfetsch; J. Greyer; J. Trebbe (eds.): *MediaPolis – Kommunikation zwischen Boulevard und Parlament. Strukturen, Entwicklungen und Probleme von politischer und zivilgesellschaftlicher Öffentlichkeit*. Konstanz: UVK (Schriftenreihe der DGPK; 40), pp. 161-184
- Hasebrink, U.; Schmidt, J.-H. with assistance of S. Rude, M. Scheler, N. Tosbat (2012): Informationsrepertoires der deutschen Bevölkerung. Konzept für eine regelmäßig durchzuführende bevölkerungsrepräsentative Befragung im Rahmen des Vorhabens „Erfassung und Darstellung der Medien- und Meinungsvielfalt in Deutschland“ [Information Repertoires of the German Population. Concept for a regular representative survey in the course of the project „Capture and Description of Media and Opinion Plurality in Germany“]. Hamburg (working papers of the Hans Bredow Institute No. 24, Download at <http://hbi.to/957>)
- Schmidt, J.; Hasebrink, U. (2012): Regionalzeitungen in den Informationsrepertoires der Deutschen [Regional Newspapers in Germans' Information Repertoires]. In: *new business Regionale Tageszeitungen*, September 2012, pp. 8-10.

Lectures:

„Informationsrepertoires der Berliner Bevölkerung“ [Information Repertoires of the Berlin Population], lecture by U. Hasebrink and J. Schmidt at the Annual Conference of the DGPK on 17 May 2012 in Berlin.

„Information Repertoires in Changing Media Environments“, lecture by U. Hasebrink and J.-H. Schmidt in the context of the „4th European Communication Conference“ of the ECREA on 26 October 2012 in Istanbul.

2. Understanding Public Participation: Journalism and Democracy in a Digital Age

Today's mediascape offers a diversity of possibilities for citizens to participate in creating content for news journalism and to take a hand in public debates. At the same time, citizens express dissatisfaction with the traditional media and what they contribute to the public sphere. In addition, finance for independent journalistic functions, which represent an essential basis for social cohesion over the long term, is at present uncertain. So far, we do not know enough about the chances of the present media crisis being a lasting one, whether invitations to participate are part of the problem or part of the solution, and how these shifts in journalism will affect democratic societies.

The Hans Bredow Institute is participating in an international network, which intends to seek theoretical and methodological answers to these enquiries. The network's goal is, in particular, to initiate a more extensively framed international research proposition, but also to promote exchanges for emerging researchers and to create contacts to media practitioners – both to established media organisations and to newly emerging journalistic content providers.

The network is being financed by the Netherlands Organisation for Scientific Research (NWO) as well as the institutions participating in the network from October 2012 to May 2015. <http://hbi.to/5094>

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

Cooperation Partners: Dr. Tamara Witschge (University of Groningen; Project Leader); Dr. Chris Peters (University of Groningen); Prof. Dr. Irene Costera Meijer (VU University Amsterdam); Dr. Karin Wahl-Jorgensen (Cardiff University); Dr. Andy Williams (Cardiff University)

Funding: Nederlandse Organisatie voor Wetenschappelijk Onderzoek (NWO)

3. Motivation to Participation: e-Petitions

In the context of a comprehensive project at the Alexander von Humboldt Institute for Internet und Society (HIIG), this sub-project tackles the topic of the German Bundestag's e-petitions.

Petitions from citizens can be established on this e-petition platform and then co-signed by other citizens wishing to support the matter. If, in this way, a petition reaches a quorum of 50,000 signatures within a certain period, the petitions committee has to consider its contents. Up to August 2012, co-signing an e-petition on this site was only possible under a person's real name. After this date, however, an e-petition can also be signed under a pseudonym.

At this point, the question arises: how does the participative behaviour of those using the platform

alter in consequence? In this situation, it is to be expected that participation will generally increase – the pseudonymity and, with it, the non-identification of actors ought to remove inhibitions and thus lead to quicker and increased co-signatures.

To this end, the behaviour of signatories is being compared before and after the adjustment in August 2012. The federal parliament has facilitated this by allowing the Hans Bredow Institute access to the petition platform’s database in pseudonymous form. Using Big Data methodology, this is then being analysed as regards, on the one hand, the interest outlined immediately above, and, on the other, as regards to the participants’ behaviour on the platform in general.

To round out this quantitative aspect, we have produced a questionnaire and make it available online through the e-petitions platform and in this way are soliciting qualitative information on the participants, their behaviour and, above all, their motivation.

The combination of these two aspects should result in a complex image of what motivates people to participate. This result will, in its turn, be included and integrated into research on the structures of the law on participation and motivation. [http:// hbi.to/5099](http://hbi.to/5099)

Researchers: L. Ziebarth (contact), J.-H. Schmidt, W. Schulz

Cooperation Partner: J. Staben (HIIG)

4. Communicative Figurations of Mediatized Worlds

Everyday we experience that cultural and social change and thus existing challenges for the individual, for organisations, politics, education, and civil society are interrelated with the change of media communication. How these interrelations should be gathered has not yet been empirically investigated, theoretically formulated, and critically reflected. Recent studies have shown that the world is not changed by the effect of individual media content or of a single medium. As mediati-

sation research has shown, it is rather the advancing establishment of technological communication media in general or respectively the accompanying change of communicative construction of socio-cultural reality, that push these changes. If taken seriously, the challenges of historical and current media change can only be captured by examining its „communicative figurations“ – the transmedially existing, exemplary interdependency networks of communication and their variation with mediatisation.

This is the objective of a joint project planned with the Universities of Bremen and Hamburg, to which the Hans Bredow Institute will contribute. (www.kommunikative-figurationen.de/en/home.html). [http:// hbi.to/4772](http://hbi.to/4772)

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

5. Prevention of Dominant Power of Opinion

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

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

networks, blogs and microblogs, EPGs etc. in opinion-forming.

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

The Institute's work in the legal area includes an analysis paper, which presents and structures currently observed power shifts in public communication as well as suggestions for potential reactions of concentration law (2011, Friedrich-Ebert-Stiftung series).

The preliminary studies have made it clear that the contours of the undeniably central concept of "dominant power of opinion" become all the more blurred the closer you look at it. Hence, the Institute is preparing a multi-disciplinary project as a theoretical and conceptual approach to the topic. This project will also contribute to answering questions contained in our research programme 1. In addition, we are planning a book project devoted to the particular role of intermediaries (platforms and search engines).

In June 2012, the Hans Bredow Institute collaborated with the MA HSH and the Hamburg Chamber of Commerce in organising the symposium, „macht | medienmacht | meinung“ [power | media power | opinion], which similarly canvassed central questions from the project. ☉ <http://hbi.to/2726>

Researchers: S. Dreyer, S. Hagemeyer (until 2/13), U. Hasebrink, W. Schulz, H.-D. Schröder, J.-H. Schmidt

Funding: Friedrich-Ebert-Stiftung

Publication:

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

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

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

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

Following this, the central challenges for media were identified, described, and analysed with regard to their significance for PSB: digitalisation, the change from analogue to digital broadcasting, improved video technology (3D, HDTV) as well as the development of online strategies. Supplemented by results from talks with experts and responsible persons in PSB a model was subse-

quently developed that describes the challenges, opportunities, and risks for the tasks, organisation, and services of Public Service Broadcasters.

In the second part of the project, already existing adaptation strategies by public radio providers in Germany, Poland and Spain were analysed and compared, and on this basis recommendations for the future of PSB were formulated.

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

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

Researcher: R. Suárez Candel

Scientific supervisor: U. Hasebrink

Funding: Marie Curie Intra-European Fellowship for Career Development

Event:

„The Adaptation of Public Service Broadcasting to the Multiplatform Scenario“, Workshop for the Presentation of the results of the project PSB-Digital on 6 February 2012 in the Hanse-Office in Brussels.

Publication:

Suárez Candel, R. (2012): Adapting Public Service to the Multiplatform Scenario: Challenges, Opportunities and Risks. Final Report. Hamburg (Arbeitspapiere des Hans-Bredow-Instituts Nr. 25).

Lectures:

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

„Redefining and Repositioning Public Service Broadcasting in the Multiplatform Scenario: Challenges, Opportunities, and Risks“, lecture by R. Suárez Candel at the workshop „The Adaptation of Public Service Broadcasting to the Multiplatform Scenario“ of the Hans Bredow Institute at the Hanse-Office in Brussels on 6 February 2012.

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

7. Trends in Development and Use in the Area of Digital Media and the Concomitant Challenges for Youth Media Protection

In its decision of 11 June 2010, the Swiss federal parliament has declared that, in the context of the programme, „Young People and the Media“, it wishes to achieve an overall appraisal, by the end of 2015 and in the context of the programme, of whether there is any need for additional regulation in youth media protection at a federal level and of how youth media protection in Switzerland should be formulated in future. To accompany these tasks, the Federal Social Insurance Office, as the body responsible, has instituted a project group consisting of representatives of the confederation, of the cantons and of the media sectors and, in this connection, it has envisaged commissioning various investigative research studies.

In December 2012, the Hans Bredow Institute received the mandate for the first of the advertised research investigations, which is intended to demonstrate the trends in development and usage in the area of digital media and to identify the concomitant challenges for youth media protection.

In the first instance, the study collates the existing knowledge from research into media usage in the area of minors and identifies what areas of questioning are germane to media usage by children and young people and are capable of being discerned and prefigured. These questions are standardized for offline and online media and should offer insight into what it is that produces the pertinent risk and does so for which sub-groups and what potentially negative results this can have. In the context of an analysis of the existing, empirical numbers, the Institute will establish how the situation manifests itself in Switzerland in comparison to the other European countries.

Against the background of the foreseeable risks, the part of the study researching regulatory frameworks indicates the abstract-legal thresholds and the broad directive goals of current youth media protection, in order to identify the regulatory programs, as required of the state in general

terms and based on risk factors, as well as to analyse the theoretical deficits of some traditional approaches to governance. In this way, the regulations specifically needed in Switzerland can be identified and prioritized against the background of the data on usage.

The project took 6 months and was completed at the end of May 2013. ☛ <http://hbi.to/4939>

Researchers: S. Dreyer, H.-D. Schröder, U. Hasebrink (contact)

Funding: Swiss Federal Social Insurance Office (BSV)

Publications:

- Dreyer, S. (2013): Rechtliche Grundlagen des Jugendmedienschutzes [Legal Bases of Youth Media Protection]. In: U. Sander, H. Friedrichs, T. Junge (eds.), *Jugendmedienschutz in Deutschland*. Wiesbaden: VS Verlag.
- Dreyer, S. (2012): Neue Technik, alte Rechtsfragen. Jugendschutz bei Hybrid-TV. [New Technology, old Questions of Law. Youth Media Protection with Hybrid-TV], in: *tv diskurs* 2/2012, pp. 48-54.

8. Identifying Good Practice in Youth Media Protection in International Comparison

In the context of the Swiss programme, „Young People and the Media”, the Institute is pursuing a further commission in cooperation with the Institute of Mass Communication and Media Research (IPMZ) at the University of Zurich. This is the last of the research commissions advertised by the Swiss Federal Social Insurance Office (BSV) and it envisaged a comparative study of regulatory models for youth protection in various European and non-European countries. On the basis of a survey of the respective legal foundations, of an extended description and analysis of the interaction of state and private actors in youth media protection, as well as of complementary measures in the preventive area and of current political discussions in a range of countries, the study analyses the strengths and weaknesses of the various approaches. Subsequently, good practice examples are to be identified and tested, as will regulatory models which appear sensible and practicable for Switzerland and thus form a basis for future decisions about the development of youth media pro-

tection in Switzerland. The country’s current system will be included in the comparative exposition.

The project extends over 13 months and should be completed in May 2014. ☛ <http://hbi.to/5087>

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

Coooperating Partner: Institute of Mass Communication and Media Research (IPMZ), University of Zurich

Funding: Swiss Federal Social Insurance Office (BSV)

Publications:

- Dreyer, S. (2013): Rechtliche Grundlagen des Jugendmedienschutzes [Legal Bases of Youth Media Protection]. In: U. Sander, H. Friedrichs, T. Junge (eds.), *Jugendmedienschutz in Deutschland*. Wiesbaden: VS Verlag.
- Dreyer, S. (2012): Neue Technik, alte Rechtsfragen. Jugendschutz bei Hybrid-TV. [New Technology, old Questions of Law. Youth Media Protection with Hybrid-TV], in: *tv diskurs* 2/2012, pp. 48-54.

9. Protection of Young People Using Media - from the Viewpoint of Parents

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

Parents broadly agree that children and young people ought to be protected from the negative influences of the media – and that even applies to parents of 16-17 year-olds. Media content which could have a deleterious effect on children and young people should not be freely available – 80 percent of parents share this opinion. And it is still more likely that they will maintain that the protection of young people using media takes precedence, even if this is uncomfortable for adult users. However, parents also allot great significance to adolescents’ competence with media in connec-

tion with the protection of young people using media: three quarters of parents are convinced that children and young people can be best protected in their dealings with media if they are sufficiently informed and know how they can best protect themselves.

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

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

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

Funding: ZDF

Publications:

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

Hasebrink, U.; Schröder, H.-D.; Schumacher, G. (2012): Kinder- und Jugendmedienschutz: Herausforderungen durch die Medienkonvergenz. Ergebnisse einer repräsentativen Elternbefragung [Protection of Children's and Youth Media: Challenges from Media Convergence. Results of a representative Survey addressed to Parents]. In: Thomas Bellut (ed.): *Jugendmedienschutz in der digitalen Generation*. München: kopaed 2012, pp. 125-155.

Hasebrink, U. (2012): Die Rolle der Eltern im Kinder- und Jugendmedienschutz [The Role of Parents in Children's and Youth Media Protection]. In: *Kinder- und Jugend-schutz in Wissenschaft und Praxis* 57, no. 3, pp. 76-80.

Lectures:

„Bausteine für einen zukunftsfähigen Jugendschutz im Netz“ [Building Blocks for Durable Youth Protection on the Net], a podium discussion by U. Hasebrink in the context of the event-series, „Brennpunkt Medien und Recht“ [Focus on Media and Law] on 5 December 2012 in Kassel.

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

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

10. Software for Youth Media Protection in Parental Homes: Knowledge, Usage, Behaviour as regards Information

In 2011, the Hans Bredow Institute was, together with Daniel Hajok, commissioned by the BMFSFJ (German Federal Ministry of Family Affairs, Senior Citizens, Women and Youth) to do a short study of two months' duration into the status of research on parental awareness, expectations and usage of youth protection software. To this end, the published results of studies were identified, sighted and organized systematically. The study's results were published in the series, „Arbeitspapiere des Hans-Bredow-Instituts“ [Working Papers from the Hans Bredow Institute], as no. 23.

We integrated the concept and assessment of a forsa [institute for social research and statistical analysis] questionnaire into the project. In this way, it was established how many parents of children from three to seventeen have heard of youth protection software, or respectively, have already used it.

In the meantime, two programmes, the youth protection programme from JusProg [a German non-profit association] and from Deutsche Telekom [German Telecom] were recognized; in addition, the federal government, the German federal states and commercial interests launched the initiative, „Sicher online gehen – Kinderschutz im Internet“ [Going online safely – the Protection of Children on the Internet], which aims, among other things, at informing parents about how they can enlist youth protection programmes and contribute towards reducing the risks associated with Internet usage.

The new project ran from November 2012 to February 2013 and aimed at providing a current survey of the awareness and usage of youth protection programmes a year on from the last questionnaire, in order to establish what changes came about in this period. In this process, the Institute proceeded from the 2011 investigation to

devise a questionnaire which, on the one hand, permitted comparison with the crucial indices of the first one and, on the other, did, however, also indicate if, and to what extent, the KJM's (Commission for the Protection of Minors in the Media) granting of recognition in the meantime to two youth protection programmes as well as the informative activities of the initiative, „Going online safely” had had any effect on parents. In the context of the project, a representative sample of persons with at least one child between three and seventeen was canvassed by telephone, as in 2011.

On the basis of the results from our questionnaire and of additional figures published since the end of 2011, the Institute was able to answer the following questions in particular:

– How has awareness of youth protection software changed since 2011? How has the use of corresponding programmes changed? To what extent do various population groups differ here?

– What concrete programmes are known about and which ones are used?

– What are the reasons for using which particular programmes – and for not using them?

– To what extent do parents seek information on this topic? Have they paid attention to information activities as an issue in the preceding year? Do they know about the initiative, „Going Online safely”?

With the support of the BMFSFJ, this project ran for three months. ● <http://hbi.to/4935>

Researcher: S. Dreyer (contact), C. Lampert, H.-D. Schröder, U. Hasebrink

Funding: The Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ)

Publications:

Dreyer, S. (2012): Jugendschutzprogramme – Geeignete Hilfsmittel oder für die Katz? [Youth Protection Software – an appropriate Aid or for the Birds?] In: Tendenz 4-2012/1-2013, pp. 24-26.

Dreyer, S.; Hajok, D. (2012): Jugendschutzprogramme als neues Instrument des Jugendmedienschutzes im Internet: Sachstand und Herausforderungen. [Youth Protection Software as a new Instrument of Youth Media Protection in the Internet: the Current Position and the Challenges] In: BPJM-Aktuell 2/2012, pp. 9-18.

Dreyer, S.; Hajok, D. (2012): Lieber mit oder ohne? Die Sicht der Eltern auf Jugendschutzprogramme [Rather with or

without? How Parents See Youth Protection Software]. In: tv diskurs, 2/2012, pp. 54-59.

Dreyer, S.; Hajok, D. (2012): Jugendschutzprogramme: Aktueller Forschungsstand zur Nutzung und Akzeptanz bei Eltern. [Youth Protection Software: The Current Status of Research on Usage and Acceptance among Parents.] In: JMS-Report 1/2012, pp. 2-5.

Lectures:

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

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

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

11. Opportunities and Organisation of Cross Border Online Labelling

Age restrictions and age labelling are traditional protection instruments in youth media protection. As regards online contents, however, the significance of the labels has consistently waned for parents bringing up children. Added to this is the circumstance that many new media display dynamic or user-generated content, which make classifying it statistically difficult, or outright impossible.

The contents people use are distributed digitally and globally, yet youth protection tends to remain „regional” or „analogue” in its age labelling. In order to develop more realistic possibilities for more flexible and comprehensive approaches to classification in digital environments, for several years now the Hans Bredow Institute has been working in this area alongside researchers and practitioners. Our goal here is to build on the breadth of knowledge already existing about classification and on the labels already familiar.

One of these initiatives, the Global Alliance Matrix (GAM), envisages aggregating these classifications for contents with existing ratings and

harmonizing their conceptual significance with the aid of algorithms relating to culture and context so that „culturally neutral“ information on their relevance for youth protection can be made available. The database objectified in this way can then be read by technical protection software applied by parents. In this process, suitable monitoring and filtering can be arranged by introducing a template corresponding to your own mode of educating your children to act as preliminary sensor.

In the area of previously unlabeled contents, the GAM initiative is investigating the possibilities of introducing labeling instruments operating from the perspective of providers, of users and of the communities of users and enabling classifications compatible with the matrix. The goal is to establish a form of uniform descriptive language, which can be used independently of media, devices and locations.

In 2012, Stephan Dreyer headed the „Technical Task Force on Interoperability and Machine-Readability“ of the „CEO Coalition to Make the Internet a Safer Place for Kids“, which surveyed the possibilities of data models for future standards of electronic age classifications spanning sectors and countries. This work is continued in 2013. ● <http://hbi.to/4678>

Researcher: S. Dreyer

Publication:

Dreyer, S. (2012): GAM (Global Alliance Matrix): A Cross-Cultural Interface for Labels. The Role of the GAM as a Solution to the Universality of Rating Systems. Commentary paper on the Coalition's Working Group 3 Progress Report. Hamburg, 10 July 2012.

12. Changes in Asian Media Systems

Many Asian states are undergoing an upheaval on several levels as far as their media structures are concerned. The technical possibilities accompanying digitalization and internet-based communication are impinging on these countries, as they do on European states. At the same time, political upheavals affect media structures and also the way media freedom is understood.

In this area, the Institute is sought after as a partner in dialogue, all the more so because of Germany's experiences post-war. Accordingly, the way freedom of expression and of the media in art. 5 Abs. 1 GG (article 5 paragraph 1 Basic Law) is understood can be interesting for societies in the midst of a democratization process and anxious about the opinion-forming power of strong private groupings, given the rapid economic development. In addition, there is interest in our expert insight into new forms of regulation and into the function of public broadcasting systems.

Against this background, the Institute – with the support of the Friedrich-Ebert-Foundation – is involved in consultations on the reform process in Thailand, for instance, through workshops with representatives of the government, the local public broadcasting system and with reformers.

At the present time in Korea, a system for monitoring predominant sources of influence on public opinion and based on a German model is being introduced; in this area, the Institute has made its insights available via several specialist consultations, as, for example, with the visit of M. Lose and W. Schulz in February 2012.

All these activities concern more than the mere transfer of knowledge: on the one hand, many colleagues in those localities are working at a high level internationally, so that it appears sensible to cooperate in research. On the other, the Institute is expanding its understanding of how media systems compare and of the way legal instruments of governance function in different social and cultural contexts.

The Institute is considering the possibility of systematically collating these activities in the Asia-Pacific region by bringing in contacts to colleagues at the Center of Creative Industries in Brisbane (project 16). And in addition, a letter of understanding has already been signed with the National Law University in Delhi, India. ● <http://hbi.to/5187>

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

13. UNESCO Chair on Freedom of Communication and Information

Together with the University of Hamburg, the Hans Bredow Institute has made a successful bid for a „UNESCO Chair on Freedom of Communication and Information”, which will be held by W. Schulz. In the context of this joint project, the Institute’s existing contacts in the Asia-Pacific region are to be consolidated into a network and intensified. Alongside the international research work in workshops, support for beginning researchers, as well as knowledge transfer in threshold and developing countries, also stands at the forefront. The visibility and durability of these activities will be documented in academic publications.

In tandem with UNESCO and the University of Hamburg, the National Law University in Delhi, India, and the law faculty of the University of Haifa as well as the Friedrich-Ebert-Foundation in Bangkok, Thailand, are supporting these projects. We are thus looking to extend our international partnerships.

Researchers and students from Hamburg, Delhi and, as is now anticipated, also from further partners in Delhi will have the opportunity as soon as the beginning of October 2013 to exchange ideas on current questions of information and communications law from intercultural viewpoints. ☉ <http://hbi.to/5188>

Researcher: W. Schulz (contact), M. Lose, F. Seitz

14. International Media Handbook

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

The 26th edition of International Media Handbook, published in July 2009, responded to this demand with a combination of general analyses and country-specific contributions, which are exceptional in their coverage (79 articles spanning all continents) and their content range covering all relevant media worldwide.

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

☉ <http://hbi.to/865>

Researchers: A. Herzog (contact), C. Matzen

Publication:

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

RESEARCH PROJECTS “MEDIA AND TELECOMMUNICATIONS LAW”

Researchers 2012/2013: Dr. Per Christiansen, Stephan Dreyer, Stefanie Hagemeyer, Prof. Dr. Uwe Hasebrink, PD Dr. Wiebke Loosen, Martin Lose, Markus Oermann, Dr. Jan-Hinrik Schmidt, Prof. Dr. Wolfgang Schulz (contact), Lennart Ziebarth

Associates 2012/2013: Sebastian Deterding, Florian Seitz

15. Analyzing the Governance Structures of Social Media

This collaborative project with the HIIG (The Alexander von Humboldt Institute for Internet and Society) and University of Haifa falls into the category of investigations into forms of regulation. Blogs, wikis, video portals and social networks increasingly offer users the opportunity to pursue their social relations and to publish content they generate themselves. In this context, there is often a tense relationship between the use of social media and widely-held values; here, the focus is on, for example, questions relating to self-determination in dealing with information or to the way intellectual property is understood.

The Social Media Governance research group is looking into factors affecting users’ behaviour as it relates to values – for instance, the publication of images on social networks. The goal is to gain an appreciation of the normative background to users’ behaviour in social media.

To obtain as comprehensive a picture as possible, the research group is bringing these insights together, in accordance with its interdisciplinary approach. To that end, the analytical framework differentiates between four factors, which affect users’ behaviour: (state) law, contracts, technology and social norms. The Social Media Governance research group is creating a theoretical and methodological groundwork in a transdisciplinary framework in order to analyse these four factors by collating existing academic insights and establishing categories capable of abstraction and also applicable to the four factors. Building on these, the interdependencies between the factors will be tested empirically. The research project is a col-

laboration with our international partners from the University of Haifa to outline as well the cross-border character of the matters it is investigating and is adopting an international perspective for comparisons. By way of example, a pilot study will investigate the various regulatory structures touching on „privacy management” on Facebook. <http://hbi.to/3823>

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

Student Assistant: K. Johnsen

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

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

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

The collaboration project between the Hans Bredow Institute and the Centre of Excellence for Creative Industries and Innovation (CCI) in Brisbane, Australia, is financed by the German Research Foundation and consists of two bilateral

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

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

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

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

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

17. Code as Control in Online Spaces

„Code is law”. With this dictum, the internet jurist Lawrence Lessig already in 1999 got to the point of an essential insight: the behaviour of people today, apart from markets, laws, and social conventions is also powerfully regulated by software, „code”. Like walls in a physical room code determines who can access what on the internet, who is excluded from what. And the influence of code reaches increasingly beyond the net: In the light of digitalisation more and more aspects of our everyday life are outsourced to netbased software –

from the smallest purchase to the biggest stock exchange trading, from the letter to the editor to the petition. At the same time and by using the key words „choice architecture” and „nudging”, politicians discuss the closely related question how to steer the behaviour of citizens in a socially desirable direction through small changes in the design of forms and processes.

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

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

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

Student Assistant: K. Johnsen

Event:

„Code Literacy – Verstehen, was uns online lenkt” [Understanding what directs us online], Workshop by N. Heise, S. Dreyer, J.-H. Schmidt, K. Johnsen & S. Deterding in the context of the conference, „re:publica13 – in/side/out”, 6-8 May 2013 in Berlin.

18. Notions of the Public in Information Law

Internet-based communication has structurally changed how we understand public spheres.

Where we once separated the private sphere and the public sphere, as constructed by the mass media, analytically, many new areas of „private public spheres“ have today emerged somewhere between these poles. The use of social networks, in particular, exemplifies this.

The project investigates these new public spheres and, in particular, the factors characterizing them. In the process, various legal questions are prompted – such as, for example, those on the effects of such developments on society’s idea of itself and on the processes of establishing the will of the people through democracy. Similar questions do, however, also arise in the everyday praxis of law courts. The new demands share a conspicuous feature in the way the existing norms of the law on personal rights have been developed within the normative and legal structure of the traditional media. Accordingly, it seems, for instance, a moot point whether traditional rules for considering freedom of expression and the law on personal rights can also be applied adequately to utterances conveyed on internet platforms. The research group precedes from these questions to analyse the existing legal differentiations between the private sphere and variously defined forms of (partial) public sphere, so that it can draw conclusions on how to handle the new forms of public sphere appropriately.

The Institute seeks to shed light on these questions in the context of a collaborative project with the Alexander von Humboldt Institute for Internet and Society (HIIG). In the first instance, the investigation should result in the publication of an article in a journal for jurisprudence. ☛ <http://hbi.to/5181>

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

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

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

The project is complete; the discussion on „Regulation by Incentives“ will, however, continue and will be supported by the Institute through publications and contributions, for instance, in podium discussions. ☛ <http://hbi.to/4161>

Researchers: W. Schulz (contact), T. Held (until 5/11)

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

Publications:

- Schulz, W.; Held, T. (2011): Regulierung durch Anreize. Optionen für eine anreizorientierte Regulierung der Leistungen privater Rundfunkveranstalter im Rundfunkstaatsvertrag [Regulation by Incentives. Options for Incentive-Based Regulation of the Services of Private Broadcasters in the Interstate Treaty of Broadcasting]. Berlin.: Vistas (die medienanstalten; 47).
- Schulz, W.; Held, T. (2012): Regulierung durch Anreize. Die Diskussion beginnt erst [Regulation by Incentives. The Discussion Has Only Started]. In: Arbeitsgemeinschaft der Landesmedienanstalten in der Bundesrepublik Deutschland (eds.), Programmbericht 2011. Fernsehen in Deutschland. Berlin, pp. 219-226.

20. Regulatory Influence on Multinational Internet Companies

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

The project pursues the question which methods a local regulator can utilise to influence the

persons who on behalf of the multinational internet company decide whether their own products and functions should be specifically adjusted for a local sales area or not. It takes up established compliance theories („responsive regulation”, „context coordination”, „nudge”) as well as theories of decision-making in businesses („cost-benefit calculation”, „garbage-can-model”) and analyses fundamental decision-making processes in companies regarding compliance-related decisions, including additional features of multinational companies in the media industry.

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

☛ <http://hbi.to/4094>

Researcher: P. Christiansen

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

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

Background of this study was Art. 30 of the Audiovisual Media Services Directive (AVMS Directive) which mentions „independent regulation agencies” without further defining them. Hence, there was an interest in clarifying the meaning of „independence” in this context. All the more as in academic literature independent regula-

tors are viewed as beneficial to effective regulation. However, more and more often the question about disadvantages arises, which could be, for example, deficits in democratic dependence.

The study was published by the EU Commission in October 2011 and besides a regulatory theoretical framework contains a detailed legal description and analysis of responsible regulatory institutions in the field of audiovisual media services in 43 countries, an analysis of the actual execution of the legal guidelines for regulators in the respective countries, as well as the identification of key characteristics for „independent regulation institutions” in the sense of the EU guideline for audiovisual media services. As a follow up the project team has focused on the central approaches and results in the form of a volume of articles and expanded them with articles recounting experiences with the MediaDem Project. This publication will appear in 2013.

In parallel with this, we were able to collaborate with the European Platform of Regulatory Authorities (EPRA), in conducting a follow-up survey. In this context, we collated the project’s practical effects and consequences from the viewpoint of regulatory bodies. As a result of the questionnaire, the regulators have taken notice of the findings and applied the practice-related ranking tool to themselves. Among more than half of those surveyed, the study’s results have led to internal or informal external conversations or discussions

☛ <http://hbi.to/3241>

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

Researchers: S. Dreyer, J. Beeskow (until 3/11), W. Schulz (contact), R. Sprenger (until 1/11)

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

Funding: European Commission – Audiovisual and Media Policies

Publications:

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

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

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

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

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

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

The consolidation of the suggestions for improvement thus gathered forms the operative working basis for the specialist commission 1 of I-KiZ, the Centre for Child Protection on the Internet.

Publication of the results is planned for 2013. <http://hbi.to/5112>

Researcher: P. Christiansen

Funding: BMFSFJ

Publications:

„Strukturelle Probleme und Fehlanreize in den organisatorischen Strukturen zur Bekämpfung von Darstellungen von Kindesmissbrauch im Internet“ [Structural Problems

and Ineffective Incentives in the Organisational Structures for Combating the Representation of Child Abuse in the Internet], lecture by P. Christiansen in the Internet-Kinderschutzzentrum [Centre for Child Protection on the Internet] on 31 January 2013 in Berlin.

„Ergebnisse der Studie: Vorschläge zur Verbesserung der Strukturen zur Bekämpfung von Darstellungen von Kindesmissbrauch im Internet“ [Results of the Study: Suggestions for Improving the Structures for Combating Child Abuse Images in the Internet], lecture by P. Christiansen at the BMFSFJ on 5 December 2012 in Berlin.

23. Optimization of the Regulatory Concept in Data Protection Law

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

„Regulatory concept“ as a term not only involves legal norms but also the underlying regulatory instruments (e.g. self-regulation, co-regulation, command-and-control regulation), technical measures on both sides, user and data controller/processor, aspects of data security, training and internet literacy as well as contributions of corporate responsibility.

The project focuses on individual regulatory topics (regulatory methods, governance structures, risk regulation, points of contact with the law, information regulation etc.)

The individual topic-areas are to be published in analytical articles. The first of these concentrates on the conditions ensuring successful co-regulation in data protection. <http://hbi.to/5113>

Researcher: P. Christiansen

Funding: Google Germany

Lecture:

„Value of Processes: Putting Policies into Action“, podium discussion in the context of the „2. DatenDialog – Google Big Tent“ on 16 October 2012 in Berlin.

24. Innovation Workshop „Data Protection“

This project takes up two individual topics from practice, which are highly significant for the effectiveness of any data protection regulation:

The first topic is the regulatory dialogue between bodies supervising data protection and

businesses. The dialogue about data protection law is a central regulatory instrument of those supervising data protection. The dialogue functions as instrument for persuasion and, as a matter of principle, intervenes ahead of legal sanctions and coercive instruments. There are times when the dialogue is the only available instrument vis-à-vis foreign businesses. Workshops with researchers and practitioners, as well as an empirical survey planned for 2013 among businesses and authorities, are intended to identify the potential for optimizing the regulatory dialogue. On the one hand, the survey has a practical component, where the feedback and experience of participants will be gathered and put to use. On the other, the collection of data permits an insight into the systemic situation of incentives as applied to participants, and it is one which directly impinges on the way the dialogue is conducted and on its chances of succeeding.

The second topic is the transparency of data protection or, more precisely, the methods of establishing transparency in such a way that people affected actually do understand the processes and can assess their consequences for them. The path to autonomy in data protection runs up against the plethora of information, now grown unmanageable for those affected, and the way consent conditions overwhelm them, because all they can now offer is a reflex response. Around the world, people are working on concepts for reducing the complexity of data protection. Suggestions range from templates prescribing privacy policies via technical standardisation, expert systems and the outsourcing of product assessment as regards data protection, right up to structural improvement in information regulation. An estimation of which concepts can be meaningfully applied to German data protection legislation is to be developed in workshops with academics and practitioners. This project stands alone, in contrast to the project, „Optimierung des regulatorischen Konzepts im Datenschutz“ [Optimization of the Regulatory Concept of Data Protection Law] (Project 23), which aims much more at research

into basics. The content of both could result in the reciprocal disclosure of new insights.

The project's method follows the innovation workshop, „Kreativität und Urheberrecht in der Netzökonomie“ [Creativity and Copyright in the Internet Economy] of 2009/2010. ☞ <http://hbi.to/5182>

Researchers: P. Christiansen (contact) W. Schulz

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

PHD PROJECTS

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

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

The PhD project takes up this enquiry using the example of youth media protection and sets out concretely the leeway for assessment and prognosis the various actors have, verifiable legally only to a certain extent, at the levels of the legislature, of the responsible authorities and of the institutions of voluntary self-regulation – in the face of uncertainty.

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

The project is planned to be concluded in 2014.

Researcher: S. Dreyer

Product Placements in the Electronic Media

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

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

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

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

The project will be finished in 2014.

Researcher: F. Zimmermann

Guarding Access to Online-Platforms in Media Law

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

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

The PhD project analyses the legal standards given by the German Basic Law regarding the distribution of traditional mass media and investigates which of these standards are also valid for online platforms. In a second step the sub-constitutional law (esp. the German broadcasting act and the German act against competitive re-

strictions) will be examined to see whether it meets the constitutional standards.

Researcher: M. Lose

Lecture:

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

The protection of the People's Participation in the Information Society through Law

Access to information via Internet-based services and applications is decisively important for individuals in the information society. Against this background, the question arises as to the status of protection for individuals' Internet-based access to information in constitutional law: does the Basic Law perhaps contain a comprehensive „basic right to Internet access“ and, if so, what guarantee does it incorporate?

An analytical framework forms the background to this doctoral project's investigation of legislation. The framework combines the levels of a model of transmitting information with the categories of conditions for the uses individuals make of technological systems for conveying information and it specifies the „Internet“ as an object of study. It assists in making explicit what figures here as the differentiated structure of the guarantees under constitutional law.

Subsequently, we will use selected regulatory regimes of telecommunication and copyright law to assess, for various levels of technical information transference, whether the current assurance, as provided by sub-constitutional legislation, of individual, Internet-based access to information accords with the demands of constitutional law.

Researcher: M. Oermann

Disciplinary Law in Schools and the Combating of Cyberbullying – an Analysis with Elements of Comparative Law

Disagreements over unacceptable utterances on the Internet by school pupils have recently been

before German courts. The substance of these cases was the sanction imposed by schools, e.g. temporary or long-term exclusion ordered as a reaction to utterances made on the Internet by school pupils in their leisure time. Schools' disciplinary law may, however, only be applied to pupils' leisure time behaviour in exceptional cases where it disturbs a school's proper function. Numerous questions of demarcation emerge at this point, and as yet no adequate concrete criteria have been formulated in the literature and through case law.

Comparable questions have already arisen considerably earlier in the USA. In the meantime, local academic lawyers there have discussed the matter thoroughly and come up with some remarkable conclusions. This dissertation seeks to assess whether, and to what extent, the criteria for demarcation thus developed can be applied to Germany and can contribute to a higher degree of legal certainty in this country too. In this process, „peer group standards“ will be taken into account in particular and supplementary preventive measures from the area of media education in schools will be included.

Network Neutrality in the Internet – The Necessity for and Attainment of it by Means of the Existing German Law

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

Therefore the dispute about net neutrality leads towards the question, whether network providers should be allowed to transport data at different speeds or priorities. A question that is heavily

discussed, considering the implications for communicative basic rights and their exertion via internet entwined with it.

The thesis aims at contributing to this discussion by disclosing if net neutrality in the internet really is a necessity and how far it is already pro-

vided under current German law. Therefore especially the German basic law and the effects of the revision of the German telecommunication act will have to be taken into consideration.

Researcher: L. Ziebarth

RESEARCH PROJECTS „MEDIA ORGANISATION AND MEDIA INDUSTRY“

Researchers 2012/2013: Nele Heise, PD Dr. Wiebke Loosen, Julius Reimer, Dr. Jan-Hinrik Schmidt (contact)

Associates 2012/2013: Sebastian Deterding

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

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

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

1. TV vs. print editorial offices/offers including their respective online counterparts;
2. News-oriented vs. entertainment-oriented journalism;
3. Weekly vs. daily publication.

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

<http://hbi.to/4173>

Researchers: N. Heise, W. Loosen (contact),

J. Reimer, J.-H. Schmidt

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

Publications:

- Loosen, W. (2013): Publikumsbeteiligung im Journalismus [Participation of the Audience in Journalism]. In: K. Meier, C. Neuberger (eds.): Journalismusforschung. Stand und Perspektiven. Baden-Baden: Nomos, pp. 147-163.
- Loosen, W.; Schmidt, J.-H.; Heise, N.; Reimer, J.; Scheler, M. (2013): Publikumsinklusion bei der Tagesschau. Fallstudienbericht aus dem DFG-Projekt „Die (Wieder-)Entdeckung des Publikums“. [Inclusion of the Audience in the „Tagesschau“ [Evening News Broadcast]. A Case Study from the DFG Project, „The (Re-)Discovery of the Audience“]. Hamburg: Hans-Bredow-Institute, März 2013 (Working Papers of the Hans-Bredow-Institute No. 26).
- Loosen, W.; Schmidt, J. (2012): (Re-)Discovering the Audience. The Relationship between Journalism and Audience in Networked Digital Media. In: Information, Communication & Society, Special Issue „Three Tensions Shaping Creative Industries in a Digitized and Participatory Media Era“ (Ed. Oscar Westlund), vol. 15, No. 16
- Heise, N., Reimer, J. (2012): Die (Wieder-)Entdeckung des Publikums [The (Re-)Discovery of the Audience]. In: Journalistik Journal, issue 1, pp. 22-23.
- Birkner, T.; Loosen, W. (2012): Rezeption – Selektion – Partizipation. Journalismus und der Wandel der Publikumsrolle vor und mit dem Aufkommen des Social Web [Reception – Selection – Participation. Journalism and the Change of the Audience Role with the Rise of the Social Web]. In: Journalistik Journal, issue 1, pp. 20-21.
- Schmidt, J.-H. (2013): Vom Gatekeeping zum Gatewatching. Verändern Soziale Medien den Journalismus? [From Gatekeeping to Gatewatching. Are Social Media Changing Journalism?] In: Bundeszentrale für politische Bildung (ed.), Dossier Lokaljournalismus, <http://www.bpb.de/gesellschaft/medien/151433/vom-gatekeeping-zum-gatewatching>.

Lectures:

„‘What is it Good for? Absolutely Nothing!’ Comparing Attitudes and Expectations of Journalists and Users towards Audience Participation in News Journalism“; lecture by N. Heise, W. Loosen, J. Reimer and J.-H. Schmidt in the context of the „International Communication Association's 63rd Annual Conference“ on 21 June 2013 in London.

„‘Bitte schließen Sie den Kommentarbereich!’ – Erwartungen und Erwartungserwartungen an Publikumsbeteiligung im Journalismus“ [‘Please close the Commentary Section’, Expectations and Anticipations of Expectations of Audience Participation in Journalism], lecture by W. Loosen, J.-H. Schmidt, N. Heise and J. Reimer in the context of the 58th Annual Conference of the DGPK on 10 May 2013 in Mainz.

„‘Brückentechnologien’ – Technische Artefakte als Intermediäre zwischen Journalismus und Publikum“ [‘Bridging Tech-

nologies’– Technological Artefacts as Intermediaries between Journalism and its Audience], lecture by N. Heise at the colloquium, „Journalism and Technology“ of the DGPuK Section Journalism and Journalism Research on 9 February 2013 at the Munich IfKW.

„Vertrauen durch Transparenz? Zu Potenzial und Problemen journalistischer Selbstoffenbarung“ [Trust through Transparency? On the Potential and the Problems of Journalistic Self-Disclosure], lecture by J. Reimer in the context of the specialist colloquium „Change and Assessibility of Public Trust in the Age of Web 2.0“ at the Institute for Practical Research into Journalism and Communication, IPJ e. V., on 25 January 2013 in Leipzig.

„Public Participation in the News: Expectations and Practices of Audience Inclusion at the ‘Tagesschau’“, lecture by W. Loosen and J.-H. Schmidt in the context of the „4th European Communication Conference“ of ECREA on 27 October 2012 in Istanbul.

„eParticipation am Beispiel GuttenPlag“ [eParticipation: the Example of GuttenPlag], lecture by J. Reimer and M. Ruppert in the context of the event, „WCI – Wireless Communication and Information. Mobile Society“ on 26 October 2012 in Berlin.

„‘Making and Shaping the News’ – Theoretical Perspectives on the Role of Technological Artefacts as Intermediaries between Journalism and its Audience(s)“, lecture by N. Heise at the conference „Internet Research 13.0: Technologies“ on 21 October 2012 at the University of Salford (UK).

„Journalism and Participatory Media – Blurring or Reinforcement of Boundaries between Journalism and Audiences?“, lecture by J.-H. Schmidt, W. Loosen, N. Heise and J. Reimer at the international colloquium on „Towards Neo-Journalism? Redefining, Extending or Reconfiguring a Profession“ on 3 October 2012 in Brussels.

„Die (Wieder-)Entdeckung des Publikums. Journalismus unter sozialmedialen Bedingungen“ [The (Re-) Discovery of the Audience. Journalism under Social Media Conditions], lecture by W. Loosen at the colloquium, „Better Online“, of the German Federation of Journalists on 15 September 2012 in Bonn.

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

26. When ‘Data’ Becomes ‘News’: A

Comparative Analysis of Computational Journalism

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

explore the change of journalism through „big data“.

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

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

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

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

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

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

Researchers: W. Loosen

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

Funding: Humboldt Institute for Internet and Society

PHD PROJECTS

Branded Journalists. The Theoretical Conception and Empirical Exploration of Branding in Journalism

This doctoral project investigates the strategies journalists use to build up and (further) manage their own brand in journalism. It is being supervised by Prof. Dr. Klaus Meier from the Catholic University of Eichstätt-Ingolstadt and Prof. Dr.

Frank Lobigs from TU Dortmund University, where the project is also based.

Social networks like Facebook and Twitter, search engines like Google and developments towards more (actor-)transparency in (online-)journalism (e.g. presentation of staff on editorial desks, including photos, careers and lists of previous contributions) make individual journalists themselves, as well as their working processes and results, their expertise, specialisations etc. more visible to their audience and those active in journalism than was customary and possible in the days of traditional mass media. When this is combined with a diversification (similarly promoted by networked digital media) of audience interests and requirements, increasingly precarious working conditions in journalism (for instance, the increasing number of freelancers) and the search for new strategies for restoring lost trust and for increasing circulation (perhaps by explicitly presenting the expertise of journalistic actors), it does not just lead to new possibilities but also to an increased pressure on freelance and salaried journalists to

position themselves as brands to one side of, or as supplementary to, the editorial desk they work for.

Against this background, we will proceed by setting out how these developments promote, or even necessitate, a shift from medial and editorial branding towards the brands of individual journalists and how journalist-brands, as well as the strategies for constructing and managing them can be meaningfully conceptualised. On the basis of in-depth interviews with journalists in various stages of constructing their brands, we will subsequently investigate the concrete brand-management strategies empirically. These latter include, among others, forms of specialisation or of generalised competence, both of which relate to topics, expert knowledge, distribution media, templates for reporting, forms of presentation, political orientation, special and management competencies etc., but also networking with other journalistic actors and organisations, sources, potential protagonists of reporting, audience members etc., as well as the practices by which these facets of your own brand are displayed and communicated.

Researcher: J. Reimer

RESEARCH PROJECTS „MEDIA CONTENT AND MEDIA CULTURE“

Researchers 2012/2013: Florian Bayer, Prof. Dr. Uwe Hasebrink, Dr. Claudia Lampert (contact), PD Dr. Wiebke Loosen, Dr. Jan-Hinrik Schmidt, Lutz Schröder, Alina Tiews, Dr. Hans-Ulrich Wagner

Associates 2012/2013: Prof. Dr. Joan Bleicher, Juliane Finger

27. Social Media and Networked Public Spheres

The digitally networked media are contributing to a fundamental change in the structure of the public sphere. Platforms like YouTube, Wikipedia, Facebook, Twitter and blogs are reducing the barriers to making information of all sorts available and to networking with other people. Professionals in communication, e.g. in journalism, in politics or in public relations have to adapt to this change in the media just as much as private individuals wanting to share aspects of their personal, everyday routines with their extended social network.

The emerging spaces for communication display their own „architecture“, which strongly influences the distribution and monitoring of information and knowledge. At the same time, our understanding of boundaries between public and private spheres is changing. The proposition of everyone being able to participate in society and its configuration with the aid of digitally networked media confronts the observation that power differences only shift or even wax more powerful.

The project, „Social Media and Networked Public Spheres“ is uniting numerous publications and speaking activities on this topic. ➔ <http://hbi.to/5097>

Researcher: J.-H. Schmidt

Publications:

Schmidt, J.-H. (2013): Persönliche Öffentlichkeiten und Privatsphäre im Social Web [Personal Public Spheres and the Private Sphere on the Social Web], In: S. Half, H. Krahl (eds.), *Privatheit. Strategien und Transformationen*. Passau: Karl Stutz, pp. 121-138.

Schmidt, J.-H. (2012): Informationelle Selbstbestimmung in der Praxis. Kommunikationssoziologische Perspektive [Informational Self-Determination in Practice. Perspectives

from the Sociology of Communication]. In: *Communicatio Socialis*, vol. 44, no. 4, pp. 417-421.

Schmidt, J.; Weichert, T. (eds.) (2012): *Datenschutz. Grundlagen, Entwicklungen und Kontroversen* [Data Protection. Fundamentals, Developments and Controversies]. Schriftenreihe der Bundeszentrale für politische Bildung, vol. 1190. Bonn: BPB.

Schmidt, J.-H. (2012): Persönliche Öffentlichkeiten im Social Web [Personal Public Spheres in the Social Web]. In: *Ästhetik und Kommunikation*, vol. 42, no. 154/155, pp. 79-83.

Schmidt, J.-H. (2012): Persönliche Öffentlichkeiten und politische Kommunikation im Social Web [Personal Public Spheres and Political Communication in the Social Web]. In: B. Ziegler, N. Wälti (eds.), *Wahl-Probleme der Demokratie*. Zürich/Basel/Genf: Schulthess, pp. 137-147.

Zurawski, N.; Schmidt, J.; Stegbauer, C. (eds.) (2012): *Phänomen „Facebook“* [The „Facebook“ Phenomenon]. Sonderausgabe von *kommunikation@gesellschaft*, vol. 13, <http://nbn-resolving.de/nbn:de:0228-201213011>.

Schmidt, J.-H. (2012): Das demokratische Netz? [The Democratic Net?]. In: *Aus Politik und Zeitgeschichte*, vol. 62, no. 7, 2012, pp. 3-8.

Lectures:

„Das Internet und der neue Strukturwandel der Öffentlichkeit“ [The Internet and the New Changes in the Public Sphere], lecture by J.-H. Schmidt in the context of the lecture series „Internet & Gesellschaft“ (Internet and Society) at the University of Göttingen on 22 January 2013 in Göttingen.

„Audience Management in Social Media: Affordances, Cultural Differences, and Implications for Privacy“, poster by J.-H. Schmidt in the context of the „4th European Communication Conference“ of ECREA on 25 October 2012 in Istanbul (together with S. Utz).

„Partizipation in Zeiten des Web 2.0“ [Participation in the Age of Web 2.0], lecture by J.-H. Schmidt at the opening of the „Inter@ktiv Autumn Event“ on 18 October 2012 in Munich.

„Das Internet als kommunikativer Raum“ [The Internet as a Space for Communication], lecture by J.-H. Schmidt in the context of the „2nd International Conference on Ethics and Society“ on 12 October 2012 in Tübingen.

„Digitale Medien und ihre Dynamik. Nutzungsweisen, Kompetenzen und Herausforderungen des Internets“ [Digital Media and their Dynamics. Usage, Competencies and Challenges of the Internet], lecture by J.-H. Schmidt in the context of the specialist colloquium „Online Youth Work“ of the Jugendserver Saar on 11 October 2012 in St. Wendel.

„Entwicklungen der Online-Kommunikation. Konsequenzen für Individuum, Gesellschaft – und die Beratung?“ [Developments in Online-Communication. The Consequences for Individuals and Society – and Advisories?], lecture by J.-H.

Schmidt at the 5th Specialist Forum on Online Advisories on 25 September 2012 in Nuremberg.

„Vom Sein und Schein: Wie informationskompetent sind wir wirklich?“ [On Appearances and Reality: How Competent with Information Are We Really?], lecture by J.-H. Schmidt in the context of the colloquium, „Informationskompetenz online. Zwischen Souveränität und Kontrollverlust“ [Competence with Information online Between Sovereignty and Loss of Control] of the State Media Authority of Northrhine-Westphalia in collaboration with the German UNESCO commission on 24 September 2012 in Düsseldorf.

„Strukturwandel von Öffentlichkeit – soziologisch betrachtet“ [Change in the Structure of the Public Sphere, – the Sociological View), lecture by J.-H. Schmidt in the context of „Xinnovations 2012“ on 12 September 2012 in Berlin.

„Kommunikation in sozialen Netzwerken“ [Communication in Social Networks], lecture by J.-H. Schmidt in the context of the colloquium, „Soziale Netzwerke – Kriminalität und Fahndung“ [Social Networks – Criminality and Investigation], of the Police Academy of Lower Saxony on 6 September 2012 in Nienburg/Weser.

„Wie das Internet die Medienlandschaft verändert“ [How the Internet Is Changing the Mediascape], lecture by J.-H. Schmidt in the context of the colloquium, „Gefällt mir! Soziale Netze im Internet“ [Like! Social Networks in the Internet], of the Mont-Cenis Academy on 31 August 2012 in Herne.

„Warum das Social Web in unsere Zeit passt“ [Why the Social Web is Right for the Times], lecture by J.-H. Schmidt in the context of the conference, „SocialMania. Medien und die Privatisierung der Öffentlichkeit“ [SocialMania. Media and the Privatisation of the Public Sphere], of the Stuttgart Media Academy on 21 June 2012 in Stuttgart.

„Besser sozial? Online-Journalisten zwischen Dialog und Verzettelung“ [Social Is better? Online Journalists between Dialogue and Sidetracking], lecture by Schmidt at the „Frankfurter Tag des Online-Journalismus“ [Frankfurt Colloquium for Online-Journalism] on 14 May 2012 in Frankfurt.

„Digitale Medien im Alltag“ [Digital Media in the Everyday Routine], lecture by J.-H. Schmidt in the context of the lecture series, „Psychologie und (neue) Medien“ [Psychology and (new) Media]”, at the Magdeburg-Stendal University of Applied Sciences on 2 May 2012 in Stendal.

„Die Dynamik digitaler Medien“ [The Dynamics of Digital Media], lecture by J.-H. Schmidt in the context of the „6. Lübecker Bildungskonferenz“ [6th Lübeck Conference on Education] on 24 April 2012 in Lübeck.

„Social Media, Lernen und Lehren“ [Social Media, Learning and Teaching], lecture by J.-H. Schmidt in the context of the conference, „Social Media, Lernen und Lehren“ [Social Media, Learning and Teaching] on 16 March 2012 in Basle.

„Öffentlichkeiten im Social Web“ [Public Spheres in the Social Web], lecture by J.-H. Schmidt in the context of the „Digital Media Week“, at the Institute of Culture- and Media Management on 21 February 2012 in Hamburg.

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

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

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

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

The project will run for 36 months.

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

Researchers: C. Lampert (contact), Michael Grimm, Stefanie Wahl

Student Assistants: Theresa Allweiss, Rika Groeneveld, Aneta Woznica

Funding: Deutsche Krebshilfe (German Cancer Care)

29. Public Communication as Facilitated by the Media from the 1950's to the 1980's

The „Forschungsstelle Geschichte des Rundfunks in Norddeutschland“ (FGRN) – the Research Centre for the History of Broadcasting in Northern Germany, the Hans Bredow Institute's cooperative project with the NDR (North German Broad-

casting corporation) and the University of Hamburg (Department of Languages, Literature and Media I) – has devoted itself to selected questions of public communication facilitated by the media, focussing mainly on the 1950's to the 1980's and with a particular emphasis on programme offerings from NDR.

In this connection, study projects will be predominantly focused on two research areas:

1. The role of the public broadcasting stations as central actors in public communication: central to this are their activities in the field of memory-culture. Research questions aim at journalistic treatments of history in work on programmes, above all in connection with questions of the past under Nazism and how it is conceptualised.

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

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

A research project on the North and West German Broadcasting Association (NWRV) was completed in 2012. A report was presented on work done and sources used as regards this umbrella organization, which comprised the joint television production of the NDR and the WDR in

the „formative years“ of federal German television between 1956 and 1961. [http:// hbi.to/1699](http://hbi.to/1699)

Researcher: F. Bayer (until 2/13), A. Tiews, H.-U. Wagner (contact)

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

Events:

„Hamburg, das ist mehr als ein Haufen Steine“ [Hamburg Is More than a Heap of Stones], colloquium on the field of culture in the metropolitan region of Hamburg from 1945-1955, jointly with the International Wolfgang-Borchert-Society on 16 and 17 November 2012 in Hamburg.

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

Publications:

- Wagner, H.-U. (2013): Der Nord- und Westdeutsche Rundfunkverband (NWRV) [The North and West German Broadcasting Association] 1956-1961. Ein Arbeits- und Quellenbericht. Hamburg, http://hbi.to/webfm_send/706.
- Wagner, H.-U. (2013): Die NDR Schulfunk-Reihe „Europa“ 1957 bis 1969. NDR Geschichte(n). [The NDR Schools Broadcasting Series, „Europe“ 1957 to 1969. NDR History/Stories]. http://www.ndr.de/unternehmen/organisation/ndr_geschichte/1956_1961/schulfunk101.html.
- Wagner, H.-U. (2013): Ein Pionier des Kinderfernsehprogramms NDR Geschichte(n). [A Pioneer of Children's Programmes. NDR [Hi]Stories].
- Wagner, H.-U. (2012): Ein halber Liter Ausgleichsmilch. NDR Geschichte(n). [Half a Litre of Make-up Milk. NDR History/Stories]. http://www.ndr.de/unternehmen/organisation/ndr_geschichte/1948_1955/milchratio101.html.
- Wagner, H.-U. (2012): Fernseh-pioniere auf dem Heiligengeistfeld – Vor 60 Jahren startete in Hamburg der regelmäßige Fernsehprogramm-betrieb. [Television Pioneers on the Heiligengeistfeld – A Regular Television Service started in Hamburg 60 Years ago]. <http://hbi.to/4925>.
- Bayer, F., Wagner, H.-U. (2012): „Bedingt abwehrbereit“ NDR Geschichte(n). [Limited Defensive Capacity. NDR History/Stories]. http://www.ndr.de/unternehmen/organisation/ndr_geschichte/1962/panorama4253.html.
- Wagner, H.-U. (2012): Seekarten für die Rundfunk-Kapitäne. NDR-Geschichte(n). [Sea Charts for the Captains of Broadcasting. NDR History/Stories]. http://www.ndr.de/unternehmen/organisation/ndr_geschichte/1945_1947/rundfunkkapitaene101.html.
- Wagner, H.-U. (2012): Egon Monk und die „Hamburgische Dramaturgie“ des Fernsehspiels. NDR Geschichte(n). [Egon Monk and the „Hamburgische Dramaturgie“ of Television Drama. NDR History/Stories]. http://www.ndr.de/unternehmen/organisation/ndr_geschichte/1956_1961/monk121.html.

Lectures:

„Media Scandals and Societal Change“, lecture by H.-U. Wagner at the conference on „Ethics and Media History:

European Perspectives” on 10 May 2013 at the Centre for Media History, Bournemouth University.

„Radiohören ist, wenn man ...“: Geschichte und Gegenwart des Radios vor dem Hintergrund kommunikativer Figurationen des medialen Diskurses” [‘Listening to the Radio is when you...’, History and Present Status of Radio against the Background of Communicative Configurations of Discourse in the Media], lecture by H.-U. Wagner in the lecture series, „Media and Education. The Mediatized Society?” on 30 April 2013 at the University of Hamburg.

„Erinnerte Bilder, erinnerte Töne. Die Rolle des Rundfunks für unser kulturelles Gedächtnis” [Remembered Images, remembered Sounds. The Role of Broadcasting for our Cultural Memory], lecture by H.-U. Wagner at the Universitätsgesellschaft Hamburg on 17 April 2013.

„Der öffentlich-rechtliche Rundfunk und das literarische Feld in der Metropolregion Hamburg 1945-1955” [Public Broadcasting and the Literary Field in the Hamburg Metropolitan Region], lecture by H.-U. Wagner at the colloquium „Hamburg Is More than a Heap of Stones” on 16 November 2012 in Hamburg.

„Assigned to the Democratization of the Broadcasting System in Post-War Germany: Returnees Acquainted with the BBC’s Routines and Principles”, lecture by H.-U. Wagner at the 4th European Communication Conference, ECREA 2012, on 27 October 2012 in Istanbul.

„Medienmetropole Hamburg. Konzepte und Fallbeispiele von Stadt, Medien und Öffentlichkeit im ‘Jahrhundert der Massenmedien’” [Hamburg as Media Metropolis. Concepts and Case Studies of the City, Media and the Public Sphere in the Century of the Mass Media], Eröffnungsvortrag der Ring-Vorlesung „Film- und Fernsehstandort Hamburg [opening lecture in the lecture series, „Hamburg as a Film and Television City”], given by H.-U. Wagner on 22 October 2012 at the University of Hamburg.

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

30. Media and Mental Representations of the Holocaust

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

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

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

Publication:

Finger, J.; Wagner, H.-U. (forthcoming): Was bleibt von fernsehjournalistischen Darstellungen des Holocaust? Ein integrativer Ansatz zur empirischen Verknüpfung von Journalisten- und Rezipientenperspektive. [What Remains from Television’s Journalistic Representations of the Holocaust? An Integrative Approach to Linking the Perspectives of Journalist and Recipients]. In: W. Loosen, M. Dohle (eds.), Journalismus und (sein) Publikum. Schnittstellen zwischen Journalismusforschung und Rezeptions- und Wirkungsforschung. Wiesbaden: Springer VS.

Lecture:

„How Media Portrayed the Holocaust for the First Time. The Radio Coverage on the First Bergen-Belsen Trial”, lecture by F. Bayer and H.-U. Wagner at the Simon-Wiesenthal-Conference 2012. „Before the Holocaust had Its Name. Early Confrontations of the Nazi Mass Murder of the Jews” on 29 November 2012 in Vienna.

31. The Literary Programme Offerings of the Reichssender [Reich Broadcasting] Hamburg

The project concerns the literary programme offerings of the Reichssender [Reich Broadcasting] Hamburg between 1933 and 1939/40 with the aim of comprehensively analysing these in the context

of the literary field of Hamburg or respectively the northern German broadcasting area.

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

The investigation is dedicated to the development of the literary field in the media metropolis of Hamburg. The core questions are: Does radio represent a medium of modernisation? What was its role in the development of the „media worker“ in the 1930's? Did it provide regional offers of identity and/or new programmes specific to the Nazis, old and/or new experiential worlds?

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

Researcher: H.-U. Wagner

Funding: Hamburg Foundation for the Support of Science and Culture

Publications:

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

Wagner, H.-U. (2012): „Landschaftsarbeit“ und „Bildung einer Volksgemeinschaft“. *Die literarischen Programmangebote des Reichssenders Hamburg* [The Literary Programme of the 'Reichssender Hamburg']. In: D. Hempel, H.-U. Wagner (eds.), *Das literarische Feld 1933-1945*. Hamburg, pp. 151-170.

32. Sounds like... A History of Broadcast Sound Design

Radio stations have a „sound“. They create a profile for themselves with a particular aesthetic aura, onto which their audience latches accordingly. Since the 1980s, there has been increasing competition in the so-called „dual system“ of the radio landscape in the Federal Republic, and questions of branding and recognisability have played a decisive role. Even if such competition among providers played much less of a role in previous

periods of radio history, already early on programme makers worked hard to reach their audiences – not only through their content, but also through the way their sound performed. „Analyzing Radio Sound? Sure! But how?“ is what Carin Åberg asked in her work, „The Sounds of Radio. On Radio as an Auditive Means of Communication“, from 1999: this project takes up the discussion she had a hand in initiating about methodological questions.

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

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

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

2012 and accessible at www.radioaesthetics.org, offers further information on these activities.

In 2012/13, several workshops with junior researchers took place in Berlin and Halle, as well as an international workshop in Hamburg with colleagues from the Copenhagen LARM Project. <http://hbi.to/4381>.

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

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

Events:

„Radio Aesthetics, Radio Identities“, workshop by H.-U. Wagner, G. Föllmer, I. Bose on 10. and 11. January 2013 in Halle.

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

Publications:

Wagner, H.-U. (2013): Sounds like the Sixties. Approaches how to Analyze Radio Aesthetics in the Past. In: D. D. Zakharine, N. Meise (eds.), *Electrified Voices: Medial, Socio-Historical and Cultural Aspects of Voice Transfer*. Göttingen, pp. 291-300.

Wagner, H.-U. (2012): „Es muss Ihnen seltsam erscheinen ...“ NDR Geschichte(n). [It Must Seem Strange to You... NDR History/Stories] http://www.ndr.de/unternehmen/organisation/ndr_geschichten/1945_1947/petervonzahn103.html.

Lectures:

„Klangarchäologie der Radio-Stimmen“ [Sound Archeology of Radio Voices], Lecture by H.-U. Wagner in the section „Sound History“ at the 49th German Conference of Historians on 28 September 2012 in Mainz.

„Radio-Ästhetiken – Radio-Identitäten. Über Radio-Stimmen und Hörspiel-Konzeptionen“ [Radio Aesthetics – Radio Identities. Radio Voices and Concepts of Radio Plays], Lecture by I. Bose and H.-U. Wagner at the conference „Dichtung für die Ohren. Zur Poetik und Ästhetik des Tonalen in der Literatur der Moderne“ [Poetry and Aesthetics of Sounds in Modern Literature] on 1 July 2012 in Literaturhaus München.

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

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

ing into what is a particular sphere of activity within the overall culture of memory.

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

The research field is opening up in this way and is gaining increasing attention nationally as well as internationally; we are currently addressing it in a survey of the studies existing to date. Our goal is to identify gaps in the research, to develop a model for classifying actors, to present criteria for investigating the different contributions from possible communicative accomplishments and hence to analyse which of them fulfil the processes of remembering, as users generate them. <http://hbi.to/4710>.

Researchers: J.-H. Schmidt, L. Schröder (until 10/12), H.-U. Wagner (contact)

Publications:

Schröder, L. (2012): Computerspiele als ein neuer Zugang zu Geschichtsthemen? Das Beispiel Empire: Total War. [Computer Games as a New Point of Access to Historic Subjects? The Example of Total War] <http://www.spielbar.de/neu/2012/06/computerspiele-als-ein-neuer-zugang-zu-geschichtsthemen>.

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

PHD PROJECT

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

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

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

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

Researcher: J. Finger

Publications:

- Finger, J. (2010): Presentation of the PhD Project „Den Holocaust fernsehen. Eine qualitative Studie zur Bedeutung des Fernsehens für die langfristige Herausbildung von Einstellungen zum Holocaust.“ [Watching the Holocaust on TV] In: Rundfunk und Geschichte, vol. 1/2, pp. 47-48.
- Finger, J.; Wagner, H.-U. (Forthcoming): Was bleibt von fernsehjournalistischen Darstellungen des Holocaust? Ein integrativer Ansatz zur empirischen Verknüpfung von Journalisten- und Rezipientenperspektive. [What Stays Left from Presentations of the Holocaust in TV? An integrative Approach for Empirical Linkage of the Perspectives of Journalists and Recipients] In: W. Loosen, M. Dohle (Eds.), Journalismus und (sein) Publikum. Schnittstellen zwischen Journalismusforschung und Rezeptions- und Wirkungsforschung. Wiesbaden: Springer VS

RESEARCH PROJECTS „MEDIA USE AND MEDIA EFFECTS“

Researchers 2012/2013: Stephan Dreyer, Prof. Dr. Uwe Hasebrink (contact), Dr. Sascha Hölig, Dr. Claudia Lampert, Dr. Jan-Hinrik Schmidt, Hermann-Dieter Schröder, Anne Schulze, Christiane Schwinge (until 9/12)

Associates 2012/2013: Sebastian Deterding

34. Children and (Online) Advertising. Forms of Advertising Material, Cross-Medial Marketing Strategies and their Reception by Children

Children are beginning to use and explore the Internet at younger and younger ages. As their surfing range and their online activities expand, they automatically come into contact with online advertising and other commercial contents. In this situation, it is not yet clear to what extent and from what age they are in a position to recognise advertising as what it is and to differentiate it from non-advertising contents, or respectively, to identify persuasive messages.

There has not been, by and large, much research on the questions as to how far the reception of commercial communication, in a situation where any capacity to deal with advertising only develops gradually, can affect the development of children's personalities, and what is demanded of primary school children in order for them to interpret and assess commercial online contents.

In the context of the project, these and other questions will be comprehensively investigated from an interdisciplinary perspective.

The project comprises five interconnected research modules overall:

- The analysis of selected Internet sites as regards forms of advertising and other commercial communications they display, their embedding in the contents as well as indications of demarcation from non-advertorial contents. Both, Internet sites especially for children and material not directed towards children yet used by them for preference will be considered.

- Expert legal opinion on the topic of children and online advertising, consisting of a survey of the legal and administrative regulatory frameworks, the criteria of juridical classification of the risks found through the analysis of the material.

- A study of the reception of advertising, consisting of several substudies. The focus lies on the investigation (both partially standardised and representative) of the reception of advertising by children aged six to eleven. Framework data on socialisation and education relating to advertising will be obtained by means of standardised questionnaires for parents. Peer-analyses, in the form of group interviews will provide insight into the role of brands advertised cross-medially and the influence of coevals on the distribution of brand images.

- A workshop with both, providers of Internet sites for children and ad-server providers for the forms of advertising covered in the analysis of material. It tackles the problem areas signalled in the legal opinion and discusses the possibilities for action relating to providers.

- International consultation of experts on best practice initiatives in the area of conveying the capacity to deal with advertising, drawing on media pedagogy.

On the basis of the empirical findings, media pedagogical recommendations for action, suggestions for legal regulation, as well as practice-oriented recommendations for providers will be formulated for the topic area of children and online advertising. The project will run for 18 months.

Researcher: C. Lampert, S. Dreyer, A. Schulze

Student Assistant: A. K. Kirsch, C. Servais, T. Siemens, J. Theobald, M. Voss

Funding: The State Media Authority of Northrhine-Westphalia (LfM), The Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ)

35. Reuters Institute Digital News Survey

The technical devices, together with the services available for consuming news, are continuing to

differentiate themselves; at the same time the various options for consuming news are converging, where quite different types of service can be used with one single device. The technical and content-related base for social information and the formation of opinion are hence changing considerably. Accordingly, there is a greater need for research on the way the population, or respectively, various groups within it, is altering its consumption of news and into what role the various technical platforms and news services are playing in that process.

These questions are central to the Reuters Institute Digital News Survey conducted for the first time in 2012 by the Reuters Institute for the Study of Journalism located in Oxford. The enquiry is being carried out simultaneously in the United Kingdom, Brazil, Denmark, Germany, Italy, Japan, Spain and in the USA, in order to be able to discern general trends but also national peculiarities. From 2013 onwards, the Hans Bredow Institute will be the collaborating partner responsible for the German contribution.

The study's core areas are:

- a current assessment of news consumption covering all potential platforms and services;
- observing changes over time and
- a comparison between the various countries.

Researchers: S. Hölig, U. Hasebrink

Student Assistant: L. Just

Cooperation partners: David Levy, Nic Newman,
Reuters Institute for the Study of Journalism

36. European Media Audiences

Considerable shifts in the use of media accompany the technical convergence of media services as well as their differentiation from each other. In this connection, the Hans Bredow Institute is interested in the particular question as to how media users, or respectively, various sub-groups of the population combine the different communication services and thus put together their personal media repertoires. This project aims to ascertain the media repertoires in various European countries.

In the context of the COST Action „Transforming Audiences, Transforming Societies“, and on the initiative of Klaus Bruhn Jensen at the University of Copenhagen, a group of research teams from ten European countries, so far, has come together and developed a common questionnaire, with which an online enquiry can be conducted into the use of the various old and new media. The first report in 2013 has already offered an initial insight into common factors among countries and peculiarities specific to individual ones as regards the way people combine the old and the new media.

Researchers: S. Hölig, U. Hasebrink

Student Assistant: L. Just

Cooperation partners: Klaus Bruhn Jensen
(University of Copenhagen), Jean-Michel
Lebrun (Ipsos Belgium) together with teams
from eight other European countries.

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

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

Against this background the Institute on behalf of the Media Authority Hamburg Schleswig-Holstein (MA HSH) and in cooperation with Prof. Dr. Knut Hiekethier developed an expert report with the following objectives: First there were conceptual reflections from a media and communi-

cation studies' perspective on the question which forms of moving images reception can be distinguished today respectively in foreseeable media environments. Secondly a concept was developed for an empirical study, which systematically examines the relevance of the various forms of the reception of moving images. In this respect the project is a preliminary study aiming at a bigger scheme; whether such an empirical study should be executed will be discussed on the basis of this preliminary study's results. ● <http://hbi.to/4062>

Researchers: U. Hasebrink (contact),
F. Schröter (until 7/11)

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

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

Project Report:

Hasebrink, U.; Hickethier, K.; Schröter, F. (2011): *Bewegtbildrezeption in konvergierenden Medienumgebungen: Dispositive und Nutzungsmodi. Expertise zum Forschungsstand und Konzept eines Forschungsprojekts im Auftrag der Medienanstalt Hamburg Schleswig-Holstein (MAHSH) [Reception of Moving Images in Converging Media Environments: Dispositifs and Usage Modes. Expertise on the State of Research and Conception of a research project on behalf of the MA HSH]. Hamburg, unpublished project report (in German; will be made available on the Institute's website in 2013).*

Publications:

Hasebrink, U. (2013): *Modi audiovisueller Kommunikation [Modes of Audiovisual Communication]. In: C. Wijnen, S. Trültzsch, C. Ortner (eds.): Medienwelten im Wandel. Wiesbaden: Springer VS, pp. 55-70.*

Hasebrink, U. (2012): *Any time? Modi linearer und nicht-linearer Fernsehnutzung [Modes of Linear and Non-Linear Television Viewing]. In: Medien und Zeit 27 (2), pp. 44-53.*

Lecture:

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

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

With this in-house project, the Institute is extending earlier work on the future of television use. In the face of the anticipated difficulty researchers (as well as media providers) will confront in differentiating the tendencies of general media use from the use of the respective individual media, given an environ-

ment where circumstances in the media are further converging technically, the concept of the communication mode is being put forward. This merits particular attention because it will become increasingly difficult to recognise from the fact that a particular technical gadget is being used just what its users are actually doing. As they use gadgets, which – to put it simply – can „do it all", only the users themselves know, in the last analysis, what they are doing in concrete terms, that is, in what communication mode they are operating at any time.

The thesis here is that the boundaries between technical media services are indeed blurring, but the boundaries between various communication modes and their psychic, social and cultural significance are preserved. Integrating old and new media does not mean a levelling of demarcations between the specific uses and everyday routines connected to the various media services and leading to some unspecific activity in general communication. On the contrary: empirical findings – in particular those that are deliberately seeking out patterns of individual media-use that cross the boundaries between the various media – point to the development of a very specific division of functions between the various media services. In future, the Institute will systematically investigate these and the communication modes connected with them in its 2. Research Programme on the Typologisation of Forms of Public Communication (see p. 10): in this way, this initiative presents a counterpart from the social sciences to work motivated by a jurisprudential approach on a service-specific and diversified information regime. A PhD project identified the particular communication modes, which can be observed in dealings with the Internet (S. Hölig).

The concept is useful for the analysis of characteristics of linear and non-linear television; it currently forms the basis for the project on the reception of moving images (project 37).

● <http://hbi.to/913>

Researchers: U. Hasebrink (contact), S. Hölig

Publications:

Hölig, S. (2012): *Informationsorientierte Kommunikationsmodi im Internet. Eine Differenzierung gratifikationsbestimmter kommunikativer Handlungen zwischen Massen- und interpersonaler Kommunikation [Information-Oriented Communication Modes on the Internet. A Differ-*

entiation of Communicative Actions Determined by Gratification and Operating between Mass and Interpersonal Communication]. University of Hamburg (<http://ediss.sub.uni-hamburg.de/volltexte/2012/5819>).

Hölig, S. (2012): Ist online Zeitung lesen Zeitunglesen? Es kommt auf den Kommunikationsmodus an [Is Reading the Newspaper Online the Same as Newspaper Reading? It Depends on the Mode of Communication]. In: *Ästhetik und Kommunikation*, vol. 42, no.154/155, pp. 67-78.

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

Lectures:

„Medienrepertoires und Kommunikationsmodi: Werkzeuge für die empirische Mediatisierungsforschung“ [Media Repertoires and Modes of Communication: Tools for Empirical Research into Mediatisation], lecture at the working meeting on „Mediatisierung als Grenzverschiebung“ [Mediatisation as Shifting Borders] in the context of SPP 1505 Mediatisierte Welten [Mediatised Worlds] on 14 December 2012 in Berlin.

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

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

„Souveräne Bindungen. Zeitliche Bezüge in Medienrepertoires und Kommunikationsmodi“ [Confident Ties. Temporal References in Media Repertoires and Communication Modes], lecture by S. Hölig, H. Domeyer and U. Hasebrink at the conference of the DGPuK work group on reception and impact research „Rezeption und Wirkung in zeitlicher Perspektive“ [Reception and Impact in Temporal Perspective] in Berlin on 30 January 2010.

39. COST Programme „Transforming Audiences – Transforming Societies“

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

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

2) Audience interactivity and participation

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

4) Audience transformations and social integration

In the course of the working group 1) the Institute takes part in publications on the topic of cross-media and convergence from users’ perspective. U. Hasebrink and S. Hölig are coeditors of the magazine „Participations“ on method combinations in reception research. Furthermore U. Hasebrink coordinates within the COST Initiative contact with cooperation partners from media policy and economy; at a conference of the network on 12/13 April 2012 in Brussels he organised a workshop on the topic „The Role of Audience Research within Mediatised Societies: A Dialogue between Academic Researchers and Stakeholders from Different Societal Groups.“ <http://hbi.to/3617>

Researchers: U. Hasebrink, S. Hölig

Event:

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

Publications:

Hasebrink, U.; Domeyer, H. (2012): Media Repertoires as Patterns of Behaviour and as Meaningful Practices. A Multimethod Approach to Media Use in Converging Media Environments. In: *Participations. Journal of Audience & Reception Studies*, vol. 9, no. 2, pp. 757-779.

Schröder, K. C.; Hasebrink, U.; Hölig, S.; Barker, M. (2012) (eds.): Exploring the methodological Synergies of Multimethod Audience Research. Special Issue of „Participations. Journal of Audience and Reception Studies“, vol. 9, no. 2, pp. 757-779.

Lectures:

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

„New Challenges and Methodological Innovations in Research on Media Audiences and Patterns of Usage“, keynote by U. Hasebrink at the first conference of the COST Action ISO906: Transforming Audiences, Transforming Societies in Zagreb on 8 April 2011.

40. Media Repertoires

The landscape of the media has changed radically over the last decades. Alongside the „old“, partially

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

In the context of the project, selected studies on media use (Massenkommunikation, Media Analyse, Typologie der Wünsche) are re-analysed as regards patterns of use across all media. The project’s central aim is to acquire and describe media repertoires: the nature of a repertoire reveals how the particular types of new and old media are combined and what functional differentiations can be observed. In the course of the project, the pertinent analyses are undertaken with three selected data-sources, in order to obtain in this way an insight into stable patterns of repertoire formation on the one hand, and to reveal individual results arising from the method of collection, on the other. Not only the current composition of media repertoires is noted but also their development over time.

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

• <http://hbi.to/911>

Researchers: H. Domeyer (until 12/11),
U. Hasebrink (contact)

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

Publications:

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

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

Hasebrink, U. (2010): Wandel der Mediennutzung [Changes in Media Usage]. In: J. Hennig, M. Tjarks-Sobhani (eds.),

Veränderte Mediengewohnheiten – andere technische Dokumentation? Lübeck: Schmidt-Römhild, pp. 13-28 (Schriften zur Technischen Kommunikation; Band 15).

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

Lectures:

„Medienrepertoires. Ein analytischer Rahmen zur Untersuchung des ‚Nebeneinander‘ verschiedener Medien” [Media Repertoires. An Analytical Framework for Investigating the ‘Contiguity’ of Various Media], lecture by U. Hasebrink at the Jahrestagung der DGPK-Fachgruppe Rezeptions- und Wirkungsforschung [Annual Colloquium of the DGPK Section Reception and Media Effects] on 25 January 2013 in Vienna.

„Medienrepertoires und Kommunikationsmodi: Werkzeuge für die empirische Mediatisierungsforschung” [Media Repertoires and Modes of Communication: Tools for Empirical Research into Mediatisation], lecture at the working meeting on „Mediatisierung als Grenzverschiebung” [Mediatisation as Shifting Borders] in the context of SPP 1505 Mediatisierte Welten [Mediatised Worlds] on 14 December 2012 in Berlin.

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

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

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

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

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

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

„Souveräne Bindungen. Zeitliche Bezüge in Medienrepertoires und Kommunikationsmodi” [Confident Ties. Temporal References in Media Repertoires and Communication Modes], lecture by S. Hölig, H. Domeyer and U. Hasebrink at the conference of the DGPK work group on reception and impact research „Rezeption und Wirkung in zeitlicher Perspektive” [Reception and Impact in Temporal Perspective] in Berlin on 30 January 2010.

41. EU Kids Online

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

The project is divided in various sub-projects:

EU Kids Online I (2006-2009): The first stage focused on an inventory of Europe-wide available data on online usage of children. It further concerned questions of methodology, the demands of internationally comparative research etc. In the last analysis, recommendations for action in future research projects and measures for dealing safely with the Internet and other online services were to be worked out on this basis. The results of the three-year project, which were presented in London on 10 June 2009, provide an overview on the status of available data, as well as on the urgent need for research and action.

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

EU Kids Online III (2011-2014): In the third project phase the database with surveys on the online usage of children in Europe will be updated and extended, on the other hand data from the Europe-wide representative survey will be evaluated more deeply. In addition, qualitative interviews will be executed in selected countries on the risk understanding of children. The research network expanded through cooperation partners from

Croatia, Latvia, Malta, Luxembourg, Slovakia, Russia, and Switzerland. Prof. Dr. Uwe Hasebrink coordinates the deepening analysis of quantitative data in this project phase.

Further information on the project and reports are available at www.eukidsonline.de. ☎ <http://hbi.to/3615>

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

Student Assistants: M. Drosselmeier

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

Publications:

- Hasebrink, U.; Lampert, C. (2012): Onlinenutzung von Kindern und Jugendlichen im europäischen Vergleich. Ergebnisse der 25-Länder-Studie „EU Kids Online“ [A European Comparison of the Online Use of the Internet by Children and Young People. Results of the Study across 25 Countries, „EU Kids Online“] In: *Media Perspektiven* 12/2012, pp. 635-647.
- Hasebrink, U. (2012): Young Europeans' online environments: a typology of user practices. In: S. Livingstone, L. Haddon, A. Görzig (eds.): *Children, risk and safety online: Research and policy challenges in comparative perspective*. London: Policy Press (forthcoming).
- Livingstone, S., Hasebrink, U., Görzig, A. (2012): Towards a general model of determinants of risk and safety. In: S. Livingstone, L. Haddon, and A. Görzig (eds.): *Children, risk and safety online: Research and policy challenges in comparative perspective*. London: Policy Press (forthcoming).
- Paus-Hasebrink, I., Hasebrink, U. (2012): Vergleichende Forschung als Kooperationsstrategie. Das Beispiel EU Kids Online [Comparative Research as Cooperation Strategy. The Example EU Kids Online]. In: B. Stark, M. Magin, M. Maurer, O. Jandura (eds.): *Methodische Herausforderungen komparativer Forschungsansätze*. Köln: von Halem, pp. 95-114.
- Hasebrink, U., Görzig, A., Haddon, L., Kalmus, V.; Livingstone, S. (2011): Patterns of Risk and Safety Online. In-depth Analyses from the EU Kids Online Survey of 9-16 Year Olds and their Parents in 25 countries. LSE, London: EU Kids Online [online available: <http://www2.lse.ac.uk/media@lse/research/EUKidsOnline/EU Kids Online reports.aspx>].
- Hasebrink, U.; Stetka, V.; Olafsson, K. (2010): Commonalities and Differences. How to Learn from International Comparisons of Children's Online Behaviour. In: *International Journal for Media and Cultural Politics* 6, No. 1, pp. 9-24.
- Livingstone, S.; Hasebrink, U. (2010): Designing a European Research Project on children and the internet: Reflections on comparative research in theory and practice. In: Brodasson, T.; Kivikuru, U.; Tufte, B.; Weibull, L.; Ostbye, H. (eds.): *The Nordic countries and the world. Perspectives from Research on Media and Communication*. Göteborg: Göteborgs Universitet, pp. 135-147.
- Hasebrink, U.; Livingstone, S.; Haddon, L.; Olafsson, K. (2009): Comparing Children's Online Opportunities and

Risks across Europe: Cross-National Comparisons for EU Kids Online. 2nd edition. London: EU Kids Online.

Lectures:

„Bausteine für einen zukunftsfähigen Jugendschutz im Netz“ [Building Blocks for Durable Youth Protection on the Net], a podium discussion by U. Hasebrink in the context of the event-series, „Brennpunkt Medien und Recht“ [Focus on Media and Law] on 5 December 2012 in Kassel.

„Medienkompetenz im gesellschaftlichen und technischen Wandel“ [Competence with the Media amid Social and Technical Change], lecture by U. Hasebrink at the Schleswig-Holstein Medienkompetenztag [Colloquium on Competence with the Media] on 25 September 2012 in Kiel.

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

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

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

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

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

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

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

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

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

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

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

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

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

Alongside a quantitative survey of 453 parents with children aged five to twelve, 48 deepening case studies of families were conducted. The results of the study were presented on 19 March 2013 in Düsseldorf. <http://hbi.to/4182>

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

Student Assistants: T. Beutler, R. Groeneveld, L. Toledo

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

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

Publication:

Wagner, U.; Gebel, C.; Lampert, C. (2013) (ed.): Zwischen Anspruch und Alltagsbewältigung: Medienerziehung in der Familie [Between Expectations and Managing Everyday Routines: Media Education in Families], Berlin: Vistas (Schriftenreihe Medienforschung der LfM vol. 72.

Lecture:

„Zwischen Anspruch und Alltagsbewältigung: Medienerziehung in der Familie – Vorstellung der Ergebnisse der LfM-Studie“ [Between Expectations and Managing Everyday Routines: Media Education in Families –

Presentation of the Results of the LfM Study], talk by C. Lampert on 19 March 2013 in Düsseldorf (together with U. Wagner).

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

The discussion on computer games continues to be ambivalent. Some regard them as cultural entities, whilst others discuss, above all, their potentially negative effects.

In the public context, those perspectives clash and remain mostly as parallel concerns without any interconnection. This provokes insecurity in many parents and pedagogues, while players passionately defend their hobby and feel misunderstood.

On behalf of the Media Authority North Rhine-Westphalia (LfM), the Hans Bredow Institute, in cooperation with the Institute for Media Research and Media Education at the University of Applied Sciences Cologne, was conducting a 15-month project with the major objectives:

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

(b) To collect individual empirical data on habits of usage, acquisition of competencies and risky practices, as well as potential risk factors, thereby combining quantitative and qualitative methods. <http://hbi.to/2804>

Researchers: C. Lampert (contact), J.-H. Schmidt, U. Hasebrink, W. Rohde (until 4/11), C. Schwinge (until 9/12)

Student Assistants: N. Dargel, M. Drosselmeier

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

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

Publications:

Lampert, C. (2012): Kompetenzen und exzessive Nutzung bei Computerspielern [Competencies in Computer Games and the Excessive Use of Them]. In: Modelle, Dokumente,

Analysen. Berlin: Bundesarbeitsgemeinschaft Kinder- und Jugendschutz e.V., pp. 7-16.

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

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

Lectures:

„Kernergebnisse aus der LfM-Studie zum Thema ‘Kompetenz-erwerb, exzessive Nutzung und Abhängigkeitsverhalten’“ [Core Findings from the LfM Study on the Topic, ‘Gaining Competencies, Excessive Use and Dependency Behaviour’], lecture by C. Lampert in the context of the specialist colloquium, „‘Es begann eigentlich mit meinem Vater’ – Vorstellung von Studienergebnissen zum Thema Computerspiele(n) in der Familie“ [‘It Actually All Started with My Father’ – Presentation of Study Findings on the Topic of Computer Games] on 17 January 2013 in Düsseldorf.

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

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

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

„Gibt es Computerspielabhängigkeit?“ [Does Computer Dependency Exist?], lecture by J.-H. Schmidt at the „re:publica XI“ on 14 April 2011 in Berlin.

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

44. Computer Game Socialisation in Families

In the context of the project, „Competencies in and Excessive Use among Gamers: Challenged, Supported, Endangered“, (project 43), this qualitative substudy has shown that many gameplayers have gone through phases of excessive playing in

the course of their use of computer games. Accordingly, the question does arise as to how some gamers succeed in terminating a phase of excessive use, and why it is that others fail.

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

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

Researchers: C. Lampert (contact), C. Schwinge (until 9/12)

Student Assistant: R. Groeneveld

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

Funding: State Media Authority Northrhine-Westphalia (LfM)

Publication:

Lampert, C.; Schwinge, C.; Kammerl, R.; Hirschhäuser, L. (2012): Computerspiele(n) in der Familie [Computer Games(ing) in the Family]. Düsseldorf (LfM-Dokumentation; 47).

Lecture:

„Kernergebnisse aus der LfM-Sekundäranalyse zum Thema ‘Computerspielenutzung aus sozialisatorischer Perspektive’” [Core Findings from the LfM Secondary Analysis on the Topic, ‘Computer Game Use from the Perspective of Socialisation’], lecture by C. Lampert in the context of the colloquium, „Es begann eigentlich mit meinem Vater” [„It Actually All Started with My Father”] on 17 January 2013 in Düsseldorf (together with R. Kammerl).

PHD PROJECTS

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

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

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

Researcher: S. Deterding

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

This PhD project takes up the concept of communication modes (project 38), which provides the theoretical frame for an empirical survey of information-oriented internet use. In the foreground is the question whether and how communication situations differ, which are realised on the internet and aimed at different information demands. The focus is on the range between mass and interpersonal communication.

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

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

Researcher: S. Hölig

Publications:

- Hölig, S. (2012): Informationsorientierte Kommunikationsmodi im Internet. Eine Differenzierung gratifikationsbestimmter kommunikativer Handlungen zwischen Massen- und interpersonalen Kommunikation [Information-Oriented Communication Modes on the Internet. A Differentiation of Communicative Actions Determined by Gratification and Operating between Mass and Interpersonal Communication]. University of Hamburg (<http://ediss.sub.uni-hamburg.de/volltexte/2012/5819>).
- Hölig, S. (2012): Ist online Zeitung lesen Zeitunglesen? Es kommt auf den Kommunikationsmodus an [Is Reading the Newspaper Online the Same as Newspaper Reading? It Depends on the Mode of Communication]. In: *Ästhetik und Kommunikation*, vol. 42, no.154/155, pp. 67-78.
- Hölig, S.; Domeyer, H.; Hasebrink, U. (2011): Souveräne Bindungen. Zeitliche Bezüge in Medienrepertoires und Kommunikationsmodi [Confident Ties. Temporal Relations in Media Repertoires and Communication Modes]. In: M. Suckfüll, H. Schramm, C. Wunsch (eds.), *Rezeption und Wirkung in zeitlicher Perspektive*. Baden-Baden: Nomos Verlagsgesellschaft, pp. 71-88.
- Milde, J.; Hölig, S. (2011): „Das Bild ist stärker als das Wort“ – Selektions- und Darstellungskriterien von TV-Wissenschaftsjournalisten beim Thema „Molekulare Medizin“ [The Image is Stronger Than the Word – Selection and Presentation Criteria of TV – Science Journalists and the Topic „Molecular Medicine“]. In: G. Ruhrmann, J. Milde, A. Zillich (Ed.), *Molekulare Medizin und Medien. Zur Darstellung und Wirkung eines kontroversen Wissenschaftsthemas*. Wiesbaden: VS, pp. 70-97.

„Radio-Activity“ – on the Role of Technological „Dispositifs“ and Technological Competencies for Participatory Practices: the Example of Radio Communication

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

The project proceeds from a concept frequently applied in recent times, that of the „active audience“, and it focuses on the role of technological objects (e.g. broadcasting technology, software programmes, recording equipment etc.) and their „affordances“ for routines of usage, as well as on the competencies and experiences (as well as motivating factors), which are the pre-condition for producing a person’s own content. This (technically influenced) area of audience activity has not enjoyed much attention as yet, although it is already canvassed in many models drawing on social and media theory. Examples are the technological structures of media production in Hall’s encoding/decoding model, or the relationship of „structure“ and „agency“ in Giddens’ theory of structuration.

It is, then, a fundamental assumption that access to (media) technologies, that is, owning the equipment for production or reception respectively, as well as the reception of contents and also the capacity to produce and receive contents cuts in ahead of a person’s own interaction with other audiences and of any participation in content or the organisation of media.

In this context, this project will explore to what extent the motivation and ability to participate actively are related to specific personality traits, media competence and particularly to technical competence as a structural dimension of usage patterns.

It is intended to investigate these questions by means of various forms and cases of contemporary „radio communication“, that is media content using the auditive channel predominantly. Qualitative investigations of case studies are chiefly envisaged, as follows: conventional radio stations, web radio, open channels, podcasts and amateur

radio. In choosing the case studies, it is assumed that these contents allow/require various degrees of participation and that, at the same time, technical equipment (e.g. owning microphones), as well as skills in using and production figure to varying extents. The empirical construct overall is oriented according to research aimed at generating theory.

The goal of the doctoral project is to augment, collate and systematize existing theoretical approaches, but also to furnish an object-related description of what „doing radio” amounts to nowadays. In this vein, the case studies will be located and systematized with regard to the various communicative configurations they bring about in terms of „radio communication”.

Researcher: N. Heise

C. PROMOTING YOUNG RESEARCHERS

For the Institute, supporting the new generation means above all supervising doctoral work, primarily of those employees who work as academic researchers at the Institute, contribute to projects, events and publications and parallel work on their

PRE-DOCTORAL PHASE

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

For law students with a study focus on „Information and Communication Law” the Institute gives an opportunity to participate in the series „Hamburger Gespräche zum Medien- und Telekommunikationsrecht” [Hamburg Colloquia on Media and Telecommunications Law], which was developed for media lawyers. This enables students to make contact with the legal practice and build their own networks at an early stage. A summer school on „Freedom of Expression on the Internet” will take place in October 2013 with participation by students from the Law Faculty of the University of Hamburg in Delhi, India.

After a successful start in 2009 and 2010, the Institute also takes part in the 2012 Summer School, which is offered by the Institute for Media

PhD projects. But the Institute can also contribute to supporting students and post-doctorands, so it has been participating intensively in the Graduate School Media and Communication (GMaC) since 2009.

and Communication at the University of Hamburg in cooperation with the Research Center for Media and Communication (RCMC). Following „Cultural Studies Reception Research” in 2009 and „Media Convergence” in 2010, the topic of the 2012 Summer School is „Repeat, Remix, Remediate”.

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

DOCTORAL WORK AT THE INSTITUTE

Besides above-mentioned support for PhD projects by researchers of the Institute, especially the cooperation with the „Graduate School Media and Communication” (GMaC) is paramount regarding the promotion of young researchers in the doctoral phase. The Institute is involved in the GMaC, members of its board are on the GMaC’s steering committee, Uwe Hasebrink has been a spokesperson since 2010. The Graduate School enjoys support in the context of the State Initiative for Excellence; researchers of the Institute supervise PhD candidates as first and second supervisors in the

context of a mentoring programme and with various seminars. Thus, the Institute is now able to offer the pursuit of a PhD through a position as „Wissenschaftlicher Mitarbeiter” (Research Fellow/Assistant Professor) as well as without formal appointment, but within a structured doctoral programme with and without scholarships. For the Institute, the GMaC presents an opportunity to involve additional young researchers and their respective projects in its research activities.

In addition, the Institute uses its contacts abroad as well, in order to give doctoral candi-

dates the opportunity to undertake a period of research in another institution, where this benefits their work.

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

Doctorates completed 2012-2013

In the year covered by this report, four former staff members of the Hans Bredow Institute have completed their doctorates:

Inka Brunn: Urheberrecht in der Informationsgesellschaft – Urheberrechtsverletzungen durch die Suchmaschinen [Copyright in the Information Society – Copyright Violations by Search Engines], supervised by W. Schulz, completed 2012. To appear as: Brunn, I. (2013): Cache me if you can – Verfassungsrechtliche Aspekte der urheberrechtlichen Einordnung von Suchmaschinen [Aspects of the Copyright Classification of Search Engines under Constitutional Law]. Baden-Baden: Nomos (Reihe Hamburger Schriften zum Medien-, Urheber- und Telekommunikationsrecht; 6).

Stefan Heilmann: Informationspflichten im Telemedienrecht und User-generated Content [Obligations to Provide Information in Telecommunications Media Law and User-generated Content]. Supervised by W. Schulz, completed 2012. To appear as: Heilmann, S. (2013): Anonymität für User-Generated Content? [Anonymity for User-Generated Content?] Baden-Baden: Nomos (Reihe Hamburger Schriften zum Medien-, Urheber- und Telekommunikationsrecht; 5).

Arne Laudien: Präventives staatliches Eingreifen in massenmediale Internetkommunikation [Pre-emptive Governmental Sanctions in Mass Media Internet Communication]. supervised by W. Schulz, completed 2013.

Regine Sprenger: Regulierung crossmedialer Konzentrationsprozesse [Regulating Processes of Cross-Media Concentration]. Supervised by W. Schulz, completed 2013.

Doctoral Projects Supervised by Uwe Hasebrink

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

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

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

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

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

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

Vitania Yulia: A Study of Media Use in Indonesia: A Repertoire Approach to the Analysis of Patterns of Media Consumption across Platforms (Graduate School).

Doctoral Projects Supervised by Wiebke Loosen

Nele Heise: „Radio-Aktivität“ – zur Rolle technischer Dispositive und technischer Kompetenzen für partizipative Praktiken am Beispiel der Radio-Kommunikation [„Radio-Activity“ – on the Role of Technological „Dispositifs“ and Technological Competencies for Participatory Practices: the Example of Radio Communication].

Ines Drefs: Die Rolle des Auslandsrundfunks im Zeitalter von Social Media [The Role of Overseas Broadcasting in the Age of Social Media] (Graduate School).

Doctoral Projects Supervised by Wolfgang Schulz

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

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

Joris van Hoboken: Search Engine Freedom (PhD at the University of Amsterdam).

Fabian Jeschke: Staatliche Maßnahmen zur Presse- und Journalismusförderung.

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

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

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

Julian Staben: Der Abschreckungseffekt auf die Grundrechtsausübung [The Deterrence Effect of Enforcing the Basic Law].

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

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

The journal series, „Hamburger Schriften zum Medien-, Urheber und Telekommunikationsrecht“ [Hamburg Papers on Media, Copyright and Tele-

communications Law] welcomes particularly qualified works in the area of media and telecommunications law and the series „Publikationen des Hans-Bredow-Instituts“ [Publications of the Hans

Bredow Institute] welcomes particularly qualified works from Institute researchers in the area of communication studies.

POST-DOCTORAL PHASE

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

A new form of promoting young researchers has been tested at the Institute with regard to a project, for which Dr. Roberto Suárez Candel from Barcelona and the Institute were granted a „Marie Curie Intra-European Fellowship for Career Development“. The funding through the Eu-

ropean Commission enabled working on a two-year project (2010-2012) on strategies of public service broadcasting in a digitalised world. At the same time, Dr. Suárez Candel was able to acquaint himself with the theoretical, methodical, strategic and administrative aspects of research and thereby prepare for the next steps in his academic career. Roberto Suárez has been the head of the European Broadcasting Union’s Media Intelligence Service in Geneva since September 2012.

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

D. COOPERATIVE INVOLVEMENT

NATIONAL AND INTERNATIONAL COOPERATIONS WITH RESEARCH INSTITUTIONS

University of Hamburg/RCMC

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

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

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

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

Alongside these activities, there are intensive cooperative projects with individual faculties and institutions at the university. The Institute has been cooperating for years on the concept of the area of special emphasis, „Information and Communication” at the Faculty of Law. Together with this faculty, an appointment process for a chair in „Media Law and Public Law including its theoretical Bases” was initiated and now led by Wolfgang Schulz, with which it is intended to reinforce the study area of jurisprudence at the Institute and to deepen cooperation with the University. Accordingly, the Institute supports, for instance the „fireside chats”, where students can talk to successful practitioners about career planning and can get to know how professions work.

A further example of collaboration with the University is the joint work with the Erasmus Mundus Master Programme, „Media, Journalism and Globalization”, mounted by the Institute of Journalism and Communication Studies.

And finally, the UNESCO Chair on Freedom of Communication and Information (Project 13) forms a further joint activity with the University.

Humboldt Institute for Internet and Society (HIIG)

Among the relevant structural changes is without a doubt the cooperation of the Institute with the newly founded Alexander von Humboldt Institute for Internet and Society (HIIG). The Institute was founded in 2011 by the Humboldt University Berlin, the Social Science Research Center Berlin, the University of the Arts Berlin, and with support of Google, and it has dedicated itself particularly to the peculiarities of internet-based communication, an area, which has become increasingly important also for the Hans Bredow Institute. For the Institute, the cooperation with the HIIG foremost is a disciplinary extension but also means easier access to the community of internet-oriented international research. The Hans Bredow Institute has established a working group „Internet and Society”, which forms the bridge to the HIIG (see p. 15). With the appointment of Wolfgang Schulz to the board of the HIIG there is now also a personal relation on management level.

The collaboration is coordinated by the working group, „Internet and Society”, at the Institute (p. 15) and appears in numerous joint research projects.

Non-Formalised National and International Collaborations

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

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

Among the Institute’s particular characteristics are its cooperative projects on an intensive and international level. Through its International Media Handbook (project 14) it has already enjoyed many years of valuable contacts in all parts of the world. Our participation in several European research projects has made our contacts particularly close on a European level: examples of this are the research network, EU Kids Online (project 41) and the COST-Action „Changing Audiences, Changing Societies” (project 39) as well as the projects the Institute coordinates on co-regulation and on the independence of regulative authorities INDIREG (project 21). In this way, the Institute has created good premises for devising European research projects and making applications for them.

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

All in all, a special research emphasis in the Asian-Pacific region (project 12) has crystallised out of all these activities – above all in the areas of jurisprudence – alongside the traditionally intense cooperation within Europe and in this way corresponds closely to current tendencies in German research politics.

OTHER COOPERATIVE PROJECTS

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

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

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

Since May 2010, W. Schulz has been a member as an independent expert of the commission of enquiry for the German Parliament „Internet and Digital Society”. In addition, W. Schulz is a

member of the specialist committee, „Communication and Information” and of the newly founded consulting unit, „Multiplicity in Forms of Cultural Expression” of the German UNESCO Commission. U. Hasebrink has acted as expert in the new commission of the German Rectors’ Conference on „New Media and Knowledge Transfer”. U. Hasebrink and C. Lampert are engaged in the federal initiative, „Dialogue Internet” as well, together with the preceding projects, like, for example, the Zentrum für Kinderschutz im Internet (I-KIZ) [Centre for the Protection of Children on the Internet (I-KIZ)]. J.-H. Schmidt has been one of the leaders of the project group, „Forum Internet und Gesellschaft” [Forum Internet and Society] since 2012. In May 2013, the research group organised two events at the Deutscher Evangelischer Kirchentag [German Evangelical Church Congress] in Hamburg.

Staff of the Institute are additionally involved in the consulting and supervisory bodies of various organisations: the Akademie für Publizistik [Academy for Journalism] (W. Loosen), the Bundesverband Bürger- und Ausbildungsmedien [Federal Association of Citizens’ and Education Media] (U. Hasebrink), Center for Social Responsibility in the Digital Age (S. Dreyer), the Erfurt Netcode (C. Lampert), the Freiwillige Selbstkontrolle Multimedia-Diensteanbieter e.V. [The Association for the Voluntary Self-Monitoring of Multimedia Providers] (FSM) (S. Dreyer), the „SCHAU HIN!” Initiative (C. Lampert), Film Foundation Northrhine-Westphalia at the Blind War Veterans’ Prize for Radio Plays (H.-U. Wagner), as well as the nomination commission of the Grimme Online Awards (W. Loosen).

GUEST RESEARCHERS AT THE HANS BREDOW INSTITUTE

Besides Marie Curie Research Fellow Dr. Roberto Suárez Candel and the Senior Visiting Research Fellow Dr. Per Christiansen, the Institute could welcome the following guest researchers for shorter stays in 2012/2013:

Prof. Dr. Shulamit Almog, guest researcher at the Hans Bredow Institute from mid-July to mid-September 2012 is a Professor of Law at the University of Haifa and director of the faculty's PhD programme.

Her research interests lie in the areas of law and literature, law and film and law and digital culture, as well as in the area of children's and women's rights. She has long been actively involved in both academia and practice. Shulamit Almog has published numerous books, as well as articles in US, Canadian, European and Israeli law reviews. Among her public activities are appearances before the Israeli Parliament, drafting sections of Israel's report to the UN on the International Convention on Children's Rights, and participation on committees for reforming Israel's Adoption Law and combating people-trafficking. She is also a member of the Israeli Press Council Executive Board.

Prof. Dr. Marlene Holzhausen, guest researcher at the Hans-Bredow-Institute and at the Institut für Germanistik II (Institute for Germanic Studies II) at the University of Hamburg from June 2013 to April 2014, is Professor of German Literature at the Universidade Federal da Bahia (Federal University of Bahia) in Salvador, Brazil. Marlene Holzhausen has held a scholarship from CAPES, a foundation administered by the Brazilian ministry of education, since April 2013. Her post-doctoral research project is on the topic of „Brazilian Authors on the German Radio Waves“. Her supervisor is Dr. Hans-Ulrich Wagner of the Research Unit History of Broadcasting in North Germany at the Hans-Bredow-Institute. Her research aims to locate and analyse radio plays from Brazilian

writers in radio archives and radio play departments in the Federal Republic. These literary texts are to be subsequently translated in the Brazilian project, „Translation, Creative Processes and Media“ and recorded by the theatre group of the staff and students in the Faculty of Media and Communication. Marlene Holzhausen has been the Vice-Coordinator of this project in the University of Bahia. Her research interests lie in the area of „Concrete Poetry“, as well as in the interaction of press, radio plays and audio-books. Over the last few years, she has authored scholarly articles on these topics as well as numerous translations for publishing houses.

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

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

Her main research interests are media and democracy, changes in the journalistic field, equality and diversity in the public sphere, and the public debate on immigration. She is currently working on the book „Changing Journalism” (working title, to be published by Routledge in 2010, co-authored with Angela Phillips and Peter Lee-Wright). Her

PhD thesis „(In)difference Online” focused on online discussions of contested issues. Through the study of the online discourse on the issue of immigration in the Netherlands she gained insight into issues of equality, diversity, and the openness of the public sphere in plural societies.

She has functioned as project coordinator of the international network, „Understanding Public Participation: Journalism and Democracy in a Digital Age” (project 2), in which the Hans Bredow Institute has been participating (with J.-H. Schmidt und W. Loosen) since October 2012.

Tamara Witschge was for many years the General Secretary of the European Communication Research and Education Association (ECREA), the European specialist association in the area of media and communication research. She is a member of the editorial board of the international journals, „New Media and Society”, „Platform: the Journal of Media and Communication” and of the German edition of the „Global Media Journal”.

E. KNOWLEDGE TRANSFER, CONSULTATION AND SERVICES

Knowledge Transfer and Consultation

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

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

Many of the Institute's projects already have by dint of their devising a – to a varying extent pronounced – element of transfer function. The project on the independence of regulation authorities (project 21) is a good example because the Institute could not only contribute to the conceptual understanding of independence, but it could also provide a software tool, which helps regulators or protagonists of civil society to identify the faults in securing the independence of a regulator.

Among the current social topics, to which the Institute contributed, were in 2012/2013 the following:

Adapting Media Regulation to Communication on the Internet

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

– In the role of specialist consultant, W. Schulz is a member of the commission of enquiry, „The Internet and the digital Society” established in April 2010 by the German Parliament. The commission of enquiry intends to look into the chances and challenges of the „digital society” and suggest action plans to the Parliament. Since June 2012 W. Schulz headed the project group „Culture, Media, Public Sphere” of the commission. The final report of the commission was discussed in Parliament in April 2013. W. Schulz has reported on the Commission's work to various target-groups:

– „Bericht über die Arbeit der Enquete-Kommission 'Internet und digitale Gesellschaft' des Deutschen Bundestags und die Zukunft der digitalen Gesellschaft” [Report on the Work of the Commission of Enquiry, 'The Internet and Digital Society', of the German Federal Parliament and the Future of Digital Society], lecture by W. Schild in the context of the 5 Parliamentary Evening at the State Media Authority of Schleswig-Holstein and the Filmförderung Hamburg Schleswig-Holstein on 21 March 2013 in Kiel.

– „Internet and Politics: the Impact of New Information and Communication Technology on Democracy”, contribution by W. Schulz to the homonymous discussion panel in the context of the meeting of the members of the Committee on Culture, Science, Education and Media of the Council of Europe on 11 March 2013 in Paris.

– „Bürgerbeteiligung an der Gesetzgebung im Internet [Citizen Participation in Legislation on the Internet], lecture by W. Schulz and participation in the homonymous discussion panel in the context of the 12th Symposium of the Deutsch-Chinesischer Rechtsstaatsdialog [Sino-German Legal Cooperation Programme] „Bürgerrechte und staatliche Gesetzgebung im digitalen Zeitalter” [Civil Rights and State Legislation in the Digital Age] on 15 July 2012 in Munich.

– In addition, staff members participate in various formal and informal dialogues, for instance, with the lecture by S. Dreyer, „Networked Topics

– Networked Public Sphere (?)” in the context of the specialist colloquium, „Networked Topics – Networked Public Sphere: the Internet as the Platform for a European Social Consciousness” at the Friedrich-Ebert-Foundation on 10 November 2012 in Berlin.

The Institute’s expertise in the area „Adapting Media Regulation to Communication on the Internet” is also being sought after abroad. Besides close contact to other European countries, the Institute has focused on Asia-Pacific (project 12). There the Institute was able to contribute to respective discussions about adapting media regulations through:

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

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

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

Protection of Minors from Harmful Media

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

– Related to the study „Jugendschutzsoftware im Elternhaus” [Software for the Protection of Young People in Parental Homes] (project 10) U. Hasebrink presented results and recommendations at a workshop of the initiative „Sicher online gehen” [Going online safely] on 20 February 2013.

– „Entwicklungs- und Nutzungstrends im Bereich der digitalen Medien und damit verbundene Herausforderungen für den Jugendmedienschutz” [Trends in Development and Use in the Area of Digital Media and Concomitant Challenges for Youth Media Protection], lecture by U. Hasebrink at the 2nd Nationales Fachforum Jugendmedienschutz [National Specialist Forum Youth Media Protection] „Kompetent mit den Chancen und Gefahren von digitalen Medien umgehen” [Dealing Competently with the Opportunities and Dangers of Digital Media] on 7 March 2013 in Berne.

– „Recht haben, Recht bekommen, Recht Recht sein lassen... Wo und wie Gesetze bei Cyber-Mobbing helfen können” [Having the Right, Seeking Redress, Leaving Right Well Alone - When and How the Law Can Help with Cyberbullying], lecture by S. Dreyer in the context of the ajs-annual congress, „Cyber-Mobbing” on 13 March 2013 in Leinfelden, as well as „Persönlichkeitsrechte im Netz. Mobben bis der Anwalt kommt?” [Personal Rights on the Net. Mobbing until the Lawyers Appear?], lecture by S. Dreyer in the context of the specialist colloquium „Cybermobbing – da hört der Spaß auf!” [Cyber-Mobbing – That’s no Joke!] of the Aktion Kinder- und Jugendschutz Schleswig-Holstein [association for the protection of children and young people], Schnittpunkt e.V. [forum for media and political education] and the Ministry of Social Affairs, Health, Family and Equality at the Media Tage Nord (North German Media Days) on 21 November 2012 in Kiel.

– „Bausteine für einen zukunftsfähigen Jugendschutz im Netz” [Building Blocks for Durable Youth Protection on the Net], a podium discussion by U. Hasebrink in the context of the event-series, „Brennpunkt Medien und Recht” [Focus on Media and Law] on 5 December 2012 in Kassel.

– „Jugendschutzsoftware im Elternhaus – Stand der Forschung” [Software for Youth Protection in the Parental Home – the Status of the Research], lecture by S. Dreyer to the Committee on

Media and Internet Politics of the State Parliament of Rheinland-Pfalz on 1 March 2013 in Mainz.

Going beyond the national debate, the Institute brings its expertise to deliberations centering on the challenges and options to realising supranational labelling systems (cf. project 11), in this context are also the talks by S. Dreyer, to „GAM – Global Alliance Matrix”, for instance, belong in this context. „Taking Online Labels to the Next Level” in the context of the event staged by Working Group 3 of the „Coalition to Make the Internet a Better Place for Kids” on 14 September 2012 in Brussels or „GAM: A New Approach in International Labelling” in the context of the event staged by Working Group 3 of the „Coalition to Make the Internet a Better Place for Kids” on 11 May 2012 in Brussels.

Alongside this a categorization of digitally initiated mass-meetings e.g. Facebook parties, from the perspective of tort liability has been undertaken: „Mausklick mit Folgen. Haftungsrechtliche Konsequenzen bei Facebook-Parties, Flashmobs und Occupy-Camps” [Mouse Clicks with Consequences. Consequences for Liability Associated with Facebook Parties, Flashmobs und Occupy Camps], lecture by S. Dreyer at the Schadenforum der Munich Re [forum on damages by the Munich Re insurance company] on 7 May 2012, Hohenkammer.

Media Socialisation and Media Competence

In this topic area networking and the transfer of research insights beyond specialist circles are crucially important in particular. Especially in the context of the projects „EU Kids Online” (project 41) and „Computer Game Socialisation in Families” (project 44) C. Lampert, J.-H. Schmidt, and U. Hasebrink have carried out a large number of talks and further education events in the most varied institutional contexts. Examples of this are:

- „Kernergebnisse aus der LfM-Studie zum Thema ‚Kompetenzerwerb, exzessive Nutzung und Abhängigkeitsverhalten’” [Core Results from the LfM Study on the Topic of ‘Acquiring Competencies, excessive Use and Dependence Behav-

- iour’”, lecture by C. Lampert in the context of the specialist colloquium, „It Actually Began with My Father” – Presentation of the Results of the Study into the Topic of Computer Games(ing) in Families” on 17 January 2013 in Düsseldorf.

- „Partizipation in Zeiten des Web 2.0” [Participation in the Age of Web 2.0], lecture by J.-H. Schmidt at the opening of the „Inter@ktiv Autumn Event” on 18 October 2012 in Munich.

- „Digitale Medien und ihre Dynamik. Nutzungsweisen, Kompetenzen und Herausforderungen des Internets” [Digital Media and their Dynamics. Modes of Usage, Competencies and Challenges of the Internet], lecture by J.-H. Schmidt in the context of the specialist colloquium „Online Youth Work” of the Jugendserver Saar [Saarland youth work organisation] on 11 October 2012 in St. Wendel.

- „Medienkompetenz im gesellschaftlichen und technischen Wandel” [Media Competence in Social and Technical Change], lecture by U. Hasebrink at the Medienkompetenztag Schleswig-Holstein [Schleswig-Holstein colloquium on media competence] on 25 September in Kiel.

- „Faszinosum Facebook? Digitale Medien im Alltag von Heranwachsenden” [Facebook the Fascinator? Digital Media in Adolescents’ Everyday Life], lecture by J.-H. Schmidt in the context of the colloquium on the year’s work of the Institut für Qualitätsentwicklung an Schulen (Institute for Quality Development in Schools) on 4 September 2012 in Damp.

- „Wie das Internet die Medienlandschaft verändert” [How the Internet Changes the Mediascape], lecture by J.-H. Schmidt in the context of the colloquium, „Like! Social Networks in the Internet” at the Akademie Mont-Cenis on 31 August 2012 in Herne.

- „Heranwachsen mit Web 2.0. – Praktiken, Kompetenzen und Herausforderungen” [Growing up with Web 2.0 – Practices, Competencies and Challenges], lecture by J.-H. Schmidt at the regional specialist colloquium, „The Internet as a World for Learning and Living – Virtual Worlds as a Challenge for Schools, Youth Support and

Communities” at the Saxony-Anhalt regional branch of the Deutsche Kinder- und Jugendstiftung [German foundation for children and young people] on 13 June 2012 in Oschersleben.

– „Anforderungen an Medienkompetenz im Kontext medialer Veränderungen” [Demands on Media Competence in the Context of Medial Changes], lecture by C. Lampert in the context of the lecture series „Media Competence” on 4 June 2012 at the Hannover Institut für Journalistik und Kommunikation (IJK) [Institute for Journalism and Communication]

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

– „Die Dynamik digitaler Medien” [The Dynamics of Digital Media], lecture by J.-H. Schmidt in the context of the „6th Lübecker Bildungskonferenz (Lübeck conference on education) on 24 April 2012 in Lübeck.

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

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

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

In Hamburg C. Lampert also participated in the discussion about a concept for media competence promotion by the Senatskanzlei on 11 April 2013 in the Bürgerschaft [parliament] in Hamburg.

Control of Media Concentration

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

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

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

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

Accompanying these contributions, staff members make their expertise and knowledge available to delegations from overseas, as with, for example, the lecture by S. Dreyer in the context of the workshop, „Promoting Legal Protection for the Media”, at the Great Britain- China Centre on 11 September 2012 in Hamburg on the topic of „Legal Frameworks for Media Pluralism”.

Organisation of Public Service Broadcasting

Following the execution of the so-called „Three Step Test” the evaluation of all experiences has started. Also during this phase the Institute is available and sought after as contact. One of the

questions concerns the future role of the internal supervisory bodies. The Institute evaluates its experiences from the project INDIREG (project 21) also with regard to the meaning for an organisation of all bodies' work which is effective and in conformity with European law. It accompanies the discussion through:

- „Bestandsaufnahme und Veränderungsbedarfe“ [Stocktaking and the Need for Change], lecture by W. Schulz in the context of the specialist panel, „Perspectives in Public Broadcasting – a Dialogue within the SPD Party in the Federal Parliament on Media Politics“ on 18 April 2013 in Berlin;

- „Öffentlich-rechtlicher Rundfunk 2025 – Funktionsauftrag, Finanzierung und Wettbewerb in vollkonvergenter Medienumwelt“ [Public Broadcasting 2025 – Remit, Financing and Competition in a Totally Convergent Media Environment], lecture by W. Schulz in the context of the event, „Public Broadcasting Funding in the 21st Century“ of the Centre for Transnational IP, Media and Technology Law and Policy at the Bucerius Law School on 19 March 2013 in Hamburg;

- „Wohin geht die [De-]Regulierungsreise in Deutschland und Europa? Einführung in die rechtlichen Fragestellungen rund um Connected TV“ [Where is the (De)Regulation Path leading in Germany and Europe? Introduction to Legal Questions Surrounding Connected TV], lecture by W. Schulz in the context of the 4th Conference of the Chairs of Supervisory Boards, „Connected TV: Alle auf und unter einen Schirm? Rahmenbedingungen, Herausforderungen, Chancen, Regulierungen [nicht nur] für den öffentlich-rechtlichen Rundfunk in der konvergenten Medienwelt“ [Connected TV: Everybody Covered by One Screen? Regulations (not just) for Public Broadcasting in the Convergent Media World] on 21 February 2013 in Hamburg;

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

Data and Personality Protection in Social Media

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

The Institute's innovation workshop, „Data Protection“ borrows from the similar event, „Creativity and Copyright in the Networked Economy“, in 2009/2010 and takes up two individual topics from media praxis, which are highly significant for the effectiveness of data protection regulation; through workshops with researchers and practitioners, as well as through an empirical enquiry on firms and authorities planned for 2013, we intend, on the one hand, to identify the potential for optimising the regulatory dialogue. On the other, we intend to investigate the methods of producing transparency in data processing in such a way that those concerned can actually understand it as a process and to assess the practical applicability of these methods.

In addition, the Institute has mounted a series of lectures to illustrate the status quo as well as the new challenges:

- „Kommunikation in sozialen Netzwerken“ [Communication in Social Networks], lecture by J.-H. Schmidt in the context of the colloquium, „Soziale Netzwerke – Kriminalität und Fahndung“ [Social Networks – Criminality and Investigation] at the Police Academy of Lower Saxony on 6 September 2012 in Nienburg/Weser.

- „Internet Privacy: Structural Changes of Publicness in Digital Networked Media“, lecture by J.-H. Schmidt in the context of the acatech-symposium „Internet und Privacy“ [Internet and Privacy] on 26 March 2012 in Berlin.

Consequences of the Changes in Media for Media Producers

Among the decisive questions for media politics as well as media practice are those as to change in people's dealings with the media in the face of digitalised media environments. Alongside its projects on the fundamentals of media repertoires, which is located in this area and supported by the DFG (project 40) and on the (Re-)Discovery of the Audience. Journalism under the Conditions of Web 2.0 (project 25), the Institute is devising synopses of the existing status of international research in direct cooperation with media firms and other institutions from the media sector and it is conducting discussions of the resulting perspectives. Information transfer relevant for practice the Institute further provided through:

„Vertrauen durch Transparenz? Zu Potenzial und Problemen journalistischer Selbstoffenbarung“ [Trust through Transparency? On the Potential and the Problems of Journalistic Self-Revelation], lecture by J. Reimer in the context of the specialist colloquium, „Wandel und Messbarkeit des öffentlichen Vertrauens im Zeitalter des Web 2.0“ [Change and Assessibility of Public Trust in the Age of Web 2.0] at the Institut für Praktische Journalismus- und Kommunikationsforschung IPJ e. V. [Institute for Practical Research into Journalism and Communication] on 25 January 2013 in Leipzig.

„Publikumsbeteiligung bei Tagesschau und tagesschau.de: Was Journalisten denken – und was das Publikum ‚wirklich‘ will“, [Audience Participation in the „Tagesschau“ (News Broadcast) and on „tagesschau.de“: What Journalists think – and What the Audience ‘Really’ Wants], lecture by W. Loosen, J.-H. Schmidt, N. Heise and J. Reimer to the editors of ARD-aktuell on 4 December 2012 in Hamburg.

„Entwicklungen der Online-Kommunikation. Konsequenzen für Individuum, Gesellschaft – und die Beratung?“ [Developments in Online-Communication. The Consequences for Individuals and Society – and Advisories?], lecture by J.-

H. Schmidt at the 5th Specialist Forum on Online Advisories on 25 September 2012 in Nuremberg.

„Vom Sein und Schein: Wie informationskompetent sind wir wirklich?“ [On Appearances and Reality: How Competent with Information Are We Really?], lecture by J.-H. Schmidt in the context of the colloquium, „Informationskompetenz online. Zwischen Souveränität und Kontrollverlust“ [Competence with Information online Between Sovereignty and Loss of Control] of the State Media Authority of Northrhine-Westphalia in collaboration with the German UNESCO commission on 24 September 2012 in Düsseldorf.

„Die (Wieder-)Entdeckung des Publikums. Journalismus unter sozialmedialen Bedingungen“ [The (Re-) Discovery of the Audience. Journalism under Social Media Conditions], lecture by W. Loosen at the colloquium, „Better Online“, of the German Federation of Journalists on 15 September 2012 in Bonn.

„Wie das Internet die Medienlandschaft verändert“ [How the Internet Is Changing the Mediascape], lecture by J.-H. Schmidt in the context of the colloquium, „Gefällt mir! Soziale Netze im Internet“ [Like! Social Networks in the Internet], of the Mont-Cenis Academy on 31 August 2012 in Herne.

„Besser sozial? Online-Journalisten zwischen Dialog und Verzettelung“ [Social Is better? Online Journalists between Dialogue and Sidetracking], lecture by Schmidt at the „Frankfurter Tag des Online-Journalismus“ [Frankfurt Colloquium for Online-Journalism] on 14 May 2012 in Frankfurt.

Media and Health

The Institute dealt with the area of media and health in different contexts last year: be it with regard to the question, which role online media have in building confidence in medical know-how, the presence of complementary medical treatments and their reception by patients (project 28), the potential health-related „risks and side effects“ of media use, or the opportunities of media for health promotion. Being related to medicine and

health, new interesting cooperations and transfers arise. Exemplary are the following activities:

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

– „Gesünder durch Kommunikationswissenschaft? Herausforderungen und Chancen transdisziplinärer Forschung im Bereich der Gesundheitskommunikation” [Healthier through Communication Studies? Challenges and Opportunities for Transdisciplinary Research in the Area of Communicating about Health Matters], lecture by C. Lampert, M. Grimm, S. Wahl and E. Baumann in the context of the SGKM [Swiss Association of Communication and Media Research] colloquium „Transdisziplinarität in der Kommunikations- und Medienwissenschaft – Return on Investment oder vergebliche Liebesmüh?” [Transdisciplinarity in Communication and Media Studies – Return on Investment or a Futile Labour of Love?] on 13 April 2013 in Winterthur.

– „Wie erreichen wir Jugendliche? Möglichkeiten und Grenzen der Gesundheitskommunikation durch Medien [How do we Reach Young People? The Possibilities and the Limits of Communicating on Health Matters through the Media], lecture by C. Lampert in the context of the colloquium, „Gefällt mir! (Gesundheits) Kommunikation von Jugendlichen verstehen und Gesundheitskompetenzen stärken” [Like! Understanding Young People’s Communication (on Health Matters) and Reinforcing Competencies in Health Matters] at the Hamburgische Arbeitsgemeinschaft für Gesundheitsförderung e. V. (HAG) (Hamburg working group on health promotion) on 5 October 2012 in Hamburg.

– Baumann, E.; Lampert, C.; Fromm, B. (2012): Gesundheitskommunikation (Communicating on Health Matters). In: K. Hurrelmann, O. Razum (eds.), Handbuch Gesundheitswissenschaften (Handbook of Health Science, 5th completely revised edition.). Weinheim und Basel: Beltz Juventa, pp. 461-489.

– Fromm, B.; Baumann, E.; Lampert, C. (2011): Gesundheitskommunikation und Medien.

Ein Lehrbuch (Communicating on Health Matters and the Media. A Textbook) Stuttgart: Kohlhammer Verlag.

Media History Served Up Online

Under the title, „NDR Geschichte(n)” [NDR History/Stories), NDR online is collaborating with our research unit on the history of broadcasting in North Germany (FGRN) to publish small stories and newspaper reports, which bring the history of the NDR alive on its homepage. „From quite different, in part very personal viewpoints, these texts are shedding light on the development of the NDR and its programmes. Original soundtracks, images and links complement the individual stories. The NDR stories are a project in train and will be continuously augmented.” (http://www.ndr.de/unternehmen/organisation/ndr_geschichten/index.html). Latest contributions have come about, among others, on the introduction of „Sesame Street” and the „third” radio channel.

The FGRN is also participating in the online project, „Hamburg Personalities”, which is being set up under the aegis of the hamburgmuseum (quondam Museum of Hamburg History) and the Gesellschaft Harmonie von 1789 (a private club and cultural association in Hamburg), has facilitated the contracting of A. L. Tiews as researcher since May 2012.

A total of 45 biographies of Hamburg personalities from the media areas of print, radio, television and film were produced and put online.

Services

Enquiries on Current Topics

The staff of the Institute is available to answer enquiries about literature, to provide subject-specific information and expert opinions and to consult on research enquiries. This sort of „informal” service is also called on intensively by journalists, who turn to the staff of the Institute frequently, and for whom the staff of the Institute represents sought-after partners. Here, it is often a question of specialist assessment of current devel-

opments in the media through interviews for television, radio, in online offerings or in the press. Frequently, however, it also concerns discussions on the background with editors, news agencies and associations.

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

The Institute in the WWW

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

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

Library

The library of the Hans Bredow Institute – one of the most important specialist libraries on the topic of media, media research in North Germany – has today holdings of just on 31,000 volumes. It contains German and foreign-language literature, among other things, on social, legal, pedagogical and economic aspects of radio and television, as well as on the new electronic media.

The book holdings are augmented by serials-department with ca. 185 titles, containing German and foreign specialist journals, as well as press

and information services on the subject-area mentioned. One frequently used rare item is the magazine „Hörzu“, which is held from issue 1/1946 onwards.

The library is open to the public. Students of the University of Hamburg and of technical colleges are its main users, but other users are from all over Germany.

Beyond this, journalists consult literature: editorial desks in the publishing houses located in Hamburg and broadcasting providers use the book holdings for research purposes. There are also a large number of advertising agencies or businesses respectively, who need information on the media branch for their work, as well as law firms taking advantage of the specialised offering of literature in the area of media law.

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

Currently over 55,000 data items are available to users via computer. Information on the loan status of a book as well as on any reserves can also be accessed online. ☛ <http://hbi.to/935>

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

F. PUBLICATIONS AND LECTURES

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

Medien & Kommunikationswissenschaft

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

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

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

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

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

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

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

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

Since 2008, M&K has been one of the two magazines included in the membership fee of the Deutsche Gesellschaft für Publizistik und Kom-

munikationswissenschaft [German Association for Publicist and Communication Studies].

International Media Handbook

The International Media Handbook (project 7) has been edited and published by the Hans Bredow Institute since 1957 and appears in the Nomos-Verlag, Baden-Baden. The Handbook offers concise information on the legal and organisational bases of the media (print, broadcasting, online offerings), on the most important practitioners, on the media on offer as well as on the development trends in all European countries and in many states around the world.

A 28th edition of the Handbook with 1,308 pages was released in July 2009. A concept is currently developed in order to make the information available in English through an Open Access platform. ☉ <http://hbi.to/2705>

Publications for Download

- The series „Arbeitspapiere des Hans-Bredow-Instituts“ [Working Papers of the Hans Bredow Institute] appears in irregular sequence and on various topic areas under the imprint of the Hans Bredow Institute. ☉ <http://hbi.to/957>

2011/2012 published in this series:

Schulz, W. (ed.) (2013): Gesetzessammlung Information, Kommunikation, Medien [Corpus Juris Information, Communication, Media]. 14th edition April 2013 (AP 16).

Loosen, W.; Schmidt, J.-H.; Heise, N.; Reimer, J.; Scheler, M. (2013): Publikumsinklusion bei der Tagesschau. Fallstudienbericht aus dem DFG-Projekt „Die (Wieder-) Entdeckung des Publikums“. [Inclusion of the Audience in the „Tagesschau“] [Evening News Broadcast]. A Case Study from the DFG Project, „The (Re) Discovery of the Audience“. Hamburg: Hans Bredow Institute, March 2013 (Working Papers of the Hans Bredow Institute No. 26).

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

Suárez Candel, R. (2012): Adapting Public Service to the Multiplatform Scenario: Challenges, Opportunities and Risks. July 2012 (AP 25).

Hasebrink, U.; Schmidt, J.-H., with S. Rude, M. Scheler, N. Tosbat (2012): Informationsrepertoires der deutschen Bevölkerung. Konzept für eine regelmäßig durchzuführende bevölkerungsrepräsentative Befragung im Rahmen des Vorhabens „Erfassung und Darstellung der Medien- und Meinungsvielfalt in Deutschland“ [Information Repertoires of the German Population. Concept for a Regular Representative Survey]. June 2012 (AP 24)

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

- In the „Nordwestdeutsche Hefte zur Rundfunkgeschichte“ [Northwest German Papers on Broadcasting History], results from the work of the „Forschungsstelle zur Geschichte des Rundfunks in Norddeutschland“ [Research Centre for the History of Broadcasting in Northern Germany] (☉ <http://hbi.to/2119>), documents and interviews with contemporary witnesses are published. The papers appear in loose sequence under the imprint of the Hans Bredow Institute and can be downloaded free of charge from the. ☉ <http://hbi.to/2046> (German).

Series in the Nomos-Verlag

- The series „Publikationen des Hans Bredow Institutes“ [Publications of the Hans Bredow Institute] appears in the Nomos-Verlag, Baden-Baden. ☉ <http://hbi.to/1036>
- The journal series, „Hamburger Schriften zum Medien-, Urheber- und Telekommunikationsrecht“ [Hamburg Papers on Media, Copyright and Telecommunication Law], edited by W. Schulz, appears in the Nomos-Verlag, Baden-Baden. ☉ <http://hbi.to/1037>

Heilmann, S. (2013): Anonymität für User-Generated Content? [Anonymity for User-Generated Content?] Baden-Baden: Nomos (Reihe Hamburger Schriften zum Medien-, Urheber- und Telekommunikationsrecht; 5).

Brunn, I. (2013): Cache me if you can – Verfassungsrechtliche Aspekte der urheberrechtlichen Einordnung von Suchmaschinen [Aspects of the Copyright Classification of Search Engines under Constitutional Law]. Baden-Baden: Nomos (Reihe Hamburger Schriften zum Medien-, Urheber- und Telekommunikationsrecht; 6).

MAIN PUBLICATIONS 2012/2013

Hereafter the most significant publications of all employees in 2012/2013 are listed. A complete list of publications is available at www.hans-bredow-institut.de, below the profile of the respective employee.

Monographs

Lampert, C.; Schwinge, C.; Kammerl, R.; Hirschhäuser, L. (2012): Computerspiele(n) in der Familie [Computer Games(ing) in the Family]. Düsseldorf (LfM-Dokumentation; 47).

Peer-Reviewed English Language Journals

- Hasebrink, U. (2012): The Role of the Audience within Media Governance: The Neglected Dimension of Media Literacy. In: *Media Studies* 3 (6), pp. 58-73.
- Hasebrink, U.; Domeyer, H. (2012): Media Repertoires as Patterns of Behaviour and as Meaningful Practices. A Multimethod Approach to Media Use in Converging Media Environments. In: *Participations. Journal of Audience & Reception Studies*, vol. 9, no. 2, pp. 757-779.
- Loosen, W.; Schmidt, J.-H. (2012): (Re-)Discovering the Audience. The Relationship between Journalism and Audience in Networked Digital Media. In: *Information, Communication & Society, Special Issue „Three Tensions Shaping Creative Industries in a Digitized and Participatory Media Era“* (Ed. Oscar Westlund), vol. 15, no. 6, pp. 867-887.

Peer-Reviewed German Language Journals

- Hasebrink, U. (2012): Any time? Modi linearer und nicht-linearer Fernsehnutzung [Any time? Modes of linear and Non-Linear TV Viewing]. In: *Medien und Zeit* 27 (2), pp. 44-53.
- Schulz, W. (2012): Beurteilungsspielräume als Wissensproblem – am Beispiel der Regulierungsverwaltung [Latitude for Judgement as a Problem of Knowledge – the example of the Administration of Regulation]. In: *Rechtswissenschaft*, no. 3, pp. 330-350.

Other (Non-Peer-Reviewed) (Specialist)

Journals

- Dreyer, S. (2012): Jugendschutzprogramme – Geeignete Hilfsmittel oder für die Katz?“ [Youth Protection Software – an appropriate Aid or for the Birds?] In: *Tendenz* 4-2012/1-2013, pp. 24-26.
- Dreyer, S. (2012): The Right to Informational Self-Determination: A Privacy Concept fit for the Future? In: *EU-Nomia – European Law & Policy*, June 2012 no. 1, pp. 5-10.
- Dreyer, S.; Hajok, D. (2012): Jugendschutzprogramme als neues Instrument des Jugendmedienschutzes im Internet: Sachstand und Herausforderungen. [Youth Protection Software as a new Instrument of Youth Media Protection in the Internet: the current Position and the Challenges] In: *BPJM-Aktuell* 2/2012, pp. 9-18.
- Hasebrink, U. (2012): Informationsrepertoires im Wandel [Information Repertoires Undergoing Change] In: *Ästhetik und Kommunikation* 42, no. 154/155, pp. 59-64.

- Hasebrink, U.; Schmidt, J.-H. (2013): Medienübergreifende Informationsrepertoires [Cross-media Information Repertoires]. In: *Media Perspektiven*, no. 1, pp. 2-12, http://www.media-perspektiven.de/uploads/tx_mppublications/01-2013_Hasebrink_Schmidt.pdf.
- Hasebrink, U.; Lampert, C. (2012): Onlinenutzung von Kindern und Jugendlichen im europäischen Vergleich. Ergebnisse der 25-Länder-Studie „EU Kids Online“ [A European Comparison of the Online Use of the Internet by Children and Young People. Results of the Study across 25 Countries, „EU Kids Online“] In: *Media Perspektiven* 12/2012, pp. 635-647.
- Hasebrink, U.; Schröder, H.-D.; Schumacher, G. (2012): Kinder- und Jugendmedienschutz: Herausforderungen durch die Medienkonvergenz. Ergebnisse einer repräsentativen Elternbefragung [Protection of Children's and Youth Media: Challenges from Media Convergence. Results of a Representative Questionnaire for Parents]. In: Thomas Bellut (ed.): *Jugendmedienschutz in der digitalen Generation. München: kopaed* 2012, pp. 125-155.
- Schmidt, J.-H. (2012): Das demokratische Netz? [The Democratic Net?]. In: *Aus Politik und Zeitgeschichte*, vol. 62, no. 7, 2012, pp. 3-8.
- Schmidt, J.-H. (2013): Persönliche Öffentlichkeiten und Privatsphäre im Social Web [Personal Public Spheres and the Private Sphere on the Social Web]. In: S. Half, H. Krah (eds.), *Privatheit. Strategien und Transformationen*. Passau: Karl Stutz, pp. 121-138.
- Zurawski, N.; Schmidt, J.; Stegbauer, C. (eds.) (2012): Phänomen „Facebook“ [The „Facebook“ Phenomenon]. Special issue of *kommunikation@gesellschaft*, vol. 13, <http://nbn-resolving.de/nbn:de:0228-201213011>.

Commentaries

- Schulz, W. (2012): § 1, § 2, § 3, § 9, § 11, Anhang zu § 11, § 12, Anhang zu § 12, § 13, § 14, § 15, § 16, § 18, § 20, § 23, § 24 JMStV, § 2, § 20, § 20b, § 51b, § 52c, §§ 53-53b, § 56, § 59 RStV. In: W. Hahn, T. Vesting (ed.), *Beck'scher Kommentar zum Rundfunkrecht*. München. Schulz, W. (2012): §§ 44a-45a, 51-52 UrhG, in: H. Ahlberg, H.-P. Götting (ed.), *Beck'scher Online-Kommentar Urheberrecht*, Status: 22.11.2012.
- Schulz, W., Hagemeyer, S. (2012): §§ 46, 52a, 52b UrhG, in: H. Ahlberg/H.-P. Götting (ed.), *Beck'scher Online-Kommentar Urheberrecht*, Status: 22.11.2012.

Chapters

- Baumann, E.; Lampert, C.; Fromm, B. (2012): Gesundheitskommunikation (Communicating on Health Matters). In: K. Hurrelmann, O. Razum (eds.), *Handbuch Gesundheitswissenschaften (Handbook of Health Science, 5th completely revised edition)*. Weinheim und Basel: Beltz Juventa, pp. 461-489.
- Dreyer, S. (2013): Rechtliche Grundlagen des Jugendmedienschutzes [Legal Bases of Youth Media Protection]. In: U. Sander, H. Friedrichs, T. Junge (eds.), *Jugendmedienschutz in Deutschland*. Wiesbaden: VS Verlag.
- Hasebrink, U. (2012): Comparing Media Use and Reception. In: F. Esser, T. Hanitzsch (eds.): *The Handbook of Comparative Communication Research*. New York/London: Routledge, pp. 382-399.
- Hasebrink, U.; Schröder, H.-D.; Schumacher, G. (2012): Kinder- und Jugendmedienschutz: Herausforderungen durch die Medienkonvergenz. Ergebnisse einer repräsentativen Elternbefragung [Protection of Children's and Youth Media: Challenges from Media Convergence. Results of a

- Representative Questionnaire for Parents]. In: Thomas Bellut (ed.): *Jugendmedienschutz in der digitalen Generation*. München: kopaed 2012, pp. 125-155.
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Editorships

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- Loosen, W.; Dernbach, B. (2012) (eds.): *Didaktik der Journalistik. Konzepte, Methoden und Beispiele aus der Journalistenausbildung [Didactics of Journalism. Concepts, Methods, and Examples from Journalistic Training]*. Wiesbaden.
- Loosen, W.; Dohle, M. (2013) (eds.): *Journalismus und (sein) Publikum. Schnittstellen zwischen Journalismusforschung und Rezeptions- und Wirkungsforschung [Journalism and (its) Audience. Points of Intersection between Research into Journalism and Research into Reception and Impact]*. Wiesbaden: Springer (forthcoming).
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- Zurawski, N.; Schmidt, J.; Stegbauer, C. (eds.) (2012): *Phänomen „Facebook“ [The „Facebook“ Phenomenon]*. Special issue of *kommunikation@gesellschaft*, vol. 13, <http://nbn-resolving.de/nbn:de:0228-201213011>.

Published Working Papers and Conference Contributions

Loosen, W.; Schmidt, J.-H.; Heise, N.; Reimer, J.; Scheler, M. (2013): Publikumsinklusion bei der Tagesschau. Fallstudienbericht aus dem DFG-Projekt „Die (Wieder-)Entdeckung des Publikums“. [Inclusion of the Audience in the "Tagesschau" [Evening News Broadcast]. A Case Study from the DFG Project, „The (RE) Discovery of the Audience“]. Hamburg: Hans-Bredow-Institute, March

2013 (Working Papers of the Hans-Bredow-Institute No. 26).

Teaching Materials and Scripts

Wagner, H.-U. (2013): Der Nord- und Westdeutsche Rundfunkverband (NWRV) [The North and West German Broadcasting Association] 1956-1961. Ein Arbeits- und Quellenbericht. Hamburg, http://hbi.to/webfm_send/706.

MAIN LECTURES 2012/2013

Hereafter the most significant publications of all employees in 2012/2013 are listed. A complete list of publications is available at www.hans-bredow-institut.de, below the profile of the respective employee.

Lectures on Conferences with Peer-Reviewing

- „Bitte schließen Sie den Kommentarbereich!“ – Erwartungen und Erwartungserwartungen an Publikumsbeteiligung im Journalismus“ [“Please Close the Commentary Section”, Expectations and Anticipations of Expectations of Audience Participation in Journalism], lecture by W. Loosen, J.-H. Schmidt, N. Heise and J. Reimer in the context of the 58th Annual Conference of the DGPuK on 10 May 2013 in Mainz.
- „Media Scandals and Societal Change“, lecture by H.-U. Wagner at the conference on „Ethics and Media History: European Perspectives“ on 10 May 2013 at the Centre for Media History, Bournemouth University.
- „Kommunikative Figurationen. Ein Konzept zur Analyse von Entgrenzungsphänomenen in mediatisierten Gesellschaften“ [Communicative Figurations. A Concept for Analysing the Dissolution of Boundaries in Mediatised Societies], lecture by A. Hepp and U. Hasebrink at the 58th Annual Conference of the DGPuK on 10 May 2013 in Mainz.
- „Neue Medien, neue Rezeptionsanforderungen. Kinder und Internetwerbung“ [New Media, New Demands for Reception. Children and Online Advertising], lecture by A. Schulze at the 58th Annual Conference of the DGPuK on 10 May 2013 in Mainz.
- „Medienrepertoires. Ein analytischer Rahmen zur Untersuchung des „Nebeneinander“ verschiedener Medien“ [Media Repertoires. An Analytical Framework for Investigating the ‘Contiguity’ of Various Media], lecture by U. Hasebrink at the Jahrestagung der DGPuK-Fachgruppe Rezeptions- und Wirkungsforschung [Annual Conference of the DGPuK Section Reception and Media Effects] on 25 January 2013 in Vienna.
- „Same Same, but Different? Ein Vorschlag zur Konzeptualisierung visueller Frame-Typen“ [A Suggestion for Conceptualising Visual Frame-Types], lecture by M. Grimm in the context of the Annual Conference „Visual Framing“ of the DGPuK Section Visual Communication on 1 December 2012 at the Hochschule der populären Künste [School of Popular Arts] in Berlin (together with S. Geise).
- „Wirkungen von Visual Framing durch Migrationsstereotype in Social Network Sites“ [Effects of Visual Framing through Migration Stereotypes in Social Networking Sites], lecture by M. Grimm in the context of the Annual Conference „Visual Framing“ of the DGPuK Section Visual Communication on 30 November 2012 at the Hochschule der populären Künste [School of Popular Arts] in Berlin.

- „How Media Portrayed the Holocaust for the First Time. The Radio Coverage on the First Bergen-Belsen Trial“, lecture by F. Bayer and H.-U. Wagner at the Simon-Wiesenthal-Conference 2012. „Before the Holocaust had Its Name. Early Confrontations of the Nazi Mass Murder of the Jews“ on 29 November 2012 in Vienna.
- „Assigned to the Democratization of the Broadcasting System in Post-War Germany: Returnees Acquainted with the BBC’s Routines and Principles“, lecture by H.-U. Wagner at the 4th European Communication Conference of ECREA on 27 October 2012 in Istanbul.
- „Public Participation in the News: Expectations and Practices of Audience Inclusion at the ‘Tagesschau’“, lecture by W. Loosen and J.-H. Schmidt in the context of the 4th European Communication Conference of ECREA on 27. October 2012 in Istanbul.
- „Dimensions of Independence: A Governance-Theoretic Approach to Assess External Influences on Regulatory Bodies“, lecture by S. Dreyer in the context of the 4th European Communication Conference of ECREA on 26 October 2012 in Istanbul.
- „Information Repertoires in Changing Media Environments“, lecture by U. Hasebrink and J.-H. Schmidt in the context of the 4th European Communication Conference of ECREA on 26 October 2012 in Istanbul.
- „Online-Based Research as Computer-Mediated Communication. Insights and Guiding Principles from Online Communication Ethics“, lecture by N. Heise at the 4th European Communication Conference at the Mimar Sinan Fine Arts University on 26 October 2012 in Istanbul.
- „Effects of Visual Framing in Social Network Sites: How Different Visual Immigration Stereotypes Influence the Interpretation of a User-Generated Text on Immigration“, lecture by M. Grimm in the context of the 4th European Communication Conference of ECREA on 25 October 2012 in Istanbul (together with S. Geise).
- „Journalism and Participatory Media – Blurring or Reinforcement of Boundaries between Journalism and Audiences?“, lecture by J.-H. Schmidt, W. Loosen, N. Heise and J. Reimer at the international conference on „Towards Neo-Journalism? Redefining, Extending or Reconfiguring a Profession“ on 3 October 2012 in Brussels.
- „Das Internet als kommunikativer Raum“ [The Internet as a Space for Communication], lecture by J.-H. Schmidt in the context of the „2nd International Conference on Ethics and Society“ on 12 October 2012 in Tübingen.
- „Klangarchäologie der Radio-Stimmen“ [The Acoustic Archeology of Radio Voices], lecture by H.-U. Wagner in the section „Sound History“ at the 49th Deutscher Historikertag [Colloquium of German Historians] on 28 September 2012 in Mainz.
- „Radio-Ästhetiken – Radio-Identitäten. Über Radio-Stimmen und Hörspiel-Konzeptionen“ [Radio Aesthetics – Radio Identities. On Radio Voices and Concepts of Radio Drama], lecture by I. Bose and H.-U. Wagner at the colloquium „Dichtung für die Ohren. Zur Poetik und Ästhetik des Tonalen in der Literatur der Moderne“ [Poetry for the Ears. On the Poetics and the Aesthetics of Tonality in the

- Literature of Modernity] on 1 July 2012 in the Literaturhaus München.
- „What is it Good for? Absolutely Nothing!?’ Comparing Attitudes and Expectations of Journalists and Users towards Audience Participation in News Journalism”; lecture by N. Heise, W. Loosen, J. Reimer and J.-H. Schmidt in the context of the „International Communication Association’s 63rd Annual Conference” on 21 June 2013 in London.
- „Effects of Visual Framing in Social Network Sites”, lecture by M. Grimm and S. Geise in the context of the annual conference of the International Communication Association (ICA) on 27 May 2012 in Phoenix, AZ, USA.
- „Social Media Guidelines in Journalism”, lecture by W. Loosen, J. Reimer and J.-H. Schmidt at the 62nd annual conference of the International Communication Association (ICA) on 26 May 2012 in Phoenix, AZ, USA.
- „Die ‚blauen Seiten‘ als Beförderer raum- und identitätsbezogener Demarginalisierung – eine explorative Analyse des Online-Portals GayRomeo” [The ‘Blue Pages’ as Catalyst for Demarginalisation as Relating to Space and Identity - an Explorative Analysis of the Online-Portal Gay-Romeo], lecture by N. Heise in the context of the der DGPUK annual conference „Media Polis” on 17 May 2012 at the Free University Berlin.
- „Informationsrepertoires der Berliner Bevölkerung” [Information Repertoires of the Berlin Population], lecture by J.-H. Schmidt and U. Hasebrink at the DGPUK annual conference in Berlin on 17 May 2012.
- „Audiences’ Work on Radio Sounds: Reflections on a User-Oriented Perspective in Sound History”, lecture by H.-U. Wagner at the conference „Addressing the Audience: Historical European Perspectives” at Bournemouth University on 3 May 2012.
- „Social Media Guidelines in Journalism”, lecture by J.-H. Schmidt, W. Loosen and J. Reimer at the General Online Research Conference in Mannheim on 6 March 2012.
- „Richtigkeit, Wahrheit, Wahrhaftigkeit: Authentizität als kommunikationsethische Voraussetzung onlinebasierter Forschung. Theoretische Verortungen und empirische Befunde” [Accuracy, Truth, Credibility: Authenticity as a Precondition based on the Ethics of Communication for online-based Research. Theoretical Locatins and empirical Findings], lecture by N. Heise at the joint annual conference of the DGPUK sections Communication and Media Ethics and Computer-Mediated Communication and the „Netzwerks Medienethik” [Network for Media Ethics] on 17 February 2012 at the University of Munich.

Keynotes

- „Practices of Internet Use – Revisited”, keynote by U. Hasebrink at the General Online Research Conference 2012 in Mannheim on 6 March 2012.
- „Bestandsaufnahme und Veränderungsbedarfe” [Stocktaking and Needs for Change], lecture by W. Schulz in the context of the expert panel „Perspektiven des öffentlich-rechtlichen Rundfunks – Medienpolitischer Dialog der SPD-Bundestagsfraktion” on 18 April 2013 in Berlin.
- „Öffentlich-rechtlicher Rundfunk 2025 – Funktionsauftrag, Finanzierung und Wettbewerb in vollkonvergenter Medienumwelt” [Public Service Broadcasting in 2025 – Remit, Financing and Competition in a fully convergent Media World], lecture by W. Schulz in the context of the event „Public Broadcasting Funding in the 21st Century” of the ds Center for Transnational IP, Media and Technology Law and Policy of the Bucerius Law School on 19 März 2013 in Hamburg.
- „Mich verändert alles, ich verändere nichts? – Die Rolle des Rechts in der Wissensgesellschaft” [Everything Changes Me – I Change Nothing? – The Role of the Law in the Knowledge Society], lecture by W. Schulz in the context of an event organised by the Verein Rechtsstandort Hamburg e. V. on 19 September 2012 in Hamburg.

- „Practices of Internet Use – Revisited”, keynote by U. Hasebrink at the German Online Research Conference 2012 in Mannheim on 6 March 2012.
- „Journalismus und (sein) Publikum. Was Journalismusforschung und Rezeptions- und Wirkungsforschung voneinander lernen können” [Journalism and (Its) Audience. What Research into Journalism and Research into Reception and Impact Can Learn from Each Other], keynote by Bernd Blöbaum and U. Hasebrink at the eponymous conference of the DGPUK sections Journalism Studies and Reception and Media Effects on 3 February 2012 in Hamburg.

Other Academic Lectures

- „Radiohören ist, wenn man ...’: Geschichte und Gegenwart des Radios vor dem Hintergrund kommunikativer Figuretionen des medialen Diskurses” [‘Listening to the Radio is when you...’, History and Present Status of Radio against the Background of Communicative Configurations of Discourse in the Media], lecture by H.-U. Wagner in the lecture series, „Medien & Bildung. Die medialisierte Gesellschaft” on 30. April 2013 at the University of Hamburg.
- „Access to Online Platforms”, keynote lecture by M. Lose in the context of the ABC/HBI/CCI Research and Collaboration Workshop on 29 February 2012 in Sydney, Australia.
- „The Role of State and Nonstate Actors in Promoting Media Freedom and Independence”, lecture and participation by W. Schulz at the eponymous panel discussion in the context of the „MEDIADeM Research Project Final European Conference” in Brussels on 7 February 2013.
- „Der öffentlich-rechtliche Rundfunk und das literarische Feld in der Metropolregion Hamburg 1945-1955” [Public Broadcasting and the Literary Field in the Hamburg Metropolitan Region], lecture by H.-U. Wagner at the colloquium „Hamburg Is More than a Heap of Stones” on 16. November 2012 in Hamburg.
- „eParticipation am Beispiel GuttenPlag” [eParticipation: the Example of GuttenPlag], lecture by J. Reimer and M. Ruppert in the context of the event, „WCI – Wireless Communication and Information. Mobile Society” on 26. October 2012 in Berlin.
- „Medienmetropole Hamburg. Konzepte und Fallbeispiele von Stadt, Medien und Öffentlichkeit im ‚Jahrhundert der Massenmedien’” [Hamburg as Media Metropolis. Concepts and Case Studies of the City, Media and the Public Sphere in the Century of the Mass Media], opening lecture to the lecture series „Film- und Fernsehstandort Hamburg [Hamburg as a Film and Television City”], given by H.-U. Wagner on 22 October 2012 at the University of Hamburg.

Lectures Intended for a Wider Public

- „Erinnerte Bilder, erinnerte Töne. Die Rolle des Rundfunks für unser kulturelles Gedächtnis” [Remembered Images, Remembered Sounds. The Role of Broadcasting for our Cultural Memory], lecture by H.-U. Wagner at the Universitäts-Gesellschaft Hamburg on 17 April 2013.
- „Gesünder durch Kommunikationswissenschaft? Herausforderungen und Chancen transdisziplinärer Forschung im Bereich der Gesundheitskommunikation” [Healthier through Communication Studies? Challenges and Opportunities of Interdisciplinary Research in the Area of Health Communication], lecture by C. Lampert, M. Grimm, S. Wahl and E. Baumann in the context of the SGK M conference „Transdisziplinarität in der Kommunikations- und Medienwissenschaft – Return on Investment oder vergebliche Liebesmüh?” on 13 April 2013 in Winterthur, Switzerland.
- „Bericht über die Arbeit der Enquete-Kommission ‘Internet und digitale Gesellschaft’ des Deutschen Bundestags und die Zukunft der digitalen Gesellschaft” [Report on the Work of the Commission of Enquiry, ‘The Internet and

- digital Society', of the German Federal Parliament and the Future of the Digital Society], lecture by W. Schild in the context of the 5th Parlamentarischer Abend der Medienanstalt Hamburg/Schleswig-Holstein and the Filmförderung Hamburg Schleswig-Holstein on 21 March 2013 in Kiel.
- „Recht haben, Recht bekommen, Recht Recht sein lassen... Wo und wie Gesetze bei Cyber-Mobbing helfen können“ [Having the Right, Seeking Redress, Leaving Right Well Alone - When and How the Law Can Help with Cyberbullying], lecture by S. Dreyer in the context of the ajs-annual congress, „Cyber-Mobbing“ on 13 March 2013 in Leinfelden.
- „Entwicklungs- und Nutzungstrends im Bereich der digitalen Medien und damit verbundene Herausforderungen für den Jugendmedienschutz“ [Trends in Development and Use in the Area of Digital Media and Concomitant Challenges for Youth Media Protection], lecture by U. Hasebrink at the 2nd Nationales Fachforum Jugendmedienschutz [National Specialist Forum Youth Media Protection] „Kompetent mit den Chancen und Gefahren von digitalen Medien umgehen“ [Dealing Competently with the Opportunities and Dangers of Digital Media] on 7 March 2013 in Bern.
- „Wohin geht die [De-]Regulierungsreise in Deutschland und Europa? Einführung in die rechtlichen Fragestellungen rund um Connected TV“ [Where is the Journey of (De-)Regulation in Germany and Europe leading to?], lecture by W. Schulz in the context of the 4th Gremienvorsitzendenkonferenz-Forums [Forum of the Commission Chairs' Conference] „Connected TV: Alle auf und unter einen Schirm? Rahmenbedingungen, Herausforderungen, Chancen, Regulierungen [nicht nur] für den öffentlich-rechtlichen Rundfunk in der konvergenten Medienwelt“ [Connected TV: All on one Screen or under One Umbrella? Framework, Challenges, Opportunities, Regulation (Not Just) for Public Service Broadcasting in a World of Convergent Media] on 21 February 2013 in Hamburg.
- „Vertrauen durch Transparenz? Zu Potenzial und Problemen journalistischer Selbstoffenbarung“ [Trust through Transparency? On the Potential and the Problems of Journalistic Self-Disclosure], lecture by J. Reimer in the context of the specialist colloquium „Wandel und Messbarkeit des öffentlichen Vertrauens im Zeitalter des Web 2.0“ [Change and Assessibility of Public Trust in the Age of Web 2.0] at the Institut für Praktische Journalismus- und Kommunikationsforschung IPJ e. V. [Institute for Practical Research into Journalism and Communication] IPJ e. V. on 25 January 2013 in Leipzig.
- „Publikumsbeteiligung bei Tagesschau und tagesschau.de: Was Journalisten denken – und was das Publikum ‚wirklich‘ will“ [Audience Participation at Tagesschau and tagesschau.de: What Journalists Think About It – and What the Audience 'Really' Wants], lecture by W. Loosen, J.-H. Schmidt, N. Heise and J. Reimer for editorial staff of ARD-aktuell on 4 December 2012 in Hamburg.
- „Top-down – Partizipation im Netz von Seiten des Staates“ [Participation in the Net As Instigated by the State], participation by W. Schulz at the homonymous panel discussion at the conference „Internet & Partizipation – Bottom-up oder Top-down? Politische Beteiligungsmöglichkeiten im Internet“ [Internet & Participation – Bottom-up or Top-down? Opportunities for Political Participation in the Internet] on 1 December 2012 in Hamburg.
- „Persönlichkeitsrechte im Netz. Mobben bis der Anwalt kommt?“ [Personal Rights on the Net. Mobbing until the Lawyers Appear?], lecture by S. Dreyer in the context of the specialist colloquium „Cybermobbing – da hört der Spaß auf!“ [Cyber-Mobbing – That's no Joke!] of the Aktion Kinder- und Jugendschutz Schleswig-Holstein [Association for the Protection of Children and Young People], Schnittpunkt e.V. [Forum for Media and Political Education] and the Ministry of Social Affairs, Health, Family and Equality at the Media Tage Nord (North German Media Days) on 21 November 2012 in Kiel.
- „Vom Wollen und Können der Medienpädagogen“ [On What Media Teachers Want and Can Do], lecture by S. Wahl at the Gemeinsame Sitzung der für Medienkompetenz und Bürgermedien zuständigen Mitarbeiterinnen und Mitarbeiter der Landesmedienanstalten [Joint Meeting of the Staff Members Responsible for Media Competency and Citizens' Media at the State Media Authorities] entitled, „Medienkompetenzvermittlung im außerschulischen Bereich“ [Teaching Media Competency outside of Schools] on 23 October 2012 in Berlin.
- „Medienkompetenz im gesellschaftlichen und technischen Wandel“ [Competence with the Media amid Social and Technical Change], lecture by U. Hasebrink at the Schleswig-Holstein Medienkompetenztag [Colloquium on Competence with the Media] on 25 September 2012 in Kiel.
- „Progress of Knowledge = Progress of Regulation? Questions of Youth Protection Legislation Addressed to Communication Science“, lecture by S. Dreyer in the context of the Open Research Session of the HBI-CCI-Workshop on 26 July 2012 in Hamburg.
- „Bürgerbeteiligung an der Gesetzgebung im Internet“ [Online Citizen Participation in Legislation], lecture by W. Schulz and participation at the homonymous panel discussion at the 12th Symposium of the Deutsch-Chinesischer Rechtsstaatsdialog [German-Chinese Dialogue on the Rule of Law] „Bürgerrechte und staatliche Gesetzgebung im digitalen Zeitalter“ [Citizens' Rights and State Legislation in the Digital Age] on 15 July 2012 in Munich.
- „Anforderungen an Medienkompetenz im Kontext medialer Veränderungen“ [Demands on Media Competence in the Context of Medial Changes], lecture C. Lampert in the context of the lecture series „Medienkompetenz“ [Media Competency] on 4 June 2012 at the Hanover Institut für Journalistik und Kommunikation (IJK) [Institute for Journalism and Communication].
- „Recht auf Wissen“ [Entitled to Knowledge], participation by W. Schulz in the homonymous discussion in the context of the Netzpolitischer Kongress [Congress Net Policy] „Das Recht auf Wissen – für eine progressive Netzpolitik“ [Entitled to Knowledge – for a Progressive Net Policy] on 4 May 2012 in Vienna.
- „Zwischen analog und digital: Wo liegt die Zukunft unserer Demokratie?“ [Between Analogue and Digital: Where Does the Future of Our Democracy Lie?], lecture by W. Schulz in the event series „Die digitale Öffentlichkeit“ [The Digital Public] of the Friedrich-Ebert-Stiftung on 22 February 2012 in Hamburg.
- „Urheberrecht in der Schockstarre? Welche Ideen zur Neuordnung warum nicht funktionieren?“ [Copyright Law Paralyzed by Shock? Which Ideas for Regulation Reform Don't Work and Why], talk by S. Dreyer for the Ausschuss für Medien- und Kreativwirtschaft der Handelskammer Hamburg [Committee for Media and Creative Economy at the Hamburg Chamber of Commerce] on 31 January 2012 in Hamburg.

G. EVENTS

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

In 2012/2013 the following events were executed (reverse chronologically order). Further information on single events is available online at [http:// hbi.to/2559](http://hbi.to/2559).

Summer School 2013: „Repeat, Remix, Remediate“

From 29 July to 2 August 2013, the Research Center for Media & Communication (RCMC) and the Graduate School Media and Communication organised a Summer School with the title „Repeat, Remix, Remediate“ with the participation of the Hans Bredow Institute. Given that contents in digital media can, in principle, be accessed, copied, saved, processed and distributed without limit, the landscape of media and communication is being increasingly shaped by the phenomena of re-use, re-acquisition or re-exploitation. The 2013 Summer School took as its core question whether this re-use purely repeats what has gone before or whether it is actually something new and will investigate how these manifestations should be assessed. The event is being supported by the Medienstiftung Hamburg Schleswig-Holstein [Media Foundation of Hamburg Schleswig-Holstein].

locating | making locatable| being locatable: Informational Content in Digital Media

4. Hamburger Mediensymposium [4th Hamburg Media Symposium] by the Hans Bredow Institute, der Medienanstalt Hamburg/Schleswig-Holstein (MA HSH) [Hamburg/Schleswig-Holstein Media Institute] and der Handelskammer Hamburg [Hamburg Chamber of Commerce, on Wednesday, 12 June 2013, concerned apposite initiatives in questions of locatability.

Freedom of Speech in India

The colloquium with Dr. Padma Rani, Associate Professor at the Institute of Communication of the Manipal University, India, on 30 May 2013 in the library of the Hans Bredow Institute, took up questions of the current configuration of press freedom in India in the light of rapid changes in technology.

Remembered Images, Remembered Sounds: The Role of Radio in our Cultural Memory

Lecture by H.-U. Wagner, Forschungsstelle Geschichte des Rundfunks in Norddeutschland/Hans-Bredow-Institut [Research Centre for the History of Broadcasting in Northern Germany/Hans Bredow Institute] at the invitation of the Universitäts-Gesellschaft Hamburg [Hamburg University Society] on Wednesday 17 April in the main building of the University of Hamburg.

Code Literacy – Understanding what is guiding us online

Workshop organised by N. Heise, S. Dreyer, J.-H. Schmidt, K. Johnsen & S. Deterding in the context of the conference, „re:publica13 – in/side/out“ on 6 May 2013 in Berlin.

Media Education in the Family

On 19 March 2013, the Landesanstalt für Medien NRW (LfM) [State Media Authority of Northrhine Westphalia] hosted an event on the topic, „Zwischen Anspruch und Alltagsbewältigung: Medienerziehung in der Familie“ [Between Expectations and Managing Everyday Routines: Media Education in the Family], where the results of a study by the JFF and the Hans Bredow Institute were presented. The study looked at the activities in families as regards media education, identified various patterns for education and showed possible ways in which parents can be supported in questions of media education.

GMaC-Lunch: Media in Chile

„Uses of Elements of Personalization and Strategic Frames in Newspaper Coverage of two Chilean Presidential Campaigns (1989-2009)“, English language lecture and discussion by Prof. Porath von der Pontificia Universidad Católica in Santiago de Chile on 29 January 2013 in the Graduate School Media and Communication.

Code as Control

In cooperation with the HIIG, the Hans-Bredow-Institute initiated an international interdisciplinary dialogue on the question of how software regulates behaviour in online spaces. Selected researchers from various disciplines brought together approaches and findings, went through the forms and consequences of regulating behaviour by code and highlighted open research questions from 16 to 18 January 2013. The workshop formed the opening event for a research network and further systematic publication activities.

„Hamburg, das ist mehr als ein Haufen Steine“ (Hamburg Is More than a Heap of Stones), Colloquium on the Field of Culture in the Metropolitan Region of Hamburg 1945-1955

Colloquium of the International Wolfgang-Borchert-Society with the Institute for German Studies at the University of Hamburg and the Forschungsstelle Geschichte des Rundfunks

in Norddeutschland [Research Centre for the History of Radio in Northern Germany] on 16 and 17 November 2012 in the Warburg Haus, Hamburg.

Workshop: „Entangled Media History“

The Forschungsstelle Geschichte des Rundfunks in Norddeutschland [Research Centre for the History of Radio in North Germany] together with media historians from the University of Bourmemouth and the University of Lund mounted a workshop in the Hans Bredow Institute on 28 und 29 August 2012 on the topic of „Entangled Media History“. The event was meant to initiate international collaboration in this area.

The Construction of Reality through the News Media – an Israeli Case

An English-language workshop with a lecture by Prof. Dr. Shulamit Almog, guest researcher Israel at the Hans-Bredow-Institute, and David Witzthum, editor-in-chief of the Israeli public television service, on Wednesday, 8 August 2012 in the Institute’s library.

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

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

power | media power | opinion

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

Comparing Media Policy and Regulation

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

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

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

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

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

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

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

Radio Aesthetics – Radio Identities

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

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

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

The Adaptation of Public Service Broadcasting to the Multiplatform Scenario

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

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

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

Freedom of Communication in Israel

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

H. HISTORY – ORGANS – ADVISORY BOARD – FINANCES

History

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

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

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

Organs

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

Prof. Dr. Dieter Lenzen, President of the University of Hamburg (Chair)

Prof. Dr. Michel Clement, University of Hamburg

Thomas Fuchs, ALM

Dr. Rolf Greve, Authority for Science and Research

MinR Matthias Harbort, Representative of the Federal Government for Culture and Media

Prof. Dr. Knut Hickethier, University of Hamburg

Helge Kahnert, NDR Broadcasting Council

Susanne Kayser, ZDF

Lutz Marmor, NDR

Eva-Maria Michel, WDR

Prof. Dr. Hans-Heinrich Trute, University of Hamburg

Prof. Dr. Horst Wernicke, NDR Broadcasting Council

Academic Advisory Board

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

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

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

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

Prof. Dr. Klaus Schönbach, Professor of General Communication Studies with a research focus on

political communication at the University of Vienna.

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

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

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

Finances

As a foundation, The Hans-Bredow-Institute does not have any funds of its own, it pursues public good projects and does not make any profit. The Institute's financing is based on allocations made to it and income from projects funded by third parties as well as the output of its publishing house. Hans-Bredow-Institute is a public good foundation and hence permitted to issue receipts for donations.

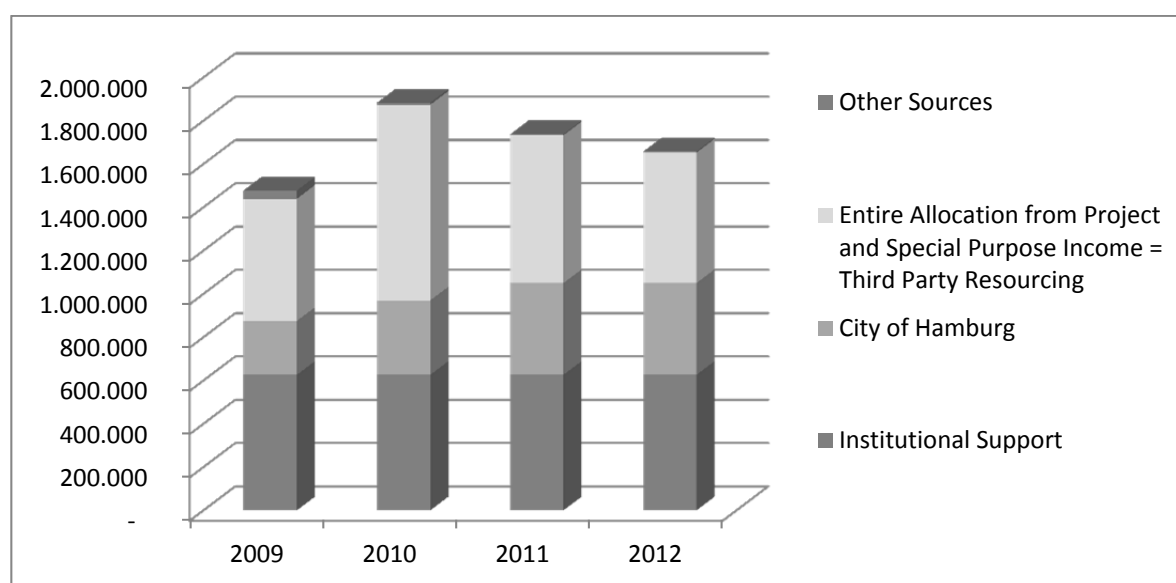
In 2012, the overall budget amounted to not less than 1.6 million euros. Of that, about two thirds derived from the base funding provided by the Hansestadt Hamburg as well as by further funding agencies. A little less than one third of the budget was covered by projects funded by third parties.

In 2012, funds were allocated from the resources of the Free and Hanseatic City of Hamburg, NDR Media GmbH, the mediagroup Of West German Broadcasting (WDR) GmbH, Deutsche Welle, ARD-Werbung (ad sales of the Association of Public Broadcasting Corporations in Germany), the Second German Television Service, ZDF), the Working Party of Federal States' Media Institutions) as well as Hamburg Media Foundation. Allocations of finance are granted yearly on application from the Institute.

The institutional support from broadcasters and states' media institutions has remained stable over the last few years despite media and financial crises. In connection with the Institute's planned application for admission to the Leibniz Association, the City of Hamburg has progressively raised its allocations.

The largest part of the Institute's costs is for staff. The increased allocations from the City of Hamburg have enabled us to expand our range of appointments over the last few years in order to tackle new research fields.

Income of the Hans-Bredow-Institute, 2009-2012



Budget of the Hans-Bredow-Institute, 2009-2012

	2012	2011	2010	2009
<i>Income</i>				
Institutional Support	626.367	626.367	626.367	626.367
City of HH	424.000	424.000	344.000	249.000
Entire Allocation from Project and Special Purpose Income = Third Party Resourcing	602.429	682.457	903.831	564.592
Other Sources (Events, Publications etc.)	6.631	4.872	9.107	37.996
Total Income	1.659.427	1.737.696	1.883.305	1.477.955
<i>Expenditure</i>				
Staff	858.021	821.970	832.376	779.720
Administration	243.736	239.332	268.780	248.278
Special Events	19.773	24.927	27.415	46.149
Total	1.121.530	1.086.229	1.128.571	1.074.147
Special Purpose Expenditure	538.749	649.379	755.742	399.936
Total Expenditure	1.660.279	1.735.607	1.884.313	1.474.083

Explanations: special purpose expenditure is that relating to projects in those funded by third parties. Administration covers operating costs, computing, equipment, rents etc. Special Events covers costs for publications and events.

I. STAFF OF THE INSTITUTE

RESEARCH EMPHASES AND INTERESTS OF THE ACADEMIC STAFF

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

Projects 2012/2013

- Public Communication as Facilitated by the Media from the 1950s to the 1980s
- Medial and Mental Representations of the Holocaust
- Sounds like ... History of Radio Aesthetics (Broadcast Sound Design)

Dr. Per Christiansen, LL.M. (LSE) studied Law and Philosophy at the University of Kiel and Regulation at the London School of Economics. Since August 2010, he has been a Senior Visiting Research Fellow at the Hans Bredow Institute. His research focuses on illuminating questions of regulation as applied to praxis, for instance, issues of regulation of international media corporations, the regulation of data protection and issues of „Regulatory Choice”. Most recently, he was Head of Human Resources and Law at AOL Group in

Germany. His responsibilities included managing campaigns, the comprehensive oversight of product development in the European markets, as well as supervising personnel and company restructuring across a range of countries. He was a consultant for other divisions of the Time Warner concern on questions of copyright and combating piracy.

He was a member of the board of the Freiwillige Selbstkontrolle Multimedia e.V. [Voluntary Self-Monitoring of Multimedia Service Providers] from 2007 to 2010. He has also been a member of the board of the Stiftung Digitale Chancen [Foundation Digital Opportunities] since 2008.

In addition, Per Christiansen is a partner in the firm of „Rechts- und Steuerberatung Smolny Christiansen”, with a particular interest in Internet and media law. ☞ <http://hbi.to/3720>

Projects 2012/2013

- Regulatory Influence on Multinational Internet Companies
- Improvement Proposals for Structures to Fight the Exposition of Child Abuse on the Internet
- Optimization of the Regulatory Concept in Data Protection Law
- Innovation Workshop „Data Protection”

Stephan Dreyer studied Law with a focus on information and communication at the University of Hamburg. He has been a member of staff at the Hans Bredow Institute for Media Research since February 2002. His research interest concerns the law applicable to new media services and especially legal issues regarding online and distribution platforms. One of his thematic priorities at the institute is the protection of minors against harmful media content. A further emphasis of research and a main interest beside data protection issues are legal and regulatory questions in the field of data protection, civil protection, and related to video games. In the context of his PhD thesis, he is investigating the difficulties as well as the de-

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

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

Projects 2012/2013

- Children and (online) advertising. Advertising methods, cross-media marketing strategies and their reception by children
- Trends in Development and Use in the Area of Digital Media n Challenges for Youth Media Protection
- Identifying Good Practice in Youth Media Protection in International Comparison
- Youth Protection Software in the Parents' Home: Knowledge, Expectations, and Use
- Potentials and Design of Border-Crossing Online Labels
- Decisions under Uncertainty in Youth Media Protection
- Code as Control in Online Spaces
- Working Group Internet and Society
- Prevention of Dominant Influence on Public Opinion
- Mapping Digital Media: Germany
- Indicators for Independence and Efficient Functioning of Audiovisual Media Services Regulatory Bodies (INDIREG)

Michael Grimm, M. A., studied Media and Communication at the Universities of Hamburg, Erfurt and at the Vancouver Island University (Nanaimo, B.C., Canada). During his studies, he was a tutor for several introductory courses in the areas of television, Internet and empirical methods of communication research. He also participated as a student assistant in a research project based on content analysis and investigating the effects media concentration in the market for daily newspapers in North Germany has on reporting (Dr. Elke Grittmann) and on editing a publication („Skalenhandbuch Kommunikationswissenschaft“ [handbook of scales in communication studies] (Prof. Dr. Patrick Rössler). He focused on mobile communication for his M.A., as well as on the concept of visual framing, and completed it with a study on the topic, „Typen visueller Frames und ihre Wirkung“ [types of visual framing and their effect].

He has been working at the Hans Bredow Institute since October 2012 as a research associate in the context of a project supported by the German Cancer Aid within The Network of Competencies for Complementary Medicine in Oncology (KOKON).

Michael Grimm is a member of the International Communication Association (ICA) and of the European Communication Research and Education Association (ECREA).

His research interests lie in the areas of visual communication, of reception and effects research, media use in the context of media convergence and of empirical methods of communication research.

Project 2012/2013

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

Stefanie Hagemeyer studied Law at Hamburg University. Her research interest lies with public media and communication law, which she already focused on during her studies at university. In this context she contributed to the development of a broadcasting constitution textbook at the chair of public law, media and telecommunication law led by Prof. Dr. Hans-Heinrich Trute towards the end of 2008. Following this, she completed internships and auxiliary activities related to her subject area at Hamburg solicitors' offices Unverzagt•von Have as well as Schulenberg & Schenk, and further at the PR agency Schoeller & von Rehlingen Public Relations Hamburg. Stefanie Hagemeyer has been a researcher at the Hans Bredow Institute since March 2011. In her PhD project she focuses on the constitutional structuring of national film subsidy considering the scope of state regulation. Since 2010 Stefanie Hagemeyer has been a member of the Hamburg Initiative for Media, IT and Telecommunication Hamburg@Work e.V. <http://hbi.to/4006>

Project 2012/2013

- Prevention of Dominant Influence on Public Opinion

Prof. Dr. Uwe Hasebrink worked for three years at the Institute for Social Psychology at the University of Hamburg after studying Psychology and German Philology in Hamburg. He joined the Hans Bredow Institute in 1986 as a researcher; from 1988 he also acted as the executive manager. In 1998, he was elected to the Institute's directorate. In 1999, he was Acting Professor of Communications at the College of Music and Theatre in Hanover. In spring 2001, he received a chair in „Empirical Communications Studies” from the University of Hamburg and the Hans Bredow Institute jointly. Since 2009 he is a member of the board of directors of the Research Center for Media and Communication (RCMC), which brings together university and non-university media and communication research in Hamburg, and at the same time one of the spokespersons of the Graduate School Media and Communication, which is being supported within the context of the Hamburg initiative of excellence. Alongside this, he was spokesperson for the specialist group on reception research in the DGpuK from 1998 to 2003, co-publisher of the series „Rezeptionsforschung” [reception research] from 2003 to 2007, a member of the Management Committee of the International Radio Research Network (IREN) from 2004-2006, and since 2010 member of the management committee of the COST action „Transforming Audiences – Transforming Societies”. He has been a member of the Executive Board of the European Communication Research and Education Association (ECREA) since 2004 and has held a curatorship at the Academy for Journalism and Communications in Hamburg since 2001. Since 2009 he has been a member of the international board of the „Journal of Children and Media” and since 2011 he has been a member of the international advisory board of the journals „Studies in Communication | Media” and „Communication Management Quarterly”. His research emphases at the Institute are in the areas of media use and media contents, as well as media politics; in recent years these included primarily: patterns of individual use and media repertoires, the con-

vergence of the media from the user's perspective, consequences of online media for classical media, media use with children and young people, forms of user interest vis-à-vis the media, as well as European media and European audiences. ☛ <http://hbi.to/836>

Projects 2012/2013

- EU Kids Online
- Information Repertoires of the German Population
- Convergence from the User's Perspective – the Concept of Communication Modes
- Media Repertoires
- Prevention of Dominant Influence on Public Opinion
- Reuters Institute Digital News Survey
- European Media Audiences
- Communicative Configurations of Mediatized Worlds
- Youth Protection Software in the Parental Home: Knowledge, Use, Informational Behaviour
- Trends in Development and Use in the Area of Digital Media n Challenges for Youth Media Protection
- Youth Media Protection from the Parental Point of View
- The Reception of Moving Images in Converging Media Environments: Dispositifs and Usage Modes
- Competencies and Excessive Use Among Gamers: Challenged, Supported, Endangered
- COST-Programme, „Transforming Audiences – Transforming Societies”
- Media and Mental Representations of the Holocaust

Nele Heise, M.A., studied Communication Studies and History at the University of Erfurt. Among others, she was a student assistant at the interdisciplinary project „Bauhauskommunikation” She has been awarded several prizes for her work, for example with the Advancement Award 2008 of the State Media Authority Thuringia. She finished her master's programme in Communication Studies with a thesis on „Ethik der Internetforschung – Diskurs und Praxis. Eine qualitative-heuristische Befragung deutscher Kommunikationsforscher” [Ethics of Internet Research – Discourse and Practice. A Qualitative-Heuristic Survey among German Communication Researchers”. Since October 2011 she has been a junior researcher at the Hans Bredow Institute in the course of the DFG project „Die (Wieder-)Entdeckung des Publikums” [The (Re-)Discovery of the Audience]. Relating to this project she does her doctorate at the Graduate

School Media and Communication, the interdisciplinary doctoral programme of the Research Center for Media and Communication (RCMC) in Hamburg. In her dissertation project she deals with the areas „active audience”, media acquisition and technical artefacts. Her research interests are in the field of media acquisition, online communication, theory and practice of social media and user practice in the social web. ☉ <http://hbi.to/4473>

Projekte 2012/2013

- The (Re-)Discovery of the Audience
- „Radio-Activity „ – on the Role of Technological „Dispositifs” and Technological Competencies for Participatory Practices: the Example of Radio Communication

Anja Herzog, M. A., studied Slavistics and History at the University of Hamburg and journalism at the University of St. Petersburg. As a student, she worked on numerous projects at the Hans Bredow Institute, as well as on the International Media Handbook. She was subsequently responsible for constructing a „Netzwerk unabhängiger Medienforschung in Mittel- und Osteuropa” [Network of Independent Media Research in Central and Eastern Europe]. In the context of the project „European Association for Viewers’ Interests”, she worked on the preparations for founding a European viewers’ association. She has been also dealing with tasks of overall research organisation and project acquisition in the context of a back-office position at the board of directors since April 2007. Beside this, she works on the development of an online platform on worldwide media systems on the basis of the International Media Handbook. ☉ <http://hbi.to/839>

Dr. Sascha Hölig, studied Media Studies (Communications), Sociology and Philosophy at the Friedrich Schiller University of Jena as well as at the International School of Social Science of the University of Tampere (Finland). He was a research assistant at the Lehrstuhl für Empirische Kommunikationswissenschaft [chair of empirical communication studies](Prof. Dr. Uwe Hasebrink) at the

Institute of Media and Communication of the University of Hamburg. He subsequently moved to the post of research associate at the Institute of Communication Studies and Media Culture (IfKM) of Leuphana University, Lüneburg. Since 2012 he has been the Teaching Evaluation Coordinator of the Leuphana University, Lüneburg. He has been a Senior Researcher at the Hans-Bredow-Institute since 2013. In his research, he is interested chiefly in the areas of media use in new media environments, empirical research methods and the communication of knowledge. In his PhD thesis at the Graduate School of the Research Center for Media & Communication (RCMC) he dealt with the identification of information-oriented communication modes on the Internet. Sascha Hölig is a member of the Deutsche Gesellschaft für Publizistik und Kommunikationswissenschaft (DGPuK), of the European Communication Research and Education Association (ECREA) and is the „German Representative” in its section for young researchers. He is also a member of the COST-Action IS0906 „Transforming Audiences, Transforming Societies”.

Projects 2012/2013

- Reuters Institute Digital News Survey
- European Media Audiences
- COST-Programme „Transforming Audiences – Transforming Societies”
- Convergence from the User’s Perspective – the Concept of Communication Modes

Dr. Claudia Lampert studied Education with special emphasis on Media Pedagogy at the University of Lüneburg and at the University of Hamburg, where she gained a doctorate in 2006 with a study on the potential of fictional television programmes for promoting health. She has been working as a research consultant at the Hans Bredow Institute since April 1999.

One of her research foci lies in the area of media socialisation and media pedagogy. In the context of various projects, she is looking into the role of the (digital) media in the life-world of children and young people. She is a member of, among other organisations, the DGPuK- specialist group

on media pedagogy, of the section for media pedagogy in the DGfE, of the GMK, of the specialist consultants to the Erfurter Netcodes [an association in Erfurt for the protection of children on the Internet], of the consultants for the initiative „SCHAU HIN!“, of the specialist commission, „Wissen, Forschung, Technikfolgenabschätzung“ [knowledge, research, evaluating technology’s effects] in the Zentrum für Kinderschutz im Internet (I-KIZ) [centre of the protection of children on the Internet], as well as a member of the experts’ group of the European Media Literacy Education Study (EMEDUS). In addition, she supports the initiative, „Keine Bildung ohne Medien“ [no education without media], on media pedagogy.

Claudia Lampert is also interested in and researches into the subject area of media-related health communication. In 2006, she gained a doctoral degree with her research on the potential of TV material currently on offer for health support (key word: entertainment-education). In addition, she is interested in the potential and risks of media use as these apply to health, particularly as regards children and young people. She is one of the initiators and coordinators of the network, „Network for Media and Health Communication“, which was launched in 2003, and she is the co-author of the textbook „Gesundheitskommunikation und Medien“ [health communication and media] (Fromm/Baumann/Lampert 2011) as well as a member of the editorial board for the series, „Medien und Gesundheit“ [media and health] (Nomos Verlag). <http://hbi.to/844>

Projects 2012/2013

- EU Kids Online
- Children and (online) advertising. Advertising methods, cross-media marketing strategies and their reception by children.
- Media Education by Parents. Media Education in the Family Between Asserting a claim and Dealing with the Everyday
- Computer Game Socialisation in the Family
- Youth Protection Software in the Parental Home: Knowledge, Usage, Informational Behaviour
- The Network of Competencies for Complementary Medicine in Oncology (KOKON)

PD Dr. Wiebke Loosen studied Communications at the University of Münster, where she was also a researcher and assistant until in 2000 she changed to the University of Hamburg. In 2006/2007 she acted in place of a professorship for communication studies focusing on online communication and communicator research at the LMU in Munich. In 2010, Wiebke Loosen habilitated on the subject „Transformationen des Journalismus und der Journalismusforschung“ [Transformations of Journalism and Journalism Research] at the Faculty of Social Studies Faculty at Hamburg University. Since 1 April 2010 Wiebke Loosen has been a senior researcher at the Hans Bredow Institute. In her research, she focuses on the areas of journalism research, online communication and methods of empirical communication research. Wiebke Loosen is a member of the board of trustees of the Akademie für Publizistik, member of the nomination committee of the Grimme Online Awards, and co-editor of the series „Aktuell. Studien zum Journalismus“ [Topical. Studies on Journalism] <http://hbi.to/3398>

Projects 2012/2013

- The (Re-) Discovery of the Audience. The Relationship between Journalism and Audience under the Conditions of Web 2.0
- When ‘Data’ Becomes ‘News’: A Comparative Analysis of Computational Journalism
- Communicative Figurations of Mediatized Worlds
- Governance, Regulation, Innovation, and New Social Conventions in Changing Media Environments

Martin Lose studied Law at Hamburg University. His research interest lies in public media and communication law, which built his focus in university and was further explored during an internship at „i.e. – Büro für informationsrechtliche Expertise“ [i.e. – Office for Expertise on Information Law]. Since 2008 he has worked at the Hans Bredow Institute in the area of „media and telecommunication law“, first as student assistant, since May 2011 as junior researcher. In his PhD-project he deals with legal issues regarding the distribution of content on online-platforms. <http://hbi.to/4081>

Projects 2012/2013

- Notions of Public Sphere in Information Law
- Guarding Access to Online-Platforms in Media Law
- Governance, Regulation, Innovation, and New Social Conventions in Changing Media Environments
- Analysing Governance Structures of Social Media
- Working Group Internet and Society

Christiane Matzen, M. A., studied History, Public Law and Sociology in Hamburg and Marburg. She has worked as an academic editor at the Hans Bredow Institute since 1991. Her area of activity involves the editorial control of all the Institute's publications, above all the journal „Medien & Kommunikationswissenschaft“ [Media and Communication Studies], of the International Media Handbook as well as the various series and other publications. Beyond that, she is responsible for the Institute's Internet presence, for its events and for press and public relations. Her interests emphasise particularly the development of broadcasting in Germany and the development of broadcasting systems internationally. ➔ <http://hbi.to/846>

Markus Oermann, Dipl.-Jur. Univ., M. A., studied Law with Media and Culture Law as specialities, Political Science, and Philosophy at the Johannes Gutenberg-University Mainz, Germany. His research focusses on the theoretical and legal background of Internet based information and communication processes. Since fall 2010 he has been a PhD student of the Graduate School Media and Communication Hamburg. The topic of his dissertation is on the right on Internet based information access. Since April 2012 he has also worked at the Hans Bredow Institute's department „Media and Telecommunication Law“. ➔ <http://hbi.to/4699>

Projects 2012/2013

- Working Group Internet and Society
- Legally Securing Participation of Citizens in Information Society
- Analysing Governance Structures of Social Media

Julius Reimer, M. A., studied Communication Studies, Commercial Policy and Sociology at the Westfälische Wilhelms-University in Münster and

at the Università della Svizzera italiana in Lugano. Since October 2011 he has been a junior researcher for the DFG project „Die (Wieder-)Entdeckung des Publikums“ [The (Re-)Discovery of the Audience“] at the Hans Bredow Institute. During his communication studies he worked as a student assistant for Prof. Dr. Christoph Neuberger. From November 2009 to September 2011 he was a research assistant for Prof. Dr. Klaus Meier at the Institute for Journalism of the TU Dortmund, doing research as well as teaching. That is where he also gained a doctorate bearing the title „Branded Journalists“ and dealing with brand-formation and-management by journalists. His further research interests lie in the area of participation, social media use and transparency in journalism. His research interests are in the area of participation and transparency in journalism as well as branding for journalists. ➔ <http://hbi.to/4466>

Project 2012/2013

- The (Re-)Discovery of the Audience
- Branded Journalists. The Theoretical Conception and Empirical Exploration of Branding in Journalism

Dr. Jan-Hinrik Schmidt studied Sociology at the Otto-Friedrich-University Bamberg and West Virginia University Morgantown, USA. From 2000 onwards, he held various positions in the University of Bamberg, among them the research centre for „New Communications Media“, at the Chair in Sociology II (Prof. Dr. R. Münch) and at the State Institute for Research into Families. After completing his doctorate on the institutionalisation of locally related online services, he was a German Academic Exchange scholar at the Donau-University Krems, and guest scholar at the Johannes-Kepler-University Linz (Prof. Dr. B. Batinic). From 2005 to 2007, he worked on a postdoc project supported by the German Research Foundation on „Practices in online-based networking“ at the research centre for „New Communications Media“ in Bamberg. Since November 2007 he has been working as a senior researcher for digital media and political commu-

nication at the Hans Bredow Institute. His research focus is on developments of „Web 2.0“, or respectively” social software”, where he is particularly interested in current changes in online based public spheres and social networks, as well as their effects on politics, economy and civil society. In addition, he analyses form, functions and consequences of online and game-based social spaces as a member of the working group ”Digital Games and Online Worlds” at the Hans Bredow Institute. • <http://hbi.to/1530>

Projects 2012/2013

- The (Re-)Discovery of the Audience
- Information Repertoires of the German Population
- Analyzing Governance Structures of Social Media
- Communication about the Past, Memory Formation and the Social Web
- Communicative Configurations of Mediatized Worlds

Dipl.-Soz. Hermann-Dieter Schröder studied sociology in Bielefeld. He has worked at the Hans Bredow Institute since 1983. He has here pursued the following topics, among others: the presentation of television programmes and broadcasting providers in programme guides and the daily newspapers, the organisation and financing of local radio, the organisation of programme production for television and the development of media business in Hamburg. His research interests concern particularly the organisational and commercial structures of the media system • <http://hbi.to/848>

Projects 2012/2013

- Protection of Young People using Media – from the Viewpoint of Parents
- Trends in Development and Use in the Area of Digital Media n Challenges for Youth Media Protection
- Prevention of Dominant Influence on Public Opinion

Lutz Schröder, M. A., studied History and Politics with focus on international relations, history in media, and Hamburg in the modern era. He worked as a media tutor for Dr. S. Panzram and as a student assistant at the Museum of Hamburg History for the inventory of the collections. In his master’s thesis he explored by reference to game-

based learning theory the question whether pageants have a potential regarding the transfer of history knowledge. Building on those insights, in October 2011 he started his PhD project on the influence of strategy games on the cultural memory. By reference to the „Total War” series he explores how the contained history topics are being presented and how the playful handling coins the memory of the users. Since September 2011 he has been a researcher at the „Research Centre for the History of Broadcasting in Northern Germany”. In connection with the project „Communication about the Past” he analyses individual web 2.0 memory projects in view of the question how the sphere of activity of the culture of remembrance changes through new medial possibilities.

Project 2012

- Communication about the Past. Memory Building and Social Web

Prof. Dr. Wolfgang Schulz studied Law and Journalism in Hamburg. Since 1997 he has taught the optional special subject on information and communication in the Department of Law at the University of Hamburg; he has been also a member of the state office for legal examinations since January 2000. In July 2009 habilitation through the Faculty of Law at the University of Hamburg, granted *Venia Legendi* in public law, media law and legal philosophy. Since November 2011 Schulz has the university professorship „Media Law and Public Law including Theoretical Foundations” at the Faculty of Law at the University of Hamburg. This comprises a joint placement of the University of Hamburg and the Hans Bredow Institute. The focus of this professorship is on research at the Hans Bredow Institute. Initially, W. Schulz acted as deputy business director as well as head of the Hans Bredow Institute’s area of media and telecommunications, since 2011 he has been a member of the board of directors. In February 2012 he was also appointed director at the Humboldt Institute for Internet and Society in Berlin. His work emphasises the freedom of

communication, problems of legal regulation with regard to media contents, questions of law in new media, above all in digital television, and the legal bases of journalism, but also the jurisprudential bases of freedom of communication, and the implications of the changing public sphere on law. In addition, he works on the forms taken by the State's functions, for instance, in the framework of concepts of „regulated self-regulation” or „informational regulation”. Many of his projects are designed internationally comparative. ☉
<http://hbi.to/849>

Projects 2012/2013

- Prevention of Dominant Influence on Public Opinion
- Communicative Configurations of Mediatized Worlds
- Changes in Asian Media Systems
- UNESCO Chair on Freedom of Communication and Information
- Search for Indicators for Independence and Efficient Functioning of Audiovisual Media Services Regulatory Bodies
- Regulation by Incentives
- Analysing Governance Structures of Social Media
- Working Group Internet and Society
- Notions of Public Sphere in Information Law
- Guarding Access to Online-Platforms in Media Law
- Governance, Regulation, Innovation, and New Social Conventions in Changing Media Environments
- Innovation Workshop „Data Protection”

Dr. Anne Schulze studied communication, psychology and sociology at the University of Münster and at the University of Malaga. She worked as a research associate at the Institute of Communication Studies at the University of Münster from 2009 to April 2013 and finished her dissertation in this period (viva: 5.9.2012, the work appeared in summer 2013) on „Internetwerbekompetenz von Kindern” [children's competency with internet advertising]. She has been a research associate at the Hans Bredow Institute in the BMFSFJ-/LfM-Project, „Kinder und (Online-) Werbung” [children and (online) advertising]. Her work emphasises competency as regards media and advertising, research into the effects of media and advertising and research into recipients and media ped-

agogy, both oriented according to psychology and socialisation theories.

Project 2013

- Children and (online) advertising. Advertising methods, cross-media marketing strategies and their reception by children

Dipl.-Päd. Christiane Schwinge studied Education with a focus on Media Education at the Johannes Gutenberg University Mainz and at the University of Hamburg. During her studies she was involved in numerous media education projects and as a student assistant she was also involved in various projects at the Hans Bredow Institute. In her diploma thesis she explored the potential of the social web for action-oriented media education and was awarded the Medius-Prize for innovative, academic and practice-oriented theses. From April to October 2010 she was a researcher in the project „Acquisition of Competencies, Excessive Use and the Identification of Addiction with regard to Computer Games”. Since then, she has worked as researcher in the field of media education at the Faculty of Education at the University of Hamburg. Since October 2011 she has supported the project „Media Education through Parents: Promotion of Media Competence in Families between Demand and Reality”. ☉ <http://hbi.to/3685>

Projects 2012

- Competencies and Excessive Use among Gamers: Challenged, Supported, Endangered
- Computer Game Socialisation in Families
- Media Education through Parents: Promotion of Media Competence in Families between Demand and Reality

Dr. Roberto Suárez Candel studied Audiovisual Communication (B.A. 2001) and Communication Studies (M.A. 2005) at the Pompeu Fabra University in Barcelona, Spain. From 1999 to 2001 he worked as production assistant in audiovisual production (cinema, tv, advertising). From 2002 until January 2010, Roberto Suárez worked as a researcher and associated lecturer at the Department of Communication of the Pompeu Fabra University where he was able to finish his PhD in autumn 2009. From February 2010 to February

2012 he worked as guest researcher at the Hans Bredow Institute through a „Marie Curie Intra-European Fellowship for Career Development“. In his post-doc project „Redefining and Repositioning Public Service Broadcasting in the Digital and Multiplatform Scenario: Agents and Strategies“ he examined how public service media adapt to multiplatform scenarios and therefore executes an international comparative survey in Germany, Spain, and Poland. Roberto Suárez has been the head of the European Broadcasting Union’s Media Intelligence Service in Geneva since September 2012. • <http://hbi.to/3216>

Project 2012

- Public Service Broadcasting in the Digital and Multiplatform Scenario: Agents and Strategies – An international comparative analysis within the European Union

Alina Laura Tiews, M. A. studied modern and contemporary history, modern German philology and comparative literary criticism at the Humboldt University, Berlin. The project of her dissertation concerns research into migrants and refugees and looks into the question of what role flight and expulsion played in East German film and television between 1949 and 1990. The project had support from the DEFA Foundation and has been supported by the Immanuel-Kant-Promotionstipendium des Bundesinstituts für Kultur und Geschichte der Deutschen im östlichen Europa [Immanuel Kant doctoral scholarship of the Federal Institute for Culture and History of the Germans in Eastern Europe] since summer 2012. Alina Laura Tiews worked as an advisor on the pedagogy of museums in the Deutsches Historisches Museum in Berlin and subsequently as a freelance consultant in museum pedagogy for various museums in Hamburg. Her research interests lie in the area of migration and media history, as well as in the field of memory culture, the politics of history and the communication of history. She holds an honorary post as editor of the journal, „Rundfunk und Geschichte“ [broadcasting and history]. Alina Laura Tiews has been a research associate at the Research Centre for the History of Broadcasting in Northern Germany.

Project 2013

- Public Communication as Facilitated by the Media from the 1950s to the 1980s
- Medial and Mental Representations of the Holocaust

Dr. Hans-Ulrich Wagner studied German Language and Literature at the Universities of Bamberg and Münster and worked as a freelance literary critic and journalist. He gained a doctorate in Bamberg in 1996 with a study on the radio plays of the immediate postwar years 1945-1949. Subsequently, he worked at the German Broadcasting Archive in Frankfurt am Main, with a DFG project on the broadcasting work of Günter Eich, as well as being a curator of the exhibition „Remigranten und Rundfunk [returning emigrants and broadcasting] 1945-1955“. He has been working at the Research Centre for the History of Broadcasting in Northern Germany since December 2000, since August 2005 as its head. He fulfils teaching and examination roles at the University of Hamburg in the Department of Language, Literature and Media I/Media Culture. He has been a member of the jury for the „Hörspielpreis der Kriegsblinden. Preis für Radiokunst“ [Blind War Veterans’ Prize for Radio Plays. Prize for Radio Arts] since 1996 and has been editor of the journal, „Rundfunk und Geschichte“ [Broadcasting and History] since 2005. He is a board member of the „Studienkreis Rundfunk und Geschichte“ [Circle for the Study of Broadcasting and History] and acted as chair from 2007 to 2011. His research interests include all issues of mediated public communication, the main focus being the investigation of long-term media effects, the relationship of broadcasting and literature, sound studies, as well as questions on the history of media, programming and mentalities in the 20th century. • <http://hbi.to/850>

Website of Research Centre: • <http://hbi.to/2119>

Projects 2012/2013

- Public Communication as Facilitated by the Media from the 1950’s to the 1980’s
- The Literary Programme Offering of the Reichssender [Reich Broadcasting] Hamburg
- Medial and Mental Representations of the Holocaust

- Sounds Like ... History of Radio Aesthetic (Broadcast Sound Design)
- Communication about the Past. Memory Building and Social Web

Stefanie Wahl, M. A. studied communication and literary science at the University of Erfurt (B.A), as well as media management at the Institute for Journalism and Communication Research (IJK) at the Hanover University of Music, Theatre and Media (M.A.). She completed her study for her Master's with an online questionnaire for media teachers on the communication of media competence outside of schools. Stefanie Wahl has been working at the Hans Bredow Institute as a research assistant in the area of health communication for The Network of Competencies for Complementary Medicine in Oncology (KOKON). Alongside this, her dissertation deals with the question of how laypersons perceive research and how far this contributes them forming opinions. In addition to the field of communicating research, her main interests are both health communication

HONORARY MEMBER OF THE DIRECTORATE

Prof. Dr. Wolfgang Hoffmann-Riem, LL.M., studied Law in Hamburg, Freiburg i. Br., Munich and Berkeley. Since 1974 he has been Professor for Public Law and Administration at the University of Hamburg, since 2008 as emeritus. Since 2012 he has been a professor at the Bucerius Law School, Hamburg. From 1979 until the beginning of his activities as Law Senator of the Free and Hanseatic City of Hamburg (September 1995 to November 1997) he was the director of the Hans Bredow Institute from 1979 and chairperson of the newly created directorate of the Institute from July 1998 until December 1999. From 1999 to 2008 he was a member of the directorate subsequent to being appointed a judge of the Federal Constitutional Court. He has been the director of the research centre on environmental law at the University of Hamburg since 1994 and academic head of the research centre for law and innovation since

(above all, on the topics of cancer and eating disorders) and communicating and assessing media competency.

Project 2012/2013

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

Lennart Ziebarth studied Law at the Georg-August-University Göttingen. His research interest lies with public and private media law in which he already absolved the appropriate main focus. While studying he was student assistant to the consultant of the faculty of law. Since April 2012 he has worked as junior researcher at the Hans Bredow Institute in the area of „Media- and telecommunication law“. In his PhD thesis he covers the need and possibility of guaranteeing net neutrality. ☉ <http://hbi.to/4673>

Projects 2012/2013

- Notions of Public Sphere in Information Law
- Motivation to Participation: e-Participation
- Working Group Internet and Society

1995. He spent research and teaching leave at Stanford Law School, Harvard Law School, Tulane Law School, Hastings College of the Law and the Columbia Institute for Tele-Information, and was, among other things, a member of the commission of experts on new media, Baden-Württemberg, of the commission of enquiry on new information and communications technologies of the German federal parliament, the commission of enquiry on parliamentary reform of the Parliament of the Free and Hanseatic City of Hamburg, as well as of the „Kommission Medienverantwortung“ [Commission on Media Responsibility] ordered by Federal President von Weizsäcker. He publishes on questions of media law and media sociology as well as on constitutional and administrative law, commercial and environmental law, police law and the sociology of law. Projects at the Institute were, among oth-

ers, basic rights of media freedom, protection of young people, supervision of broadcasting in Germany and other industrialised countries, Hamburg as media location, the relationship of media law and telecommunications law, political advising in the media area. Since 2007, he has been the

German delegate at the European Commission for Democracy through Law (the Venice Commission). From October 2009 to summer 2010 he spent 10 months at the Institute for Advanced Study in Berlin, researching on law and innovation. ● <http://hbi.to/854>

ASSOCIATE STAFF MEMBERS AND FREELANCERS

Associate staff members and freelancers support the Institute in defining new research topics and in performing concrete investigations. In 2011/2012 the associate staff members were:

Prof. Dr. Joan Kristin Bleicher studied German Language and Literature, American Studies and general literary criticism in Giessen, Bloomington/USA and Siegen. She obtained a doctorate at the University of Siegen and worked from 1986-1995 in the special research area no. 240 of the German Research Foundation, Deutsche Forschungsgemeinschaft, „Ästhetik, Pragmatik und Geschichte der Bildschirmmedien. Schwerpunkt: Fernsehen in der Bundesrepublik Deutschland“ [Aesthetics, Pragmatics and History of the screen-based Media. Special Emphasis: Television in the Federal Republic of Germany]. After teaching posts at the universities of Saarbrücken, Marburg, Lüneburg and Hamburg, Joan Kristin Bleicher wrote her post-doctoral thesis at the University of Hamburg. Her interests emphasise the areas of media aesthetics and history, theories of narration, contemporary literature and foundational research on the Internet. From the summer semester 2001 onwards, she has held a professorship in the Germanic Institute at the University of Hamburg. From spring 2002 until autumn 2007, she held a joint professorship in „Media Studies“ at the Hans Bredow Institute and the University of Hamburg. Since September 2007 she has been a full professor at the Institute for Media and Communication Studies at the University of Hamburg and an associate staff member of the Hans Bredow Institute. She is member of the editorial board of the journal

„Medien & Kommunikationswissenschaft“ ● <http://hbi.to/829>

Sebastian Deterding, M. A., studied Comparative Literature, Communication, Psychology, and Philosophy at the Westfälische Wilhelms-University Münster and Brown University, Providence, USA. After finishing his studies, he worked several years as program manager and online editor-in-chief at the multimedia department of the Federal Agency for Civic Education, Germany. He was the product manager of the e-democracy application „Wahl-O-Mat“, project lead of a social networking site for civic youth engagement, and edited several online dossiers on topics including open source, copyright and video games. His stay at the Federal Agency was interrupted by a short commission to the Information Society Division of UNESCO, Paris, where he worked on information policy and internet governance. Subsequently, Sebastian became a research associate at the GATE Game Research for Training and Entertainment Project at the University of Utrecht, The Netherlands, where he developed design guidelines for persuasive games, before moving on to become a user experience designer at the publishing company Gruner+Jahr AG & Co KG in Hamburg, where he was UX project lead for the redesign of a major news site. From October 2009 through March 2010, Sebastian has been a junior researcher at the Hans Bredow Institute and has been working on research projects at the intersection of code, governance, persuasion and game design. Since April 2010 he has done his PhD with a scholarship granted by the Hamburg Excellence Initiative at

the Graduate School „Media and Communication”, the interdisciplinary PhD Programme of the Research Center for Media and Communication (RCMC) in Hamburg. He is still related to the Institute as a staff member of the working group „Digital Games and Online Worlds”. His research interests include the persuasive design of games and digital media, new media governance, fictional transmedia worlds and their communities, and Goffmanian frame analysis as a theoretical approach to fiction and video games. ☛ <http://hbi.to/3121>

Personal website: <http://codingconduct.cc>

Projects 2012/2013

- The Video Game Frame: Video Game Play between Technical Artefact and Social Framing
- Workshop „Code as Control”

Dipl.-Psych. Juliane Finger studied Psychology at the Julius-Maximilians-University Würzburg, the Saarland University in Saarbrücken (focussing on media and organisational psychology) and at the University of Missouri (USA). Her diploma thesis was devoted to the depiction of the differences between sexes in the media, using the example of the TV inspectors in „Tatort”. From November 2008 to October 2009 and again since April 2011 she has been a Junior Researcher at the Institute of Media and Communication (Prof. Dr. Uwe Hasebrink) at the University of Hamburg. Since October 2009 she has been a member of the Graduate School „Media and Communication” of the „Research Center for Media and Communication (RCMC)” at the University of Hamburg. In her dissertation she investigates long-term media effects. Her key fields of interest are reception history, and long-term effects of the media, as well as media and gender. ☛ <http://hbi.to/2315>

Projects 2012/2013

- Media and Mental Representations of the Holocaust

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

Florian Seitz, LL.M. (UCT), studied Law at the Universities of Constance and Munich. After his First Legal State Examination he completed an LL.M. program with a specialisation in public law at the University of Cape Town. Throughout his studies, Florian gained valuable practical experience from his work for various international law firms. From 2008 to 2011 he also worked as a research assistant at the „Institut für Politik und Öffentliches Recht” [Institute for Politics and Public Law] of the Ludwig-Maximilians-University Munich. His tasks there included detailed research on legal challenges caused by the new media and changes in communication behaviour. Since Mai 2012 Florian has been a junior researcher and PhD student at the chair for „Media Law and Public Law including its theoretical Bases” of Wolfgang Schulz at the University of Hamburg. His doctoral thesis deals with legal aspects relating to the use of new media in education. ☛ <http://hbi.to/4726>

Felix Zimmermann, LL.B., studied Law at the Bucerius Law School in Hamburg and at the Université Laval in Quebec, Canada. Here, he specialised in information and communication law and in the area of jurisprudence. He had already been a student assistant at the Hans Bredow Institute and from August 2006 to February 2012 he was a freelancer in the department of Media and Telecommunication Law. Since March 2012 he has been a lawyer at Schertz Bergmann Lawyers in Berlin in the field of press, copyright, sports, and competition law. ☛ <http://hbi.to/853>

Project 2012/2013

- Product Placements in the Electronic Media

STUDENT ASSISTANTS

The Institute also employs assistants and interns, who work not only in the context of the projects, but also in indispensable activities across the board, such as archiving and organising events. Those active since the beginning of 2012 have been:

Thersa Allweis, Tobias Beutler, Lauri Bode-Kirchhoff, Lorena Campbell, Lena Dammann, Kevin Dankert, Nadine Drolshagen, Marius Drosselmeier, Lisa Eißfeldt, Lennart Elsaß, Rita Groeneveld, Christina Heller, Svenja Helm, Cindy

Hesse, Mir Amir Heydarinami, Henrik Holdmann, Julia Jacobsen, Katharina Johnsen, Leonard Just, Anna Katharina Kirsch, Sophie Victoria Knebel, Lea Michalke, Nelli Oberlender, Janina Plate, Anne Quader, Claudia Qualmann, Jacob Quirin, Suzan Rude, Christopher Schack, Mareike Scheler, Inka Corinna Schild, Katharina Schmidt-Brass, Corinna Servais, Tanja Siemens, Aline Studemund, Jenny Theobald, Nils Töllner, Lorena Toledo, Nevra Tosbat, Michaela Voß, Niklas Weith, Nicolas Wettstädt, Aneta Woznica.

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STAFF AND ORGANISATION OF THE HANS BREDOW INSTITUTE (AS OF JULY 2013)

