

Research Report

2013/2014



HANS-BREDOW-INSTITUT

for Media Research at the University of Hamburg

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THE YEAR'S RESEARCH 2013/2014

It is often pointed out – and quite rightly so – that, to meet its demands, research requires clever heads, not bricks and mortar. Nevertheless, over the last research year, the Hans Bredow Institute has recognised what a real difference the working space they all share does make to such heads. The Institute moved into Rothbaumchaussee in summer 2013; the 14 years of being split between two sites is over, and now colleagues all head in the same direction every morning to work together on the Institute's research topics.

This new development was accompanied by the closer focusing of our research profile: we work in research programmes aligned with fundamental lines of enquiry as well as in specialist areas, where the Institute provides expertise independent of what it is currently investigating. A profile configured in this way is meant not just to foster the Institute's further strategic development but to indicate still more clearly to all interested parties what we stand for and what they can expect from us.

The Institute has been paying particular attention to one of its areas of expertise, "Growing up in digital Media Environments", over the last research year. To this end, we have been leading the EU-supported consortium, "MIRACLE", which involves the development of machine-readable classifications by age in the Internet. In addition, youth protection and media education in digital media environments is the subject of a project supported by the Federal Ministry for Family Affairs, Seniors, Women and Youth, which encompasses several sub-projects and avails itself of the Institute's multidisciplinary capabilities. The same applies to a project devoted to online advertising and children and supported

by the State Media Authority of Northrhine-Westphalia.

As many of its projects focus on Internet-based communication, the Institute has been particularly pleased by its success – together with the Alexander von Humboldt Institute for Internet and Society (HIIG) – in bringing the "Internet Research 17" conference to Germany for autumn 2016. This is one of the most highly respected conferences within a well-established tradition of interdisciplinary exchanges on issues concerning the Internet. Such a development demonstrates the value of cooperation between our two research institutes, which also manifests itself in numerous joint research projects, above all on questions of governance.

As regards basic research, the Institute has taken on a central role in the project-group, "Communicative Configurations", from the universities of Bremen and Hamburg: an application on establishing a special research area ("Transregio") was submitted in outline to the German Research Foundation in Spring 2014.

The above represents only a small excerpt from the numerous activities covered in this research report for the research year 2013/14. At this point, we do not regard mentioning our institutional sponsors by name as merely a salutary exercise but as an expression of our sincere gratitude to: the Free and Hanseatic City of Hamburg, the NDR Media GmbH (North German Broadcasting Media Ltd.), the Zweite Deutsche Fernsehen (Second German Television Service), the Media Authorities, as well as the Medienstiftung Hamburg (The Hamburg Foundation for the Media).

Hamburg, July 2014

Uwe Hasebrink, Wolfgang Schulz

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A. RESEARCH FOR THE MEDIA SOCIETY: THE PROFILE OF THE HANS BREDOW INSTITUTE

The field covered by the Hans Bredow Institute is public communication via the media. The media are 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 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 is 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.

The research profile of the Hans Bredow Institute is shaped by its programmes and its areas of expertise: the research related to our programmes aligns itself with fundamental lines of enquiry conducted over a period of several years and financed from our own resources and by third parties.

Our areas of expertise distinguish themselves by the Institute's having generated particular capacities in them as well as close cooperative networks, so that here activities oriented towards knowledge-transfer have a large role to play alongside the advances in knowledge resulting from our research.

RESEARCH PROGRAMME “THE BASIS OF SOCIAL INFORMATION”:

HOW DOES SOCIETY KEEP ITSELF INFORMED?

The motivation for this research programme lies in the observation that the pre-conditions for social information are changing fundamentally. This premise refers to both the technical and economic frameworks for the production and distribution of information and the way journalists work and understand their roles, as well as to the patterns of information-use among various population groups. This situation generates new challenges for the information order. The Institute’s programme will investigate the public sphere’s changed structure, which follows from these changes, and the related consequences for politics and for society.

Social Relevance

By taking account of the pre-conditions for generating information and opinion in the public sphere, the research programme’s subject matter relates to one of the central functions media systems perform for society. New communication and practices related to information have developed as a result of far-reaching groundshifts in what the media offers and in communications, 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 information 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

The research programme involves, firstly a monitoring of relevant developments: with the aid of a classification scheme for relevant criteria. We intend to continuously observe the way the information order, the information providers, their production methods and what they offer is changing, as is the information use and the level of knowledge among the general populace. Secondly, the Institute defines four basic questions resulting from the current stage of research for which the Institute intends to contribute substantially.

The first basic question concerns the patterns observable in the populace’s information-use and investigates what role various media platforms, media services and media providers play in the populace’s information-use and the formation of opinion within it. This line of enquiry will also be adapted to probe more deeply into the use of political information provision in particular, where we will also investigate how this connects to various forms of political participation, as well as to media users’ levels of knowledge.

The corresponding investigations can build on the repertoire-oriented approach of research into media 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 38, “Reuters Institute Digital News Survey” and 41, “European Media Audiences”). The Institute intends to make a significant contribution to fundamental research

by analysing the communications repertoires related to the public sphere, with the aim of collating, describing and explaining relevant aspects of the structural change in the public sphere. The corresponding theoretical reflections and results have been extended in the context of the research group “Communicative Configurations of Mediatized Worlds (Project 3), which the Institute is building up together with the Universities of Bremen and Hamburg.

The second basic question asks how the relationship between journalism and its audience has changed as a result of the increasing importance of the social web and of the possibilities it affords its users for publishing journalistic material, commenting on it and disseminating it. We will investigate the consequences for journalists’ writing of the shifting relationship between journalism and its audience.

Our aspirations coincide with basic research, as they involve establishing a theoretical understanding of the relationship between journalism and its audience and applying this concept to this programme’s investigative approach. The crucial preparation for our basic line of enquiry has already been done in the framework the DFG project on journalism as conditioned by Web 2.0 (project 24) and has been extended in connection with an international research network (project 1).

The third basic question deals theoretically and empirically with the concept of influencing public opinion, in order to proceed from this basis to formulate pointers towards further developing the existing regulations on restricting predominant influence.

Above all, we will investigate which are the actors exercising influence on public opinion and in what form they do it. All this raises the question as to how we are to assess, for instance, the power of platforms and search engines. With a view to the connections governance could use, we want to ask in addition how we can define the services which deliver a particular quantum of information and how digital media’s capacity to influence public opinion can be integrated into media law’s regulatory concept.

The fourth basic question concerns the approach to the international development in the fundamental issues of access to information and of freedom of expression. We will investigate how access to information is safeguarded in various countries and what international law and national constitutions stipulate as regards freedom of expression and information. In the process, we will also be asking what the significance of national, legal and cultural contexts is in that regard.

RESEARCH PROGRAMME “REGULATORY STRUCTURES AND THE EMERGENCE OF RULES IN ONLINE SPACES”: WHAT STRUCTURES OUR ACTIVITIES ONLINE?

Both of the disciplinary research areas in the Institute – the perspectives of an empirically grounded social science with law oriented towards regulatory processes – 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.

es. 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)?

Projects in the area of „law” investigate normative structures and, with that, see laws enacted by states simply as one factor among others. In this process, the relationship between legal regulation and informal social norms, but also with “code”, the components of soft- and hardware, come in for analysis.

Research projects relating to the Internet have also shown that existing categories and analytical grids still have to be augmented in order to understand „Internet governance” better. To do that, we have to use new approaches to enable us, for instance, to interpret the normative side of codes.

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 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) could be published in 2013.

The research programme's lines of enquiry will, however, also be tackled in the form of workshops or other events.

At the beginning of 2013 an interdisciplinary workshop with international participation was mounted in Hamburg. From the perspective of various research disciplines (Project 14), it focused on the role of code as a control instrument.

The Institute organised a panel on the topic of "code literacy" at the re:publica 2013 conference. It discussed the extent to which understanding the way digital spaces of communication work and are

programmed represents an independent area of expertise in media.

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.

AREAS OF COMPETENCE

Growing Up in Digital Media Environments

This area coordinates and consolidates projects concerning media socialization, media education and 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. A large-scale project on the feasibility of establishing and configuring online addresses has most recently been commissioned by the EU Commission. The Institute participates 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 2013/2014:

- 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

Internet and Society

The topic of this field is the interconnection of everyday life with digital network infrastructures and the interaction of socio-cultural, technical and legal norms; as such, it forms a bridge to the Alexander von Humboldt Institute for Internet and Society (HIIG) in Berlin.

Many activities in this area of competence are joint projects with the HIIG. One object of our investigations was, for instance, the German parliament's platform for petitions:

Alongside the investigation of general patterns in submitters' behaviour, the study is meant to indicate whether introducing the possibility of anonymous submissions has led to an increase in them and what users' opinions of this possibility are.

The projects will make a contribution to both research programmes.

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

Public Service and Public Value

In numerous studies, expert opinions and appraisals, the Institute is continually dealing with the question as to how public service media can deal properly with the demands of technical, social and cultural change and what exactly constitutes the democratic, social and cultural value of various items from public communication. Internationally-comparative analysis of the application of the public service principle also plays a particular role here. In this context, the Institute is working closely with the public service providers, with people involved in media politics and with organisations from civil society.

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

Media and Health Communication

The Institute's interest in the connection between media and health stems from various indications of the relevance of media reporting for the formation of attitudes relevant to health, as well as for information on behaviour beneficial to health.

Here, the Institute's perspective is shaped by a combination of approaches from communication studies and from paedagogy. Upon completion of a project, "On the Role of Online Media in Creating Trust in Medical Knowledge", supported in the German Research Foundation's programme of core topics, "Science and the Public Sphere", the Institute is currently working on a sub-project in the context of the "Competency Network in Complementary Medicine in Oncology" (KOKON) ([www. Kompetenznetz-kokon.de](http://www.Kompetenznetz-kokon.de)), supported by German Cancer Aid. In it, the presentation and perception of complementary medicine in the media is being investigated, on the one hand, and, on the other, a specifically-tailored concept is being developed for providing information to cancer patients and their relatives.

Further projects in this area concerned how groups difficult to contact in the populace behaved over health issues, as well as the question as to how offers of information and education about health matters can be framed for such not easily reachable groups.

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

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RESEARCH PROJECTS "MEDIA SYSTEM AND POLICY"

Researchers 2013/2014: Kevin Dankert, Stephan Dreyer, Prof. Dr. Uwe Hasebrink (contact), Christopher Hohage, Joana Kühn, Dr. Claudia Lampert, PD Dr. Wiebke Loosen, Martin Lose, Markus Oermann, Marcel Rechlit, Dr. Jan-Hinrik Schmidt, Hermann-Dieter Schröder, Prof. Dr. Wolfgang Schulz, Dr. Hans-Ulrich Wagner, Lennart Ziebarth

Associate 2013/2014: Florian Seitz

1. 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)

2. Motivation to Participation: e-Petitions

Together with the Alexander von Humboldt Institute for Internet und Society (HIIG), this project has tackled the topic of e-petitions. The object of investigation was the e-petition platform of the German Bundestag.

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. Since then, an e-petition has also been able to be signed under a pseudonym.

Alongside the investigation of general patterns in submitters' behaviour, the study is meant to provide particular insight into the issue of whether the introduction of the possibility for making anonymous submissions has led to an increase in them and what users of the platform think of this possibility.

To this end, two empirical components were combined: firstly, the project team could assess a database provided in a pseudonymic form from the petitions platform. Secondly, an online ques-

tionnaire was carried out among the users of the platform and assessed.

We were able to confirm and extend a succession of insights from earlier studies, among them, for instance, a “spill-over” effect: popular petitions direct attention to the platform and this benefits other issues.

By contrast, the findings on the shift to the pseudonymic possibilities for submitting are something new: it did not bring an increase in the lodging of submissions. However, in the meanwhile, around three quarters of all submissions operate under a pseudonym.

This can be attributed above all to the fact that this setting is predetermined in the software – the study has thus also delivered indications of the directive power of “software default settings”. <http://hbi.to/5099>

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

Cooperation Partner: J. Staben (HIIG)

Publication:

Schmidt, J.-H.; Johnsen, K. (2014): On the Use of the E-Petition Platform of the German Bundestag. Berlin: HIIG, http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2444672

Presentation:

“The E-Petition Platform of the German Bundestag“, presentation by W. Schulz and J.-H. Schmidt at the conference “Chancen und Risiken der gesellschaftlichen Partizipation” [Chances and Risks in Public Participation] on 22 November 2013 in Berlin.

3. Communicative Figurations of Social Realities

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 mediation research has shown, it is rather the advancing

establishment of technological communication media in general or respectively the accompanying change of communicative construction of social 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 mediation.

This is the objective of a joint project with the Universities of Bremen and Hamburg, to which the Hans Bredow Institute contributes with several projects (projects 4, 5, 16, 25, 34, 42, for an overview see www.kommunikative-figurationen.de/en/home.html). <http://hbi.to/4772>

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

Publications:

Hepp, A.; Hasebrink, U. (2013): Human Interaction and Communicative Figurations. The Transformation of Mediatized Cultures and Societies. Communicative Figurations, Working Paper No. 2, http://www.kommunikative-figurationen.de/fileadmin/redak_kofi/Arbeitspapiere/CoFi_EWP_No-2_Hepp_Hasebrink.pdf.

Hepp, A.; Hasebrink, U. (2014): Kommunikative Figurationen – ein Ansatz zur Analyse der Transformation mediatisierter Gesellschaften und Kulturen [Communicative Figurations – an Approach to the Transformation of Mediatized Societies and Cultures]. In: N. Jakob, O. Quiring, B. Stark (eds.), Von der Gutenberg-Galaxis zur Google-Galaxis. Alte und neue Grenzvermessungen nach 50 Jahren DGPuK. Konstanz: UVK, pp. 343-360.

Presentations:

„Living within the Complexity of Communicative Figurations: The Challenges of a Multiple Communicative Involvement“, presentation by A. Hepp and U. Hasebrink at the Annual Conference of the International Communication Association (ICA) on 23 May 2014 in Seattle.

“Kommunikative Figurationen: Ein Konzept zur Analyse von Entgrenzungsfänomenen in mediatisierten Gesellschaften” [Communicative Figurations: a Concept for Analysing the Dissolution of Boundaries in Mediatized Societies], talk by U. Hasebrink at the annual conference of the DGPuK on 10 May 2013 in Mainz (together with A. Hepp).

4. Repertoires of Communication: Public Connections Public and Participation

This project runs in the context of the DFG proposal, “Communicative Figurations” and is in-

tended to establish a special research area at the universities of Bremen and Hamburg (see project 3). It concerns the questions: how are individuals integrated into communicative figurations of the public sphere? Repertoires of communication related to the public sphere incorporate the use of mass media services as well as further communicative practices by which individuals relate to society.

Amid the current changes in the media, there is a multiplicity of options for forming communication repertoires and an increasingly mediated connection to the public sphere. Where changed repertoires of communication are involved, however, we have to reckon with considerable non-simultaneities between groups and generations.

Can we distinguish between repertoires of communication as being typical for specific groups of people? What are the communicative figurations of the public sphere and of participation that correspond to this? What individual links to the public sphere and what segmentations are created in this way? We intend to answer these questions with qualitative and quantitative surveys and secondary analyses. Our focus is on the transformations of repertoires of communication in the course of lives and hence on the changed integration into communicative figurations of the public sphere.

Researcher: U. Hasebrink

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* 9 (2), S. 757-783.
- Hasebrink, U.; Hölig, S. (2014): Topografie der Öffentlichkeit. [Topography of the Public Sphere] In: *Aus Politik und Zeitgeschichte*, no. 22-23/2014, pp. 16-22.
- Paus-Hasebrink, I./ Hasebrink, U. (2014): Kommunikative Praxen im Wandel. Eine Verknüpfung von Sozialisations- und Repertoireperspektive [The Change in Communicative Practises. Linking the Perspectives of Socialisation and Repertoires]. In: *MedienJournal. Zeitschrift für Kommunikationskultur*. Vol. 38, no. 1, pp. 4-14.

Presentations

“Kommunikationsrepertoires und digitale Öffentlichkeiten. Ein konzeptioneller Ansatz und erste empirische Befunde” [Repertoires of Communication and Digital Public Spheres. A Conceptual Approach and Initial Empirical Findings], talk by U.

Hasebrink at the annual conference of the DGPK on 29 May 2014 in Passau.

“Deconstructing Audiences in Converging Media Environments: Media Repertoires as ‘Cultural Institutions’”, presentation by U. Hasebrink at the “Deconstructing Media Convergence Conference” on 22 November 2013 in Salzburg.

“Kommunikative Praxen im Wandel. Eine Verknüpfung von Sozialisations- und Repertoireperspektive” [The Change in Communicative Practises. Linking the Perspectives of Socialisation and Repertoires], talk by U. Hasebrink and I. Paus-Hasebrink at the 2013 Communication Studies Convention of the Austrian Society for Communication Studies on 18 October 2013 in Klagenfurt.

“Medienrepertoires. Ein analytischer Rahmen zur Untersuchung des ‚Nebeneinander‘ verschiedener Medien” [Media Repertoires. An Analytical Framework for Investigating the ‘Contiguity’ of Various Media], presentation 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.

5. Software: the Shaping of Social Participation by Codes

This sub-project runs in the context of the DFG proposal, “Communicative Figurations”, for establishing a special research area at the universities of Bremen and Hamburg (see project 3). Its purpose is to investigate the role of software systems in communicative figurations. To that end, we will conduct two case studies on participation in the public sphere of the media. They will analyse the communicative figurations of producing and adopting web-based communication platforms and analyse the software as such.

What are the multiple options and services are supported by such platforms? To what extent does their differing distribution represent an asynchronicity in the changes in media?

Using a multi-method design, the case studies demonstrate how communicative figurations comprising users, providers and developers shape the basic software and how these, in turn, integrated into the practise as tools and communication space, determine the communicative figurations of social participation. In this process, the regulations for control and the securing of it through software occupy the foreground, and we will investigate the patterns of transformation in them.

Researcher: J.-H. Schmidt

Publications:

- Loosen, W./J.-H. Schmidt (2012): (Re-)Discovering the Audience: The Relationship between Journalism and Audience in Networked Digital Media. *Information, Communication & Society* 15 (6), 867-887.
- Schmidt, J.-H. (2011): *Das neue Netz: Merkmale, Praktiken und Folgen des Web 2.0. [The New Net: Characteristics, Practises and Consequences of Web 2.0]* 2nd revised edition, Konstanz: UVK.
- Schmidt, J.-H.; I. Paus-Hasebrink/U. Hasebrink (eds.) (2009): *Heranwachsen mit dem Social Web: Zur Rolle von Web 2.0-Angeboten im Alltag von Jugendlichen und jungen Erwachsenen [Growing up with the Social Web: on the Role of Web 2.0 Services in the Everyday Life of Young People and Young Adults]*. Berlin: Vistas.
- Schmidt, J.-H. (2012): *Das Partizipationsparadox der sozialen Medien [The Participation Paradox of the Social Media]*. In E. Bettermann, R. Grätz (eds.), *Digitale Herausforderung: Internationale Beziehungen in Zeiten von Web 2.0*. Göttingen et al.: Steidl, pp 165-169.
- Schmidt, J.-H. (2013): *Onlinebasierte Öffentlichkeiten: Praktiken, Arenen und Strukturen [Online-based Public Spheres: Practises, Arenas and Structures]*. In C. Fraas, S. Meier, C. Pentzold (eds.), *Online-Diskurse: Theorien und Methoden transmedialer Online-Diskursforschung*. Köln: Herbert von Halem, pp. 35-56.
- Schmidt, J.-H. (2013): *Practices of Networked Identity*. In J. Hartley, J. Burgess, A. Bruns (eds.), *Companion to New Media Dynamics*. Chichester, UK: Wiley-Blackwell, S. 365-374.

6. The Youth Media Protection and Media Education in digital Media Environments.

The further development of the children and youth media protection and the closely related topic of media education in the family remain on the political agenda, given the current developments in the media.

The relevant field of politics is determined by a complex regulatory regime with many stakeholders, by considerable gaps in our knowledge and, at the same time, by a high degree of emotional involvement on the part of citizens, by strong market dynamics with regard to the regulated sectors as well as limited enforcement of national provisions in cross-border environments. Given this point of departure, it is particularly important that researchers continuously observe current developments and tackle possible options for action from an empirical standpoint.

This is the background to a project in which the Hans Bredow Institute will develop the following research components, as commissioned by

the Federal Ministry for the Family, Seniors, Women and Youth:

- Monitoring of the current developments in services offered to children and their use of them, as well as regulatory developments in the EU; the results will be published in half-yearly reports.

- Preparations with regard to content for a congress on youth media protection and media education in digital media environments, anticipated in early 2015.

- A qualitative study on the acceptance, use and further development of technical instruments for protecting young people: here, the Institute is making connections to earlier, standardised surveys on the use of these instruments and investigates the question as to how such instruments can be integrated into families' everyday life

- A qualitative study on the mobile Internet use in the everyday life of children and young people (see project 35). There has been a change in online use by children and young people, in comparison with the comprehensive survey carried out in 2010 in the context of the EU Kids Online Network, and this change lies essentially in the rapidly increasing significance of mobile devices for accessing the Internet. The study follows this up by investigating the particular conditions governing mobile Internet use in more detail.

The overall goal of the project lies in developing and consolidating as comprehensive a perspective as possible on current quantitative and qualitative findings on questions relating to youth media protection and media education, discussing them as regards the political challenges developing from this situation and involving the appropriate political bodies. [http:// hbi.to/5405](http://hbi.to/5405)

Duration of the project: 11/2013 to 6/2015

Researcher: S. Dreyer, U. Hasebrink (contact),
Christopher Hohage (until 5/2014),
J. Kühn, C. Lampert, M. Rechlitz, W. Schulz

Student Assistants: S. Adrian, L. Christoff

Funding: Bundesministerium für Familie,
Senioren, Frauen und Jugend (BMFSFJ)

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

By the end of 2015 and in the context of the programme, „Young People and the Media“, the Swiss federal parliament wishes to achieve an overall appraisal, 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.

The Hans Bredow Institute received the mandate for the first of the advertised research investigations, which was 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 collated the existing knowledge from research into media usage in the area of minors and identified what areas of questioning are germane to media usage by children and young people and are capable of being discerned and prefigured. These questions were categorized both according to the role of children in communication processes and the nature of the current problems and offer insight into what it is that produces the pertinent risk and does so for which forms of usage and what potentially negative results this can have. Furthermore, in the context of an analysis of new empirical numbers, the Institute has established 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 were identified and prioritized against the background of the data on usage. <http://hbi.to/4939>

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

Funding: Swiss Federal Social Insurance Office (BSV)

Publications:

- Dreyer, S.; Hasebrink, U.; Lampert, C.; Schröder, H.-D.
(2013): Herausforderungen für den Jugendmedienschutz durch digitale Medienumgebungen. [Challenges for Youth Media Protection through Digital Media Environments] Soziale Sicherheit (CHSS) no. 4/2013, pp. 195-199.
- Dreyer, S.; Hasebrink, U.; Lampert, C.; Schröder, H.-D.
(2013): Entwicklungs- und Nutzungstrends im Bereich der digitalen Medien und damit verbundene Herausforderungen für den Jugendmedienschutz, Teilbericht II. [Developmental and Usage Trends in the Area of Digital Media and the Concomitant Challenges for Youth Media Protection. Interim Report II] In: Beiträge zur Sozialen Sicherheit. Forschungsbericht no. 9/13.

Lecture:

“Entwicklungs- und Nutzungstrends im Bereich der digitalen Medien und damit verbundene Herausforderungen für den Jugendmedienschutz” [Developmental and Usage Trends in the Area of Digital Media and the Concomitant Challenges for Youth Media Protection], lecture by U. Hasebrink at the 2. Nationalen Fachforum Jugendmedienschutz “Kompetent mit den Chancen und Gefahren von digitalen Medien umgehen” on 7 March 2013 in Bern.

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

In the context of the Swiss programme, „Young People and the Media“ (see project 7), the Institute is pursuing a further commission in cooperation with colleagues from the University of Fribourg (Switzerland) and the FU Berlin. The project 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 will be identified and tested, if they appear sensible and practicable for Switzerland. The country's current system will be included in the comparative exposition.

The project was completed in July 2014. ☞ <http://hbi.to/5087>

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

Cooperation partner: M. Puppis (University of Fribourg), M. Künzler (FU Berlin)

Funding: Swiss Federal Social Insurance Office (BSV)

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

The fragmentation of the legal systems for the protection of minors among the individual countries has meant that age-classification of media contents has happened internally in each case. Labels used in these contexts are as a rule visual only.

Harmonising the approaches to the protection of minors, for example, on a Europe-wide basis, is not possible in the foreseeable future for juridical reasons and is also not desirable in the light of distinctly different cultural values in individual regions.

The high number of nation-related systems, however, result in a great deal of overall classification data and rating information, which remain tied to the respective countries despite the increasing digitalisation and trans-border media use.

MIRACLE (Machine-readable and Interoperable Age Classification Labels in Europe) is a project co-financed by the EU Commission and intended to sound out the technical possibilities and synergistic effects of interoperable electronic age indicators. The main aim is to develop a technologically neutral and open data structure, on the basis of which different systems and applications can exchange mechanically and process existing and future information on age-classifications.

It is not a question of introducing a new system of assessment or of harmonising the content of existing systems of classification, but of creating a technical infrastructure to enable the transfer of existing categories into machine-readable forms, aimed at making them exchangeable and processable using the same standards of description across the borders between countries and systems. The result would be a wider base of accessible metadata specific to age-groups and, with that, a more effective utility of applicable information from producers, service providers, classification agencies, as well as better information for parents and children.

As a pilot project, MIRACLE will not only develop an appropriate set of specifications for data and offer it for discussion, but will implement the data model in five different systems BBFC (UK), NICAM (NL), PEGI (supranational), FSM (DE) und NCBI (CZ).

As soon as this makes interoperable data available, the project will support the development of applications and innovative services, in order to demonstrate the gains from technically interoperable age-classifications and to enable their use throughout Europe.

The consortium for the pilot project extends over five different member countries and consists of classification agencies, self-regulating bodies, safer-internet centres and filter software providers.

☞ <http://hbi.to/5487>

Duration of the project: 2/2014 to 6/2016

Researchers: S. Dreyer (contact), A. Herzog

Cooperation partners: BBFC¹ (British Board of Film Classification, UK), NICAM (Nederlands 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).

Funding: ICT Policy Support Programme of the EU Commission

10. 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, after the fashion of the MIRACLE project we are currently running (see project 9).

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 classifica-

tions 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.

Since 2012, Stephan Dreyer heads the „Technical Task Force on Interoperability and Machine-Readability“ of the „CEO Coalition to Make the Internet a Safer Place for Kids“, which surveys the possibilities of data models for future standards of electronic age classifications spanning sectors and countries. This work is continued in 2014. ☞ <http://hbi.to/4678>

Researcher: S. Dreyer

Publications:

Dreyer, S.; Drechsler, M. (2014): CEO Coalition Task Force on Interoperability and Machine-Readability – 2013 Report on Activities and Results. 15 January 2014.

Dreyer, S.; Schellenberg, S. (2014): Proposal for a Common Data Model for Age Classifications and Electronic Labels by the CEO Coalition Task Force on Interoperability and Machine-Readability. Hamburg, 15 March 2014.

Lecture:

“Tools, Maschinen, Metadaten – Wie sieht der technische Jugendmedienschutz der Zukunft aus?” [Tools, Machines, Metadata – What will the Technological Youth Media Protection Look Like in the Future?] talk by S. Dreyer at the FSM Fokus #4 on 28 March 2014 in Berlin.

11. 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.

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 11). And in addition, a letter of understanding has already been signed with the National Law University in Delhi, India. In addition, we are planning to collaborate with Hong Kong University on the particular topic of “privacy”. ☉ <http://hbi.to/5187>

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.

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

12. 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.

In October 2013, researchers and students from Hamburg, Delhi and Haifa had the opportunity to exchange ideas on current questions of information and communications law from intercultural viewpoints. The instruction led up to a simulation game where students took the roles of various interest groups and developed suggestions for a regime of liability applying to intermediaries and observing all the human rights involved. The format has proved successful, so that we are envisaging more of this sort of summer school. ☉ <http://hbi.to/5188>

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

RESEARCH PROJECTS “MEDIA AND TELECOMMUNICATIONS LAW”

Researchers 2013/2014: Dr. Per Christiansen, Kevin Dankert, Stephan Dreyer, Nele Heise, PD Dr. Wiebke Loosen, Martin Lose, Markus Oermann, Dr. Jan-Hinrik Schmidt, Maria Franziska Schroeder, Prof. Dr. Wolfgang Schulz (contact), Lennart Ziebarth

Associates 2013/2014: Florian Seitz

13. 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, that might affect rights of personality or copyright laws. 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: statutory 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 capacity of the model of social media governances thus developed will be empirically

tested. In a next step, the interdependencies between the factors will be examined empirically.

The collaboration with partners from the University of Haifa, in turn, outlines the cross-border character of the matters it is investigating and adopts 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/4761>

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

Publication:

Oermann, M. (2014): Use of Cultural Artifacts by Way of Interpretation and Application (in preparation).

14. Code as Control in Online Spaces

“Code is law”. With this dictum, the Internet jurist Lawrence Lessig had, in 1999 already achieved an essential insight: the behaviour of people today is, apart from the influence of markets, laws, and social conventions, also powerfully regulated by software, “code”. Like walls in a real room, code determines who can access what on the Internet, as well as who is excluded from what. And the netbased software reaches increasingly beyond the net – from the smallest purchase to the biggest stock exchange trading, from the letter to the editor to the petition.

The Hans Bredow Institute is not only working on the question as to how software regulates be-

behaviour in online spaces in several sub-projects within the research programme on “Regulatory Structures and the Formation of Regulations in Digital Spaces of Communication”, but also at events, in publications and through other transfer activities: in January 2013, the Institute cooperated with the HIIG to initiate an international interdisciplinary workshop, in order to tackle the forms and consequences of regulating behaviour via codes and to chart research questions still pending. A panel at the re:publica13 continued the discussion focussing it on the formation of media – keyword “Code Literacy”. ➤ <http://hbi.to/5092>

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

Student Assistant: K. Johnsen

Publication:

Dreyer, S.; Heise, N.; Johnsen, K. (2013): “Code as code can”. Warum die Online-Gesellschaft einer digitalen Staatsbürgerkunde bedarf [Why the Online-Society needs Digital Literacies]. In: *Communicatio Socialis*, vol. 46, no. 3-4, pp. 348-358.

Events:

“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.

“Code as Control”, International Specialist Workshop at the Hans Bredow Institute on 17/18 January 2013.

Lecture:

“‘Code as Code can’ – Anmerkungen zur medienethischen Relevanz von Code“ [‘Code as Code can – Remarks on the Relevance of Code for Media Ethics], talk by N. Heise at the symposium, “Täuschung, Inszenierung, Fälschung” on 9 January 2014 in Cologne.

15. 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

16. Legislation in Times of Changing Media

In the field of the law, the current changes in media throw up the question: does the self-direction of democratic societies change through enacting laws? Parliamentary law making is central to democratic self-direction. However, the normative webs of interrelations, the places where laws are enacted, are themselves increasingly communicated through the media. They seem to be changing structurally as they become more diverse. In addition, they are becoming more indirect by including actors not originally involved in law making. The

sub-project's context is the DFG proposal, "Communicative Figurations", intended to establish a special research field at the universities of Bremen and Hamburg (see project 3), and it aims at investigating these changes in the law on media and communication.

In this process, we intend to examine parliamentary law making from the perspective of the theory of figuration, to analyse the emerging communicative figurations of the legislative setting of norms and to define the particular characteristics of the field of law. Our research interest focuses on parliamentary laws, the standardisation of law making and its relationship to the transformations in the communicative figurations of legislative norm-setting.

Researcher: W. Schulz

Publications:

- Hasebrink, U.; Schulz, W.; Deterding, S.; Schmidt, J.-H.; Schröder, H.-D.; Sprenger, R. (2013): *Leitmedium Internet? Mögliche Auswirkungen des Aufstiegs des Internets zum Leitmedium für das deutsche Mediensystem*. [The Internet as Core Medium? The Possible Effects of the Internet's Rise to Core Medium for the German Media System] Hamburg: Verlag Hans-Bredow-Institut (Arbeitspapiere des Hans-Bredow-Instituts no. 27).
- Schulz, W. (2014): Collaborative Lawmaking as a Knowledge Problem – Lessons learned from Internet Regulation in Brazil and Germany. Annenberg School's Observatory, in print.
- Schulz, W. (2012): Beurteilungsspielräume als Wissensproblem - am Beispiel der Regulierungsverwaltung [Spaces for Making Assessments as a Research Problem – the Example of Regulation Management]. *Rechtswissenschaft* 3 (3), 330-350.
- Schulz, W. (1999): Rechtsetzung in der "Informationsgesellschaft": Renaissance für die Gesetzgebungslehre? Entwicklung von Regulierungsprogrammen am Beispiel "Digitales Fernsehen" in der Bundesrepublik Deutschland und in Großbritannien [Legislation in the "Information Society": a Renaissance for Studies in Law Making? The Development of Programmes of Regulation using the Example of "Digital Television" in the Federal Republic of Germany and in Great Britain]. In K. Imhof/O. Jarren; R. Blum (eds.), *Steuerungs- und Regelungsprobleme in der Informationsgesellschaft*. Wiesbaden: Westdt. Verl., S. 342-360.
- Schulz, W.; Dreyer, S.; Hagemeyer, S. (2011): *Machtverschiebung in der öffentlichen Kommunikation* [Shifts in Power in Public Communication] Bonn: Friedrich-Ebert-Stiftung

17. Concepts for the Future Regulation of Audiovisual Media in Europe

European law has established the framework for regulation in the audiovisual area and has deter-

mined national laws using linearity as definition of broadcasting, as with the German Interstate Broadcasting Treaty. It has now become clear that the criterion linearity is losing plausibility. How can services with a particular significance for public communication be so defined in future that European law can cover them? What regulatory options are there and how do they fit into the system of European legislation? In response to these questions this project, also known as "Hermes", can make a contribution: the Greek god is namely also "responsible" for finding what is sought for, an important element in a future media regime.

Cooperation partner: Institute for Information Law, Amsterdam

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

Funding: RTL Group

18. Convergence and the Regulatory Consequences

This report has been commissioned by the German states, and it deals with convergence and its regulatory consequences. Increasing technical convergence presents media regulation with new challenges just as much as convergence in previously separate media branches. In principle, media law proceeds from regulation based on concepts by way of technical marks of difference. These technical criteria become blurred with increasing convergence and present less and less points of connection for modern media regulation.

One example of this regulatory concept being called into question is that of hybrid TV, where Internet and television content can be viewed on the same device. However, other developments are also challenging the conceptual categories of telemedia and broadcasting law.

Beyond that, questions arise about the harmonizing of the law on competition with that on media where competitive interests encounter each other, and about the securing of diversity. Our report thus intends to also serve as a preparation for the talks between federal government and the

states on harmonising the respective legal regulations already in force.

New questions of media law also arise when dealing with non-journalistic influences on public opinion, e.g. as regards intermediaries and media agencies.

Our report will analyse these regulatory areas and investigate them as to their potential for optimisation. Our analysis of the problem is based on assessing the decisions of courts and authorities, research analyses and information from the branches concerned.

Researchers: W. Schulz (contact), K. Dankert

Funding: The Broadcasting Commission of the Federal States

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

The study was published by the EU Commission in October 2011 and besides a regulatory theoretical framework contains a detailed legal description and analysis of responsible regulatory institutions in the field of audiovisual media services in 43 countries, an analysis of the actual execution of the legal guidelines for regulators in the respective countries, as well as the identification of key characteristics for „independent regulation institutions” in the sense of the EU guideline for audiovisual media services. As a 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 appeared in January 2014.

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. The European Commission has announced its intention to commission an updated version of the INDIREG study. <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.; Valcke, P.; Irion, K. (eds.) (2014): The Independence of the Media and its Regulatory Agencies. Shedding

new Light on Formal and Actual Independence against the National Context. Bristol. With articles by S. Dreyer, Locating a Regulator in the Governance Structure: A Theoretical Framework for the Operationalization of Independence, pp. 83-110, and by W. Schulz, Approaches to Independence, pp. 3-12.

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>

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

This short study for the BMFSFJ forms the operative working basis for the specialist commission 1 of I-KiZ, the Centre for Child Protection on the Internet. The suggestions for improvement gathered are constantly extended. The study 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.

Publication of the results is planned for 2014.

<http://hbi.to/5112>

Researcher: P. Christiansen

Funding: BMFSFJ

Lectures:

“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.

21. Optimization of the Regulatory Concept in Data Protection Law

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

“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 based on 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.

22. Innovation Workshop “Data Protection”

This project was completed in March 2014 and highlights the (regulatory) dialogue between data protection surveillance and firms in the Internet branches during the shift from the classical surveillance activity to a monitoring and control of data processing activity in the interests of those affected by it towards a regulatory governance of data-processing participants in this market.

Dialogue as a regulatory instrument has a central significance in the context of a “data protection regulation”. We have investigated communication in a variety of situations:

- (informal) dialogue for orientation and preliminary clarification,
- individual consultation by the monitoring body and
- clarification of disagreements in formal proceedings.

The project consisted of workshops with representatives from praxis and from research organisations, as well as an online survey of firms, lawyers, data protection consultants and representatives of the monitoring authorities.

Our investigation has shown that the following may be employed to effect a dialogue

- prioritising active communication as one of the monitoring authority’s tasks,
- creating legal and/or operational ground rules for various dialogue situations, in order to replace informal and sometimes undependable dialogue situations by “arenas for conversation” with clearly defined rules,
- mitigate eventual worries over disadvantageous consequences of a mutual exchange,
- work towards clarification of legal questions over data protection as far as possible at an early stage of development or even as a preliminary,
- create alternative paths to the little-used litigation procedure for legal queries on data protection, by which the law on data protection can develop by specifying definitions for norms.

Details may be found in our reported results, which are available for download (see below).

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 21), 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),
J.-H. Schmidt, W. Schulz

Student Assistant: L. Just

Funding: Department for Media, Senate
Chancellery, Freie und Hansestadt Hamburg

Publication:

Christiansen, P.; Schmidt, J.-H. (2014): Dialog als Instrument der Datenschutzregulierung. Eine wissenschaftliche Innovationswerkstatt im Austausch mit Datenschutzbehörden und der Internetwirtschaft. Ergebnisse, [Dialogue as an Instrument for Regulating Data Protection. An Innovative Research Workshop via an Exchange with Data Protection Authorities and the Internet Industry] May 2014. Hamburg: Verlag Hans-Bredow-Institut (Hans Bredow Institute Working Papers; 29).

Lecture:

“Dialog als Regulierungsinstrument im Datenschutz: Einschätzungen von Datenschutzaufsicht und Internet-Unternehmen” [Dialogue as a Regulatory Instrument in Data Protection: Assessing Data Protection Monitoring and Internet Firms], lecture by J.-H. Schmidt and P. Christiansen at the DGPUK-symposium on the topic, “Kommunikationspolitik und Medienregulierung in der digitalen Gesellschaft” on 8 February 2014 in Berlin.

23. iLinc: Establishing a European Network of Law Incubators

The Hans Bredow Institute is collaborating with Queen Mary and Westfield College at the University of London, the University of Amsterdam and the Catholic University of Leuven to conduct the project, iLinc: Establishing a European Network of Law Incubators that Bridge ICT Entrepreneurs and Start-ups with Law Students”, as supported by the EU Commission. The consortium has been

successful in the contestable finance round of the 7th EU general programme.

The projects aims to support educational projects in Europe, where students under supervision make legal expertise available to persons and firms (as yet) unable to afford professional legal advice.

Such advice is needed, for instance, in the early phases of start-ups, so that it is, above all, centres of new enterprise which can profit from it. Such “law clinics” are already a widespread part of education in the USA; in Europe they are just emerging.

In the first instance, the project is intended to highlight the most important challenges met by IT firms and to create models and instruments for fostering the exchange of experience among clinics, for instance, through joint workshops, providing material in data bases and formulating model contracts.

Alongside the four project partners and Brooklyn Law School, which is supporting the project with its advice as consultant, we intend to include further institutions with an interest in developing their own clinics and incubators. The clinic projects at the University of Hamburg and the HIIG in Berlin should profit from the exchange of experience.

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

Cooperating partners: Ian Walden (project coordinator), Queen Mary and Westfield College at the University of London; Nico van Eik, University of Amsterdam; Peggy Valcke, Catholic University of Leuven; Jonathan Askin, Brooklyn Law School (Associate Partner)

Funding: EU-Commission

PHD PROJECTS

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

The insight from research into regulation, to the effect that that knowledge is important for legislative governance processes, point to the way the legislature and authorities find themselves faced increasingly with the question as to how situations of not-knowing do 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.

We plan to conclude the project in 2014.

Researcher: S. Dreyer

Guarding Access to Online-Platforms in Media Law

Mass media communication is always dependant 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 to try to limit influence on the distribution of media content at

one particular level. The sub-constitutional legal framework hence 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 to the question as to 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 environment 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 implying it is less relevant than other content.

This PhD project analyses the legal standards promulgated 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 law prohibiting competitive restrictions) will be examined to see whether it meets the constitutional standards.

Researcher: M. Lose

Lecture:

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

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 (the 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 con-

tent 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.

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

Researcher: L. Ziebarth

Ensuring the Possibility of Internet-based Communication – a Survey of the Concept of Protection in Constitutional Law

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

A heuristical 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 actual 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 and the extent 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 identified 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.

RESEARCH PROJECTS "MEDIA ORGANISATION AND MEDIA INDUSTRY"

Researchers 2013/2014: Nele Heise, PD Dr. Wiebke Loosen, Julius Reimer, Dr. Jan-Hinrik Schmidt (contact), Dipl.-Soz. Hermann-Dieter Schröder

24. The (Re-)Discovery of the Audience.

Journalism under the Conditions of Web 2.0

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

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

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

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

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

Student Assistants: A. Attrodt, C. Heller, H.
Holdmann, J. Klein, A. Quader, M. Scheler,
N. Weith

Funding: Deutsche Forschungsgemeinschaft ()
[German Research Foundation]

Publications:

- Loosen, W.; Dohle, M. (eds.) (2014): Journalismus und (sein) Publikum. Schnittstellen zwischen Journalismusforschung und Rezeptions- und Wirkungsforschung. [Journalism and (its) Audience. Conjunctions between Journalism Research and Reception and Effects Research.] Wiesbaden: Springer VS.
- Heise, N.; Loosen, W.; Reimer, J.; Schmidt, J.-H. (2013): Including the Audience. Comparing the Attitudes and Expectations of Journalists and Users towards Participation in German TV News Journalism. In: Journalism Studies (online first). doi: 10.1080/1461670X.2013.831232.
- 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.-H.; Heise, N.; Reimer, J. (2013): Publikumsinklusion bei einem ARD-Politik. Zusammenfassender Fallstudienbericht aus dem DFG-Projekt ARD-politalk with Audience Participation. [Including the Audience in an ARD Panel on Politics. A Stocktaking Report on Case Studies from the DFG project, "Die (Wieder-)Entdeckung des Publikums" [The (Re) Discovery of the Audience] . Hamburg: Verlag Hans-Bredow-Institut (Working Papers of the Hans Bredow Institute no. 28).
- Reimer, J.; Loosen, W.; Heise, N.; Schmidt, J.-H. (2014): Erwartungen und Erwartungserwartungen an Publikumsbeteiligung bei der Tagesschau. [Expectations and the Expectation of Expectations in Audience Involvement in the TV Daily News Bulletin] In: B. Stark, O. Quiring, N. Jakob (eds.): Von der Gutenberg-Galaxis zur Google-Galaxis. Alte und neue Grenzvermessungen nach 50 Jahren DGPuK. Schriftenreihe der Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft, vol. 41. Konstanz: UVK, pp. 135-150.
- 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>.

Schmidt, J.-H.; Loosen, W.; Reimer, J.; Heise, N. (2014): Journalism and Participatory Practices – Blurring or Reinforcement of Boundaries between Journalism and Audiences? In: *Recherches en Communication*, No. 39 (in print).

Lectures:

“‘Neue Amateurs’ oder ‘traditionelle Rezipienten’? Empirische Befunde zur Beziehung zwischen Journalismus und seinem Publikum unter sozialmedialen Bedingungen“ [‘New Amateurs’ or ‘Traditional Recipients’? Empirical Findings on the Relation between Journalism and its Audience in the Context of the Social Media], lecture by W. Loosen and J. Reimer in the Context of the Annual Meeting entitled “The New Amateurs – on the Currency of a Social Figure” in collaboration with the Section for Cognitive Sociology of the German Sociological Association on 5/6 June 2014 at the Institut für Soziologie of the TU Berlin.

“Was Journalisten wollen und sollen: Rollenselbstverständnis im Abgleich mit Erwartungen des Publikums“ [What Journalists want and what they should do], lecture by W. Loosen, J. Reimer, N. Heise and J.-H. Schmidt in the context of the Annual Meeting of the DGPUK on 29 May 2014 in Passau.

“Journalism as a (De-)Differentiated Phenomenon. Or: One Way to Make Sense of ‘Blurring Boundaries’”, lecture by W. Loosen in the Context of the Expert Workshops, “Rethinking Journalism II. The Societal Role & Relevance of Journalism in a Digital Age” on 23 January 2014 in Groningen.

“Assessing Audience Participation in Journalism through the Concepts of Inclusion Level and Inclusion Distance”, lecture by J.-H. Schmidt and W. in the Context of the “Future of Journalism” Conference at Cardiff University on 13. September 2013 in Cardiff.

“‘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 DGPUK on 10 May 2013 in Mainz.

“‘Brückentechnologien’ – Technische Artefakte als Intermediäre zwischen Journalismus und Publikum” [‘Bridging Technologies’ – 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 Assessability 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 TV News. Expectations and Practices of Audience Inclusion at the ‘Tagesschau’”, lecture by N. Heise and J. Reimer in the context of the seminar “Journalism and its Audience” on 8 January 2013 at the Universität Hamburg

25. Relationships between journalism and audiences: Role differentiation and news production

This sub-project of the DFG proposal, “Communicative Figurations”, for establishing a special research area at the universities of Bremen and Hamburg (see project 3) will investigate the communicative figurations in the relationship between journalism and its audience as well as current transformations of this figurations. The core premises are: communicative figurations are not longer characterised by the forms of communication in mass media alone, but increasingly by social media forms as well.

That imparts a dynamisation of the communicative figurations in the relationship between journalism and its audience: new, more varied roles emerge, and the patterns of relationship are based on more complex chains of communicative activity.

These changes proceed differently in different editorial offices, or respectively between “permanent” and “freelance” journalists: that process ranges from new formations to the reworking of existing communicative figurations and their constellation of roles. Reconstructive interviews, online diaries and content analyses allow us to research the consequences of these changed communicative figurations for the framing of journalists’ utterances.

The sub-project links to diverse preliminary studies, above all to the DFG project, “The (Re-)Discovery of the Audience” (see project 24).

Researcher: W. Loosen

Publications:

Heise, N.; W. Loosen; J. Reimer; J.-H. Schmidt (2013): Including the Audience: Comparing the Attitudes and Expectations of Journalists and Users towards Participation in

- German TV News Journalism. *Journalism Studies*. DOI: 10.1080/1461670X.2013.831232.
- Loosen, W.; Dohle, M. (eds.) (2014): Journalismus und (sein) Publikum: Schnittstellen zwischen Journalismusforschung und Rezeptions- und Wirkungsforschung [Journalism and (its) Audience: Junctures between Journalism Research and Research into Reception and Effects]. Wiesbaden: VS.
- Loosen, W.; Schmidt, J.-H. (2012): (Re-)Discovering the Audience: The Relationship between Journalism and Audience in Networked Digital Media. *Information, Communication & Society* 15 (6), 867-887.
- Loosen, W.; Scholl, A. (2012): Theorie und Praxis von Mehrmethodendesigns in der Kommunikationswissenschaft [The Theory and Praxis of Multi-Method Designs in Communications Studies]. In W. Loosen; A. Scholl (eds.), *Methodenkombinationen in der Kommunikationswissenschaft*. Cologne: Halem, pp. 9-25.
- 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).

26. Audience Participation in Youth Radio

The project’s concept follows the editorial case studies carried out in the context of the above-mentioned DFG project, “The (Re-)Discovery of the Audience” and transfers this concept to radio programming.

We are investigating how participatory elements are integrated in the context of radio editorship, how and why they are used by the audience and what expectations on the part of editors and audience play a role here.

Our methodology involves an online-based audience survey, guided interviews with editorial staff, as well as a content analysis of editorial posts and user comments. Given the high relevance a Facebook presence has as a means of audience participation for youth radio, the analysis of Facebook comments is planned.

Researchers: W. Loosen (contact), H.-D. Schröder

Student Assistants: L. Just, N. Oberlender

27. When ‘Data’ Becomes ‘News’: Developing an Instrument for a Content Analysis of Data-driven Coverage

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?

In the context of the project, which is being developed in cooperation with the Humboldt Institute for Internet and Society, we are currently working particularly on developing an instrument for data collection, with the above questions as our general background.

Such an instrument is necessary to collect systematic knowledge about the topics and the data sources dealt with in data journalism. These are especially important aspects essential to answering the question as to what actually makes up the core of data journalism and whether a new pattern of reporting is developing here.

Researcher: W. Loosen

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

Funding: Humboldt Institute for Internet and Society

PHD PROJECT

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

Lecture:

“Der Freiberufler als Marke am Beispiel des Journalisten” [The Freelancer as a Brand, the Example of Journalists], lecture by J. Reimer in the context of the Event Series, “Freiberuflich in Kultur & Medien” [Freelancers in Culture and the Media] at the tu>startup Entrepreneurship School of the Technical University of Dortmund on 22 January 2014 in Dortmund.

RESEARCH PROJECTS “MEDIA CONTENT AND MEDIA CULTURE”

Researchers 2013/2014: Michael Grimm, Prof. Dr. Uwe Hasebrink, Dr. Claudia Lampert (contact), PD Dr. Wiebke Loosen, Dr. Jan-Hinrik Schmidt, Alina Laura Tiews, Dr. Hans-Ulrich Wagner, Stefanie Wahl

Associates 2013/2014: Prof. Dr. Joan Bleicher, Juliane Finger

28. 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

Student Assistents: K. Johnsen, L. Just

Publications:

- Schmidt, J.-H. (2014): Twitter and the Rise of Personal Publics. In: K. Weller, A. Bruns, J. Burgess, M. Mahrt, C. Puschmann (eds.), *Twitter and Society*. New York, NY: Peter Lang, pp. 3-14.
- 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.

- Schmidt, J.-H. (2013): Soziale Medien und das Partizipationsparadox [Social Media and the Participation Paradox]. In: Landeszentrale für Politische Bildung Baden-Württemberg (ed.), *Deutschland & Europa*, no. 65, pp. 46-53.
- Schmidt, J.-H. (2013): Social Web – Praktiken und Risiken [The Social Web – Practises and Risks]. In: H. Friedrichs, T. Junge, U. Sander (eds.), *Jugendmedienschutz in Deutschland*. Wiesbaden: Springer VS, pp. 331-336.
- Schmidt, J.-H. (2013): Social Media. Wiesbaden: VS Verlag.
- Schmidt, J.-H. (2013): Practices of Networked Identity. In: J. Hartley, J. Burgess, A. Bruns (eds.), *A Companion to New Media Dynamics*. Malden, MA: Wiley-Blackwell, pp. 365-374.
- Schmidt, J.-H. (2013): Onlinebasierte Öffentlichkeiten: Praktiken, Arenen und Strukturen. [Online-based Public Spheres: Practises, Arenas and Structures] In: C. Fraas, S. Meier, C. Pentzold (eds.), *Online-Diskurse. Theorien und Methoden transmedialer Online-Diskursforschung*. Cologne: Herbert von Halem, pp. 35-56.
- Schmidt, J.-H. (2013): Internet: Freiheit oder Fremdbestimmung? [The Internet: Freedom or Remote Control] In: *Praxis Politik*, no. 2, pp. 4-9.
- Schmidt, J.-H. (2013): Die digitale Gesellschaft: Teilhabe, Befähigung, Schutz. [The Digital Society: Participation. Empowering, Protection.] In: *Denkwerk Demokratie*, eds. Roadmaps 2020. Wege zu mehr Gerechtigkeit, Nachhaltigkeit und Demokratie. Frankfurt am Main: Campus, S. 66-71.

Lectures:

“Digital vernetzte Öffentlichkeit und das Partizipationsparadox” [The Digitally Networked Public Sphere and the Participation Paradox], keynote lecture by J.-H. Schmidt at the Discussion on “Digitaler Straßenkampf oder Selbstverpflichtung – wie entstehen Regeln im Netz?” [Digital Streetfighting or Self-Regulation – How do Rules Emerge in the Net?] at the Deutsche Institut für Vertrauen und Sicherheit im Internet on 14 May 2014 in Berlin.

“Der Reiz der neuen Medien” [The Attraction of the New Media], opening lecture by J.-H. Schmidt at the Annual Meeting of the “Katholischen Jugendsozialarbeit Nord” on 5 March 2014 in Hamburg.

“Was ist der Reiz der sozialen Medien? Jugendliche und ihr Umgang mit Facebook & Co. aus Sicht der Kommunikationswissenschaft” [What is the Attraction of the Social Media? Young People and Their Involvement with Facebook & Co. from the Viewpoint of Communication Studies], opening lecture by J.-H. Schmidt at the Specialist Meeting of the Bundeselternrat on the topic of “Gesunder Umgang mit neuen Medien im schulischen Alltag” [Healthy Involvement with New Media in the School Routine] on 24 January 2014 in Potsdam.

“Das Partizipationsparadox. Soziale Medien und Teilhabe an Öffentlichkeit” [The Participation Paradox. Social Media and

Participation in the Public Sphere], lecture by J.-H. Schmidt at the one-day symposium on “Democracy and the Internet” at the Goethe-Institute on 17 October 2013 in Salvador de Bahia, Brazil.

“The Paradox of Participation. Social Media and Networked Public Spheres”, guest lecture by J.-H. Schmidt at the Universidade Federal do Pará on 16 Oktober 2013 in Belem, Brasil.

“Wie das Netz die Debattenkultur verändert” [How the Net Changes Debating Culture], opening lecture by J.-H. Schmidt at the discussion panel, “Debates in the Net” held by VOCER and süddeutsche.de on 20 September 2013 in Hamburg.

“Das Ende der Privatsphäre? Digitale Medien und der Wandel der Öffentlichkeit” [The End of the Private Sphere? Digital Media and the Change in the Public Sphere], lecture by J.-H. Schmidt in the context of the Neusser Wirtschaftstreff on 15 May 2013 in Neuss.

“Persönliche Öffentlichkeit im Social Web – Entstehen, Strukturen, Dynamiken” [The Personal Public Sphere in the Social Web – Emergence, Structures, Dynamics], lecture by J.-H. Schmidt in the context of the Forum for Journalists 2013 “Öffentlichkeiten und Kirche in der Mediengesellschaft des Web 2.0” of the Catholic-Social Institute on 1 March 2013 in Bad Honnef.

“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.

29. 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 config-

ured, 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.

Duration of the project: June 2012 until June 2015.

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

Researchers: C. Lampert (contact), M. Grimm, S. Wahl

Student Assistants: T. Allweiss, N. Drolshagen, J. Ebenau, L. Eißfeldt, R. Groeneveld, K. Kruse, A. Woznica

Funding: Deutsche Krebshilfe (German Cancer Care)

30. Entangled Media Histories (EMHIS)

The research network, “Entangled Media Histories” (EMHIS) is being financed by the “Swedish Foundation for International Cooperation in Research and Higher Education” (STINT) from Autumn 2013 to Spring 2017. It has the task of promoting the collaboration of three research and teaching institutions in the area of media history: the Department of Media History at the University of Lund (Sweden), the Centre for Media History at Bournemouth University (Great Britain) and the Research Centre for the History of Broadcasting in North Germany at the Hans Bredow Institute in Hamburg.

The research network promotes work on European media history, furthers research on the perspective of “entanglement” in media history and tackles previously neglected aspects of the European influence on the development of media history. With the concept of “entanglement”, methodological considerations on a “histoire croisée” are being transferred for the first time onto the area of media history and thus demands for transnational research on media history are being addressed.

The project mounts workshops (EMHIS forums) and conferences to a regular timetable. In this process, the exchange of beginning researchers and residence by guest researchers from Sweden in England, or respectively Germany, and vice-versa is being specifically promoted. The

participants in the EMHIS project regularly report on the network's activities at the address <http://emhis.blogg.lu.se/>.

The EMHIS forum I on the topic of “entangled perspectives” took place from 13 to 15 November 2013 at the Hans Bredow Institute. Guest residences by doctoral students from Sweden and Great Britain as well as by the researchers, Maike Helmers (Bournemouth) and Marie Cronqvist (Lund), accompanied the event. The EMHIS forum II on the topic of “Doing Entangled Media History” took place from 7 to 9 May 2014 at the Centre for Media History in Bournemouth. It was preceded by a “Writing Retreat”, in which Alina Laura Tiews took part. <http://hbi.to/###>

Researchers: A. L. Tiews, H.-U. Wagner (contact)

Cooperation partners: P. Lundell and M.

Cronqvist (Lund University), H. Chignell and K. Skoog (Bournemouth University), Ch. Hilgert (Universität Gießen)

Funding: Swedish Foundation for International Cooperation in Research and Higher Education (STINT)

Events:

“Doing Entangled Media History”, EMHIS-Forum II, 7-9 May 2014 at the Centre for Media History in Bournemouth.

“Entangled Perspectives”, EMHIS-Forum I, 13-15 November 2013 at the Hans Bredow Institute.

Lectures:

“Entangled Media History – What Does It Mean, What Can It Achieve?”, lecture by H.-U. Wagner at the EMHIS-Forum I – Entangled Perspectives at the Hans Bredow Institut on 14 November 2013.

“German Refugees and Expellees as Represented in German Post-War Motion Pictures”, lecture by A. L. Tiews at the EMHIS-Forum I – Entangled Perspectives at the Hans Bredow Institut on 14 November 2013.

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

The project devotes itself to several 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 the NDR (North German Broadcasting Corporation). In this process, topics on the history of institutions and programmes are taken up as

well as the work of leading journalists and their communicative activity investigated.

In 2012, a working and communications project on “new ventures in the media” in 1960's Hamburg began under the title, “Medialer Aufbruch. Das andere Fernsehen und das andere Kino in Hamburg in den 1960er Jahren” [New Ventures in the Media, The other Television and the other Cinema in Hamburg in the 1960's]. The project is investigating how it was that new artistic and political forms of producing television and film were able to arise specifically in Hamburg.

In 2013, a report on progress so far and sources consulted, “Geschichte des Nord- und Westdeutschen Rundfunkverbands (NWRV) (1956-1961)” [The History of North and West German Broadcasting (NWRV) (1956-1961)], was made available. The NWRV, a joint organisation of the broadcasters, NDR and WDR, from 1956 to 1961 formed the institutional framework for television in northwestern Germany.

Its work came about against the background of the ascendancy of television as the leading medium; its dissolution came simultaneously with the “television judgement” of the German Constitutional Court in 1961 and the ensuing creation of the “Second German Television”, as well as with the introduction of third television channels at the broadcaster, ARD, shortly afterwards.

In 2013/14, a report will be produced on sources and literature consulted regarding the debates on regionalisation in the history of the NDR from its foundation to the solution of the crisis over the treaty between the states. In terms of communications history, the question arises as to how public broadcasting tries, as an actor in the media, to create regional spaces of communication and how it contributes to processes of regional identity-formation in the long term.

In addition, a report on sources and literature consulted is being prepared, which should facilitate a study on the NDR as a cultural and economic factor (1956-1980).

The fact that public broadcasting in West Germany post-war was not left up to the market but made independent of the economic profit-motive by deriving its finance from a fee lends it a particular status from the viewpoint of business

history. As public service broadcasting could draw on this fee, it is in a different position to publishers of books, magazines and newspapers, who have to make a profit, and so it commits itself to using its financial resources according to its statutes to produce and broadcast programmes. In contemporary terms, shareholder value and public value confront each other.

Results from the individual sub-projects are published as regular contributions to “NDR Geschichte (n)” [NDR History (ies)]. The goal of this online project by the NDR is “to present the various facets of the NDR’s history and make it available to users.” All “NDR History (ies)” can be downloaded from the NDR homepage. ☉ <http://hbi.to/1699>

Researchers: A. Tiews, H.-U. Wagner (contact)

Publications:

- Badenoch, A.; Wagner, H.-U. (2013): Coming Home into Thin Air. Radio and the Socio-Cultural Geography of Homecoming in Germany 1945-1955. In: S. Gemie, S. Soo (eds.): *Coming Home? Vol. 1: Conflict and Return Migration in the Aftermath of Europe’s Twentieth-Century Civil Wars*. Newcastle upon Tyne: Cambridge Scholars Publishing, pp. 145-163.
- Tiews, A. L.; Wagner, H.-U. (2013): Mit dem “Taxi nach Leipzig”. [By “Taxi to Leipzig”, a contribution to the online series “NDR History(ies)”].
- Tiews, A. L.; Wagner, H.-U. (2013): Stahlnetz: Dieser Fall ist wahr! [Steelnet: This Case is True!], a contribution to the online series “NDR History (ies)”.
- Tiews, A. L.; Wagner, H.-U. (2014): Töne und Bilder “aus der Neuen Welt” [Sounds and Images from the “new world”, a contribution to the online series “NDR History (ies)”].
- 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 Funkbilder aus Niedersachsen. [The Broadcasted Images from Lower Saxony], a contribution to the online series, “NDR History(ies)”.
- Wagner, H.-U. (2014): “Der Film-Club” im NDR Fernsehen. [The “Film Club” in NDR Television], a contribution to the online series, “NDR History(ies)”.
- Wagner, H.-U. (2014): “Gesucht wird...” – Der NWDR und der DRK-Suchdienst. [“Being Sought...” – the NWDR and the DRK Search Agency], a contribution to the online series, “NDR History(ies)”.
- Wagner, H.-U. (2014): Das Zweite vor dem Zweiten. [The Second before the Second], a contribution to the online series, “NDR History(ies)”.
- Wagner, H.-U. (2014): Der öffentlich-rechtliche Rundfunk und das literarische Feld in der Metropolregion Hamburg. Zugänge, Annäherungen und Erkundungen für die Jahre 1948-1955. [Public Broadcasting and the Literary Field in the Metropolitan Region of Hamburg. Submissions, Approaches and Investigations for the Years 1948-1955] In: M. Mergler, H.U. Wagner, H.-G. Winter, (eds.): “Hamburg, das ist mehr als ein Haufen Steine.” Das kulturelle Feld in der Metropolregion Hamburg 1945-1955. Dresden: Thelem, pp. 80-95.

Wagner, H.-U. (2014): Gute Unterhaltung aus dem Norden. [Good Entertainment from the North], a contribution to the online series, “NDR History(ies)”.

Wagner, H.-U. (2014): Hans-Bredow-Institut für Medienforschung. In: M. Behmer, B. Bernard, B. Hasselbring (eds.): *Das Gedächtnis des Rundfunks. Die Archive der öffentlich-rechtlichen Sender und ihre Bedeutung für die Forschung*. [Broadcasting’s Memory. The Archives of the Public Broadcasters and Their Significance for Research.] Wiesbaden: Springer VS, pp. 105-108.

Lectures:

“Communicative Figurations of Interpretive Communities in Historical Change”, lecture by H.-U. Wagner at the ECREA Communication History Workshop “History of the Media in Transition Periods” on 5 September 2013 at the Fundação Portuguesa das Comunicações in Lissabon.

“Hans Magnus Enzensberger – Schriftsteller und Medienkritiker”, [Hans Magnus Enzensberger – Writer and Media Critic], lecture by H.-U. Wagner at the conference, “125 Jahre St.-Kliment-Ochridski-Universität Sofia / 90 Jahre Germanistik: in Sofia. Traditionen, Herausforderungen und Perspektiven in der germanistischen Lehre und Forschung” on 11 October 2013 in the St.-Kliment-Ochridski-University, Sofia.

“Medienmacher, Medienmetropole. Lebenswerke, Porträts und wissenschaftliche Projektarbeit” [Media Makers, Media Metropolis. Lifetime Achievements, Portraits and Research Projects], short lecture by H.-U. Wagner at the presentation of the Internet project, www.hamburger-persoennlichkeiten.de in the Museum für Hamburgische Geschichte on 3 September 2013.

“Begegnungen im Niemandsland. Bilder von Heimatsuchenden nach 1945 im Film und Fernsehen von DDR und Bundesrepublik” [Meetings in No-Man’s-Land. Images of postwar Displaced Persons in East German Film and Television], lecture by A. L. Tiews at the symposium, “Displaced Persons im Nachkriegsdeutschland: eine Herausforderung im Kalten Krieg” on 25 May 2013 at the Goethe Institute in Paris.

32. „Sounds like...” Sounds from the Past and Historical Communications Processes.

This project involves sound history and particularly radio production, radio programmes and the way they used to be received in the past. Our focus is on “sounds from the past” as a part of historical communications processes, as these have been increasingly attracting attention among researchers into contemporary history under the heading of “hearing the past” (Thomas Lindenberger). They work with an archaeological model for investigating sound, which understands sound as constructions, as produced and broadcast by radio as a technological mass medium based on apparatus as well as sounds perceived and adopted by a contemporary audience. Here, we are investigating particularly how media foster the formation of communities, or respectively, the processes for forming identity.

The end of 2013 saw the beginning of the large-scale multimedia project, “Der Sound des Jahrhunderts. Geräusche, Töne, Stimmen. 1889 bis heute” [The Sound of the Century. Noise, Sounds and Voices. 1889 to Today], conducted by Gerhard Paul and Ralph Schock. The Federal Agency for Civic Education is publishing a book of over 600 pages with a DVD. For the purposes of this publication, we have provided the articles on the history of the “microphone professions”, of radio signals and radio messages, as well as of the sound of radio plays.

The semi-structured, interdisciplinary and international research network, “Radio Aesthetics – Radio Identities”, is concerned, currently, historically and through multicultural comparisons, with manifestations of radio aesthetics, with their communicative roles as well as the processes by which the acoustic medium is taken up. In this context, a process is dealing with the topic, “Sounds like the Sixties...”. Already early on programme makers worked hard to reach their audiences – not only through their content, but also through the way their sound performed. The 1960s as the period for investigation is especially interesting because this decade figures in many respects as a period of change; and because radio, as a medium based on programmes, underwent a fundamental change during this time and lost its position as a leading medium. In the 1960s, how did the mediated voices of the producers of radio in the Federal Republic of Germany change in contact with their hearers? ● <http://hbi.to/4381>.

Researcher: H.-U. Wagner

Publications:

Wagner, H.-U. (2013): Achtung, Aufnahme! Mikrofonberufe in der Geschichte des Rundfunks / Hallo! Hallo! Hier Radio! ...[Attention! Recording! ‘Microphone Professions’ in the History of Radio / Hallo! Hallo! This is Radio! ...] Geschichte der Radiosignale / Radiomeldungen. Von Seewetterberichten, Suchmeldungen und Verkehrsnachrichten / Träume. Die Geschichte des Hörspiels. In: G. Paul, R. Schock (eds.): Sound des Jahrhunderts. Geräusche, Töne, Stimmen – 1889 bis heute. Bonn: Bundeszentrale für politische Bildung, pp. 116-121; 122-127; 332-337; 364-369.

Lectures:

“Radiohören und soziale Identitäten – Radioaneignungsprozesse in der DDR und in der Bundesrepublik Deutschland in den 1960er Jahren” [Listening to Radio and Social Identities – Processes of Adopting Radio in the GDR and in the Federal Republic of Germany in the 1960s], lecture by H.-U. Wagner

at the Symposium of the GfM-AG Auditive Kultur und Sound Studies “Von akustischen Medien zur auditiven Kultur? Zum Verhältnis von Medienwissenschaft und Sound Studies” on 1 February 2014 in Bonn.

“Sounds like the Fifties – Radio-Ästhetiken/Radio-Identitäten” [Sounds like the Fifties – Radio Aesthetics/Radio Identities], lecture by H.-U. Wagner on 6 June 2013 at the Munich Ludwig-Maximilian-University.

33. Media Memory: Communication about the Past

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 project is enquiring into the role of the social web/web 2.0, investigates the mass media as actors in the culture of remembrance, links media memory and transnational communication, traces journalistic initiatives in history and researches the status of contemporary witness in media (Media Witnessing).

The digitally-networked media too are increasingly entering into what is a particular sphere of activity within the overall culture of memory. 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. Based on 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.

In conjunction with this, studies on the role of public broadcasting as an actor in processes of the culture of remembrance will be conducted at regular intervals. In response to the question, “What Does Remain from Televised Representations of the Holocaust?”, we have developed an integrative approach to linking the perspectives of recipients and journalists empirically.

We have linked an empirical study on the long-term significance of televised representations for mental images of the holocaust with an investigation of the Majdanek trial through journalistic historiography, or respectively the three-part NDR television documentary, “Der Prozeß” [The Trial] by Eberhard Fechner. <http://hbi.to/4710>.

Researchers: J. Finger, H.-U. Wagner (contact),
J.-H. Schmidt, A. L. Tiews

Publication:

Finger, J.; Wagner, H.-U. (2014): Was bleibt von Fernseh-Darstellungen des Holocaust? Ein integrativer Ansatz zur empirischen Verknüpfung von Rezipienten- und Journalistenperspektive [What Does Remain from Televised Representations of the Holocaust? An Integrative Approach to Linking the Perspectives of Recipients and Journalists Empirically.] In: W. Loosen, M. Dohle (eds.), Journalismus und (sein) Publikum. Schnittstellen zwischen Journalismusforschung und Rezeptions- und Wirkungsforschung. Wiesbaden: Springer VS, pp. 335-355.

**34. Collective Identities: Discourses in
Hamburg and Leipzig 1919-1975 on Identity
as Related to Localities**

This is a sub-project in the context of the DFG proposal, “Communicative Figurations”, intended to establish a special research area at the universities of Bremen and Hamburg (see project 3), and will investigate communicative figurations of the construction of identity in the 20th century as related to locality.

We are taking the media cities of Leipzig and Hamburg as examples for an investigation of discourses on identity in media we consider locally relevant in the metropolitan area. Our basic premise is: the communicative figurations are becoming increasingly diverse and the relation of their construction to their locality is becoming “more indirect” with the changes in media. These constructions of identity related to locality and their link to media, however, do, in part, differ considerably in diachronic and synchronic comparison. What are the social contexts of relations which the media depicts and which can be discerned here? That will result from a historical discourse analysis of textual, auditory and visual sources.

Researcher: H.-U. Wagner

Cooperation partner: Prof. Dr. Inge Marszolek,
Universität Bremen

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 perspective. 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.; Wagner, H.-U. (2014): Was bleibt von fernsehjournalistischen Darstellungen des Holocaust? Ein integrativer Ansatz zur empirischen Verknüpfung von Journalisten- und Rezipientenperspektive. [What Remains of Holocaust Representations in TV? An Integrative Approach Linking 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, pp. 335-355.

RESEARCH PROJECTS „MEDIA USE AND MEDIA EFFECTS“

Researchers 2013/2014: Stephan Dreyer, Prof. Dr. Uwe Hasebrink (contact), Dr. Sascha Hölig, Joana Kühn, Dr. Claudia Lampert, Marcel Rechlit, Dr. Jan-Hinrik Schmidt, Hermann-Dieter Schröder, Dr. Anne Schulze

35. Mobile Internet Use in the Everyday Life of Children and Young People

With the increasing spread of online-capable tablets and smartphones, as well as the increase in favourable flat rates, the possibilities for accessing the Internet have widened as well as the possibilities for going online regardless of location. If in 2010 “only” 13 per cent of twelve to 19-year olds accessed the Internet through a cell phone, the proportion was already 49 per cent in 2012 and reached 73 percent in 2013 (MPFS 2012, p. 32, MPFS 2013, p. 30, referring to Internet use in the last 14 days).

At the same time, we note that there are only a few findings available to indicate what status mobile Internet usage has in children’s everyday life and what is the attitude of parents and teachers to the possibilities for mobile online access in general and with regard to their children; how they deal with the topic in everyday family life or in their teaching and how far they (are able) to keep up with their children’s Internet use, when this increasingly escapes their notice or – in the case of school and of extra-school circumstances – takes up more and more space.

Diesen und anderen Fragen wird im Rahmen einer qualitativen Studie nachgegangen, die Kinder im Alter von zwei bis 16 Jahren sowie Eltern und Pädagogen in den Blick nimmt. Das methodische Design ist eng angelehnt an das europäische Projekt „Net children go mobile“, das seit Ende 2012 im Rahmen des Safer Internet Programms gefördert wird. Auf diese Weise können vergleichbare qualitative Daten zur mobilen Internetnutzung deutscher Kinder in das europäische Projekt eingebracht und diese gleichzeitig vor dem Hintergrund der Daten aus den am Projekt beteiligten Ländern reflektiert werden.

We will pursue these and other questions in the framework of a qualitative study, which encompasses children, aged two to 16 as well as parents and teachers. The methodological design borrows

closely from the European project, “Net children go mobile”, which has been receiving funding since the end of 2012 in the context of the “Safer Internet” programme. This approach enables us to gather comparable qualitative data on the mobile Internet usage among German children and consider it against the background of the data from the countries participating in the project.

Laufzeit: November 2013 bis September 2014

Bearbeiterinnen: J. Kühn, C. Lampert

Duration: November 2013 to September 2014

Researchers: J. Kühn, C. Lampert

Student Assistant: L. Christoff

Funding: Federal Ministry for Family Affairs, Seniors, Women and Youth (BMFSFJ)

36. The Acceptance, Use and Further Development of Technical Instruments for Youth Media Protection

The focus of this study lies in the more detailed reconstruction of the grounds for or against the use of technical instruments for youth media protection, as well as the concrete application of these technical aids in the everyday life of families. On behalf of the BMFSFJ [Federal Ministry for Family Affairs, Seniors, Women and Youth] in 2011 and 2012, the Institute undertook surveys on the awareness, acceptance and use of instruments for youth protection in the family home. The results of the latest survey revealed that most parents, in fact, know about software for youth protection but that relatively few of them use it.

A qualitative study involving 40 families links to these findings and seeks to offer insight into where, from a parental viewpoint, the practical obstacles lie in integrating the measures for

technical youth media protection in families' everyday life. We are also tackling the question as to how far parents' conscious decision not to use suitable measures leads to an educational, or respectively, supervisory compensation in the family home, or whether structural gaps in protection exist at this point in parental praxis, or respectively, whether they develop.

In this context, we are also considering the possibilities of positive youth media protection, as, for instance, the role of online labels, the function and use of whitelists and browsers for children, as well as the integration of technical measures into parents' concepts of childrearing.

The findings are meant to indicate the value allotted technical measures in youth media protection in conjunction with other protective measures and to what extent the concrete design of the instruments, as well as information about using them, can improve their effectiveness.

Duration of the project: 11/2013 to 10/2014

Researchers: M. Rechlit, C. Lampert

Student Assistent: S. Adrian

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

37. 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.

- 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.

Duration of the project: 1/2013 to 7/2014

Researchers: C. Lampert (contact), S. Dreyer, A. Schulze

Student Assistants: A. Becker, A. K. Kirsch, L. Mußlick, C. Servais, T. Siemens, A. Studemund, J. Theobald, M. Voss

Funding: Landesmedienanstalt Nordrhein-Westfalen (LfM) [The State Media Authority of Northrhine-Westphalia], Bundesministerium für Familie, Senioren, Frauen und Jugend (BMFSFJ) [The Federal Ministry for Family Affairs, Senior Citizens, Women and Youth]

Lecture:

“Werbung im Netz: Akteure, Funktionen und Strukturen. Befunde und Fragen aus Sicht der Forschung” [Advertising in the Net: Actors, Functions and Structures. Findings and Questions from a Research Viewpoint], keynote lecture by S. Dreyer in the context of the workshop, “Kinder und Online-Werbung”, at the Landesanstalt für Medien Nordrhein-Westfalen (LfM) and the Bundesministerium für Familie, Senioren, Frauen und Jugend (BMFSFJ) on 26 November 2013 in Düsseldorf.

38. Reuters Institute Digital News Survey

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, as 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 was carried out simultaneously in the United Kingdom, Brazil, Denmark, France, Germany, Italy, Japan, Spain and in the USA, in order to be able to discern general trends but also national peculiarities. Since 2013, the Hans Bredow Institute has been the collaborating partner responsible for the German contribution, as supported by the media authorities.

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.

The results of the study can be downloaded from the Institute's website and from www.digitalnewsreport.org.

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

Student Assistant: L. Just

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

Funding: die medienanstalten [media authorities]

Publications:

Hölig, S.; Hasebrink, U. (2014): Wo informieren sich die Deutschen? Muster der informationsorientierten Mediennutzung im internationalen Vergleich [Where do Germans Get Their Information? Patterns of Media Use Directed towards Information in an International Comparison]. In: die medienanstalten (ed.), Programmbericht 2013. Fernsehen in Deutschland. Programmforschung und Programmdiskurs. Berlin: Vistas, pp. 107-125.

Hölig, S.; Hasebrink, U. (2013): Nachrichtennutzung in konvergierenden Medienumgebungen. International vergleichende Befunde auf Basis des Reuters Institute Digital News Survey 2013. [The Use of News Media in Covering Media Environments. Internationally Comparative Findings on the Basis of the Reuters Institute Digital News Survey 2013]. In: Media Perspektiven 11/2013, pp. 522-536.

Hasebrink, U.; Hölig, S. (2013): Lagging Behind or Choosing a Different Path? Information Behaviour in Germany. In: D. Levy, N. Newman (eds.), Reuters Institute Digital News Report 2013. Oxford, pp. 81-83.

Lectures:

“Wie informiert sich die Gesellschaft? Informationsinteressen und Nutzungsmuster im internationalen Vergleich” [How does Society Get Its Information? Information Concerns and Patterns of Use in International Comparison], lecture by S. Hölig for the 34. Semesterabschlusstreffen of the Chair for “Historische und Systematische Kommunikationswissenschaft” at the Institut für Kommunikations- und Medienwissenschaft of the University of Leipzig on 24 January 2014.

“Wo informieren sich die Bürger? Zur Nutzung von Angeboten, Plattformen und Geräten im internationalen Vergleich” [Where do Citizens Get Their Information? On the Use of Services, Platforms and Devices in International Comparison], lecture by U. Hasebrink and S. Hölig to the “Ausschuss für Medien- und Kreativwirtschaft” of the Hamburg Chamber of Commerce on 5 November 2013 in Hamburg.

“News Usage, Platform Segments and the Role of Social Media Within Them”, lecture by S. Hölig on the panel, “Patterns of News Consumption in Social Media” at the “Transforming Audiences 4 Conference” on 4 September 2013 in London (together with David Levy, Kim Christian Schröder und Rasmus Kleis Nielsen).

“Wie informieren sich die Bürger in Deutschland?” [How do German Citizens Get Their Information?], lecture by U. Hasebrink and S. Hölig at the 4. Hamburger Mediensymposium: “auffinden | auffindbar machen | auffindbar sein. Informative Inhalte in digitalen Medien” on 12 June 2013 in Hamburg.

39. 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, and 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 and tested it in a pilot study in 2011.

The findings showed that, at present, television remains the most important medium influencing opinion. The Internet actually represents the most important information medium for young people; but in answer to the concrete question as to the most important sources influencing political opinions, they also cite television programmes most frequently, or respectively, daily newspapers for information on their own region.

More detailed assessments of this data took place in 2013/2014, in order, for instance, to identify differences specific to particular milieus between different population groups.

In addition, we developed plans for a repeat study and were in talks on financing it. ☉ <http://hbi.to/3795>

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

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

Publication:

Hasebrink, U.; Hölig, S. (2014): Topografie der Öffentlichkeit. [The Topography of the Public Sphere.] In: *Aus Politik und Zeitgeschichte*, vol. 22-23, pp. 16-22.

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 Großstadtpflichkeit. 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>).

Hölig, S. (2013): Informationsrepertoires Jugendlicher und junger Erwachsener [Young People's and Young Adults' Information Repertoires]. In: *merz. Zeitschrift für Medienpädagogik*, vol 57, no. 3, pp. 15-24.

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.

Lecture:

“Informationsrepertoires der deutschen Bevölkerung” [The Information Repertoires of the German Populace], lecture by U. Hasebrink at the Versammlung der Niedersächsischen Landesmedienanstalt on 28 November 2013 in Hanover.

40. COST Programme „Transforming Audiences – Transforming Societies“

The Action, “Transforming Audiences – Transforming Societies” (Action IS0906) ran from 2010 to February 2014 in the framework of the COST-Programme (European Cooperation in Science and Technology) and was devoted to fostering international cooperation in researching usage and reception (see www.cost-transforming-audiences.eu). The Hans Bredow Institute was represented on its Management Committee by Uwe Hasebrink.

In the framework of the programme, the Institute participated above all in publications on the topic of crossmedia and convergence from the perspective of users. This context generated the initiative for an internationally comparative study on “European Media Audiences” (see project 41). U. Hasebrink and S. Hölig were co-editors of a special issue of the journal “Participations” on the combinations of methods used in reception research. In addition, U. Hasebrink and Rudolf Kammerl jointly contributed an article on Germany to a comparative survey of European policy in support of media competency. ☉ <http://hbi.to/3617>

Researchers: U. Hasebrink, S. Hölig

Cooperating partners: Divina Frau-Meigs (Sorbonne Nouvelle, Paris), Rudolf Kammerl (Universität Hamburg).

Publications:

Bjur, J.; Schröder, K. C.; Hasebrink, U.; Courtois, C.; Adoni, H.; Nossek, H. (2014): Cross-Media Use – Unfolding Complexities in Contemporary Audiencehood. In: N. Carpentier; K. C. Schröder; L. Hallett (eds.), *Audience Transformations. Shifting Audience Positions in Late Modernity*. New York, NY: Routledge, pp. 15-29.

Kammerl, R.; Hasebrink, U. (2014): Media and Information Literacy Policies in Germany. Paris: ANR TRANSLIT and COST “Transforming Audiences, Transforming Societies”, http://ppemi.ens-cachan.fr/data/media/colloque140528/rapports/GERMANY_2014.pdf.

Schröder, K. C.; Hasebrink, U.; Hölig, S.; Barker, M. (2012) (eds.): *Exploring the Methodological Synergies of Multi-method Audience Research*. Special Issue of “Participations. Journal of Audience and Reception Studies”, Vol. 9, issue 2.

Lecture:

“Future Audiences: Towards Longitudinal Studies of European Media Audiences”, lecture by U. Hasebrink and S. Hölig at the final conference of the COST-Action “Transforming Audiences, Transforming Societies” on 7 February 2014 in Ljubljana (together with K. B. Jensen).

41. European Media Audiences

Considerable shifts in the use of media accompany both the technical convergence of media services and 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, planned for summer 2014, will offer 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

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

Lectures:

“Wie informiert sich die Gesellschaft? Informationsinteressen und Nutzungsmuster im internationalen Vergleich” [How Does Society Get Its Information? Information Concerns and Patterns of Use in International Comparison], lecture by S. Hölig for the 34. Semesterabschlussstreffen of the Chair for “Historische und Systematische Kommunikationswissenschaft” of the Institut für Kommunikations- und Medienwissenschaft at the Universität Leipzig on 24 January 2014.

“Future Audiences: Towards Longitudinal Studies of European Media Audiences”, lecture by U. Hasebrink and S. Hölig at the final conference of the COST-Action “Transforming Audiences, Transforming Societies” on 7 February 2014 in Ljubljana (together with K. B. Jensen).

42. A Long-term Study on Media Appropriation

This is a sub-project in the DFG proposal, “Communicative Figurations”, aimed at establishing a special research area at the universities of Bremen and Hamburg (see project 3), and investigates the change in media environments from a long-term perspective. The project links two empirical approaches: a qualitative meta-analysis of current qualitative and quantitative investigations on the use of “new” and “old” media continuously observes how the media environments of various population groups has changed with the emergence and disappearance of media, seen as both technologies, services and content.

Secondly, we will conduct a long-term study to research into how various population groups adopt the respective media available. The results of both steps will be regularly made available to the sub-projects directed to concrete communicative figurations, as well as to the wider specialist audience.

Researcher: U. Hasebrink

Cooperating partner: Prof. Dr. Andreas Hepp, Universität Bremen

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

With this in-house project, the Institute is extending earlier work on the future of television use. In

the face of the anticipated difficulty researchers (as well as media providers) will confront in differentiating the tendencies of general media use from the use of the respective individual media, given an environment where circumstances in the media are further converging technically, the concept of the communication mode has been 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, while the boundaries between various communication modes and their psychic, social and cultural significance are being 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. 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 as well as for different forms of the reception of, moving images. ☉ <http://hbi.to/913>

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

Publications:

- Hasebrink, U. (2013): Modi audiovisueller Kommunikation [Modes of Audio-Visual 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 Use]. In: Medien und Zeit 27 (2), pp. 44-53.
- Hasebrink, U.; Hölig, S. (2013): Conceptualizing Audiences in Convergent Media Environments. In: M. Karasin, S. Diehl (eds.), Media and Convergence Management. Berlin: Springer, pp. 189-202.
- 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 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>).

Lecture:

“Information-oriented Communication Modes in Converging Media Environments”, lecture by S. Hölig at the “Deconstructing Media Convergence Conference” on 22 November 2013 in Salzburg.

44. 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. Sonia Livingstone and 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. 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 Assistant: 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, Uwe; Lobe, B. (2013): The Cultural Context of Risk. On the Role of Intercultural Differences for Safer Internet Issues. In: B. O'Neill, E. Staksrud, S. McLaughlin (eds.), *Towards a Better Internet for Children? Policy Pillars, Players and Paradoxes*. Göteborg: Nordicom, pp. 283-299.
- Helsper, E. J.; Kalmus, V.; Hasebrink, U.; Sagvari, B.; de Haan, J. (2013): Country Classification: Opportunities, Risks, Harm and Parental Mediation. London School of Economics and Political Science: EU Kids Online.
- 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.

Lectures:

"Medienkompetenz und Medieninkompetenz" [Media Competence and Media Incompetence], lecture in the context of the public lecture series "Wie geht es unseren Kindern und Familien? Antworten der Wissenschaften!" at the Hochschule für Angewandte Wissenschaften Hamburg on 3 June 2014 in Hamburg.

"Challenges of Longitudinal Research: Lessons Learnt", lecture by U. Hasebrink on the EU Kids Online-Workshop on 15 January 2014 in Reykjavik.

"Medien, Kommunikation und Informationstechnologie im Familienalltag" [The Media, Communication and Information

Technology], lecture by U. Hasebrink at the 4th Europäischer Fachkongress Familienforschung on 7 June 2013 in Bamberg.

"Risiko, Rischio, Ryzyko – Onlinerisiken aus der Perspektive europäischer Kinder – Ergebnisse aus dem Projekt EU Kids Online" [Risk, Rischio, Ryzyko – Online Risks from the Perspective of European Children – The Results of the Project, EU Kids Online], lecture by U. Hasebrink and C. Lampert in the context of the event, "Kinder im Netz. Aktuelle Befunde und Handlungsansätze" on 25 June 2013 in Hamburg.

45. 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 of their own and adequate knowledge about how children learn media.

Parents' ideas of media education, the practice of media education within the family, the 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 (until 9/12)

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

Cooperating 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. (eds.) (2013): 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).

Lectures:

“Medienerziehung in der Familie unter den Bedingungen von Mediatisierung” [Media Education in Families under Conditions of Mediatisation], lecture by C. Lampert in the context of the Autumn meeting of the DGfE-Sektion Medienpädagogik on 7 November 2013 in Cologne (jointly with U. Wagner and C. Gebel).

“Mediennutzung und -erziehung in der Familie” [Media Use and Education in Families], lecture by C. Lampert in the context of the lecture series, “Immer und überall online”, on 28 October 2013 in Hamburg.

“Mama, Papa, iPad – Medien(erziehung) in der Familie” [Mama, Papa, iPad – Media (Education) in Families], workshop by C. Lampert in the context of the specialist symposium, “Baby mit Zukunft. Aufwachsen zwischen virtuellen Netzwerken und emotionaler Präsenz”, at the Ehlerding Stiftung on 5 June 2013 in Hamburg.

“Je früher, desto besser? Frühkindliche Mediennutzung und Handlungsansätze für die Elternarbeit” [The earlier, the better? Media Use in Early Childhood and Approaches to Active Involvement by Parents], contributory lecture by C. Lampert at the workshop for delegates to the Initiative Eltern+Medien on 15 May 2013 in Marl.

“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).

46. Computer Game Socialisation in Families

Earlier studies have shown that many gamers 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.

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: Chal-

lenged, Supported, Endangered” (Fritz et al. 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], project leader: Prof. Dr. Rudolf Kammerl, University of Hamburg. The qualitative interviews with 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)

Publications:

Lampert, C. (2013): Computerspielen in der Familie und Ansatzpunkte für die medienpädagogische Arbeit [Computer Games in Families and Approaches for Media Pedagogy]. In: J. Lauffer, R. Röllecke (eds.), Aktiv und kreativ medialen Risiken begegnen. Medienpädagogische Konzepte und Perspektiven. Munich: kopaed, pp. 26-32.

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

Lectures:

“Computerspiele(n) in der Familie” [Computer Games/ing in Families], lecture by C. Lampert in the context of the specialist symposium, “Surfen, daddeln, zocken – Gamer die unbekannten Wesen?!” at the Landesstelle Jugendschutz Niedersachsen on 14 May 2014 in Hanover.

“Computerspiele(n) in der Familie – Computerspielsozialisation von Heranwachsenden” [Computer Games/ing in Families – The Computer Socialisation of Adolescents], lecture by C. Lampert in the context of the Media Academy specialist symposium, “Das Leben ist (k)ein Spiel! Onlinespiele – Bereicherung oder Gefährdung der jugendlichen Lebenswelt?”, on 8 November 2013 in Greifswald.

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 PROJECT

„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 as to 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 has been 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

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.

PRE-DOCTORAL PHASE

Identifying students who are to be considered for a PhD and introducing them to research projects is becoming increasingly important. This has already been taking place for a long time 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” took 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 has also taken part in the 2013 Summer School, which was offered by the Institute for

Media 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 2013 Summer School was “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 the 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, Uwe Hasebrink is a spokesperson. 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 candidates 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 2013-2014

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

Arne Laudien: Präventives staatliches Eingreifen in massenmediale Internetkommunikation [Preventative Intervention by the State in Mass Media Internet Communication], supervised by W. Schulz, completed 2013. Published as Laudien, A. (2013): Präventives staatliches Eingreifen in massenmediale Internetkommunikation: Der Schutz der Kommunikationsfreiheiten in der Wissensgesellschaft durch das Zensurverbot und die objektiven Gehalte des Art. 5 Abs. 1 GG. [Preventative Intervention by the State in Mass Media Internet Communication: the Protection of Communication Freedom in the Knowledge Society by the Prohibition on Censorship and the Objective Contents of Statute 5 Abs. 1 GG.] Bremen: Europäischer Hochschulverlag.

Regine Sprenger: Regulierung crossmedialer Konzentrationsprozesse [The Regulation of Crossmedial Processes of Concentration], supervised by W. Schulz, completed 2013. Published as Sprenger, R. (2013): Optionen zur Regulierung des publizistischen Wettbewerbs. Eine konzeptionelle Untersuchung des Kartellrechts und des medienpezifischen Konzentrationsrechts in Bezug auf die Verhinderung vorherrschender Meinungsmacht [Options for Regulating Journalistic Competition. A Conceptual Investigation of Cartel Law and the Media-specific Law on Concentration with Reference to Preventing Predominant Influence on Public Opinion]. Frankfurt: Peter Lang.

Doctoral Projects Supervised by Uwe Hasebrink in 2013/2014

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

Sebastian Deterding: Modes of Play. A Frame Analytic Account of Video Game Play (completed in 2013).

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].

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] (completed in 2013).

Ann Mabel Sanyu: New Media Use of African Migrants to Negotiate Identity and Sense of Belonging. A Comparative Study of Ghanaian Women Migrants.

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

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

Doctoral Projects Supervised by Wiebke Loosen in 2013/2014

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].

Doctoral Projects Supervised by Wolfgang Schulz in 2013/2014

Simon Assion: Must Carry: Übertragungspflichten auf digitalen Rundfunkplattformen [Must Carry: Transmission Responsibilities on Digital Broadcasting Platforms]

Jan Felix Dein: Rechte der Teilnehmer von Onlinewelten an ihren virtuellen Repräsentationen [Your Rights as a Participant in Online Worlds in Their Virtual Representation] (completed in 2014).

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

Max von Grafenstein: Principle of Purpose Limitation in Data Protection Law with Respect to its Effects on Entrepreneurial Innovation Processes in Startups.

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: Gewährleistung der Möglichkeit internetbasierter Kommunikation – eine Vermessung des grundgesetzlichen Schutzkonzepts [Ensuring the Possibility of Internet-based Communication – a Survey of the Concept of Protection in Constitutional Law].

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].

Felix Zimmermann: Product Placements in den elektronischen Medien [Product Placements in Electronic Media] (completed in 2014).

Doctoral Project Supervised by Hans-Ulrich Wagner in 2014

Heidi Svømmekjær: Radio in Proportion. The Hansen Family and Strategies of Relevance in the Danish Broadcasting Corporation 1925-50 (Roskilde Universitet / Institut for Kultur og Identitet, completed in 2014).

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 a 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.

Subsequent to our positive experience with a “Marie Curie Intra-European Fellowship for Career Development” (Dr. Roberto Suárez Candel, 2010-2012), the Institute will attempt to use this form of support to attract beginning researchers from other European countries who are working in the same area as our research programmes.

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, currently including the research alliance, “Communicative Figurations”, with the University of Bremen (see project 3), the RCMC initiates research events and publications and promotes international exchanges in the area of communication and media studies. In 2014, the RCMC already has about 50 members. The RCMC also maintains the above-mentioned Graduate School Communication and Media (GMaC) (see part C).

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 develop-

ments 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. The Research Centre for the History of Broadcasting in Northern Germany is a member of the working group, “Mediale Erinnerung & transkulturelle Kommunikation” [Medial Remembrance and Transcultural Communication], at the Research Center Media and Communication (RCMC). The working group is developing a wider perspective on both research into (medial) remembrance and research on transnational, or respectively, transcultural communication. Our goal is to analyse social remembrance in and through media theoretically and empirically in the context of processes of transcultural transfer.

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 12) forms a further joint activity with the University.

Humboldt Institute for Internet and Society (HIIG)

Since 2011, the Hans Bredow Institute has been an integrated co-operation partner of the Alexander von Humboldt Institute for Internet and Society (HIIG). 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. Its area of competence area “Internet and Society” forms the bridge to the HIIG. With the appointment of Wolfgang Schulz to the board of the HIIG there is also a personal relation on management level.

Our collaboration with the HIIG also means that we are a member of the “Network of Internet Research Centers” (NoC), along with the NEXA Center in Turin, Oxford Internet Institute, the Rio Institute for Technology and Science and the Berkman Center at Harvard University. Wolfgang Schulz was the executive director of the international network in the most recent research year and coordinated its work; this role will go to the NEXA Center at the end of 2014.

The collaboration is coordinated by the area of competence, “Internet and Society”, at the Institute and appears in numerous joint research projects.

The Leibniz Research Association for Science 2.0

In the context of the annual general meeting of the Leibniz Society, the Hans Bredow Institute was inducted into the Association at the members meeting of the Leibniz Research Association for Science 2.0 on 28. November 2013.

The Leibniz Research Association Science 2.0 numbers 35 institutions drawn from academia and libraries and counts as the biggest of the total of 11 research associations in the Leibniz Society. The grouping of university and extra-university research institutions from various research disci-

plines in Germany, Austria and Switzerland is tackling the question as to how the internet’s numerous web 2.0 applications are changing processes of research and publication. Our goal is to develop new technologies for systems of infrastructure on the basis of detailed research findings on researchers’ changed working patterns.

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 and forms a constituent part of our area of competence in “Health Communication”.

Among the Institute’s particular characteristics are its cooperative projects on an intensive and international level. Through its International Media Handbook, it has 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 44) and the COST-Action “Transforming Audiences, Transforming Societies” (project 40) as well as the EU projects the Institute coordinates on machine-readable and interoperable age classification labels in Europe (MIRACLE, see project 9) or on co-regulation and on the independence of regulative authorities INDIREG (project 19). In this way, the Institute has created good premises for devising European research projects and making applications for them.

All in all, a special research emphasis in the Asian-Pacific region (project 11) 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 (DGPK) 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.

Stephan Dreyer has headed the “Technical Task Force on Interoperability and Machine-Readability” in the “CEO Coalition to Make the Internet a Safer Place for Kids” since 2012. This is an initiative proposed by the EU Commission and created by over 30 international media firms to improve youth protection on the Internet.

From May 2010 until February 2013, 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” 2011-2013. U. Hasebrink and C. Lampert are engaged in 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. H.-U. Wagner is 2014 member of the jury „Hörspiel des Monats”/“Hörspiel des Jahres” [“Radio Play of the Month”/“Radio Play of the Year”] of the Deutsche Akademie der Darstellenden Künste [German Academy of Performing Arts] as well as in the jury „Hörspielpreis der Kriegsblinden” [Blind War Veterans’ Prize for Radio Plays] (Film Foundation Northrhine-Westphalia).

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); Center for Social Responsibility in the Digital Age (S. Dreyer); the Erfurt Netcode (C. Lampert); Studienkreis Rundfunk und Geschichte [Study Group Broadcasting and History] (H.-U. Wagner); 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) and „youthpart” (J.-H. Schmidt).

GUEST RESEARCHERS AT THE HANS BREDOW INSTITUTE

Besides the Senior Visiting Research Fellow Dr. Per Christiansen, the Institute could welcome the following guest researchers for stays in 2013/2014:

Dr. Marie Cronqvist, Dr. Marie Cronqvist, guest researcher at the Hans Bredow Institute and at the Research Centre for the History of Broadcasting in Northern Germany from October 2013 to May 2014, is an Associate Professor in Journalism and Media History at the University of Lund, Sweden. In the context of the collaborative project, Entangled Media History (EMHIS) (see project no. 30), financed by STINT (Swedish Foundation for International Cooperation in Research and Higher Education), she is investigating the exchange of television programmes between the GDR and Sweden from 1969 to 1989. Her research interests include Swedish and European media history and particularly the culture and media development during the Cold War.

Maike Helmers, guest researcher at the Hans Bredow Institute and the Research Centre for the History of Broadcasting in Northern Germany in November 2013, is a Senior Lecturer in Sound Design and Editing at Bournemouth University in England. In the context of the collaborative project, Entangled Media History (EMHIS), she was a guest of the Hans Bredow Institute for two weeks from 4 November 2013. The project (see project no. 30) enabled her to do a literature search in the Institute's library, as well as a search

for archive material on early German sound film in Berlin.

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.

E. KNOWLEDGE TRANSFER, CONSULTATION AND SERVICES

Knowledge Transfer and Consultation

The Hans Bredow Institute seeks to transfer the knowledge arising from its work actively and as broadly as possible to many different target groups in multiple ways.

The Institute's expertise is sought after by policy-makers and practitioners in the media; the Institute contributes, for example, to the analysis of current issues, for example at hearings and by way of commentary and expertise, but also at separate events, like, for instance, the annual Hamburger Mediensymposium [Hamburg Media Symposium], consistently attracting over 300 participants and held in cooperation with the Medienanstalt Hamburg / Schleswig-Holstein [The Hamburg/Schleswig-Holstein Media Authority] and with the Chamber of Commerce.

The Institute is often asked by journalists and names contact persons within and outside the Institute. It provides information on the German media system to interested parties abroad. Furthermore, the broader public audience, e.g. teachers or parents worrying about their children's activities on the Internet, demands its research results.

In addition, the Institute aims to value project results in terms of their practical relevance and to actively transfer these to target groups as appropriate.

Many of the Institute's projects already have, by dint of their devising, an – to a varying extent pronounced – element of transfer function.

Above all, this concerns those projects developed with the Institute's particular areas of expertise.

In 2013/2014, the following figured among the current social topics to which the Institute contributed:

Governance in the Internet

Questions as to how code and legal and informal social norms determine our online activities are one component of the research programme, "Re-

gelungsstrukturen und Regelbildung in digitalen Kommunikationsräumen" [Regulatory Structures and Formations in Digital Spaces of Communication], and are being tackled in numerous projects, many of them in cooperation with the Alexander von Humboldt-Institute for the Internet and Society (HIIG). Among the activities more directed towards transfer is an exploratory study by J.-H. Schmidt and K. Johnson on the use of the German Bundestag's e-petition server, with particular reference to role of pseudonymity for participation (project 2). This was published in June 2014 (Schmidt, J.-H.; Johnson, K. (2014): On the Use of the E-Petition Platform of the German Bundestag. Berlin: HIIG, http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2444672).

In this area, the stakeholders are national institutions with a role in governance systems, such as state and federal ministries and parliaments, as well as actors from civil society, but also international institutions concerned with questions of Internet governance, like the Internet Corporation for Assigned Names and Numbers (ICANN). W. Schulz joined this latter, among others, in participating in a series of conferences held in Brazil on the topic of "Collaborative Internet Governance Ecosystems". Examples are the Brazil-Germany Meeting on Internet Governance on 22 April 2014 and the conference, "NETmundial – Multistakeholder Meeting on the Future of Internet Governance", on 23/24 April in São Paulo. The same topic applied to an event in Istanbul:

– "Multistakeholder Internet Governance", a discussion panel moderated by W. Schulz on 22 May 2014 in the context of the event, "Moving towards a Collaborative Internet Governance Ecosystem: Contributions by the Academic Community and Next Steps", as part of the series on the Distributed, Collaborative Internet Governance Ecosystem of the Global Network of Interdisciplinary Internet & Society Research Centers.

We also tackle questions relevant to praxis in the form of workshops or other events in Germa-

ny. In this vein, the Institute organised a panel on the topic of “Code Literacy” at the conference, re:publica 2013. We discussed the extent to which the understanding of the functioning and programming of digital spaces of communication might be considered an independent area of media competency:

- “Code Literacy: Verstehen, was uns online lenkt”, [Understanding what is directing 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” from 6 to 8 May 2013 in Berlin.

Among further activities in this field are:

- “Digital vernetzte Öffentlichkeit und das Parti-zipationsparadox” [Digitally Networked Public Spheres and the Participation Paradox], keynote lecture by J.-H. Schmidt in the discussion round, “Digitaler Straßenkampf oder Selbstverpflichtung – wie entstehen Regeln im Netz?” [Digital Streetfighting or Self-Regulation – how do Rules develop in the Net?], at the Deutsches Institut für Vertrauen und Sicherheit im Internet [German Institute for Trust and Security in the Internet] on 14 May 2014 in Berlin.

- “‘Code as Code can’ – Anmerkungen zur medienethischen Relevanz von Code” [‘Code as Code can’ – Remarks on the Relevance of Codes for Media Ethics], lecture by N. Heise at the symposium, “Täuschung, Inszenierung, Fälschung” [Deceiving, Staging, Falsifying] on 9 January 2014 in Cologne.

- “Code as Control”, an international specialist workshop at the Hans Bredow Institute on 17/18 January 2013.

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.

Data Protection in the Net

The increased use of social networks by adolescents is leading to a more intensive need for legal assessments of data as well as personality protec-

tion, 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 completed an innovation workshop, “Datenschutz” [data protection] (project 22) in March 2014. In addition, we have taken up two individual topics from praxis, which are very important for effectively regulating data protection: workshops with representatives from both praxis and research, as well as an online survey of firms, lawyers, data protection consultants and representatives of the monitoring authority have allowed us to identify the potential for optimising the dialogue on regulation. Paralleling this, we have investigated the devising of the methods and the transparency involved in processing data in such a way that people concerned can actually understand how processing happens and assess the consequences for themselves. We have also assessed how practically applicable the methods and transparency are. The results of this innovation workshop are available for downloading in our series of working papers:

- Christiansen, P.; Schmidt, J.-H. (2014): Dialog als Instrument der Datenschutzregulierung. Eine wissenschaftliche Innovationswerkstatt im Austausch mit Datenschutzbehörden und der Internetwirtschaft – Ergebnisse. [Dialogue as an Instrument for Regulating Data Protection. A Research-based Innovation Workshop in Consultation with Data Protection Authorities and the Internet Industry – Results] Hamburg: Verlag Hans-Bredow-Institut, May 2014 (Hans Bredow-Institute Working Paper no. 29), available at: http://www.hans-bredow-institut.de/webfm_send/973.

Revision of Child Media Protection

The Hans Bredow Institute has taken the current efforts in the federal states towards amending legislation as an opportunity to comment on the changes being suggested, against the background

of the results of our research evaluation and the insights gained in the meantime. As commissioned by the BMFSFJ, the Institute had already presented a research evaluation of the German protection of minors from harmful media. The conclusion regarding the interstate treaty on the protection of minors in the media (JMStV) was that the actors in a re-modelled system of regulated self-regulation had increasingly found their roles.

Our research assessment did also identify, however, some wider points and numerous lesser ones either hampering the coherent protection of minors and its enforcement in practice or, at the least, making it appear in need of optimisation. The Institute accompanied the discussion about effective protection of minors in the media further through the following activities:

- The response: “Änderung des Jugendmedienschutz-Staatsvertrages” [Changing the Interstate Treaty on the Protection of Minors in the Media], to the states’ discussion paper, authored by S. Dreyer and W. Schulz, 16 May 2014, is available at: www.hans-bredow-institut.de/webfm_send/1005;

- Dreyer, S. (2013): Recht haben und Recht bekommen – Zu rechtlichen Möglichkeiten und Grenzen bei Cybermobbing [Being Right and Seeking Redress – On Legal Possibilities and Limits Regarding Cybermobbing]. In: Fachkreis Gewaltprävention (ed.), Reader “Konflikte und Gewalt 5”, pp.7-9 (www.gewaltpraevention-hamburg.de/dateien/Konflikte%20und%20Gewalt%2005.pdf).

- Dreyer, S. (2013): Rechtliche Grundlagen des Jugendmedienschutzes [The Legal Bases of the Protection of Minors from Harmful Media]. In: U. Sander, H. Friedrichs, T. Junge (eds.), Jugendmedienschutz in Deutschland. Wiesbaden: VS Verlag, pp. 65-82.

- “Bunnykiller Hybrid-TV? Jugendmedienschutz und konvergente Endgeräte” [Bunnykiller Hybrid-TV? The Protection of Minors from Harmful Media and Convergent Terminals], lecture by S. Dreyer in the context of the Media

Lunch Break, “Hybrid TV-Geräte – Enabler oder Gatekeeper?”, at the Field Fisher Waterhouse practice on 31 January 2014 in Hamburg.

- “Persönlichkeitsschutz im Netz – Rechtliche Möglichkeiten und rechtliche Grenzen bei Cybermobbing” [The Protection of Individuals on the Net – Legal Possibilities and Limits Regarding Cybermobbing], lecture by S. Dreyer in the context of the specialist symposium, “Mobbing und Cybermobbing. Das analoge und digitale System der Schikane”, at the AGJ-Fachverbands für Prävention und Rehabilitation in the Erzdiözese Freiburg on 13 November 2013 in Freiburg.

- Participation by S. Dreyer in the radio broadcast, “Cybermobbing – Wie können sich Opfer wehren” [Cybermobbing – How Can Victims Protect Themselves?], on NDR 90,3 on 22 October 2013.

- “Bilder, Daten, Werke – Medienrechtliche Berührungspunkte der Jugendarbeit am und im Netz” [Images, Data, Works – Points of Contact in Media Law with Youth Work on and in the Net], lecture by S. Dreyer in the context of the symposium, “Social Web in der Arbeit mit Jugendlichen”, at the Jugendpfarramt in der Nordkirche 25 September 2013 in Plön.

- “Recht haben, Recht bekommen, Recht Recht sein lassen... Wo und wie Gesetze bei Cyber-Mobbing helfen können” [Being 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 Berne.

- 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.

Going beyond the national debate, the Institute contributes its expertise to considerations of the demands made by and the options for realisation of supra-national labelling systems (projects 9 and 10).

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 44), “Media Education in Families” (project 45) and “Computer Game Socialisation in Families” (project 46) 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:

- “Medienkompetenz und Medieninkompetenz” [Competence and Incompetence with Media], lecture by U. Hasebrink in the context of the public lecture series, “Wie geht es unseren Kindern und Familien? Antworten der Wissenschaften!” at the Hochschule für Angewandte Wissenschaften Hamburg on 3 June 2014 in Hamburg.

- “Computerspiele(n) in der Familie” [Computer Games/ing in Families], lecture by C. Lampert in the context of the specialist symposium, “Surfen, daddeln, zocken – Gamer die unbekannten Wesen?!” at the Landesstelle Jugendschutz Niedersachsen on 14 May 2014 in Hanover.

- “Heranwachsen in der digitalen Gesellschaft” [Growing up in the Digital Society] keynote lecture by J.-H. Schmidt at the Schulentwicklungstag of the Johannes-Brahms-Schule on 7 April 2014 in Pinneberg.

- “Persönliche Öffentlichkeiten im Social Web” [Personalised Public Spheres in the Social Web], keynote presentation by J.-H. Schmidt at the event, “Ohne Facebook keine Freunde?“, at the Friedrich-Ebert-Stiftung on 1 April 2014 in Hamburg.

- “Der Reiz der neuen Medien” [The Attraction of the New Media] opening lecture by J.-H. Schmidt at the annual symposium of the “Katholischen Jugendsozialarbeit Nord” on 5 March 2014 in Hamburg.

- “Was ist der Reiz der sozialen Medien? Jugendliche und ihr Umgang mit Facebook & Co. aus Sicht der Kommunikationswissenschaft” [What is the Attraction of the Social Media? Young People and their Involvement with Facebook & Co. from the Perspective of Communications Studies], opening lecture by J.-H. Schmidt at the specialist symposium of the Bundeselternrat on the topic, “Gesunder Umgang mit neuen Medien im schulischen Alltag“, on 24 January 2014 in Potsdam.

- “Computerspiele(n) in der Familie – Computerspielsozialisation von Heranwachsenden” [Computer Games/ing in Families – Adolescents’ Socialisation through Computer Games] lecture by C. Lampert in the context of the specialist symposium of the Medienakademie, “Das Leben ist (k)ein Spiel! Onlinespiele – Bereicherung oder Gefährdung der jugendlichen Lebenswelt?“, on 8 November 2013 in Greifswald.

- “Mediennutzung und -erziehung in der Familie” [Media Use and Education in Families] lecture by C. Lampert in the context of the lecture series, “Immer und überall online“, on 28 October 2013 in Hamburg.

- Organisation of a specialist symposium on the topic of “Kinder im Netz. Aktuelle Befunde und Handlungsansätze” [Children in the Net. Current Findings and Practical Initiatives] on 25 June 2013 in Hamburg.

- “Mama, Papa, iPad – Medien(erziehung) in der Familie” [Mama, Papa, iPad – Media(Education) in Families], workshop by C. Lampert in the context of the specialist symposium

um, “Baby mit Zukunft. Aufwachsen zwischen virtuellen Netzwerken und emotionaler Präsenz”, at the Ehlerding Stiftung on 5 June 2013 in Hamburg.

– “Je früher, desto besser? Frühkindliche Mediennutzung und Handlungsansätze für die Elternarbeit” [The earlier, the better? Media Use in Early Childhood and Approaches to Active Involvement by Parents], lecture by C. Lampert at the Workshop für Referentinnen und Referenten of the Initiative Eltern+Medien on 15 May 2013 in Marl.

– “Medienbildung in der Kita und der GBS” [Media Education in Childcare Centres and at the GBS], lecture by C. Lampert in the context of the 8. Hamburger Fachgespräch der Behörde für Arbeit, Soziales, Familie und Integration on 24 April 2013 in Hamburg.

– “Kompetent oder verloren im Netz? Wie nutzen Kinder und Jugendliche Angebote im Internet?” [Competent or Lost in the Net? How do Children and Adolescents use Internet Services?], lecture by C. Lampert in the context of the CCKids-Fachforum, “Wissenschaft und Praxis im Dialog”, on the topic, “Verloren im Netz? Medienkompetenzförderung bei Kindern und Jugendlichen”, on 16 April 2013 in Hamburg.

– “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 Behaviour’], 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.

Moreover, the Hans Bredow Institute commits itself in various contexts towards a long-term and sustainable establishment of media competence. 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.

Future of Public Service / Public Value

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 19) 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:

– participation by W. Schulz in the panel discussion on “Veränderung und Herausforderung – politischer, medialer und technischer Wandel” [Change and Challenge – Political, Media and Technical Transformation], at the symposium of the Historische Kommission of the ARD, entitled “Im öffentlichen Interesse – Bedeutung und Zukunft des öffentlich-rechtlichen Rundfunks” on 28 May 2014 in Hamburg;

– Commentary by W. Schulz on the decision of the Federal Constitutional Court on the ZDF State Treaty, delivered before the SPD party directorate commission on the media and the politics of the net, entitled “Anforderungen und Herausforderungen für die zukünftige binnenplurale Kontrolle des öffentlich-rechtlichen Rundfunks” on 26 March 2014 as well as at the workshop of the ARD Gremienvorsitzendenkonferenz entitled „Rundfunkgremien im Spiegel des Urteils des Bundesverfassungsgerichts“ on 30 April 2014 at the Norddeutscher Rundfunk in Hamburg.

– “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 Environ-

ment], 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;

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. In this area, the DFG has supported or respectively proposed foundational projects on media acquisition (project 42) as well as on the (Re-)Discovery of the Audience. Journalism under the Conditions of Web 2.0 (project 24). Alongside them, 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 lectures to (novice) journalists:

– “Der Freiberufler als Marke am Beispiel des Journalisten” [Freelancers as a Brand, with Journalists as Example], lecture by J. Reimer in the context of the event series, “Freiberuflich in Kultur & Medien”, at the tu>startup Entrepreneurship

School of the Technische Universität Dortmund on 22 January 2014 in Dortmund.

– ““Die (Wieder-)Entdeckung des Publikums” – ein Forschungsprojekt zur Publikumsinklusion im Journalismus unter den Bedingungen des Social Web” [‘The (Re-)Discovery of the Audience’ – a Research Project on Audience Inclusion in Journalism in the Context of the Social Web], lecture by J. Reimer at the Macromedia Hochschule für Medien und Kommunikation (MHMK) on 2 April 2014 in Hamburg.

– “Wie das Netz die Debattenkultur verändert” [How the Net Alters the Culture of Debate], opening lecture by J.-H. Schmidt in the discussion round, “Debatten im Netz”, staged by VOCER and süddeutsche.de on 20 September 2013 in Hamburg.

– “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 Assessability 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.

In October 2013, J.-H. Schmidt was also invited to Brazil by the Goethe Institute. At the University of Belem as well as at the Goethe Institute in Salvador de Bahia, he spoke on the structural change in the public sphere occasioned by digital media.

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, how complementary medical treatments are presented in the media and perceived by patients (project 29), the potential health-related „risks and side effects” of media use, or the opportunities of media for health pro-

motion (e.g. “Serious Games for Health”). 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.

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

- “Was steckt drin? Herausforderungen und Potenziale der Medienanalyse für die Gesundheitskommunikation am Beispiel des Themas Krebs” [What’s it all about? The Challenges and Opportunities for Health Communication in Media Analysis, Taking the Example of Cancer as Topic], lecture by C. Lampert, M. Grimm & S. Wahl in the context of the 1st symposium of the DGPuK-Ad-hoc-Gruppe Gesundheitskommunikation on 23 November 2013 in Hanover.

- “Transparent und evident? Qualitätskriterien in der Gesundheitsberichterstattung und die Problematik ihrer Anwendung am Beispiel des Themas Krebs” [Transparent and Evident? Quality Criteria in Health Reporting and the Problems of its Application, Taking the Example of Cancer as Topic], lecture by M. Grimm & S. Wahl in the context of the 1st symposium of the DGPuK-Ad-hoc-Gruppe Gesundheitskommunikation on 22 November 2013 in Hanover.

- “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.

- Grimm, M.; Wahl, S. (2014): Transparent und evident? Qualitätskriterien in der Gesundheitsberichterstattung und die Problematik ihrer Anwendung am Beispiel des Themas Krebs. [Transparent and Evident? Quality Criteria in Health Reporting and the Problems of its Application, Taking the Example of Cancer as Topic.] In: V. Lilienthal, D. Reineck, T. Schnedler (eds.), Qualität im Gesundheitsjournalismus: Perspektiven aus Wissenschaft und Praxis. Wiesbaden: VS.

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).

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

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

The Institute in the WWW

Our address, www.hans-bredow.institut.de, gives access to the entire spectrum of the Institute’s activities: information on the current research projects and on new publications (also for 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.

Individual projects, for instance, on the “(Wieder)Entdeckung des Publikums” [(Re-)Discovery of the Audience] (see project 24), are also continually reporting on research results in their own blog.

The Institute’s newest offering is the “Bredowcast”, a podcast intended to offer information on topics and projects, staff and what motivates the Institute in the entertaining mode of a “chat”. We have already produced a few instalments and look to publishing our latest offering in July, at the earliest.

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 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: O. Lévy, C. Hesse, J. Simon (until end of 2013)

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. The following are members of its editorial board: Prof. Dr. Joan Kristin Bleicher, Prof. Dr. Uwe Hasebrink, Anja Herzog, Dr. Sascha Hölig, Dr. Claudia Lampert, PD Dr. Wiebke Loosen, Christiane Matzen, Dr. Jan-Hinrik Schmidt, Hermann-Dieter Schröder, Prof. Dr. Wolfgang Schulz and Dr. Hans-Ulrich Wagner.

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

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

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

The editors ensure the greatest possible transparency with an annual report (at www.hans-bredow-institut.de). The assessment of manu-

scripts 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 DGPK sections as well as SGK 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 (DGPK-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 (SGK: 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.de.

k.info. Here, all volumes older than three years can be downloaded free of charge as PDF files.

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

International Media Handbook

The International Media Handbook 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>

2013/2014 published in this series:

Schulz, W. (Hrsg.) (2014): Gesetzessammlung Information, Kommunikation, Medien [Corpus Juris Information, Communication, Media]. 15th edition July 2014 (AP 16).

Christiansen, P.; Schmidt, J.-H. (2014): Dialog als Instrument der Datenschutzregulierung. Eine wissenschaftliche Innovationswerkstatt im Austausch mit Datenschutzbehörden und der Internetwirtschaft. Ergebnisse. [Dialogues as an Instrument for Regulating Data Protection. A Research-Based Innovation Workshop in Consultation with Data Protection Authorities and the Internet Industry. Results] May 2014 (WP 29).

Loosen, W.; Schmidt, J.-H.; Heise, N.; Reimer, J. (2013): Publikumsinklusion bei einem ARD-Politalk. Fallstudienbericht aus dem DFG-Projekt “Die (Wieder-)Entdeckung des Publikums” [Audience Inclusion in an

ARD Political Discussion Programme. Reporting on a Case Study from the DFG Project, “The (Re-)Discovery of the Audience”]. December 2013 (WP 28).

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

- 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 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>

2013/2014 published in this series:

Zwengel, W. (2013): Kulturflatrates. Vergütungsmechanismen für netzbasierte Nutzungen urheberrechtlicher Schutzgegenstände [Cultural Flat Rates. Payment Mechanisms for Net-Based Use of Material Protected by Copyright]. Baden-Baden: Nomos (Reihe Hamburger Schriften zum Medien-, Urheber- und Telekommunikationsrecht; 4).

Heilmann, S. (2013): Anonymität für User-Generated Content? [Anonymity for User-Generated Content?] Ba-

den-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 2013/2014

The most significant publications of all employees in 2013/2014 are listed below. A complete list of publications is available at www.hans-bredow-institut.de, below the profile of the respective employee.

Monographs

Schmidt, J.-H. (2013): Social Media. Wiesbaden: VS Verlag.
Schulze, A. (2013): Internetwerbung und Kinder. Eine Rezeptionsanalyse [Internet Advertising and Children. A Reception Analysis]. Wiesbaden: VS.

Articles in (Specialist) Journals

- Dreyer, S.; Hasebrink, U.; Lampert, C.; Schröder, H.-D. (2013): Entwicklungs- und Nutzungstrends im Bereich der digitalen Medien und damit verbundene Herausforderungen für den Jugendmedienschutz, Teilbericht II [Trends in Development and Usage in the Area of Digital Media and the Concomitant Challenges for the Youth Media Protection]. In: Beiträge zur Sozialen Sicherheit. Forschungsbericht no. 9/13.
- 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.
- Heise, N.; Loosen, W.; Reimer, J.; Schmidt, J.-H. (2013): Including the Audience. Comparing the Attitudes and Expectations of Journalists and Users towards Participation in German TV News Journalism. In: Journalism Studies (online first). doi: 10.1080/1461670X.2013.831232.
- Hölzig, S.; Hasebrink, U. (2013): Nachrichtennutzung in konvergierenden Medienumgebungen. International vergleichende Befunde auf Basis des Reuters Institute Digital News Survey 2013 [The Use of News Reporting in Converging Media Environments. Internationally Comparative Findings on the Basis of the Reuters Institute Digital News Survey 2013]. In: Media Perspektiven 11/2013, pp. 522-536.
- Oermann, M.; Staben, J. (2013): Mittelbare Grundrechtseingriffe durch Abschreckung? Zur grundrechtlichen Bewertung polizeilicher „Online-Streifen“ und „Online-Ermittlungen“ in sozialen Netzwerken [Indirect Interventions in Basic Rights through Deterrence? On Assessing Police “Online Patrols” and “Online Investigations” in Social Networks according to the Basic Law]. In: Der Staat – Zeitschrift für Staatslehre, Öffentliches Recht und Verfassungsgeschichte 2013, pp. 630-661.
- Oermann, M.; Staben, J. (2014): Auf Facebookstreife: Polizeiliche Maßnahmen in sozialen Netzwerken als mittelbare Grundrechtseingriffe? [On Facebook Patrol: Policing Measures in Social Networks as Indirect Interventions in Basic Rights?]. In: Verfassungsblog.de, am 08.04.2014.

available at: <http://www.verfassungsblog.de/de/auf-facebookstreife-polizeiliche-massnahmen-in-sozialen-netzwerken-als-mittelbare-grundrechtseingriffe/>

- Paus-Hasebrink, Ingrid/ Hasebrink, Uwe (2014): Kommunikative Praxen im Wandel. Eine Verknüpfung von Sozialisations- und Repertoireperspektive [Changes in Communicative Practices. Linking Socialisation and Repertoire Perspectives]. In: MedienJournal. Zeitschrift für Kommunikationskultur, vol. 38, no. 1, pp. 4-14.
- Wahl, S.; Klimmt, C.; Sowka, A. (2014): Außerschulische Medienkompetenzarbeit. Akteure, Prioritäten, erlebte Herausforderungen [Work on Media Competence outside Schools. Actors, Priorities, Challenges Encountered]. In: Medien & Kommunikationswissenschaft, vol. 62(2), pp. 236-256.

Chapters

- Badenoch, A.; Wagner, H.-U. (2013): Coming Home into Thin Air. Radio and the Socio-Cultural Geography of Homecoming in Germany 1945-1955. In: S. Gemie, S. Soo (eds.), Coming Home? Vol. 1: Conflict and Return Migration in the Aftermath of Europe's Twentieth-Century Civil Wars. Newcastle upon Tyne: Cambridge Scholars Publishing, pp. 145-163.
- 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.
- Finger, J.; Wagner, H.-U. (2014): Was bleibt von Fernseh-Darstellungen des Holocaust? Ein integrativer Ansatz zur empirischen Verknüpfung von Rezipienten- und Journalistenperspektive [What Remains from Television Representations of the Holocaust? An Integrative Approach to Empirically Linking the Perspectives of Recipients and Journalists]. In: W. Loosen, M. Dohle (eds.), Journalismus und (sein) Publikum. Schnittstellen zwischen Journalismusforschung und Rezeptions- und Wirkungsforschung. Wiesbaden: Springer VS, pp. 335-355.
- Gehrau, V.; Schulze, A. (2013): Quantitative Beobachtung: Grundprinzipien und Anwendungen [Quantitative Observation: Basic Principles and Applications]. In: W. Möhring, D. Schlütz (eds.), Handbuch standardisierte Erhebungsverfahren in der Kommunikationswissenschaft. Wiesbaden: VS, pp. 329-346.
- Grimm, M.; Wahl, S. (2014): Transparent and evident? Qualitätskriterien in der Gesundheitsberichterstattung und die Problematik ihrer Anwendung am Beispiel des Themas Krebs [Transparent and Evident? Quality Criteria in Health Reporting and the Problems of its Application, Taking the Example of Cancer as Topic]. In: V. Lilienthal, D. Reineck, T. Schnedler (eds.), Qualität im Gesundheitsjournalismus: Perspektiven aus Wissenschaft und Praxis. Wiesbaden: VS, pp. 61-81.
- Hasebrink, U.; Lobe, B. (2013): The Cultural Context of Risk. On the Role of Intercultural Differences for Safer Internet Issues. In: B. O'Neill, E. Staksrud & S. McLaughlin (eds.),

- Towards a Better Internet for Children? Policy Pillars, Players and Paradoxes. Göteborg: Nordicom, pp. 283-299.
- Hasebrink, U.; Hölig, S. (2013): Conceptualizing media audiences in convergent Media Environments. In: S. Diehl, M. Karmasin (eds.), *Media and Convergence Management*. Berlin/Heidelberg: Springer, pp. 189-202.
- Hasebrink, U.; Paus-Hasebrink, I. (2013): Trends in children's consumption of media. In: D. Lemish (ed.), *The Routledge International Handbook of Children, Adolescents and Media*. Milton Park & London: Routledge Taylor & Francis, pp. 31-38.
- Lampert, C.; Schwinge, C. (2013): Zum elterlichen Umgang mit Medien. Ein Überblick über den Stand der Forschung [On Parental Mediation. A Survey of the State of Research]. In: U. Wagner, C. Gebel, C. Lampert (eds.), *Zwischen Anspruch und Alltagsbewältigung: Medienerziehung in der Familie*. Berlin: Vistas, pp. 19-51.
- Loosen, W. (2014): Das Leitfadentinterview – eine unterschätzte Methode [The Directed Interview – an Undervalued Method]. In: S. Auerbeck-Lietz, M. Meyen (eds.), *Handbuch nichtstandardisierte Methoden in der Kommunikationswissenschaft*. Wiesbaden: Springer VS (forthcoming).
- Loosen, W. (2014): Entgrenzung des Journalismus [De-Differentiation of Journalism]. In: M. Löffelholz, L. Rothenberger (eds.), *Handbuch Journalismustheorien*. Wiesbaden: Springer (forthcoming).
- Loosen, W. (2013): Publikumsbeteiligung im Journalismus [Public Involvement in Journalism]. In: K. Meier, C. Neuberger (eds.), *Journalismusforschung. Stand und Perspektiven*. Baden-Baden: Nomos, pp. 147-163.
- Loosen, W. (2014): Journalismus als (ent-)differenziertes Phänomen [Journalism as a De-Differentiated Phenomenon]. In: M. Löffelholz, L. Rothenberger (eds.), *Handbuch Journalismustheorien*. Wiesbaden: VS (forthcoming).
- Oermann M. (2013): Das „Kommunikationspanopticon“ als Herausforderung für die Datenschutzregulierung von inkludierenden Onlinekommunikationsdiensten [The “Communications Panopticon” as a Challenge for the Regulation of Inclusive Online Communications Services to Ensure Data Protection]. In: J. Taeger (ed.), *Law as a Service (LaaS) – Recht im Internet- und Cloud-Zeitalter*. Oldenburg: OWIR, pp. 53-68.
- Reimer, J.; Ruppert, M. (2013): GuttenPlag-Wiki und Journalismus. Das Verhältnis eines neuen Medienakteurs im Social Web zu den traditionellen Massenmedien [GuttenPlag-Wiki and Journalism. The Relationship of a New Media Actor in the Social Web to the Traditional Mass Media]. In: U. Dolata, J.-F. Schrape (eds.), *Internet, Mobile Devices und die Transformation der Medien. Radikaler Wandel als schrittweise Rekonfiguration*. Berlin: edition sigma, pp. 303-329.
- Rössler, P.; Hammer, A.; Jann, J.; Riedel, U.; Schmitt, S.; Schwörer, L. & Wahl, S. (2013): Können mediale Narrationen das soziale Engagement von Kindern stärken? Integration durch Fernsehunterhaltung: Eine Adaption des “Modells des Narrativen Verstehens und Erlebens” [Can Media Narratives Strengthen Children’s Social Engagement? Integration through Television Entertainment: an Adaptation of the “Model of Narrative Understanding and Experience”]. In: K. Imhof, R. Blum, H. Bonfadelli, O. Jarren (eds.), *Stratifizierte und segmentierte Öffentlichkeit*. Wiesbaden: Springer VS, pp. 233-248.
- 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.
- Schmidt, J.-H. (2013): Practices of Networked Identity. In: J. Hartley, J. Burgess, A. Bruns (eds.), *A Companion to New Media Dynamics*. Malden, MA: Wiley-Blackwell. pp. 365-374.
- Schmidt, J.-H.; Johnsen, K. (2014): On the Use of the E-Petition Platform of the German Bundestag. Berlin: HIIG (HIIG Discussion Paper Series No. 2014-03), http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2444672.
- Schulz, W. (2013): After Snowden: Toward a Global Data Privacy Standard? In: U. Gasser, R. Faris, R. Heacock (eds.), *Internet Monitor 2013: Reflections on the Digital World Government as an Actor*, Berkman Center Research Publication No. 27, 12. Dezember 2013. Harvard, pp. 30-37.
- Schulz, W. (2013): Normativität in der Kommunikationswissenschaft – die medienrechtliche Perspektive [Normativity in Communications Studies – the Perspective of Media Law]. In: M. Karmasin, M. Rath, B. Thomaß (eds.), *Normativität in der Kommunikationswissenschaft*, Wiesbaden. Springer, pp. 209-225.
- Schulz, W. (2014): The Concept of “Privacy”. In: Think Tank Future Numérique; Carine Dartiguepeyrou (ed.), *The Futures of Privacy*. Paris: Fondation Télécom, Institut Mines-Télécom, pp. 47-53.
- Wagner, H.-U. (2013): Achtung, Aufnahme!. Mikrofonberufe in der Geschichte des Rundfunks / Hallo! Hallo! Hier Radio! ... Geschichte der Radiosignale / Radiomeldungen. Von Seewetterberichten, Suchmeldungen und Verkehrsnachrichten / Träume. Die Geschichte des Hörspiels. [Attention! Recording! ‘Microphone Professions’ in the History of Radio / Hallo! Hallo! This is Radio! The Story of Radio Signals / Radio Announcements. On Marine Weather Reports, Missing Person Announcements and Traffic Reports / Dreams. The History of the Radio Play] In: Gerhard Paul, Ralph Schock (eds.), *Sound des Jahrhunderts. Geräusche, Töne, Stimmen – 1889 bis heute*. Bonn: Bundeszentrale für politische Bildung, pp. 116-121; 122-127; 332-337; 364-369.
- Wagner, H.-U. (2014): Hans-Bredow-Institut für Medienforschung. [The Hans Bredow Institute for Media Research] In: M. Behmer, B. Bernard, B. Hasselbring (eds.), *Das Gedächtnis des Rundfunks. Die Archive der öffentlich-rechtlichen Sender und ihre Bedeutung für die Forschung*. Wiesbaden: Springer VS, pp. 105-108.
- Wagner, H.-U. (2014): Der öffentlich-rechtliche Rundfunk und das literarische Feld in der Metropolregion Hamburg. Zugänge, Annäherungen und Erkundungen für die Jahre 1948-1955 [The Field of Literature in the Metropolitan Region of Hamburg. Submissions, Advances and Investigations]. In: M. Mergler, H.-U. Wagner, H.-G. Winter (eds.), “Hamburg, das ist mehr als ein Haufen Steine.” Das kulturelle Feld in der Metropolregion Hamburg 1945-1955. Dresden: Thelem, pp. 80-95.
- Wagner, H.-U. (2013): Sounds like the Sixties. Approaches to Analyzing Radio Aesthetics in the Past. In: D. Zakharine, N. Meise (eds.), *Electrified Voices. Medial, Socio-Historical and Cultural Aspects of Voice Transfer*. Göttingen, pp. 291-300.

Editorships

- Czepek, A.; Hohlfeld, R.; Lobigs, F.; Loosen, W.; Meier, K.; Neuberger, C. (eds.) (2013 f.): *Aktuell. Studien zum Journalismus* [Current. Studies on Journalism]. Baden-Baden: Nomos.
- Loosen, W.; Dohle, M. (2014) (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 VS.
- Mergler, M.; Wagner, H.-U.; Winter, H.-G. (eds.) (2014): “Hamburg, das ist mehr als ein Haufen Steine.” Das kulturelle Feld in der Metropolregion Hamburg 1945-1955. [“Hamburg Is More than a Heap of Stones.” The Field of Culture in the Metropolitan Region of Hamburg from 1945-1955.] Dresden: Thelem.
- Schulz, W.; Valcke, Peggy; Irion, Kristina (Eds.) (2014): *The Independence of the Media and its Regulatory Agencies*. Bristol, UK/Chicago, USA.

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).

Published Working Papers and Conference Contributions

Hasebrink, U.; Schulz, W.; Deterding, S.; Schmidt, J.-H.; Schröder, H.-D.; Sprenger, R. (2013): Leitmedium Internet? Mögliche Auswirkungen des Aufstiegs des Internets zum Leitmedium für das deutsche Mediensystem. [The Internet as Core Medium? The Possible Consequences of the Internet's Growth into the Core Medium in the German Media System], report for the German Bundestag, submitted to the Büro für Technikfolgen-Abschätzung beim Deutschen Bundestag (TAB) in June 2010. Hamburg: Verlag Hans-Bredow-Institut, Juli 2013 (Working Papers of the Hans Bredow Institute no. 27), http://hbi.to/webfm_send/726.

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).

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

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 2013/2014

Hereafter the most significant lectures of all employees in 2013/2014 are listed. A complete list of lectures is available at www.hans-bredow-institut.de, below the profile of the respective employee.

Lectures on Conferences with Peer-Reviewing

"'Neue Amateurs' oder 'traditionelle Rezipienten'? Empirische Befunde zur Beziehung zwischen Journalismus und seinem Publikum unter sozialmedialen Bedingungen" ["New Amateurs' or 'Traditional Recipients'? Empirical Findings on the Relation between Journalism and its Audience in the Context of the Social Media], lecture by W. Loosen und J. Reimer in the context of the annual congress, "Die neuen Amateurs – zur Konjunktur einer Sozialfigur" of the Section Professionssoziologie in collaboration with the Sektion Wissenssoziologie of the Deutsche Gesellschaft für Soziologie on 5/6 June 2014 at the Institut für Soziologie of the TU Berlin.

"Was Journalisten wollen und sollen: Rollenselbstverständnis im Abgleich mit Erwartungen des Publikums" [What Journalists Want to Do and Ought to: the Understanding of their Role as Aligned to Audience Expectations], lecture by W. Loosen, J. Reimer, N. Heise und J.-H. Schmidt at the 59th annual symposium of the DGPK on 29 May 2014 in Passau.

"Kommunikationsrepertoires und digitale Öffentlichkeiten. Ein konzeptioneller Ansatz und erste empirische Befunde" [Communications Repertoires and Digital Public Spheres. A Conceptual Approach and First Empirical Findings], lecture by U. Hasebrink at the 59th annual symposium of the DGPK on 29 May 2014 in Passau.

"Living within the Complexity of Communicative Figurations: The Challenges of a Multiple Communicative Involvement", lecture by U. Hasebrink at the annual symposium of the International Communication Association (ICA) on 23 May 2014 in Seattle (together with A. Hepp).

"Was steckt drin? Herausforderungen und Potenziale der Medienanalyse für die Gesundheitskommunikation am Bei-

spiel des Themas Krebs." [What's it all about? The Challenges and Opportunities for Health Communication in Media Analysis; Taking the Example of Cancer as Topic], lecture by C. Lampert, M. Grimm & S. Wahl in the context of the 1st symposium of the DGPK-Ad-hoc-Gruppe Gesundheitskommunikation on 23 November 2013 in Hanover.

"Transparent und evident? Qualitätskriterien in der Gesundheitsberichterstattung und die Problematik ihrer Anwendung am Beispiel des Themas Krebs" [Transparent and Evident? Quality Criteria in Health Reporting and the Problems of its Application, Taking the Example of Cancer as Topic], lecture by M. Grimm & S. Wahl in the context of the 1st symposium of the DGPK-Ad-hoc-Gruppe Gesundheitskommunikation on 22 November 2013 in Hanover.

"Communicative Figurations of Interpretive Communities in Historical Change", lecture by H.-U. Wagner at the ECREA Communication History Workshop "History of the Media in Transition Periods" on 5 September 2013 at the Fundação Portuguesa das Comunicações in Lissabon.

"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 und J.-H. Schmidt in the context of the "International Communication Association's 63rd Annual Conference" on 21 June 2013 in London.

"Telling Stories or Representing Topics? Theoretically Conceptualizing and Empirically Analyzing Visual Episodic and Thematic Frames", lecture by M. Grimm und S. Geise in the context of the ICA annual symposium on 18. June 2013 in London.

"Responsible at First Sight? Conceptualizing Visual Episodic and Thematic Frames and Measuring their Effects", lecture by M. Grimm und S. Geise in the context of the WAPOR annual symposium on 16 May 2013 in Boston, MA.

"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.

“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.

“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 DGPK 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 DGPK on 10 May 2013 in Mainz.

“Ein Bild ist ein Frame ist ein Frame? Entwurf einer Typologie visueller Frames und ihre empirische Analyse” [A Picture is a Frame is a Frame? Design for a Typology of Visual Frames and their Empirical Analysis], lecture by S. Geise and M. Grimm in the context of the DGPK-Jahrestagung on 9 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 DGPK-Fachgruppe Rezeptions- und Wirkungsforschung [Annual Conference of the DGPK Section Reception and Media Effects] on 25 January 2013 in Vienna.

Keynotes

“European Citizens and the Media: Fewer Utopias, More Realism“, keynote lecture by U. Hasebrink at the conference, “European Citizens and the Media – Does Communication Enhance Participation?”, at the Institut für Auslandsbeziehungen and Deutsche Welle on 7 May 2014 in Berlin.

“Warum Qualität ein Thema ist” [Why Quality is a Topic] lecture by U. Hasebrink at the symposium, “(Wie) Verändert sich Qualität? Transformation durch Digitalisierung; Anspruchshaltung, Wettbewerbsfähigkeit und Positionierung des Rundfunks“, at the ARD/ZDF Medienakademie at the Institut für Rundfunktechnik on 18. June 2013 in Munich.

“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 Center for Transnational IP, Media and Technology Law and Policy of the Bucerius Law School on 19 März 2013 in Hamburg.

Other Academic Lectures

“Die (Wieder-)Entdeckung des Publikums’ – ein Forschungsprojekt zur Publikumsinklusion im Journalismus unter den

Bedingungen des Social Web” [‘The (Re-)Discovery of the Audience’ – a Research Project on Audience Inclusion in Journalism in the Context of the Social Web], lecture by J. Reimer at the Macromedia Hochschule für Medien und Kommunikation (MHMK) on 2 April 2014 in Hamburg.

“Journalism as a (De-)Differentiated Phenomenon. Or: One Way to Make Sense of ‘Blurring Boundaries’”, lecture by W. Loosen in the Context of the Expert Workshops, “Rethinking Journalism II. The Societal Role & Relevance of Journalism in a Digital Age” on 23 January 2014 in Groningen.

“Entangled Media History – What Does It Mean, What Can It Achieve?”, lecture by H.-U. Wagner at the EMHIS-Forum 1 – Entangled Perspectives at the Hans Bredow Institute on 14 November 2013.

“Hans Magnus Enzensberger – Schriftsteller und Medienkritiker”, [Hans Magnus Enzensberger – Writer and Media Critic], lecture by H.-U. Wagner at the conference, “125 Jahre St.-Kliment-Ochridski-Universität Sofia / 90 Jahre Germanistik: in Sofia. Traditionen, Herausforderungen und Perspektiven in der germanistischen Lehre und Forschung” on 11 October 2013 in the St.-Kliment-Ochridski-University, Sofia.

“Moving forward. Facing Methodological Challenges of Analyzing Visual Frames in Audiovisual Material”, lecture by M. Grimm in the context of the international symposium, “Building the Frame(work) – Discussing Methodological Challenges of Applying Content Analysis in Visual Framing Research”, at the Hans Bredow Institute on 11 October 2013 in Hamburg.

“What’s really ‘in’ a frame? Chances and Challenges of Applying Standardized Approaches of (Visual) Content Analysis to Research Visual Frames”, lecture by S. Geise & M. Grimm in the context of the international symposium, “Building the Frame(work) – Discussing Methodological Challenges of Applying Content Analysis in Visual Framing Research”, at the Hans Bredow Institute on 11 October 2013 in Hamburg.

“Legal Conflicts on Online Platforms”, lecture by M. Lose and F. Seitz in the context of the summer school, “Freedom of Communication and Information on Online Intermediaries”, on 4 October 2013 in Delhi, India.

“Assessing Audience Participation in Journalism through the Concepts of Inclusion Level and Inclusion Distance”, lecture by J.-H. Schmidt and W. in the Context of the “Future of Journalism” Conference at Cardiff University on 13 September 2013 in Cardiff.

“Sounds like the Fifties – Radio-Ästhetiken/Radio-Identitäten” [Sounds like the Fifties – Radio Aesthetics/Radio Identities], lecture by H.-U. Wagner on 6 June 2013 at the Munich Ludwig-Maximilian-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, „Medien & Bildung. Die medialisierte Gesellschaft?“ on 30. April 2013 at the University of Hamburg.

“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.

Lectures Intended for a Wider Public

“Public Service Media: XXI Century Challenges”, lecture by U. Hasebrink at the conference, “Public Media in the Service of Democracy – Polish and European Experiences” on 5 Juni 2014 in Cracow.

“Der Freiberufler als Marke am Beispiel des Journalisten” [The Freelancer as a Brand, the Example of Journalists], lecture by J. Reimer in the context of the event series, “Freiberuflich in Kultur & Medien” [Freelancers in Culture and the Media] at the tu>startup Entrepreneurship School of the Technical University of Dortmund on 22 January 2014 in Dortmund.

“Informationsrepertoires der deutschen Bevölkerung” [The Information Repertoires of the German Populace], lecture by U. Hasebrink at the Versammlung der Niedersächsischen Landesmedienanstalt on 28 November 2013 in Hanover.

“Wo informieren sich die Bürger? Zur Nutzung von Angeboten, Plattformen und Geräten im internationalen Vergleich” [Where do Citizens Get Their Information? On the Use of Services, Platforms and Devices in International Comparison], lecture by U. Hasebrink und S. Hölzig to the Committee Medien- und Kreativwirtschaft [Media and Creative Economy] of the Hamburg Chamber of Commerce on 5 November 2013 in Hamburg.

„Digitalising the German Parliament’s Petition System: Common (mis)perceptions and legal reality“, lecture by L. Ziebarth in the context of the conference, “ePractice eParticipation: ICT empowering citizens”, at the DG Connect of the EU-Commission, Brussels, on 15 October 2013 (together with J. Staben).

“Die Tageszeitung im Schatten neuer Leitmedien?” [The Daily Newspapers in the Shadow of the New Core Media?], lecture by H.-D. Schröder before the Verlagsführungs-kräfte-Zirkel of the Verband Nordwestdeutscher Zeitungsverlage on 1 October 2013 in Hamburg.

“Medienmacher, Medienmetropole, Lebenswerke, Porträts und wissenschaftliche Projektarbeit” [Media Makers, Media Metropolis. Lifetime Achievements, Portraits and Work on Research Projects], short lecture by H.-U. Wagner at the presentation of the Internet project www.hamburgerpersoenlichkeiten.de on 3 September 2013 in the Hamburg Museum.

“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 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 Assessability 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.

6. 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 2013/2014 the following events, in which the Institute was centrally involved, were executed (reverse chronologically order). Further information on single events is available online at <http://hbi.to/2559>.

How does Society inform itself? Current Findings and Perspectives.

The 5th Hamburg Media Symposium “Wie informiert sich die Gesellschaft? Aktuelle Befunde und Perspektiven”, organised by the Hans Bredow Institute, the Medienanstalt Hamburg / Schleswig-Holstein (MA HSH) and the Hamburg Chamber of Commerce on 11 June 2014 at the Hamburg Chamber of Commerce, with over 300 guests. Summary of the event available at <http://hbi.to/5637>

New practices of communicating and informing are developing as a result of the fundamental upheavals in media and communications provision. And the conditions for forming of public opinion and informing society are changing with them. Urgent questions hence arise, to which the 5th Hamburg Media Symposium devoted itself: How do people use news reports, and by way of which devices? What status do the various providers and platforms enjoy as regards the formation of opinion among the populace? How do professional journalism and user-generated content interact? And what are the resulting points of connection for media policy?

Current and internationally comparative findings on the use of news reports in digital media environments and on changes in journalism through the social web were presented. The concluding discussion tackled the political consequences of the most recent developments on the information landscape.

In the Public Interest – The Significance and the Future of Public Broadcasting

A symposium organised by the historical commission of the ARD with, among others, Prof. Dr. Wolfgang Schulz and Dr. Hans-Ulrich Wagner, on 28 May 2014. The ARD historical commission considered the legitimization of public service broadcasting, with the interrelations between broadcasting and society. The symposium discussed what significance, and what future, public broadcasting has for and in society.

“Internet non-Use” at the RE: publica 14

In the context of the re:publica 14, the Hans Bredow Institute’s Nele Heise organised and moderated a session entitled “‘Into the Wild? Nicht mit mir!’ – Warum Menschen das Netz (oder Teile davon) nicht nutzen” [‘Into the Wild? Count me out! – Why people do not use the Net (or parts of it)], with five researchers into the Internet, among them PD Dr. Wiebke Loosen from the Hans Bredow Institute, on Thursday, 8 May 2014.

Translation and Transfer – Brazilian authors on German Radio

Colloquium with Prof. Dr. Marlene Holzhausen, guest researcher at the Hans Bredow Institute and at the Institut für Medien und Kommunikation of the University of Hamburg on 28 January 2014 at the Hans Bredow Institute.

Workshop on Freedom of Expression Online

On 12 December 2013, the German UNESCO Commission and the Hans Bredow Institute organised a workshop on the complex field of freedom of expression. Thirty international participants from research, politics, business, NGO’s and intergovernmental groups discussed ideas, which will appear in book form in 2014.

Unravelling the Transparency Chain – The Transparency of Social Media Platforms

The experts’ workshop involving ICRI (International Conference on Research Infrastructures), the University of Leuven, the IViR (Institute for Information Law), the University of Amsterdam and the Hans Bredow Institute brought together researchers, practitioners, and representatives of the EU Commission on 6 December 2013 to reflect on possible improvements in achieving transparency in connection with activities and processes in social networks. The practicable approaches discussed were the possibilities for user participation in producing transparency, simplified electronic, textual and visual displays, for example, the convoluted rights and obligations as well as information dependent on context (“smart transparency”).

Repeat, Remix, Remediate: Forms and Norms of the Re-use of Digital Media

On 13 November 2013, the Research Center for Media and Communication (RCMC) staged an information and discussion event jointly with the ZEIT-Foundation Ebelin and Gerd Bucerius on the above topic.

The International Symposium, “Building the Frame: Discussing Methodological Challenges of Applying Content Analysis in Visual Framing Research”

On 11-12 October 2013 the Hans Bredow Institute staged the international symposium, “Building the Frame(work)” dealing

with the challenges of visual framing research in terms of content analysis. The first day of the event consisted of lectures by the participants: the internationally-renowned keynote speaker, Shahira Fahmy (University of Arizona, Tucson, USA), Katy Parry (University of Leeds, UK) und Michael Griffin (Macalester College, Saint Paul, MN) surveyed the research fields of “visual framing in (press) photographs”, visual framing in multi-modal contexts” and “visual framing in audiovisual material”. Alongside this, young researchers from six countries presented their current work from a range of methodological viewpoints. On the second day, workshops focused on particular topics offered participants possibilities for intensive discussions on the state of research and for making international contacts. The symposium was organised by Michael Grimm (Hans Bredow Institute) and Eva Boller (The University of Hamburg), both of whom also presented their research work. The event was sponsored by The University of Hamburg, the Institute for Journalism and Communications Studies, the Research Center for Media and Communication, and the Medienstiftung Hamburg Schleswig-Holstein.

International Summer School “Freedom of Expression on the Internet” in Delhi / India

The Hans Bredow Institute, together with the Faculty of Law at The University of Hamburg and the National Law University in Delhi mounted an international summer school on the topic of “Freedom of Expression on the Internet” from 2-8 October 2013. 20 students from India, Israel and Germany, as well as German and Indian experts from research and praxis dealt with, among other topics, the provision of freedom of expression on an international level.

play13 – 6th Festival of Creative Computer Games

play13 – Festival of Creative Computer Games

From 18-20 September, the play13 Festival, organised by the Creative Gaming Initiative in cooperation with the Hans Bredow Institute offered a comprehensive programme on the topic of “creativity and computer games”.

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.

LfM Symposium, “Computer Games(ing) in Families”

A presentation of the results of the study, “Computer Games(ing) in Families” on 17 January 2013 at the specialist

symposium of the Media Authority of North Rhine-Westphalia (LfM) in Düsseldorf. In the context of this event, the Hans Bredow Institute, together with the Chair of Education with special reference to media pedagogy at the University of Hamburg, presented, among other topics, the secondary analysis on “Computer Games in Families – The Computer Game Socialisation of Adolescents with Special Reference to Gender-specific Aspects”.

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.

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. Irene Neverla, 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, until 2014 Professor of General Communication Studies with a

research focus on political communication at the University of Vienna, since March 2014 Associate Dean of Research and Professor in Residence at 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 Dusseldorf.

Finances

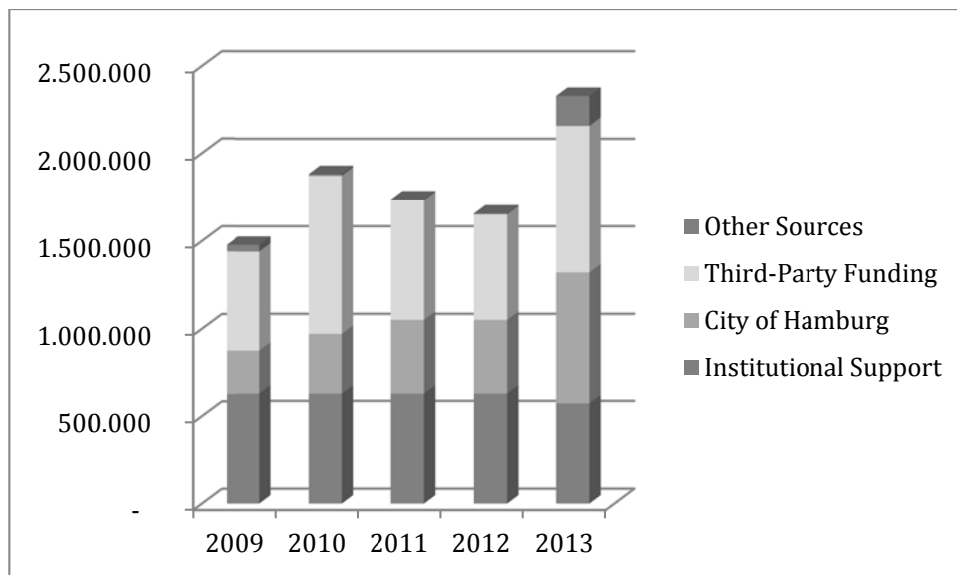
As a foundation, The Hans-Bredow-Institute does not have any funds of its own, it pursues public

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 2013, the overall budget amounted to around 2.3 million euros, composed of 837K euros from third party sources of finance, 750K euros in funding from the Free and Hanseatic City of Hamburg, as well as 517K euros from further sources (NDR Media, Medienstiftung Hamburg, Medienanstalten, ZDF). Furthermore, there were additional sums in 2013 for the renovation of the newly occupied premises at Rothenbaumchaussee 36.

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. In 2013, our material costs were, in addition, notably higher than in previous years; this resulted from the cost of relocating and of renovating the new house.

Income of the Hans-Bredow-Institute, 2009-2013



Budget of the Hans-Bredow-Institute, 2009-2013

	2013	2012	2011	2010	2009
<i>Income</i>					
Institutional Support	571.170	626.367	626.367	626.367	626.367
City of HH	750.000	424.000	424.000	344.000	249.000
Entire Allocation from Project and Special Purpose Income = Third Party Resourcing	837.892	602.429	682.457	903.831	564.592
Other Sources (Events, Publications etc.)	170.844	6.631	4.872	9.107	37.996
Total Income	2.329.906	1.659.427	1.737.696	1.883.305	1.477.955
<i>Expenditure</i>					
Staff	970.487	858.021	821.970	832.376	779.720
Administration	628.720	243.736	239.332	268.780	248.278
Special Events	20.021	19.773	24.927	27.415	46.149
Total	1.619.228	1.121.530	1.086.229	1.128.571	1.074.147
Special Purpose Expenditure	711.436	538.749	649.379	755.742	399.936
Total Expenditure	2.330.664	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 2013/2014

RESEARCH EMPHASES AND INTERESTS OF THE ACADEMIC STAFF

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“. Seit 2013 hat er überdies einen Lehrauftrag für Wirtschaftsrecht an der FOM Hochschule für Oekonomie und Management. Per is a partner in the firm of „Rechts- und Steuerberatung Smolny Christiansen“, with a particular interest in Internet and media law. Before, he was Head of Human Resources and Law at AOL Group in Germany. 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. ● <http://hbi.to/3720>

Projects 2013/2014

- Optimization of the Regulatory Concept in Data Protection Law
- Innovation Workshop „Data Protection“
- Improvement Proposals for Structures to Fight the Exposition of Child Abuse on the Internet

Kevin Dankert studied law at the University of Hamburg. His research interest concerns both private and public media law. Kevin has been working at the Hans Bredow Institute for Media Research since 2011 as a student worker. Since February 2014 he has been employed as junior researcher.

Projects 2013/2014

- Identification of Good Practice in Youth Media Protection: an International Comparison

Stephan Dreyer has been a member of staff at the Hans Bredow Institute for Media Research since 2002. He had studied Law with a focus on information and communication at the University of Hamburg. His research interest concerns the law applicable to new media services and especially legal issues at the juncture between protection of minors, data protection and consumer protection, as well as with the challenges legal regulation faces from new technologies, service structures and usage practices. His activities in the Institute include, alongside the child media protection, investigating the possibilities, the questions and the limits of regulation through technology and the obligation to disclose. In addition, he conducts investigations, oriented towards research and comparativity, into regulation of systems and instruments of governance related to media. In the context of his PhD thesis, he is investigating the difficulties as well as the determinants of legal decisions under uncertainty within current systems of youth media protection.

Stephan Dreyer is the spokesperson on legal affairs for the Complaints Committee as well as the Expert Committee of the Freiwillige Selbstkontrolle Multimedia-Diensteanbieter e.V. (FSM) [Voluntary Self-Monitoring by Multimedia Providers]. He is a founding member of the „Center for Social Responsibility in the Digital Age (SRDA) and chairperson of the “Technical Task Force on Interoperability and Machine-Readability” of the European CEO Coalition, which looks into questions of the technical interoperability of age classification labels.

● <http://hbi.to/832>

Projects 2013/2014

- MIRACLE (Machine-readable and Interoperable Age Classification Labels in Europe)
- The Youth Media Protection and Media Education in Digital Media Environments.
- Children and (online) advertising. Advertising methods, cross-media marketing strategies and their reception by children
- Identifying Good Practice in Youth Media Protection in International Comparison
- Trends in Development and Use in the Area of Digital Media and Challenges for Youth Media Protection
- Potentials and Design of Border-Crossing Online Labels
- Decisions under Uncertainty in Youth Media Protection
- Code as Control in Online Spaces
- Notions of Public Sphere in Information Law

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). Together with Eva Boller, he conceived and organised the international symposium, “Building the Frame(work) – Discussing Methodological Challenges of Applying Content Analysis in Visual Framing Research”, conducted on 11-12

October by the Hans Bredow Institute in Hamburg.

In his doctoral project, he has been dealing with the concept of audiovisual framing, using the example of the televised depiction of the complementary and alternative medical treatment of cancer.

Michael Grimm is a member of the International Communication Association (ICA) and of the European Communication Research and Education Association (ECREA). Since 2012 he is Student Representative of the Visual Communication Studies Division of the ICA.

His research interests lie in the areas of visual communication, health 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)
- Audiovisual Framing am Beispiel von komplementär- und alternativmedizinischen Krebsbehandlungen in Fernsehbeiträgen

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 DGPK 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 from 2010 to 2014 member of the management committee of the COST action „Transforming Audiences – Transforming Societies”. He has been a member of the Executive Board of the European Communication Research and Education Association (ECREA) since 2004 and has held a curatorship at the Academy for Journalism and Communications in Hamburg since 2001. Since 2009 he has been a member of the international board of the „Journal of Children and Media” and since 2011 he has been a member of the international advisory board of the journals „Studies in Communication | Media” and „Communication Management Quarterly”. His research emphases at the Institute are in the areas of media use and media contents, as well as media politics; in recent years these included primarily: patterns of individual use and media repertoires, the convergence of the media from the user’s perspective, consequences of online media for classical media, media use with children and young people, forms of user interest vis-à-vis the media, as well as European media and European audiences. ☉
<http://hbi.to/836>

Projects 2013/2014

- Communicative Figurations of Social Realities
- Repertoires of Communication: Public Connections and Participation
- The Youth Media Protection and Media Education in Digital Media Environments
- Trends in Development and Use in the Area of Digital Media and the Concomitant Challenges for Youth Media Protection
- Reuters Institute Digital News Survey
- Information Repertoires of the German Population
- COST-Programme, „Transforming Audiences – Transforming Societies”
- European Media Audiences
- Long Term Study on Media Appropriation
- Convergence from the User’s Perspective – the Concept of Communication Modes
- EU Kids Online

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>

Projects 2013/2014

- The (Re-)Discovery of the Audience
- Code as Control in Online Spaces
- „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 already worked on numerous projects at the Hans Bredow Institute, as well as on the International Media Handbook. Thereafter, she has contributed to several projects and is member of the editorial staff of the journal „Medien & Kommunikationswissenschaft” as well as the International Media Handbook. 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 and 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 (DGPK), 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 2013/2014

- 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

Joana Kühn, M.A. studied communication studies and German studies (B.A.) at Ernst-Moritz-Arndt-University, Greifswald, as well as sociology (M.A.) at the University of Potsdam. While studying for her Master’s degree at the University of Potsdam, she was also an academic assistant in the Dean’s office of the Philosophische Fakultät (arts and humanities), where she investigated how accessible the Faculty’s programmes are for students. Her Master’s thesis dealt with the effects of social background on academic success. She has been a research assistant at the Hans Bredow Institute since January 2014 working on the study, “Mobile Internetnutzung im Alltag von Kindern und Jugendlichen” [Mobile Internet Usage in the Everyday Life of Children and Adolescents], which is part of the project, “Jugendmedienschutz und Medienerziehung in digitalen Medienumgebungen” [Youth Media Protection and Media Education in Digital Media Environments] commissioned by the BMFSFJ

Projects 2014

- The Youth Media Protection and Media Education in Digital Media Environments
- Mobile Internet Usage in the Everyday Life of Children and Adolescents

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 DGPK- 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).

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](http://hbi.to/844)

Projects 2013/2014

- The Youth Media Protection and Media Education in Digital Media Environments
- Mobile Internet Usage in the Everyday Life of Children and Adolescents
- The Acceptance, Use and Further Development of Technical Instruments for Youth Media Protection
- Children and (online) advertising. Advertising methods, cross-media marketing strategies and their reception by children.
- EU Kids Online
- Media Education by Parents. Media Education in the Family Between Asserting a claim and Dealing with the Everyday
- Computer Game Socialisation in the Family
- The Network of Competencies for Complementary Medicine in Oncology (KOKON)
- Network for Media and Health Communication

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](http://hbi.to/3398)

Projects 2013/2014

- The (Re-) Discovery of the Audience. The Relationship between Journalism and Audience under the Conditions of Web 2.0
- Audience Participation in Youth Radio
- When 'Data' Becomes 'News': Developing an Instrument for a Content Analysis of Data-driven Coverage
- Communicative Figurations of Social Realities
- Relationships between journalism and audiences: Role differentiation and news production

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 2013/2014

- Notions of Public Sphere in Information Law
- iLinc: Establishing a European Network of Law Incubators
- UNESCO Chair on Freedom of Communication and Information
- Analyzing Governance Structures of Social Media
- Changes in Asian Media Systems
- Concepts for the Regulation of Audiovisual Media in Europe
- Convergence and Its Regulatory Consequences
- Guarding Access to Online-Platforms in Media Law

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 2013/2014

- Analyzing Governance Structures of Social Media

- Gewährleistung der Möglichkeit internetbasierter Kommunikation – Eine Vermessung des grundgesetzlichen Schutzkonzepts
- Kommunikative Figurationen sozialer Wirklichkeiten

Dipl.-Päd. Marcel Rechlitz studied paedagogy with special reference to adult education and media paedagogy at the Johannes Gutenberg University in Mainz. From 2008 -2012, he worked as a student assistant at the jugendschutz.net and was its consultant for the protection of minors from 2012 to 2013. This function meant that he shared responsibility for the assessment and further development of technical instruments for the protection of minors as regards their effectiveness and applicability. In his diploma dissertation, he addressed the question as to how far media education can be combined with programmes within families for the protection of minors. He has been a research assistant at the Hans Bredow Institute since January 2014 working on the project, “Akzeptanz, Nutzung und Weiterentwicklung technischer Jugendschutzinstrumente” [The Acceptance, Use and further Development of Technical Instruments for the Protection of Minors] a sub-project of the project, “Jugendmedienschutz und Medienerziehung in digitalen Medienumgebungen” [Youth Media Protection and Media Education in Digital Media Environments] as commissioned by the BMSFSJ.

Projects 2013/2014

- The Acceptance, Use and Further Development of Technical Instruments for Youth Media Protection
- The Youth Media Protection and Media Education in Digital Media Environments

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>

Projects 2013/2014

- 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 communication at the Hans Bredow Institute. His research focus is on developments of „social media” or respectively the “Web 2.0”, 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 2013/2014

- The Motivation to Participate: ePetitions
- Communicative Configurations of Social Realities
- Software: the Shaping of Social Participation by Codes
- The (Re-)Discovery of the Audience
- Analyzing Governance Structures of Social Media
- Social Media and Networked Public Spheres
- Media Memory: Communication about the Past

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. His research interests concern particularly the organisational and commercial structures of the media system ➔ <http://hbi.to/848>

Projects 2013/2014

- Trends in Development and Use in the Area of Digital Media and Challenges for Youth Media Protection
- Audience Participation in Youth Radio

Maria Franziska Schroeder studied law at the University of Greifswald with special reference to business law. Her research interests are in public and private media law, with particular reference to copyright. She was a student assistant to the Chair of Public Law under Prof. Dr. Joachim Lege (University of Greifswald) from 2010 to 2014. Since April 2014, she has been a research assistant at the Hans Bredow Institute.

Project 2014

- iLinc: Establishing a European Network of Law Incubators

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 held the chair in “Media Law and Public Law including Theoretical Foundations” in 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 2013/2014

- Communicative Configurations of Social Realities
- Changes in Asian Media Systems
- UNESCO Chair on Freedom of Communication and Information
- Analysing Governance Structures of Social Media
- Notions of Public Sphere in Information Law
- Guarding Access to Online-Platforms in Media Law
- Innovation Workshop „Data Protection”
- iLinc: Establishing a European Network of Law Incubators
- Identifying Good Practice in Youth Media Protection in International Comparison

- Youth Media Protection and Media Education in Digital Media Environments
- Legislation in a Times of Change in the Media
- Concepts for the Future Regulation of Audiovisual Media in Europe
- Convergence and Its Regulatory Consequences

Dr. Anne Schulze studied communication, psychology and sociology at the University of Münster and at the University of Málaga. 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 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 pedagogy, both oriented according to psychology and socialisation theories.

Project 2013/2014

- Children and (online) advertising. Advertising methods, cross-media marketing strategies and their reception by children

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 Histor-

isches 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.

Projects 2013/2014

- Public Communication as Facilitated by the Media from the 1950s to the 1980s
- Entangled Media Histories (EMHIS)
- Media Memory: Communication about the Past

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 2013/2014

- Public Communication as Facilitated by the Media from the 1950's to the 1980's
- Entangled Media Histories (EMHIS)
- Media Memory: Communication about the Past
- Kollektive Identitäten: Raumbezogene Identitätsdiskurse in Hamburg und Leipzig 1919-1975
- Sounds Like ... History of Radio Aesthetic (Broadcast Sound Design)

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 (above all, on the topics of cancer and eating disorders) and communicating and assessing media competency.

Project 2013/2014

- 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>

HONORARY MEMBER OF THE DIRECTORATE

Prof. Dr. Wolfgang Hoffmann-Riem, LL.M., studied Law in Hamburg, Freiburg i. Br., Munich and Berkeley. Since 1974 he has been Professor for Public Law and Administration at the University of Hamburg, since 2008 as emeritus. Since 2012 he has been a professor at the Bucerius Law School, Hamburg. From 1979 until the beginning of his activities as Law Senator of the Free and Hanseatic City of Hamburg (September 1995 to November 1997) he was the director of the Hans Bredow Institute from 1979 and chairperson of the newly created directorate of the Institute from July 1998 until December 1999. From 1999 to 2008 he was a member of the directorate subsequent to being appointed a judge of the Federal Constitutional Court. He has been the director of the research centre on environmental law at the University of Hamburg since 1994 and academic head of the research centre for law and innovation since 1995. He spent research and teaching leave at Stanford Law School, Harvard Law School, 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-

Projects 2013/2014


- Notions of Public Sphere in Information Law
- Motivation to Participation: e-Participation
- Network Neutrality in the Internet – The Necessity for and Attainment of it by Means of the Existing German Law

Württemberg, of the commission of enquiry on new information and communications technologies of the German federal parliament, the commission of enquiry on parliamentary reform of the Parliament of the Free and Hanseatic City of Hamburg, as well as of the „Kommission Medienverantwortung“ [Commission on Media Responsibility] ordered by Federal President von Weizsäcker. He publishes on questions of media law and media sociology as well as on constitutional and administrative law, commercial and environmental law, police law and the sociology of law. Projects at the Institute were, among others, basic rights of media freedom, protection of young people, supervision of broadcasting in Germany and other industrialised countries, Hamburg as media location, the relationship of media law and telecommunications law, political advising in the media area. Since 2007, he has been the German delegate at the European Commission for Democracy through Law (the Venice Commission). From October 2009 to summer 2010 he spent 10 months at the Institute for Advanced Study in Berlin, researching on law and innovation. ☉ <http://hbi.to/854>


ASSOCIATE STAFF MEMBERS AND FREELANCERS

Associate staff members and freelancers support the Institute in defining new research topics and in performing concrete investigations. In 2013/2014 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>

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 Hase-

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Projects 2013/2014

- Media Memory: Communication about the Past
- 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 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>

Project 2013/2014

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

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 2013 have been:

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