



Annual Report 2015/2016

Imprint

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August 2016



Prof. Dr. Uwe Hasebrink,
Prof. Dr. Wolfgang Schulz

Kristina Hein

Foreword

The changing media environment is accompanied by transformations in almost all areas of society. Thus, it is becoming all the more important – regarding the aspect of social opinion formation, for example – to study this process, from a scientific perspective as well as regarding the practical consequences. Consequently, the Hans-Bredow-Institut has turned towards research programmes that focus on the key aspects of this transformation. Partly, this is about the question how our society keeps itself informed under these conditions, but also about the resulting regulatory structure. In addition, impulses from the actual practice find their way into transfer research projects. This annual report gives an impression how, and in which areas, the Institute addressed research questions regarding the transformation of the media landscape during the last year.

Thanks to a working approach according to which the research programmes are developed from self-imposed questions, the Institute strives to meet the requirements the Leibniz Association poses to its individual member institutions. Owing to support from Hamburg's Ministry of Science, Research and Equalities, an according proposal was submitted in the scope of the Joint Science Conference (state and federal state level) in September 2016. If the proposal is successful, the Institute will – as a member of the Leibniz Community – be able to continue its work on an even more stable institutional base as of 2019. The fact that Kristina Hein was appointed as the new manager is to be seen as another preparatory step to joining the Leibniz Association.

It is thanks to the continued support by the funding organisations that the Institute is able to follow through with this course. In this regard, special thanks go to the City of Hamburg for providing the financial means to ensure that the Institute can work towards joining the Leibniz Association. Accordingly, the Institute was able to sharpen its research profile and strengthen the personnel structure during the last year.

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Hans Bredow (1879 - 1959)

The Hans-Bredow-Institut – Media Research since 1950

The research perspective of the Hans-Bredow-Institut focuses on media-based public communication, regardless of the individual technical platforms involved. The fact that the research activities are problem-oriented also leads to a distinct interest in the “new” media – and it is the Institute’s aim to contribute to their understanding as well as to their future shape.

The subject area requires interdisciplinary research, which is why the professional backgrounds of the Institute’s researchers are adequately diverse. The organisational structure of the Institute is based on two main subject areas – the field of Communication Science and the field of Law – where the latter is not only focused on legal matters as such, but also on research concerning regulatory structures. Further, international comparative research is of increasing importance for the Institute. Thus, the Institute is actively involved in several international research networks.

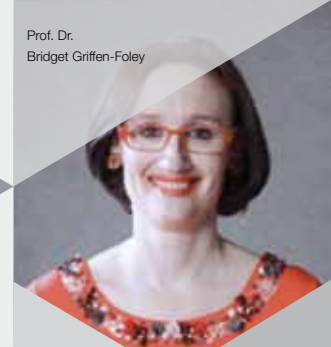
The Institute is named after Hans Bredow, who played an important role in the development of broadcasting technology. He served as the “Rundfunkstaatssekretär” (State Secretary of Broadcasting) in the Weimar Republic, but stepped down from his office on the day the National Socialists took power. Later, he contributed a lot to the development of a public broadcasting system in the young Federal Republic of Germany. At that time, it also became clear that the area of media development is so important that it should be covered by an independent research institution. In 1950, Universität Hamburg and the broadcasting corporation “Nordwestdeutscher Rundfunk” thus founded the Hans-Bredow-Institut as an independent institution focusing on this field of research. Since then, the Institute is a so-called “An-Institut” of Universität Hamburg: legally independent, but connected to Universität Hamburg in many ways.



"EU Kids Online Network Meeting" (initiated by the eponymous research network) on January 21/22, 2016 in Hamburg.



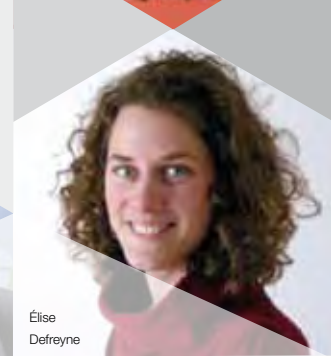
Prof. Dr. Ingrid Paus-Hasebrink



Prof. Dr.
Bridget Griffen-Foley



Prof. Dr.
Neusa Pressler



Élise
Defreyne

National and International Research Collaborations

► International

In recent years, close cooperations with international partners have become more and more important to the Institute. Thanks to them, it is possible to establish substantial comparative research projects with a global perspective – and, often enough, the specific skills complement each other and serve to create synergies. The Hans-Bredow-Institut is involved in numerous networks:

Since the end of 2014, the Institute coordinates the research network EU Kids Online, which was founded by the London School of Economics (LSE) in 2006 and which consists of research institutions in 33 European countries. By carrying out comparative studies concerning the use of online media by children and adolescents (including the

chances and risks), and thanks to numerous contributions in the fields of media policy and media education, this network has become a key player in the respective fields of research – on a European and on a national level.

The Institute is also actively involved in the "Network of Internet and Society Research Centers" (NoC). Other partners in this network are, for example, the Oxford Internet Institute, the Nexa Center for Internet and Society in Turin and the Berkman Klein Center for Internet and Society at Harvard University. Comparative research is also a key aspect of the NoC. The German activities are coordinated in cooperation with the Humboldt Institute for Internet and Society (HIIG) – which, for example, is also a partner

January 2015



► An award for
Christoph Hilgert's
dissertation



► Cancer patients wanted for interviews in the scope of the Competence Network Complementary Medicine in Oncology (KOKON), which is funded by the German Cancer Aid



► Privacy, Surveillance & Data Protection: Winter School with participants from Hamburg (January 19 to 23, 2015, in Delhi)

in developing a study to comparatively examine the structural specifications of the Internet on a global and a regional level. This is all about the regulatory structures (is the Internet fragmented by legal provisions?), but also about information concerning the markets (e. g. intermediaries). Thanks to the partner institutes, it is possible to evaluate regional sets of data in a specific context and make them comparable.

In addition – partly arising from network cooperations – there are close relations with individual research institutes all over the world. For instance, the researchers' network "Entangled Media Histories" (EMHIS), which is financed by the Swedish Foundation for International Cooperation in Research and Higher Education (STINT), promotes collaborative work between the Department Media History at the University of Lund (Sweden), the Centre for Media History at the Bournemouth University (United Kingdom), and the Research Center Media History at the Hans-Bredow-Institut.

Wherever possible, the Institute emphasizes that it is important for junior researchers and students to be able to benefit from research collaborations. Thus, a project cooperation with the National Law University (NLU) in New Delhi, India, led to a series of Summer and Winter Schools for students of the Law Faculty of Universität Hamburg. As of the beginning of 2017, the network will also conduct research on the subject of hate-content – in cooperation with the NLU and the Berkman Klein Center for Internet and Society, Cambridge, USA, as a co-organizer.

As there is high demand for research stays, the Institute is able to select colleagues who can contribute to the research programmes and the areas of competence in special ways. Our experience with research stays like this shows that the Institute will benefit from any fresh impetus



due to the guests' different points of view that are rooted in various different research traditions. In 2015, our Institute was able to welcome Dr. Sun Wook Choi of the Broadcasting Institute of the Korean public broadcaster KBS (Korean Broadcasting System); Celine Klemm of the Vrije Universiteit Amsterdam; Prof. Dr. Neusa Pressler of the Universidade da Amazonia in Belém, Brazil; Felix Victor Münch of the Digital Media Research Centre of the Queensland University of Technology (Brisbane, Australia); and Prof. Anne S.Y. Cheung of the Department of Law of the University of Hong Kong. Further, Univ.-Prof. Dr. Ingrid Paus-Hasebrink of the University of Salzburg, Austria, spent an entire research year in Hamburg – from October 2015 to July 2016. In 2016, we were so far able to welcome Élise Defreyne of the University of Namur (Belgium); Prof. Dr. Bridget Griffen-Foley, Director of the Centre for Media History at Macquarie University in Sydney, Australia; Prof. Dr. Maria Gomez y Patiño of the department Periodismo of the Universidad de Zaragoza, Spain; Hamid Reza Akrami from Teheran, and – once again – Felix Victor Münch (Brisbane) and Prof. Dr. Anne S.Y. Cheung (Hong Kong).



► #hwhahl – Social Media in the context of the state election 2015 in Hamburg

February 2015



► Celine Klemm from the Vrije Universiteit Amsterdam joins the Institute as a visiting researcher



► Multistakeholder as Governance Groups: Publication of a report of the Global Network of Internet and Society Centers, including a case study by the Hans-Bredow-Institut



► National

Generally, Universität Hamburg is one of the closest research partners. The joint research activities with the colleagues at Universität Hamburg are coordinated by the “Research Center for Media & Communication” (RCMC), in which six faculties of the university are involved. There are currently about 30 young scientists working on their doctorates in the scope of the Graduate School Media and Communication (GMaC) which is organized by the RCMC. The Institute is currently able to provide workspaces for some of them.

Since 2015, new cooperative relations are being established with the department of Informatics at Universität Hamburg (see the SCAN project, the aim of which it is to develop a software system that can help journalists identify opinions or suggestions on a certain subject or in retrieving additional information from user comments for journalistic purposes).

Furthermore, the Hans-Bredow-Institut is a partner of the Humboldt Institute for Internet and Society (HIIG) in Berlin. Here, the most important shared research interests focus

on trying to acquire a better understanding of the regulatory structures that determine online behaviour. During the last research year, the two institutes were able to arrange for the most prominent international conference on Internet research, the Annual Conference of the Association of Internet Researchers - AoIR2016, that took place in Germany in October 2016.

Together with the University of Bremen and Universität Hamburg, the Hans-Bredow-Institut also initiated the research network “Transforming Communications”, which aims to investigate changes in social realities that are determined by media use. Based on the concept of communicative figurations, it is to be examined whether and to what extent the current changes in the media landscape are connected to structural breaks in the construction of social realities. The Institute is primarily interested in public spheres, journalism, socialisation in families as well as in law-making processes. In order to investigate these aspects, a proposal concerning a special research topic (SFB/Transregio) was submitted in spring 2016.



► Dr. Sun Wook Choi from the Broadcast Institute of the Public Korean Broadcasting System joins the Institute as a visiting researcher



► NOC report on “Governance of On-line Intermediaries” published



► “Learning to assess the outreach of own comments on the Internet”: Dr. Jan-Hinrik Schmidt on the media phenomenon “Twitter”



► “No one-way street: How journalists communicate with the public”: Nele Heise on the results of the DFG project “(Re)discovering the audience” (epd)



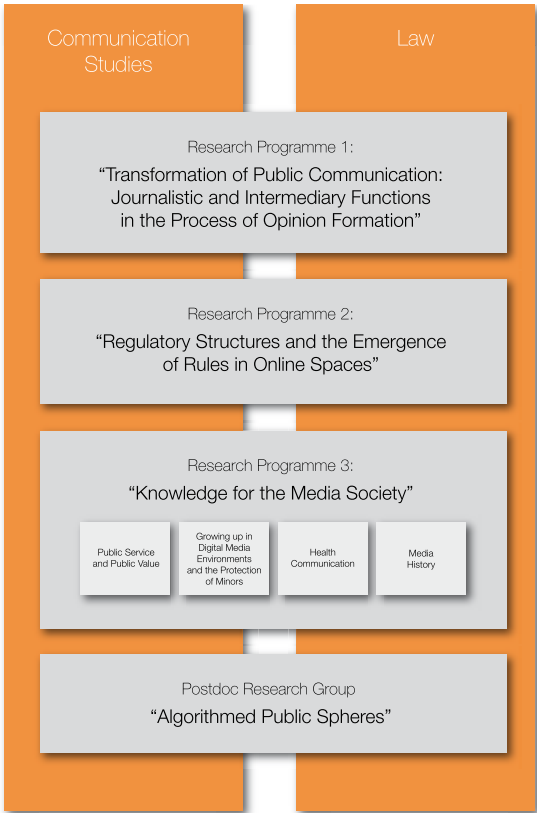
Prof. Dr. Uwe Hasebrink



Profiling Through Research Programmes

Since the Hans-Bredow-Institut receives basic financing for its research, it is not solely dependent on third-party funds and is therefore able to prepare and carry out long-term research. In order to structure the Institute’s work and to sharpen its profile, the research planning activities are organized in specific research programmes.

These programmes are driven by overarching questions that are to be answered in the scope of project research. Partly, the questions can be answered by smaller in-house projects that lead to scientific papers – but others will require larger-scale research projects that need to be implemented with third-party funds. To find answers to the questions, the Institute is able to draw on its range of different scientific disciplines.



► Prof. Dr. Neusa Pressler, from the Amazonas University (UNAMA) in Belém, Brazil, joins the Institute as a visiting researcher



► Publication of a report on “Governance of Online Intermediaries”

March 2015



► “Objectives and starting points of future media regulation”: a key-note speech by Prof. Dr. Wolfgang Schulz at the DLM Symposium (March 19, 2015)



Ass. Prof. Dr. Wiebke Loosen

► Research Programme 1: “Transformation of Public Communication: Journalistic and Intermediary Functions in the Process of Opinion Formation”

Starting point of our Research Programme 1 is the transformation of media-based public communication as a consequence of the digitalization of media production, distribution, and usage. Due to the consequential dissolution of boundaries, the once relatively clearly defined types of media and information functions are becoming less and less distinct – from a user perspective, but also from a normative or societal perspective: Next to professional journalism and the traditional mass media, this development has given rise to new actors, algorithm-based intermediaries, and the users themselves, which are becoming more and more influential in the public sphere. This raises the question about possible power shifts regarding the communication system, which – traditionally – mainly serves to enable a public dialogue and contribute to the formation of opinion.

Current Projects in the Scope of this Programme

► The Impact of Online Platforms and Intermediaries on Opinion Formation

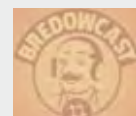
What role do intermediaries such as Google, Facebook, YouTube, or WhatsApp play in the scope of information and the formation of opinion regarding societal issues? Search engines, networking and multimedia platforms, as well as instant messaging services are essential ele-

ments of the communication and information behaviour. They are to be seen as intermediaries because they provide the users with content from many different sources, filtered by means of algorithms and bundled as personalized information packages. From a user perspective,

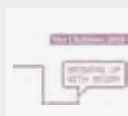
April 2015



► The Hans-Bredow-Institut joins the COST-Action “The Digital Literacy and Multimodal Practices of Young Children” (DigiLitEY)



► BredowCast #10: “Personal Branding in Journalism”



► Net Children 2020 – Growing up with media: an international congress with 240 experts from 33 countries



Dr. Jan-Hinrik Schmidt

they also support – apart from the aspect of information management in the narrower sense – other means of identity and relationship management. Online intermediaries play an important role in the current transformation of the public sphere, but the consequences for the formation of opinion regarding socially relevant issues have so far not been adequately studied or understood. On behalf of the state media authorities, a qualitative study aims to examine the relevance of individual media offers and digital services for the formation of opinion.

i Funding: the media authorities
Project duration: December 2015 to November 2016
Project team: Prof. Dr. Uwe Hasebrink, Dr. Jan-Hinrik Schmidt, Lisa Merten

► Report “The Power of Information Intermediaries”

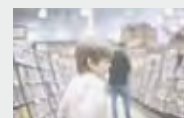
This report demonstrates the institute’s competence in helping to solve a problem by providing a factual basis for political decisions. As a means to substantiate the political discourse regarding search engines and social networking services, the report differentiates such services and describes possible approaches for regulation. Information intermediaries such as search engines, micro-blog platforms, app portals, or social networking services are becoming increasingly relevant for the formation of public opinion. They take influence by selecting and sorting third party contents, meaning that they determine whether and how certain media can be accessed.

From the viewpoint of Communication Science, services like this are examined in a differentiated manner, as it is necessary to consider the aspect of reception as well as the establishment of social use practices. The report examines to what extent the existing regulative structure, especially the antitrust laws, are sufficient to meet the potential impact on the individual and public formation of opinion. In this regard, the authors note that it is simply impossible to develop objective criteria to define a possible abuse of communicative power and, further, that the term “search engine neutrality” can only be partially helpful. Also, absolute transparency (disclosure of algorithms) does not seem to be a promising option either. Instead, they recommend voluntary self-commitment in the form of a mandatory declaration, according to which the principles of programming must represent the interests of the user.

i Funding: Friedrich Ebert Foundation
Survey period: October 2015 to June 2016
Project team: Prof. Dr. Wolfgang Schulz, Kevin Dankert
Publication: Summary under <http://library.fes.de/pdf-files/akademie/12408.pdf>



► Complementary medicine in online, TV, and print media: a symposium on empirically based concepts for consulting, training, education and information



► Report on youth protection regulations in international comparison: an expert opinion based on a study in 14 countries



► There is still a need for reliable information: MONITOR interview with communication scientist Prof. Uwe Hasebrink

► Reuters Institute Digital News Survey

The Hans-Bredow-Institut is the German partner of the Reuters Institute for the Study of Journalism at Oxford University, which has been conducting annual surveys regarding news reception across all potential platforms and services since 2012. The Reuters Institute Digital News Survey focuses on the question in what ways the news reception patterns of the population or different population groups are changing – and what role the different technical platforms and news services play in this regard. In 2016, concurrent surveys were carried out in 26 European and non-European countries in order to identify general trends, but also national particularities. The German results for 2016 show that the age group of the 18- to 24-year-olds spend less time on news reception (in all categories) in comparison to the year before. 21 percent rely exclusively on news from online sources, including 8 percent who rely on social media platforms alone. However, classical news media usage patterns such as reading a newspaper in the morning or watching the evening news on TV still play an important role for people who are looking for more detailed information.

The data collected during the study are also important for other research projects of the Institute – also in regard of attempts to evaluate chan-



Stephan Dreyer

ges in user behaviour, as a basis to substantiate recommendations in the field of media regulation.



Funding:

the media authorities, ZDF

Project period: ongoing, since 2013

Project team: Prof. Dr. Uwe Hasebrink, Dr. Sascha Hölig

Partners: Nic Newman, David Levy & Rasmus Kleis Nielsen (Reuters Institute for the Study of Journalism)

Publications: The 2016 results for Germany were published as a working paper of the Hans-Bredow-Institut (No. 38), available for download via <http://hbi.to/957>. The results of the entire study (in English) can be downloaded from www.digitalnewsreport.org.



Dr. Sascha Hölig

► SCAN – Systematic, Semi-automatic Content Analysis of User Comments for Journalists

How can user comments on news articles be evaluated semi-automatically? Editors' offices are facing an increasing amount of public feedback, for example in forums, comment fields, and on social media platforms. For the editors, the pure amount of comments and other feedback from the audience is an enormous challenge. So far, much of the effort had to do with the unpleasant side of this development: filtering out spam, hate speech, or suspected propaganda content. In contrast, the SCAN-project, which is carried out in collaboration with computer scientists at Universität Hamburg, pursues the constructive approach of try-



► BredowCast #11: Net Children 2020 – Growing up with media: an interview with Uwe Hasebrink and Stephan Dreyer about the event's unusual interactive concept

June 2015



► "Arrival on the Radio" – Flight and expulsion on the radio: a new project initiated by the Federal Government Commissioner for Culture and Media



► 65 years of age and far away from retirement: The Hans-Bredow-Institut for Media Research celebrates its birthday



► A new member of the Institute: Lisa Merten conducts research on digital media usage

ing to help journalists to “make sense” (from a journalistic point of view) of these user comments – for their own work, but also for the audience itself. Features like this could help to find useful comments more quickly, or to identify different opinions on a subject.



Funding:

Google Computational Journalism Research Programme

Project period: July 2015 until the end of 2016.

Project team: PD Dr. Wiebke Loosen, Lisa Merten, Julius Reimer, Lies van Roessel

Partners: Prof. Dr. Walid Maalej and his team, the department of Informatics at Universität Hamburg

BredowCast: In the 15th issue of the institute’s podcast, Dr. Wiebke Loosen and Lisa Merten introduce the interdisciplinary cooperation: <https://podcast.hans-bredow-institut.de/2015/bredowcast-015-das-scan-projekt/>



Prof. Dr. Uwe Hasebrink

► Media Usage Patterns of Persons with Disabilities

Without the media, social participation would hardly be possible – and this is also true for persons with disabilities. Now, their media usage patterns are evaluated in a quantitative study for the first time, focusing on what limitations they are aware of and what expectations they have. People with disabilities have different individual impairments and, thus, different needs regarding their media

consumption. According to the UN CRPD, the media play a key role in attempts to achieve full and effective societal participation and integration. So far, however, there are not enough reliable sets of data concerning the media usage patterns of persons with disabilities. Mostly, equal access to media is seen as a problem regarding the question whether certain media have any barriers. So far, the user perspective has, however, only played a minor role. Together with Junior Professor Ingo Bosse of the Faculty of Rehabilitation Sciences at TU Dortmund, the Institute is working on a study focusing on media use of persons with disabilities. The project is funded by the German media authorities (Direktorenkonferenz der Landesmedienanstalten, DLM) and the “Aktion Mensch”.



Funding: the media authorities, Aktion Mensch

Project period: October 2015 to November 2016

Project team: Prof. Dr. Uwe Hasebrink, Dr. Sascha Hölig, Sebastian Adrian

Partners: Junior Professor Dr. Ingo Bosse, Faculty of Rehabilitation Sciences at TU Dortmund



► “We will incorporate the media”: Uwe Hasebrink on the future of media usage in an interview for the SCM-magazine of the Austrian “Kleine Zeitung”.



► Increase in news usage via mobile services and social media platforms: Hans-Bredow-Institut publishes German results of the “Reuters Institute Digital News Report 2015”, an international comparison of news reception.



► Conflicts on digital platforms: who solves them – based on which rules and following which method? The 6th Hamburg Media Symposium, organized by the HBI, MA HSH, and the Hamburg Chamber of Commerce (June 18, 2015)



Markus Oermann



► Research Programme 2:

“Regulatory Structures and the Emergence of Rules in Online Spaces”

This research programme is based on research interests regarding regulatory structures and the emergence of rules in web-based environments that arise in the process of digitalization. Communication is increasingly characterized by the use of web-services and apps, which leads to new forums and practices of social self-reflection. Social media and other information intermediaries allow and facilitate participation in public communication, but they also bring about “low-threshold” forms of personal or collaborative public spheres.

Digital communication spaces and their rules can be analysed from different perspectives, which are reflected by the basic research questions of the programme: Which normative aspects of digital communication spaces can

be distinguished – and what are the resulting regulatory structures with regard to the practices of the actors (structural perspective)? What processes and practices lead to the creation of rules in digital communication spheres, and what are the interactions between rule-making processes within and outside these spheres (process perspective)? Who are the actors – and in which constellations are they involved in the rule-making and the emergence of regulative structures? How is the power structure constituted, and how are responsibility and legitimacy attributed (stakeholder perspective)? In this regard, the Institute can draw on its own research projects, focusing on four influence factors of online behaviour, namely state-enacted law, contracts, social norms, and “code” (hardware and software structures).

July 2015



► **Big Data & Health Communication:** an expertise by the Hans-Bredow-Institut, focusing on the use of digital health data



► Prof. Dr. Anne S. Y. Cheung, Professor at the Law Faculty of Hong Kong University, joins the Institute as a visiting researcher



► A software that helps journalists to process user-generated content: cooperation with computer scientists of the SCAN project

Current Projects in the Scope of this Programme

► Internet Governance: Constructing Normative Structures Inside and Outside Intermediary Organisations

How are normative structures constructed under the conditions of an increasing mediatization? Online intermediaries are the key players that determine the “communicative figuration” of Internet governance. As part of the joint project “Transforming Communications” this project aims to examine how normative structures are constructed under the conditions of an increasing mediatization, from within and around online intermediaries. The aim is to get an insight into the interconnected phases of standard-setting, implementation, and enforcement. Based on two case studies, examinations of search engine entries with personal references as well as automated entries on rating platforms are supposed to provide insight into constellations of key actors and the communicative practices of Internet governance.



Project team: Prof. Dr. Wolfgang Schulz, Markus Oermann, Tobias Mast

► MIRACLE (Machine-readable and Interoperable Age Classification Labels in Europe)

Age ratings and labelling are conventional means to protect minors. Depending on the country, however, there are different age ratings and labelling standards for media content. Consequently, large parts of the respective information are withheld from the end-users or can not be automatically processed by computers.

The pilot project, which is co-financed by the EU, aims to change this: MIRACLE provided the basis for a comprehensive technical data model that can be used with all existing classification systems. This leads to an improved information basis, both for the classification authorities of the individual countries as well as for the parents and their children. The data model has been implemented in five different systems. Using MIRACLE's interoperable basis data, the project was able to support the development of applications and innovative services, demonstrating the added value of interoperable technical classification approaches and laying a basis for their implementation



throughout Europe. MIRACLE is a joint project involving self-regulatory bodies, “safer Internet”-nodes, and filter software companies from five EU member states.



Funding: ICT Policy Support Programme of the European Commission

Project period: February 2014 to July 2016

Project team: Stephan Dreyer, Kevin Dankert, Anja Herzog

Partners: BBFC (British Board of Film Classification, UK), NICAM (Netherlands Instituut voor de Classificatie van Audiovisuele Media, NL), PEGI (Pan European Game Information, BE), FSM (Freiwillige Selbstkontrolle Multimedia-Diensteanbieter, DE), NCBI (Národní centrum bezpečnějšího internetu, CZ), JusProg (Verein zur Förderung des Kinder- und Jugendschutzes in den Telemedien e.V., DE), Optenet (ES)

August 2015

September 2015



► “Digital Audio Pens: Function and Use within the Family” - children and their parents needed for interviews!



► Univ.-Prof. Dr. Ingrid Paus-Hasebrink of the University Salzburg joins the Institute as a visiting researcher



► Would a “dislike”-button on facebook be a good idea? Dr. Jan-Hinrik Schmidt about possible consequences (radio feature KOMPRESSOR on Deutschlandradio Kultur)



Hermann-Dieter Schröder



► Research Programme 3: “Knowledge for the Media Society”

What makes Research Programme 3 special is that it aims to agree on specific research questions in close cooperation with stakeholders from various spheres of society (e.g. from the sphere of media policy, health, or education), in order to identify and adequately react to current problems. Thematically, the focus lies on the following areas of competence in which the Hans-Bredow-Institut acquired particular expertise over the past decades, making it a center of competence for scientific, societal, and political actors: **Public Service and Public Value; Growing up in Digital Media Environments and the Protection of Minors; Health Communication; Media History**. Following a transdisciplinary approach, the Institute systematizes, analyses, and reflects present findings, processes the results of different studies so that they can be used in different practical contexts, and systematically reflects the importance of science in a media society. In this regard, specific examples are the Media and Communications Report of the Federal Government, expert opinions regarding the optimization of communications systems from the viewpoint of policy makers, as well as evaluation studies on various communication activities.

Current Projects in the Scope of this Programme

► Assessment of Communications and Media for the Federal Government 2016/2017

The Hans-Bredow-Institut will work out a scientific opinion for the State Minister for Cultural and Media Affairs, focusing on the recent development of the German media landscape. The opinion is supposed to serve as a profound basis for the Media and Communications

Report of the Federal Government 2016/2017. In 2008, the Hans-Bredow-Institut had already worked out an opinion on the development of the media landscape. Now, the aim is to compare the current situation with the findings of the former research work. Considering individual media spheres, the aim is to identify ongoing developments as well as emerging trends. Moreover, the aim is to discuss the causes of the developments, to size up the political, social, economic and cultural consequences and problems, and – where

possible – to discuss opportunities in the scope of media policy. The opinion, which will be fleshed out by an interdisciplinary team, is to be submitted in February 2017.

i Funding: State Minister for Cultural and Media Affairs
Project period: June 2016 to February 2017
Project team: Hermann-Dieter Schröder (person of contact), Kevin Dankert, Stephan Dreyer, Prof. Dr. Uwe Hasebrink, Dr. Sascha Hölig, PD Dr. Wiebke Loosen, Lies van Roessel, Dr. Jan-Hinrik Schmidt, Prof. Dr. Wolfgang Schulz

October 2015



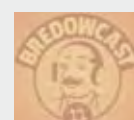
► Kristina Hein appointed as the new Executive Director of the Hans-Bredow-Institut



► New project: Media Usage of People with Disabilities



► Michael Grimm appointed as Division Secretary of the ICA Visual Communication Studies Division



► BredowCast #13: Twitter – Friends – Repertoires



Dr. Claudia Lampert

► EU Kids Online

How do children and adolescents in Europe use the Internet, what risks do they face in doing so – and how do they deal with them? What are the similarities and the differences between the individual countries? How to promote a safe and competent media usage? These questions are addressed by the research network EU Kids Online, which was launched in 2006 and which now includes more than 30 European countries. Since 2014, the Hans-Bredow-Institut, that contributes the findings for Germany, also coordinates the network. All information and reports by the project EU Kids Online can be found on the official websites www.eukidsonline.net or www.eukidsonline.de.

i Funding: European Commission (until 2014)

Project period: 4th phase, 2014 to 2017

Project team: Prof. Dr. Uwe Hasebrink, Dr. Claudia Lampert

Cooperation partners: Researchers from more than 30 European countries

Publications: All publications are available at <http://hbi.to/4042>

► Youth Media Protection and Media Education in Digital Media Environments

Given the current developments in the field of media, the aspects of children's and youth media protection as well as media education in the families are an important part of the political agenda. However, this policy field is characterised by a complex regulatory system with many actors. Further, there are large knowledge gaps and, at the same time, considerable emotional concerns on the part of the people. Given this initial situation, it is of particular importance to conduct scientific research to monitor the current developments and to be

able to rely on an empirically based assessment of possible options for action. For the Federal Ministry of Family Affairs, the Hans-Bredow-Institut has carried out two empirical studies, issued a research monitor, and organized an international expert meeting.

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

Project period: 2013 to 2015

Project team: Stephan Dreyer, Prof. Dr. Uwe Hasebrink, Dr. Claudia Lampert, Marcel Rechltz



► **The Future of European Audiovisual Regulation:** Hans-Bredow-Institut and IViR publish a study on the future of audiovisual regulation in Europe



► **"News journalism is under pressure":** a talk by Uwe Hasebrink at the Stuttgart Media Congress (November 17, 2015) on "How does society inform itself"



► BredowCast
#14: MIRACLE
Hackathon

November 2015



Alina Laura Tiews



Dr. Hans-Ulrich Wagner

► Complementary and Alternative Medicine in the Media – Representation in the Media and Perception by People Concerned

How are complementary and alternative medical practices in the context of cancer treatment presented in the media, and how can knowledge regarding these practices be presented optimally. As part of the Competence Network Complementary Medicine in Oncology (KOKON) – a multidisciplinary cooperative project throughout Germany, funded by the German Cancer Aid – the Hans-Bredow-Institut conducted two sub-studies: one of them focused on the extent and the thematic orientation of reports on complementary methods of cancer treatment in various media as well as on their perception and evaluation from the perspective of the patients. In the other part of the project, the Institute developed a target group specific communication concept that focused on implementing an online-based information platform on the topic of complemen-

tary medicine. A pilot version of the information platform for patients and their families was implemented and evaluated within the first project phase.

i Funding: German Cancer Aid
Project period: 2012 to 2015

Project team: Dr. Claudia Lampert,
Michael Grimm

Spokesman of the cooperative project:
Dr. M. Horneber (Klinikum Nürnberg)

► “Arrival on the Radio” – Flight and Expulsion in West German and East German Radio Programmes 1945-1961

Can the media help to integrate immigrants? In the course of the Second World War, masses of people were forced to give up their homes, including 12 million Germans from Eastern Europe who fled to the remaining territory of post-war Germany. Approximately three to four million refugees and displaced persons stayed on the territory that became the GDR, and eight to nine million

found refuge in the Western zones, which later became the Federal Republic of Germany. The media history project “Ankunft im Radio” examines the consequences of flight and expulsion of Germans from Eastern Europe in the two German states of the post-war era, focusing on a fairly uninvestigated player: the radio. The project’s goal is to analyse radio programmes from West Germany and East Germany, the context in which they were produced, as well as their reception. The research objective (until the end of 2017) is to find out more about the role of radio-based media content regarding the integration of German refugees in their new living environments.

i Project funding: State Minister for
Cultural and Media Affairs

Project period: August 2015 to end
of 2017

Project team: Alina Laura Tiews,
Dr. Hans-Ulrich Wagner

December 2015



► BredowCast #15: The SCAN Project – What to do with audience feedback? Ways to process user comments by means of algorithms

January 2016



► What role do intermediaries play in the formation of opinion? A new project for the media authorities



► Evaluation of the campaign “Sleep well, Baby”: Young parents wanted for interviews!

Where Convergence Meets Competence

Petra Kammerevert, Member of the European Parliament and member of the CULT committee on Culture, Youth, Education, Media and Sports (Coordinator of the S&D MEPs since January 2012)

The aspect of media convergence represents a wide range of conflicting priorities: While some might see an opportunity to give up media regulation in favour of competition law, there are others who would prefer to impose traditional broadcasting regulations on the Internet. In my opinion, neither of these approaches is the right way. As long as there is a consensus that our media policy should aim at socially desirable effects – youth protection or media diversity, for example – we should avoid approaching the topic as if it were about trading bread and butter. The media are both – economic goods as well as cultural goods.

I am convinced that a future-proof approach to media regulation must focus more on co- and self-regulation, based on incentives that will have to be negotiated. Only then will it be possible to limit the influence of the state while leaving a scope of action to ensure diversity, fair advertising regulations, as well as child and youth protection. The Hans-Bredow-Institut has done some important work in this field, and it has been taken notice of and come to use on a European level. Given the convergence, the regulatory area is becoming more and more complex. For the Culture Committee of the European Parliament, it is increasingly important to be able to rely on scientific expertise to recognize the problems and to choose the right tools.



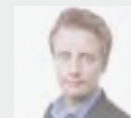
Petra Kammerevert © FKPH

The current discussion on the revision of the directive on audio-visual media services is a good example. The question to what extent the platforms should be involved in the process of regulation depends on their role in the process of opinion formation. There is a need for more research on this topic, as it is done at the Hans-Bredow-Institut.



► Online Usage of Europe's children and adolescents in the focus of research

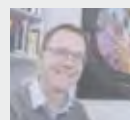
February 2016



► Markus Oermann new senior researcher in the field of Media Law



► Smart watches and digital tracks: Michael Grimm on the potential and the risks of health-related data



► How do social media platforms influence science communication? Jan-Hinrik Schmidt puts the results of his expertise up for discussion



Prof. Dr. Anne Cheung

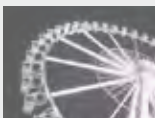


Promoting Junior Researchers

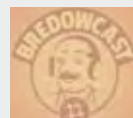
For the Institute, it is an important aim to promote junior researchers. This mainly concerns doctoral students who contribute to the Institute's working areas in the scope of research programmes, specific areas of competence and individual projects. Their dissertation projects provide insight for relevant research questions – and they become familiar with project work as well as with scientific publishing, organising research projects and science com-

munication. Further, the Institute provides possibilities for research trips, as a chance for the young researchers to build up their personal networks at early career stages and to be recognized as research personalities.

Thus, Michael Grimm – who was elected as the Division Secretary of the ICA Visual Communication Studies Division in the autumn of 2015 – was able to organize



► Public, popular, egalitarian?
Social issues of urban pleasures 1890-1960: Call for papers on occasion of a conference in February 2017



► BredowCast
#17: Framing in health communication

March 2016



► Hatred in social networks:
Dr. Jan-Hinrik Schmidt on dealing with hate comments and shitstorms ("Treffpunkt" on NDR Radio 90.3)



and carry out a pre-conference for doctoral candidates in the run-up to the annual meeting of the International Communication Association for 2015 and 2016 (2015 in Puerto Rico, in 2016 in Japan) with support from the Institute. Lisa Merten was able to attend the Summer School in Brisbane, Australia. By participating in the Graduate School Media and Communication, the Institute also promotes media-related doctoral training programmes at Universität Hamburg.

Thanks to the Chairs of the two Institute Directors Prof. Hasebrink and Prof. Schulz at Universität Hamburg, and thanks to teaching assignments of some of the researchers, the Institute is closely connected to various media-related Bachelor's and Master's degree programmes at the university. Thus, new scientific knowledge can be incorporated into academic education directly. Students are also substantially involved in the scientific work at the Institute, where they can gather valuable experience in the scope of practical research. Student employees can rely on support concerning their own scientific publications, under the guidance of experienced colleagues. In addition, the students can benefit from international co-operation. In the field of Law, for example, it was possible to raise funds for a student exchange programme with the University of Hong Kong, including Summer Schools in Hong Kong and in Hamburg, in which German law students can take part. Thanks to close contacts to the industry, to law firms and practitioners, it was possible to organise fireside talks in which law students were able to gather insight on different job profiles and career paths.

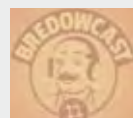


ICA Young Scholars Preconference "Communicating the Power of Visuals" on June 9, 2016, in Fukuoka (Japan) at Kyushu Sangyo University: Mitsuhsa Harada, Allison Kwesell (International Christian University, Tokyo), Giorgia Aiello (University of Leeds), Michael Grimm (Hans-Bredow-Institut), Akira Sano (Kyushu Sangyo University, Fukuoka).
© Risa Maeda

For the post-doctoral senior researchers, the Institute provides various career paths that are developed in regular discussions with the persons concerned. Additionally, the Hans-Bredow-Institut established a new form of development programme: the "Postdoc-Kolleg", in which particularly qualified young academics at postdoctoral level work on current issues and research topics at home and abroad – in the framework of research visits, workshops, joint projects, and publications. In addition to the research programmes, the Kolleg aims to promote innovation and provide an impetus for future projects. For the first phase, the Institute agreed on the topic "Algorithmic Public Spheres" (APS), which is new and innovative, but, at the same time, matches the existing areas of expertise and research programmes of the Institute.



► Dipl.-Soz.Päd. Sebastian Adrian joins the project team "Media Usage of Persons with Disabilities"



► BredowCast #18 - Social Media in science communication: Jan-Hinrik Schmidt on the role of intermediaries and social media in the scope of science communication

► Are the media in the midst of a crisis of confidence that will change the job profiles of journalism? Uwe Hasebrink in an interview on medienmilch.de



► A new record number of submissions for the annual meeting of the Association of Internet Researchers AoIR "Internet Rules" (October 2016) in Berlin, organized by the HBI and the HIIG.



International Expert Conference "Net Children 2020 - Growing up with Media" on April 16/17 in Berlin



The 7th Media Symposium in Hamburg - organized by the Hans-Bredow-Institut, MA HSH, and the Hamburg Chamber of Commerce (June 13, 2016): Thomas Fuchs (MA HSH), Petra Kruse (pilot), Prof. Dr. Wolfgang Schulz © MA HSH / Ulrich Perrey

Practical Cooperations and Transfer

For the Hans-Bredow-Institut, it is of growing importance to make its research results available in the scope of politics, business, for civil society groups and for the general public. Apart from the website, which documents our activities and publications, there are also events in which our research results are presented and discussed with different audiences. Often, results of larger-scale projects are not only published in reports and journal articles for the scientific community, but also in executive summaries aimed at interested laypersons. In 2015, the Hans-Bredow-Institut published five "Working Papers" that can be downloaded at <http://hbi.to/957>

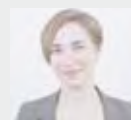
Projects or events are often developed in cooperation with non-academic institutions – on the one hand to make the results available for practice, and on the other hand to help the Institute stick to its approach of conducting problem-oriented research. Examples are the regular media symposia that are organised in cooperation with the media authority of Hamburg / Schleswig-Holstein as well as the Hamburg Chamber of Commerce, including joint decisions on specific subject areas. In 2016, the 7th media symposium addressed the question how new technologies and new actors affect the financing of media content ("Und nun zur Werbung! Wie neue Techniken und Akteure die Finanzierung medialer Inhalte beeinflussen"). Many projects in the scope of youth protection have a similar



► Youtube: Who or what is integrated by communication science? A keynote speech by Uwe Hasebrink at the annual meeting of the DGPK



► Elise Defreyne, media law expert from the University of Namur, Belgium, joins the Institute as a visiting researcher



► Lies van Roessel joins the Institute and promotes the cooperation between the Hans-Bredow-Institut and the Department of Informatics at Universität Hamburg

April 2016



Olga Lévy, Lena Dammann, Cindy Hesse



Christiane Matzen



Anja Herzog

Daniela Friedrich

scope – such as those to be carried out in cooperation with the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ). Thus, more than 200 experts from 33 countries took part in the international conference “Net Children 2020 – Growing up with Media” (April 16/17, 2015 in Berlin) and worked on a roadmap for the implementation of sustainable measures to promote media education as well as child and youth protection in the media on the level of the individual states and on a European level.

For the Institute, the focus on transfer means that there have to be target-group-specific forms of science transfer cooperations alongside the purely scientific communication forms. Research Programme 3 „Knowledge for the Media Society” faces this task by identifying practical questions and the development of independent transfer research projects – beyond “transfer” in terms of presenting research results to specific target audiences. In

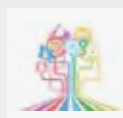
addition, the Institute keeps an eye on its own role as a research institution in order to be recognised as a neutral instance that provides substantial information concerning issues of policy-making.

The continuous services of the Institute also include the library – one of the most important subject-specific libraries in the field of media and media research in northern Germany, featuring an extensive selection of journals – as well as the high-impact journal “Medien & Kommunikationswissenschaft” (M&K), which is published at the Institute since 1950. M&K is one of three journals that are included as subscriptions in the membership fee of the German Society for Journalism and Communication Sciences (Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft). The BredowCast, a monthly audio podcast with different guests, provides insight into the research topics at the Hans-Bredow-Institut as well as the daily lives of the researchers.

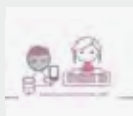
May 2016



► Prof. Dr. Bridget Griffen-Foley from the Centre for Media History at Macquarie University, Sydney, joins the “Forschungsstelle Mediengeschichte” as a visiting researcher



► “Und nun zur Werbung!” How new technologies and new actors affect the financing of media content by advertisement: The 7th Hamburg Media Symposium, organized by the HBI, MA HSH, and the Hamburg Chamber of Commerce on June 13, 2016



► Media education – an app is not enough: A EU Kids Online report, focusing on technical aids in the scope of media education

June 2016

Bodies and Scientific Advisory Council

► Bodies

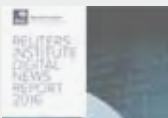
As a legally responsible foundation, the Institute has three bodies: the Curatorship, the Directorate and the Council.

The Curatorship meets in formal session at least twice a year. Its members are: **Prof. Dr. Dieter Lenzen**, President of the Universität Hamburg (Chairman); **Prof. Dr. Michel Clement**, Universität Hamburg; **Thomas Fuchs**, Association of State Media Authorities in the Federal Republic of Germany (Arbeitsgemeinschaft der Landesmedienanstalten – ALM); **Dr. Rolf Greve**, Ministry of Science and Research, Land Hamburg; **Roland Sommerlatte**, Federal Government Commissioner for Culture and the Media (Die Beauftragte der Bundesregierung für Kultur und Medien); **Prof. Dr. Irene Neverla**, Universität Hamburg; **Helge Kahnert**, NDR Broadcasting Council; **Susanne Kayser**, ZDF; **Lutz Marmor**, NDR; **Prof. Dr. Hans-Heinrich Trute**, Universität Hamburg; **Prof. Dr. Horst Wernicke**, NDR Broadcasting Council.

The Board of Directors, led by the communication researcher **Prof. Dr. Uwe Hasebrink** and the legal scholar **Prof. Dr. Wolfgang Schulz** (Chairman), exists since 2001. The board is supported by the Institute's Council, which – apart from the members of the Board of Directors – consists of representatives of the Institute's scientific and non-scientific employees.

► Scientific Advisory Council

The Scientific Advisory Council advises the Institute's Board of Directors on strategic issues, currently especially regarding the Institute's expansion. The members of the Scientific Advisory Council are: **Prof. Dr. Otfried Jarren** (Chairman), Vice-Rector of Humanities 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. Nico van Eijk**, Professor of Media and Telecommunication Law at the Institute for Information Law at the University of Amsterdam; **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 FU Berlin; **Prof. Dr. Klaus Schönbach**, Associate Dean of Research at the Northwestern University in Qatar; **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 Düsseldorf.



► Declining news usage in the age group of the 18-to-24-year-olds: Hans-Bredow-Institut publishes German results of the "Reuters Institute Digital News Report 2016"



► NWDR and NDR as an integration factor in the refugee crisis of 1945: Alina Laura Tiewes on "Migration and Media"



► Creativity and inspiration or copying and plagiarism? Lies van Roessel on the aspect of intellectual property in video games culture (Deutschlandradio Kultur)

Financing

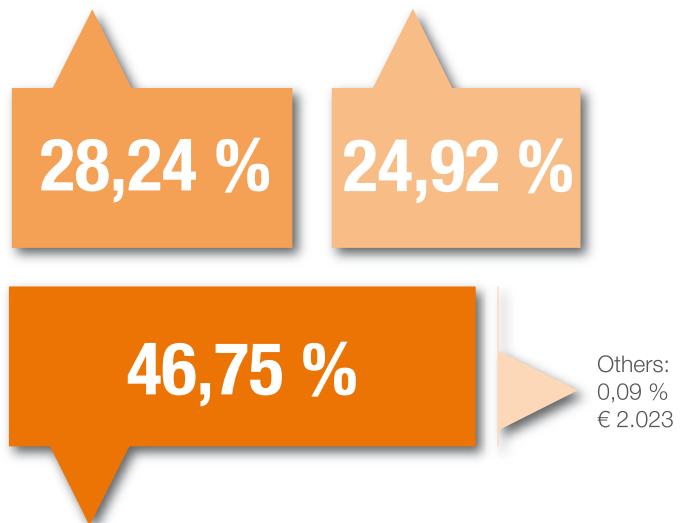
The foundation Hans-Bredow-Institut does not have any funds of its own. It pursues projects that are of social benefit, and it does not make any profit. The Institute's financing is based on donations, income from projects funded by third parties, as well as on the revenues of its publishing house. As a non-profit organisation, the Hans-Bredow-Institut is able to issue receipts for donations.

In 2015, the overall budget was about 2.1 million Euros, resulting from € 604.000 in third-party funds, € 1.000.000 in grants from the City of Hamburg and 533.000 € from other funding bodies (NDR Media, the Media Foundation Hamburg, the ALM GbR, and the ZDF).

In 2015, the third-party funds for contract research and project funding were provided by the following organizations: Aktion Mensch; Alexander von Humboldt Institute for Internet and Society (HIIG); the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFS-FJ); the German Cancer Aid; the German Academic Exchange Service (DAAD); the European Cooperation in Science and Technology (COST); the media authorities; the European Broadcasting Union (EBU); the European University Institute; the EU Commission "ICT Policy Support Programme"; the Friedrich Ebert Stiftung; the Google Computational Journalism Research Programme; the

Third-party funds: € 604.181

Funding bodies: € 533.000



City of Hamburg: € 1.000.000

Hamburg Ministry of Health and Consumer Protection (BGV); the Hamburgische Arbeitsgemeinschaft für Gesundheitsförderung e.V. (HAG); the media authority of North Rhine-Westphalia (LfM), the NDR (Norddeutscher Rundfunk); the RTL Group; the Federal State Broadcasting Commission; the Swiss Federal Social Insurance Office (BSV); the Swedish Foundation for International Cooperation in Research and Higher Education; the ZDF (Zweites Deutsches Fernsehen).



► BredowCast #21: Media socialization
– Ingrid Paus-Hasebrink about her long-term study on the role of media in the socialization of socially disadvantaged children and adolescents



► Maria Gomez y Patiño, Professor at the Department of Journalism of the Universidad de Zaragoza, Spain, joins the Institute as a visiting researcher



► Hans-Bredow-Institut is asked for an expert opinion for the Media Report of the Federal Government

Overview of the Research Projects 2015/2016



Project	in co-operation with	Third Party funding	for more see
Projects in Research Programme 1: "Transformation of Public Communication"			
The Power of Information Intermediaries – Manifestations, Structures and Regulatory Options		Friedrich-Ebert-Stiftung	http://hbi.to/6547
The Impact of Online Platforms and Intermediaries on Opinion Formation		die medienanstalten	http://hbi.to/6330
Reuters Institute Digital News Survey	David Levy, Nic Newman, Rasmus Kleis Nielsen, Reuters Institute for the Study of Journalism	die medienanstalten, Zweites Deutsches Fernsehen ZDF	http://hbi.to/4995
Understanding Public Participation: Journalism and Democracy in a Digital Age	Dr. Tamara Witschge (University of Groningen; Projektleitung); 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)	Nederlandse Organisatie voor Wetenschappelijk Onderzoek (NWO)	http://hbi.to/5094
Media Pluralism Monitor		European University Institute	http://hbi.to/6112
Media Performance and Democracy	Prof. Dr. R. Weiß und Prof. Dr. O. Jandura (Universität Düsseldorf), Prof. Dr. B. Stark und Dr. M. Magin (Universität Mainz), Dr. J. Seethaler (Institut für Vergleichende Medien- und Kommunikationsforschung, Wien), Prof. Dr. O. Jarren (Universität Zürich)		http://hbi.to/6203
Collaborative Research Center „Transforming Communications“			http://hbi.to/4772
Public Connection: Individuals' Contributions to the Construction of Publics			http://hbi.to/5734
European Media Audiences	K. B. Jensen (Universität Kopenhagen), J.-M. Lebrun (Ipsos Belgien) sowie Teams aus acht weiteren europäischen Ländern		http://hbi.to/4994
Media Use of People with Disabilities	Jun.-Prof. Ingo Bosse von der Fakultät für Rehabilitationswissenschaften der TU Dortmund	die medienanstalten, Aktion Mensch	http://hbi.to/6269
Convergence from the User's Perspective – the Concept of Communication Modes			http://hbi.to/87
(Re-)Discovering the Audience. Journalism under the Conditions of Social Media		Deutsche Forschungsgemeinschaft (DFG)	http://hbi.to/4090
Journalism: New Organisational Models, Changing Audience Relationships, and their Effect on Journalistic Output			http://hbi.to/5761
Audience Participation in Youth Radio			http://hbi.to/5590
When Data Become News: An On-Going Content Analysis of Projects Nominated for the Annual Data Journalism Awards			http://hbi.to/6548
SCAN – Systematic, Semi-Automated Content Analysis of User Comments for Journalists	Prof. Dr. Walid Maalej, Universität Hamburg	Google Computational Journalism Research Programme	http://hbi.to/6158
#hhwahl - Social Media and the 2015 Hamburg State Election	Prof. Th. Faas, Universität Mainz; M. Fuchs (hamburgerwahlbeobachter.de), Th. Puppe (politik-tweets-hamburg.de)		http://hbi.to/5941
Notions of the Public(s) in Information Law	Alexander von Humboldt Institut für Internet und Gesellschaft (HIIG)		http://hbi.to/5181
Convergence and the Regulatory Consequences	Prof. Dr. Winfried Kluth, Martin-Luther-Universität Halle-Wittenberg	Rundfunkkommission der Länder	http://hbi.to/5760
PhD Project: Personal Branding in Journalism: Theoretical Conception, Empirical Exploration, and Critical Evaluation			http://hbi.to/5183
Projects in Research Programme 2: "Regulatory Structures and the Emergence of Rules in Online Spaces"			
Analyzing Governance Structures of Social Media	Alexander von Humboldt Institut für Internet und Gesellschaft (HIIG); Prof. Dr. Niva Elkin-Koren und Tal Zarsky, University of Haifa/ University School of Law New York		http://hbi.to/4761
Internet Governance: Constructing Normative Structures Inside and Outside Intermediary Organisations		Friedrich-Ebert-Stiftung	http://hbi.to/6547
HERMES – Study on the Future of European Audio-visual Regulation	Prof. Dr. N. van Eijk, Institut für Informationsrecht, Amsterdam	RTL Group	http://hbi.to/5759

Project	in co-operation with	Third Party funding	for more see
MIRACLE – Machine-Readable and Interoperable Age Classification Labels in Europe	BBFC (British Board of Film Classification, UK), NICAM (Netherlands Instituut voor de Classificatie van Audiovisuele Media, NL), PEGI (Pan European Game Information, BE), FSM (Freiwillige Selbstkontrolle Multimedia-Diensteanbieter, DE), NCBI (Národní centrum bezpečnějšího internetu, CZ), JusProg (Verein zur Förderung des Kinder- und Jugendschutzes in den Telemedien e.V., DE), Optenet (ES)	ICT Policy Support Programme of the European Commission	http://hbi.to/5487
PhD Project: Net Neutrality in the Internet – Necessity and Provision by Existing German Law			http://hbi.to/4786
PhD Project: Ensuring the Possibility of Internet-Based Communication – a Survey of the Concept of Protection in Constitutional Law			http://hbi.to/4707
PhD Project: Code as a Critical Point for Internet Regulation			http://hbi.to/6197
PhD Project: Treatment of Algorithmic Communication in German Constitutional Law			http://hbi.to/6549

Projects in Research Programme 3: “Knowledge for the Media Society”

Assessment of Communications and Media for the Federal Government 2016/2017	Beauftragte der Bundesregierung für Kultur und Medien	http://hbi.to/6540
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Projects in Research Programme 3: Area of Competence „Public Service and Public Value“

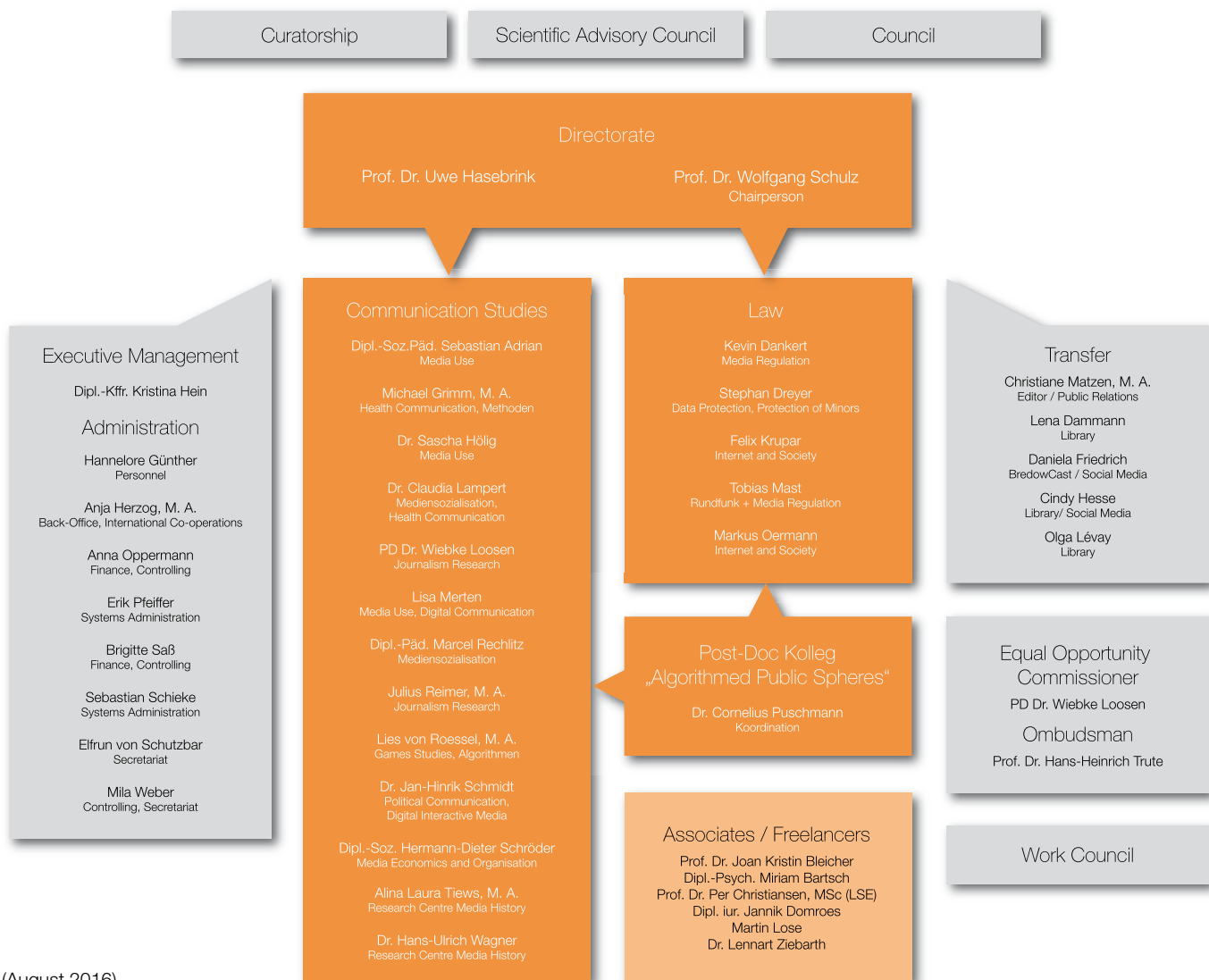
The Contribution of Public Service Broadcasting to Society in Europe	European Broadcasting Union	http://hbi.to/5929
The Individual Value of Services Offered by the Media	Österreichischer Rundfunk (ORF)	http://hbi.to/6437

Projects in Research Programme 3 Area of Competence „Growing up in Digital Media Environments and the Protection of Minors“

EU Kids Online – Children’s Internet Use in a European Comparison	researchers from 33 countries		http://hbi.to/4042
Between Aspiration and Reality: Media Education in the Family			http://hbi.to/4043
Mobile Internet Use in the Everyday Life of Children and Adolescents		Bundesministerium für Familie, Senioren, Frauen und Jugend (BMFSFJ)	http://hbi.to/5407
Netchildren go Mobile	Dr. Giovanna Mascheroni, Università Cattolica del Sacro Cuore, Milano, Italien		http://hbi.to/6039
Digital Audio Pens: Function and Use within the Family			http://hbi.to/6163
Socialisation: Growing Up in a Changing Media Environment	Prof. Dr. Rudolf Kammerl, Universität Hamburg		http://hbi.to/6550
Children and (Online) Advertising. Forms of Internet Advertising, Cross-Media Marketing Strategies and Their Reception by Children		Landesanstalt für Medien Nordrhein-Westfalen (LfM), Bundesministerium für Familie, Senioren, Frauen und Jugend (BMFSFJ)	http://hbi.to/4934
COST-Action “The Digital Literacy and Multimodal Practices of Young Children”		COST-Programme (European Cooperation in Science and Technology)	http://hbi.to/6038
Child Safety Software in Everyday Parenting: Acceptance and Use of Technical Tools in Parents’ Media Education		Bundesministerium für Familie, Senioren, Frauen und Jugend (BMFSFJ)	http://hbi.to/4935
Youth Media Protection and Media Education in Digital Media Environments		Bundesministerium für Familie, Senioren, Frauen und Jugend (BMFSFJ)	http://hbi.to/5405
Research Monitoring “Growing Up with Digital Media”		Bundesministerium für Familie, Senioren, Frauen und Jugend (BMFSFJ)	http://hbi.to/6041
Advancements in Network-Ready Protection of Minors against Harmful Media			http://hbi.to/4775
Identification of Good Practice in Youth Media Protection: An International Comparison	Prof. Dr. M. Puppis (Universität Fribourg), Prof. Dr. M. Künzler (Universität Chur)	Schweizerisches Bundesamt für Sozialversicherungen (BSV)	http://hbi.to/5087
Opportunities and Configurations of Cross-Border Age Labels Online			http://hbi.to/4678
PhD Project: Decisions under Uncertainty in Child Protection against Harmful Media: Factors Influencing Legal Margins and Standards in Cases of Decisions with Imperfect Knowledge			http://hbi.to/58
PhD Project: Mobile Media in Parental Media Education			http://hbi.to/6551

Project	in co-operation with	Third Party funding	for more see
Projects in Research Programme 3: Area of Competence „Health Communication“			
Network of Competencies for Complementary Medicine in Oncology		Deutsche Krebshilfe	http://hbi.to/4649
Big Data & Health Communication			http://hbi.to/6166
Evaluation of the Campaign "Sleep Well, Baby!"		Hamburgische Arbeitsgemeinschaft für Gesundheitsförderung e.V. (HAG) / Hamburger Behörde für Gesundheit und Verbraucherschutz (BGV)	http://hbi.to/6221
Network "Media and Health Communication"			http://www.netzwerk-gesundheitskommunikation.de/
PhD Project: Audiovisual Framing in Health Communication			http://hbi.to/6552
Projects in Research Programme 3: Area of Competence „Media History“			
"Arrival on the Radio". Flight and Expulsion in West German and East German Radio Programmes, 1945-1961		Bundesbeauftragte für Kultur und Medien	http://hbi.to/6141
Entangled Media Histories (EMHS)	P. Lundell und M. Cronqvist (Lund University), H. Chignell und K. Skoog (Bournemouth University), C. Hilgert (Frankfurt/M.)	Swedish Foundation for International Cooperation in Research and Higher Education (STINT)	http://hbi.to/5358
Transnational Media Histories – a Cooperative Project with the Macquarie University in Sydney	Prof. Dr. Bridget Griffen-Foley, Centre for Media History, Macquarie University	Deutscher Akademischer Austauschdienst (DAAD)	http://hbi.to/6553
"Sounds like..." Sounds from the Past and Historical Communications Processes			http://hbi.to/4381
Public Service and Private Broadcasting: The Introduction of the „Dual System“ in Germany			http://hbi.to/6554
Media Memory: Communication about the Past			http://hbi.to/84
Collective Identities: Discourses in Hamburg and Leipzig 1919-1975 on Identity as Related to Localities			http://hbi.to/5762
PhD Project: Watching the Holocaust on TV – the Meaning of Television for the Long-Term Development of Recipients' Representations			http://hbi.to/4248
Other Projects 2015/2016			
Social Media and Networked Publics			http://hbi.to/5068
iLinc: Establishing a European Network of Law Incubators	Ian Walden (Projektkoordinator), Queen Mary and Westfield College an der University of London; Nico van Eijk, Universität Amsterdam; Peggy Valcke, KU Leuven; Jonathan Askin, Brooklyn Law School (Associate Partner)	European Commission	http://hbi.to/5353
World Hobbit Research Project	research teams in 46 countries		http://hbi.to/6206
PhD Project: Unlawful Acts within Information and Communication Law and the Breach of Law Principle in Unfair Competition Law			http://hbi.to/6555
PhD Project: School Regulations and the Fight against Cyberbullying - A Comparative Analysis			http://hbi.to/5184
PhD Project: Liability Privileges of Media Retailers in Copyright Infringement			http://hbi.to/6556
PhD Project: Content-Related and Procedural Principles of Information Activities of the State			http://hbi.to/6557

Employees and Organisational Structure of the Hans-Bredow-Institute



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