

Research Report

2009/2010



HANS-BREDOW-INSTITUT
für Medienforschung an der Universität Hamburg

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THE YEAR'S RESEARCH 2009/2010

On 30 May 2010, the Hans Bredow Institute turned 60. This anniversary falls at a time of fundamental reconfiguration in its research organisation; the current research report also reflects this realignment. The institute is planning to expand its activities in the areas of research, transfer and service progressively. In the medium term, the perspective on our goal means – as already reported last year – making an application for federal and state support and seeking membership of the Leibniz-Gemeinschaft (Leibniz Association/WGL); in this way, we are taking up a recommendation from the latest appraisal by the German Council for Science and Humanities pertaining to the position of media and communications research.

The goal of orientating our research planning more closely according to programmes developed within the Institute, as is expected from WGL institutions, is to be realised progressively in the next few years. This presumes that the state funding via the Hamburg Ministry of Science and Research, which has, most gratifyingly, already risen in line with the current budget, will be further increased and that the other funding agencies will remain consistent in their support of the Institute. At present, the Institute is consolidating its activities, in order to be able to enter into wider research programmes on this basis.

The first part of this research report presents the guidelines governing the orientation of the planned extension (Section A). In the first instance, the Institute's fundamental goals and working methods are sketched out, which underpin its special character on the German research landscape. The special emphases the Institute will set in the next few years will then be outlined to indicate what makes up the social and scientific relevance of these topics as well as the forms of working the Institute will employ to reach its goals.

In the following sections, the Institute's activities, as performed in the period covered by the report, will be documented. As in previous years, our particular emphasis lies in presenting the projects performed (Section B). The following sections align themselves with the criteria the Institute wishes to see used in having its work appraised: fostering of new generation researchers (Section C), cooperative projects and networks (Section D), transfer and service performance (Section E), publications and lectures (Section F) as well as events (Section G). In conclusion, the report offers a short survey of the Institute's history and organisation (Section H), as well as staff research profiles (Section I).

To present our structures more cogently, we are now deliberately dividing the account of our work between the present report and the website: comprehensive information on talks, publications and taught courses, as well as individual projects and persons can be viewed on the website and accessed by the short addresses given in the report (☛ <http://hbi.to/...>). This report, by contrast, highlights only the “most important” publications and talks.

The changes during 2009 already came about with an eye to the planned development so that they include the inception of an academic advisory board with an international membership. Its first meeting demonstrated the value of input from these colleagues; in the coming years, the committee will play a preeminent role in developing strategy. The Institute's strategic goals include consolidation of its work in jurisprudence; it is intended to achieve this particularly by means of a joint appointments process with the Faculty of Law at the University of Hamburg for a W3 professorship in “Media Law and Public Law, including its theoretical Bases”.

On the level of Senior Researchers, PD Dr. Wiebke Losen has strengthened the Institute in the area of investigative techniques, where the com-

municator-perspective plays a special role. Wiebke Losen is a recognised expert in the areas of journalism research, online communication and methods of empirical communications research and has moved to the Institute from the University of Hamburg.

In conclusion, one of the very special events of the past year was the post-doctoral/professorial qualification gained by our colleague, Wolfgang Schulz, who has been awarded the *Venia Legendi* in public law, media law and the philosophy of law.

As regards the Institute's achievements as documented in the report, then we wish to emphasise once again that, as in previous years, these would not be possible without the support of our institutional supporters, who have secured the financial basis of our work despite the difficult

economic circumstances. These are: the Free and Hanseatic City of Hamburg, NDR Media GmbH (ad sales of the North German Broadcasting Corporation), the WDR mediagroup GmbH (ad sales of the West German Broadcasting Corporation), the Deutsche Welle, the ARD-Werbung (ad sales of the Association of Public Broadcasting Corporations in Germany), the ZDF – The Second German Television Service, the Association of State Media Authorities in the Federal Republic of Germany, as well as the Medienstiftung Hamburg (Hamburg Foundation for the Media). The Institute extends its particular thanks to all of them.

Hamburg, May 2010

Uwe Hasebrink, Wolfgang Schulz

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

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

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

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

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

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

That we are firmly anchored in one of the most important sites of media production in Europe, and the possibilities for close cooperation with political, commercial and cultural actors from the media branch 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.

International networking enjoys high priority in the Institute's work. It has established itself 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 "International Media Handbook" and the specialist research journal, "Medien & Kommunikationswissenschaft" [Media and Communications Studies]. These functions also include the communication of the status of research knowledge for journalism, politics and civil society in plain language.

PROFILING CONTENTS: RESEARCH PROGRAMMES

The development path the Institute has embarked upon leads to research aligned to programmes,

where pre-defined investigations are pursued over a particular timeframe using in-house and third-

party financing. Even though this is currently not realisable, the Institute has already developed programmes during the period covered by this report and is already planning its work largely on the basis of this programme-structure, in order to consolidate and profile the activities.

The criteria for deciding the emphases, which will be respectively extended over some four to five years, are social and research relevance as well as the possibility of producing gains to the Institute's existing interdisciplinary expertise. The programmes, therefore, cut across the areas of work in communication and jurisprudence, which currently form the Institute's disciplinary structure.

On the basis of continual observation of developments in media and in the research landscape, the Institute has set up four programmes for the next few years. They will engage with current changes in the media and communications area, which have arisen from the mutual penetration of public and interpersonal communication.

The most wide-ranging is the first programme, which is devoted to the *changed bases of social information* (cf. 1.). The second and third programmes deepen our engagement with the concrete consequences of converging media contexts: the goal is to develop a *typology of forms of public communication* (cf. 2.), as well as the theoretical and empirical investigation of *new user-roles* (cf. 3.), which are developing especially in the way people handle the Social Web and computer games. And finally, with its fourth programme the Institute seeks to make a systematic contribution to researching long-term effects of the media (cf. 4.); a research facility premised on durability is predestined for precisely such a perspective.

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

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

The research programme takes up the question as to how society keeps itself informed. To this end, changes in social information needs, in information offerings and in attitudes towards information will be investigated. In addition, questions explore the consequences of these changes for normative target values as regards the bases of society's communication and – vice-versa – the results arising from law and regulation for information needs and attitudes towards information.

Social Relevance

As a result of far-reaching groundshifts in the offering of the media and in communications, new communication and practices related to information have developed and they are changing the premises for the ways public opinion forms and society keeps itself informed. The question, there-

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

Research Relevance and Concrete Research Proposals

Running the programme brings various theoretical and methodical demands, and the Institute already has very recently been preparing to tackle them. In this vein, the initiative the Institute has developed on research into media use offers a basis for analysing patterns of usage across media and reconstructing the subjective significance of these patterns and for further developing analysis of the repertoires of information observable in various population groups and their connection to respective inventories of knowledge. A project supported by the DFG (Deutsche Forschungsgemeinschaft/German Research Foundation) applies this initiative to attitudes to information as these relate to health matters (cf. project 39).

In a further research strand, the Institute intends to continue its efforts to contribute to the linking of legal regulations on assuring variety and on preventing predominant control over the media, on the one hand, with empirical research

into the use and effect of information offers, on the other (cf. project 5).

The organisation of information does not only apply in the case of predominant control over opinion forming, it comprehensively determines offers of information and means of access, for instance, through the allocation of copyright and the definition of access rights, but also through limits normalised by the state. To this end, we intend to investigate the means of access to information and the concomitant attitudes to information in various legislations in a comparative perspective.

The knowledge here being sought has a further aspect in terms of the question as to how people navigate various offers of information and in particular, what is the significance in all this of the various metamedia (e.g. search engines). In this case as well, the Institute can forge links to completed projects (for instance, on programme guides in magazine form and on EPGs).

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

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

Social Relevance

Developing terms allowing relevant social changes to be suitably reflected belongs to the first tasks for researchers observing society. This task

presents itself particularly urgently in the area of media and communication: the development of information and communication technology had led to a strong differentiation of communication and media services. In addition, the linkage between particular services and technical channels, close until a few years ago, has meanwhile largely dissolved: quite different services are accessible through one single channel; and one single service can be used with quite different terminal equipment.

Consequently, the spectrum of offers among confusing albeit established divisions of media and communication offers, for instance, in radio and tele-media turns out to be too crude and inflexible to do justice to the new situation. A typology of forms of public communication attending

to the specific function of individual services is intended to make terms available with which both user-perspectives, that is, expectations tied up with using individual services, and the perspectives of regulation, that is, the relevance of individual services for the democratic, social and cultural of communities can be reflected.

Research Relevance and Concrete Research Proposals

This research programme can connect to the Institute's previous work: an investigation on the topic of "The Internet as Key Medium", commissioned by the Office of Technology Assessment of the German parliament (project 1) presented an opportunity to gain an oversight of shifts in function, which result from the technical platform of the internet, and to question whether the current media-political approximations can lead to appropriate categorisations.

To deal with the conceptual differentiation of various communication services from the user-perspective, the Institute has developed the concept of the *communication modes*; in the course of the research programme, the previous case studies on modes of the attitudes to communication in the internet as well as the modes of non-linear televi-

sion use are to be extended to the entire communication spectrum. Our enquiry concerns how far communication modes heretofore have been preserved despite the replacement of traditional terminal equipment, which effects have been fostered by the various communication modes and which consequences the change in ways of usage has for the formation of public opinion – here this research strand touches on the research programme on the bases of social information.

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

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

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

Social Relevance

In the converging world of the media, users of digital media are themselves becoming active by producing, processing, filtering, augmenting, re-

combining and distributing information and media. Dealing with networked media and digital games like this can be better understood rather more as acting independently in and with socially shared and medially conveyed spaces and objects than as purely receiving contents; only through users' active and often hands-on activity do the relevant offers first deploy their function and fascination. Because users socialised to digital media also apply their expectations, like openness, ease of modification or processing, to traditional, non-interactive media, and because providers of new as well as traditional media are restructuring

their offers in expectation of changes in how they are used and are deliberately including active users, the structures of public space are fundamentally changing.

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

Commercial Relevance and Concrete Research Proposals

Previous theoretical initiatives offering explanations and regulatory concepts of public communication have been developed in relation to media forms, which imply a separation of communicator roles within interactive situations, organisations or social systems. From a research viewpoint, the fundamental question arises as to how far these theories can be transferred onto the above-named new forms of communication, interaction and production, or how far they have to be adapted, extended or – in individual cases – fundamentally scrutinised.

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

in the media as well as its diffusion in “traditional” media.

Research in the areas of new communication forms proceeded up to now – not least because of the intense dynamism of the object under investigation – rather more in alignment with individual phenomena. The research programme is meant to assist in overcoming this circumstance, in order to arrive at generally valid insights. To this end, various research strands will be pursued.

The point of departure is the conceptual and empirical clarification of the new forms of use, which can be denoted as “produsage” and as “gaming”. What will be examined are the practical, but also (constitutionally) legal, contractual, technical and informational-sociocultural structurings which determine dealings with human agents and objects or those governed by software in digital media space and how these dealings inversely affect those structurings.

Users' productive inclusion in producing content is leading to new business and finance models on the part of providers. It is intended to investigate which (re)financing possibilities develop for which forms of offer, which possibilities of commercial communication open up through the new offers (e.g. viral marketing, astroturfing, in-game-advertising) and where the legal boundaries lie, or respectively, what consequences can be expected for free public communication. Inherent in all that is also tackling the question as to which economic, work, copyright and contractual role is allowed at law to productive users or is indeed demanded by them.

The dominant governance models in media regulation proceed strictly from individual one-to-one or from mass media one-to-many communication, where the communicator in the latter case is always seen in a dominant position. In many-to-many communication structures, this communicator position tends to be flattened out, and with this current regulatory traditions run up against their limits. In particular in socially-formed digital environments further frameworks in the shape of software design (“code”), contract and (new)

social norms in addition come into play alongside state-legislation, to an extent with much greater formative force than this latter has. It is intended to examine the relationship between these structures, the regulatory needs that arise and the governance concepts, mechanisms and actors capable of dealing with them.

Finally, this programme intends to examine which consequences the shifts in roles it investigates have for the structures of the public sphere. Here, it is a matter of the processes, with which active users, but also new intermediaries in constituting the public sphere, can make a contribution.

Linked to this is the question whether particular configurations of established media and new actors are taking shape and are a site where the social functions of the public sphere continue to be exercised. Deeper analysis is intended to demonstrate how far the environments of gaming or networked platforms can function as public arenas, what implications these then have for the traditional public spheres and what consequences result from that for the concept of governance, for instance, in the areas of the right to free speech, data protection legislation, copyright law and consumer protection.

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

This research programme is intended to make a fundamental, conceptual and methodical contribution to resolving the question as to the long-term social effects originating with certain media offers. In the light of the myriad of difficulties confronting the investigation of long-term effects of media, the Institute intends to use its particular institutional premises systematically in order to establish a long-term perspective for its research activity and so, as regards methods, incrementally achieve material contributions, like case studies, to resolve these challenges. Particular attention will be paid to the significance of media for processes of identity formation and socialisation, of integration and group membership, as well as mediatizing social and communal activity.

Social Relevance

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

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

Research Relevance and Concrete Research Proposals

Investigating the connections between changes in the media and individual, social and communal changes and rendering them capable of description is a task, which requires tackling through the integration of various initiatives from media, culture and communication studies. In this process, we

need recourse to models like, among others, the Dynamic-Transactional Approach, the Social-Identity-Theory, the Cultural-Studies-Approach and Cultivation Research. Corresponding to these, the Institute has established preliminary concepts in connection with a project group on transcultural communication, in the context of which the long term interactivity of patterns in the use of transcultural media offers with aspects of cultural identity are to be examined. Beyond that, theories of memory research have to be included, such as the Institute is currently testing out in a research proposal on the long-term influences of television on notions about the Holocaust (project 35).

In connection with this research programme, the Institute's central concerns reflect on and systematically collate various methodical initia-

tives for defining long-term media effects. A corresponding perspective towards the three other research programmes is also to be realised in as many of the Institute's investigations as possible, in order to progressively construct the instruments, which range from long section and panel investigations in the narrower sense over secondary analyses of repeat surveys and document analyses to biographical procedures. A qualitative panel study on the mediatization of young people's life-worlds to serve as a core project for this research programme was proposed for the DFG [German Research Foundation] Special Emphasis Programme 1505 "Mediatisierte Welten: Kommunikation im medialen und gesellschaftlichen Wandel" [Mediatised Worlds: Communication amid medial and social Change].

WORKING METHODS

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

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

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

often drive research and they then lead to enquiry of a more fundamental nature before finally being able to come back round to practically relevant insights and options of action too.

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

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

The centres for research and transfer at the Institute represent one of its particular working procedures. This is chosen particularly when new

target groups are to be addressed, for which a discernible substructure is appropriate; at the moment this is the case in two fields:

Digital Games and Online Worlds

Digital games and online worlds possess social relevance in many respects. They offer opportunities to measure oneself against other people, to interact and to communicate with them. As they penetrate our everyday lives more and more, they influence the way we perceive reality.

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

FTZ-Website  <http://hbi.to/1537>

Researchers: S. Deterding, S. Dreyer,
S. Heilmann, T. Ihler, C. Lampert,
J.-H. Schmidt

Research- and Transfer Centre for Media and Health Communication

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

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

Researchers: C. Lampert, J. Voth

B. RESEARCH PROJECTS 2009/2010

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RESEARCH PROJECTS "MEDIA SYSTEM AND POLICY"

Researchers 2009/2010: Sebastian Deterding, Stephan Dreyer, Prof. Dr. Uwe Hasebrink (contact), Anja Herzog, Dr. Claudia Lampert, PD Dr. Wiebke Loosen, Christiane Matzen, Dr. Jan-Hinrik Schmidt, Hermann-Dieter Schröder, Dr. Wolfgang Schulz, Regine Sprenger, Dr. Roberto Suárez Candel

1. Key Medium Internet? Potential Effects of the Rise of the Internet as "Key Medium" in the German Media System

With the establishment of the internet as publicly accessible and widely used communication platform the question arises if the internet influences or substitutes the function of press and broadcasting and can fulfil the function of a "key medium" itself in the future. Against this backdrop the Hans Bredow Institute renders an expert opinion for the Office of Technology Assessment at the German Parliament, which accounts for the current state of the discussion.

The phrase "key medium" is not yet an established academic concept. Media Studies emphasise the changing significance of media genres, Communication Studies therefore looks closely at the relevance of individual newspapers and magazines with particular quality requirement for the political system. In this context, the internet can be considered neither an individual medium nor a media genre, but a technical means to distribute various types of information. Through digitalisation transmission and storage of content is not bound to certain carrier media, and therefore economic conditions may change fundamentally.

Jurisprudential literature uses the phrase key medium very sparsely; it does not present any specific legal meaning. Law is not tied to "the Internet" as such, but defines communication services by abstract characteristics. Types develop functionally and in relation to specific legal consequences, the process takes into account functions or anticipated potential impact. Besides broadcasting and print media the category of journalistic design is gaining significance; yet the legislator ties certain rights and obligations to this. Newspapers are slowly becoming less important to media users, still reaching remarkable daily

coverage. TV has the longest usage period, but a change in trend is announcing itself. Young people spend more time using the internet than watching television, and not only for information, but also for entertainment.

On supply side, the traditional press and broadcasting companies face the economic challenge to market their own capacity even when the audience is turning towards other distribution channels and media offerings and advertising clients gear to different forms of advertising. To executive editors, the press and broadcasting offer still is the journalistic essence of the company. Professional editorial offerings, which appear exclusively online, are rare. Weblogs present a centre-periphery-structure, in which only few gain extensive coverage and therefore may be called "key blogs". As for explicit references, there appears to be a dividing line between online and offline.

With regard to the constitutional objective to prevent dominant influence on public opinion, it is concluded from this development that medium-term, TV as sole link to media concentration law is not sufficient anymore. It is recommended to examine the realisation prospect of a comprehensive media model, which apprehends the potential effects over all media and evaluates them according to their significance for the process of shaping public opinion. In doing so, also the specific role of intermediaries for shaping public opinion should be considered. ● <http://hbi.to/3563>

Researchers: U. Hasebrink, W. Schulz,
S. Deterding, J.-H. Schmidt, H.-D. Schröder
(contact), R. Sprenger

Funding: Office of Technology Assessment at the
German Parliament (TAB)

2. Federal Government Report on Communication and Media

On behalf of the Federal Government, the Hans Bredow Institute authored a comprehensive assessment of the development of media in Germany since 1997. It is meant to serve as a basis for the Federal Government's Report on Communication and Media.

The German Bundestag (Upper House of Parliament) had requested that the Federal Government produce an appropriate report on the state of the media, which continues the tradition of the Federal Government's media reports last published in 1998. With this, the Federal Government announced its intention to establish a database on the subject of the development of the media and communication systems, to be available along with these reports every two years in future. In addition, the report was meant to offer a point of departure for identifying problems in the area of communication and media early, as well as for presenting various solutions.

The evaluation was published as an addendum to the Federal Government's Report on Communication and Media on 17 December 2008. The German Bundestag consulted about the report on 5 March 2010 and forwarded the evaluation to the respective committees.

The Federal Government's Report on Communication and Media forms the basis for the work of the Committee of Enquiry "Internet and Digital Society", which the German Bundestag installed in spring 2010 and is joined by W. Schulz as an independent expert. ☹ <http://hbi.to/864>

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

Funding: Federal Government Commissioner for
Culture and the Media (BKM)

3. The International Media Handbook

Although information about the countries in the world and also about their media can be accessed

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

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

As usual, the new edition of the IMH provides comprehensive information on the most important current developments in the areas of print media, broadcasting and online services worldwide. With across-the-board contributions, general surveys and analyses, part A presents transnational and general lines of development, more closely examining individual aspects of legal and economical developments and the growth of offerings in the areas of print media, broadcasting and online services.

In parts B and C (Media in Europe, Media outside of Europe) the developments of media in individual states are described, now extending the reporting to countries as yet not covered, above all in Africa and Asia. Articles have been added on Ethiopia, Bangladesh, Ghana, Kenya, Laos, Lebanon, Mongolia, Mozambique, Nigeria, and Peru.

The authors of the individual reports are experts from the respective countries or persons knowledgeable about the respective national media systems. For each of the three areas print media, broadcasting and online, they describe legal and historical groundings, organisation and financing of providers, offerings and usage and recent developments. Their articles are complemented by an analysis on the status of developments in convergent media, with their consequences for the three areas named, as it cites con-

tact addresses for the most important media institutions and agencies, references to literature and pertinent links to further information.

In order to improve the comparability of particular country information, the new edition seeks to include standardised tables in the individual reports – an endeavour which has in practice run into difficulties due to the very disparate conditions of this data. As other comparative surveys have shown, the available information on media systems in countries differs in each case so much so that standardisation is very limited. Even in highly developed countries, e.g. USA or France, some data are not available or not being published. In some places, the Handbook benefits from the fact that the experts and authors of the articles have access to non-public data sources.

Not least due to the new structure, which increases the user value of the Handbook, there has been a hiatus between the release of the last Handbook and the new edition. A work so elaborate and substantial, with over 1,300 pages, requires an extended production process as well as a lot of patience and effort from the authors. The articles of this new edition were written in 2007/2008 and in most cases updated in the beginning of 2009.

However, the temporal gap in the publishing sequence also results from the discussion about the future publication of the Handbook, as well as the funding of the related work and resources needed; this has not yet been concluded. As the Nomos-Verlag only carries the cost of production as well as a portion of the authors' fees and costs for translation, the major load of conceptual and, above all, editorial work rests with the Hans-Bredow Institute in financial terms as well. This service is, however, no longer tenable for the Institute alone, thus new ways of fund raising, attracting sponsorships and also the possibility of a pure English-language publication have been, and are still being, considered and pursued.

☞ <http://hbi.to/865>

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

4. Redefining and Repositioning Public Service Broadcasting in the Digital and Multiplatform Scenario: Agents and Strategies – An International Comparative Analysis within the European Union

This post-doctoral research project, funded by a Marie Curie Intra-European Fellowship for Career Development, explores changes in the structure, the business models and the reception patterns of the media system caused by the configuration of a new digital and multiplatform. In the case of Public Service Broadcasting/Media, the new context sets a clear inflection point concerning its position within the market and its role with regard to the society. In this sense, divergent opinions coexist: On the one hand, free market and competition are considered sufficient to guarantee not only the protection of those values that once legitimized PSB but also the fulfilment of its attributed functions. On the other hand, the new possibilities resulting from the digitalisation and the convergence of distribution platforms are regarded as an opportunity to improve the performance of public operators and thus offering a better service to the society.

This research project aims to investigate to what extent the mentioned transformation processes together with the pointed debate has an impact on Public Service. The main goal is identifying and analysing what strategies are implemented in order to redefine its remit and to reposition its operators in the new context.

Consequently, in the first part of the project, the current transformations affecting the media will be studied. New tendencies and operational logics will be identified. As a result, a theoretical model concerning the opportunities and challenges for public service broadcasters in the multiplatform scenario will be designed and contrasted with the current situation at the national cases selected for the international comparison (Germany, Poland and Spain).

Next, the research will be focused on the PSB adaptation strategies to the multiplatform scenario. The articulation of their elements – network of

agents, goals and procedures – varies depending on the particularities of each national media market as well as on the political tradition of each state. Considering this diversity within the EU, the definition and development of these strategies in the selected countries will be compared.

Regarding the final objectives of this project, first of all, it has a strong theoretical ambition, wanting to contribute to the development of the PSB studies. Secondly, it aims to produce valuable pragmatic knowledge by means of detecting best practices among the adaptation strategies implemented in Europe. As a result from the analysis carried out, a list of recommendations for the different players involved in the redefinition and repositioning of PSB will be drawn

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

Researcher: R. Suárez Candel

Scientific Supervisor: U. Hasebrink

Funding: Marie Curie Intra-European Fellowship for Career Development


5. Prevention of Dominant Influence on Public Opinion

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

Current regulations to prevent dominant influence on public opinion focus very much on television. However, other media markets and up- or downstream markets are being considered to determine whether a company acquires a dominant influence on public opinion. Furthermore discussions are focusing on whether monitoring media concentration should be developed towards defining a comprehensive media model. In any case the question arises as to the effects different media have on public and individual opinion-forming.

Also important is the question about the status of different media and their up- and downstream mediators such as news agencies, cable providers, search engines, EPGs etc. in opinion-forming.

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

For these reasons, the prevention of dominant influence on public opinion is a major research area of the Institute. An interdisciplinary study group examines media effects as processes, together with the development of public relations and economic markets, in order to draw conclusions on advancing media-specific concentration control. This approach also considers the scope of providers in opinion-forming. The preparatory work in the legal field includes suggestions from the Institute for the future design of controls over concentration, as these were published in the series from the Friedrich-Ebert-Stiftung in 2006.  <http://hbi.to/2726>

Researchers: U. Hasebrink, W. Schulz, T. Held (contact), R. Sprenger, N. Rządowski, H.-D. Schröder, H. Domeyer, J.-H. Schmidt

Funding: Friedrich-Ebert-Stiftung

6. Media Reform in Thailand

The development of Thailand's media order is currently shaped by an intense reform process and at the same time by the ubiquitous convergence phenomenon. Thai commentators are raising questions about the regulation of contents, especially regarding the *lèse-majesté* law, supposed to be the strictest worldwide, but also e.g. concerning the allocation of broadcasting frequencies or how to deal with thousands of yet unlicensed community radio stations. Even the role of the public broadcasting station ThaiPBS, which was established in 2008, is being considered. The design of the media order will play a central role on the path out of political instability.

On the invitation and with the support of the National Telecommunications Commission, the Hans Bredow Institute is committing its expertise in media law to enhance the widespread debate on media politics. This means that the Institute is cooperating with the two major universities in Bangkok (Chulalongkorn and Thammasat), among others, as well as with the Friedrich-Ebert-Stiftung Thailand. Conferences and workshops are also planned to provide systematic working papers in the future. Fundamental questions of media structuring have been discussed and complemented with insights from German experience with regulation.

Beyond this individual case, the Institute is exploiting the opportunity to further develop its experience in transferring expertise in an international context and in comparative analyses of regulatory structures. ☎ <http://hbi.to/2714>

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

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

The Hans Bredow Institute contributes to the amendment of the Protection of Young Persons Act and the Interstate Treaty on the Protection of Human Dignity and the Protection of Minors in Broadcasting and in Telemedia, which is planned for 2010, in the course of the transfer of its research results with expertise and commentary. The project was reflected academically through deliberations on the method of evaluation of complex regulation programmes.

In 2007/2008, the Institute had variously outlined and communicated the results of its evaluation of the system for the protection of minors. Carried out from October 2006 to October 2007, this project analysed the current system for the protection of minors from harmful media as established by the Federal Youth Protection Act and the Interstate Treaty on the Protection of Minors from Harmful Media. On the basis of its results, the

Federal Government and the States intended to optimise the system.

The project design aimed at evaluating the way the processes and organisations prescribed by applicable laws are working; the research purpose was orientated according to the parameters set by the federal government and the States as well as the States' declared protocols regarding the Interstate Treaty on the Protection of Minors from Harmful Media. The analysis proceeded in two stages, an analysis of adequacy and one of compliance.

In the analysis of adequacy, the processes reformed in the law's stipulations were examined with a view to the extent to which they are adequate for achieving the particular regulatory goal in question – that is, the specific regulatory purpose with due regard to constitutional law. In the areas of particular reference, the analysis of adequacy was intended to demonstrate inherent weaknesses in the system for the protection of minors and to assess the assignment of regulatory competencies, the areas of application of the legal frameworks and the inclusion of regimes for self-regulation.

Alongside this, findings on acceptability on the part of relevant agents and addressees were determined through workshops, group and individual interviews with parents, minors and disseminating agencies in media-pedagogy as well as through interviews with experts. The qualitative enquiry with parents, minors and pedagogical counsellors was performed by the JFF – Institute for Media Pedagogy in Research and Practice (JFF – Institut für Medienpädagogik in Forschung und Praxis, München).

The analysis of compliance which builds on these results intended to assess how far the proposed regulations stand up in practice and to establish what weaknesses result in practice, also regarding how suitable the criteria for the protection of minors are in praxis and how well supervision performs. Reasons for possible weaknesses were established via case studies and openings for improvements identified.

The overall result of the analysis was that the protection of young people from harmful media has improved fundamentally by dint of the 2003 amendment; the concept of regulated self-regulation was accepted by all parties involved.

The study does, however, point to possibilities for improvement in many concrete fields. The 390-page final report was submitted to the commissioning agency in October 2007 and made accessible on the Institute's homepage. ➡ <http://hbi.to/874>

Researchers: C. Lampert, T. Held, W. Schulz, I. Brunn, U. Hasebrink, S. Dreyer (contact)

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

Cooperation partner: C. Scheunert

8. Academic Monitoring of the Implementation of the Evaluation Results in the Protection of Minors System

After the Hans Bredow Institute carried out the research-based evaluation of the Protection of Young Persons Act and the Interstate Treaty on the Protection of Human Dignity and the Protection of Minors in Broadcasting and in Telemedia and prepared the content for the roundtable discussion "Jugendschutzgesetz – Verbesserung des gesetzlichen Vollzugs" [Youth Protection Act – Improvement of the legal enforcement] in November 2007, the Federal Government and the States collaborated to optimise performance in both areas. The crash programme of the Federal Minister for Youth and of the North Rhine-Westphalian Minister for Youth as well as the suggestions discussed at the round table pointed first steps along a path towards application.

The ensuing project for monitoring the implementation of the results from the evaluation of the protection of minors provided a research-based monitoring of the political discussion on the basis

of the results from the evaluation and the round table and to coordinate the application of the results in cooperation with the Federal Government and the States. Alongside the coordinating measures, the project's activities involved consultation and assessment regarding various conditions governing application, for instance, as regards practical problems in introducing cash register systems with warning functions or the training and level of knowledge of retailing staff. Alongside this, the options for an improved monitoring of enforcement were worked out and discussed with the involved parties.

In order to improve the level of information of parents, businessmen, and trainees, the Institute also contributed to the concept and design of the information portal "jugendschutzaktiv.de", as well as of the educational film "Die Wette". ➡ <http://hbi.to/1676>

Researchers: T. Held, W. Schulz (contact), I. Brunn, U. Hasebrink, S. Lefeldt, S. Dreyer, T. Ihler

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

9. Research Centre "European Media and Public Spheres" (EuroMaPS)

Several staff members of the Hans Bredow Institute are participating in the Research Centre "European Media and Public Spheres" (EuroMaPS), founded in 2001 at the University of Hamburg. The aim of EuroMaPS is to enhance cooperation among the researchers in Hamburg, who are dealing with the urgent questions of the process of European unification and the role of the media within it.

The Centre coordinates the activities of its members as they relate to Europe, promotes exchanges between different research disciplines and also with media practitioners and seeks stronger international cooperation with foreign colleagues. Since the winter term 2002/2003, the Centre has

mounted the series "Discussions about Europe", which caters for students from all disciplines and interested members of the public. Here researchers and media practitioners from Europe are invited as the opportunity arises.

Currently, the Centre has two major areas of activity: in the context of the EU's Erasmus Mundus programme, the members of the Centre in addition participate in the Masters Programme "Journalism and Media within Globalization: The European Perspective", which is offered jointly with the universities of Århus, Amsterdam, London and Swansea (www.mundusjournalism.com). On the other hand, the Centre has coordinated the development of a research focus "Transculturality and European Public Spheres" for the Research Center for Media and Communication (RCMC).
☎ <http://hbi.to/872>

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

10. Quality of TV from the Viewers' Perspective

On behalf of the State Media Authority North Rhine-Westphalia (LfM), the Institute compiled an expertise on the topic "The Perspective of the Viewers: Pilot Survey for a Regular Monitoring of Perceived Qualities of Television". Such a survey among viewers is intended to emphasise the public perspective in the discourse about qualities and problems of the development of television.

The pilot survey particularly explored international experiences as to how an instrument for inquiry should look, which does not only document the preferences of usage as reflected in the ongoing viewer measurements, but which also covers quality assessments beyond individual preferences. ☎ <http://hbi.to/2721>

Researchers: U. Hasebrink (contact), A. Herzog

Funding: State Media Authority North Rhine-Westphalia (LfM)

RESEARCH PROJECTS "MEDIA AND TELECOMMUNICATIONS LAW"

Researchers 2009/2010: Jannes Beeskow, Stephan Dreyer, Stefan Heilmann, RA Dr. Thorsten Held, Thorsten Ihler, Nora Rzadkowski, Dr. Wolfgang Schulz (contact), Regine Sprenger

Associates and Freelancers 2009/2010: Inka Brunn, Thomas Büchner, Arne Laudien, RA Dr. Till Kreutzer, Thilo Wind, Malte Ziewitz, Felix Zimmermann

11. 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 have been chosen by the European Commission to carry out the study "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 is cooperating with a net of correspondents covering each of the 43 countries covered by the study.

Art. 30 of the Audiovisual Media Services Directive mentions "independent regulation agencies" without further defining them. Hence there is 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 has three general objectives: first a detailed legal description and analysis of the audiovisual media services regulatory bodies in the Member States as well as in candidate and potential candidate countries to the European Union and in the EFTA countries. By way of comparison, the regulatory system of four other countries, namely the USA, Japan, Singapore and Australia, will be analysed, too.

The second step will be an analysis of the effective implementation of the legal framework for

regulatory bodies in these countries. And finally the key characteristics constituting an "independent regulatory body" in the light of the AVMS Directive will be identified.

Global aim of the study is the development of indicators that allow the measurement of independence of regulatory bodies in the field of audiovisual media as well as the assessment of these bodies' functioning to be able to accomplish its tasks to ensure the effective application of the AVMS Directive.

The study has a designated time frame of 13 months and has started in February 2010.

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

Researchers: S. Dreyer, R. Sprenger, J. Beeskow, W. Schulz (contact)

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

12. Innovation Workshop "Creativity and Copyright in the Net Economy"

At the Hamburg International Media Dialogue on 8 June 2009, representatives of the media industry emphasised the importance of a fair copyright, adjusted to the conditions of the net economy. Advancements in this area do not only depend on political enforcement, they require conceptual

reflection, which have to be of a quite fundamental nature in many areas.

Repeated legislative alignment of copyright law to new technical and economical conditions as well as lawsuits dealing with entire business models such as the music industry's, that of image search on the Internet or the handling of formerly unknown ways to use such contents increasingly demonstrate the limits of traditional legal constructions. Beyond the discussion about new "baskets" of copyright reform they give reason to rethink the concept of "intellectual property" itself. Does the idea from Goethe's period – that part of the artist's personality is embodied in his work and he thus owns the work – still correspond to the conditions of the net economy? Couldn't the potentials of the creative industry and society be exhausted more adequately if we consequently oriented the legal framework towards the objective to stimulate creativity? Does modern copyright law have to be constructed not only from the perspective of the creator, but also the user? How can performance be protected from exploitation?

The objective of the project is to develop and evaluate options, which help politics – on state, federal, and European level – to answer these fundamental questions. To this end, the academic innovation workshop pursues the question how copyright can be further developed in order to better make use of the potential of the creative industry and society. On the one hand, the project jointly with the media industry aims to develop and evaluate options, which help politics to answer this question. On the other hand, the area of copyright is supposed to become more enshrined in academic research and teaching in Hamburg. Selected Topics are the new intellectual property right, which had been demanded by publishers, and law enforcement on the Internet.

With the innovation workshop the Hans Bredow Institute is testing a new form of problem-solution-oriented academic work; the workshop is organised by the Hans Bredow Institute at the University of Hamburg and supported by the Au-

thority of Culture, Sports and Media.
• <http://hbi.to/3273>

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

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

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

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

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

13. The Legal Mandate of Public Service Broadcasting and European Competition Law

The discussion about the legal mandate of public service broadcasters takes place both at the national and the European level. By now, broadcast-

ing is classified almost without controversy as a service in terms of European primary legislation. This brings up the question of whether the financing of public service broadcasters through mandatory user fees and the goal of free competition are compatible. As this question is primarily framed from an economic perspective and therefore differs from a view that instead emphasises the constitutional goal of free speech, conflicts are inevitable. The legal question is, whether the broadcasting fees qualify as a so-called “state-aid” in terms of the EC treaty and – if this is the case – to what extent exceptions apply to the activities of public service broadcasters so that under certain conditions state aid may be compatible with the common market.

For some time Germany, among other member states, has interpreted the treaty differently than the European Commission with regards to the classification of their funding systems. In a letter from early 2005, the Directorate-General Competition suggested that, in its opinion, there needed to be a more detailed definition of what exactly is comprised by the mandate of public service broadcasters in certain areas and therefore open to financing by broadcasting fees. These areas include, for instance, online activities and the digital television services. In the case of the commercial activities of public service broadcasters and of their relations to subsidiary companies, the Commission criticises a lack of transparency.

On behalf of the Friedrich Ebert Foundation, the Hans Bredow Institute has analysed to what extent the financing of online services by fees conforms to European law in 2004. In doing so, the Institute drew among other things on the obligation of considerateness, as stipulated in the EC treaty. This obligation requires EU institutions to respect the fundamental constitutional norms of the member states, such as the independence of broadcasters from any state interference in Germany. The report negated that the German broadcasting fees qualify as “state aid” and analysed primarily the effects of the normative communal loyalty (*Gemeinschaftstreue*) stipulated in the EC

treaty on the interpretation of the norms on state aid. According to the study, European law allows a functional design of the mission of public service broadcasters so that the mission can be adjusted when the importance of services for public communication (e.g. due to increased usage of online services) changes.

Based on this work, the Institute and individual staff members support the development of the so called *Beihilfekompromiss*, which led to the change of legal regulations on the assignment of public-service broadcasting in the 12th Amendment to the Interstate Broadcasting Treaties, as well as the current discussions about the first three-step-tests by ARD and ZDF, with academic expertise. ➡ <http://hbi.to/2305>

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

Funding: Friedrich-Ebert-Stiftung

14. Reform of Communications and Media Policy

The media policy in Federal Government and States and at the European level continues to strive for the alignment of its framework with the requirements of convergence in the media area. The Institute is supporting this through concrete projects like the research section of the Report on Communications and Media. Alongside this, representatives of the Institute are cooperating in expert groups of the European Commission, are giving the problem area structure through talks or offering contributions at hearings.

Against this background, a systematic research-based presentation of media policy also makes sense. Commentary on important regulations in German broadcasting law will make a contribution to that and, at the same time, the individual problems posed by converging digital media landscape will in turn crystallise out. Among these latter, the situation, for instance, of so-called platform providers, now firmly to the fore, figures in the context of digital cable television as well as of television for mobiles. Their example also permits an illustration of challenges

to traditional models in broadcasting law, such as that of the broadcasting provider, a concept that is also coming increasingly under pressure in other respects. Finally, there appears to be some profit in systematically describing media regulation on the European level to gain a better understanding of the legal background to media policy. <http://hbi.to/888>

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

15. New Forms of Regulation in Media Law

New forms of regulation present a focus of the legal research of the Institute. It questions how changes in the area of media may be shaped legally, whether there is a need for legal regulation given the dynamic development of media and which new forms of regulation are suitable. Using guidelines, such as "regulated self-regulation", innovative solutions for current problems are being developed, e.g. regarding the protection of minors or in the field of digitalisation.

Reflections on the regulation of self- or co-regulation are not only being discussed academically and professionally with regard to the protection of minors, they may also be helpful in other areas such as data protection.

In a different research project the use of public sphere in order to reach objectives – e.g. in the form of warnings, but also more complex regulation approaches – was examined and the legal boundaries defined.

The Institute is currently dealing with the question how media regulation can be improved through meaningful incentives. Broadcasting regulation in practice, but also the academic reflection has become aware of various deficits concerning the anticipation of private broadcasting services. A popular example is the discussion on private equity in media (the Institute has researched on this topic: Schulz/Kaserer/Trappel, *Finanzinvestoren im Medienbereich* [Financial Investors in the Media], 2008). During research it became obvious, that the main problem is due to

owners being able to confront broadcasting operators with high and short-termed expectations on returns, whereas the legislator obliges operators to a certain output such as high-quality regional coverage and news offerings competitive to public-service broadcasting. Looking to Switzerland, but also to the United Kingdom reveals visual aids for systems, which combine performance and incentives in order to improve the chances to reach regulation objectives.

Shifting the perspective from regulation as a process with one coordinating player towards regulation structures leads to questions of governance research. Especially for the normative frame of internet-based communication, e.g. social media, this perspective seems appropriate. The institute reviewed the research status – jointly with colleagues from the University of Haifa – and is now preparing research activities in this area. <http://hbi.to/1681>

Researchers: T. Held, W. Schulz (contact), S. Heilmann, S. Dreyer

16. Consortium of Chinese and European Research Institutions IPRNME

CO-REACH, the network of European support institutions for science and technology, which support cooperation with China in natural sciences, medicine, technology as well as in the social and human sciences, has decided to promote a consortium of Chinese and European Research Institutions, IPRNME (Intellectual Property Rights in the New Media Environment).

The main objective of the project is to foster the exchange of knowledge about regulatory concepts with regard to copyright and intellectual property for the Information Society and their implementation, as well as jointly work on concepts of regulatory choice to meet new challenges that are brought about through social and technological change in new media environments. For this purpose, joint working papers will be developed and workshops as well as international summer schools for students and doctoral candidates

will be executed. Summer schools will take place in Xi'an, Nanjing, and Shanghai in summer 2010. Even students at the Faculty of Law at Hamburg University will discuss questions of internet legislation in China.

The workshop hosted by the Institute in Hamburg in May 2010 dealt with law enforcement on the Internet and thereby created synergies with the innovation workshop (project 12).

The partners are the Institute of Law of the Chinese Academy of Social Sciences, Strathclyde University, Vienna University of Economics and Business Administration, Molengraaff Institute for Private Law at Utrecht University, and the Hans Bredow Institute.

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

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

Cooperation partners: Institute of Law at the Chinese Academy of Social Sciences, Strathclyde University Glasgow, Vienna University of Economics and Business Administration, Molengraaff Institute for Private Law at Utrecht University

17. Editorial Responsibility in the Directive on Audiovisual Media Services

The legal concept of “editorial responsibility” takes centre stage in the new European Directive on Audiovisual Media Services. Its influence begins with the area of the Directive’s application. In a contribution for the European Audiovisual Observatory, the various functional levels of this concept are being elucidated as well as criteria for determining when editorial responsibility, in the sense of the Directive, can be established for a media service. ☎ <http://hbi.to/1682>

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

18. Optimising the University of Hamburg’s E-Learning Programmes with Special Reference to Media Law

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

Alongside this, the e-learning project “Global Classroom” is offered, in the context of which the Institute has developed an e-learning tool (“Global Classroom”) for the application of virtual forms of teaching in jurisprudence, which is based on a software platform, which has been specially programmed for these cases and has been further developed since 2002.

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

Funding: ELCH (2004/2005), University of Hamburg (2008/2009)

19. Activities in Further Education on Media Law: Seminars for Legal Experts

The Institute has been engaged in the area of basic and further education on media law for several years. In April 2006, the German Federal Bar Council established an avenue for becoming a specialist solicitor in “Copyright and Media Law” and with that established a recognised index of specialisation available to lawyers who have the appropriate emphases in their interests or activities. In cooperation with a provider of courses for specialist lawyers, Dr. Grannemann & von Fürstenberg, the Institute is developing curricula and

materials for a specialist lawyers' programme, "Copyright and Media Law", which was offered in spring 2009. Distinguished lecturers from academic circles, from commercial practice as well as from the judiciary and the Bar have been enlisted to contribute to the courses.

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

Cooperation partners: Wolters Kluwer Akademie
Recht

PHD PROJECTS

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

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

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

Work on this aims to 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 will come investigation of the extent to which, with uncertain decisions, the uncertainty can, nevertheless, be used to the advantage of the decision process, for instance, through mechanisms for delegation and for establishing procedures and promoting flexibility.

The project is planned to be concluded in 2010.

Researcher: S. Dreyer

21. Regulation of Cross-Media Concentration Processes

Media are, as the Federal Constitutional Court continually emphasises in its jurisdiction, both channel and factor in public opinion-forming. The legislator is, therefore, obliged to prevent the exercise of unilateral influence on public opinion resulting from a concentration of power among publicists. This requires special precautions against the development of dominant cross-media influences on public opinion, i.e. opinion-forming through different media types. As regards the configuration of these precautions, the scope available to legislators is broad.

The PhD project investigates the question as to how cross-media concentration processes especially may be covered by regulation. In this regard, the project reviews the media-specific concentration control, which according to §§ 26 ff. RStV (Interstate Broadcasting Treaty) focuses on the prevention of dominant influence on public opinion through television, as well as antitrust merger control, which relates to the prevention of a market-dominating position with ensuing dominance in economic power.

As to the question, whether the broadcast-centred system of media-specific concentration

control should be applied: on the one hand, the limits set by constitutional law for the scope of legislation will be explored. On the other hand, the extent to which the antitrust law, as applied through the limitation of economic power, may restrict dominant influence on public opinion, should be examined. The results of the survey will then be used to draw conclusions possibly indicating a restructuring of media-specific concentration law.

Researcher: R. Sprenger

22. Product Placements in the Electronic Media

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

This PhD-project essentially concentrates on the question as to how far product placements come under the sub-constitutional, national and European framing of the principle of separation. Here, the European Audiovisual Media Services Directive, which allows member states to permit product placements under certain conditions, receives particular attention. In a further step, it is asked how far differing regulations in the respective areas of the media are justified constitutionally. Further investigation looks at to what extent it is relevant for the constitutional assessment whether the product placement is integrated into information or entertainment formats. Finally, the project will consider other systems of law and offer its own suggestions for regulation.

Researcher: F. Zimmermann

23. Copyright in the Information Society – Breaches of Copyright by Search Engines

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

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

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

Researcher: I. Brunn

24. Obligations to Provide Information in Telemedia Law and User-generated Content

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

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

The actual provisions of sec. 5 Telemedia Act, sec. 55 Interstate Treaty on Broadcasting and Telemedia are promulgated in sub-constitutional law. Here, it is initially a question of clarifying in which cases the user of a telemedium can be at the same time also a provider of his or her own telemedium service. And in addition, attention will be paid to the question when a telemedium is "normally provided for remuneration", which is relevant for European law in terms of the free rendering of services.

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

Researcher: S. Heilmann

25. Remix Culture – Self-Reference in the Media

The development of art and culture fundamentally changed in recent years, driven by the drastic change of the media landscape and user behaviour. Due to the worldwide connectedness through the Internet also the extent of "existing materials"

has evidently increased and improved accessibility of those materials. One consequence, among others, is the blending and connection of existing contents/works to create new contents/works.

The PhD project explores how this development is being handled with regard to copyright law, taking into consideration the opposing positions, which are protected by the constitution, and focusing on copyright regulation. Besides an analysis of the current legal situation, the project aims to develop suggestions for the adjustment to the changed media landscape.

Researcher: J. Beeskow

26. Relevance of Information for the Applicability of Data Protection Law

For many years, the topic of data protection has increased in social and political significance. The publication of the investigation into employees of Deutsche Bahn and Deutsche Telekom has raised demands for increasing both the level of legal data protection and the threat of punishment. "Bundestrojaner", an extended capacity for intelligence services and authorities, as well as the much-discussed data preservation both prompt fears of a surveillance state which compromises the privacy of citizens.

Against the backdrop of this debate as conducted in the media, the PhD project aims to answer the question of the "rootedness" of the data protection law – not in a legal-historical way, but with regard to the circumstances which impinge on the law in this area. Which data are relevant at all? Is the idea of personal data the central "barrier" which has to be overcome in order to subject the information to the legal regime? Do other characteristics of the factual circumstances exist, which have to count as the "threshold for registration", e.g. the location of storage? These questions will have to be answered according to international, and national law and that of the EU.

The EMRK forms the initial focus of attention. Its article 8, paragraph 1 guarantees respect for privacy, which connects to data protection in the

member states of the Council of Europe; an explicit drafting can be found in the data protection convention. On the level of the European Union, the guideline on data protection forms the authoritative legal source.

In German data protection law, the Federal Constitutional Court takes a preeminent role, as, within the population census ruling of 1983, it did actually develop the right of informational self-determination, which is established in article 2, paragraph 1 and article 1, paragraph 1 of the German Basic Law (GG). At the beginning of 2008, it was updated in the form of the basic right to guar-

anteed confidentiality and integrity in technical information systems. What remains to be determined is the extent to which the national legislator is committed by international and European law, and how this may affect, among others, the legal definitions in §§ 2, 3 of the Federal Data Protection Act (BDSG).

Following the clarification of legal issues, it is intended to transfer the implications exemplarily onto current technologies such as passports and electronic health cards.

Researcher: T. Ihler

RESEARCH PROJECTS “MEDIA ORGANISATION AND MEDIA INDUSTRY”

Researchers 2009/2010: Stephan Dreyer, Prof. Dr. Uwe Hasebrink, Stefan Heilmann, Dr. Thorsten Held, Thorsten Ihler, Dr. Jan-Hinrik Schmidt Hermann-Dieter Schröder (contact), Dr. Wolfgang Schulz

Associates and Freelancers 2009/2010: Sebastian Deterding, Felix Zimmermann

27. Games Convention Online Conference 2009/2010

About 100 national and international speakers and panelists from business, research and politics participated in the first international dialogue conference “Games Convention Online Conference” which took place in Leipzig on 31 July and 1 August in the context of the “Games Convention Online 2009”. The conference on status and future of the online and mobile games industry was designed by the Hans Bredow Institute and looked at topics ranging from business, usage and society in three parallel sections from different perspectives. Through an exchange of views, insights and self-conceptions, the Hans Bredow Institute aimed at a fruitful dialogue between different protagonists and a better understanding of system peculiarities, decision-making processes and backlashes.

The Institute continues the cooperation with the Leipziger Messe GmbH in 2010: from 8 to 11 July the second Games Convention Online takes place in Leipzig, where the business representatives and users of browser, client and mobile games meet. Business talks will take place throughout the convention and comment on practice-oriented questions from different perspectives. The Institute designs and organises several business talks dealing with the academic perspective and analysis of current developments in the area of social games. For this purpose, international experts invited to Leipzig. In the course of the Games Convention Online, the Hans Bredow Institute also organises an academic workshop with invited experts to discuss the status of the academic exploration of social games and identify research demand in this area. ☎ <http://hbi.to/2750>

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

Cooperation partner: Leipziger Messe GmbH

Funding: Leipziger Messe GmbH

28. Journalistic Value and Qualities of Teleservices of the ZDF

In the context of the Three Step Test for its tele-services, the ZDF (second channel of German television broadcasting) has assigned the Hans Bredow Institute with an academic expert report on as yet discussed criteria for the determination of public value and the requirements for measuring these criteria.

A public value orientation involves distinction from the market principle as well as from hierarchic governance; instead social involvement in public institutions and their democratic governance is emphasised. Literature, however, shows very diverse notions of public value.

In the light of legal restrictions and peculiarities of the public discourse on the mandate and functions of public broadcasting, it is suggested to name those functions public value, which prove themselves, more specifically, relevant to public and society or contribute to the fulfilment of democratic, social and cultural needs. The entertainment value within the concept of public value represents a means to achieve the intended effect. The evaluation has to involve society's perspective, i.e. the users themselves and representatives of relevant social groups: a media offering may be attested public value when users and/or relevant social groups credit this offering with relevant social functions.

In order to determine the public value of a media service, four main criteria were identified: first the effect; to what extent the service fulfils the intended functions for society, secondly as a re-

quirement the accessibility and coverage of the offering, thirdly as further requirement five essential quality objectives (comprehensibility, professionalism, innovation, relevance, value orientation), fourthly on a meta level the transparency of the determination process of public value. One round through the various discourses on public value of teleservices shows that the different perspectives can be allocated sufficiently to these criteria, but they differ in which criteria are given priority.

The biggest challenge for the evaluation of public value as it is understood here, is to capture the “effects” of the respective offerings. In view of the required practicability it is suggested to develop auxiliary criteria, which can be integrated in as many surveys as possible. In doing so, the users’ self-assessment on the functions of the experienced services can be included. It is also conceivable to develop a module to cover the perceived democratic, social and cultural functions of online offerings, which can be used in various surveys. ➤ <http://hbi.to/3565>

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

Funding: Zweites Deutsches Fernsehen (ZDF)

29. Event: Financing of High-Quality Content

New ways of advertising, new funding strategies and their influence on programme content and journalistic quality were the topics of a conference

of the Alcatel-Lucent Stiftung, the Hans Bredow Institute and the Media Authority Hamburg/Schleswig-Holstein in Hamburg on 9 June 2009.

Refinancing media through advertising is becoming more and more difficult. This leads to the increasing relevance of new forms of advertising and financing. Against this backdrop, the conference aimed to discuss the opportunities for new models, for example product placement and micro financing, from both a practical and a scientific point of view, and to further comment on the risks they pose to high-quality content.

In the first part of the event, representatives of broadcasting organisations, production companies and the advertising industry discussed the potential of new ways of advertising and refinancing as well as their impact on practice.

The second part focused – from a research point of view – on how new strategies of financing affect the provision of quality content and how high-grade journalism may be protected and supported with regard to the economy of the Net. This also involved taking a look at new forms of offering, such as user-generated content, and their contribution to public communication. ➤ <http://hbi.to/2516>

Researchers: W. Schulz (contact),
F. Zimmermann, A. Bruns

Cooperation partners: Alcatel-Lucent Stiftung,
State Media Authority Hamburg/Schleswig-Holstein

RESEARCH PROJECTS “MEDIA CONTENT AND MEDIA CULTURE”

Researchers 2009/2010: Prof. Dr. Uwe Hasebrink, Anja Herzog, Dr. Claudia Lampert (contact), PD Dr. Wiebke Loosen, Dr. Jan-Hinrik Schmidt, Dr. Hans-Ulrich Wagner

Associates 2009/2010: Prof. Dr. Joan Bleicher, Juliane Finger, Christoph Hilgert

30. Young People and Web 2.0

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

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

The findings from the various empirical steps as well as the review of the current status of international research are being discussed and connected to perspectives from sociology of communication, youth studies and legal studies. In this way, the need for action and the options in the areas of public communication, identity formation, media competences and media regulation can be formulated. Design and procedure of the empirical elements are closely connected to other

specialised studies on media and young people both in Germany and abroad.

In an accompanying weblog (www.hansbredow-institut.de/webzweinull) provisional findings and related research are documented and discussed. ☛ <http://hbi.to/1696>

Researchers: C. Lampert (contact),

J.-H. Schmidt, U. Hasebrink

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

Funding: State Media Authority North Rhine-Westphalia (LfM)

31. Scanning Topics on the Internet

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

A report for the ZDF (Second German Television) describes these developments and its underlying mechanisms, discussing the consequences for the emergence, distribution and monitoring of information, news and issues. It helps to assess current developments in online-based information management and to decide which instruments might be transferred to the (organisational as well

as editorial) activity of the ZDF. Particular attention was paid to three areas: automated news aggregators, innovative forms of content classification (“tagging”/“folksonomies”), monitoring the flow of information in the blogosphere. ● <http://hbi.to/1697>

Researcher: J.-H. Schmidt

Funding: Zweites Deutsches Fernsehen (ZDF)

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

Since the beginning of 2008, after the completion of the project on the history of the NWDR, the “Forschungsstelle Geschichte des Rundfunks in Norddeutschland” (FGRN) – the Research Centre for the History of Broadcasting in Northern Germany, the Hans Bredow Institute's cooperative project with the NDR (North German Broadcasting), the University of Hamburg (Department of Languages, Literature and Media I) and the WDR (West German Broadcasting) – has devoted itself to selected questions of public communication facilitated by the media, focussing mainly on the 1950's to the 1970's and with a particular emphasis on programme offerings from NDR.

Currently, three particular issues are being addressed:

- Long-term effects of media: central to this is how media users deal with changing programme offerings by public broadcasting. What is at question in the research is the formation of regional, national and European identity as facilitated by the media.

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

- Research on the North and West German Broadcasting Association (NWRV): the aim of this preparatory work is to enable a study on the basis of the methods of business history, which

analyses the NWRV as an umbrella organisation spanning the joint television work of the NDR and the WDR between 1956 and 1961.

● <http://hbi.to/1699>

Researcher: H.-U. Wagner

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

Under the umbrella of the interdisciplinary research association on the cultural history of Hamburg, from 1 October 2008 to 30 September 2009 academics from various subject areas comprehensively investigated the Hamburg cultural scene during the Weimar Republic and passed on their results to a wider public in 2010. Within the context of this project, the “Research Centre for the History of Broadcasting in Northern Germany” was responsible for working on the area of radio.

In the 1920's, a new mass medium appeared in the shape of radio and rapidly developed into an decisive cultural factor. As an important metropolitan centre in northern Germany, Hamburg became the seat of one of the large regional broadcasters. On 2 May 1924, the regular broadcasts of Norag, the “Nordischer Rundfunk Aktiengesellschaft” [Nordic Broadcasting Company] began broadcasting. As an institution comprising staff as well as varied programme offerings, Norag in a few years became a definitive actor in the areas of literature, of musical life and of entertainment, as well as a decisive force in terms of the regional culture and the Low German language. ● <http://hbi.to/1701>

Researcher: H.-U. Wagner

Cooperation partners: PD Dr. Dirk Hempel
(University of Hamburg), Friederike Weimar
(Hamburg)

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

The project concerns the literary programme offerings of the Reichssender [Reich Broadcasting]

Hamburg between 1933 and 1939/40 with the aim of comprehensively analysing these in the context of the literary field of Hamburg or respectively the northern German broadcasting area.

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

The investigation promises an insight primarily into two areas: the development of the literary field in the media metropolis of Hamburg and possible continuities and discontinuities from the 1920's into the 1940's.

The core questions are: What role does radio play in the literary field? Does it represent a medium of modernisation? What was its role in the development of the "media worker" in the 1930's? Did it provide regional offers of identity and/or new programmes specific to the Nazis, old and/or new experiential worlds? ● <http://hbi.to/1700>

Researcher: H.-U. Wagner

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

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

In cooperation with researchers from Bochum and Jerusalem, an application for a project is being prepared, which intends to use approaches from media history and the theory of media-

cultivated perception to investigate the forms, contexts and effects of the media-transmitted "contemporary witness" on the Holocaust. The proposal envisages two closely interlinked modules, work on which will be conducted both in Israel and in Germany. The plan is to shed light on the shifting "functions" of contemporary witnesses in the museal as well as the mass media context, particularly using the interpretative formations/discourses/media frames on the Holocaust as a ground for it. In this context, the attempt will also be made to trace longer-term effects of the media.

A research symposium took place from 27 to 30 April 2008 on the topic "Cultural Roots, Media Forms and Cultural Memory". With the support of the German Research Foundation (DFG) and the Stiftung Erinnerung, Verantwortung und Zukunft [Foundation for Remembrance, Responsibility and the Future], the organisers, Günter Thomas, Amit Pinchevski and Paul Frosh, invited 30 international academics altogether to a two-day intensive discussion group in the Villa Vigoni on Lake Como. A volume on the topic "Thinking Through Media Witnessing" documenting this further work by the academics is being prepared. ● <http://hbi.to/909>

Researchers: J. Finger, H.-U. Wagner (contact), U. Hasebrink, C. Hilgert

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

36. Young Scholars Network on Privacy and Web 2.0

One of the big social changes brought about by the Web 2.0 is the shift of borders between private and public sphere. The DFG-funded project "Young Scholars Network on Privacy and Web 2.0" enables 15 excellent international researchers, who study this development from different perspectives, to immediate academic exchange.

The network aims at three basic goals:

1. Apart from a systematic conceptualisation of methods and theories of private sphere on the Internet

2. an international comparison of dealing with privacy and self-revelation in the Web 2.0 is planned.

3. Further the project aims to design a research agenda showing how developments of privacy and self-revelation on the Internet can be accompanied academically in the future.

As deliverable a survey in the five participating countries is planned as well as an edited book, in which overall theoretical perspective and aggregated empirical findings will be published. Project duration: 1 January 2010 to 31 December 2011. ☞ <http://hbi.to/3251>

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

Project lead and application: Jun.-Prof. Dr. Sabine Trepte, Hamburg Media School/ University of Hamburg, Leonard Reinecke, Hamburg Media School/ University of Hamburg

Funding: German Research Foundation (DFG)

Participants: Assistant Prof. Dr. Nicole Ellison, Michigan State University, USA; Dr. Adam Joinson, University of Bath, UK; Prof. Dr. Jochen Peter, University of Amsterdam, Niederlande; Dr. Mike Yao, City University of Hong Kong, China; Kevin Lewis, Harvard University, USA; Dr. Jan-Hinrik Schmidt, Hans Bredow Institute, Hamburg; Dr. Monika Taddicken, University of Hohenheim; Cornelia Jers, University of Hohenheim, Prof. Dr. Oliver Quiring, University of Mainz; Jun.-Prof. Dr. Maren Hartmann, Berlin University of Arts, PD Dr. Wiebke Loosen, Hans Bredow Institute, Hamburg; Prof. Dr. Nicole Krämer, University of Duisburg-Essen; Nina Haferkamp, University of Duisburg-Essen

Mentors: Prof. Dr. Uwe Hasebrink; Prof. Dr. Joseph Walther, Michigan State University, USA

RESEARCH PROJECTS "MEDIA USE AND MEDIA EFFECTS"

Researchers 2009/2010: Prof. Dr. Uwe Hasebrink (contact), Anja Herzog, Dr. Claudia Lampert, Wiebke Rohde, Dr. Jan-Hinrik Schmidt, Christiane Schwinge, Jenny Voth

Associates 2009/2010: Hanna Domeyer, Sascha Hölzig

37. Acquisition of Competencies, Excessive Use and the Identification of Addiction with regard to Computer Games – Opportunities and Issues Relating to Computer Games from a Media Education Perspective

The debate about the significance and the effects of computer games is multi-layered. The German Cultural Council (Deutscher Kulturrat) has acknowledged computer games as cultural artefacts, and more and more cities and regions appreciate the games industry as an economic location factor. Aspects of games that support the acquisition of competencies and benefit health are being used as sales arguments, whereas parts of the political and medial debate are still marked by fundamentally assumptions about negative effects. Added to that are reports from practitioners in addiction counselling, which document an increasing number of clients who have lost control over their gameplaying and need therapeutic support.

In the public context, those perspectives clash and remain mostly as parallel concerns without any interconnection. This provokes insecurity in many parents and pedagogues, while players passionately defend their hobby and feel misunderstood. In addition, research findings are as heterogeneous as the games themselves, as is shown very impressively by the debate about so-called violent video games ("Killerspiele").

A particular difficulty here is the underlying, general assumption that computer games are potentially significant hazards without considering individual mental preconditions, social parameters and the characteristics and functions of game offerings for the individual.

On behalf of the Media Authority North Rhine-Westphalia (LfM), the Hans Bredow Institute, in Cooperation with the Institute for Media Research and Media Education at the University of

Applied Sciences Cologne, is conducting a 15-month project with three major objectives:

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

(b) To collect individual empirical data on habits of usage, acquisition of competencies and risky practices, as well as potential risk factors, thereby combining quantitative and qualitative methods.

(c) To formulate concepts appropriate to particular target groups, to recommend action and suggestions for the media-pedagogical practice of the LfM and other multipliers on the basis of the assessed state of research, as well as on the results of the individual survey.

The project will be concluded in July 2010.

➤ <http://hbi.to/2804>

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

Student Assistants: N. Dargel, M. Drosselmeier

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

Funding: State Media Authority North Rhine-Westphalia (LfM)

38. EU Kids Online I + II

Children's use of new media formed the core of this project proposal (EU Kids Online I), which was accepted at the beginning of 2006 by the European Commission in the context of the Safer Internet Plus Programme. This is an international networking initiative, which brings together the available data from across Europe on children's use of media, makes it available to internationally

cooperating partners and identifies research needs on this basis.

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

The entire project divided up into various priority topics, which concerned, among other things, data access, questions of methodology, the demands of internationally comparative research etc. In the last analysis, recommendations for action in future research projects and measures for dealing safely with the Internet and other online services 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.

One research gap will be closed with the follow-up project EU Kids Online II, in the course of which the conduct of an internationally comparative and representative survey on the risks of online usage in over 20 countries is planned. It is planned to interview children and adolescents between the age of 6 and 17 as well as their parents. The Hans Bredow Institute will coordinate the data analysis.

First results of the overall project will be published in the context of the Safer Internet Forum in Luxemburg in 2010. A further event is planned jointly with Klicksafe on 7 December 2010 in Berlin.

Further information is also available at www.eukidsonline.net. ☎ <http://hbi.to/3615>

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

Funding: European Commission, for EU Kids

Online I also: State Media Authority of North Rhine-Westphalia, AOL, Microsoft Germany

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

With online media, and especially with the offerings of the “web 2.0” or “social web”, the relation of experts and laypersons changes in public com-

munication on scientific information: new arenas of knowledge transfer emerge on the internet (e.g. expert public sphere, collaborative public sphere, personal public sphere). Using the example of medical information, the question is pursued which role the different communication arenas take in building confidence in medical knowledge. By means of group discussions and a representative survey it is examined how medical laypersons build confidence in medical knowledge with the help of various information and communication offerings, and which indicators and recipient-related and situational factors affect this confidence.

Supplementary case studies are planned for a follow-up project in order to examine the specific mechanisms of selection and presentation of medicinal knowledge, as well as users’ situational dealings with such online-based arenas.

The project is a part of the DFG’s (German Research Foundation) special priority programme “Science and the General Public: Understanding Fragile and Conflicting Scientific Evidence” (SPP 1409). ☎ <http://hbi.to/3076>

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

Student Assistant: L. Kivelitz

Funding: German Research Foundation (DFG)

40. Health(Information) Behaviour of Elder Migrants

There is only little information and few findings available on the health-related information about elder persons and the communication channels they use. This applies particularly to the increasingly important subgroup of elder migrants.

An expert report on behalf of the Hamburg Authority of Social Affairs, Family, Health and Consumer Protection pursued the question, as to the channels through which elder persons from a migrant background inform themselves about health- and disease-related topics. In the course of the explorative survey, group interviews and individual interviews were conducted with elder migrants of Turkish and Russian descent.

Researchers: C. Lampert (contact), J. Voth

Student Assistant: D. Meier

Funding: Hamburg Authority of Social Affairs,
Family, Health and Consumer Protection

41. Serious Games for Health

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

In the context of the topic "Serious Games for Health" and of expert opinion on it, a survey of the status of the research and the potential of these computer games for health promotion is demonstrated. ● <http://hbi.to/1691>

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

42. Evaluation Step21 "World Pictures : Picture Worlds"

At the end of 2008 the initiative Step21 published the collection of material "World Pictures : Picture Worlds", which was designed for the transfer of intercultural competence as well as for the advancement of media competence in primary schools. The Hans Bredow Institute was assigned with the evaluation of the "Box" in order to find out how teachers handle and work with the "Box", which materials are used and which are not, and of how they evaluate the quality and practicability of the material. A quantitative survey and qualitative individual interviews were conducted with teachers from Hamburg, Schleswig-Holstein and Mecklenburg-Western Pomerania.

Researcher: C. Lampert

Student Assistant: A.-B. Gäbel, J. Kunert,
C. Schwinge

Funding: step21 – Initiative für Toleranz und
Verantwortung

43. Information Requirements and Information Searches Under the Heading of Crossmedial Use and Converging Offerings

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

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

The study followed four steps: the first step clarified the concept of information as it is used in various disciplines and practical applications. The second step discussed current shifts in the area of information offers and their possible consequences. The third step considered the findings on the population's use of information. The fourth step collated the preceding elements and consolidated them into theses about the further development of information offered by the ZDF. ● <http://hbi.to/1689>

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

Funding: Zweites Deutsches Fernsehen (ZDF)

44. Media Repertoires

The landscape of the media has changed radically over the last decades. Alongside the "old", partially modified media, users also have a multiplicity of new offers at their disposal. The DFG-supported project "Media Repertoires of Social

Milieus as Subject to Medial Change – towards a Conceptual and Empirical Establishment of a Repertoire-oriented Approach to Research into Media Usage” concerns the question of how users assemble their personal repertoires from the entire offering in the media and how the gradually accreting media were integrated into existing repertoires.

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

The project is designed to link readily into further research directions. A linkage exists to research into the role of media in the everyday life of various population groups and is already to be addressed in the framework of a qualitative investigation within the planned project. ➡ <http://hbi.to/911>

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

Funding: German Research Foundation (DFG)

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

With this in-house project, the Institute is extending earlier work on the future of television use. In the face of the anticipated difficulty researchers (as well as media providers) will confront in differentiating the tendencies of general media use from the use of the respective individual media, given an environment where circumstances in the media are further converging technically, the concept of the communication mode is being put forward. This merits particular attention because it will become increasingly difficult to recognise

from the fact that a particular technical gadget is being used just what its users are actually doing. As they use gadgets, which – to put it simply – can “do it all”, only the users themselves know, in the last analysis, what they are doing in concrete terms, that is, in what communication mode they are operating at any time.

The thesis here is that the boundaries between technical media services are indeed blurring, but the boundaries between various communication modes and their psychic, social and cultural significance are preserved. Integrating old and new media does not mean a levelling of demarcations between the specific uses and everyday routines connected to the various media services and leading to some unspecific activity in general communication. On the contrary: empirical findings – in particular those that are deliberately seeking out patterns of individual media-use that cross the boundaries between the various media – point to the development of a very specific division of functions between the various media services. In future, the Institute will systematically investigate these and the communication modes connected with them: in this way, this initiative presents a counterpart from the social sciences to work motivated by a jurisprudential approach on a service-specific and diversified information regime. A PhD project is currently identifying the particular communication modes, which can be observed in dealings with the Internet. ➡ <http://hbi.to/913>

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

46. Linear and Non-linear Television from Viewers' Perspective

Among the substantial changes of television in digital media environments is the opportunity for viewers to retrieve audiovisual contents through the TV set or other receivers at any time, and thereby becoming independent from linear TV programmes and using TV offerings when it suits their individual interest and everyday life best. The redemption from linear programming opens many opportunities to viewers – from the reception of a programme time-displaced only by a few minutes to repeat consumption of a favourite

movie that was recorded some time ago. The boundaries between different forms of TV use are blurring, with their remote control viewers can easily change between a running programme, on demand services, or recorded programmes.

Hence questions arise on which occasion and with what motivation viewers change from linear to non-linear offerings – and vice versa – and how the various forms of usage differ from the audience's perspective. Those questions are particularly significant for public TV broadcasters, because it depends on the answers which forms of offering and presentation of audiovisual services are regarded as "television" and are therewith undisputably part of the public programming mandate or as supplementary teleservices. Also for the evaluation of a programme's success, reasonable criteria are required, which uses of a broadcast programme can be attributed to the programme.

In an expert report for the ZDF (second channel of German television broadcasting), the Institute reviewed the state of research on the handling of linear and non-linear audiovisual services and presented conceptual thoughts on the question how the relation between both forms can be captured empirically. The expert report initially contains conceptual preliminary considerations on the distinction and structuring of the subject matter. In a second step, the available research approaches and empirical findings, which inform about the relation of linear and non-linear services, are outlined. Step three unites the conceptual considerations and empirical findings to classify user modes which have to be differentiated when dealing with linear and non-linear services. Conclusively, further surveys are suggested, which are suitable to take a closer look at the relation of different forms of linear and non-linear TV usage.

☞ <http://hbi.to/3567>

Researcher: U. Hasebrink

Student Assistants: N. Müller, H. Episkoposian

Funding: Zweites Deutsches Fernsehen (ZDF)

47. COST-Programme "Changing Audiences – Changing Societies"

On request of a group from the ECREA section "Audience and Reception Studies" under the aegis of Geoffroy Patriarche (Belgium) a new COST programme was established in the area of audience and reception studies; the foundation meeting took place in Brussels on 1 March 2010. Uwe Hasebrink represents the Hans Bredow Institute in this activity's management committee. Over the coming years the European cooperation in audience and reception studies will be promoted with joint conferences and publications.

Researcher: U. Hasebrink

PHD PROJECTS

48. Transcultural Media Repertoires and Community Perceptions in Europe

This PhD project focuses on the question of how media use and community perceptions are interrelated in changing cultural and media environments. It aims to address and cross-reference current developments in two fields of communication research (transnational and transcultural communication, audience and reception studies).

In the first field, the increasing transnational and transcultural character of media production, content, and use, as well as phenomena such as deterritorialisation make it necessary to reconsider traditional ideas of national audiences and imagined communities. In the second field, our constructions of media audiences are challenged by interpersonal and network media that link communities by "real" – or at least closer – connectivity, whilst the boundaries between producers and audiences are increasingly blurred by new forms of media.

The core questions are: what role do group-allegiances play in the process of media choice? And vice versa: what effect does media use have on the perception of audiences or communities? Applying the concept of media repertoires (stable transmedial patterns of media use) the research question concerns the way mass, network, and

interpersonal media, forms of consumption and “produsage”, feelings of belonging to imagined audiences and mediated networks, references to place and space are combined by media users. Hence, the approach begins with the micro level of the individual media user and from there searches for linkages to the macro level of audiences and communities.

An empirical study will compare different groups of media users varying in age, in existing backgrounds in migration and in their country of residence. ☞ <http://hbi.to/2701>

Researcher: H. Domeyer

49. Gaming a System: Using Game Design Patterns to Motivate User Behaviour in Non-game Contexts

Playing video games is a highly engaging, intrinsically motivating activity. Researchers and practitioners alike have therefore suggested applying game design to other software applications to

afford a more intrinsically motivating user experience. All kinds of online activities, from computer-supported collaborative work to learning or user participation on online platforms could be made more motivating through such “gamification”.

However, one of the major theoretical advances of recent game studies has been to understand “games” and “play” as not so much dependent on the designed artefact, but rather constituted by the social context or frame of the activity. Thus, the transfer of design elements from a playful game context into non-playful contexts such as learning or work might strongly affect the motivational affordance of such design elements.

Combining Human-Computer-Interaction, Game Studies and Media Psychology, and building on a methodological mix of interviews, participant observation, and experimental studies, this research project constructs an empirically grounded theory of the motivational affordances of game design patterns in non-game contexts.

Researcher: S. Deterding

C. PROMOTING YOUNG RESEARCHERS

DOCTORAL WORK AT THE INSTITUTE

For the Institute, supporting the new generation means above all supervising doctoral work. In the reference period, especially the Graduate School of “Media and Communication” has introduced a change. The Graduate School enjoys support in the context of the State Initiative for Excellence; we are further envisaging an application to the Federal Initiative for Excellence for support. Alongside pursuing a doctorate through a position as “Wissenschaftlicher Mitarbeiter” (Research Fellow/Assistant Professor) or without any formal appointment a structured doctoral programme is now also being offered, with an without scholarships. The staff of the Institute supervise PhD candidates as first supervisors and in the context of a mentoring programme. The Graduate School aims to integrate doctoral topics still more closely into the structure of our research planning.

The Institute has long regarded it as self-explanatory that doctoral candidates participate actively in our events as appropriate; participating in specialist symposia elsewhere is encouraged and supported financially.

Doctoral Topics Supervised by Uwe Hasebrink

Sebastian Deterding: Persuasive Patterns. Zur Anwendbarkeit computerspielbasierter Design Patterns für die Motivierung von Nutzer-Partizipation auf Online-Plattformen [On the Application of Computer-Based Design Patterns for Motivating User Participation in Online Platforms] (Graduate School).

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

Juliane Finger: Die Rolle von Zeitzeugen für die Herausbildung von Vorstellungen vom Holocaust (The Role of Contemporary Witnesses in the Development of Conceptions of the Holocaust (Graduate School).

Sascha Hölzig: Identifikation von Kommunikationsmodi bei der informationsorientierten Nutzung des Internets [Identifying Communication Modes in Internet Usage Directed towards Acquiring Information] (Graduate School).

Talke Klara Hoppmann: User Perceptions of European Union Institutions & Communicator Perceptions of their Users: Images Enacted via the EU Website (completed 2009).

Kwangnam Ko: Vergleichende Untersuchung zur Spielerfahrung und Immersion bei FPS-Games von deutschen und koreanischen FPS-Spielern [A Comparative Investigation on the

Experience of and Immersion in FPS-Games by German and Korean Players] (Graduate School).

Leif Kramp: Televisionen und die Frage des Gedächtnisses. Strategien für die Arbeit von Fernsehuseen in Deutschland und den USA [Televisions and the Question of Memory. Strategies for the Work of Television Museums in Germany and the USA] (completed 2010).

Christien Sophie Wilkens: Das mediale Bild Sigmund Freuds und der Psychoanalyse im kulturellen Vergleich: Historische und gegenwärtige inhaltsanalytische Untersuchung deutscher und US-amerikanischer Printmedien [The Image of Sigmund Freud and Psychoanalysis in Cultural Comparison: A Historical and a Contemporary Cultural Comparison of German and American Print Media].

Frederike Wolf: Interkulturelle Integration als Aufgabe des öffentlich-rechtlichen Fernsehens. Die Einwanderungsländer Bundesrepublik Deutschland und Großbritannien im Vergleich. [Intercultural Integration as a Task for Public Television. Comparing Germany and Great Britain as Countries of Immigration].

Doctoral Topics Supervised by Wolfgang Schulz

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

Arne Laudien: Präventives staatliches Eingreifen in massenmediale Internetkommunikation [Preventive Interventions by the State into Internet Communication as Mass Media].

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

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

Thorsten Ihler: Transformation des Datenschutzes in der Internetökonomie [Transformation of Data Protection in the Internet Economy].

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

Jan Felix Dein: Rechte der Teilnehmer von Onlinewelten an ihren virtuellen Repräsentationen [The Rights of Participants in Online Worlds to their Virtual Representations].

Simon Müller: Chilling Effects.

Co-Supervision by Wolfgang Schulz of International Doctoral Projects

Katholieke Universiteit Leuven: Eva Lievens, *Regulatory Instruments for Content Regulation in Digital Media* (completed 2009).

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

communications Law] welcomes particularly well-qualified works in the area of media and telecommunications law and the series, “Publikationen des Hans-Bredow-Instituts” [Publications of the Hans Bredow Institute] also welcomes particularly well-qualified works from staff of the Institute in the area of communication studies.

PRE-DOCTORAL PHASE

It is becoming increasingly important to recognise students suitable for doctoral studies and to put them in touch with research projects at an early stage. This has already been happening for a long time now through our student colleagues, whose work is indispensable to the Institute.

The Hans Bredow Institute has devised the event series, “Hamburger Gespräche zum Medien- und Telekommunikationsrecht” [Hamburg Conversations on Media and Telecommunications Law] and opened it to students of jurisprudence, with particular focus on “Information and Communication”. In this way, students can already gain contacts in practice and make an early start on constructing networks.

In addition, the Institute participated in summer schools on the question of internet law in August and September 2010 in Xi'an, Nanjing and Shanghai. Here, students from Hamburg have the chance to acquaint themselves with the project, “Intellectual Property Rights in the New Media”, as promoted by CO-REACH, and to enter discussions with researchers from five different countries.

After its successful inception in 2009, the Institute is now participating for the second time in 2010 in the summer school offered by the Institute for Media and Communication at the University of Hamburg and the Research Center for Media and Communication. After the topic “Reception Research in Cultural Studies” from 2009, this year's summer school offers “Media Convergence”; several members of the Institute's staff are participating.

Particular mention should be made of the Institute's participation in the Erasmus Mundus programme of study, “Journalism within globalisation. The European perspective” being offered by the Institute for Journalism at the University of Hamburg in cooperation with universities in Århus, Amsterdam, London and Swansea with participating students from all over the world. The Institute is bringing its research experience into this study programme with a regular seminar on the topic of “Audiences and Identities” as well as supervision of projects for masters degrees; at the same time, this context offers good possibilities for also recruiting new generations of students, for both the Institute and for the Graduate School, on an international level.

D. COOPERATIVE INVOLVEMENT

NATIONAL AND INTERNATIONAL COOPERATION WITH RESEARCH INSTITUTIONS

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 research into the media. The RCMC collates research into the media being conducted at four faculties of the University of Hamburg and at the Hamburg Media School, coordinates it with the activities carried out at the Hans Bredow Institute and develops new research initiatives; out of the five areas of special emphasis formed in this context, staff of the Institute function as coordinators in two. Alongside interdisciplinary research projects, the RCMC initiates research events and publications and promotes international exchanges in the area of communication and media studies. In 2010, the RCMC already has over 40 members.

In the context of the State Initiative for Excellence, the Institute has participated in an application from the RCMC for the “Graduate School Media and Communication”; this is aimed at master’s graduates particularly oriented towards research and is intended to lead to a doctorate in a maximum of three years. This application was approved in Summer 2009. Since that time, 22 doctoral candidates were accepted into the Graduate School and the teaching programme began in October 2009. The staff of the Institute have participated crucially in the Graduate School through their cooperation in the team of spokespeople and as coordinators for the subject area of jurisprudence as well as in other teaching and supervision. That means one of the Institute’s important goals has been reached as regards its role in supporting the new generation of researchers.

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

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

A further example for cooperation with the University is the unit, *European Media and Public Spheres* (EuroMaPS) established several years ago by researchers in the Faculty of Business, Economics and Social Sciences and the Faculty of Humanities as well as the Hans Bredow Institute. It stages numerous public lecturing events with foreign guests on aspects of European public

spheres, and beyond that, initiates and coordinates proposals for qualifications and research projects in this topic area.

As yet, the Institute has not formalised cooperation with institutes, universities and individual researchers beyond Hamburg in the form of longer term agreements to cooperate. Such contacts are, however, numerous, and also extend beyond Germany and Europe. One example is, for instance, the joint seminars with the Faculty of Law at the University of Bologna regularly offered since 2002 in the area of “Global Classrooms”.

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. To promote durable forms of cooperation, the Institute is currently participating in the application from a DFG [German Research Foundation] research group on the topic of transcultural communication, together with researchers from Mannheim, Bochum, Bremen, Eichstätt, Leipzig, Marburg and Vienna. The Network for Media and Health Communication founded as a cooperative project by the Institute (C. Lampert) can meanwhile also look back on several years of success.

Among the Institute’s particular characteristics are its cooperative projects on an intensive and international level. Through its *International Me-*

dia Handbook alone it has already enjoyed many years of valuable contacts in all parts of the world. Our participation in several European research projects has made our contacts particularly close on a European level: examples of this are the research network, *EU Kids Online*, the *International Radio Research Network* and the COST-Action, *Changing Audiences, Changing Societies*, as well as the projects the Institute coordinates on co-regulation and on the independence of regulatory authorities. In this way, the Institute has created good premises for devising European research projects and making applications for them.

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

All in all, a special research emphasis in the Asian-Pacific region 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). The Institute has also provided the chairperson of the “Study Group Broadcasting and History” since 2007 (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 is mounting 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 Ham-

burg@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.

In addition, W. Schulz is working as 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. J.-H. Schmidt is an external member of the commission, “New Media and Knowledge Transfer” of the German Rectors’ Conference for 2009/2010. And in a further sphere, W. Schulz has been a member of the commission of enquiry, “Internet and the digital Society”, since May 2010 as an independent expert consultant.

Staff of the Institute are additionally involved in the consulting and supervisory bodies of various organisations: the Akademie für Publizistik [Academy for Journalism] (U. Hasebrink), the Bundesverband Bürger- und Ausbildungsmedien [Federal Association of Citizens’ and Education Media] (U. Hasebrink), the Erfurt Netcode (C. Lampert), the Freiwillige Selbstkontrolle Multimedia-Diensteanbieter e.V. [The Association for the Voluntary Self-Monitoring of Multimedia Providers] (FSM) (S. Dreyer), the “SCHAU HIN!” Initiative (C. Lampert), the Hörspielpreis der Kriegsblinden [Blind War Veterans’ Prize for Radio Plays] (H.-U. Wagner).

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

GUEST RESEARCHERS AT THE HANS BREDOW INSTITUTE

In 2009/2010 the following guest researchers were welcomed to stay at the Hans Bredow Institute:

Dr. Axel Bruns, guest researcher at the Hans Bredow Institute in May and June 2009, is a Senior Lecturer in the Creative Industries Faculty at Queensland University of Technology in Brisbane, Australia. He is Project Leader for Social Media in the Smart Services Cooperative Research Centre, and a Chief Investigator in the ARC Centre of Excellence for Creative Industries and Innovation (CCi).

Bruns has coined the term *produsage* to better describe the current paradigm shift towards user-led forms of collaborative content creation, which are proving to have an increasing impact on media, economy, law, social practices, and democracy itself. *Produsage* provides a new approach to conceptualising these phenomena by avoiding the traditional assumptions associated with industrial-age production models. His study of these environments builds on his work in the area of participatory or citizen journalism and blogging. In 2007, Bruns was a visiting scholar at the University of Leeds and at Massachusetts Institute of Technology, where he further investigated the impact of *produsage* on democracy, citizenship, and the media. For more information about the *produsage* concept, see Produsage.org.

Bruns's research interests are in *produsage*, blogging, citizen journalism, online publishing, virtual communities, creative industries, creative hypertext writing, and popular music studies. He has published a variety of articles in these fields, many of which can be found at his Website, snurb.info, and at Gatewatching.org and Produsage.org.

Dr. Roberto Suárez Candel, guest researcher at the Hans Bredow Institute in the context of a two-year scholarship of the "Marie Curie Intra-European Fellowship for Career Development" 2010-2012, studied Audiovisual Communication (B.A. 2001)

and Social Communication Research (M.A. 2005) at the Pompeu Fabra University in Barcelona, Spain. From 2002 until January 2010, Roberto Suárez worked as a researcher and associated lecturer at the Department of Communication of the Pompeu Fabra University. Within that period, from 2002 to 2005, he enjoyed a research scholarship from the Catalan Government. In his doctoral dissertation, he analysed the public policies addressing the implementation of Digital Terrestrial Television within the European Union and compared the cases of Sweden and Spain. In 2006, Roberto Suárez's PhD project was awarded with the "International Prize for PhD Projects" from the Fundación Autor-SGAE.

In 2009 Roberto Suárez concluded his PhD at the Pompeu Fabra University in Barcelona. He was then awarded with a two-year Marie Curie Intra-European Fellowship for Career Development from the European Commission in order to carry out a post-doctoral research project at the Hans Bredow Institute for Media Research in Hamburg. From February 2010, the project "Redefining and repositioning Public Service Broadcasting in the Digital and Multiplatform Scenario: Agents and Strategies – An international comparative analysis within the European Union" will analyse how Public Service Media adapt to the multiplatform scenario. An international comparison (Germany, Spain and Poland) will be carried out.

Roberto Suárez' research interests are in the area of media policy and law, public service media, digital and hybrid television, media industry and media orders. Project website: www.psb-digital.eu. ☎ <http://hbi.to/3216>

Dr. Tamara Witschge, guest researcher at the Hans Bredow Institute in April 2010, has been a lecturer at the Cardiff School of Journalism, Media and Cultural Studies since September 2009. From 2007 to 2009 she was a research associate at the Media and Communications Department at the

Goldsmiths University of London and worked on the Leverhulme Trust funded project 'Spaces of News'. This project aimed to explore the ways in which technological, economic and social change is reconfiguring news journalism and shaping the dynamics of the public sphere and public culture.

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

issue of immigration in the Netherlands she gained insight into issues of equality, diversity, and the openness of the public sphere in plural societies.

Tamara Witschge is the General Secretary of the European Communication Research and Education Association (ECREA), an organisation that with 1600 members is a significant actor in the European field of Media and Communications Studies. She is also a member of the planning committee of the European Communication Conferences (ECC) and in this function involved in planning the upcoming conference in Hamburg in October 2010, which is being organised by the Hans Bredow Institute. In 2008/2009 she chaired ECREA's Young Scholars Network.

E. KNOWLEDGE TRANSFER, CONSULTATION AND SERVICES

Transfer to Media Politics and Practice

Many of the Institute's projects already have by dint of their devising a – to a varying extent pronounced – element of transfer function; this becomes clear, for instance, with the activities surrounding the internet as a “key medium” (project 1) and the work on the protection of young persons from harmful media (projects 7, 8, 20). As examples of the Institute's efforts to contribute to resolving problems in the area of society it observes, the following topics should be mentioned, where the Institute has achieved extensive transfer and service performance in 2009/2010.

Adapting Media Regulation to Communication on the Internet

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

- The research opinion on the communications and media report of the Federal Government (project 2) already provided grounds for refining knowledge about changes in public communication for the political discussion. The project “Key Medium Internet?” (project 1) continued in depth investigation of this during the period of the report, once again for the Federal Parliament.

- In the role of specialist consultant, W. Schulz is a member of the commission of enquiry, “The Internet and the digital Society” established in April 2010. The commission of enquiry intends to look into the chances and challenges of the “digital society” in the next two-and-a-half years.

- In addition, our staff take part in various formal and informal discussion groups, such as, for instance, “Media and the Sea” at the State Chancellery of Schleswig-Holstein on 29 April 2010.

Protection of Minors from Harmful Media

The Institute has already evaluated the system of protection of young persons from harmful media in 2007/2008 and essentially confirmed its effectiveness in the process, but also pointed to numerous areas, where there is room for optimisation. The findings were discussed at federal and state level; at the end of 2009, the federal states finally devised an amendment to the interstate treaty on the protection of minors from harmful media, which, however, caused and still causes controversial discussion in the public sphere. The Institute continued to be involved in the process after the evaluation through the following measures, above all:

- participation in hearings, for instance, on the invitation from the State Chancellery of Rhineland-Pfalz on 27 January 2010, or written opinions, as in response to the invitation to a hearing by the responsible committee in the parliament of Saxony-Anhalt;

- cooperative contribution to the round-table, “Programmes for the Protection of Minors”, convened by the Federal Government Commissioner for Culture and the Media (here H.-E. Hanten).

- panel discussions, as, for instance, W. Schulz's contribution at the conference on the protection of minors in the media staged by the ARD, the ZDF, as well as the EKD and the Conference of Catholic Bishops on 26/27 April 2010 at the NDR in Hamburg, or S. Dreyer's contribution to the PolitCamp on 20 March in Berlin.

- various talks, such as, for instance “Vernetzt oder verfangen in virtuellen Welten. Chancen, Risiken und Nebenwirkungen der Onlinennutzung” [Connected or Entangled in Virtual Worlds. Chances, Risks and Side Effects of Online Usage], lecture by C. Lampert at the conference of the working group Kinder- und Jugendmedienschutz Hamburg e.V. “In virtuellen Welten unterwegs –

Kompetenzen und Risiken für Kinder und Jugendliche” in Hamburg on 24 February 2010.

– “Wenn ich nach Hause komme, gehe ich erst einmal ins Internet. Chancen und Risiken der Onlinenutzung als Herausforderungen für die Schule” [When I come Home, I check the Internet first. Opportunities and Risks of Online Use as Challenges for Schools], lecture by C. Lampert at the conference “Das Ende der Kreidezeit. Ne(x)t Generation learning” [The End of the Age of Chalk. Ne(x)t Generation Learning] at the Landesinstitut für Lehrerbildung und Schulentwicklung (LI) in Hamburg on 17 May 2009.

Going beyond the national debate, the Institute brings its expertise to deliberations centering on the challenges and options to realising supranational labelling systems. Under the umbrella of the Media Authority of Northrhine-Westphalia (LfM), international experts have developed an initiative for a global labelling-platform over the last 18 months. Alongside new forms of self-classifications, it also proposes building on the extensive knowledge already existing in the national classification bureaux.

– “Jugendmedienschutz zwischen Recht und Nationalgesellschaften: Über die Fülle der kulturellen Hintergründe und regulatorischen Entwicklungspfade in den EU-Staaten” [Media Protection of Minors between Law and National Societies: On the Abundance of Cultural Backgrounds and Regulatory Paths in EU Countries], lecture by S. Dreyer in the context of the event “Jugendmedienschutz bei Onlinespielen: Zwischen kultureller Vielfalt und nationalen Besonderheiten” at the Medientreffpunkt Mitteldeutschland on 4 May 2010.

– “Power, Decisions and Knowledge: How labelling input/output will show to be the driving force in all supranational labelling”, lecture by S. Dreyer at the 21st Transatlantic Dialogue of the State Media Authority in Düsseldorf on 11 March 2010.

– “There’s a Train A-coming: Challenges in Implementing a Global Rating System”, lecture by S. Dreyer at the 19th Transatlantic Dialogue dur-

ing the medienforum.nrw in Cologne on 23 June 2009.

– “Labelling Online-Games International: (Best) Practice und Entscheidungspfade” [Labelling Online-Games International: (Best) Practice and Pathways for Decisions], lecture by Stephan Dreyer at the 16th Transatlantic Dialogue – “Labelling for Online-Games in the Web 2.0” in Cologne on 7 November 2008.

The consequences for the protection of minors from harmful media of the findings from the Institute’s study on young peoples’ dealings with the social web were also discussed in numerous talks by J.-H. Schmidt, U. Hasebrink und C. Lampert at events for various target-groups from politics, education and society.

Control of Media Concentration

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

– W. Schulz’s participation in the panel “Media Concentration – Media Diversity” at the specialist conference, “Diversity of Opinion” mounted by the LfM and the Friedrich Ebert Foundation (FES) on 29. April 2009, together with the provision of a preparatory report (see also project 5);

– Participation in the survey and workshop of the Federal Government Commissioner for Culture and the Media on “Identifying and Representing the Media and the Diversity of Media in Germany”.

The Functional Obligations of Public Broadcasting Corporations

With the so-called “Three Step Test”, legislators have established a process intended to make the sovereignty of states compatible with European subsidy regulations. In 2009, the first extensive testing at ARD and ZDF began with an assess-

ment of their programme offering. In this connection, a major debate on quality criteria is underway. The Institute's expert advice was sought here too:

- a talk by W. Schulz on the basic structures of the testing at a seminar of the Gremienvorsitzendenkonferenz der ARD (Conference of the Chairpersons of ARD Supervisory Boards) on 4 February 2009 and by U. Hasebrink, also at the GVK on 15 December 2009, as well as by both staff members at a workshop of the ZDF-Fernsehrat (ZDF Television Council) on 10 December 2009 on "Quality in the Net".

- Interdisciplinary workshop of the Ilmenau Technical University and the Düsseldorf Institute for Competition Economics (DICE), the University of Düsseldorf, on the topic of "Public online offerings in the Three Step Test: Stocktaking and Perspectives". Talk by W. Schulz on the status of "market effects" on 16 October in Hamburg.

- "Nach dem Beihilfekompromiss: Der rechtliche Rahmen für Online-Angebote öffentlich-rechtlicher Rundfunkanstalten" [After the Compromise: The Legal Frame for Online Offerings of Public-Service Broadcasting Stations], lecture by T. Held at the annual conference of the Media Economy Commission of the DGPK on the topic "Public Value in der Digital- und Internetökonomie" in Hamburg on 13 November 2009.

Reform of Copyright Structures

The Institute has – apart from the extensive work by our Associate Researcher, T. Kreutzer – not to date done much work on copyright law. Now it is becoming, on the one hand, clear in consequence of the reform discussion, that the regulation and governance perspective is gaining significance in this field and on the other, that increasingly the regulatory documentation can only be adequately observed in the overall context. The Institute, therefore, is involving itself increasingly in this reform debate too.

- With the innovation workshop (project 12), the Institute has tried out a new form of working, which is completely tailored to devising and as-

sessing options for action for politics. Internal workshops and more open praxis-workshops provide input; an international consultancy-group is expected to provide additional proposals.

- Presentation of deliberations on copyright, for instance, in the association of broadcasting spokespersons on 6 May 2010 in Berlin and at the joint event with the State Media Authority of Hamburg/Schleswig-Holstein and the Hamburg Chamber of Commerce on 3. June 2010, "Who is Making Money Using What Legislation? A Digital Challenge for Producers, Entrepreneurs and Users in Hamburg".

Data and Personality Protection in Social Media

The increased use of social networks by adolescents is leading to a more intensive need for legal assessments of data as well as personality protection, particularly on the part of institutions for children and young people. The Institute is here demonstrating the status quo as well as the new legal challenges in the context of talks:

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

- "Ich klicke, also bin ich – Datenschutz und Datensicherheit in virtuellen Räumen" [I Click, therefore I Am – Data Protection and Data Security in Virtual Environments], lecture by S. Dreyer at the conference "In virtuellen Welten unterwegs. Kompetenzen und Risiken für Kinder und Jugendliche" of the AG Kinder- und Jugendschutz Hamburg e.V. on 24 February 2010.

- "Persönliche Öffentlichkeiten und Privatsphäre" [Personal Public Spheres and Private Sphere], lecture by J. Schmidt at the panel "Datenschutz – Unbekanntes Verbraucherrecht in sozialen Netzwerken?" [Data Protection – Unknown Consumer Right in Social Networks?] at

the Verbraucherpolitischer Kongress in Hamm on 18 November 2009.

Changes in Media Use

Among the decisive questions for media politics as well as media praxis are those as to change in people's dealings with the media in the face of digitalised media environments. Alongside its project on the fundamentals of media repertoires, which is located in this area and supported by the DFG (see project 44), 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. Accordingly, the Institute has produced an expert opinion for the ZDF in 2009 to investigate the representative forms of and points of contact between linear and non-linear television. The results of this research have fed into various symposia, workshops and further training events in several institutions.

Transfer Abroad

The Institute's expertise is increasingly in demand abroad. In this context, we are dealing above all with questions as to the role of the media in the process of democratisation, but also with the regulatory reaction to media convergence. Here the Institute has – alongside the naturally close contacts to other European states – emphasised the Asian-Pacific region.

- a talk by W. Schulz on “Democracy and Media” in the Senate, the Upper House of the Thai Parliament on 28 May 2009 in Bangkok;

- W. Schulz's participation in a workshop at the Thai public service broadcaster, ThaiPBS, on 28 May 2009 in Bangkok;

- talks by W. Schulz and S. Heilmann on the occasion of the seminar, “Creating an Enabling Regulatory Framework for Community Radio”, at the National Telecommunications Commission (NTC) on 20 November 2009 in Bangkok;

- a talk by W. Schulz on “Incentive based Regulation” at the Australian Communications and Media Authority on 24 February 2010 in Sydney;

- a specialist discussion with S. Heilmann on online activities of public broadcasters on 3 March 2010 at the ABC in Sydney;

- several discussions with researchers from South Korea (for instance, with representatives of the Korea Press Foundation), where the introduction of regulations to prevent predominant power over opinion formation is being planned and will borrow in certain areas from the German system.

In this connection, the Institute is participating in the discussion about international communication structures through the membership of W. Schulz in the specialist committee on information and communication of the German UNESCO commission.

Transfer to Other Social Groups

The Hans Bredow Institute seeks to make its research results productive not just for media politics and praxis but also for other social groups. We, therefore, also address a wider public sphere, with the following events and publications, among others.

Digital Games and Online Worlds

Computer games represent a branch of business, which is gaining more and more significance thanks to the increased use of games. The discussion of the possible effects of computer games on their users continues to figure in the public sphere. The Hans Bredow Institute has combined its activities into a research focus on the topic, “Digital games and online worlds”, where expertise in this research area is to be amassed and passed on to interested parties. Projects appropriate to the topic form the basis here, for instance, on the evaluation of the protection of young persons from harmful media, particularly in the area of video and computer games (see project 7), as well as on the excessive use of computer games (see project 37).

Going beyond this, the Institute has contributed to a better understanding of the new “medium” by

- the participation of U. Hasebrink in the specialist hearing on computer games’ potential for dependence and addiction mounted by the states of Lower Saxony and Northrhine-Westphalia on 8 June 2009 in Hanover;

- devising the content of and organising the Games Convention Online Conference 2009. The first online international dialogue conference on online-, browser- und mobile-games enabled a productive exchange of viewpoints, insights and assumptions between research, industry and politics. The Institute is supporting the Games Convention Online 2010 as regards its contents in 2010 too.

Event Series “Due Consideration – Humanities in Hamburg – 60 Years of Basic Law”

The year 2009 was a significant year constitutionally – three anniversaries coincide: on 27 May 1849 the constitution of the German Reich, the first enacted democratic constitution, was proclaimed by the constituent National Assembly; on 11 May 1919 the Weimar Constitution was enacted; and on 8 May 1949 the Parliamentary Council adopted the Basic Law, which was proclaimed and signed on 23 May 1949 in Bonn.

The event series “nachgedacht – 60 Jahre Grundgesetz” [Due Consideration – 60 Years of Basic Law] from 24 March to 19 May 2009 spent five evenings examining the topics of exemplary dimensions of the Basic Law, legal, social and political, as well as the way it has been received in the arts.

The Hans Bredow Institute organised the third evening of the series: Professor Dr. Wolfgang Hoffmann-Riem, until 2008 a judge at the Federal Constitutional Court and honorary member of the Institute’s board, joined Wolfgang Schulz, director of the Hans Bredow Institute, in providing insight into the work of the Federal Constitutional Court on the issue of the freedom of opinion, as guaranteed by Article 5 of the Basic Law, and also

elucidated verdicts of the Federal Constitutional Court, on freedom of opinion to demonstrate how a constitution “learns”.

Information about the individual topics, dates and lecturers, as well as about participating institutions can be found at www.nachgedacht-hamburg.de.

Alongside the Institute, participating institutions were the Academy of Sciences in Hamburg, Bucerius Law School, the Hamburg Institute for Social Studies, the State and University Library Carl von Ossietzky as well as the ZEIT Foundation Ebelin und Gerd Bucerius.

The events were free of charge and open for everybody.

Media Socialisation and Media Competence

Networking and the transfer of research insights beyond specialist circles are crucially important in this topic area too. 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, particularly in connection with the projects, EUKidsOnline (see project 38) and “Growing up in the social Web” (see project 30). Examples of this are:

- “Lagerfeuer der Zukunft – Wer fesselt die Digital Natives?” [Camp Fire of the Future – Who Captures Digital Natives?], lecture by U. Hasebrink and head of a panel at the Media Congress in Stuttgart on 3 May 2010;

- “Das Social Web im Alltag Jugendlicher” [The Social Web in the Everyday Life of Young People], lecture by U. Hasebrink at the Forum Kommunikationskultur of the GMK “Stream your life!?” in Berlin on 21 November 2009 (with I. Paus-Hasebrink);

- “Heranwachsen mit dem Social Web. Zur Rolle von Web 2.0-Angeboten im Alltag von Jugendlichen und jungen Erwachsenen” [Growing up with the Social Web. On the Role of Web 2.0 Offerings in the Everyday Life of Young People], lecture by U. Hasebrink at the Medienpädagogische Fachtagung of the Media Authority

North Rhine Westphalia (LfM) in Dusseldorf on 23 September 2009 (with I. Paus-Hasebrink);

– “Die Nutzung sozialer Netzwerke im Internet durch Jugendliche” [The Use of Social Networks in the Internet by Young People], lecture by U. Hasebrink at the conference of the Friedrich-Ebert-Stiftung “In Netzen gefangen?! Jugendliche in virtuellen communities” [Caught in Nets?! Young People in Virtual Communities] in Berlin on 16 September 2009.

– “EU Kids Online. Ergebnisse eines europäischen Forschungsverbundes zum sicheren Umgang mit dem Internet” [EU Kids Online. Results from a European Research Network on Dealing with the Internet Safely], presentation at the NRW Medienforum in Düsseldorf on 24 June 2009.

– “Das Web 2.0 und seine Bedeutung für die politische Bildung” [The Web 2.0 and its Meaning for Political Education], lecture by J.-H. Schmidt at the Roundtable of the Bundeszentrale für politische Bildung in Berlin on 27 May 2009;

– “Neue Öffentlichkeiten im Social Web” [New Public Spheres in the Social Web], lecture by J.-H. Schmidt at the conference “User-ignored Content. Journalismus für die Generation Internet” [User-ignored Content. Journalism for the Generation Internet] of the Gemeinschaftswerks der Evangelischen Publizistik, the Media Commissioner of the Protestant Church in Germany and the Hessischer Rundfunk in Frankfurt on 25 June 2009;

– “Das Internet. Bestandsaufnahme, Praktiken und Konsequenzen” [The Internet. Inventory, Practices and Consequences], lecture by J. Schmidt at the symposium “Das Zeitalter des Internets bricht gerade erst an – ein Blick in die Zukunft” [The Age of the Internet is only Dawning – a Look into the Future] of the Evangelischen Akademie im Rheinland in Bonn on 7 November 2009.

– “Ich bin drin. Heranwachsen mit dem Social Web” [I’m in there. Growing up with the Social Web], lecture by J. Schmidt at the “Fachtagung Jugendpastoral” [Symposium Youth Pastoral] of

the Bischöfliches Generalvikariat Münster in Gemen on 12 April 2010.

In addition, the Hans Bredow Institute is a co-signatory of the media-pedagogical manifesto “No Education without Media!” together with central media-pedagogical institutions, namely the “Kommission Medienpädagogik” of the “Deutsche Gesellschaft für Erziehungswissenschaft” [the commission for media pedagogy of the German Society for Education], the “Fachgruppe Medienpädagogik” of the “Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft” [specialist group for media-pedagogy of the German Society for Journalism and Communication Studies], the “Gesellschaft für Medienpädagogik und Kommunikationskultur” [Society for Media-Pedagogy and Communication Culture] (GMK), as well as the “JFF- Institut für Medienpädagogik in Forschung und Praxis” [Institute for Media-Pedagogy in Research and Praxis]. This manifesto promotes the lasting and sustainable anchoring of media-pedagogy in all areas of education.

Media Enquiries

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 often used by interested groups and is also called on intensively by journalists, who turn to the staff of the Institute frequently, and for whom the staff of the Institute represents sought-after partners. Here, it is often a question of specialist assessment of current developments in the media through interviews for television, radio, in online offerings or in the press. Frequently, however, it also concerns discussions on the background with editors, news agencies and associations.

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

The Institute in the WWW

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

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

Library

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

The book holdings are augmented by serials-department with ca. 185 titles, containing German-language and foreign specialist journals, as well as press and information services on the subject-area mentioned. One frequently used rare item is the magazine "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.

Contact:

Dipl. Bibl. Jutta Simon ☎ <http://hbi.to/1531>,
Olga Levay ☎ <http://hbi.to/1527>

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- •Online research via www.hans-bredow-institut.de
- Issuing is possible with a Hamburg student ID or with a personal ID with a Hamburg address
- Copy facilities available

F. PUBLICATIONS AND LECTURES

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

Medien & Kommunikationswissenschaft

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

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

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

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

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

In order to deepen this cooperation and further involve professional groups, the work of the editorial staff has been supported by advisors since spring 2008. All DGPK sections as well as SGKM and ÖGK delegated one person as an advisor, currently there are 16 people: Prof. Dr. Hans-Jürgen Bucher (Media Language – Media Discourse), Prof. Dr. Patrick Donges (Communication and Politics), Dr. Martin Emmer (Computer Mediated Communication), Prof. Dr. Andreas Hepp (Sociology of Media Communication), Dr. Jan Krone (Economics), Prof. Dr. Marcus Maurer (Methods), Dr. Thomas Petersen (Visual Communication), Prof. Dr. Thorsten Quandt (Journalism/Journalism Research), Prof. Dr. Ulrike Röttger (PR and Organisational Communication), Prof. Dr. Christian Schicha (Communication and Media Ethics), Dr. Holger Schramm (Reception and Impact Research), Prof. Dr. Christian Steininger (ÖGK: Austrian Association of Communication Studies), Jun.-Prof. Dr. Tanja Thomas (Media, Public and Gender), Ulrike Wagner, M.A. (Media Education), Prof. Dr. Jürgen Wilke (Communication History), Prof. Dr. Vinzenz Wyss (SGKM: Swiss Association of Communication and Media Studies). The advisors are more than helpful through their advice and suggestions, which persons are relevant for assessments and reviews. Also they support the editors with commentary on particular texts.

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

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 (see also project no. 3) 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 Handbuch with 1,308 pages will be released in July 2009. ➡ <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/2082>

2009/2010 published in this series:

Wolfgang Schulz (ed.): Gesetzessammlung Information, Kommunikation, Medien [Corpus Juris Information, Communication, Media], 11th ed. April 2010 (Working Papers of the Hans Bredow Institute No. 16) (incl. AEUV, kodifizierte AVMD-RL, 13. Rundfunkänderungsstaatsvertrag, BDSG-Novelle I).

Wolfgang Schulz / Thomas Büchner: Kreativität und Urheberrecht in der Netzökonomie. Eine wissenschaftliche Innovationswerkstatt im Dialog mit der Medienwirtschaft [Creativity and Copyright in the Net Economy. An Academic Innovation Workshop in Dialogue with the Media Industry], January 2010, (Working Papers of the Hans Bredow Institute No. 20).

Wolfgang Schulz (ed.): Gesetzessammlung Information, Kommunikation, Medien [Corpus Juris Information, Communication, Media], 10th edition. October 2009 (Working Papers of the Hans Bredow Institute No. 16) (incl. BDSG-Novelle II).

Wolfgang Schulz (ed.): Gesetzessammlung Information, Kommunikation, Medien [Corpus Juris Information, Communication, Media], 9th edition. June 2009 (Working Papers of the Hans Bredow Institute No. 16) (incl.: 12. Rundfunkänderungsstaatsvertrag, changes in TKG und UrhG).

Wolfgang Schulz (ed.): Gesetzessammlung Information, Kommunikation, Medien [Corpus Juris Information, Communication, Media], 8th edition. February 2009 (Working Papers of the Hans Bredow Institute No. 16)

(incl. Gesetz gegen den unlauteren Wettbewerb-Novellierung, 11. Rundfunkänderungsstaatsvertrag, Buchpreisbindungsgesetz and Verlagsgesetz).

- 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).

2009/2010 published in this series Reihe:

Fuge, J. (2009): An den Funkpranger gestellt und mit dem Wellendetektiv gejagt: Die Schwarzhörer als Konstante der Rundfunkgeschichte [Put in the Broadcasting Pillory and Chased by the Wave Investigator: Licence Dodgers as a Constant in Radio History]. No. 7, December 2009.

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> (German)

2009 published:

Hoffmann-Riem, W. (2009): Wandel der Medienordnung – Reaktionen in Medienrecht, Medienpolitik und Medienwissenschaft. Ausgewählte Abhandlungen [Change in Media Regulation – Reaction in Media Law, Media Policy, Media Research. Selected Essays]. Baden-Baden: Nomos. 30 years ago Wolfgang Hoffmann-Riem was elected Direktor of the Hans Bredow Institute, since his appointment as judge of the Federal Constitutional Court he has been an honorary member of the board of directors. In celebration of this anniversary, the Hans Bredow Institute honours Wolfgang Hoffmann-Riem with this publication.

- The series “Materialien zu Interdisziplinären Medienforschung” [Materials on Interdisciplinary Media Research] edited by W. Schulz appears in the Nomos-Verlag, Baden-Baden. ➡ <http://hbi.to/1037> (German)

2009/2010 published in this series:

Matthias Knothe, Klaus-Peter Potthast (eds.): Das Wunder von Mainz – Rundfunk als gestaltete Freiheit. Festschrift für Hans-Dieter Drewitz [The Miracle of Mainz – Broadcasting as Designed Freedom. Commemorative Publica-

tion for Hans-Dieter Drewitz]. Baden-Baden: Nomos. This commemorative publication is dedicated to Dr. Hans-Dieter Drewitz, who had acted as broadcasting referent in the leading state Rhineland-Palatinate for almost three decades and since 1992 had been chair of the broadcasting

referents in all German states. In this function he accompanied, among others, the development of 12 recent Amendments to the Interstate Broadcasting Treaties. With 27 contributions representatives of state, economy and science honour his professional merits.

MAIN PUBLICATIONS 2009/2010

Hereafter the most significant publications of all employees in 2009/2010 are listed. A complete list of publications is available at www.hans-bredow-institut.de, below the profile of the respective employee.

- Deterding, S. (2009): Fiction as Play. Reassessing the Relation of Games, Play, and Fiction. In: Proceedings of the Fourth Philosophy of Computer Games Conference, University of Oslo, 13 to 15 August 2009, http://dl.dropbox.com/u/220532/Deterding_Sebastian_2009_Fiction_as_Play.pdf.
- Deterding, S. (2009): Living Room Wars. Remediation, Tabletop and the Early History of Video Wargaming. In: N. Huntman, M. Payne (eds.), *Joystick Soldiers. The Politics of Play in Military Video Games*. London: Routledge, pp. 21-38.
- Deterding, S. (2009): The Game Frame. Systemizing a Goffmanian Approach to Video Game Theory. In: *Breaking New Grounds: Innovations in Games, Play, Practice and Theory*. Proceedings of the DiGRA 2009 Conference, 1.-4. September 2009, Brunel University. London, www.digra.org/dl/db/09287.43112.pdf.
- Hans-Bredow-Institut (ed.) (2009): *Internationales Handbuch Medien [International Media Handbook]*. Edited by: C. Matzen, A. Herzog. Baden-Baden: Nomos.
- Hasebrink, U. (2009): Quality Assessments and Patterns of Use. Conceptual and Empirical Approaches to the Audiences of Public Service Media. In: G. F. Lowe (ed.), *The Public in Public Service Media*. Göteborg: Nordicom, pp. 135-149.
- Hasebrink, U.; Domeyer, H. (2010): Zum Wandel von Informationsrepertoires in konvergierenden Medienumgebungen [On the Change of Information Repertoires in Convergent Media Environments]. In: Hartmann, M.; Hepp, A. (eds.), *Die Mediatisierung der Alltagswelt [The Mediatisation of the Everyday World]*. Wiesbaden, pp. 49-64.
- Hasebrink, U.; Herzog, A. (2009): Mediennutzung im internationalen Vergleich [Media Use by International Comparison]. In: Hans Bredow Institute (ed.): *Internationales Handbuch Medien*. Baden-Baden, pp. 131-154.
- Hasebrink, U.; Lampert, C. (2009): Online-Nutzung von Kindern und Jugendlichen in Europa. Ergebnisse aus dem europäischen Forschungsverbund EU Kids Online [Online Usage by Children and Adolescents in Europe. Results from the European Research Network EU Kids Online]. In: *Diskurs Kindheits- und Jugendforschung [Discourse Children and Youth Research]*, yr. 4, H. 1, pp. 27-40.
- Hasebrink, U.; Livingstone, S.; Haddon, L.; Olafsson, K. (2009): *Comparing Children's Online Opportunities and Risks Across Europe: Cross-National Comparisons for EU Kids Online*, 2nd edition. London: EU Kids Online (Deliverable D3.2).
- Hasebrink, U.; Paus-Hasebrink, I.; Schmidt, J.-H. (2010): Das Social Web in den Medienrepertoires von Jugendlichen und jungen Erwachsenen [The Social Web in Media Repertoires of Young People and Adolescents]. In: Hepp, A.; Wimmer, J. (eds.): *Medienkulturen im Wandel*. Konstanz: UVK, pp. 319-355.
- Hasebrink, U.; Rohde, W. (2009): Die Social Web-Nutzung Jugendlicher und junger Erwachsener: Nutzungsmuster, Vorlieben und Einstellungen [The Use of the Social Web by Young People and Adolescents: Usage Patterns, Preferences and Attitudes]. In: J.-H. Schmidt, U. Hasebrink, I. Paus-Hasebrink, Landesanstalt für Medien Nordrhein-Westfalen (eds.), *Heranwachsen mit dem Social Web. Zur Rolle von Web 2.0-Angeboten im Alltag von Jugendlichen und jungen Erwachsenen [Growing Up with the Social Web. On the Role of Web 2.0 Offerings in the Everyday Life of Young People and Adolescents]*. Berlin: Vistas, pp. 83-119.
- Hasebrink, U.; Schröder, H.-D. (2009): Publizistischer Wert und Qualitäten der Telemedien des ZDF: Begriffsklärung und Einordnung. Expertise für das ZDF [Publicistic Value and Qualities of Teleservices of the ZDF: Disambiguation and Classification] (unpublished).
- Hasebrink, U.; Schulz, W.; Deterding, S.; Schmidt, J.-H.; Schröder, H.-D.; Sprenger, R. (2010): Leitmedium Internet? Mögliche Auswirkungen des Aufstiegs des Internets zum Leitmedium für das deutsche Mediensystem [Key Medium Internet? Potential Effects of the Rise of the Internet as "Key Medium" in the German Media System]. Expert Opinion submitted to the Office of Technology Assessment at the German Parliament (TAB) in April 2010 (unpublished).
- Hasebrink, U.; Schulz, W.; Held, T.; Sprenger, R.; Rzakowski, N. (2009): Macht als Wirkungspotenzial. Zur Bedeutung der Medienwirkungsforschung für die Bestimmung vorherrschender Meinungsmacht [Power as Action Potential. On the Meaning of Media Effects Research for the Determination of Dominant Influence on Public Opinion]. Berlin: Stabsabt. der Friedrich-Ebert-Stiftung (Medien-Kurzanalysen), <http://library.fes.de/pdf-files/stabsabteilung/06294.pdf>.
- Hasebrink, U.; Stetka, V.; Olafsson, K.: Commonalities and Differences. How to Learn from International Comparisons of Children's Online Behaviour. In: *International Journal for Media and Cultural Politics* 6, No. 1, pp. 9-24.
- Held, T. (2010): Kommentierung zu § 11d RStV [Commentary to Statute 11d RStV]. In: W. Hahn, T. Vesting (eds.), *Beck'scher Kommentar zum Rundfunkrecht (3rd edition)*. München (forthcoming).
- Held, T. (2010): Kommentierung zu §§ 54, 55 RStV [Commentary to Statute 54, 55 RStV]. In: W. Hahn, T. Vesting (eds.), *Beck'scher Kommentar zum Rundfunkrecht (3rd edition)*. München (forthcoming).
- Held, T. (2010): Nach dem Beihilfekompromiss: Der rechtliche Rahmen für Online-Angebote öffentlich-rechtlicher Rundfunkanstalten [After the Compromise: the Legal Frame for Online-Offerings of Public-Service Broadcasting]. In: H. Gundlach (ed.), *Public Value in der Internet- und Digitalökonomie*, Köln (forthcoming).
- Lampert, C. (2009): Digitale Medien in der Lebenswelt von Heranwachsenden. Herausforderungen und Aufgaben für die Schule [Digital Media in the Life of Adolescents].

- Challenges and Tasks for Schools]. In: Computer + Unterricht, Yr. 19, No. 76, pp. 29-34.
- Lampert, C. (2010): Aufwachsen in mediatisierten Lebenswelten – Impulse für die medienpädagogische Praxis und Forschung [Growing up in Mediatised Lifeworlds – Impulses for Practice and Research of Media Education]. In: P. Bauer, P. H. Hoffmann, K. Mayrberger (eds.), Fokus Medienpädagogik. Aktuelle Forschungs- und Handlungsfelder [Focus Media Education. Current Areas of Research and Activity]. München: kopaed, pp. 150-159.
- Lampert, C.; Schmidt, J.; Schulz, W. (2009): Jugendliche und Social Web – Fazit und Handlungsbereiche [Young People and Social Web – Conclusion and Spheres of Activity]. In: J. Schmidt, I. Paus-Hasebrink, U. Hasebrink (eds.), Heranwachsen mit dem Social Web. Zur Rolle von Web 2.0-Angeboten im Alltag von Jugendlichen und jungen Erwachsenen [Growing up with the Social Web. On the Role of Web 2.0 Offerings in the Everyday Life of Adolescents and Young Adults]. Berlin: Vistas Verlag, pp. 275-297.
- Lampert, C.; Schwinge, C.; Tölks, D. (2009): Der gespielte Ernst des Lebens: Bestandsaufnahme und Potenziale von Serious Games (for Health) [Playing Life Seriously: Inventory and Potential of Serious Games (for Health)]. In: MedienPädagogik. Zeitschrift für Theorie und Praxis der Medienbildung (Themenheft 15/16: Computerspiele und Videogames in formellen und informellen Bildungskontexten) [Media Education. Magazine for Theory and Practice of Media Education (Issue 15/16: Computer Games and Video Games in Formal and Informal Contexts of Education)], www.medien.paed.com/15/lampert0903.pdf.
- Loosen, W. Scholl, A. (2010): Validierung oder Ergänzung? Zur Praxis von Methodenkombinationen in der Journalismusforschung [Validation or Supplement? On the Practice of Combining Methods in Journalism Research]. In: T. Quandt, O. Jandura (eds.), Methoden der Journalismusforschung [Methods of Journalism Research]. Wiesbaden (in print).
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- Schmidt, J. (2009): Das neue Netz. Merkmale, Praktiken und Folgen des Web 2.0 [The New Net. Characteristics, Practices, and Consequences of the Web 2.0]. Konstanz: UVK.
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- Schulz, Wolfgang (2009): Alles verändert Gesetze, Gesetze verändern nichts? Zur Evaluation der Wirkung komplexer gesetzlicher Steuerungsprogramme [Everything changes Law, Law changes Nothing? On the Evaluation of the Effects of complex legal controlling Programmes]. In: DÖV 2009, S. 1113-1021.
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- Schulz, W.; Dreyer, S. (2009): Blended Learning bei der Examensvorbereitung im Medienrecht [Blended Learning for the Exam Preparation in Media Law]. In: Hamburger ELMagazin, #02, pp. 14-16.
- Schulz, W.; Dreyer, S. (2010): Schriftliche Stellungnahme zum Entwurf des 14. Rundfunkänderungsstaatsvertrags – Novelle des Jugendmedienschutz-Staatsvertrags [Written Statement on the Draft of the Amendment to the Interstate Broadcasting Treaty – Amendment to the Interstate Treaty on the Protection of Minors]. 5 May 2010. <http://hbi.to/3533>.
- Schulz, W.; Dreyer, S. (2010): Stellungnahme zum Entwurf eines novellierten Jugendmedienschutz-Staatsvertrags [Statement on the Draft Amendment to the Interstate Treaty on the Protection of Minors]. 20 January 2010. <http://hbi.to/3533>.
- Schulz, W.; Heilmann, S. (2009): Reales Recht und virtuelle Welten [Real Law and Virtual Worlds]. Berlin: Stabsabt. Friedrich-Ebert-Stiftung, <http://library.fes.de/pdf-files/stabsabteilung/06217.pdf>.
- Schwinge, C. (2009): Potenziale der aktiven Medienarbeit im Paradigma des Social Webs [Potentials of Active Media Relations in the Social Web Paradigm]. Diploma thesis. University of Hamburg, www.ssoar.info/ssoar/View/?resid=6871&lang=de%20.
- Süss, D.; Lampert, C.; Wijnen, C. W. (2010): Medienpädagogik. Ein Studienbuch zur Einführung [Media Education. An Introductory Textbook]. Wiesbaden: VS Verlag.
- Wagner, H.-U. (2009): Early Post-War Television in West-German: Looking Abroad for Information. In: Video Active. http://dbs.noterik.com:8080/VideoActive/KNA/Search.do?id=VA_KNA_20090814105300716&type=inst&sw.
- Wagner, H.-U. (2009): Ein symbiotisches Verhältnis. Der Rundfunk und das literarische Leben im Nachkriegsdeutschland [A Symbiotic Relation. Broadcasting and Literary Life in Post-War Germany]. In: B. Busch, T. Combrink: Doppelleben. Literarische Szenen aus Nachkriegsdeutschland. Materialien zur Ausstellung. Göttingen, pp. 227-236.
- Wagner, H.-U. (2010): Mapping Europe. Wie westdeutsche Rundfunkprogramme europäische Identitäten stiften sollten [Mapping Europe. How West-German Radio Programmes Were Supposed to Create European Identities]. In: M. Arenhövel, M. Razbojnikova-Frateva, H.-G. Winter (eds.): Kulturtransfer und Kulturkonflikt. Dresden 2010, pp. 301-316.
- Wagner, H.-U.; Bayer, F. (2009): Die Bevölkerung mit den Verbrechen der Angeklagten bekannt machen. Edition ausgewählter Dokumente zur Berichterstattung des NWDR über den Nürnberger Hauptkriegsverbrecherprozess [Introducing the German People to the Crimes of the Accused. Edition of Selected Documents on the Coverage of the Nuremberg Trials]. In: Rundfunk und Geschichte 35 (2009), pp. 30-38.
- Wagner, H.-U.; Stegemann, W. (2010): "Hallo, hallo! Hier Radio!" Ein neues Medium verschafft sich Gehör: Der Rundfunk in Hamburg [Hallo, hallo, this is the Radio! A New Medium Gets Itself Heard. The Nordic Broadcasting Company (Norag) in Hamburg]. In: Hempel, D.; Weimar, F. (eds.): "Himmel auf Zeit". Die Kultur der 1920er Jahre in Hamburg. Neumünster, pp. 177-201, 372-374.

MAIN LECTURES 2009/2010

Hereafter the most significant publications of all employees in 2009/2010 are listed. A complete list of publications is available at www.hans-bredow-institut.de, below the profile of the respective employee.

“Aktuelle Entwicklungen im Internet und ihre gesellschaftliche Bedeutung” [Current Developments on the Internet and their Impact on Society], lecture by J. Schmidt at the three-step-test committee of the SWR broadcasting council in Baden-Baden on 25 February 2010.

“Between 'Landschaftsarbeit' and 'Bildung einer Volksgemeinschaft'. Space-related Identities in the Literary Programme of the 'Reichssender Hamburg'”, lecture by H.-U. Wagner at the conference “Space, Identity and National Socialism”, Loughborough University, Department of Politics, History and International Relations, on 12 May 2010.

“Beurteilungsspielräume als Wissensproblem – am Beispiel Regulierungsverwaltung“ [Scope for Judgment Evaluation – with the Example of Regulation Administration], habilitation speech by W. Schulz at the Faculty of Law in Hamburg on 15 July 2009.

“Coming Home into Thin Air: Radio and the Social-Cultural Geography of Homecoming in Germany 1945-1955”, presentation by H.-U. Wagner at the conference “Coming Home? Conflict and Return Migration in Twentieth-Century Europe”, University of Southampton on 2 April 2009 (with A. Badenoch, University of Utrecht).

“Copyright in a Digital Environment – Governance Perspective”, presentation by W. Schulz and S. Heilmann at the Workshop “Intellectual Property Rights in the New Media Environment” at the Chinese Academy of Social Sciences (CASS) in Beijing on 13 November 2009.

“Das Publikum verstreut sich. Nutzungsforschung in konvergierenden Medienumgebungen” [The Audience Disperses. Research of Usage in Convergent Media Surroundings], keynote by U. Hasebrink at the SGK Annual Conference 2009 on “State-of-the-Art und Zukunft der Media- und Werbeforschung” [State-of-the-Art and Future of Media and Advertising Research] in Zurich on 26 March 2009.

“Datenschutz und Suchmaschinen” [Data Protection and Search Engines], lecture by T. Held at the conference “Die Google Ökonomie – Wie eine Suchmaschine Wirtschaft und Gesellschaft verändert” [The Google Economy – How a Search Engine Changes Economy and Society] of the Friedrich-Naumann-Stiftung in Hamburg on 5 March 2009.

“Datenschutz, Meinungsfreiheit und Privatsphäre im Netz: Bewertungsportale, Open Cloud, Street View u.a.” [Data Protection, Freedom of Opinion and Privacy on the Net: Evaluation Forums, Open Cloud, Street View etc.], lecture by W. Schulz at the 16th Drei-Länder-Meeting of the DGRI (Deutsche Gesellschaft für Recht und Informatik e.V.) on the topic “Aktuelle Fragen des IT-Rechts im Vier-Länder-Vergleich” in Villa Vigoni, Italy, on 26 June 2009.

“Der Nürnberger Kriegsverbrecherprozess als Medienereignis. Die Berichterstattung durch die Rundfunksender in den alliierten Besatzungszonen 1945/46” [The Nuremberg Trials as Media Event. Coverage by Broadcasting Stations in the Allied Occupation Zones 1945/46], lecture by H.-U. Wagner at the international conference “That Four Great Nations... Der Nürnberger Prozess – Eine Bestandsaufnahme” in Nuremberg on 1 October 2009.

“Die (Wieder-)Entdeckung des Publikums – Inklusion in Journalismus” [The (Re-)Discovery of the Audience – Inclusion in Journalism], lecture by W. Loosen and J. Schmidt at the annual conference of the Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft [German Association for Journalism and Communication Studies] in Ilmenau on 13 May 2010.

“Die Nutzung sozialer Netzwerke im Internet durch Jugendliche” [The Use of Social Networks in the Internet by Young People], lecture by U. Hasebrink at the conference of the Friedrich-Ebert-Stiftung “In Netzen gefangen?! Jugendliche in virtuellen communities” [Caught in Nets?! Young People in Virtual Communities] in Berlin on 16 September 2009.

“Erreichbarkeit von HIV-Patienten über die verschiedenen Medien bzw. der Nutzen dieser Medien für die Prävention” [Attainability of HIV Patients through Different Media or the Use of Media for Prevention], lecture by C. Lampert at the 3rd workshop of the medical association Mecklenburg-Western Pomerania on the subject “HIV-Prävention – Die 'Unwissentlich HIV-Infizierten' und die damit verbundenen Risiken” [HIV-Prevention – The “Unknowingly HIV-Infected” and the Associated Risks] in Rostock on 5 December 2009.

“Future Roles for Public Service Broadcasters – the German Experience”, lecture by S. Heilmann at the Australian Broadcasting Corporation (ABC) in Sydney on 23 March 2010.

“Gaming it? Was User Experience Designer von Game Designern lernen können” [Gaming it? What User Experience Designers Can Learn from Game Designers], lecture by S. Deterding at the World Usability Day in Hamburg on 12 November 2009.

“Ich klicke, also bin ich – Datenschutz und Datensicherheit in virtuellen Räumen” [I Click, therefore I Am – Data Protection and Data Security in Virtual Environments], lecture by S. Dreyer at the conference “In virtuellen Welten unterwegs. Kompetenzen und Risiken für Kinder und Jugendliche” of the AG Kinder- und Jugendschutz Hamburg e.V. on 24 February 2010.

“In Search of the Appropriate License Fee Base – Legal Principles and Administration Problems”, lecture by W. Schulz at the international conference “The Future of the Broadcasting Licence Fee in Times of Media Convergence”, hosted by the Institute for Broadcasting Economics at the University of Cologne in Bonn on 7 May 2010.

“Is a European Public Service Television Possible? Reflections from a German Perspective”, lecture by U. Hasebrink at the conference “Is a European Public Service Television Possible?” in the context of the Prix Italia in Turin on 24 September 2009.

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

“Journalistic-Editorial – an Adventure Playground for Statutory Interpretation”, presentation by S. Heilmann at the ARC Centre of Excellence for Creative Industries and Innovation (CCI) in Brisbane on 18 February 2010.

“Jugendmedienschutz zwischen Recht und Nationalgesellschaften: Über die Fülle der kulturellen Hintergründe und regulatorischen Entwicklungspfade in den EU-Staaten” [Media Protection of Minors between Law and National Societies: On the Abundance of Cultural Backgrounds and Regulatory Paths in EU Countries], lecture by S. Dreyer in the context of the event “Jugendmedienschutz bei Onlinespielen: Zwischen kultureller Vielfalt und nationalen Besonderheiten” at the Medientreffpunkt Mitteldeutschland on 4 May 2010.

“Media and Democracy in Crisis: What Roles and Responsibilities for the Thai Media?”, presentation by W. Schulz at a joint conference of the Commission on Human Rights, Rights and Liberties Consumer Protection, The Senate, Thai Broadcast Journalists Association, and Friedrich-Ebert-Stiftung Thailand in Bangkok on 28 May 2009.

“Media Privileges in Data Protection Law and User-Generated Content”, presentation by S. Heilmann at the 3rd PrivacyOS conference in Vienna on 29 October 2009.

“Nach dem Beihilfekompromiss: Der rechtliche Rahmen für Online-Angebote öffentlich-rechtlicher Rundfunkanstalten” [After the Compromise: The Legal Frame for Online Offerings of Public-Service Broadcasting Stations], lecture by T. Held at the annual conference of the Media Economy Commission of the DGPuK on the topic “Public Value in der Digital- und Internetökonomie” in Hamburg on 13 November 2009.

“Netzwerkplattformen und soziale Netzwerke – Persönliche Öffentlichkeiten und etablierte Medien” [Network Platforms and Social Networks – Personal Public Spheres and Established Media], lecture by J. Schmidt at the “Online-Workshop” of the ARD/ZDF Media Academy in Bonn on 27 October 2009.

“Orientierungen und Hilfestellungen im Umgang mit den Medien” [Orientation and Assistance in Dealing with Media], lecture by C. Lampert at the conference “Mitsurfen statt verbieten – Familien in der Welt der neuen Medien” [Join in Surfing instead of Prohibiting It – Families in the World of New Media] of the Catholic Academy and the NDR in Hamburg on 4 February 2009.

“Power, Decisions and Knowledge: How labeling input/output will show to be the driving force in all supranational labeling”, lecture by S. Dreyer at the 21st Transatlantic Dialogue of the State Media Authority in Düsseldorf on 11 March 2010.

“Private opinions and public discourses. West-German broadcasters and their attempts to deal with the participation of audiences after 1945”, lecture H.-U. Wagner at the International Workshop and Founding Conference of the ECREA-Section Communication History “User-generated content. Historical perspectives of the participation of audiences in social communication” in Potsdam on 4 June 2010.

“Publizistischer Wert und Qualitäten der Telemedien des ZDF: Begriffsklärung und Einordnung” [Journalistic Value and Qualities of the Teleservices of the ZDF: Disambiguation and Classification], lecture by U. Hasebrink at the workshop

“Qualität im Netz – Qualitätskriterien, Methoden, Qualitätssicherungssysteme” [Quality in the Net – Criteria, Methods, Quality Assurance Systems] of the ZDF-Fernsehrat in Mainz on 10 December 2009.

“Regeln und Code. Praktiken jugendlicher Nutzer auf Netzwerkplattformen” [Rules and Code. Practices of Adolescent Users on Networking Platforms], lecture by J.-H. Schmidt at the DGPuK annual conference in Bremen on 30 April 2009.

“Regulation and Licensing: Insights from Overseas Experience for Thai Community Radio”, presentation by W. Schulz and S. Heilmann at the seminar “Creating an enabling regulatory framework for community radio” at the National Telecommunications Commission (NTC) in Bangkok on 20 November 2009.

“Social Media Governance”, lecture by W. Schulz and S. Heilmann at the ARC Centre of Excellence for Creative Industries and Innovation (CCI) on 17 February 2010 in Brisbane.

“Social Network Sites – Challenges for Media Literacy”, lecture by I. Paus-Hasebrink, C. Lampert and U. Hasebrink at the EU Kids Online Conference in London on 11 June 2009.

“The Meaning of Media Repertoires. A Qualitative Approach to the Understanding of Transmedial Patterns of Media Use”, lecture by H. Domeyer and U. Hasebrink at the conference “Transforming Audiences 2” in London on 3 September 2009.

“The Role of the Media in the German Election Process”, lecture by W. Schulz and S. Heilmann at the seminar “The Role of Media in Election Campaigns”, organised by the Friedrich-Ebert-Stiftung (FES) and the Office of the Election Commission of Thailand (ECT) in Bangkok on 23 November 2009.

“There’s a Train A-coming: Challenges in Implementing a Global Rating System”, lecture by S. Dreyer at the 19th Transatlantic Dialogue during the medienforum.nrw in Cologne on 23 June 2009.

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

“Vernetzt oder verfangen in virtuellen Welten. Chancen, Risiken und Nebenwirkungen der Onlinennutzung” [Connected or Entangled in Virtual Worlds. Chances, Risks and Side Effects of Online Usage], lecture by C. Lampert at the conference of the working group Kinder- und Jugendmedienschutz Hamburg e.V. “In virtuellen Welten unterwegs – Kompetenzen und Risiken für Kinder und Jugendliche” in Hamburg on 24 February 2010.

“Virtuelle Welten als Handlungsraum der Gedanken: Innovationsraum zwischen rechtlichen Handlungsbeschränkungen und fiktionaler Freiheit” [Virtual Worlds as Space of Action for Thoughts: Innovation Space between Legal Barriers and Fictional Freedom], lecture by W. Schulz at the conference “Innovation, Recht, öffentliche Kommunikation”, organised by the Zentrum für Rechtswissenschaftliche Innovationsforschung (CERI) in Gießen on 3 December 2009.

“Web 2.0 – Herausforderungen und Chancen für die Hochschulen” [Web 2.0 – Challenges and Potentials for Universities], statement by J. Schmidt at the expert hearing of the HRK

Publications and Lectures

Commission “Neue Medien und Wissenstransfer” on 6 July 2009.

“Wenn ich nach Hause komme, gehe ich erst einmal ins Internet. Chancen und Risiken der Onlinenutzung als Herausforderungen für die Schule” [When I come Home, I check the Internet first. Opportunities and Risks of Online Use as Challenges for Schools], lecture by C. Lampert at the conference “Das Ende der Kreidezeit. Ne(x)t Generation learning” [The

End of the Age of Chalk. Ne(x)t Generation Learning] at the Landesinstitut für Lehrerbildung und Schulentwicklung (LI) in Hamburg on 17 May 2009.

“Witnessing – Zur Konstruktion von Zeitzeugen” [Witnessing – On the Construction of Contemporary Witnesses], lecture by H.-U. Wagner at the workshop of the DFG project “Medialität und Modernität im NS-Kino” at the Warburg House of the University of Hamburg on 27 May 2009.

G. EVENTS

The Hans Bredow Institute offers – according to topic and target group – various forms of events, e.g. discussion series, intensive seminars or workshops. The Institute executes events by itself or in cooperation with national and international partners.

ECREA 2010: 3rd European Communications Conference

The biggest international event organised by the Hans Bredow Institute takes place at the University of Hamburg from 12 to 15 October: the “3rd European Communications Conference” (ECC). The academic conference of the “European Communication Research and Education Association (ECREA)” takes place every two years, previously in Amsterdam and in Barcelona.

ECREA 2010 is the central conference for European media and communication researchers and will gather around 1.000 participants. The conference is the leading forum for current media and communication research in Europe.

The overall theme of the conference, “Transcultural Communication – Intercultural Comparisons” will be discussed plenary sessions

by renowned international representatives of research and European media and research policy. Beyond that current media developments and their consequences for politics, society, industry and the individual will be commented and discussed in over 500 lectures. This spreads from traditional TV, film and broadcasting research to change in journalism and the use of digital, electronic and print media, from questions about legal and political design of the European communicative space as well as the current economic situation of media in Europe and international and intercultural communication. In doing so, the conference encourages the expansion of European research networks and cooperation projects.

The Hans Bredow Institute is responsible for concept, planning and execution of the ECC 2010 in Hamburg and will be supported by the University of Hamburg and the Hamburg Media School as well as operational by the Universität Hamburg Marketing GmbH.

Conference website: www.ecrea2010hamburg.eu

Researchers: A. Herzog, U. Hasebrink

Funding: ECREA, DFG, ZEIT-Stiftung u. a.

OVERVIEW OF EVENTS 2009/2010

Apart from ECREA 2010 the following events were executed in 2009 and 2010 (reverse chronologically).

Further information on single events is available online at <http://hbi.to/2559>.

Avatars and Humans. Representing Users in Digital Games

As a pre-conference to the ECREA 2010, the Hans Bredow Institute, the Hamburg Media School, and the Ilmenau University of Technology host a symposium in Hamburg on 12 October 2010, in order to discuss and analyse the complex relationships between users and “avatars” – computer generated visual representations of users.

Summer School | 2010: MEDIA CONVERGENCE: Concepts, Forms, Consequences

From 26 to 30 July 2010 the Institute for Media and Communications, the Hans Bredow Institute for Media Research, the Research Center for Media & Communication (RCMC), and the Graduate School Media & Communication (GMaC) host the Summer School on media convergence in Hamburg.

Games Convention Online: Business Talks

From 8 to 11 July 2010, business representatives as well as users of browser, client and mobile games will meet at the second Games Convention Online in Leipzig. In the context of the convention, practice-oriented questions will be discussed from different perspectives during business talks. The Hans Bredow Institute is the academic partner for all business talks.

New Public Spheres – New Cultures? Key Media in Times of the Internet

A conference hosted by the Hans Bredow Institute and the Alcatel Lucent Foundation on 9 June 2010 in Hamburg.

Who Earns by What Right? Digital Challenges for Authors, Commercializers and Users

Symposium hosted by the Hans Bredow Institute, the Media Authority Hamburg/Schleswig-Holstein (MA HSH) and the Hamburg Chamber of Commerce on 3 June 2010 in Hamburg.

Creativity and Copyright in the Net Economy – Practice Workshop on Law Enforcement on the Internet

Second practice workshop in the context of the Innovation workshop “Creativity and Copyright in the Net Economy” on the issue of “Law Enforcement on the Internet” with representatives of copyright owners, the Internet economy, providers as well as the Internet community on 18 May 2010.

CO-REACH-Workshop on IP Enforcement on the Internet

Workshop on IP enforcement on the Internet in the context of the project “Intellectual Property Rights in the New Media” (project 16) in Hamburg from 17 to 19 May.

Europe from Inside – Europe from Outside

Contributions from communication and media research and media practice. Lecture series and discussions in the context of the Hamburg European Week on 4 May 2010..

Inauguration of the Research Center Media and Communications (RCMC)

at the main building of the University of Hamburg on 21 April 2010.

Language Governance in Digital Culture

Lecture and discussion with Thomas Petzold at the Hans Bredow Institute on 13 April 2010.

Book Presentation “Medienpädagogik – ein Studienbuch zur Einführung”

Presentation of the book “Medienpädagogik – ein Studienbuch zur Einführung” [Media Education – Introductory Study Book] in the presence of the authors Daniel Süß, Claudia Lampert and Christine W. Wijnen at the library of the Hans Bredow Institute on 9 April 2010.

Innovation Workshop – Workshop I on Intellectual Property Right for Content Providers

First workshop in the context of the Innovation Workshop “Creativity and Copyright on the Internet” (project 12) with representatives of the economy on the issue of “Intellectual

Property Right for Content Providers“ in Hamburg on 19 March 2010.

Kick-off Workshop CO-REACH

Kick-off workshop of the CO-REACH project in Beijing on 13 November 2009. The main objective of the project is to foster the exchange of knowledge about regulatory concepts with regard to copyright and intellectual property for the Information Society and their implementation, as well as jointly work on concepts of regulatory choice to meet new challenges that are brought about through social and technological change in new media environments.

EU Kids Online

From 16 to 18 October 2009 the Institute hosted the first meeting of the entire EU Kids Online network, to which researchers from currently 24 European countries belong, who jointly execute a comparative survey on the online use of children and adolescents and the associated risks (project 38).

“I Spy with my Little Eye”: Babies – Television – Brain Development

Discussion on 7 October 2009, hosted by the Hamburg Authority of Social Affairs, Family, Health and Consumer Protection, Department of Health Reporting and Health Promotion, and the Hans Bredow Institute, supported by the Hamburg Committee for Health Promotion e.V. and TIDE TV.

Governance in Social Media

In order to prepare an application for a research project on “Governance in Social Media“ a joint workshop took place with researchers of the University of Haifa in Haifa, Israel, on 14 and 15 September 2009.

Games Convention Online Conference 2009

About 100 national and international speakers and panelists from business, research and politics participated in the first international dialogue conference “Games Convention Online Conference” which took place in Leipzig on 31 July and 1 August in the context of the “Games Convention Online 2009”. The conference on status and future of the online and mobile games industry was designed by the Hans Bredow Institute and looked at topics ranging from business, usage and society in three parallel sections from different perspectives. Through an exchange of views, insights and self-conceptions, the Hans Bredow Institute aimed at a fruitful dialogue between different protagonists and a better understanding of system peculiarities, decision-making processes and backlashes.

Summer School “Film, Television, Internet – Reception Research in Cultural Studies”

From 27 to 31 July 2009 a week-long Summer School took place in the guesthouse of the University of Hamburg, hosted by the Institute for Media and Communications in cooperation with the Hans Bredow Institute.

EU Kids Online

With an international conference in London on 11 June 2009 the European research association "EU Kids Online" with the Hans Bredow Institute as German partner was brought to a close. Unanimously the conference marked the starting signal for the project "EU Kids Online II", which is supported in the context of the EU's Safer Internet Programme (project 38).

Financing of High-Quality Content

New ways of advertising, new funding strategies and their influence on programme content and journalistic quality – over 100 participants from science, economy and legal consultation attended the conference of the Alcatel-Lucent Stiftung, the Hans Bredow Institute and the Media Authority Hamburg/Schleswig-Holstein at the International Maritime Museum in Hamburg on 9 June 2009.

Media and their Sciences – Media Research in Hamburg

Lecture Series of the Research Center for Media and Communications, a joint initiative of the University of Hamburg, Hans Bredow Institute and Hamburg Media School in summer semester 2009.

"Due Consideration – Humanities in Hamburg – 60 Years of Basic Law"

The event series "nachgedacht – 60 Jahre Grundgesetz" [Due Consideration – 60 Years of Basic Law] from 24 March to 19 May 2009 spent five evenings examining the topics of exemplary dimensions of the Basic Law, legal, social and political, as well as the way it has been received in the arts. Alongside

the Institute, participating institutions were the Academy of Sciences in Hamburg, Bucerius Law School, the Hamburg Institute for Social Studies, the State and University Library Carl von Ossietzky as well as the ZEIT Foundation Ebelin und Gerd Bucerius.

Regina McCombs: How US companies are using social media tools like Twitter, Facebook and Digg in news gathering

Lecture by the renowned US-expert for online journalism, Regina McCombs with adjoining discussion for a lecture plus discussion. The joint event of the Akademie für Publizistik, the Institute for Journalism and Communication Studies and the Hans Bredow Institute took place at the University of Hamburg, Institute for Journalism and Communication Studies on Monday, 18 May 2009.

Perspektiven auf Europa – Beiträge aus Kommunikationswissenschaft, Medienpolitik und Medienpraxis

Veranstaltung der Arbeitsstelle European Media und Public Spheres EuroMaPS im Rahmen der Europawoche 2009 am 5. Mai 2009 in der Universität Hamburg.

Talking about Europe – Gespräche über Europa

Lecture series of the Research Centre "European Media and Public Spheres" (EuroMaPS) during Wintersemester 2008/9 with lecturers from London, Bruxelles, Barcelona and Vienna.

H. HISTORY – GOVERNANCE – ORGANS – ADVISORY BOARD

History

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

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

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

Governance

The Institute's finances derive from subsidies and income from research projects, as well as publishing. The Hans Bredow Institute is entitled as a publicly-accountable foundation, to authorise sponsorships.

The subsidies come from the resources of: the Free and Hanseatic City of Hamburg, NDR Media GmbH (advertising company of the North German Broadcasting), WDR mediagroup GmbH (advertising company of the West German broadcasting), Deutsche Welle, ARD-Werbung (advertising company of the Consortium of German Broadcasters), Zweites Deutsches Fernsehen (Second German Television), Arbeitsgemeinschaft der Landesmedienanstalten (the Working Party of Federal States' Media Institutions), as well as from the Medienstiftung Hamburg/Schleswig-Holstein (Foundation for the Media in Hamburg/Schleswig-Holstein). The subsidy contributions are respectively granted year by year on application by the Institute.

Organs

As a legally responsible foundation, the Institute has three organs: the curatorship, the directorate and the Council. The curatorship meets in formal session at least twice a year. Its members are:

Prof. Dr. Dieter Lenzen, President of the University of Hamburg (Chair)
Dr. Erik Bettermann, Deutsche Welle
Antje Blumenthal, NDR Council
Prof. Dr. Michel Clement, University of Hamburg
Dr. Marliese Dobberthien, NDR Council
Dr. Thomas Fuchs, ALM
Dr. Rolf Greve, Authority for Science and Research
MinR Matthias Harbort, BKM
Prof. Dr. Jörg Hennig, University of Hamburg
Prof. Dr. Knut Hickethier, University of Hamburg
Susanne Kayser, ZDF
Eva-Maria Michel, WDR
Lutz Marmor, NDR

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

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

Prof. Dr. Klaus Schönbach, Professor and Chair of General Communication Science at the University of Amsterdam and Chair of Media Studies at Zeppelin University, Friedrichshafen.

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

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

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

I. STAFF OF THE INSTITUTE

RESEARCH EMPHASES AND INTERESTS OF THE ACADEMIC STAFF

Jannes Beeskow (born 1982) studied Law at the Freie Universität Berlin and the University of Göttingen. While studying in Göttingen, he focused on public and private media law. As a student assistant he was also a member of the project group “Projektgruppe verfassungsverträgliche Technikgestaltung” (provet) at the University of Kassel, which executes interdisciplinary research projects on issues regarding information and communication technologies, led by Prof. Dr. Alexander Roßnagel. Since February 2010 Jannes Beeskow has been a junior researcher at the Hans Bredow Institute. His main area of interest is copyright law. ☎ <http://hbi.to/3250>

Projects 2009/2010

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

Stephan Dreyer (born 1975) studied Law at the University of Hamburg. He has been a member of staff at the Hans Bredow Institute for Media Research since February 2002. His research interest concerns the law applicable to new media services as well as new online and distribution platforms. One of his thematic priorities at the institute is the protection of minors against harmful media content. A further emphasis of research and a main interest beside data protection issues are legal and regulatory questions related to video games; Stephan Dreyer is member of the research and transfer centre “Digital Games and Online Worlds” at the Hans Bredow Institute. 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.

At the Institute, he is responsible for the development of the didactic concepts as well as the


implementation and organisation of e-learning courses like “Global Classroom”.

Stephan Dreyer is member of the Complaints Committee as well as the Expert Committee of the “Voluntary Self-Monitoring by Multimedia Providers” (FSM). ☎ <http://hbi.to/832>

Projects 2009/2010

- Search for Indicators for Independence and Efficient Functioning of Audiovisual Media Services Regulatory Bodies
- Games Convention Online 2010: Business Talks
- Games Convention Online Conference 2009
- Innovation Workshop “Creativity and Copyright in the Net Economy”
- Digital Games and Online Worlds
- Academic Monitoring of the Implementation of the Evaluation Results in the Protection of Minors System
- Optimising the University of Hamburg’s E-Learning Programmes with Special Reference to Media Law
- Analysis of the System for Protection of Minors from Harmful Media – Youth Protection Act and Interstate Treaty
- Activities in Further Education on Media Law: Seminars for Legal Experts
- Reform of Communications and Media Policy
- Federal Government Report on Communication and Media
- Decisions in Cases of Uncertainty in the Protection of Media for Minors
- New Forms of Regulation in Media Law


Prof. Dr. Uwe Hasebrink (born 1958), after studying Psychology and German Philology in Hamburg, he subsequently worked for three years at the Institute for Social Psychology at the University of Hamburg. He joined the Hans Bredow Institute in 1986 as a researcher; from 1988 he also acted as the executive manager. In 1998, he was elected to the Institute’s directorate. In 1999, he was Acting Professor of Communications at the College of Music and Theatre in Hanover. In spring 2001, he received a chair in “Empirical Communications Studies” from the University of Hamburg and the Hans Bredow Institute jointly.

Since 2009 he is a member of the board of directors of the Research Center for Media and Communication (RCMC), which brings together university and non-university media and communication research in Hamburg, and at the same time one of the spokespersons of the Graduate School Media and Communication, which is being supported within the context of the Hamburg initiative of excellence. Alongside this, he was spokesperson for the specialist group on reception research in the DGPuK from 1998 to 2003, co-publisher of the series “Rezeptionsforschung” (reception research) from 2003 to 2007, and a member of the Management Committee of the International Radio Research Network (IREN) from 2004-2006. He has been a member of the Executive Board of the European Communication Research and Education Association (ECREA) since 2004 and 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”. 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 2009/2010

- Analysis of the System for Protection of Minors from Harmful Media – Youth Protection Act and Interstate Treaty
- Research Centre “European Media and Public Spheres” (EuroMaPS)
- The Role of Online Communication in Building Confidence in Medical Knowledge
- EU Kids Online I + II
- Information Requirements and Information Searches Under the Heading of Crossmedial Use and Converging Offerings
- Young People and Web 2.0
- Federal Government Report on Communication and Media

- Acquisition of Competencies, Excessive Use and the Identification of Addiction with regard to Computer Games
- Convergence from the User's Perspective – the Concept of Communication Modes
- Key Medium Internet? Potential Effects of the Rise of the Internet as “Key Medium” in the German Media System
- Linear and Non-linear Television from Viewers' Perspective
- Media Repertoires
- Possibilities for Securing the Public Service Internally and Externally
- Perspectives of Television Use in the Digital Media Environment
- Journalistic Value and Qualities of Teleservices of the ZDF
- Quality of TV from the Viewers' Perspective
- The Genre of Witnessing: Media, History and the Holocaust
- Prevention of Dominant Influence on Public Opinion
- Academic Monitoring of the Implementation of the Evaluation Results in the Protection of Minors System
- Young Scholars Network on Privacy and Web 2.0
- Labelling New Forms of Advertising and Viewers' Receptions

Stefan Heilmann, LL.B. (born 1980) studied Law at Bucerius Law School in Hamburg and at Victoria University of Wellington/New Zealand, with emphases on information and communication law. He was a student assistant at the Hans Bredow Institute for two years and has been a research assistant in the Institute's department of “Media and Telecommunications Law” since June 2006. Since February 2009, he has been a legal trainee (Referendar) at the Hanseatic Higher Regional Court of Hamburg with placements at different institutions dealing with communications law and regulation such as the Independent Centre for Data Protection in Schleswig-Holstein and the Australian Communications and Media Authority in Sydney. His research interests lie in the area of the regulation of communications, particularly as regards developments in convergence as well as in legal and policy issues concerning user-generated content and online games/virtual worlds.  <http://hbi.to/837>

Projects 2009/2010

- Consortium of Chinese and European Research Institutions IPRNME

- Editorial Responsibility in the Directive on Audiovisual Media Services
- Media Reform in Thailand
- Digital Games and Online Worlds
- Obligations to Provide Information in Telemedia Law and User-generated Content
- New Forms of Regulation in Media Law

Dr. Thorsten Held (born 1971) studied Law at the University of Hamburg. He has been an academic consultant at the Hans Bredow Institute since 1998 and also belongs, as a lawyer licensed in Hamburg, to the “Büro für informationsrechtliche Expertise” (i.e., Specialist Bureau for Information Law) since 2004. One emphasis of his work at the Institute is the question as to how the prescriptions for public communications under constitutional law can be also fulfilled under changed social and technical circumstances. In this context, he deals with, among other things, the tasks of public broadcasting. In connection with his dissertation, he investigated the legal questions of online offerings from the broadcasting institutions. A further area of his work is new regulatory concepts for broadcasting and the Internet internally and abroad. He has a particular interest in legal aspects of broadcasting finance and of protection of young people, regulatory questions in the area of telecommunication as well as the tension between communicative freedoms and protection of the personality. ☎ <http://hbi.to/838>

Projects 2009/2010

- Prevention of Dominant Influence on Public Opinion
- Academic Monitoring of the Implementation of the Evaluation Results in the Protection of Minors System
- Analysis of the System for Protection of Minors from Harmful Media – Youth Protection Act and Interstate Treaty
- Reform of Communications and Media Policy
- Possibilities for Securing the Public Service Internally and Externally
- New Forms of Regulation in Media Law

Anja Herzog, M. A. (born 1964) studied Slavistics and History at the University of Hamburg and journalism at the University of St. Petersburg. As a student, she worked on numerous projects at the

Hans Bredow Institute, as well as on the International Media Handbook. She was subsequently responsible for constructing a “Netzwerk unabhängiger Medienforschung in Mittel- und Osteuropa” (Network of Independent Media Research in Central and Eastern Europe). In the context of the project, “European Association for Viewers’ Interests”, she worked on the preparations for founding a European viewers’ association. She is a member at the research centre “European Media and Public Spheres” (EuroMaPS) at the University of Hamburg, promoting the exchange of research on questions of European integration and the European public sphere(s). She is also involved in research dealing with the role of the media with regard to the involvement of citizens on a European level and the formation of a European identity. She has been also dealing with tasks of overall research organisation and project acquisition in the context of a back-office position at the board of directors since April 2007. Beside this, she works on the editing of the International Media Handbook and is a member of the organisation team for the 3rd ECREA Conference (European Communication Research and Education Association), which will be hosted by the Hans Bredow Institute in Hamburg in October 2010. ☎ <http://hbi.to/839>

Projects 2009/2010

- ECREA Conference Hamburg 2010
- Quality of TV from the Viewers’ Perspective
- The International Media Handbook
- Research Centre “European Media and Public Spheres” (EuroMaPS)

Dr. Claudia Lampert (born 1972) studied Education with special emphasis on Media Pedagogy at the University of Lüneburg and at the University of Hamburg, where she gained a doctorate in 2006 with a study on the potential of fictional television programmes for promoting health. She has been working as a research consultant at the Hans Bredow Institute since April 1999. One of her particular research interests and emphases is in the area of media socialisation and media-education. In the context of various projects, she is currently work-

ing on the role of digital media in the every-day lives of children and adolescents. She is a member, among others, of the DGPuK expert group media education, the GMK, the advisory board of the Erfurt Netcode, an organisation supporting quality online offerings for children, and she is a member of the board of the initiative "SCHAU HIN!" She also supports the media-pedagogical manifest "No Education Without Media" (German website). Claudia Lampert is also interested in and researches in the subject area of media-related health communication. In 2006, she gained a doctoral degree with her research on the potentials of fictional tv offerings for health support (key word: entertainment-education). She also works for the Research and Knowledge Transfer Centre "Media and Health Communication" of the Hans Bredow Institute and one of the coordinators of the network "Network Media and Health Communication", which was launched in 2003. ☞ <http://hbi.to/844>

Projects 2009/2010

- EU Kids Online I + II
- Evaluation Step21 "World Pictures : Picture Worlds"
- Acquisition of Competencies, Excessive Use and the Identification of Addiction with regard to Computer Games
- The Role of Online Communication in Building Confidence in Medical Knowledge
- Health(Information) Behaviour of Elder Migrants
- Digital Games and Online Worlds
- Serious Games for Health
- Young People and Web 2.0
- Analysis of the System for Protection of Minors from Harmful Media – Youth Protection Act and Interstate Treaty
- Research and Knowledge Transfer Centre "Media and Health Communication"

PD Dr. Wiebke Loosen (born 1966) 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 habili-

tated 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. ☞ <http://hbi.to/3398>

Project 2010

- Young Scholars Network on Privacy and Web 2.0

Christiane Matzen, M.A., (born 1964) studied History, Public Law and Sociology in Hamburg and Marburg. She has worked as an academic editor at the Hans Bredow Institute since 1991. Her area of activity involves the editorial control of all the Institute's publications, above all of the journal "Medien & Kommunikationswissenschaft" [Media and Communication Studies], of the International Media Handbook as well as the various series and other publications. Beyond that, she is responsible for the Institute's Internet presence, for its events and for press and public relations. Her interests emphasise particularly the development of broadcasting in Germany and the development of broadcasting systems internationally. ☞ <http://hbi.to/846>

Project 2009/2010

- The International Media Handbook

Wiebke Rohde, M.A., (born 1984) studied Media Studies with a focus on Communications, as well as Psychology and Philosophy at the Friedrich Schiller University of Jena and the University of Cape Town (South Africa). During her studies, she interned at the SWR Media Research Department and dealt with content analysis of websites. She collected further interdisciplinary research experience being a student assistant at the Faculty for Empirical Methods in Communication Studies with Prof. Dr. Scheufele at the University of Jena and at the Department of Cognitive & Neuropsychology at the University of Cape Town. Follow-

ing an internship at the Hans Bredow Institute in 2008, she was involved, among others, in the project “Young People and Web 2.0” as a student assistant until March 2010. Since April 2010, Wiebke Rohde has been a researcher in the project “Acquisition of Competencies, Excessive Use and the Identification of Addiction with regard to Computer Games”. In her M. A. thesis she focused on memory-relieving, external storage of personal social information on social networking sites. Her research interests lie at the interfaces of communication-related, socio-psychological and cognitive-neuroscientific research. One focus is put on the area of online communication (networking platforms, digital games), a further one on interpersonal and intergroup-communication with emphasis on peace communication. ● <http://hbi.to/3682>

Project 2010

- Acquisition of Competencies, Excessive Use and the Identification of Addiction with regard to Computer Games

Nora Rzadkowski (born 1983) studied Law in Augsburg, Lund/Sweden und at the University of Cologne. While studying in Cologne, she specialised in media and communications law and worked as a research assistant in the legal practice of Redeker Sellner Dahs & Widmaier in the area of telecommunications law. She had the support of the Hans-Böckler-Stiftung for her studies. From July 2008 until February 2010, Nora Rzadkowski was a research assistant at the Hans Bredow Institute. Since April 2010 she has been a legal trainee in Stuttgart. Her special areas of interest are broadcasting law, media regulation and university education. ● <http://hbi.to/1529>

Project 2009/2010

- Prevention of Dominant Influence on Public Opinion

Dr. Jan-Hinrik Schmidt (born 1972) studied Sociology at the Otto-Friedrich-University Bamberg and West Virginia University Morgantown, USA. From 2000 onwards, he held various positions in the University of Bamberg, among them the re-

search centre for “New Communications Media”, at the Chair in Sociology II (Prof. Dr. R. Münch) and at the State Institute for Research into Families. After completing his doctorate on the institutionalisation of locally related online services, he was a German Academic Exchange scholar at the Donau-University Krems, and guest scholar at the Johannes-Kepler-University Linz (Prof. Dr. B. Batinic). From 2005 to 2007, he worked on a postdoc project supported by the German Research Foundation on “Practices in online-based networking” at the research centre for “New Communications Media” in Bamberg. Since November 2007 he has been working as a senior researcher for digital media and political communication at the Hans Bredow Institute. His research focus is on developments of “Web 2.0”, or respectively” social software”, where he is particularly interested in current changes in online based public spheres and social networks, as well as their effects on politics, economy and civil society. In addition, he analyses form, functions and consequences of online and game-based social spaces at the research and transfer centre ”Digital Games and Online Worlds” at the Hans Bredow Institute. ● <http://hbi.to/1530>

Projects 2009/2010

- Key Medium Internet? Potential Effects of the Rise of the Internet as “Key Medium” in the German Media System
- Games Convention Online 2010: Business Talks
- Games Convention Online Conference 2009
- Prevention of Dominant Influence on Public Opinion
- Acquisition of Competencies, Excessive Use and the Identification of Addiction with regard to Computer Games
- The Role of Online Communication in Building Confidence in Medical Knowledge
- Scanning Topics on the Internet
- Digital Games and Online Worlds
- Federal Government Report on Communication and Media
- Young Scholars Network on Privacy and Web 2.0
- Young People and Web 2.0

Dipl.-Soz. Hermann-Dieter Schröder (born 1957) studied sociology in Bielefeld. He has worked at the Hans Bredow Institute since 1983. He has here

pursued the following topics, among others: the presentation of television programmes and broadcasting providers in programme guides and the daily newspapers, the organisation and financing of local radio, the organisation of programme production for television and the development of media business in Hamburg. His current research interests concern particularly the organisational and commercial structures of the media system ➡ <http://hbi.to/848>

Projects 2009/2010

- Journalistic Value and Qualities of Teleservices of the ZDF
- Prevention of Dominant Influence on Public Opinion
- The Influence of Private Equity in the Media Sector
- Federal Government Report on Communication and Media

Dr. Wolfgang Schulz (born 1963) studied Law and Journalism in Hamburg. Since 1997 he has taught the optional special subject on information and communication in the Department of Law at the University of Hamburg; he has been also a member of the state office for legal examinations since January 2000. 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. From 1999 onwards, he functioned as deputy business director as well as head of the Hans Bredow Institute's area of media and telecommunications, he has been a member of the board of directors since 2001. His work emphasises problems of legal regulation with regard to media contents – particularly depictions of violence –, questions of law in new media, above all in digital television, and the legal bases of journalism, but also the jurisprudential bases of freedom of communication and of the description of the systems of journalism and communications in systems theory. In addition, he works on the forms taken by the State's functions, for instance, in the framework of concepts of "regulated self-regulation"). ➡ <http://hbi.to/849>

Projects 2009/2010

- Search for Indicators for Independence and Efficient Functioning of Audiovisual Media Services Regulatory Bodies
- Key Medium Internet? Potential Effects of the Rise of the Internet as "Key Medium" in the German Media System
- Prevention of Dominant Influence on Public Opinion
- Consortium of Chinese and European Research Institutions IPRNME
- Innovation Workshop "Creativity and Copyright in the Net Economy"
- Conference "Financing of High-Quality Content"
- Academic Monitoring of the Implementation of the Evaluation Results in the Protection of Minors System
- Editorial Responsibility in the Directive on Audiovisual Media Services
- Media Reform in Thailand
- Optimising the University of Hamburg's E-Learning Programmes with Special Reference to Media Law
- Activities in Further Education on Media Law: Seminars for Legal Experts
- Analysis of the System for Protection of Minors from Harmful Media – Youth Protection Act and Interstate Treaty
- Reform of Communications and Media Policy
- Federal Government Report on Communication and Media
- New Forms of Regulation in Media Law

Dipl.-Päd. Christiane Schwinge (born 1981) studied Education with a focus on Media Education at the Johannes Gutenberg University Mainz and at the University of Hamburg. During her studies she was involved in numerous media education projects. She is chair of the jaf – Verein für medienpädagogische Praxis Hamburg e.V. [Association for Media-Education Practice] and a founding member of the Creative Gaming Initiative. From 2007 until 2010 she was involved in various projects of the Hans Bredow Institute as a student assistant. Since April 2010 she has been a researcher in the project "Acquisition of Competencies, Excessive Use and the Identification of Addiction with regard to Computer Games". In her diploma thesis she explored the potential of the social web for action-oriented media education and was awarded the Medius-Prize for innovative, academic and practice-oriented theses. Her interests lie in the area of media education and media socialisation at the interface of research and media

education practice with a focus on digital interactive media such as the social web and serious games.) ➡ <http://hbi.to/3685>

Projects 2009/2010

- Acquisition of Competencies, Excessive Use and the Identification of Addiction with regard to Computer Games
- Serious Games for Health

Regine Sprenger (born 1981) studied Law at the Westfälische Wilhelms-Universität Münster and the Universidad Católica des Valparaíso, Chile. During her legal clerkship at the hanseatic regional appeal court Hamburg, she did placements at the North German Broadcasting Corporation NDR and the Federal Ministry of Justice. Regine Sprenger is admitted as an attorney in Hamburg. Since January 2009 she has been a junior researcher at the Hans Bredow Institute. Her research focuses on the area of media regulation and civil media law as general framework for public communication. ➡ <http://hbi.to/2727>

Projects 2009/2010

- Search for Indicators for Independence and Efficient Functioning of Audiovisual Media Services Regulatory Bodies
- Key Medium Internet? Potential Effects of the Rise of the Internet as “Key Medium” in the German Media System
- Regulation of Cross-Media Concentration Processes
- Prevention of Dominant Influence on Public Opinion

Jenny Voth, M.A., (born 1983) studied Journalism/Communication Science and German Philology at the University of Hamburg and the Aristoteles University of Salonika/Greece. And in addition, she has studied Psychology. She has been a junior researcher at the Hans Bredow Institute since October 2008. During her studies she worked as a tutor for Prof. Dr. Uwe Hasebrink and Prof. Dr. Irene Neverla. During an internship at the Department of Media Psychology, she analysed the impact of social identity within the process of selecting media. As a student assistant, she took part in an interdisciplinary research project “Wer krank ist geht ins Netz” [If people are sick, they go into the Net] at the Institute of Journalism

and Communication Science at the University of Hamburg. Following this project dealing with patients' habits when retrieving information, she outlined a theoretical model of Internet usage in case of illness. One of her particular research interests and emphases is dedicated to the usage of media and the Internet, especially information behaviour. She maintains a particular focus on Health Communication. ➡ <http://hbi.to/2274>

Projects 2009/2010

- Health(Information) Behaviour of Elder Migrants
- The Role of Online Communication in Building Confidence in Medical Knowledge
- The Network for Media and Health Communication
- Research and Knowledge Transfer Centre “Media and Health Communication”

Dr. Hans-Ulrich Wagner (born 1962) studied German Language and Literature at the Universities of Bamberg and Münster and worked as a freelance literary critic and journalist. He gained a doctorate in Bamberg in 1996 with a study on the radio plays of the immediate postwar years 1945-1949. Subsequently, he worked at the German Broadcasting Archive in Frankfurt am Main, with a DFG project on the broadcasting work of Günter Eich, as well as being a curator of the exhibition “Remigranten und Rundfunk 1945-1955” (returning emigrants and broadcasting 1945-1955). He has been working at the Research Centre for the History of Broadcasting in Northern Germany since 1 December 2000, initially as a staff member, and since 1 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 became deputy chairperson of the “Studienkreises Rundfunk und Geschichte” [Circle for the Study of Broadcasting and History] and was elected its chair in January 2007. His research interests include all issues of

mediated public communication, the main focus being the investigation of long-term media effects, the relationship of broadcasting and literature, the semiotics of radio as well as overarching 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 2009/2010

- The Literary Programme Offering of the Reichssender [Reich Broadcasting] Hamburg
- Public Communication as Facilitated by the Media from the 1950's to the 1970's
- Norag and the Culture of the 1920's in Hamburg
- The Genre of Witnessing: Media, History and the Holocaust

HONORARY MEMBER OF THE DIRECTORATE

Prof. Dr. Wolfgang Hoffmann-Riem, LL.M., (born 1940) studied Law in Hamburg, Freiburg i. Br., Munich and Berkeley. He has been Professor for Public Law and Administration at the University of Hamburg since 1974. He was the director of the Hans Bredow Institute from 1979 and chairperson of the newly created directorate of the Institute from July 1998 until December 1999, until the beginning of his activities as Law Senator of the Free and Hanseatic City of Hamburg (September 1995 to November 1997). 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-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). Since October 2009 he has spent 10 months at the Institute for Advanced Study in Berlin, researching on law and innovation. ☎ <http://hbi.to/854>

ASSOCIATE STAFF MEMBERS

Associate staff members support the Institute in defining new research topics and in performing concrete investigations. In 2009/2010 the associate staff members were:

Prof. Dr. Joan Kristin Bleicher (born 1960) studied German Language and Literature, American Studies and general literary criticism in Giessen, Bloomington/USA and Siegen. She obtained a doctorate at the University of Siegen and worked from 1986-1995 in the special research area no.

240 of the German Research Foundation, Deutsche Forschungsgemeinschaft, “Ästhetik, Pragmatik und Geschichte der Bildschirmmedien. Schwerpunkt: Fernsehen in der Bundesrepublik Deutschland” [Aesthetics, Pragmatics and History of the screen-based Media. Special Emphasis: Television in the Federal Republic of Germany]. After teaching posts at the universities of Saarbrücken, Marburg, Lüneburg and Hamburg, Joan Kristin Bleicher wrote her post-doctoral thesis at the University of Hamburg. Her interests emphasise the areas of media aesthetics and history, theories of narration, contemporary literature and foundational research on the Internet. From the summer semester 2001 onwards, she has held a professorship in the Germanic Institute at the University of Hamburg. From spring 2002 until autumn 2007, she held a joint professorship in “Media Studies” at the Hans Bredow Institute and the University of Hamburg. Since September 2007 she has been a full professor at the Institute for Media and Communication Studies at the University of Hamburg and an associate staff member of the Hans Bredow Institute. ● <http://hbi.to/829>

Inka Brunn (born 1981) studied Law at the University of Hamburg and at the Norwich Law School, UK. She worked as a student for AOL, Germany. Since September 2006, she has been a member of staff at the Hans Bredow Institute. Following this job, she went to Boalt Hall School of Law, University of California at Berkeley, USA. Since January 2009 she has been working as associate researcher at the Hans Bredow Institute and at the same time as an articled clerk at the Hanseatic Appeal Court in Hamburg. Her interests emphasise copyright law, particularly with regard to the challenges of the new media, broadcasting law, here above all with regard to the position of the public broadcasting institutions and their financing, as well as questions of the protection of young people. Further to this, she is interested in the protection of personality rights vis-à-vis intrusions by the press and in the various legal configurations of this protection in Europe. ● <http://hbi.to/830>

Projects 2009/2010

- Academic Monitoring of the Implementation of the Evaluation Results in the Protection of Minors System
- Copyright in the Information Society – Breaches of Copyright by Search Engines
- Analysis of the System for Protection of Minors from Harmful Media – Youth Protection Act and Interstate Treaty

Thomas Büchner (born 1981) studied Law at the University of Leipzig and worked as a student assistant at the Institute of Broadcasting Law with Prof. Dr. Christoph Degenhart. From 2007 to 2009 he worked as a researcher at the Faculty of Civil Law, Civil Procedure Law and Copyright Law with Prof. Dr. Christian Berger. Since 2009 Thomas Büchner has been a legal clerk at the hanseatic regional appeal court Hamburg. Further he teaches media law at the Leipzig School of Media. His interests focus on the area of copyright. As research fellow at Hans Bredow Institute he is concerned with creativity and copyright in the net economy. ● <http://hbi.to/3274>

Projects 2009/2010

- Innovation Workshop “Creativity and Copyright in the Net Economy”

Sebastian Deterding, M. A., (born 1978) studied Comparative Literature, Communication, Psychology, and Philosophy at the Westfälische Wilhelms-University Münster and Brown University, Providence, USA. After finishing his studies, he worked several years as program manager and online editor-in-chief at the multimedia department of the Federal Agency for Civic Education, Germany. He was the product manager of the e-democracy application “Wahl-O-Mat”, project lead of a social networking site for civic youth engagement, and edited several online dossiers on topics including open source, copyright and video games. His stay at the Federal Agency was interrupted by a short commission to the Information Society Division of UNESCO, Paris, where he worked on information policy and internet governance. Subsequently, Sebastian became a research associate at the GATE Game Research for Training and Entertainment Project at the University of Utrecht, The Netherlands, where he developed design guidelines for persuasive games,

before moving on to become a user experience designer at the publishing company Gruner+Jahr AG & Co KG in Hamburg, where he was UX project lead for the redesign of a major news site. Since October 2009, Sebastian has been a junior researcher at the Hans Bredow Institute and has been working on research projects at the intersection of code, governance, persuasion and game design. He is a staff member of the Research and Transfer Centre “Digital Games and Online Worlds” at the Hans Bredow Institute. His research interests include the persuasive design of games and digital media, new media governance, fictional transmedia worlds and their communities, and Goffmanian frame analysis as a theoretical approach to fiction and video games. ➡ <http://hbi.to/3121>

Personal website: <http://codingconduct.cc>

Projects 2009/2010

- Key Medium Internet? Potential Effects of the Rise of the Internet as “Key Medium” in the German Media System
- Games Convention Online 2010: Business Talks
- Digital Games and Online Worlds

Hanna Domeyer, M.A., (born 1981) studied Journalism, Media and Communication Studies, as well as Political Science at the universities of Göttingen, Warsaw, and Hamburg. She wrote her M.A. thesis on: European Media from the Citizens' Viewpoint – a Recipient-oriented Analysis of Use and Expectations [Europäische Medien aus Sicht der Bürger – eine rezipientenorientierte Analyse von Nutzung und Erwartungen]. From November 2007 to October 2009 she worked as a researcher at the Hans Bredow Institute where she mainly worked on a project about media repertoires (stable transmedial patterns of media use), funded by the German Research Foundation. Since October 2009 Hanna is a PhD student of the Graduate School Media and Communication, the interdisciplinary PhD programme of the “Research Center for Media and Communication (RCMC)” in Hamburg. Her PhD project deals with the interrelations between transcultural and transmedial patterns of media use and perceptions of communities. She has been awarded a scholarship from the State Excellence Initiative in Hamburg for this project.

Hanna stays an associate researcher of the Hans Bredow Institute. Hanna is interested in transnational and transcultural communication, media use and constructions of audiences and communities, media use in new media environments, transmedial media use research, and empirical research methods. ➡ <http://hbi.to/1524>

Projects 2009/2010


- Transcultural Media Repertoires and Community Perceptions in Europe
- Prevention of Dominant Influence on Public Opinion
- Information Requirements and Information Searches Under the Heading of Crossmedial Use and Converging Offerings
- Media Repertoires
- Research Centre “European Media and Public Spheres” (EuroMaPS)

Dipl.-Psych. Juliane Finger (born 1980) 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 she was a Junior Researcher at the Institute of Media and Communication (Prof. Dr. Uwe Hasebrink) at the University of Hamburg. Since October 2009 she has been a member of the Graduate School “Media and Communication” of the “Research Center for Media and Communication (RCMC)” at the University of Hamburg. In her dissertation she investigates long-term media effects. Her key fields of interest are reception history, and long-term effects of the media, as well as media and gender. ➡ <http://hbi.to/2315>

Project 2009/2010


- The Genre of Witnessing: Media, History and the Holocaust

Christoph Hilgert, M.A., (born 1978) studied History, Journalism and Political Sciences at the Universities of Gießen, Bristol (England) and Hamburg. He worked at the “Research Centre for the History of Broadcasting in Northern Germany” from March 2006 until December 2007.

Before that he had already been a student assistant at the Hans Bredow Institute from 2002 onwards. Since January 2008, he has been the recipient of a scholarship of the “DFG-Graduiertenkolleg” “Transnationale Medienereignisse von der Frühen Neuzeit bis zur Gegenwart” at the Justus-Liebig-University Gießen. His research interests concern aspects of the research into the history of youth, the history of media, culture and mentalities, especially the history of the press and of broadcasting, of developments in media politics since 1945, the communicative dimensions of remembering, of the memory and of commemoration, as well as the medial presentation of history. In the framework of his PhD-project, he is working on the reporting in the mass media on and for “young people” in the 1950s, with a particular emphasis on West-German and British broadcasting.  <http://hbi.to/840>

Project 2009/2010

- The Genre of Witnessing: Media, History and the Holocaust


Sascha Hölig, M.A., (born 1976) studied Media Studies (Communications), Sociology and Philosophy at the Friedrich Schiller University of Jena as well as at the International School of Social Science of the University of Tampere (Finland). In his Master's thesis, he examined the journalistic selection criteria in determining topics and in presenting molecular medicine in TV science magazines. Since May 2007, he has been working for the Chair in Empirical Communication Studies (Prof. Dr. Uwe Hasebrink) at the Institute for Media and Communication at the University of Hamburg. In his research, he is interested in the areas of media use and media effects. In his PhD-thesis he deals with the “Identifikation von Kommunikationsmodi” [Identification of Communication Modes].  <http://hbi.to/841>

Project 2009/2010

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

Thorsten Ihler (born 1980) studied Law at the University of Hamburg, focussing in particular on

the public law on information and communication as well as on the protection of industrial property. He began working for the Hans Bredow Institute as a student assistant in 2005 and was an academic staff member in the area of media and telecommunications law from March 2008 to September 2009. Since October 2009 he has been a freelancer for the institute. His research interests lie in the area of the protection of minors from harmful media as well as in the law on data protection.

 <http://hbi.to/1525>

Projects 2009/2010

- Games Convention Online Conference 2009
- Relevance of Information for the Applicability of Data Protection Law
- Academic Monitoring of the Implementation of the Evaluation Results in the Protection of Minors System
- Digital Games and Online Worlds

Dr. Till Kreutzer (born 1971) is a lawyer and a partner at i.e. Consultant Bureau for Information Law in Hamburg. He is a member of the “Institute for Legal Issues of free and open Software” (ifrOSS), founding member and editor at iRights.info, the information portal on copyright in the digital world for consumers and people working in the creative industry, winner of the Grimme-Online-Award 2006. Dr. Till Kreutzer teaches copyright law, trademark law, data protection law and personality rights at various institutions (among others at the Akademie für Publizistik and the Evangelische Journalistenschule). In the context of the reform of copyright in the information society, he was invited as expert to the hearing for the federal parliament legal committee at the enactment of the “Law on Regulation of Copyright in the Information Society” (First and Second Basket) and was a member of the main working group, which the federal government had convened to set up the “Second Basket”. He is a lecturer in E-Learning and has developed various E-Learning modules and other learning and information materials on the topic of E-Learning and law, among other things the programme “Legal Issues in E-Learning”, which was awarded with the “European eLearning Award eureleA 2008”. Furthermore, he is the author of numerous articles on topics related to information

law in specialist and consumer publications (eg. GRUR, CR, MMR, ZUM, brand eins, Telepolis, Süddeutsche Zeitung, EPD Medien, Stern). His dissertation with Prof. Dr. Hoffmann-Riem concerned the model of copyright and regulation alternatives and was published at the end of 2008 at Nomos Verlag (see also www.iRights.info).
☎ <http://hbi.to/856>

Project 2009/2010

- Innovation Workshop “Creativity and Copyright in the Net Economy”

Thilo Wind (born 1979) studied Law in Hamburg and Göttingen as well as in England and at Aarhus in Denmark. In addition to this, the “Scandinavian Area Studies” programme of the Danish University of Odense has formed a welcomed change from his legal line. During his law studies, he focused on the area of “Information and Communication”. He was initially a student assistant and has been a freelance researcher since August 2007 and is associated with the Institute in the area of “media and telecommunications law. And in addition to these activities he is a legal intern at the Hanseatic Court of Appeal and working towards his second state examination. ☎ <http://hbi.to/1675>

Malte Ziewitz, M.P.A., studied Law in Hamburg and Public Policy in Harvard. From June 2003 to August 2004 he worked at the Hans Bredow Institute as a Junior. From September 2004 to June 2006 he

was a McCloy-Scholar at the MPA-Programm of Harvard Kennedy School. Since October 2006 he has worked on his PhD at the Institutes for Science, Innovation and Society at the University of Oxford. He is mainly interested in new and non-obvious forms of governance and regulation in digitally networked environments. In his doctoral project, he examines the ontological politics of ranking and rating technologies in a series of ethnographic case studies. ☎ <http://hbi.to/857>

Felix Zimmermann, LL.B., (born 1980) studied Law at the Bucerius Law School in Hamburg and at the Université Laval in Quebec, Canada. Here, he specialised in information and communication law and in the area of jurisprudence. He had already been a student assistant at the Hans Bredow Institute and since August 2006 has been a freelancer in the department of Media and Telecommunication Law and since 2009 a legal trainee at the Hanseatic Higher Regional Court of Hamburg. He was an Academic Visitor at the Centre for Socio-Legal Studies at the University of Oxford from April to August 2008. His research interests lie in the area of advertising regulation, where he engages particularly with problems of advertising integrated into programming, as these relate to constitutional law. ☎ <http://hbi.to/853>

Projects 2009/2010

- Conference “Financing of High-Quality Content”
- Product Placements in the Electronic Media

STUDENT ASSISTANTS

The Institute also employs assistants and interns, who work not only in the context of the projects, but also in indispensable activities across the board, such as archiving and organising events. Those active since the beginning of 2009 have been: Florian Bayer, Sina Bulian, Nils Dargel, Marius Drosselmeier, Anne-Brit Gäbel, Sönke Greite, Hasmik Episkoposian, Julia Gutjahr, Frank Hahn, Clemens Hornik, Laura Kivelitz, Jessica

Kunert, Tristan Lietz, Esther Loeck, Martin Lose, Lucia-Doris Manzl, Lea Michalke, Dörthe Meier, Norman Müller, Oscar Ortega, Bente Piecyk, Jana Nickol, Andrej Pletter, Anna Pötter, Nicole Reschke, Christian Rabe, Wiebke Rohde, Suzan Rude, Anne Runkel, Johannes Schmidt, Meike Schmidt, Felix Schröter, Christiane Schwinge, Nicolas Wettstädt, Lydia Wendel.

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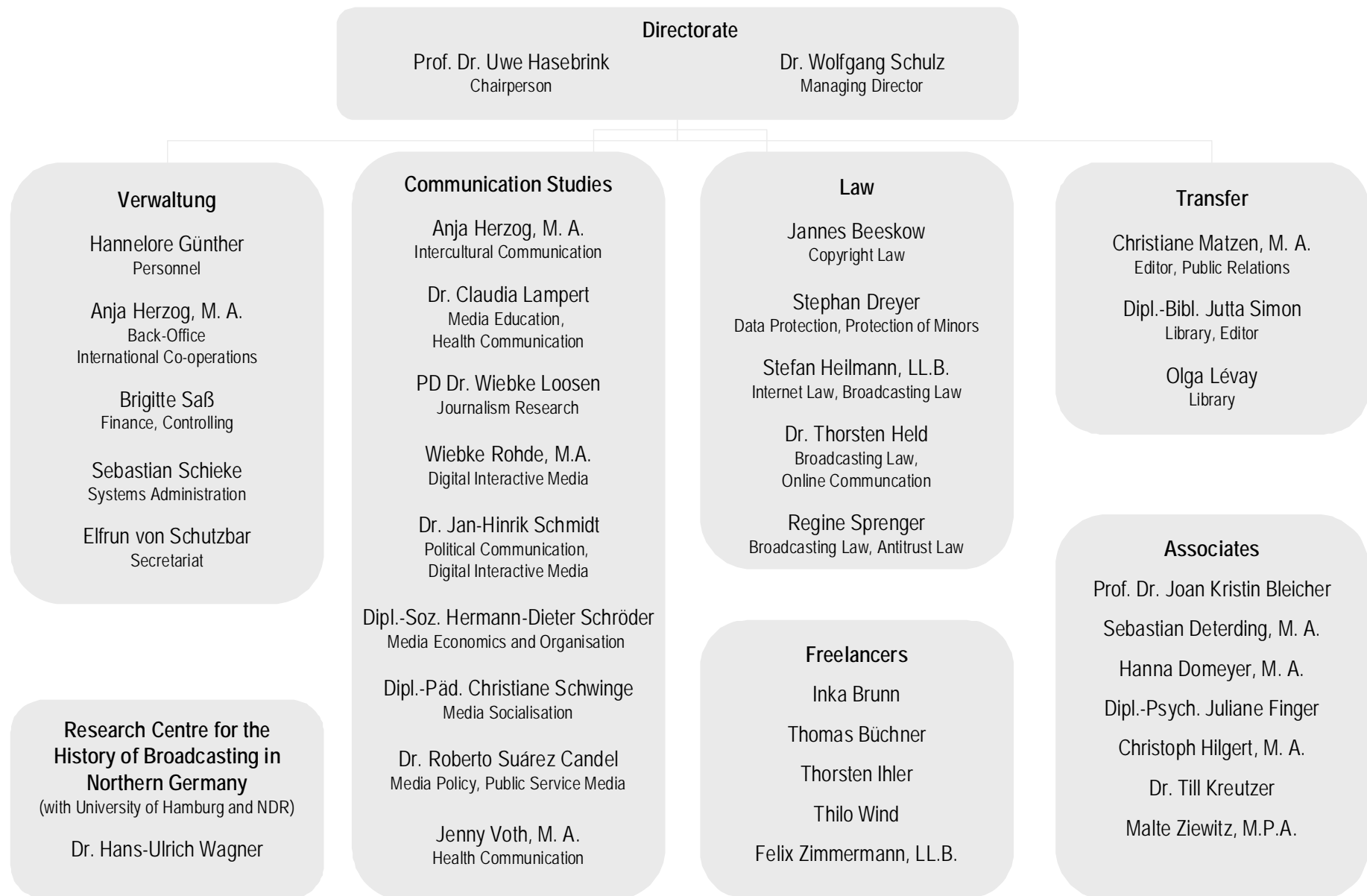
* These staff members work in the annex at Warburgstraße 8-10, 20354 Hamburg.

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

As of May 2010

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60 Years of Research
for the Media Society

1950-2010