

Research Report

2010/2011



HANS-BREDOW-INSTITUT

for Media Research at the University of Hamburg

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THE YEAR'S RESEARCH 2010/2011

In the year under review, the Institute's work was characterised by a period of consolidation. The considerations for expanding the Institute have made progress. They have established thinking in terms of research programmes, which have already been contributing to the Institute's structuring and profiling. The Institute is anticipating the next steps and is optimistic in reckoning with the necessary support for them through an expansion strategy backed by all supporters of the Institute, especially the Free and Hanseatic City of Hamburg.

In accordance with its objectives, the Institute maintains its focus on research questions relevant to society. To this end, it has investigated multiple approaches to dealing with questions regarding the protection of minors and has furthered the specialist and media-political discussion through analyses of incentive-based regulation models. As regards these topics, the Institute very frequently receives requests for its expertise.

The Institute pursues an international orientation, and the resulting networking plays an important role in its work. A good example of this is its contribution to the project, "EU Kids online". Last year, 25,000 children in Europe were interviewed on their use of the Internet and their experiences with it. With this project and also with another on the issue of video games as providing fun and education but also promoting excess, the Institute aimed to support a practical approach to the discussion and to provide suggestions and a database for conducting it in political terms as well as those particular to the discipline.

In the course of the last year, the Institute's jurists in particular have occupied themselves with the project INDI-REG, dealing with the independence of regulatory authorities in all EU states and in other countries beyond. The topic suddenly came to the attention of the general public in connection with the discussion about the Hungarian regulatory authority. This project is now com-

pleted and has provided valuable insights into how regulatory authorities' autonomy, and the respective "counter measures", should be described. It is currently undergoing further analysis with regard to recommended actions.

One highlight from last year was the 3rd European Communication Conference of the European ECREA association, which the Institute hosted – among other things a celebration of its 60th anniversary – in cooperation with the University of Hamburg and the Hamburg Media School in October 2010. Approximately 1,100 European researchers from 50 countries attended the conference. The exceptionally successful event very clearly established the Institute and the city of Hamburg on the map of the international research into media and communication.

The Institute found itself, on several occasions, on the point of leasing new premises – thanks to a financial contribution from the science authority it was able to act. In practice, however, it has proved difficult to satisfy the requirements for a new space within a short distance of the university because of leasing costs and the Institute's, at best, modest, financial resources. The search continues to be a matter of urgency.

As regards its personnel structure, the Institute implemented a new form of cooperation in the year under review: Dr. Per Christiansen has worked as a Senior Visiting Research Fellow at the Institute since mid-2010. For many years, Per Christiansen was an executive member of the legal department in an international media company and is at present contributing his experience to academic work. This model has turned out very successfully, not only in terms of the academic publications stemming from it, but also where Per Christiansen is able to coach PhD students, including those from the Graduate School Media and Communication. His contribution is all the more appreciated given his experience as head of his firm's HR department. His involvement has added

an important aspect to the Institute's support of its emerging academics.

In the same vein, the appointment of Dr. Roberto Suárez Candel is providing additional expertise. Dr. Suárez Candel has been awarded a two-year Marie Curie Intra-European fellowship for young researchers from the 7th EU programme and is now working on a project on the strategies of public service media in the context of digitalisation.

As regards the Institute's achievements as documented in the report, 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, June 2011

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 industry that this promotes has contributed to the Institute also becoming widely renowned over its 60-year existence on the Federal German and the international research landscapes. The German Council for Science and Humanities already singled out the high standard of our research in 1999 and has installed the Institute among the most prestigious specialist foundations in Germany; in 2007 the Council once again underlined the Institute's very particular status in media and communication studies in Germany.

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

The Institute offers important service functions for the communications and media studies in their entirety and for the wider public sphere with its library open to the public, regular publications, especially the "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 for some years leads to research aligned to programmes, where pre-defined investigations are pursued over a particular timeframe using in-house and third-party financing. Even though this is currently not realisable to full extent due to still limited resources, the Institute has already developed four research 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.

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

On the basis of continual observation of developments in media and in the research landscape, the Institute's staff 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* (see 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* (see 2.), as well as the theoretical and empirical investigation of *new user-roles* (see 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 (see 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 regarding the concrete contribution the Institute seeks to make to each respective research area.

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

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

constitution as well as the overall functioning of society.

Social Relevance

As a result of far-reaching groundshifts in the offering of the media and in communications, new communication and practices related to information have developed and they are changing the premises for the ways public opinion forms and society keeps itself informed. The question, therefore, arises as to how far the role of the classic mass media and of professional journalism is changing, if various forms of personalised public

spheres, as well as user-generated offerings of information, gain in significance. The consequences of these changes for goal-setting in media and communications like the prevention of predominant influences on opinion-forming and growing gaps in people's levels of knowledge, as well as ensuring equitable access to relevant information also require examination. In the context of the programme, we will also further investigate the question about possibilities and limits, which are defined by legal regulations for access for information; that means we will also engage with current developments in copyright law but also with the area of state control of communication.

Research Relevance and Concrete Research Proposals

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

Also surveys on the reconstruction of individual information behaviour cannot anymore be developed along the handling of singular media; rather a *cross-media approach* is required in order to identify how production logics of information providers, the whole spectrum of information offerings, and public information behaviour develop. Respective surveys can build on the *repertoire-oriented* approach to the research of media usage as developed by the Institute. It offers a basis for analysing patterns of usage across media

and reconstructing the subjective significance of these patterns. This approach may be further developed for the 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 (project 39).

Beyond this the Institute is currently surveying the usage-related parameters of media variety in the context of a pilot study on behalf of the commissioner for culture and media (BKM); the study is planned to extend to a continuous and representative survey on the information repertoires of the German population.

The questions mentioned are supposed to be processed with regard to the Institute's 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 (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 first of all user-perspectives, that is, expectations tied up with using individual services, secondly the perspective of providers, that is, the technical and economical framework for the provision of singu-

lar and inter-connected services, and thirdly 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 partly connect to the Institute's previous work. With the further expansion of the Institute, this work will be extended.

An investigation on the topic of “The Internet as Key Medium”, commissioned by the Office of Technology Assessment of the German parliament (project 3) 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* (project 27); in the course of the research programme, the previous case studies on modes of information behaviour on the internet as well as the modes of non-linear television 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. An ongoing interdisciplinary study is dealing with the question, what effects come along with the (possible) reception of moving images on different devices and in different contexts. On the one hand this touches upon communication modes

as characteristic of reception across situations, on the other hand on television as dispositive (project 26).

In order to develop new forms of public communication the providers play an important role with their own interests and scope of action. The financing prospects are central as a necessary condition for new offerings. In order to enter the market also access to entryways, the connection to existing offers and customer relations as well as the competition are essential.

For typifying forms of public communication it appears reasonable to study if and in which way the interests of providers selectively enable the development of new services and therewith contribute to a change in types. Besides successful offerings, the study should also include offerings which failed in the market, because they give

insight which offerings may be desired by providers but not rewarded by users.

On the changed needs for regulation, which result from converging media environments, the Institute has already developed bases for a *service-specific, diversified information regime* quite recently. It is intended 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, which regulatory concepts (e.g. state regulation, co-regulation, or self-regulation) and which regulatory instruments (sanctions, incentives, financial support etc.; project 10) 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, classical communication roles are dissolving: users of digital media are not only recipients of media offerings anymore, but they themselves become active by producing, processing, filtering, augmenting, re-combining and distributing information and media. Dealing with networked media and digital games like this can be better understood rather more as acting independently in and with socially shared and medially conveyed spaces and objects than as purely receiving contents; only through users' active and often hands-on activity do the

relevant offers first deploy their function and fascination. Because and insofar 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 reci-

procuity, a fair share in processes of decision, intellectual property law or economic returns. In the short term, this harbours the potential for social conflict and culminates long term in a wide range of dependency on established pathways for creating media systems.

Research Relevance and Concrete Research Proposals

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”. Those have been studied at the Institute in the context of various projects and working forms for some years, e. g. with the project “Growing-up with the Social Web” (project 19),

on the acquisition of competencies and excessive use of video games (project 32), on web 2.0 metrics (project 25) or in the course of activities of the research and transfer centre “Digital Games and Online Worlds” (see p. 15).

In the upcoming years, the research programme will be extended through various research projects in a more comprehensive and fundamentally scientific way. In the context of theoretical and abstract projects, the “user as a theoretical figure” is supposed to be reconstructed. Through comparative analyses of this figure’s implicit or explicit significance for essential paradigms of communication studies (e.g. dynamic-transactional approach, cultural studies, uses & gratification approach, system theory etc.) and adjacent disciplines (e.g. HCI research or game studies) it will be studied which established theories of medium reach remain applicable and where there is fundamental need for innovation.

In a second, rather methodological empirical research series, the “measuring of the active user” will be explored and examined, how changed user roles in their respective media environments (e.g. online communication, mobile communication, digital games etc.) can be captured methodologically. This includes, on the one hand, a fundamental review and discussion of existing procedures, and on the other hand an inventory beyond academic research, scope and user activity (e.g. in media planning or evaluation research in the field of software development). Expected benefits of this programme besides potential methodological innovations are concepts, which long-term data collection can projects fulfil changing user roles.

Starting from these (interim) findings of these fundamental projects, a further lead project in the context of the research programme aims to study “Participation or Refusal of Media Worlds”. The project focuses on processes with which active users, but also new intermediates participate in the constitution of public sphere. This links to the question whether certain configurations of established media and new actors evolve, in which social functions of the public are performed. A

deepening analysis will study how, for example, gaming environments may serve as public areas, what this implies for traditional public spheres and what are the consequences for other areas of the media system, e. g. in media regulation and law, media economy, media policy, and media education. It will also be examined what are the practi-

cal, but also (constitutionally) legal, contractual, technical and informational-sociocultural structurings which determine dealings with human agents and objects or those governed by software in digital media space and how these dealings inversely affect those structurings.

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

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

Social Relevance

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

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 con-

siderable 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 24).

Another central concern of this research programme is to reflect on and systematically collate various methodical initiatives for defining long-term media effects. A corresponding perspective towards the three other research programmes is also to be realised in as many of the Institute's

investigations as possible, in order to progressively construct the instruments, which range from long section and panel investigations in the narrower sense over secondary analyses of repeat

surveys and document analyses to biographical procedures. Within this context, the Institute is planning a qualitative panel study on the mediation of young people's life-worlds.

WORKING METHODS / RESEARCH AND TRANSFER CENTRES

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 (FTZ) 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:

Research and Transfer Centre 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,
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Research and Transfer Centre Media and Health Communication

“Media and Health Communication” forms a further topic-area for which the Institute has developed a research and transfer centre. 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

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RESEARCH PROJECTS „MEDIA SYSTEM AND POLICY“

Researchers 2010/2011: Jannes Beeskow, 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. Redefining and Repositioning Public Service Broadcasting in the Digital and Multiplatform Scenario: Protagonists and Strategies – an International Comparative Analysis

This Post-Doctoral Research Project, funded by a Marie Curie Intra-European Fellowship for Career Development, studies changes in the structure, the business models and the reception patterns of the media systems implied by the configuration of a new digital and multiplatform. 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 have 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 focus on the Public Service Broadcasting 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 Public Service Broadcasting 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 Public Service Broadcasting will be drawn.

➡ <http://hbi.to/3217>

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

Researcher: R. Suárez Candel

Scientific supervisor: U. Hasebrink

Funding: Marie Curie Intra-European Fellowship for Career Development

Lectures

“Adapting PSB to the European Commission’s requirements concerning State Aid the situation in Germany”, lecture by R. Suárez Candel in Exeter (UK) on 1 July 2011.

“Technology Transformations of the Media System and their Impact on Public Service Broadcasting”, Expertise by R. Suárez Candel for AEF Consultants in Utrecht (Netherlands) on 21 April 2011.

“Beyond Television and Beyond the Internet: PSB Strategies for a Multiplatform Media Scenario”, lecture by R. Suárez Candel at the ECREA 2010 Conference in Hamburg on 15 October 2010.

“Public Service Media in Germany: Normative Framework and Current Technical Developments”, lecture by R. Suárez Candel at the conference “European Identity and Diversity – European Integration in the cross-media Public Service Perspective” at Prix Italia in Torino (Italy) on 21 September 2010.

“The Boundaries of Public Service in a Multiplatform Media Scenario”, lecture by R. Suárez Candel at the conference “RIPE@2010 - Public Service Media after the Recession” in London on 10 September 2010.

“Hybrid Television: Opportunities and Challenges for Public Broadcasters to Improve their Service to the Citizenship”, lecture by R. Suárez Candel at the conference “IAMCR 2010 International Conference” in Braga (Portugal) on 20 July 2010.

2. Information Repertoires of the German Population

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

A survey of this kind can make to make diversity-relevant functional shifts in available media and communication visible and to determine the meaning of classic media in the future, especially with regard to web 2.0 and social media. Also the question of key media in the digital era and in how far those are diversity-relevant or endangered with respect to their diversity can be answered. Furthermore, possible generation- or milieu-specific differences regarding perception, reception and processing of media and communication offerings and their impact on the diversity of media and opinions can be detected.

In its first phase the project will execute a synopsis of the academic and political discussion about user-related indicators for the plurality of opinion as well as an inventory of existing usage data. A qualitative pre-study, consisting of two to

three group discussions with interviewees from different milieus (e.g. “information elite” and “information refusers”) aims to ensure that even extreme patterns of information use can be described adequately.

Pending grants in a second project phase the concept will be realised and tested with a pilot survey in order to reconstruct information repertoires of the population or certain demographic groups and describe them with regard to the role of different media types, offerings, communication services and specific providers. The questionnaires as well as the (also long-term) realisation will be coordinated with possible cooperation partners, especially with the responsible parties for the long-term study mass communication, the ARD/ZDF online study, the media analysis and the media user typology.

The project will be linked with the plan “Crossmediale Anbieter- und Angebotsstrukturen auf lokaler Ebene” [Crossmedia structures of providers and offerings on local level], which will be executed by the Formatt-Institute (Dortmund). For example, the categories for the acquisition of providers or offerings used by this study will be adopted as answers in the questionnaire. The complementarity on the level of cognition objects opens further connection opportunities, which meet the requirements of this plan to substantially contribute to the improvement of the image of media and opinion plurality. ● <http://hbi.to/3795>

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

Cooperation Partner: Formatt-Institute
(Dortmund)

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

3. 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 can fulfil the function of a “key medium” itself in the future. Against this backdrop the Hans Bredow Institute renders an expert opinion, which accounts for the 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 for the political system. In this context, the internet can be considered neither an individual medium nor a media genre – it is a technical means to distribute various types of information.

Jurisprudential literature uses the phrase key medium very sparsely. 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.

Newspapers are slowly becoming less important to media users. TV has the longest usage period. Young people spend more time on the internet than watching television, and not only for information, but also for entertainment.

On supply side, traditional 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. 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”.

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. ➡ <http://hbi.to/3563>

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

Funding: Büro für Technikfolgen-Abschätzung beim Deutschen Bundestag (TAB) [Office of Technology Assessment at the German Parliament]

Publication

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).

4. Communication and Media System

The Hans Bredow Institute offers its know-ho on the advancement of the communication and media system. Currently, W. Schulz contributes as an independent expert to the Committee of Enquiry “Internet and Digital Society” of the German Bundestag. The committee will bring forward suggestions for medium-term required adjustments of the legal order to the technical medium internet in various political areas to parliament. In the year under review the commission focussed on questions of net neutrality, copyright and data protection, and media competence. A preliminary report will be compiled before parliamentary summer recess. ➡ <http://hbi.to/864>

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

Lecture

“Medien und Meer – Qualitätsjournalismus und seine Finanzierung” [Media and the Sea – Quality Journalism and Finance]

ing], participation of W. Schulz in the discussion of the eponymous first workshop of the Staatskanzlei Schleswig-Holstein in Kiel on 29 April 2010.

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 (2006, Friedrich-Ebert-Stiftung series) and two analysis papers, which present and structure currently observed power shifts in public communication as well as suggestions for potential reactions of concentration law (2011, forthcoming) • <http://hbi.to/2726>

Researchers: U. Hasebrink, W. Schulz, S. Dreyer, S. Hagemeier, T. Held, R. Sprenger, H.-D. Schröder, H. Domeyer, J.-H. Schmidt

Funding: Friedrich-Ebert-Stiftung

6. Mapping Digital Media: Germany

The Open Society Institute with its office in Budapest initiated an international research project on the development of media systems in the light of digitalisation. Therefore comparable reports were compiled for almost 60 countries of all continents in order to examine the latest developments.

In this context, the Hans Bredow Institute compiled a report on media development in Germany. This illustrated not only the fundamental principles of the media order, but also developments in media technology, the range of media, media use and media law.

Besides the print publication of the transnational analysis through the Open Society Institute an online publication of all country reports in an English language version is planned.

Researchers: U. Hasebrink, W. Loosen, S. Dreyer, H.-D. Schröder (contact), F. Schröter

Funding: Open Society Europe Foundation

7. International Media Handbook

Even though information about the countries in the world and also about their media can be accessed more and more easily through the Internet, this does not satisfy the need for reliable, topical and expertly construed information on the respective media systems. The high demand for the International Media Handbook shows that this

need is much rather increasing among researchers and scholars as well as in journalism and politics, especially with regard to comparably structured data on different countries.

The latest 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.

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

• <http://hbi.to/865>

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

Publication

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

8. Reform of Media Systems in Asia

Many Asian states are finding themselves in a period of multi-layered change regarding their media order. The technological opportunities brought about by digitalisation and internet-based communication affect those countries as much as other European states. At the same time political changes have an impact on the media order and also on the understanding of the freedom of opinion.

The Institute is sought after as interlocutor, also because of Germany's experience in the post-war era. For example, the apprehension of freedom of opinion and media as stated in Art. 5 Abs. 1 GG [Basic Law] is of interest for societies in a democratic process, which fear the dominant opinion of powerful private groups in the light of rapid economical development. Further the expertise of new forms of regulation and the function of a public service broadcasting system is of interest.

In this view, the Institute with the support of the Friedrich-Ebert-Stiftung accompanies the reform process in Thailand, e.g. through workshops with governments representatives, the local public service broadcasters and reformers.

Korea is currently implementing a system to prevent dominant influence on public opinion along the lines of the German system. In this case the Institute provided knowledge in several expert discussions.

Finally the Consortium of Chinese and European Research Institutions IPRNME (project 15) has to be looked at in this context.

These activities exceed mere knowledge transfer. On the one hand many colleagues in these countries work on an internationally high level, so research co-operations appear reasonable. On the other hand the Institute deepens its apprehension of a comparison of media systems and the functioning of legal regulation instruments in different social and cultural contexts.

The Institute is validating opportunities to systematically pool these activities in the Asia Pacific region, thereby including contacts to colleagues at the *Center of Creative Industries* in Brisbane.

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

Lectures

"The Role of Satellite TV and its Self-Regulation in Germany and other European Countries" and "Public Service Broadcasting, Youth and Democracy in Media (Television and Internet)", lectures by W. Schulz in the context of the seminar "Media System in Germany and Thailand" of the Friedrich-Ebert-Stiftung in Bangkok from 10 to 17 November 2010.

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 Mun-

dus 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: U. Hasebrink (contact),
H. Domeyer, W. Schulz

RESEARCH PROJECTS “MEDIA AND TELECOMMUNICATIONS LAW”

Researchers 2010/2011: Jannes Beeskow, Stephan Dreyer, Stefanie Hagemeier, Stefan Heilmann, RA Dr. Thorsten Held, Dr. Wolfgang Schulz (contact), Regine Sprenger

Associates and Freelancers 2010/2011: Inka Brunn, Dr. Thomas Büchner, RA Dr. Till Kreutzer, Malte Ziewitz, Felix Zimmermann

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

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

Background of this study was Art. 30 of the Audiovisual Media Services Directive (AVMD Directive) which mentions “independent regulation agencies” without further defining them. Hence, there was an interest in clarifying the meaning of “independence” in this context. All the more as in academic literature independent regulators are viewed as beneficial to effective regulation. However, more and more often the question about disadvantages arises, which could be, for example, deficits in democratic dependence.

The study was conducted between February 2010 and February 2011 and had three general objectives:

1. 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 systems of four other

countries, namely the USA, Japan, Singapore and Australia, were analysed, too.

2. An analysis of the effective implementation of the legal framework for regulatory bodies in these countries.

3. The identification of key characteristics constituting an “independent regulatory body” in the sense of the AVMS Directive.

Global aim of the study was 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. Besides a regulatory theoretical framework the study was able to theoretically deduce, empirically establish or – at times – qualify a number of indicators for the independence of media control. As a service of transfer into practice, a ranking tool evolved from the numerous indicators, which provides an opportunity for regulators, governments, agents of civil society and finally also for the European Commission to rudimentarily analyse whether and – if applicable: where – regulators are vulnerable as far as their independence is concerned.

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

Publications

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

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

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

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

The expert assessment systematically examines which services and incentives can be reasonably linked. This also takes into account that the legislator is subject to European and constitutional law limitations when it comes to the disposability of demands and incentives, but also the combination of both.

Even though the number of actual and legally available incentives remains low – especially eased traceability, limited advertising facilitation and privileged access to transmission capacities – options arise for an interstate treaty realisation. After the presentation of the assessment at the DLM symposium on 17 March 2011, a potential realisation is now being discussed.

The project continues the work of the Institute on new forms of regulation. It is surveyed how changes in media can be legally designed, where in the light of the dynamic development of media the necessity of a new legal regulation arises and which new forms of regulation are respectively suitable. With central ideas such as "regulated self-regulation", innovative solutions for current problems are being developed, e.g. regarding media protection of young people or in the area of digitalisation.

A shift in perspective from regulation as a process with one coordinating agent to structures of regulation leads to questions of governance research. Especially for the normative framework of internet-based communication, e.g. in social media, this perspective seems appropriate. The Institute reviewed the state of research – in cooperation with colleagues from the University of Haifa – and is preparing individual research activities in this area. ☞ <http://hbi.to/4161>

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

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

Publication

Schulz, W.; Held, T. (2011): *Regulierung durch Anreize. Optionen für eine anreizorientierte Regulierung der Leistungen privater Rundfunkveranstalter im Rundfunkstaatsvertrag [Regulation by Incentives. Options for Incentive-Based Regulation of the Services of Private Broadcasters in the Interstate Treaty of Broadcasting]*. Berlin.: Vistas (die medienanstalten; 47).

Lecture

"Anreizmodelle zur Förderung von privaten Public Value-Angeboten" [Incentive Models to Support Private Public Value Offerings], presentation of the survey on regulation by incentive options for the services of private broadcasters by W. Schulz at the DLM symposium "Public Value – Was soll der private Rundfunk für die Gesellschaft leisten?" [Public Value – What Should Private Broadcasting Do for Society?] in Berlin on 17 March 2011.

12. Regulatory Influence on Multinational Internet Companies

What can a local media regulator (at all) do against a multinational internet company based

abroad whose products and functions do not comply with local law and norms?

The project pursues the question which methods a local regulator can utilise to influence the persons who on behalf of the multinational internet company decide whether their own products and functions should be specifically adjusted for a local sales area or not. It takes up established compliance theories (“responsive regulation”, “context coordination”, “nudge”) and analyses fundamental decision-making processes in companies regarding compliance-related decisions, including additional features of multinational companies in the media industry.

Based on such sector-specific analysis, potential starting points appear on the horizon, which can better regard the systemic inherent logics of multinational media companies and thus improve the effectiveness of regulatory measures. ➔ <http://hbi.to/4094>

Researcher: P. Christiansen

13. Development of Network-Oriented Protection of Minors in the Media

With the Jugendschutzgesetz (JuSchG) [Law for the protection of children and youth] of the federal government and the Interstate Treaty on the Protection of Minors in the Media (JMStV) in 2003 a new regulation framework for the protection of youth came into effect. Especially with the JMStV new forms of regulation were integrated in the legal framework, which have not yet been put to a long-term test in utilisation and which are oriented towards the concept of “regulated self-regulation”. The Institute accompanied the legislation process at that time with expert commentary.

In 2007 the Institute comprehensively evaluated the German law for protection of minors in the media on behalf of the BMFSFJ and the federal states and afterwards accompanied the implementation of the evaluation results academically. The Hans Bredow Institute again introduced its expertise and commentary into the amendment process of JuSchG and JMStV which was envisaged for

2010. A commentary was developed on certain rules of the interstate treaty, which made the insights available to science and practice.

After the failure of the JMStV amendment, the Institute continues to support the public and political discourses with brief assessments and statements, essays, talks and events. Besides the perspective from an academic view on regulation on net-suitable protection of minors in the media one focus of the Institute’s academic debate is on forms and limits of technological protection of minors. Thus, also potential international approaches of electronic labelling of online-contents are conceived and analysed.

The Institute overall further attempts to render the discussion more objective, among others through an event in cooperation with the Media Authority Hamburg/Schleswig-Holstein and the Hamburg Chamber of Commerce, utilising the experience from last year’s discussion and aiming to clearly define the requirements for an appropriate protection of minors in the media.

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

Event

“Online-Jugendschutz – geht’s noch?” [Online Protection of Minors – Can You Believe It?], Symposium by the Media Authority Hamburg / Schleswig-Holstein (MA HSH), Hans Bredow Institute and Hamburg Chamber of Commerce in Hamburg on 25 May 2011.

Publications

Dreyer, S. (2011): Jugendmedienschutz zwischen Recht und Nationalgesellschaften [Protection of Minors in the Media between Law and National Societies]. In: Sächsische Landesanstalt für privaten Rundfunk und neue Medien (SLM, ed.): Jugendmedienschutz bei Onlinespielen. Zwischen kultureller Vielfalt und nationalen Besonderheiten [Protection of Minors in the Media in Online Games. Between Cultural Diversity and National Characteristics]. Berlin 2011.

Dreyer, S.; Hajok, D.; Wendland, C. W. (2010): Jugendschutzprogramme: Anforderungen an technische Mittel für den altersdifferenzierten Zugang zu Telemedien nach JMStV-E [Programmes for the Protection of Minors: Requirements of Technological Means for Age-Differentiating Access to Telemedia According to JMStV-E]. In: JMS-Report 6/2010, pp. 2-7.

Schulz, W.; Dreyer, S. (2010): Stellungnahme zum Entwurf eines novellierten Jugendmedienschutz-Staatsvertrags [Statement on the Draft Amendment to the Interstate Treaty for the Protection of Minors in the Media]. 20 January 2010, www.rlp.de/fileadmin/staatskanzlei/rlp.de/download

loads/pdf/Medienreferat/Stellungnahme_HansBredowInstitut_final.pdf (German).
 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://www.hans-bredow-institut.de/webfm_send/469 (German).

Lectures

“Anforderungen an einen netzadäquaten Jugendschutz” [Requirements of Net-Oriented Protection of Minors], talk by W. Schulz at the symposium “Online-Jugendschutz – geht’s noch?” [Online Protection of Minors – Can You Believe It?] of the Hans Bredow Institute, the Media Authority Hamburg/Schleswig-Holstein and the Hamburg Chamber of Commerce on 25 May 2011.

“Evaluation und Perspektiven des deutschen Jugendmedienschutzes” [Evaluation and Perspectives of German Protection of Minors in the Media], lecture by S. Dreyer at the conference “Zukunftsfähigen Jugendmedienschutz gemeinsam gestalten” [Jointly Designing Sustainable Protection of Minors in the Media] of the parliamentary group Bündnis 90/Die Grünen at the Landtag NRW in Düsseldorf on 18 February 2011.

“Perspektiven des Jugendschutzes im Internet – Standortbestimmung nach dem Scheitern des Jugendmedienschutzstaatsvertrags” [Perspectives of Youth Protection on the Internet – Siting after the Failure of the Interstate Treaty on Protection of Minors in the Media], participation of W. Schulz in the panel discussion at the conference “Medienimpuls” [Media Impulse] of FSF and FSM in Berlin on 15 February 2011.

“Youth Protection Overload. Dystopie eines falsch verstandenen Games-Jugendschutzes” [Youth Protection Overload. Dystopia of a Misunderstood Youth Protection in Games], lecture by S. Dreyer at the F.R.O.G. Conference “Future and Reality of Gaming (F.R.O.G.) 2010” in Vienna on 24 September 2010.

“Klassifizierungssysteme für die Anbieterkennzeichnung im JMStV 2011” [Classification Systems for Provider Identification in JMStV 2011], lecture by S. Dreyer at the event “Wie klassifiziert man Online-Spiele und andere Inhalte selbst?” [How Can Online Games and Other Contents be Classified?] at the Games Convention Online in Leipzig on 9 July 2010.

“Sex, Drugs & Violence? Content Classification Worldwide”, lecture by S. Dreyer at the 2nd GAM Task Force Roundtable at the medienforum.nrw in Cologne on 30 June 2010.

14. 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 that of the entire music industry, of image search on the Internet or the handling of formerly unknown types of use increasingly demonstrate the limits of traditional legal constructions. Beyond the discussion about new “baskets” of copyright reform they gave 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 was 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 pursued 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 aimed 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 were the new ancillary copyright demanded by the German publishers and law enforcement on the Internet.

With the innovation workshop, the Hans Bredow Institute tested a new form of problem-solution-oriented academic work; the workshop was organised by the Hans Bredow Institute at the

University of Hamburg and supported by the Authority 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

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/New York University School of Law; Univ.-Prof. Dr. Andreas Wiebe, LL.M. (Virginia), Vienna University of Economics and Business; Prof. Dr. Frederik Willem Grosheide, University of 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

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

Publications

Büchner, T. (2011): Schwerpunktbereich Recht des geistigen Eigentums: Hörprobe [Focus Intellectual Property Rights: Audio Sample]. In: Jura 2011, Issue 1, pp. 72-75.
Schulz, W.; Büchner, T. (2010): Kreativität und Urheberrecht in der Netzökonomie. Eine wissenschaftliche Innovationswerkstatt im Dialog mit der Medienwirtschaft. Ergebnisse [Creativity and Copyright in the Net Economy. Academic

Innovation Workshop in Dialogue With the Media Industry. Results.]. Hamburg, Dezember 2010 (Working Papers of the Hans Bredow Institute No. 21).

Schulz, W.; Büchner, T. (2010): Kreativität und Urheberrecht in der Netzökonomie. Eine wissenschaftliche Innovationswerkstatt im Dialog mit der Medienwirtschaft [Creativity and Copyright in the Net Economy. Academic Innovation Workshop in Dialogue With the Media Industry]. 1st Analysis, January 2010. Hamburg: Verlag Hans Bredow Institute (Working Papers of the Hans Bredow Institute No. 20).

Lectures

“Copyrights Law, News Services, News Snippets”, lecture by W. Schulz at the “TechLaw Spring Meeting Update” by Taylor Wessing in Hamburg on 30 April 2010.

“Ideen aus der Innovationswerkstatt Kreativität und Urheberrecht in der Netzökonomie” [Ideas from the Innovation Workshop on Creativity and Copyright in the Net Economy], talk by W. Schulz at the conference “Wer verdient mit welchem Recht? Digitale Herausforderungen für Urheber, Verwerter und Nutzer” [Who Earns by What Right? Digital Challenges for Authors, Commercializers and Users] of the Media Authority Hamburg / Schleswig-Holstein, the Hans Bredow Institute and the Hamburg Chamber of Commerce in Hamburg in 3 June 2010.

15. Consortium of Chinese and European Research Institutions IPRNME

CO-REACH, the network of European institutions for science and technology funding, 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 already took place in Xi'an, Nanjing, and Shanghai in summer 2010. Also students from the Faculty of

Law at Hamburg University discussed questions of internet legislature in China.

A 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 14). This was followed by workshops in London in December 2010 on questions of provider liability and in Utrecht in April 2011 on the topic of "private copy". In autumn 2011 a final workshop will take place in Beijing and Hong Kong, which will comparatively consider the project's result and during which project partners discuss the perspectives of further cooperation.

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

Lectures

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

"Country Report Germany", presentation of the country report by W. Schulz at the Co-Reach Workshop "Intellectual Property Rights in the New Media Environment" in London on 7 December 2010.

"Liability from a Regulatory Perspective", lecture by W. Schulz at the "CO-REACH-Workshop on Law Enforcement on the Internet" at the Hans Bredow Institute in Hamburg on 18 May 2010.

16. "Global Classroom" – Pilot Project for Distance Education in Media Law

In cooperation with the Faculty of Law at the University of Hamburg, the Hans Bredow Institute is working on media law projects for education and further education. Besides general optimisation of e-learning offerings related to media law at the University of Hamburg, a central component is the e-learning project "Global Classroom", in the context of which the Institute has developed an e-learning tool ("Global Classroom") for using virtual forms of teaching in legal studies. The tool is based on an individually programmed software platform and has been further developed since 2002. Since then the annual global classroom seminars offered students from Hamburg, Toronto and Bologna an opportunity to get to know a new form of computer-aided learning and jointly analyse, discuss and advance legal issues in the virtual classroom. Recent topics of the seminars included "Internet Regulation and Free Flow of Information", "Freedom of Expression and Privacy on the Internet", "Broadcasting Regulation: Market Entry and Licensing" and "Youth Media Protection and Broadcasting: Constitutional Backgrounds and Regulation Concepts". Global classroom seminars will continue to be offered regularly.

The Institute received financial support for developing this initiative further and for the continuous advancement of the didactics in the context of the „Global Classroom" through the E-Learning Consortium, Hamburg, (ELCH) in 2004 and 2005. Since then, the offering has been financed from own resources.

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

Funding: ELCH (2004/2005)

PHD PROJECTS

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

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 with 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 leeway for assessment and prognosis the various actors 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 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, investigations will be carried out into the extent to which, with uncertain decisions, the uncertainty can, nevertheless, be used to the advantage of the decision making process, for instance through mechanisms for delegation and for establishing procedures and promoting flexibility.

The project is planned to be concluded in 2011.

Researcher: S. Dreyer

Regulation of Cross-Media Concentration Processes

Media are, as the Federal Constitutional Court continually emphasises in its jurisdiction, both medium 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 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

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 legal framework 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 the extent to which 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

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 "online" is im-

possible in that process. The content found is instead held in a buffer and, when it is sought 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 setting of search technology could breach copyright in multiple ways. The PhD-project investigates search engines' possible breaches of copyright and, taking the constitutional significance of search engines for public communication into account, tries to demonstrate possible new solutions. The project will be finished in summer 2011.

Researcher: I. Brunn

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 sharing platforms such as YouTube, on collaborative software platforms like Wikipedia, in blogs or on 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. 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 Interstate 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 blogs or collaborative news sites on the internet.

Researcher: S. Heilmann

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: “Bundestrojaner”, an extended capacity for intelligence services and authorities, as well as the much-discussed data retention both prompt fears of a surveillance state which compromises the privacy of citizens.

Against the backdrop of this debate conducted in media and society, 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 im-

pinge 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 guaranteed 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 2010/2011: Stephan Dreyer, PD Dr. Wiebke Loosen, Dr. Jan-Hinrik Schmidt, Hermann-Dieter Schröder (contact)

Associates and Freelancers 2010/2011: Sebastian Deterding, Kwangnam Ko

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

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

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

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

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

☞ <http://hbi.to/4173>

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

Lectures:

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

"The (Re-) Discovery of the Audience. The Relationship between Journalism and Audience under the Conditions of Web 2.0", talk by W. Loosen at the 60th annual conference of the International Communication Association (ICA) in Singapore on 23 June 2010.

18. Games Convention Online 2010: Business Talks

From 8 to 11 July 2010, business representatives as well as users of browser, client and mobile games met at the second Games Convention Online in Leipzig. In the context of the convention, practice-oriented questions were discussed from different perspectives during business talks. Following the successful cooperation at the Games Convention Online in 2009, the Hans Bredow Institute and the Leipziger Messe GmbH continued their liaison in 2010.

The Institute designed and organised several of the business talks dealing with an academic perspective and analysis of current developments in the area of social games. For this purpose, international experts were invited to Leipzig.

Within the scope of the Games Convention Online, the Hans Bredow Institute also coordinated an academic workshop with the invited experts, who discussed the status quo of research regarding social games and identified further research necessities in this area.

Further information about individual business talks and speakers is available at <http://socialgamestudies.org/>. ➡ <http://hbi.to/3577>

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

Cooperation partner: Leipziger Messe GmbH

Funding: Leipziger Messe GmbH

Publication

Deterding, S. (2010): Social Game Studies: A Workshop Report. With contributions by S. Björk, S. Dreyer, A. Järvinen, B. Kirman, J. Kücklich, J. Paavilainen, V. Rao, J.-H. Schmidt. Hamburg: Hans Bredow-Institut, <http://socialgamestudies.org/report>.

RESEARCH PROJECTS “MEDIA CONTENT AND MEDIA CULTURE”

Researchers 2010/2011: Prof. Dr. Uwe Hasebrink, Dr. Claudia Lampert (contact), PD Dr. Wiebke Loosen, Dr. Jan-Hinrik Schmidt, Dr. Hans-Ulrich Wagner

Associates 2010/2011: Prof. Dr. Joan Bleicher, Juliane Finger, Christoph Hilgert

19. 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. In an accompanying weblog (www.hans-bredow-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 (Universität Salzburg)

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

Publications

- Hasebrink, U.; Lampert, C. (2011): Kinder und Jugendliche im Web 2.0 - Befunde, Chancen und Risiken [Children and Young People in the Web 2.0 - Findings, Opportunities and Risks]. In: *Aus Politik und Zeitgeschichte*, 3/2011, pp. 3-17 (available online in German).
- Autenrieth, U.; Bänziger, A.; Rohde, W.; Schmidt, J. (2011): Gebrauch und Bedeutung von Social Network Sites im Alltag junger Menschen: Ein Ländervergleich zwischen Deutschland und der Schweiz [Usage and Significance of Social Network Sites in the Everyday Life of Young People: A Comparison between Germany and Switzerland]. In: K. Neumann-Braun, U. Autenrieth (eds.), *Freundschaft und Gemeinschaft im Social Web. Bildbezogenes Handeln und Peergroup-Kommunikation auf Facebook & Co.* Baden-Baden: Nomos, pp. 31-54.
- 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.
- Paus-Hasebrink, I.; Hasebrink, U. (2010): Der Umgang von Heranwachsenden mit dem Social Web. Handlungstypen, Chancen und Risiken [How Adolescents Deal with the Social Web. Action Types, Opportunities and Risks]. In: D. Hoffmann, N. Neuß, G. Thiele (eds.), *Stream your Life!? Kommunikation und Medienbildung im Web 2.0*. München: Kopaed, pp. 33-44.
- 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.
- Schmidt, J.; Paus-Hasebrink, I.; Hasebrink, U. (eds.) (2009): *Heranwachsen mit dem Social Web. Zur Rolle von Web 2.0-Angeboten im Alltag von Jugendlichen und jungen Erwachsenen [Growing up with the Social Web. On the Role of Web 2.0 Offerings in the Everyday Life of Young People and Adolescents]*. Berlin: Vistas Verlag.

Lectures:

“Was ist Social Media?” [What is Social Media?], lecture by C. Lampert at the 34th Stuttgart Media Education Day on the topic “Social Media zwischen Emanzipation und Sozialisation”

[Social Media between Emancipation and Socialisation] in Stuttgart on 12 April 2011.

“Social Networking Sites and Privacy: Recent Data and Developments”, lecture by J. Schmidt at the conference “Youth on the Net – Seminar on Information Safety, Security and Quality” in Luxemburg on 17 February 2011.

“Social Communities, Web 2.0 und Politische Bildung” [Social Communities, Web 2.0 and Civic Education], lecture by J. Schmidt at the conference of the directors of study for civic education of the protestant church in Hofgeismar on 19 January 2011.

“Soziale Netzwerke: Der aktuelle Stand der Nutzungsforschung” [Social Networks: Current Status of Usage Research], lecture by U. Hasebrink at the 10th Symposium on Media Ethics, Hochschule der Medien, Stuttgart, on 13 January 2011.

“Aufwachsen in sozialen Netzwerken. Kontaktverhalten und Privatsphäre im Internet” [Growing up in Social Networks. Contact Behaviour and Privacy on the Internet], workshop by C. Lampert at the conference “Generation digital. Neue Medien in der analogen Beratung” [Generation digital. New media in analogue consulting] of the Bundeskonferenz für Erziehungsberatung e.V. in Bonn on 16 and 17 December 2010.

“Die Nutzung sozialer Netzwerke im Internet durch Jugendliche” [The Use of Social Networks on the Internet by Young People], lecture by U. Hasebrink at the 19th Federal Congress Schulpyschologie Handy&Computer@schule.de in Hameln on 18 November 2010.

“Aufwachsen mit digitalen Medien als Herausforderung für die Suchtprävention” [Growing up with Digital Media as Challenge for Addiction Prevention], lecture by C. Lampert at the Conference “Netz mit Webfehlern” in Hamburg on 28 October 2010.

“Chatten, spielen, Freunde treffen - Reiz und Nutzung von Communityangeboten für Kinder” [Chatting, Playing, Meeting Friends - Attraction and Usage of Community Offerings for Children], lecture by C. Lampert at the conference “Digitalisierung sozialer Beziehungen. Wie Social Communities die Kindheit verändern” [Digitalisation of Social Relations. How Social Communities Change Childhood] of the FSF and FSM in cooperation with the Deutsche Kinderhilfswerk e. V. in Berlin on 23 September 2010.

“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.

“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.

“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.

“Safer Social Networking Principles for the EU: Assessment of VZ Netzwerke Ltd.”, contribution by J. Schmidt at the confer-

ence “Think before you post!” in Strasbourg on 9 February 2010.

“Kinder bewegen sich im Netz - Wo steht die Medienpädagogik?” [Children Move on the Internet - Where Does Media Education Stand?], lecture by C. Lampert in Zurich on 28 January 2010, in Salzburg on 31 March 2010, and in Hamburg on 9 April 2010.

20. Young Scholars Network on Privacy and Web 2.0

The “Young Scholars Network on Privacy and Web 2.0” is an international research network funded by the German Research Foundation (DFG). The network consists of 15 international researchers from the USA, Europe and Asia. Each individual member has an excellent track record, has recently published work on the Web 2.0 and/or does work on projects addressing issues of privacy and self-disclosure. Bringing together the expertise of its members, the network provides a unique international perspective on privacy in the Social Web.

The network pursues three objectives:

1. Besides a systematic conceptualisation of methods and theories of privacy on the internet
2. an international comparison of the respective approach of privacy and self-disclosure in the web 2.0 is planned.
3. Further the development of a research agenda is aimed for, illustrating how developments of privacy and self-disclosure on the internet can be attended academically.

The work is supposed to result in a survey in the five participating countries and a publisher anthology, which presents comprehensive theoretical perspectives and aggregated empirical insights. Project duration: 1 January 2010 to 31 December 2011. ● <http://hbi.to/3251>

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

Project Lead: Jun.-Prof. Dr. S. Trepte, Hamburg
Media School/ University Hamburg, Dr. des.
L. Reinecke, University of Mannheim

Participants: Assistant Prof. Dr. N. Ellison,
Michigan State University, USA; Dr. A.
Joinson, University of Bath, UK; Prof. Dr. J.
Peter, University of Amsterdam, Netherlands;
Dr. M. Yao, City University of Hong Kong,
China; K. Lewis, Harvard University, USA;

Dr. J.-H. Schmidt, Hans Bredow Institute, Hamburg; Dr. M. Taddicken, University of Hohenheim; C. Jers, University of Hohenheim, Prof. Dr. O. Quiring, University of Mainz; Jun.-Prof. Dr. M. Hartmann, Berlin University of Arts, PD Dr. W. Loosen, Hans Bredow Institute, Hamburg; Prof. Dr. N. Krämer, University Duisburg-Essen; N. Haferkamp, University Duisburg-Essen

Mentors: Prof. Dr. U. Hasebrink; Prof. Dr. J. Walther, Michigan State University, USA

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

Publications

- Loosen, W. (2011): Online Privacy as a News Factor in Journalism. In: S. Trepte, L. Reinecke (eds.), *Privacy Online. Perspectives on Privacy and Self-Disclosure in the Social Web*. Heidelberg, New York: Springer (forthcoming).
- Schmidt, J. (2011): (Micro)Blogs: Practices of Privacy Management. In: S. Trepte, L. Reinecke (eds.), *Privacy Online*. Heidelberg: Springer.

Lectures

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

"Das Ende der Privatheit?" [The End of Privacy?], lecture by J. Schmidt at the "11. Medienforum Ingolstadt-Eichstätt" in Ingolstadt on 14 January 2011.

"Persönliche Öffentlichkeiten und Privatsphäre im Social Web" [Personal Public Spaces and Privacy in the Social Web], lecture by J. Schmidt at the interdisciplinary conference "Privatheit" [Privacy] in Passau on 20 November 2010.

"The Communicative Architecture of Blog-Based Publics", lecture by J. Schmidt at the workshop "Privacy and Web 2.0" of the Young Scholars Network in Hamburg on 9 March 2010.

"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.

21. 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 corporation), the University of Hamburg (De-

partment of Languages, Literature and Media I) and the WDR (West German Broadcasting corporation) – 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

Event

"Machen Medien Europas Gedächtnis?" [Do the Media Form Europe's Memory?], Conference organised by I. Neverla and H.-U. Wagner in the context of the European Week at the University of Hamburg on 12 May 2011.

Publications

- Bayer, F. (2010): "Von der Rechlichkeit und Sauberkeit des Verfahrens überzeugen" [Convincing about the Legalities and Cleanliness of the Lawsuit]. Die Berichterstattung des NWDR über den Nürnberger Prozess. [The Coverage of the NWDR on the Nuremberg Tribunal] http://hbi.to/webfm_send/456 (German)
- Wagner, H.-U. (2010): Ein junger Mann kommt nach Hause. Hans-Ulrich Wagner im Gespräch mit Volker Starke [A Young Man Returns Home. Hans-Ulrich Wagner in Conversation with Volker Starke], <http://hbi.to/3306> (German).
- Runkel, A. (2010): Schlechtwetter um bessere Aussichten? Die Einführung der Wetterkarte vor 50 Jahren sorgte für Kontroversen [Bad Weather for Better Forecasts? The Introduction of the Weather Chart Caused Controversy 50 Years Ago]. <http://hbi.to/3233> (German).

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 (= Germanica, Neue Folge. Jahrbuch für Germanistik in Bulgarien), pp. 301-316.

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

Under the umbrella of the interdisciplinary research association on the cultural history of Hamburg, 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)

Publications

Wagner, H.-U. (2011): Die Norag 1924-1931. Binderstraße 28, Schlüterstraße 51-53. Eintrag im geodatenbasierten Webprojekt “Kulturtopographie Hamburgs um 1900” [Norag 1924-1931. Binderstreet 28, Schlüterstreet 51-53. Entry in the geo data-based web project “Cultural Topography of Hamburg around 1900”] (for download).

Wagner, H.-U. (2011): 80 Jahre Funkhaus an der Rothenbaumchaussee [80 Years of Broadcasting Centre at Rothenbaumchaussee]. In der series “NDR-Geschichte(n)“, www.ndr.de.

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..

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

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

The project is based on research conducted by the “Research Centre for History of Broadcasting in Northern Germany” (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

Lectures

“The Promotion of ‘Volk’, ‘Heimat’, and ‘Nation’ in the Literary Programme Offers by the Norag and the Reichssender Hamburg in the 1930s”, presentation at the symposium “Broadcasting in the 1930s: Radio, Television and the Depression” as Part of “On, Archives! A Conference on Media, Theater and History” at the Wisconsin Center for Film & Theater Research in Madison/Wisconsin on 9 July 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” at the Loughborough University, Department of Politics, History and International Relations on 12 May 2010.

24. Media and Mental Representations of the Holocaust

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

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

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

PHD PROJECT

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

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

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

Researcher: J. Finger

Publication

Finger, J. (2010): Vorstellung des Dissertationsvorhabens "Den Holocaust fernsehen. Eine qualitative Studie zur Bedeutung des Fernsehens für die langfristige Herausbildung von Einstellungen zum Holocaust." [Introduction of the PhD-Project "Watching the Holocaust on TV. A Qualitative Study on the Meaning of Television for a Long-term Development of Attitudes towards the Holocaust"]. In: Rundfunk und Geschichte, Vol. 1/2, pp. 47-48.

RESEARCH PROJECTS “MEDIA USE AND MEDIA EFFECTS”

Researchers 2010/2011: Prof. Dr. Uwe Hasebrink (contact), Dr. Claudia Lampert, Wiebke Rohde, Dr. Jan-Hinrik Schmidt, Christiane Schwinge, Jenny Voth

Associates 2010/2011: Sebastian Deterding, Hanna Domeyer, Sascha Hölig

25. Web 2.0 Metrics

With growing distribution of the social web established press and broadcasting media providers are represented on platforms such as Facebook, Twitter or YouTube. Their activities pursue different strategies and take different shapes; but they have in common the search for ways to comprehend the response to their offerings of the audience – which in the social web is not anymore passively receiving, but can get active. Respective indicators and metrics are on the one hand supposed to clarify the development of coverage and on the other hand explain the significance of the individual offering as compared to other providers.

In order to measure the audience’s activities, social web platform offer various publicly accessible indicators (e.g. the number of Twitter followers, Facebook friends or viewers of a YouTube video). Further there are special monitoring services provided either by the platform itself (e.g. Facebook Insight) or third parties (e.g. twazzup.com).

Due to the dynamics of internet-based communication it often remains unclear

- which indices can be meaningfully monitored,
- which type of user behaviour is expressed by a certain indicator,
- how “real time” indicators (e.g. Twitter’s “trending topics”) can be interpreted as compared to cumulated indicators (e.g. number of YouTube channel’s subscribers), and
- how the respective figures should be classified in relation to indicators from different media types.

Against this background the Hans Bredow Institute is working on an expert report, issued by the ZDF, which will classify the communication activities in the social web in a general conceptual background and provide an overview of existing metrics and tools. ● <http://hbi.to/4008>

Researcher: J.-H. Schmidt

Funding: Zweites Deutsches Fernsehen (ZDF)

26. Reception of Moving Images in Converging Media Environments: Anticipated and Usage Modes

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

Against this background the Institute on behalf of the Media Authority Hamburg Schleswig-Holstein (MA HSH) and in cooperation with Prof. Dr. Knut Hickethier develops an expert report with the following objectives: first there will be conceptual reflections from a media and communication studies’ perspective on the question which forms of moving images reception can be distinguished today respectively in foreseeable media environments. Secondly a concept will be developed for an empirical study, which systematically examines the relevance of the various forms of the reception of moving images. In this respect the project is a preliminary study aiming at a bigger scheme; whether such an empirical study should be executed will be discussed on the basis of this preliminary study’s results. ● <http://hbi.to/4062>

Researchers: U. Hasebrink (contact),
F. Schröter

Cooperation partner: Prof. Dr. Knut Hacketh,ier,
University of Hamburg

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

27. 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 (see p. 10): in this way, this initiative presents a counterpart from the social sciences to work motivated by a jurisprudential approach on a

service-specific and diversified information regime. A PhD project is currently identifying the particular communication modes, which can be observed in dealings with the Internet (see PhD project S. Hölig p. 48).

The concept is useful for the analysis of characteristics of linear and non-linear television; it currently forms the basis for the project on the reception of moving images (project 26).

• <http://hbi.to/87>

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

Publications

Hölig, S. (forthcoming): Was genau tun Nutzer eigentlich im Internet? Konzeptionelle Überlegungen zur Differenzierung von Gebrauchsweisen [What exactly do Users do on the Internet? Conceptual Thoughts on the Differentiation of the Modes of Usage]. In: A. Ligensa; D. Müller (eds.), *Rezeption. Die andere Seite der Medienumbrüche*. [Reception. The Other Side of Media Changes].

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

Lecture:

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

28. 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)

Publications

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

29. Media Repertoires

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

In the context of the project, selected studies on media use (Massenkommunikation, Media Analyse, Typologie der Wünsche) are re-analysed as regards patterns of use across all media. The project's central aim is to acquire and describe media repertoires: the nature of a repertoire reveals how the particular types of new and old media are combined and what functional differentiations can be observed. In the course of the project, the pertinent analyses are undertaken

with three selected data-sources, in order to obtain in this way an insight into stable patterns of repertoire formation on the one hand, and to reveal individual results arising from the method of collection, on the other. Not only the current composition of media repertoires is noted but also their development over time.

The project is designed to link readily into further research directions. A linkage exists to research into the role of media in the everyday life of various population groups and is already to be addressed in the framework of a qualitative investigation within the planned project. An anthology is being prepared, which is based on contributions to a symposium, at which representatives of academic and applied usage research presented their analyses of current media repertoires.

● <http://hbi.to/911>

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

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

Publications

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. (2010): Wandel der Mediennutzung [Changes in Media Usage]. In: J. Hennig, M. Tjarks-Sobhani (eds.), *Veränderte Mediengewohnheiten – andere technische Dokumentation?* Lübeck: Schmidt-Römhild, pp. 13-28 (Schriften zur Technischen Kommunikation; Band 15).

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

Lectures

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

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

“Souveräne Bindungen. Zeitliche Bezüge in Medienrepertoires und Kommunikationsmodi” [Confident Ties. Temporal References in Media Repertoires and Communication Modes], lecture by S. Hölig, H. Domeyer and U. Hasebrink at the conference of the DGPuK work group on reception and impact

research "Rezeption und Wirkung in zeitlicher Perspektive" [Reception and Impact in Temporal Perspective] in Berlin on 30 January 2010.

30. EU Kids Online

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

The project is divided in various sub-projects:

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

EU Kids Online II (2009-2011): During the second project stage a representative survey was conducted in 25 European countries, in each case among 1,000 children between the age of 9 and 17 as well as one parent at a time were interviewed. This was supposed to give some indication of the opportunities and risks related to online usage and also allowed for the verification of hypotheses, which have come up during the first project, but due to the present database could not yet be examined. Prof. Dr. Uwe Hasebrink coordinated the data analysis in this project. First results of the overall project were presented in the context of the Safer Internet Forum in Luxemburg in 2010 as well as at the conference "Growing up in Digital Society: Internet and Value-Oriented in Germany and Europe" (event by the State Centre for

Media and Communication Rhineland-Palatinate and the Hans Bredow Institute) in Berlin on 7 December 2010.

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

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

Funding: European Commission, for EU Kids Online I also: State Media Authority North Rhine-Westphalia, AOL, Microsoft Deutschland

Event

"Aufwachsen in digitaler Gesellschaft: Internet und Werteorientierung im Lebensalltag von Kindern und Jugendlichen in Deutschland und Europa" [Growing up in Digital Company: Internet and Value Orientation in the Everyday Life of Children and Young People in Germany and Europe], joint event of the Hans Bredow Institute with the State Department for Media and Communication Rhineland-Palatinate and saferinternet.de in Berlin on 7 December 2010.

Publications

Hasebrink, U.; Stetka, V.; Olafsson, K. (2010): Commonalities and Differences. How to Learn from International Comparisons of Children's Online Behaviour. In: *International Journal for Media and Cultural Politics* 6, No. 1, pp. 9-24.
 Livingstone, S.; Hasebrink, U. (2010): Designing a European Research Project on children and the internet: Reflections on comparative research in theory and practice. In: Brodasson, T.; Kivikuru, U.; Tufte, B.; Weibull, L.; Ostbye, H. (eds.): *The Nordic countries and the world. Perspectives from Research on Media and Communication*. Göteborg: Göteborgs Universitet, pp. 135-147.

Lectures

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

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

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

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

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

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

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

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

Besides a quantitative survey there are qualitative family interviews as well as deepening case studies with parents and children scheduled. The project duration is 15 months. ➡ <http://hbi.to/4182>

Researcher: C. Lampert

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

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

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

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 gaming 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 was 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 co-operation 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 was concluded in October 2010. A publication of the results is currently being prepared. The results are likely to be presented to the public at a conference in February 2011. ➡ <http://hbi.to/2804>

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

Student Assistants: N. Dargel, M. Drosselmeier

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

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

Publications

Fritz, J.; Lampert, C.; Schmidt, J.; Witting, T. (2011) (Hrsg.):
Kompetenzen und exzessive Nutzung bei Computerspie-
lern: Gefordert, gefördert, gefährdet [Competencies and
Excessive Use with regard to Computer Gamers: Stipula-
ted, Promoted, Endangered]. Schriftenreihe Medienfor-
schung der Landesanstalt für Medien NRW (LfM), Band
66. Berlin.

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

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

With online media, and especially with the offer-
ings 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 with cancer pa-
tients and their relatives and a representative sur-
vey 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 me-
dicinal 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) and ends in autumn 2011.

• <http://hbi.to/3076>

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

Student Assistant: L. Kivelitz

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

Lectures

"Delphi-Runde: Digitale Wissenschaftskommunikation – Drei
Generationen der Mediennutzung" [Delphi-Circle: Digital
Science Communication – Three Generations of Media Use],
participation of J. Schmidt in a panel discussion of the Cultural
Sciences Institute (KWI) and the German Historical Institute
Paris in Essen on 15 February 2011.

"Die Rolle der Onlinekommunikation bei der Herstellung von
Vertrauen in medizinisches Wissen" [The Role of Online
Communication in Building Confidence in Medical
Knowledge], lecture by J. Voth at the symposium "Expertise,
Glaubwürdigkeit und Konflikte: Herausforderungen im Um-
gang mit dem Internet als Informationsquelle" [Expertise,
Credibility and Conflicts: Challenges of Dealing with the
Internet as a Source of Information] at the conference of the
working group Empirische Pädagogische Forschung [Empiri-
cal Pedagogic Research] in Jena on 14 September 2010.

"Die Rolle der Onlinekommunikation bei der Herstellung von
Vertrauen" [The Role of Online Communication in Building
Confidence], lecture by J. Schmidt at the symposium "Die
Ernährungswissenschaft im Scheinwerferlicht der Öffentlich-
keit" [Nutritional Science in the Public Spotlight] in Göttingen
on 12 January 2010.

34. COST Programme "Transforming Audiences – Transforming Societies"

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

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

2) Audience interactivity and participation

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

4) Audience transformations and social integration

Following preparatory meetings in Brussels in March 2010 and in Lissabon in November 2010, the network organized its first symposium on the topic “New challenges and methodological innovations in European media audience research” in Zagreb in April 2011. The second symposium will take place prior to the international conference “Transforming Audiences” in London from 31 August to 2 September 2011. ➤ <http://hbi.to/3617>

Researcher: U. Hasebrink

Lecture

“New Challenges and Methodological Innovations in Research on Media Audiences and Patterns of Usage”, keynote by U. Hasebrink at the “First Conference of the COST Action IS0906: Transforming Audiences, Transforming Societies” in Zagreb on 8 April 2011.

PHD PROJECTS

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? Ap-

plying 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

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

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

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

Researcher: S. Deterding

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

Using the internet with its communicative options is becoming more and more normal in our everyday life. It is not by chance that a lot of studies are conducted concerning this topic, for example which services users spend time with, which sites are visited most, what kind of needs can be satisfied by using online services or what types of users can be distinguished. Most of these approaches have one thing in common. They assume to be able to draw conclusions just based on the aspect of which services are used. But current media and communication services – in times of the social web – usually integrate a couple of different communication possibilities besides the option to receive content. They are multifunctional and users are invited to be active. The result is that a lot of content exists – from different actors and reaching different audiences. There is not only a full plethora of integrated possibilities in one media and communication service. It can also be

used and perceived in different ways. Just focusing on the fact that a service is used doesn't enable to identify the gratifications sought from the service and the potential effects of using it.

Due to this the PhD-project takes a user-centred perspective on the definition of a usage situation concerning the spectrum between mass and interpersonal communications. The assumption is that one and the same service can be used in different communication modes depending on the sought gratifications (Hasebrink 2004). A communication mode is a multidimensional description of constellations and relations that are salient in a specific usage situation. It is assumed that the user's conviction concerning the activated communication mode has a significant impact on further information processing and consequently on her/his customised functions.

Researcher: S. Hölig

Publication

Hölig, S. (im Erscheinen): Was genau tun Nutzer eigentlich im Internet? Konzeptionelle Überlegungen zur Differenzierung von Gebrauchsweisen. In: A. Ligensa; D. Müller (Hrsg.), *Rezeption. Die andere Seite der Medienumbrüche..*

C. PROMOTING YOUNG RESEARCHERS

For the Institute, supporting the new generation means above all supervising doctoral work, primarily of those employees who work as research-

ers at the Institute, contribute to projects, events and publications and parallel work on their PhD-projects.

PRE-DOCTORAL PHASE

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

For law students with a study focus on “Information and Communication Law” the Institute gives an opportunity to participate in the series “Hamburger Gespräche zum Medien- und Telekommunikationsrecht” [Hamburg Colloquia on Media and Telecommunications Law], which was developed for media lawyers. This enables students to make contact with the legal practice and build their own networks at an early stage.

Furthermore, the Institute participated in Summer Schools on questions of Internet law in Xi'an, Nanjing and Shanghai in August and September 2010. Nine students from Hamburg had a chance to get to know the contents of the project “Intellectual Property Rights in the new Media” (project 15), which is supported by CO-REACH, and to discuss with researchers from five countries.

After a successful start in 2009 the Institute also took part in the 2010 Summer School, which was offered by the Institute for Media and Communication at the University of Hamburg in cooperation with the Research Center for Media and Communication. Following “Cultural Studies Reception Research” in 2009, the topic of the 2010 Summer School was “Media Convergence”; the Institute contributed to the range of teaching with several Institute researchers.

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

DOCTORAL WORK AT THE INSTITUTE

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

vise PhD candidates as first and second supervisors in the context of a mentoring programme and with various seminars. Thus, the Institute is now able to offer the pursuit of a PhD through a position as “Wissenschaftlicher Mitarbeiter” (Research Fellow/Assistant Professor) as well as without formal appointment, but within a structured doctoral programme with and without scholarships. For the Institute, the GMaC presents an opportunity to involve additional young research-

ers and their respective projects in its research activities.

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

Doctoral Topics Supervised by Uwe Hasebrink

Sebastian Deterding: The Video Game Frame: Video Game Play between Technical Artefact and Social Framing (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 for the Development of Recipients' Representations of the Holocaust] (Graduate School).

Sascha Hölzig: Information-Oriented Communication Modes on the Internet. A Differentiation of Communicative Actions between Mass and Interpersonal Communication (Graduate School).

Kwangnam Ko: Comparative Survey on Gaming Experience and Immersion of German and Korean FPS Gamers with FPS Games (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 TV Museums in Germany and the USA] (finished 2010).

Frederike Wolf: Interkulturelle Integration als Aufgabe des öffentlich-rechtlichen Fernsehens. Die Einwanderungsländer Bundesrepublik Deutschland und Großbritannien im Vergleich [Intercultural Integration as Task for Public Service Broadcasting. Comparing the Immigration Countries Germany and Great Britain] (finished 2010); the PhD thesis was awarded the Werner-von-Melle-Preis of the Hamburgische Wissenschaftliche Stiftung in 2011.

Doctoral Topics Supervised by Wolfgang Schulz

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

POST-DOCTORAL PHASE

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

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].

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

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.

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

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

Fabian Jeschke: Staatliche Maßnahmen zur Presse- und Journalismusförderung [Federal Measures to Support Press and Journalism].

The journal series, “Hamburger Schriften zum Medien-, Urheber und Telekommunikationsrecht” [Hamburg Papers on Media, Copyright and Telecommunications Law] welcomes particularly qualified works in the area of media and telecommunications law and the series “Publikationen des Hans-Bredow-Instituts” [Publications of the Hans Bredow Institute] welcomes particularly qualified works from Institute researchers in the area of communication studies.

ther education and career planning can be addressed.

A new form of promoting young researchers is currently being tested at the Institute with regard to a project, for which Dr. Roberto Suárez Candel from Barcelona and the Institute were granted a “Marie Curie Intra-European Fellowship for Ca-

reer Development”. The funding through the European Commission enables working on a two-year project on strategies of public service broadcasting in a digitalised world. At the same time, Dr. Suárez Candel is able to acquaint himself with the theoretical, methodical, strategic and adminis-

trative aspects of research and thereby prepare for the next steps in his academic career.

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

D. COOPERATIVE INVOLVEMENT

NATIONAL AND INTERNATIONAL COOPERATIONS WITH RESEARCH INSTITUTIONS

By far the most important partner in cooperation with the Institute is the University of Hamburg. Together with the Faculties of Humanities, as well as Business, Economics and Social Sciences, the Institute maintains the *Research Center for Media and Communication* (RCMC), which was founded in 2009 and is intended to promote regional networking of media research. The RCMC collates media research being conducted at the faculties of the University of Hamburg and at the Hamburg Media School, coordinates it with the activities carried out at the Hans Bredow Institute and develops new research initiatives; out of the five areas of special emphasis formed in this context, staff of the Institute function as coordinators in two. Alongside interdisciplinary research projects, the RCMC initiates research events and publications and promotes international exchanges in the area of communication and media studies. In 2011, the RCMC already has over 50 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, 30 doctoral candidates were accepted into the Graduate School and the teaching programme began in October 2009. Researchers of the Institute have participated crucially in the Graduate School through their cooperation in the team of spokespeople and as coordinators for the subject area of legal studies as well as in other teaching and supervision. That means one of the Institute’s important goals has been reached as regards its role in supporting the new generation of researchers.

One important form of cooperation, which involves broadcasting institutions alongside the

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

Alongside these activities, there are intensive cooperative projects with individual faculties and institutions at the university. The Institute has been cooperating for years on the concept of the area of special emphasis, “Information and Communication” at the Faculty of Law. Together with this faculty, an appointment process for a chair in “Media Law and Public Law including its theoretical Bases” was initiated, 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. The Network for Media and Health Communication founded in 2003 by C. Lampert as a cooperative project by the Institute can meanwhile also look back on several years of success.

Among the Institute’s particular characteristics are its cooperative projects on an intensive and international level. Through its International Media Handbook 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 and the COST-Action “Changing Audiences, Changing Societies” as well as the projects the Institute coordinates on co-regulation and on the independence of regulative 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 (project 8) 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” from 2007 until 2011 (H.-U. Wagner). Alongside our institutional membership of the *International Communication Association* (ICA) and the *International Association for Media and Communication Research* (IAMCR), the Institute has been represented (U. Hasebrink) on the board of the *European Communication Research and Education Association* (ECREA) since its foundation in 2005. In Hamburg in October

2010, the Institute hosted the *European Communication Conference*, staged every two years by ECREA.

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

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

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 was an external member of the commission, “New Media and Knowledge Transfer” of the German Rectors’ Conference in 2009/2010 and in this function contributed to the HRK handout “Herausforderungen Web 2.0” [Challenges Web 2.0]. And in a further sphere, W. Schulz has been a member of the commission of enquiry of the Bundestag, “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 2010/2011 the following guest researchers were welcomed to stay at the Hans Bredow Institute:

Dr. Per Christiansen, MSc (LSE) Dr. Per Christiansen, MSc (LSE) studied Law and Philosophy at the University of Kiel and Regulation at the London School of Economics. Recently he was Director of Human Resources and Law at AOL Group in Germany.

Since August 2010 he has been a Senior Visiting Research Fellow at the Hans Bredow Institute. His research focuses on issues of regulation of international media corporations. Further topics include regulation instruments to optimise compliance for users of the internet as well as legal issues of the marketing of advertising space on the internet.

Per Christiansen is a chair member of the Freiwillige Selbstkontrolle Multimedia e.V. [Voluntary Self-Monitoring Multimedia] and the Foundation Digitale Chancen [Digital Opportunities]. He further acts as lawyer.

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. For his dissertation, the Catalan Media Commission in 2010 awarded him the first prize for exceptional academic achievements in the field of communication studies. He was then granted 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 (project 1).

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 was also a member of the planning committee of the European Communication Conferences (ECC) and in this function involved in planning the 3rd European Communications Conference of the ECREA 2010 in Hamburg, which was organised by the Hans Bredow Institute (see also Events). In 2008/2009 she chaired ECREA's Young Scholars Network.

E. KNOWLEDGE TRANSFER, CONSULTATION AND SERVICES

Knowledge Transfer and Consultation

The Hans Bredow Institute aims to transfer its work as broad as possible to various target groups and in different forms.

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

Many of the Institute's projects already have by dint of their devising a – to a varying extent pronounced – element of transfer function. In the reference period this becomes clear, for instance, with the assessment of incentive-based regulation (project 11). The idea stems from the media-political discourse, the Institute's task was to determine the legal boundaries and against the background of its academic experience with regulation develop courses of action.

The topic is now back on the political agenda, at the same time the survey increased the Institute's expertise regarding new forms of regulation.

Among the current social topics, to which the Institute contributed, were in 2010/2010 the following:

Adapting Media Regulation to Communication on the Internet

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

- In the role of specialist consultant, W. Schulz is a member of the commission of enquiry, "The Internet and the digital Society" established in April 2010. 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 and 7 April 2011.

The Institute's expertise is also being sought after abroad. Besides close contact to other European countries, the Institute has focused on Asia-Pacific (project 8). There the Institute was able to contribute to respective discussions about adapting media regulations through:

- Lectures by W. Schulz in the context of the seminar "Media System in Germany and Thailand" by the Friedrich-Ebert-Stiftung in Bangkok from 10 to 17 November 2010 on the topics "The Role of Satellite TV and Its Self-Regulation in Germany and Other European Countries" and "Public Service Broadcasting, Youth and Democracy in Media (Television and Internet)";

- A talk by W. Schulz on "Incentive-based Regulation" at the Australian Communications and Media Authority in Sydney on 24 February;

- An expert discussion with S. Heilmann on online activities of public service broadcasting at ABC in Sydney on 3 March 2010;

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

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

Protection of Minors from Harmful Media

Following the failure of the revision of the interstate treaty on the protection of minors in the media (JMStV) at the end of 2010, the Institute continued its efforts to objectify and constructively change the discourse. Therefore, especially the conference “Online-Jugendschutz – geht’s noch?” [Online Youth Protection – Can You Believe It?], hosted in cooperation with the Media Authority Hamburg/Schleswig-Holstein and the Hamburg Chamber of Commerce (see Events), was intended. The Institute had 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 was room for optimisation. The results were discussed at federal and state level and partly included in the revision of the JMStV.

The Institute accompanied the discussion about effective protection of minors in the media further through the following activities:

- Participation in hearings, for instance, on the invitation from the State Chancellery of Hesse on 4 May 2011, or written opinions, as in response to the invitation to a hearing by the responsible committee in the parliament of Saxony-Anhalt;

- 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, the PolitCamp on 20 March in Berlin, or the conference “Zukunftsfähigen Jugendmedienschutz gemeinsam gestalten” [Collectively Create Sustainable Protection of Minors in the Media] of the parliamentary group Bündnis 90/Die Grünen at the Landtag North Rhine-Westphalia on 18 February 2011 through S. Dreyer;

- 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.

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. Among the Institute’s activities were:

- “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 in Leipzig on 4 May 2010.

- “Power, Decisions and Knowledge: How labeling 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

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 (project 19) 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.

Media Socialisation and Media Competence

Networking and the transfer of research insights beyond specialist circles are crucially important in this topic area in particular. 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 30) and “Competencies and Excessive Use among Gamers: Challenged, Supported, Endangered” (see project 32). Examples of this are:

- “Was ist Social Media?” [What is Social Media?], lecture by C. Lampert at the 34th Stuttgart Days of Media Education on the topic “Social Media zwischen Emanzipation und Sozialisation” [Social Media between Emancipation and Socialisation] in Stuttgart on 12 April 2011.

- “Menschen und Medien” [People and Media], talk by J.-H. Schmidt at the conference “Digital ist besser! Medienprojekte für alle” [Digital is Better! Media Projects for Everyone] of the Landesgemeinschaft Lokale Medienarbeit NRW and the Technische Jugendfreizeit- und Bildungsgesellschaft in Düsseldorf on 14 March 2011.

- “Im Netz sein – Chancen und Risiken der Computergeneration” [Being in the Net - Opportunities and Risks of the Computer Generation], talk by J.-H. Schmidt at the St. Answer parish in Ratzeburg on 7 February.

- “Social Communities, Web 2.0 und Politische Bildung” [Social Communities, Web 2.0, and Political Education], lecture by J.-H. Schmidt at the conference of the study leaders for political education of young people in the Protestant church in Hofgeismar on 19 January 2011.

- “Aufwachsen in sozialen Netzwerken. Kontaktverhalten und Privatheit im Internet” [Growing up in Social Networks. Contact Behaviour and Privacy on the Internet], workshop by C. Lampert at the conference “Generation digital. Neue Medien in der analogen Beratung” [Generation Digital. Media in Analogue Consulting] of the Bundeskonferenz für Erziehungsberatung e. V. in Bonn on 16 and 17 December 2010.

- “Was macht das Kind, was wir nicht wollen? Mediennutzung, Strukturwandel und Jugendschutz” [What Does the Child Do That We Do Not Want? Media Use, Structural Change and Protection of Minors], lecture by S. Dreyer and C. Lampert at the Universitäts-Gesellschaft Hamburg in Hamburg on 9 Dezember 2010.

- “Faszinierend verführerisch – welche Chancen und Herausforderungen bieten virtuelle Welten?” [Fascinatingly Enticing - Which Opportunities and Challenges Offer Virtual Worlds?] lecture by C. Lampert at the conference “Faszination Netzwelten. Chancen und Risiken im Umgang mit neuen Medien. Präventionsdialog zwischen Digital Natives und Fachkräften aus Beratung, Bildung, Jugendarbeit, Gesundheit und Prävention” [Fascinating Net Worlds. Opportunities and Risks of Dealing with New Media. Prevention Dialogue between Digital Natives and Experts from Consulting, Education, Youth Work, Health, and Prevention] in Dülmen on 29 September 2010.

- “Chatten, spielen, Freunde treffen – Reiz und Nutzung von Communityangeboten für Kinder” [Chatting, Playing, Meeting Friends – Attraction and Usage of Community Offerings for Children], lecture by C. Lampert at the conference “Digitalisierung sozialer Beziehungen. Wie Social Communities die Kindheit verändern” [Digitalisation of Social Relations. How Social Communities Change Childhood] of the FSF and FSM in cooperation with the Deutsche Kinderhilfswerk e. V. in Berlin on 23 September 2010.

- “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.

- “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.

Moreover the Hans Bredow Institute commits itself in various contexts towards a long-term and

sustainable establishment of media education. Partnering with central media education institutions – namely the Commission Media Education at the German Association for Education, the Working Group Media Education at the German Association for Journalism and Communication Studies, the Association for Media Education and Communication Culture (GMK) as well as the JFF – Institute for Media Education in Research and Practice – the Institute supported the media education conference “Keine Bildung ohne Medien!” [No Education without Media!] in Berlin on 24 and 25 March in Berlin.

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:

- The assessment on information repertoires of the German population for the the federal commissioner for culture and media (project 2);
- Two expert reports by W. Schulz and S. Dreyer for the Friedrich-Ebert-Stiftung, which illustrate the currently visible power shifts in public communication as well as illustrate and structure suggestions for the editing opportunities of concentration law (project 5);
- Various talks with scientists from South Korea (e.g. with representatives of the Korea Press Foundation), where currently rules in order to prevent dominant influence on public opinion, which are in part oriented towards the German system. The talks will be continued after founding the local commission with its members in July 2011.

Organisation of Public Service Broadcasting

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

questions concerns the future role of the internal supervisory bodies. The Institute evaluates its experiences from the project INDIREG (project 10) also with regard to the meaning for an organisation of all bodies’ work which is effective and in conformity with European law. It accompanies the discussion through:

- The Talk “Zur Aufsicht im öffentlich-rechtlichen Rundfunk” [On Supervision on Public Service Broadcasting] by W. Schulz in the context of the colloquium honouring Prof. Dr. Carl-Eugen Eberle at the Institute for Copyright and Media Law in Munich on 29 April 2011;
- The participation of W. Schulz in the panel discussion “Alle Macht den Räten” [All Power to the Councils] at the Medientreffpunkt Mitteldeutschland on 3 May 2011.

Reform of Copyright Structures

The Institute– apart from the extensive work by our Associate Researcher, T. Kreutzer –to date has not 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 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 14) the Institute tried out a new form of working, which is completely tailored to devising and assessing options for action for politics. Internal workshops and more open practice workshops provided input; an international consultancy-group provided additional proposals.
- The deliberations on copyright, for instance, were presended 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. In this context the Institute participated in developing a publication on data protection for the German Federal Agency for Civic Education (J.-H. Schmidt, T. Weichert [eds.]: *Datenschutz [Data Protection]* [forthcoming]). The Institute is here further demonstrating the status quo as well as the new legal challenges in the context of talks:

- “Social Networking Sites and Privacy: Recent Data and Developments”, lecture by J.-H. Schmidt at the conference “Youth on the Net – Seminar on Information Safety, Security and Quality” in Luxemburg on 17 February 2011.
- “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 conference “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.

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 potential effects of video 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 acquisition of competencies and excessive use of video games (see project 32) or the PhD project by S. Deterding on framing gaming situations (p. 50).

Going beyond this, the Institute has contributed to a better understanding of the new “medium” through various activities, among others:

- The participation of J.-H. Schmidt in an expert discussion on the topic “excessive gaming” in preparation of the AGJF conference 2011 in Berlin on 17 May 2011;
- The “Google Tech Talk” by S. Deterding on “Gamification” in Mountain View (USA) on 21 January 2011;
- the contentwise conception and organisation of individual “Business Talks” at the Games Convention Online Conference 2010 in Leipzig (project 18);
- the publication of a workshop report on the topic “Social Game Studies”.

Dealing with Change in Media Use

Among the decisive questions for media politics as well as media practice are those as to change in people’s dealings with the media in the face of digitalised media environments. Alongside its project on the fundamentals of media repertoires, which is located in this area and supported by the DFG (project 29), 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. Thus, in an expertise report for the ZDF the Institute is currently systematising the indicators and metrics of audience activity in the social web (project 25). Information transfer relevant for practice the Institute further provided through:

- An expertise report for the Federal Office for Civil Protection and Disaster Management, which

compiled the state of research on the use of social media in crises and the results of which were integrated in the preparation of LÜKEX 2011 (transnational crisis management training);

– The presentation of results of this research on various conferences, workshops and professional development of several institutions.

Services

Enquiries on Current Topics

The staff of the Institute is available to answer enquiries about literature, to provide subject-specific information and expert opinions and to consult on research enquiries. This sort of “informal” service is 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 URL www.hans-bredow.institut.de gives access to the entire spectrum of the Institute’s activities: information on the current research projects and on new publications (also for download) is constantly updated, as are invitations to events or positions vacant. Anyone interested can subscribe to a newsletter giving information about new developments every six to eight weeks or so.

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

Library

The library of the Hans Bredow Institute – one of the most important specialist libraries on the topic of media, media research in North Germany – has today holdings of just on 31,000 volumes. It contains German and foreign-language literature, among other things, on social, legal, pedagogical and economic aspects of radio and television, as well as on the new electronic media, 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. ● <http://hbi.to/935>

Contact: Dipl. Bibl. J Simon ● <http://hbi.to/1531>,
O. Levay, ● <http://hbi.to/1527>

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 by advisors since spring 2008. All DGPuk sections as well as SGKM and ÖGK delegate one person as an advisor for two years, currently there are 17 people: Dr. habil. Stefanie Auerbeck-Lietz (FG International and Intercultural Communication), Prof. Dr. Hans-Jürgen Bucher (FG Media Language – Media Discourse), Prof. Dr. Beatrice Dernbach (FG Journalism/Journalism Studies), Prof. Dr. Patrick Donges (FG Communication and Politics), Dr. Martin Emmer (FG Computer-Mediated Communication), Prof. Dr. Andreas Hepp (FG Sociology of Media Communication), Dr. Bjørn von Rimscha (FG Economics), Prof. Dr. Marcus Maurer (FG Methods), Dr. Thomas Petersen (FG Visual Communication), Prof. Dr. Ulrike Röttger (FG PR and Organisational Communication), Prof. Dr. Christian Schicha (FG Communication and Media Ethics), Dr. des. Marco Dohle (FG Reception and Impact Research), Ass.Prof. Mag. Dr. Thomas Steinmaurer (ÖGK: Austrian Association of Communication Studies), Jun.-Prof. Dr. Tanja Thomas (FG Media, Public and Gender), Dr. Ulrike Wagner (FG Media Education), Prof. Dr. Jürgen Wilke (FG Communication History) und Prof. Dr. Vinzenz Wyss (SGKM: Swiss Association of Communication and Media Studies).

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

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

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

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

Publications for Download

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

2010/2011 published in this series:

Stephan Dreyer: Entwicklungspfade für ein netzwerkgerechtes Jugendmedienschutzrecht [Development Paths for a Network-Suitable Law to Protect Minors in the Media]. May 2011 (AP 22).

Wolfgang Schulz (ed.): Gesetzessammlung Information, Kommunikation, Medien [Corpus Juris Information, Communication, Media] 12th edition February 2011 (AP 16).

Wolfgang Schulz / Thomas Büchner: Kreativität und Urheberrecht in der Netzökonomie. Eine wissenschaftliche Innovationswerkstatt im Dialog mit der Medienwirtschaft. Ergebnisse [Creativity and Copyright in the Net Economy. An Academic Innovation Workshop in Dialogue with the Media Industry. Results.]. December 2010 (AP 21).

Wolfgang Schulz (ed.): Gesetzessammlung Information, Kommunikation, Medien [Corpus Juris Information, Communication, Media], 11th edition April 2010 (AP 16).

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 (AP 20).

- 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).

2010 published in this series:

Becker, S. (2010): Kochsendungen in der Bundesrepublik Deutschland und in der DDR. Clemens Wilmenrods “Bitte in zehn Minuten zu Tisch” und Kurt Drummers “Der Fernsehkoch empfiehlt” im Vergleich [Television Cookery Shows in the Federal Republic of Germany and in the GDR. Clemens Wilmenrod’s “Dinner is Served in 10 Minutes” and Kurt Drummer’s “The TV Chef Recommends” in Comparison]. Issue 8, October 2010.

Series in the Nomos-Verlag

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

2010 published in this series:

Sievers, B. C. (2010): Die Freiheit der Kunst durch Eigentum. Das Urheberrecht zwischen Persönlichkeits- und Eigentumsrecht und die Verarbeitung des Neuen [The Freedom of Art through Property Copyright between Personality and Property Right and the Processing of the New]. Baden-Baden: Nomos.

MAIN PUBLICATIONS 2010/2011

Hereafter the most significant publications of all employees in 2010/2011 are listed. A complete list of publications is available at www.hans-bredow-institut.de, below the profile of the respective employee.

- Arnold, K.; Classen, C.; Kinnebrock, S.; Lersch, E.; Wagner, H.-U. (eds.) (2010): Von der Politisierung der Medien zur Medialisierung des Politischen? Zum Verhältnis von Medien, Öffentlichkeit und Politik im 20. Jahrhundert [From Politicisation of the Media to Medialisation of Policy? On the Relation of Media, Public and Politics in the 20th Century]. Leipzig.
- Bruns, A.; Schmidt, J. (eds.) (2011): Exploring Produsage. New Review of Hypermedia and Multimedia Special Issue, Vol. 17, No. 1, April 2011.
- Dreyer, S. (2011): Jugendmedienschutz zwischen Recht und Nationalgesellschaften [Protection of Minors in the Media between Law and National Societies]. In: Sächsische Landesanstalt für privaten Rundfunk und neue Medien (SLM, ed.): Jugendmedienschutz bei Onlinespielen. Zwischen kultureller Vielfalt und nationalen Besonderheiten. Berlin 2011, pp. 37-48.
- Dreyer, S.; Hajok, D.; Wendland, C. W. (2010): Jugendschutzprogramme: Anforderungen an technische Mittel für den altersdifferenzierten Zugang zu Telemedien nach JMStV-E [Youth Protection Programmes: Requirements of Telemedia According to the Interstate Treaty on the Protection of Minors in the Media]. In: JMS-Report 6/2010, pp. 2-7.
- Fritz, J.; Lampert, C.; Schmidt, J.; Witting, T. (2011) (Hrsg.): Kompetenzen und exzessive Nutzung bei Computerspielen: Gefordert, gefördert, gefährdet [Competencies and Excessive Use among Gamers: Stipulated, Promoted, Endangered]. Schriftenreihe Medienforschung der Landesanstalt für Medien NRW (LfM), Band 66. Berlin..
- Fromm, B.; Baumann, E.; Lampert, C. (2010): Gesundheitskommunikation und Medien. Ein Lehrbuch [Health Communication and Media. A Textbook]. Stuttgart: Kohlhammer Verlag.
- Hans Bredow Institute for Media Research / Interdisciplinary Centre for Law & ICT (ICRI), Katholieke Universiteit Leuven/Center for Media and Communication Studies (CMCS), Central European University / Cullen International/Perspective Associates (eds., 2011): INDIREG. Indicators for independence and efficient functioning of audiovisual media services regulatory bodies for the purpose of enforcing the rules in the AVMS Directive. Study conducted on behalf of the European Commission. Final Report. February 2011 (forthcoming).
- Hasebrink, U. (2010): Quality Assessments and Patterns of Use. Conceptual and Empirical Approaches to the Audiences of Public Service Media. In: G. F. Lowe (ed.), The Public in Public Service Media. Göteborg: Nordicom, pp. 135-149.
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MAIN LECTURES 2010/2011

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.

"German Culture of Journalism Research: Systems Theory and the (De-)Differentiation of Journalism", lecture by W. Loosen at the 61st Annual Conference of the International Communication Association (ICA) in Boston on 27 May 2011..

"Anforderungen an einen netzadäquaten Jugendschutz" [Requirements for Net-Adequate Youth Protection], lecture by W. Schulz at the conference "Online-Jugendschutz – geht's noch?" [Online Protection of Minors – Can You Believe It?] of the Hans Bredow Institute, the Media Authority Hamburg/Schleswig-Holstein and the Hamburg Chamber of Commerce in Hamburg on 25 May 2011.

"Zur Aufsicht im öffentlich-rechtlichen Rundfunk" [On Regulation in Public-Service Broadcasting], lecture by W. Schulz in the context of the colloquium honouring Prof. Dr. Carl-Eugen Eberle at the Institute for Copyright and Media Law in Munich on 29 April 2011.

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

"The Auschwitz Trial on Air: West and East German Attempts to Voice the Holocaust", lecture by H.-U. Wagner at the conference "Sound Bridges, Sound Walls. Broadcasting in the Historical Formation, Mediatization and Localization of

Sound" at the Institute for Sound and Vision in Hilversum on 19 March 2011 (with F. Bayer).

"Anreizmodelle zur Förderung von privaten Public Value Angeboten" [Incentive Models to Support Private Public Value Offerings], presentation of the survey on regulation by incentives for offerings of private broadcasters through W. Schulz at the DLM symposium "Public Value – Was soll der private Rundfunk für die Gesellschaft leisten?" [Public Value – What Should Private Broadcasting Do for Society] in Berlin on 17 March 2011.

"Social Networking Sites and Privacy: Recent Data and Developments", lecture by J.-H. Schmidt at the conference "Youth on the Net – Seminar on Information Safety, Security and Quality" in Luxemburg on 17 February 2011.

"Perspektiven des Jugendschutzes im Internet – Standortbestimmung nach dem Scheitern des Jugendmedienschutzstaatsvertrags" [Perspectives of Youth Protection on the Internet – Siting after the Failure of the Interstate Treaty on Protection of Minors in the Media], participation of W. Schulz in the panel discussion at the conference "Medienimpuls" [Media Impulse] of FSF and FSM in Berlin on 15 February 2011.

"Selbstregulierung im Datenschutz – Erfahrungen und neue Ansätze" [Self-Regulation in Data Protection – Experiences and New Approaches], talk by W. Schulz and participation in the panel discussion "Technik & Selbstregulierung versus BDSG & Co. – Wie viel Gesetz braucht der Datenschutz?" [Technology & Self-Regulation vs. BDSG & Co. – How Many Rules Does Data Protection Need?] at the conference Safer Internet Day 2011 in Berlin on 8 February 2011.

"Another Structural Transformation of the Public Sphere? On Recent Challenges and Current Research Projects", lecture by J.-H. Schmidt in Umea (Sweden) on 25 January 2011.

Publications and Lectures

“Wilmenrod, Waldhagen und das Walross Antje. Über Rundfunkprogramme aus Hamburg und warum sich Historiker mit Medien und Gedächtnis beschäftigen” [Wilmenrod, Waldhagen und Antje, the Walrus. On Radio Programmes from Hamburg and Why Historians Deal with Media and Memory], lecture H.-U. Wagner at the Verein für Hamburgische Geschichte at the State Library Hamburg on 12 January 2011.

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

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

“Machinilaw – Rechtliche Rahmenbedingungen von Machinima-Produktionen” [Machinilaw – Legal Parameters of Machinima Productions], lecture by S. Dreyer at the “play10 Festival für kreatives Computerspielen” [play10 Festival for Creative Gaming] in Potsdam on 3 December 2010.

“Findings from EU Kids Online II: Initial results”, lecture by U. Hasebrink at the conference “Growing up in a digital society – Internet and value orientation in the lives of children and young people in Germany and Europe” in Berlin on 7 December 2010.

“Giving the Audience a Voice: The Role of Research in Making Media Regulation More Responsive to the Needs of the Audience”, lecture by U. Hasebrink at the workshop “Media Diversity from the User Perspective”, University of Amsterdam on 3 December 2010.

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

“Persönliche Öffentlichkeiten und Privatsphäre im Social Web” [Personal Public Spaces and Privacy in the Social Web], lecture by J. Schmidt at the interdisciplinary conference “Privatheit” [Privacy] in Passau on 20 November 2010.

“Modular ICT Regulation in the EU – Probing a Hypothetical Regulative Framework”, lecture by S. Dreyer at the 3rd European Communications Conference (ECC/ECREA) in Hamburg on 14 October 2010.

“Oh no, that hurts! – Categorization of Sanctions Against Avatars”, lecture by S. Dreyer at the ECREA Pre-Conference “Avatars and Humans” in Hamburg on 12 October 2010.

“Loops und Audiomedien” [Loops and Audiomedien], panel by H.-U. Wagner at the annual conference of the Association for Media Studies on the topic “Loopings” at the Bauhaus University Weimar on 30 September 2010 (with F. Schätzlein, A. Volmar, J. Schröter, M. Harenberg, J. P. Müller).

“Entgrenzung des Journalismus?” [Dissolution of Boundaries in Journalism?], lecture by W. Loosen at the workshop “Medienwandel und Medienkrise” [Media Change and Media Crisis] of the Netzwerk Medienstrukturen in Düsseldorf on 17 September 2010.

“The Promotion of ‚Volk‘, ‚Heimat‘, and ‚Nation‘ in the Literary Programme Offers by the Norag and the Reichssender Hamburg in the 1930s”, lecture by H.-U. Wagner at the symposium “Broadcasting in the 1930s: Radio, Television and the Depression” as part of “On, Archives! A Conference on Media, Theater and History” at the Wisconsin Center for Film &

Theater Research in Madison, Wisconsin (USA) on 9 July 2010.

“The (Re-)Discovery of the Audience: The Relationship Between Journalism and Audience under the Conditions of Web 2.0”, talk by W. Loosen at the annual conference of the International Communication Association in Singapore on 23 June 2010.

“Hub, Fine-Tuner or Business as Usual? Social Network Sites in the 2009 Federal Election”, lecture by J.-H. Schmidt and J. Kunert at the “General Online Research Conference” in Pforzheim on 28 May 2010.

“Ratings, Trust & Common Descriptors. A new approach for a supranational online labeling system”, lecture by S. Dreyer at the European Film Classifiers Conference in Den Haag on 20 May 2010.

“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 Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft [German Association for Journalism and Communication Studies] in Ilmenau on 13 May 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 Institut für Rundfunkökonomie [Institute for Broadcasting Economy] at Cologne University in Bonn on 7 May 2010.

“International Blogospheres”, keynote by J.-H. Schmidt at the “Best of Blog Awards” of the Deutsche Welle in Berlin on 15 April 2010.

“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.

“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..

“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.

“Journalistic-Editorial – an Adventure Playground for Statutory Interpretation”, lecture 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.

“Power, Decisions and Knowledge: How labeling 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.

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

“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.

6. 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.

The leading conference for European media and communication researchers gathered 1.100 participants in Hamburg. The overall theme of the conference, “Transcultural Communication – Intercultural Comparisons” was discussed in plenary sessions by renowned international representatives of research and European media and research policy. Beyond the current media devel-

opments and their consequences for politics, society, industry and the individual were commented and discussed in over 700 lectures. This spread 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 was responsible for concept, planning and execution of the ECC 2010 in Hamburg and was 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, C. Matzen

Funding: ECREA, DFG, ZEIT-Stiftung, Google et al.

OVERVIEW OF EVENTS 2010/2011

Apart from the above mentioned ECREA 2010 the following events were executed in 2010/2011 (reverse chronologically).

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

Media Practice – Media Modes. Media Acting from a Practical Theoretical Perspective

Lecture by Christian Pentzold at the Graduate School Media and Communication in Hamburg on 29 June 2011.

Do the Media Form Europe's Memory?

Panel discussion with researchers and journalists, hosted by the Research Center Media and Communication in the context of the European Week 2011 at the University of Hamburg on 12 May 2011.

Online Protection of Minors – Can You Believe It?

Joint symposium by the Hans Bredow Institute, Media Authority Hamburg/Schleswig-Holstein and the Hamburg Chamber of Commerce at the Hamburg Chamber of Commerce on 25 May 2011.

Following the failure of the revision of the interstate treaty on the protection of minors in the media (JMStV) at the end of 2010, the Hans Bredow Institute, the Media Authority HSH and the Hamburg Chamber of Commerce wanted to utilise their experiences from last year's discussion and attempted to define the requirements for adequate protection of minors in the media more clearly. 200 guests at the Hamburg Chamber of Commerce prove the interest in the topic.

Media Education Congress in Berlin

The congress was hosted by the initiative “Keine Bildung ohne Medien!” [No Education without Media!] (C. Lampert) at the TU Berlin on 24 and 25 March 2011 and addressed everyone dealing with the support of media competence. It is intended to

contribute to a broad and sustainable establishment of media education.

LfM Conference “Video Games between Fun, Education and Excess”

Presentation of the results of the project “Kompetenzerwerb, exzessive Nutzung und Abhängigkeitsverhalten bei Computerspielen” [Competencies and Excessive Use among Gamers: Challenged, Supported, Endangered] in Düsseldorf on 16 February 2011.

Lecture Series “The Literary Field in Hamburg 1933-1945”

of the University of Hamburg in winter semester 2010/11, among others with a lecture by H.-U. Wagner from the research project “History of Broadcasting in Northern Germany”.

Growing up in a Digital Society: Internet and Value Orientation in the Everyday Life of Children and Young People in Germany

Presentation of results of the EU survey and discussion of its socio-political significance at a joint event of the State Centre for Media and Communication (LMK) at the British Embassy in Berlin on 7 December 2010.

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 met at the second Games Convention Online in Leipzig. In the context of the convention, practice-oriented questions were discussed from different perspectives during business talks. The Hans Bredow Institute was 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” (project 14) 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 Legal 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 15) 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 14) with representatives of the economy on the issue of “Intellectual Property Right for Content Providers” in Hamburg on 19 March 2010.

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, die medienanstalten

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

Lutz Marmor, NDR

Eva-Maria Michel, WDR

Prof. Dr. Hans-Heinrich Trute, University of Hamburg

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 of General Communication Studies with a research focus on political communication at the University of Vienna.

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

Prof. Dr. Gabriele Siegart, 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

Florian Bayer, M. A., studied History, Media Culture and Economics at the University of Hamburg. In his M.A. thesis he looked into the compensation of Jews and Social Democrats in the Schleswig-Holstein county of Stormarn. Since July 2009 he has been a researcher at the project “History of Broadcasting in Northern Germany” of the Hans Bredow Institute, Hamburg University and the NDR. He works in particular on projects on the media coverage of NS trials in the 1950s and 1960s, a continuously updated bibliography on the North German Broadcasting Corporation as well as on interviews on the history of broadcasting with contemporary witnesses. In his PhD project he examines compensation practice in Schleswig-Holstein in the early post-war years at the example of the county of Stormarn. For this, he received a graduate scholarship of the Friedrich-Ebert-Stiftung. His research interests are in the field of media-transferred culture of remembrance, the programme history of German broadcasting between 1950 and 1970 and the media dealing with National Socialism and Holocaust.

Projects 2010/2011

- Public Communication as Facilitated by the Media from the 1950s to the 1970s
- Medial and Mental Representations of the Holocaust

Jannes Beeskow 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. From February 2010 until March 2011 Jannes Beeskow was a junior researcher at the

Hans Bredow Institute. His main area of interest is copyright law. ☎ <http://hbi.to/3250>

Projects 2010/2011

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

Dr. Per Christiansen, MSc (LSE) studied Law and Philosophy at the University of Kiel and Regulation at the London School of Economics. Recently he was Director of Human Resources and Law at AOL Group in Germany. Since August 2010 he has been a Senior Visiting Research Fellow at the Hans Bredow Institute. His research focuses on issues of regulation of international media corporations. Further topics include regulation instruments to optimise compliance for users of the internet as well as legal issues of the marketing of advertising space on the internet. Per Christiansen is a chair member of the Freiwillige Selbstkontrolle Multimedia e.V. [Voluntary Self-Monitoring Multimedia] and the Foundation Digitale Chancen [Digital Opportunities]. He further acts as lawyer. ☎ <http://hbi.to/3720>

Project 2010/2011

- Regulatory Influence on Multinational Internet Companies

Stephan Dreyer 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 2010/2011

- Search for Indicators for Independence and Efficient Functioning of Audiovisual Media Services Regulatory Bodies
- Innovation Workshop “Creativity and Copyright in the Net Economy”
- Further Development of Network-Adequate Protection of Minors in the Media
- Reform of Communications and Media Policy
- Decisions under Uncertainty in Youth Media Protection
- Research and Transfer Centre Digital Games and Online Worlds
- “Games Convention Online 2010”: Business Talks
- “Global Classroom” – Pilot Project for Distance Education in Media Law

Stefanie Hagemeyer studied Law at Hamburg University. Her research interest lies with public media and communication law, which she already focused on during her studies at university. In this context she contributed to the development of a broadcasting constitution textbook at the chair of public law, media and telecommunication law led by Prof. Dr. Hans-Heinrich Trute towards the end of 2008. Following this, she completed internships and auxiliary activities related to her subject area at Hamburg solicitors’ offices Unverzagt•von Have as well as Schulenberg & Schenk, and further at the PR agency Schoeller & von Rehlingen Public Relations Hamburg. Since 2010 she has been a member of the Hamburg Initiative for Media, IT and Telecommunication Ham-

burg@Work e.V. Since March 2011 Stefanie Hagemeyer has been a junior researcher at the Hans Bredow Institute. In her Ph.D. project she focuses on media regulation in reference to current advertising law. • <http://hbi.to/4006>

Project 2011

- Prevention of Dominant Influence on Public Opinion

Prof. Dr. Uwe Hasebrink worked for three years at the Institute for Social Psychology at the University of Hamburg after studying Psychology and German Philology in Hamburg. He joined the Hans Bredow Institute in 1986 as a researcher; from 1988 he also acted as the executive manager. In 1998, he was elected to the Institute’s directorate. In 1999, he was Acting Professor of Communications at the College of Music and Theatre in Hanover. In spring 2001, he received a chair in “Empirical Communications Studies” from the University of Hamburg and the Hans Bredow Institute jointly. Since 2009 he is a member of the board of directors of the Research Center for Media and Communication (RCMC), which brings together university and non-university media and communication research in Hamburg, and at the same time one of the spokespersons of the Graduate School Media and Communication, which is being supported within the context of the Hamburg initiative of excellence. Alongside this, he was spokesperson for the specialist group on reception research in the DGPuK from 1998 to 2003, co-publisher of the series “Rezeptionsforschung” [reception research] from 2003 to 2007, a member of the Management Committee of the International Radio Research Network (IREN) from 2004-2006, and since 2010 member of the management committee of the COST action “Transforming Audiences - Transforming Societies”. He has been a member of the Executive Board of the European Communication Research and Education Association (ECREA) since 2004 and has held a curatorship at the Academy for Journalism and Communications in Hamburg since 2001. Since 2009 he has been a member of the international board of the “Journal of Children

and Media". 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 2010/2011

- EU Kids Online
- Information Repertoires of the German Population
- Information Requirements and Information Searches Under the Heading of Crossmedial Use and Converging Offerings
- Convergence from the User's Perspective – the Concept of Communication Modes
- Media Repertoires
- Key Medium Internet? Potential Effects of the Rise of the Internet as "Key Medium" in the German Media System
- Young People and Web 2.0
- Competencies and Excessive Use among Gamers: Challenged, Supported, Endangered
- The Genre of Witnessing: Media, History and the Holocaust
- Prevention of Dominant Influence on Public Opinion
- Young Scholars Network on Privacy and Web 2.0
- Research Centre "European Media and Public Spheres" (EuroMaPS)
- The Role of Online Communication in Building Confidence in Medical Knowledge

Stefan Heilmann, LL.B., 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. From February 2009 until July 2011, 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, the Australian Communications and Media Authority in

Sydney and a mobile communication service provider in Kuala Lumpur. His research interests lie in the area of the regulation of communications, particularly as regards developments in convergence and data protection as well as in legal and policy issues concerning user-generated content and online games/virtual worlds. ➔ <http://hbi.to/837>

Projects 2010/2011

- Consortium of Chinese and European Research Institutions IPRNME
- Reform of Media Systems in Asia
- Research and Transfer Centre Digital Games and Online Worlds
- Obligations to Provide Information in Telemedia Law and User-generated Content

Dr. Thorsten Held studied Law at the University of Hamburg. He was a senior researcher at the Hans Bredow Institute from 1998 through May 2011, since 2004 he has also belonged, as a lawyer licensed in Hamburg, to the "Büro für informationsrechtliche Expertise" (i.e., Specialist Bureau for Information Law). Since June 2011 he has worked as a judge in Hamburg and resigned from the Institute. One emphasis of his work at the Institute was 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 dealt 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 had 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 2010/2011

- Regulation by Incentives
- Prevention of Dominant Influence on Public Opinion
- Communication and Media Order

Anja Herzog, M. A., studied Slavistics and History at the University of Hamburg and journalism at the University of St. Petersburg. As a student, she worked on numerous projects at the Hans Bredow Institute, as well as on the International Media Handbook. She was subsequently responsible for constructing a “Netzwerk unabhängiger Medienforschung in Mittel- und Osteuropa” [Network of Independent Media Research in Central and Eastern Europe]. In the context of the project, “European Association for Viewers’ Interests”, she worked on the preparations for founding a European viewers’ association. She has been also dealing with tasks of overall research organisation and project acquisition in the context of a back-office position at the board of directors since April 2007. Beside this, she works on the editing of the International Media Handbook. In 2010 she was in charge of coordinating the organisation team for the 3rd ECREA Conference (European Communication Research and Education Association), which was hosted by the Hans Bredow Institute in Hamburg in October 2010. ☎ <http://hbi.to/839>

Projects 2010/2011

- ECREA Conference Hamburg 2010
- International Media Handbook
- Research Centre “European Media and Public Spheres” (EuroMaPS)

Dr. Claudia Lampert studied Education with special emphasis on Media Pedagogy at the University of Lüneburg and at the University of Hamburg, where she gained a doctorate in 2006 with a study on the potential of fictional television programmes for promoting health. She has been working as a research consultant at the Hans Bredow Institute since April 1999. One of her particular research interest and emphasis is in the area of media socialisation and media-education. In the context of various projects, she is currently working on the role of digital media in the every-day lives of children and adolescents. She 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 2010/2011

- Media Education through Parents: Promotion of Media Competence in the Family between Aspiration and Reality
- EU Kids Online
- Competencies and Excessive Use among Gamers: Challenged, Supported, Endangered
- The Role of Online Communication in Building Confidence in Medical Knowledge
- Young People and Web 2.0
- The Network for Media and Health Communication
- Research and Knowledge Transfer Centre “Media and Health Communication”

PD Dr. Wiebke Loosen studied Communications at the University of Münster, where she was also a researcher and assistant until in 2000 she changed to the University of Hamburg. In 2006/2007 she acted in place of a professorship for communication studies focusing on online communication and communicator research at the LMU in Munich. In 2010, Wiebke Loosen habilitated on the subject “Transformationen des Journalismus und der Journalismusforschung” [Transformations of Journalism and Journalism Research] at the Faculty of Social Studies Faculty at Hamburg University. Since 1 April 2010 Wiebke Loosen has been a senior researcher at the Hans Bredow Institute. In her research, she focuses on the areas of journalism research, online communication and methods of empirical communication research. ☎ <http://hbi.to/3398>

Projects 2010/2011

- Mapping Digital Media: Germany
- The (Re-) Discovery of the Audience. The Relationship between Journalism and Audience under the Conditions of Web 2.0
- Young Scholars Network on Privacy and Web 2.0

Martin Lose studied Law at Hamburg University. His research interest lies in public media and communication law, which built his focus in university and was further explored during an internship at “i.e. – Büro für informationsrechtliche Expertise” [i.e. – Office for Expertise on Information Law]. Since 2008 he has worked at the Hans Bredow Institute in the area of “media and telecommunication law”, first as student assistant, since May 2011 as junior researcher. ☎ <http://hbi.to/4081>

Christiane Matzen, M. A., studied History, Public Law and Sociology in Hamburg and Marburg. She has worked as an academic editor at the Hans Bredow Institute since 1991. Her area of activity involves the editorial control of all the Institute’s publications, above all 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 2010/2011

- International Media Handbook

Wiebke Rohde, M. A., 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. Following 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

- Competencies and Excessive Use among Gamers: Challenged, Supported, Endangered

Dr. Jan-Hinrik Schmidt studied Sociology at the Otto-Friedrich-University Bamberg and West Virginia University Morgantown, USA. From 2000 onwards, he held various positions in the University of Bamberg, among them the research centre for “New Communications Media”, at the Chair in Sociology II (Prof. Dr. R. Münch) and at the State Institute for Research into Families. After completing his doctorate on the institutionalisation of locally related online services, he was a German Academic Exchange scholar at the Donau-University Krems, and guest scholar at the Johannes-Kepler-University Linz (Prof. Dr. B. Batinic). From 2005 to 2007, he worked on a postdoc project supported by the German Research Foundation on “Practices in online-based networking” at the research centre for “New Communications Media” in Bamberg. Since November 2007 he has been working as a senior researcher for digital media and political commu-

nication at the Hans Bredow Institute. His research focus is on developments of “Web 2.0”, or respectively” social software”, where he is particularly interested in current changes in online based public spheres and social networks, as well as their effects on politics, economy and civil society. In addition, he analyses form, functions and consequences of online and game-based social spaces at the research and transfer centre ”Digital Games and Online Worlds” at the Hans Bredow Institute. ➡ <http://hbi.to/1530>

Projects 2010/2011

- Web 2.0 Metrics
- Information Repertoires of the German Population
- 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
- Prevention of Dominant Influence on Public Opinion
- Competencies and Excessive Use among Gamers: Challenged, Supported, Endangered
- The Role of Online Communication in Building Confidence in Medical Knowledge
- Research and Transfer Centre Digital Games and Online Worlds
- Young Scholars Network on Privacy and Web 2.0
- Young People and Web 2.0

Dipl.-Soz. Hermann-Dieter Schröder studied sociology in Bielefeld. He has worked at the Hans Bredow Institute since 1983. He has here pursued the following topics, among others: the presentation of television programmes and broadcasting providers in programme guides and the daily newspapers, the organisation and financing of local radio, the organisation of programme production for television and the development of media business in Hamburg. His current research interests concern particularly the organisational and commercial structures of the media system ➡ <http://hbi.to/848>

Projects 2010/2011

- Mapping Digital Media: Germany
- Prevention of Dominant Influence on Public Opinion
- Key Medium Internet? Potential Effects of the Rise of the Internet as “Key Medium” in the German Media System
- Communication and Media Order

Felix Schröter, M. A., studied Communication and Media Studies as well as Musicology at Hamburg University. From 2006 to 2010 he worked as student assistant on various projects at the Hans Bredow Institute, among others on the music industry in Hamburg and on the German media system. From October 2010 until July 2011 he worked as a junior researcher on projects at the Institute, especially on a project on the reception of moving images in converging media environments. During his studies he also dealt with NS cinema in Hamburg in the context of a DFG project on regional film research, and in his master’s thesis he examined questions of usage and analysis of digital games. His main research interest is for contact points of games research and theories of communication and media studies on media reception and analysis. He has pursued this focus since April 2011 in his PhD project on “Rezeption und Analyse von Computerspielfiguren” [Reception and Analysis of Characters in Video Games] at the Media and Communication Institute at Hamburg University. Since August 2011, he works at his institute as researcher in the field of aesthetics and narrativity of computer games. ➡ <http://hbi.to/4082>

Projects 2010/2011

- Key Medium Internet? Potential Effects of the Rise of the Internet as “Key Medium” in the German Media System
- Mapping Digital Media: Germany
- Reception of Moving Images in Converging Media Environments: Anticipated and Usage Modes
- Digital Games and Online Worlds

Dr. Wolfgang Schulz studied Law and Journalism in Hamburg. Since 1997 he has taught the optional special subject on information and communication in the Department of Law at the University of Hamburg; he has been also a member of the state office for legal examinations since January 2000. In July 2009 habilitation through the Faculty of Law at the University of Hamburg, granted Venia Legendi in public law, media law and legal philosophy. From 1999 onwards, he functioned as deputy business director as well as head of the Hans Bredow Institute’s area of media and tele-

communications, 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 2010/2011

- Search for Indicators for Independence and Efficient Functioning of Audiovisual Media Services Regulatory Bodies
- Regulation by Incentives
- Prevention of Dominant Influence on Public Opinion
- Further Development of Network-Adequate Protection of Minors in the Media
- Innovation Workshop “Creativity and Copyright in the Net Economy”
- Consortium of Chinese and European Research Institutions IPRNME
- Reform of Media Systems in Asia
- Optimising the University of Hamburg's E-Learning Programmes with Special Reference to Media Law
- Key Medium Internet? Potential Effects of the Rise of the Internet as “Key Medium” in the German Media System
- Communication and Media Order
- “Global Classroom” – Pilot Project for Distance Education in Media Law

Dipl.-Päd. Christiane Schwinge studied Education with a focus on Media Education at the Johannes Gutenberg University Mainz and at the University of Hamburg. During her studies she was involved in numerous media education projects. 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. From April to October 2010 she was a researcher in the project “Acquisition of Competencies, Excessive Use and the Identification of Addiction with regard to

Computer Games”. Since then, she has worked as researcher in the field of media education at the Faculty of Education at the University of Hamburg. 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>

Project 2010

- Competencies and Excessive Use among Gamers: Challenged, Supported, Endangered

Regine Sprenger studied Law at the Westfälische Wilhelms-Universität Münster and the Universidad Católica des Valparaíso, Chile. During her legal traineeship (Referendariat) at the Hanseatic Higher Regional Court of Hamburg, she did placements at the North German Broadcasting Corporation (NDR) and the Federal Ministry of Justice. From January 2009 through January 2011 she was a junior researcher at the Hans Bredow Institute, since then she has worked as judge. Her research focuses on the area of media regulation and civil media law as general framework for public communication. ➔ <http://hbi.to/2727>

Projects 2010/2011

- 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
- Regulation of Cross-Media Concentration Processes

Dr. Roberto Suárez Candel studied Audiovisual Communication (B.A. 2001) and Communication Studies (M.A. 2005) at the Pompeu Fabra University in Barcelona, Spain. From 1999 to 2001 he worked as production assistant in audiovisual production (cinema, tv, advertising). From 2002 until January 2010, Roberto Suárez worked as a researcher and associated lecturer at the Depart-

ment of Communication of the Pompeu Fabra University where he was able to finish his PhD in autumn 2009. Since February 2010 he has worked as guest researcher at the Hans Bredow Institute through a “Marie Curie Intra-European Fellowship for Career Development”. In his post-doc project “Redefining and Repositioning Public Service Broadcasting in the Digital and Multiplatform Scenario: Agents and Strategies” he examines how public service media adapt to multiplatform scenarios and therefore executes an international comparative survey in Germany, Spain, and Poland. ● <http://hbi.to/3216>

Project 2010/2011

- Redefining and Repositioning Public Service Broadcasting in the Digital and Multiplatform Scenario: Agents and Strategies – An international comparative analysis within the European Union

Jenny Voth, M. A., 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 2010/2011

- The Role of Online Communication in Building Confidence in Medical Knowledge

- Network Media and Health Communication
- Research and Transfer Centre Media and Health Communication

Dr. Hans-Ulrich Wagner studied German Language and Literature at the Universities of Bamberg and Münster and worked as a freelance literary critic and journalist. He gained a doctorate in Bamberg in 1996 with a study on the radio plays of the immediate postwar years 1945-1949. Subsequently, he worked at the German Broadcasting Archive in Frankfurt am Main, with a DFG project on the broadcasting work of Günter Eich, as well as being a curator of the exhibition “Remigranten und Rundfunk [returning emigrants and broadcasting] 1945-1955”. He has been working at the Research Centre for the History of Broadcasting in Northern Germany since December 2000, since August 2005 as its head. He fulfils teaching and examination roles at the University of Hamburg in the Department of Language, Literature and Media I/Media Culture. He has been a member of the jury for the “Hörspielpreis der Kriegsblinden. Preis für Radiokunst” [Blind War Veterans' Prize for Radio Plays. Prize for Radio Arts] since 1996 and has been editor of the journal, “Rundfunk und Geschichte” [Broadcasting and History] since 2005. He is a board member of the “Studienkreis Rundfunk und Geschichte” [Circle for the Study of Broadcasting and History] and acted as chair from 2007 to 2011. His research interests include all issues of mediated public communication, the main focus being the investigation of long-term media effects, the relationship of broadcasting and literature, the semiotics of radio as well as questions on the history of media, programming and mentalities in the 20th century. ● <http://hbi.to/850>

Website of Research Centre: ● <http://hbi.to/2119>

Projects 2010/2011

- 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., 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). From October 2009 to summer 2010 he spent 10 months at the Institute for Advanced Study in Berlin, researching on law and innovation. ● <http://hbi.to/854>

ASSOCIATE STAFF MEMBERS AND FREELANCERS

Associate staff members and freelancers support the Institute in defining new research topics and in performing concrete investigations. In 2010/2011 the associate staff members were:

Prof. Dr. Joan Kristin Bleicher studied German Language and Literature, American Studies and general literary criticism in Giessen, Bloomington/USA and Siegen. She obtained a doctorate at the University of Siegen and worked from 1986-1995 in the special research area no. 240 of the German Research Foundation, Deutsche Forschungsgemeinschaft, “Ästhetik, Pragmatik und Geschichte der Bildschirmmedien. Schwerpunkt:

Fernsehen in der Bundesrepublik Deutschland” [Aesthetics, Pragmatics and History of the screen-based Media. Special Emphasis: Television in the Federal Republic of Germany]. After teaching posts at the universities of Saarbrücken, Marburg, Lüneburg and Hamburg, Joan Kristin Bleicher wrote her post-doctoral thesis at the University of Hamburg. Her interests emphasise the areas of media aesthetics and history, theories of narration, contemporary literature and foundational research on the Internet. From the summer semester 2001 onwards, she has held a professorship in the Germanic Institute at the University of Hamburg. From spring 2002 until autumn 2007, she held a

joint professorship in “Media Studies” at the Hans Bredow Institute and the University of Hamburg. Since September 2007 she has been a full professor at the Institute for Media and Communication Studies at the University of Hamburg and an associate staff member of the Hans Bredow Institute. ☛ <http://hbi.to/829>

Inka Brunn 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 a legal trainee (Referendar) at the Hanseatic Higher Regional Court of 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>

Project 2010/2011

- Copyright in the Information Society – Breaches of Copyright by Search Engines

Dr. Thomas Büchner 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 trainee (Referendar) at the Hanseatic Higher Regional Court of Hamburg. Further he teaches media law at the Leipzig School of Media. In 2010 he gained a doctoral degree on the topic “Die rechtlichen Grundlagen der Übertragung virtueller Güter” [The Legal Foundations for the Transfer of Virtual Goods]. His interests focus on the area of copy-

right. As research fellow at Hans Bredow Institute he is concerned with creativity and copyright in the net economy. ☛ <http://hbi.to/3274>

Project 2010/2011

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

Sebastian Deterding, M. A., studied Comparative Literature, Communication, Psychology, and Philosophy at the Westfälische Wilhelms-University Münster and Brown University, Providence, USA. After finishing his studies, he worked several years as program manager and online editor-in-chief at the multimedia department of the Federal Agency for Civic Education, Germany. He was the product manager of the e-democracy application “Wahl-O-Mat”, project lead of a social networking site for civic youth engagement, and edited several online dossiers on topics including open source, copyright and video games. His stay at the Federal Agency was interrupted by a short commission to the Information Society Division of UNESCO, Paris, where he worked on information policy and internet governance. Subsequently, Sebastian became a research associate at the GATE Game Research for Training and Entertainment Project at the University of Utrecht, The Netherlands, where he developed design guidelines for persuasive games, before moving on to become a user experience designer at the publishing company Gruner+Jahr AG & Co KG in Hamburg, where he was UX project lead for the redesign of a major news site. From October 2009 through March 2010, Sebastian has been a junior researcher at the Hans Bredow Institute and has been working on research projects at the intersection of code, governance, persuasion and game design. Since April 2010 he has done his PhD with a scholarship granted by the Hamburg Excellence Initiative at the Graduate School “Media and Communication”, the interdisciplinary PhD Programme of the Research Center for Media and Communication (RCMC) in Hamburg. He is still related to the Institute as a staff member of the Research and Transfer Centre “Digital Games and Online Worlds”. His research interests include the persuasive design of games and digital media, new

media governance, fictional transmedia worlds and their communities, and Goffmanian frame analysis as a theoretical approach to fiction and video games. ☎ [http:// hbi.to/3121](http://hbi.to/3121)

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

Projects 2010/2011

- The Video Game Frame: Video Game Play between Technical Artefact and Social Framing
- 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
- Research and Transfer Centre Digital Games and Online Worlds

Hanna Domeyer, M. A., 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 2010/2011

- 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 studied Psychology at the Julius-Maximilians-University Würzburg, the Saarland University in Saarbrücken (focussing on media and organisational psychology) and at the University of Missouri (USA). Her diploma thesis was devoted to the depiction of the differences between sexes in the media, using the example of the TV inspectors in “Tatort”. From November 2008 to October 2009 and again since April 2011 she has been a Junior Researcher at the Institute of Media and Communication (Prof. Dr. Uwe Hasebrink) at the University of Hamburg. Since October 2009 she has been a member of the Graduate School “Media and Communication” of the “Research Center for Media and Communication (RCMC)” at the University of Hamburg. In her dissertation she investigates long-term media effects. Her key fields of interest are reception history, and long-term effects of the media, as well as media and gender. ☎ <http://hbi.to/2315>

Projects 2010/2011

- The Genre of Witnessing: Media, History and the Holocaust
- Watching the Holocaust on TV – the Meaning of Television for the Long-term Development of Recipients' Representations of the Holocaust

Christoph Hilgert, M. A., 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>

Sascha Hölig, M. A., 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. From May 2007 to April 2011, he worked for the Chair in Empirical Communication Studies (Prof. Dr. Uwe Hasebrink) at the Institute for Media and Communication at the University of Hamburg. Since April 2011 he has been a researcher at the Institute for Communication Studies and Media Culture at the Leuphana University Lüneburg. 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>.

Projects 2010/2011

- Convergence from the User's Perspective – the Concept of Communication Modes
- Information-Oriented Communication Modes on the Internet

Thorsten Ihler 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. From May 2010 until May 2011 he worked at the department of data protection at the Federal Ministry of Justice, since 2011 he has been a legal trainee at the Higher Regional Court (OLG) Celle. He has been a freelancer for the Institute since October 2009. 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 2010/2011

- Relevance of Information for the Applicability of Data Protection Law
- Research and Transfer Centre Digital Games and Online Worlds
- Games Convention Online Conference 2010

Kwangnam Ko, M. A., studied Massmedia and Journalism at the Sung Kyun Kwan University (SKKU) in Seoul, South Korea. In his masters thesis (2008) he explored the role of traditional narratives such as film related to the experience of gamers playing video games. From 2004 to 2005 he was a research assistant at the Research Center of the Korea Broadcasting Committee (KBC), from 2007 to 2010 he was a staff member and later became Professional Member of the Board at the Game Rating Board of South Korea. Since March 2010 Kwangnam Ko has been a fellow at the Graduate School Media and Communication (GMaC) researching on the topic "Vergleichende Untersuchung zur Spielerfahrung und Immersion bei FPS-Games von deutschen und koreanischen FPS-Spielern" [Comparative Survey on Gaming Experience and Immersion of German and Korean FPS Gamers with FPS Games]. His research priorities are narratives, social interaction and immersion in the virtual gaming world, as well as intercultural research regarding Europe and Asia. ☉ <http://hbi.to/3690>

Project 2010/2011

- Research and Transfer Centre Digital Games and Online Worlds

Dr. Till Kreutzer is a lawyer and has been 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 eureka 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 2010/2011

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

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 researcher. 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 D.Phil. 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., 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>

Project 2010/2011

- 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 2010 have been:

Florian Bayer, Kevin Dankert, Nils Dargel, Marius Drosselmeier, Verena Eustermann, Söhnke Greite, Sigrid Kannengießer, Laura Kivelitz, Jes-

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