



Annual Report 2014/2015

Imprint

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June 2015



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



Introduction

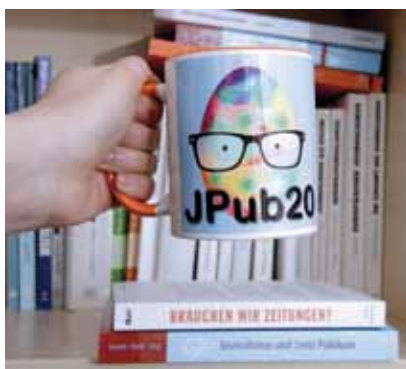
The convergence of the „world of the Internet“ and the „world of broadcasting“ has become a part of everyday life. Television sets are able to display online content and can be controlled by tablet PCs, while radio and television broadcasters are establishing cross-references between their programme content and online contents, having to make sure that they are to be found on ever new platforms. This is not only a major challenge for the companies, but also for the policy makers who have to adjust the regulatory framework to the new developments. Against this background, scientific expertise is in demand – and the area of research is confronted with new questions too: How can media communication, which serves an important purpose in our society, be addressed and investigated empirically in a convergent world of communication? Could it be that the various functions of social communication are becoming so differentiated that conventional concepts and theories are about to reach their limits?

Given these questions, the approach of the Hans Bredow Institute, its science-oriented basic research and the problem-specific practical orientation, prove to be successful. This annual report is supposed to give an overview of the approach and the specific areas in which the Institute addresses the new challenges.

The Institute is able to fulfil this task thanks to the sustainable support from the funding bodies. Here, it is especially noteworthy that the City of Hamburg has decided to lay the ground for the Institute to develop further so as to join the Leibniz Association. In the course of the last research year, the Institute thus sharpened its research profile and strengthened the personnel structure.

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Hans Bredow (1879 - 1959)

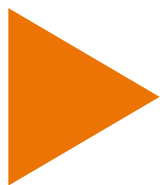
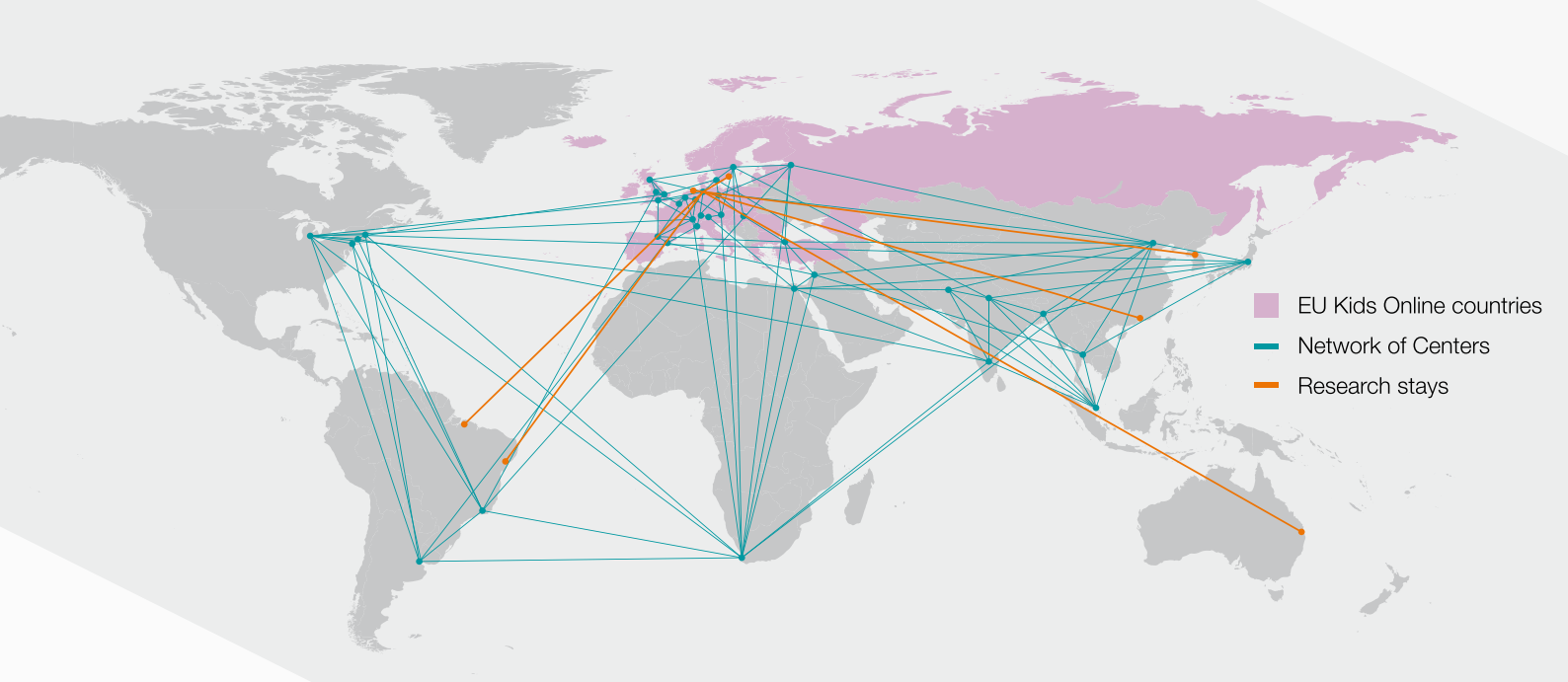
The Hans-Bredow-Institut – Media Research since 1950

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

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

The Institute is named after Hans Bredow, who played an important role in the development of broadcasting technology. He served as the “Rundfunkstaatssekretär” (State Secretary of Broadcasting) in the Weimar Republic, but stepped down from his office on the day the National Socialists took power. Later, he contributed a lot to the development of a public broadcasting system in the young Federal Republic of Germany.

At that time, it also became clear that the area of media development is so important that it should be covered by an independent research institution. In 1950, the Universität Hamburg and the broadcasting corporation “Nordwestdeutscher Rundfunk” thus founded the Hans-Bredow-Institut as an independent institution focusing on this field of research. Since then, the Institute is a so-called “An-Institut” of Universität Hamburg: legally independent, but connected to Universität Hamburg in many ways.



National and International Research Collaborations

International

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

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

in the fields of media policy and media education, this network has become a key player in the respective fields of research – on a European and on a national level.

The Institute is also active in the “Network of Internet and Society Research Centers” (NoC). Other partners in this network are, for example, the Oxford Internet Institute, the Nexa Center for Internet and Society in Turin and the Berkman Center for Internet and Society at Harvard University. The activities in Germany are coordinated with the Humboldt Institute for Internet and Society (HIIG).

Comparative research is also a key aspect of the NoC. Thus, a study was completed in 2015, focusing on liability

January 2014



► “Freiberufler als Marke am Beispiel des Journalisten” – A lecture by Julius Reimer at the TU Dortmund, focusing on the aspect of freelance journalists as brands

March 2014

February 2014



► April 4, 2014: Dr. Jan-Hinrik Schmidt appears in the radio series “Hörer im Gespräch” on WDR 5. The topic is the 10th anniversary of Facebook



Winter School in collaboration with the National Law University in New Delhi

regimes for online intermediaries such as, for example, social media platforms like Facebook or search engines like Google. Since all societies and states seem to be facing similar challenges, it is to be expected that a comparative study will support mutual learning, for example by highlighting “best practice” examples or pointing out negative side-effects of certain regulatory approaches.

In addition – partly arising from network cooperations – there are close relations with individual research institutes all over the world. For instance, the researchers network “Entangled Media Histories” (EMHIS), which is financed by the Swedish Foundation for International Cooperation in Research and Higher Education (STINT), promotes collaborative work between the Department of Communication and Media at the University of Lund (Sweden), the Centre for Media History at the Bournemouth University (United Kingdom) and the Research Center Media History (Forschungsstelle Mediengeschichte) at the Hans-Bredow-Institut. Wherever possible, the Institute emphasizes that it is important for junior researchers and students to be able to benefit from research collaborations.

Thus, a project cooperation with the National Law University in New Delhi, India, led to a series of Summer and Winter Schools for students of the Law Faculty of the Universität Hamburg.

Thanks to the room situation at the new location in the Rothenbaumchaussee, it is now possible to offer visiting scholars a workspace at the Institute. Luckily, there is high demand, so that the Institute is able to select colleagues who can contribute to the research programmes and the areas of competence in special ways. Our experience with research stays like this shows that the Institute will benefit from any fresh impetus due to the guests’ points of view that are rooted in various different research traditions. In 2014, our Institute was able to welcome Dr. Tamar Witschge, Rosalind Franklin Fellow at the University of Groningen; Dr. Marie Cronqvist, Associate Professor in Journalism and Media History at the University of Lund; and Prof. Dr. Marlene Holzhausen of the Universidade Federal da Bahia in Salvador (Brazil) as guest researchers. In 2015, we could already welcome Dr. Sun Wook Choi of the Broadcasting Institute of the Korean Broadcast-



► “Ausgedient? Das Radio in der digitalen Welt”: In a radio essay for SWR2, Prof. Dr. Uwe Hasebrink addresses the question whether the digital world will make radio broadcasting obsolete



► Start of the EU-project MIRACLE, focusing on interoperable age ratings



► A call for parents to take part in interviews focusing on children's internet usage



Dr. Tamara Witschge



Dr. Marie Cronqvist



Dr. Sun Wook Choi



Celine Klemm



Prof. Dr. Neusa Pressler

ing System (KBS), Celine Klemm of the Vrije Universiteit Amsterdam and Prof. Dr. Neusa Pressler of the Universidade da Amazonia in Belém, Brazil. They will be followed by Felix Victor Münch of the Digital Media Research Centre at the Queensland University of Technology (Brisbane, Australia) and Prof. Anne SY Cheung, Department of Law of the University of Hong Kong.

National

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

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

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

Together with the University of Bremen and Universität Hamburg, the Hans-Bredow-Institut has also initiated a research network dedicated to the changes in social realities that are determined by media use. Based on the concept of communicative figurations, it is to be examined whether – or to what extent – the current changes in the media landscape are connected to structural breaks or merely to minor changes in the construction of social realities. The Institute is primarily interested in public spheres, journalism, socialisation in families as well as in law-making processes.



► Preschoolers (2-5 years) and parents wanted for interviews focusing on mobile device usage



► Social media data in the scope of research: Nele Heise in an interview for DRadio Wissen, focusing on the topic of “Big Data”

► Youth media protection in Switzerland – a need for regulation: the Hans-Bredow-Institut publishes a study concerning the development of digital media, usage trends and challenges for the protection of minors





Prof. Dr. Wolfgang Schulz

Selected Research Projects 2014/2105

The projects presented in the following have, in one way or the other, had significant effect on the Institute's work in the past research year.

Expertise: Convergence and Regulation

The expertise proves that the Institute is capable of helping to solve problems by contributing a profound factual basis for political decisions. The project took its course when it became obvious that the advancing

technical convergence between traditional broadcasting and the realm of the Internet brought existing regulatory approaches to their limits – since, for example, it became more and more difficult to draw a clear line between broadcasting and other communication services. The traditional concept of broadcasting, however, still forms the basis of important legal regulations such as regarding control over influence on opinion. The expertise, which was commissioned by the Broadcasting Commission of the German states (Länder),



Funding:

Rundfunkkommission der Länder
(Broadcasting Commission of the German States)

Survey period: April to October 2014

Project team: Prof. Dr. Wolfgang Schulz & Prof. Dr. Winfried Kluth (University of Halle-Wittenberg), Kevin Dankert and Sophie Knebel (project work)

Publication: The full report (including a brief summary) is published, in German and in citable form, as a Working Paper of the Hans-Bredow-Institut (Nr. 31)

Download: <http://hbi.to/957>.

April 2014



► Why are we fascinated by social networks? Dr. Jan-Hinrik Schmidt in an interview with "Schnappfisch", the youth desk of Hamburg's community and education channel TIDE

► Prof. Dr. Wolfgang Schulz comments on the ruling of the Federal Constitutional Court concerning the "ZDF-Staatsvertrag"



► The Hans-Bredow-Institut and the HIIG organize the "Internet Research 17" in Berlin



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Presentation of the convergence-expertise to Malu Dreyer, Prime Minister of Rhineland-Palatinate; Olaf Scholz, First Mayor of Hamburg; Stanislaw Tillich, Prime Minister of Saxony (on behalf of the states).



Martin Loose, Markus Oermann, Maria Franziska Schroeder

summarizes the existing scientific knowledge in the respective field – for example concerning changes in media use and the economic value chain – and also discusses and evaluates different strategies of how to react to these developments. For the Broadcasting Commission, the results served as a basis for the respective joint commission of the federal republic and the states (Bund-Länder-Kommission), which was established in December 2014.

Analyzing Governance Structures of Social Media

In this project on “Social Media Governance”, the Institute relies on its research competence in the areas of regulation and media usage, initiating a transdisciplinary approach to

gain a better understanding of what factors determine user behaviour in the so-called “Social Media”. For this purpose, a subject-specific research network was established together with our colleagues of the University of Haifa. The results of the first common case study – focusing on how users treat personal information on Facebook in Germany and in Israel – clearly showed that the legal situation, the social norms and technical standards form a complex structure of governing. Further, the so-called “governance factors” can act in different directions, for example regarding the aspect of sharing photos. The project was also able to bring about innovative methodological tools and theoretical approaches that can be used for future attempts to investigate the emergence and the effect of regulatory structures in

different realms of digital communication.

Funding: Alexander von Humboldt Institute for Internet and Society

Project period: 2011 to 2016

Partners: Prof. Dr. Wolfgang Schulz, Dr. Jan-Hinrik Schmidt, Martin Lose, Markus Oermann

Kooperationspartner: Haifa Center for Law & Technology, University of Haifa: Prof. Dr. Niva Elkin-Koren, Prof. Gustavo Mesch, Dr. Tal Zarsky, Rotem Medzini

Publication: Oermann, M.; Lose, M.; Schmidt, J.-H.; Johnsen, K. (2014): Approaching Social Media Governance. Berlin (HIIG Discussion Paper Series No. 2014-05, available for download), further publications under <http://hbi.to/4761>.

May 2014



► “Into the wild? Not with me!” Why people don’t use the Internet (or parts of it). Afterthoughts to a session of the Re:publica 14



► “Hello! Hello! This is radio”: The beginning of a series of online articles on the 90th anniversary of radio broadcasting in northern Germany

(Re-)Discovering the Audience

Social media have had significant impact on the traditional, mass-media-influenced relationship between journalism and the audience. This project – which was funded by the German Research Foundation (DFG) – investigates the impact of the participatory offers of digital media on expectations and activities in the field of journalism as well as on expectations and practices on behalf of the audience. Drawing on semi-structured interviews, online-based surveys and content analyses, we conducted case studies in four editorial offices (Tagesschau, Süddeutsche Zeitung, ARD Polit-Talk and Der Freitag), focusing on information and debate-oriented news journalism. The results show that each of the editorial offices has found its own answer to the new challenges and the increasing possibilities of audience-participation. In this respect, the key variables are the size of the editorial office, the offline publication cycles, existing connections between the offline and the online contents as well as individual journalistic strategies. Comparing the reciprocal expectations between the journalists and their audience, it can be seen that both sides are still convinced that the traditional journalistic tasks are of significant importance. However, the journalists tend to feel that many active members of the audience are merely “blowing



Dr. Jan-Hinrik Schmidt, Julius Reimer, PD Dr. Wiebke Loosen

off steam“. Further, they tend to underestimate that the new means of participation might enable them to expand their own knowledge.



Funding: German Research Foundation

Survey period: October 2011 to June 2014

Project team: PD Dr. Wiebke Loosen, Dr. Jan-Hinrik Schmidt, Nele Heise, Julius Reimer

Publication: The case study reports are published in the series „Working Papers of the Hans Bredow-Institute“, to be downloaded at <http://hbi.to/957>.

Children and (Online) Advertising

Advertising on the Internet is ubiquitous – sometimes clearly marked as such, sometimes hardly to be distin-

guished from the actual content. The Hans-Bredow-Institut developed an interdisciplinary approach towards the advertising practice of 100 websites that are especially popular with children. The study includes quantitative and qualitative research on the question whether children (aged 6 to 11 years) are able to understand advertising content and how they deal with it, as well as an analysis of the regulatory framework of online advertising. The results show that most of the children are familiar with the phenomenon of advertising itself, but are not always able to distinguish advertising from content reliably. In most cases, advertising content on children's pages is labelled as such, but the various techniques of tracking and creating user profiles are far less transparent. In consequence, this might cause

► The Hans-Bredow-Institut comments on a discussion paper issued by the federal states concerning changes of the youth protection provisions for the media

June 2014



► Increased news reception via smart phone services: the German results of the “Reuters Institute Digital News Survey 2014” in international comparison



► A call for 6-to-16-year-olds and parents to take part in interviews focusing on mobile device usage

children who use their parents' communication devices or profiles to be confronted with advertising content that is not suitable for minors. From a legal perspective, the overall regulatory framework of "advertising" appears to be a patchwork of relevant regulations that is less and less suitable to oversee the dynamics of the advertising market and the ongoing differentiation of services. Based on the empirical findings, it was possible to formulate recommendations concerning the field of media education and to provide advice in the scope of regulation as well as practical recommendations for content providers regarding the aspect of children and online advertising.



Commissioned by the State Media Authority North Rhine-Westphalia (LfM) and the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMSFSJ)

Duration: January 2013 to June 2014

Project team: Stephan Dreyer, Dr. Claudia Lampert, Dr. Anne Schulze

Publikation: Dreyer, S.; Lampert, C.; Schulze, A. (2014): Kinder und Onlinewerbung. Erscheinungsformen von Werbung im Internet, ihre Wahrnehmung durch Kinder und ihr regulatorischer Kontext (Children and Online Advertising. Forms of Internet Advertising, Perception by Children and Regulatory Context). Leipzig: Vistas. (Schriftenreihe Medienforschung der Landesanstalt für Medien Nordrhein-Westfalen; 75), ISBN 978-3-89158-606-8.

Summary of results (in English)

<http://hbi.to/4934>.



Dr. Anne Schulze,
Stephan Dreyer,
Dr. Claudia Lampert

Dr. Sascha Hölzig

Reuters Institute Digital News Survey

The Hans-Bredow-Institut is the German partner of the Reuters Institute for the Study of Journalism at Oxford University, which has been conducting annual surveys regarding news reception across all potential platforms and services since 2012. The German results for 2014 show that Apps for smartphones are to be seen as increasingly important means to access news: 32 percent of the online users in Germany use their smartphones to read news headlines and to keep up-to-date. However, classical news media usage such as reading a newspaper in the morning or watching TV in the evening still plays an important role for if people are looking for more detailed information. Compared to 2013, social media have become significantly more important concerning news

access, across all age groups. The data collected during the study are also important for other research projects of the Institute – also in regard of attempts to evaluate changes in user behaviour, as a basis to substantiate recommendations in the field of media regulation.



Funding: the media authorities

Duration: since 2013 (continued)

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

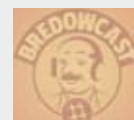
Partners: Nic Newman, David Levy & Rasmus Kleis Nielsen (Reuters Institute for the Study of Journalism)

Publications: Results of the study are available on the website of the Institute and at www.digitalnewsreport.org and at [www.hbi.to/4995](http://hbi.to/4995)



► DGPuK awards prizes for articles in M&K

July 2014



► Followup: "How Does Society Keep Itself Informed? Current findings and perspectives": Presentations and audio recordings of the 5th Media Symposium in Hamburg, organised by the Hans-Bredow-Institut, the Media Authority of Hamburg / Schleswig-Holstein (MA HSH) and Hamburg's Chamber of Commerce (June 11, 2014, at the Hamburg Chamber of Commerce)



Dr. Claudia Lampert

Application-oriented Expertise in Different Areas of Competence

The Hans-Bredow-Institut has acquired special expertise in several subject areas. In its long-term areas of competence, the Institute addresses current problems from a scientific point of view, providing its expertise to policy makers, regulative institutions and actors of the civil society – in the form of lectures, discussion papers, statements and workshops.

Growing up in Digital Media Environments

This area consists of all research and transfer projects that focus on questions of media socialization, media education as well as the evaluation and further development of the system of youth protection in the scope of digital media environments. Here, the Institute is able to contribute its transdisciplinary expertise, especially regarding its competence in

the areas of Law and Communication. During the last few years, several projects were carried out for the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMSFSJ), the Swiss Federal Social Insurance Office and the public television broadcaster ZDF. In this scope of work, the Institute is also involved in the European research network EU Kids Online. Further, MIRACLE, a pilot project for the European Commission concerning the

► Insight on media research: The Hans-Bredow-Institut launches Podcast series



► "Research Center Media History" will host the annual meeting of the DGPuK section Communication History



► 1000 signatures – How effective are online petitions? Katharina Johnsen talks about the project "Motivation for Participation: e petitions" in a programme by the Austrian broadcaster ORF

possibilities and the design of online content declaration, was approved in 2014. The consortium consists of institutions from five EU Member States, including classification institutions, self-regulatory bodies, “Safer Internet“-nodes as well as providers of filter software. The Institute



Statement: Draft of the amendment of the Interstate Treaty on Youth Media protection (Änderung des Jugendmedienschutz-Staatsvertrages JMStV), written by S. Dreyer and W. Schulz, (May 16, 2014)
Available at <http://hbi.to/5608>.



EU Kids Online

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

Project period: 4th phase, 2014 to 2017

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

Cooperation partners: Researchers from more than 30 European countries

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



Dr. Jan-Hinrik Schmidt

is involved in the public and political discussions concerning the development of youth media protection measures in many ways, with lectures, discussion papers and publications.

Internet and Society

This area focuses on the increasing interdependencies between everyday life and digital network infrastructures, the interplay of socio-cultural, technical and legal standards – thus building a bridge to the Alexander von Humboldt Institute for Internet and Society (HIIG) in Berlin. Many of our activities in this area are joint projects with the HIIG. Last year, for example, one of the projects

focused on the petition platform of the German Bundestag: In addition to working out a general overview of user behaviour patterns, the study was able to show that a new possibility to sign petitions using a pseudonym did not lead to an overall increase of petitioning activities. Now, however, about three quarters of the co-signatures are pseudonymous – which is mainly due to the fact that this is the default option. Thus, the study also provides insight into the regulative power of „software default settings“. It is especially the projects within the scope of “Internet and Society” that contribute to the research programme “Regulatory Structures and the Emergence of Rules in Online Spaces”.



► **An App to protect from sex and crime?** In a culture programme of the SWR, Prof. Dr. Uwe Hasebrink talks about new approaches towards the protection of minors

September 2014

August 2014



► The Bournemouth University provides a PhD scholarship in Media History as part of the international cooperation project “Entangled Media History” (EMHIS)



Dr. Hans-Ulrich Wagner



Hermann-Dieter Schröder



(Left to right): PD Dr. Wiebke Loosen, Prof. Dr. Wolfgang Schulz, Dr. Sascha Hölig, Prof. Dr. Uwe Hasebrink, Michael Grimm

Public Service and Public Value

In numerous studies, expertises and reports, the Institute continuously addresses the question of how public welfare-oriented media can handle the challenges of technical, social and cultural change – and what specific democratic, social and cultural values the different offers of public communication are able to offer. Here, international comparative analyses focusing on the implementation of the public service principle play an important role. In this respect, the Institute keeps up close contacts with public service providers as well as media policy actors and civil society organizations. A current project for the

European Broadcasting Union (EBU) addresses social merits of public broadcasting services in Europe. Focusing on a comparative study about pluralism in the EU member states (on behalf of the European Commission) the Hans-Bredow-Institut is currently also working on a nationwide study that addresses the aspect of media diversity in Germany.

i Social merits of public service broadcasting in Europe

In many European countries, public service broadcasting is not necessarily accepted as important social institution any more – as the usual arguments have lost their persuasive power. Thus, it is necessary to develop new indicators to measure the social merits of public service broadcasting beyond the conventional programme contracts. The EBU is working on a concept that aims to help its members to emphasize their multifaceted contributions to society. The Hans-Bredow-Institut acts as an advisory capacity regarding the development of such indicators.

Researcher: Prof. Dr. Uwe Hasebrink, Dr. Hans-Ulrich Wagner, Hermann-Dieter Schröder

Funding: European Broadcasting Union



► Postdocs wanted in the area "Algorithmic Public Spheres": Expressions of Interest can be submitted until October 31, 2014

October 2014



► EMHIS with Christoph Hilgert at the EUscreenXL Conference in Rome, October 2014



► EU Kids Online: Country-specific characteristics (original statements via a video-wall)



Health Communication

Due to the relevance of media for the development of health-related mindsets and the importance in regard of providing information about health conscious behaviour, the Institute also has an interest in the topic of health communication. The core aspects include, inter alia, media analysis and reception of health- and disease-related information, health-related information-seeking behaviour of different target groups, strategic forms of health communication as well as questions about possible effects of media use in the scope of health issues. Currently, the Institute is thus concerned with the representation and perception of complementary medicine in print, TV and online resources – in the context of the Competence Network for Complementary Medicine in Oncology (KOKON), which is funded by the German Cancer Aid. It is also in the scope of the KOKON-project, that the Institute is developing a target-group-specific communication concept for the establishment of an online information offer focusing on complementary medicine for cancer patients and medical experts. Since 2003, the Institute is also involved in the “Network for Media and Health Communication” (www.netzwerk-gesundheitskommunikation.de), which promotes an exchange of information between research and practice through means of health communication.

Promoting Junior Researchers

For the Institute, it is an important aim to promote junior researchers. This mainly concerns doctoral students who contribute to the Institute’s working areas in the scope of research programmes, specific areas of competence and individual projects. Their dissertation projects provide insight for relevant research questions – and they become familiar with project work as well as with scientific publishing, organizing research projects and science communication. Further, the Institute provides possibilities for research trips, as a chance for the young researchers to build up their personal networks at early career stages and to be recognized as research



► Presentation of the expertise on convergent media regulations (on behalf of the Broadcasting Commission)

November 2014



► “Maybe, this could be advertising?” Presentation of the project results of “Children and Online Advertising”



Maria Franziska Schroeder, Stephan Dreyer, Kevin Dankert

personalities. By participating in the Graduate School Media and Communication, the Institute also promotes media-related doctoral training programmes at the university.

Thanks to the Chairs of the two institute directors Prof. Hasebrink and Prof. Schulz at Universität Hamburg, and thanks to teaching assignments of some of the researchers, the Institute is closely connected to various media-related Bachelor's and Master's degree programmes at the university. Thus, new scientific knowledge can be incorporated into academic education directly. Students are also sub-

stantially involved in the scientific work at the Institute, where they can gather valuable experience in the practice of research. In addition, the students can benefit from international cooperation. In the field of Law, for example, it was possible to raise funds for a student exchange programme with the University of Hong Kong, including Summer Schools in Hong Kong and in Hamburg in which German law students can take part. Thanks to close contacts to the industry, to law firms and practitioners, it was possible to organise fireside talks in which law students were able to gather insight on different job profiles and career paths.

Together with the Queen Mary and Westfield College at the University of London, the University of Amsterdam and the KU Leuven, the Hans-Bredow-Institut also carried out the project "iLinc – Establishing a European Network of Law Incubators that Bridge ICT Entrepreneurs and Start-ups with Law Students", which is funded by the European Commission. The project aims to support education projects throughout Europe, in which students provide legal advice to individuals and companies that are not (yet) able to afford professional legal counselling. In the US, "Law Clinics" like this are already common practice in the scope of training. In Europe, however, they are still at a very basic stage.



► EU Kids Online strikes a balance: From now on, the European Research Network will be coordinated by the Hans-Bredow-Institut



► Call for Papers: Broadcasting stories that focus on "Flight and Expulsion": An international workshop to initiate new research projects



► Strong presence of the Hans-Bredow-Institut at the ECC in Lisbon: A total number of 13 presentations, held by 14 researchers of the Hans-Bredow-Institut, accepted for the 5th European Communication Conference



Prof. Dr. Uwe Hasebrink



Profiling through Research Programmes

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

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



► The Hans-Bredow-Institut issues a statement concerning a revised key issue paper focusing on changes of the Interstate Treaty on Youth Media protection (JMStV)

December 2014



► The recipe for success of "Wetten, dass ...?" and the future of television. Prof. Dr. Uwe Hasebrink in the Swiss Migros-Magazine, December 2014



► Net Children Go Mobile issues final report

Research Programme “How Does Society Keep Itself Informed?”

This research programme focuses on societal structures and processes of information. It aims to determine patterns of information usage and to ascertain what role different types of offers play in this respect. Currently, a central aspect is to find a basis to describe the societal functions of traditional mass media and the new individualized media, and to estimate the extent of the shifts in these functions. This question is closely linked to the question of the general role of journalism in keeping our society informed. Here, there are signs that journalism will remain clearly identifiable and fulfil a specific function, but the nature of his service will change.

The mentioned questions are central aspects in the debate about the role of the media in the scope of democracy and, thus, also for legal obligations and privileges for certain types of offers – as, essentially, knowledge about changes in societal communication also has an influence on the aspect of dominant influences on public opinion and how it can be controlled. So far, legal concepts mainly focused on the actors who decide about what contents will be made public, i.e. the traditional media providers. This approach, however, overlooks the intermediaries. Thus, the research programme also addresses the question whether this is appropriate with respect to the constitutional background.

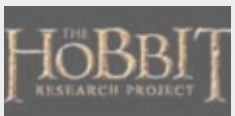
Research Programme “Regulatory Structures and the Emergence of Rules in Online Spaces“

This research programme is based on the understanding that user behaviour in digital spaces is controlled by four factors: formal legal structures, contractual relationships, social norms and, finally, “Code“ – which, in terms of American scientific tradition, refers to a structuring impetus that arises from the design of the software or the hardware. First, the Institute aims to get a better understanding of these four factors, drawing on scientific work focusing on the question whether (or to what extent) it is possible to study the normative structure of Code, similar to existing approaches regarding the analysis of legal texts. Here, it is evident that the problem leads to very basic questions about concepts such as “normativity“.

The epistemological interest in this context also lies on interrelations between the different factors. For example, there are plans to include “Digital Forgetting“ in the European Data Protection Regulations. Ultimately, this can only be achieved by implementing adequate provisions in the way of Code – leading to the overarching question of how Code is influenced by legal provisions. In addition to the structural issues of the process, changes in regulatory structures come into view. Who is it that influences the structures: is it primarily the Internet companies who develop the software code and shape the contractual relationship based on the general terms and conditions – or is it the users who are “empowered“ due to the nature of the Internet? These questions will be addressed by research projects in the coming months.



► Call for Papers for the ICA Young Scholars Pre-conference “Visual Methods“ (co-organized by Michael Grimm)



► The Hans-Bredow-Institut is a partner of the World Hobbit Research Project: The international research team seeks participants for an online survey



► Dr. Tamara Witschge, Rosalind Franklin Fellow at the University of Göttingen, joins the Institute as a visiting researcher



Net Children 2020 - Growing up with Media"
am 16./17. April in Berlin

Practical Cooperations and Transfer

For the Hans Bredow Institute, it is of growing importance to make its research results available in the scope of politics, business, for civil society groups and for the general public. Apart from the website, which documents our activities and publications, there are also events in which our research results are presented and discussed with different audiences. Often, results of larger-scale projects are not only published in reports and journal articles for the scientific community, but also in executive summaries

aimed at interested laypersons. In 2014, the Hans-Bredow-Institut published five "Working Papers" that can be downloaded at <http://hbi.to/957>

Projects or events are often developed in cooperation with non-academic institutions – on the one hand to make the results available for practice, and on the other hand to help the Institute to follow its approach of conducting problem-oriented research. Examples are the regular me-



► Prof. Dr. Wolfgang Schulz
on digital transformation –
How Open Science Changes
Research and Society

January 2015



EBU

► Public Service Media – Contributions to Society: A new study of the Hans-Bredow-Institut, on behalf of the European Broadcasting Union (EBU)



Christiane Matzen



Daniela Friedrich



Anja Herzog

dia symposia that are organized in cooperation with the media authority of Hamburg / Schleswig-Holstein as well as the Hamburg Chamber of Commerce, including joint decisions on the specific subject areas. In 2015, the 6th Media Symposium, which took place on June 18, 2015, addressed the question "Digital Conflicts on Platforms: Who Solves them – and according to what Rules and Procedures?" (Konflikte auf digitalen Plattformen: Wer löst sie, nach welchen Regeln, und in welchen Verfahren?). Also, many projects focusing on the protection of minors have a similar character, such as the one in cooperation with the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ). Thus, more than 200 experts from 33 countries took part in the international conference "Net Children 2020 – Growing up with Media" (April 16/17, 2015 in Berlin) and worked on a roadmap for the implementation of sustainable measures to promote media education as well as child and youth protection in the media on the level of the individual states and on a European level.

For the Institute, the focus on transfer means that there have to be target-group-specific forms of science transfer cooperations alongside the purely scientific communica-

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

Since the summer of 2014, the Institute is testing a new form of communication, the so called BredowCast – a monthly audio podcast in which student assistant Daniela Friedrich talks to different guests, providing insight into the research topics at the Hans-Bredow-Institut and into the daily lives of the researchers.

The continuous services of the Institute also include the library – one of the most important subject-specific libraries in the field of media and media research in northern Germany, featuring an extensive selection of journals – as well as the high-impact journal "Medien & Kommunikationswissenschaft" (M&K), which is published at the Institute since 1950. M&K is one of three journals that are included as subscriptions in the membership fee of the German Society for Journalism and Communication Sciences (Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft).

► Seeking cancer patients to take part in interviews in the scope of the Competence Network Complementary Medicine in Oncology (KOKON), which is funded by the German Cancer Aid



► Privacy, Surveillance & Data Protection: Students of Universität Hamburg participate in a Winter School in Delhi (January 19 to 23, 2015)



► An award for Christoph Hilgert's dissertation



► #hhwahl – Social Media in the city council elections in Hamburg (2015)

Bodies and Scientific Advisory Council

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

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

Scientific Advisory Council

The Scientific Advisory Council advises the Institute's Board of Directors on strategic issues, currently above all on the Institute's expansion. The members of the Scientific Advisory Council are:

Prof. Dr. Otfried Jarren (Chairman), Vice-Rector of Humanities and Social Sciences at the University of Zurich and Professor of Media Studies at the Institute of Mass Communication and Media Research, University of Zurich; **Prof. Dr. Nico van Eijk**, Professor of Media and Telecommunication Law at the Institute for Information Law at the University of Amsterdam; **Prof. Dr. Barbara Pfetsch**, Professor of Communication Theories/Media Effects and Research of Media Use and Managing Director of the Institute for Media and Communication Studies at the FU Berlin; **Prof. Dr. Klaus Schönbach**, Associate Dean of Research at the Northwestern University in Qatar; **Prof. Dr. Gunnar Folke Schuppert**, Professor of Political Science and Science of Public Administration, particularly Public and Administrative Law, Faculty of Law, Humboldt University Berlin, and Research Professor of New Forms of Governance at the Social Science Research Center Berlin; **Prof. Dr. Gabriele Siegert**, Professor of Media Studies focussing on Media Economics & Management the Institute of Mass Communication and Media Research at the University of Zurich and Vice Dean for Research at the Faculty of Arts, University of Zurich; **Prof. Dr. Gerhard Vowe**, Professor and Chair of Communication and Media Studies at the Heinrich-Heine-University Düsseldorf



► **Multistakeholder as Governance Groups:** A report by the Global Network of Internet and Society Centers is published, containing a case study by the Hans-Bredow-Institut



► **Celine Klemm** of the Vrije Universiteit Amsterdam joins the Institute as a guest researcher



Focused Research as a Trademark

Prof. Dr. Otfried Jarren, Chairman of the Scientific Advisory Council of the Institute, Vice-Rector of Humanities and Social Sciences at the University of Zurich and Professor of Mass Communication at the Institute of Mass Communication and Media Research at the University of Zurich

Focused basic and applied research – over decades and with excellent quality – has become a hallmark of the Hans-Bredow-Institut. The basic research as well as the everyday project work and consulting activities are based on profound competencies in the fields of Communication Science and Law. This is possible because the legal scholars and the social scientists agreed to root their interdisciplinary work in a common social-scientific basis. Interdisciplinary work requires profound expertise as well as the ability and willingness for discourse. It has to be learned and lived to be able to discipline oneself for the sake of research. The scientific work is conducted by experienced researchers and upcoming young scientists in cooperation.

It can be noticed every day: The world of the media is changing rapidly, the people gather information from numerous channels, and there are increasing possibilities to participate using different means of social communication. The media and communication society is more and more turning into a global society – but also to a global community? Digitalisation leads to a rapid globalisation in the scope of culture and communication. While the communicative spaces grow larger, there are also more and more opportunities to gather information, but also to



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influence economic and political contexts. What kind of media landscape, what kind of information or communication system do we need?

The conventional theoretical concepts no longer suffice to understand or even explain the changes. The Institute addresses the new challenges with the two research programs “How Does Society Keep Itself Informed?” and “Regulatory Structures and the Emergence of Rules in Online Spaces” – internally, within nationwide and international networks and in variable working structures.

High-quality focused basic and applied research can only be provided relying on a secure institutional basis, sufficiently equipped and able to raise third party funds. Further, this requires solid structures to train young scientists, since the aspiration to promote young talents will necessarily involve providing them with enough time and resources to implement their projects. Innovative research is both dependent on up-and-coming scientists as well as on the exchange with experts of national and international renown. The Institute is on its way.

► Dr. Sun Wook Choi of the Korean Broadcasting Institute joins the Hans-Bredow-Institut as a guest researcher



► NOC-report on “Multistakeholder as Governance Groups” published

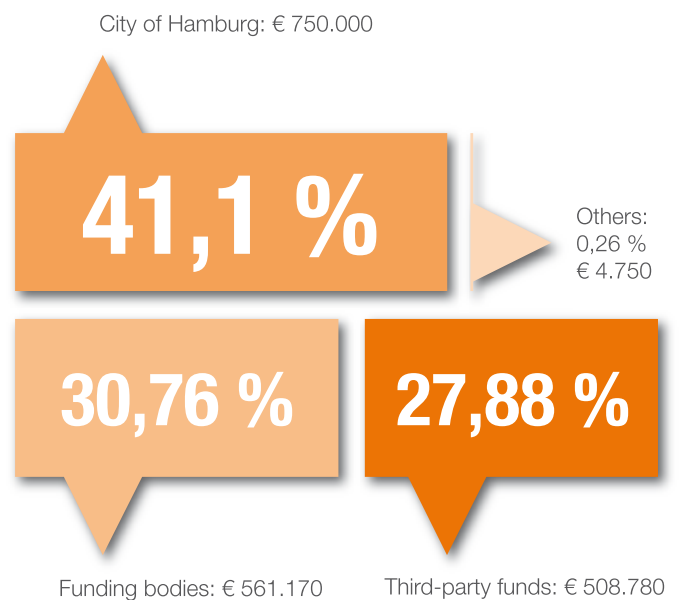


► “Learning to Estimate the Impact of Own Comments on the Internet”: Dr. Jan-Hinrik Schmidt comments on the media-phenomenon Twitter

Financing

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

In 2014, the overall budget was about 1.8 million Euros, made up of 509.000 Euros in third-party funds, 750.000 Euros in grants from the City of Hamburg and 561.000 Euros from other funding bodies (NDR Media, the Media Foundation Hamburg, the ALM GbR and the ZDF). In 2014, the third-party funds for contract research and project funding were provided by the Alexander von Humboldt Institute for Internet and Society (HIIG), the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ), the German Cancer Aid, the German Research Foundation (DFG), the media authorities, the European Broadcasting Union (EBU), the European Commission "ICT Policy Support Programme", Google Germany, the media authority of North Rhine-Westphalia (LfM), the "Medienpädagogischer Forschungsverbund Südwest", the NDR (Norddeutscher Rundfunk), the Nederlandse Organisatie voor Wetenschappelijk Onderzoek (NWO), RTL



Group, the Federal Broadcasting Commission, the Swiss Federal Social Insurance Office (BSV) and the Swedish Foundation for International Cooperation in Research and Higher Education.



► "Not a One-Way-Street: How Journalists Communicate with the Public": Nele Heise comments on the results of the DFG project "(Re-)Discovering the Audience"

March 2015



► Publishing of a report on "Governance of Online Intermediaries"



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



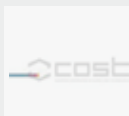
► "Aims and Starting Points for Future Media Regulation" – a keynote speech by Prof. Dr. Wolfgang Schulz at the DLM-Symposium (March 19, 2015)

Employees and Organisational Structure of the Hans-Bredow-Institut

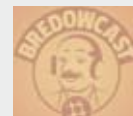


(August 2015)

April 2015



► The Hans-Bredow-Institut takes part in the COST-action "The Digital Literacy and Multimodal Practices of Young Children" (DigiLitEY)



► BredowCast #10: "Personal Branding in Journalism"



► Net Children 2020 – Growing up with Media: 240 experts from 33 countries take part in the International Congress

Overview on current research activities 2014/2015



	For more information see	Third-party funding	Co-operation Partners
Projects in Media System and Policy			
Understanding Public Participation: Journalism and Democracy in a Digital Age	http://hbi.to/5095	Nederlandse Organisatie voor Wetenschappelijk Onderzoek (NWO)	Dr. Tamara Witschge (University of Groningen; Project lead); Dr. Chris Peters (University of Groningen); Prof. Dr. Irene Costera Meijer (VU University Amsterdam); Dr. Karin Wahl-Jorgensen (Cardiff University); Dr. Andy Williams (Cardiff University)
Public Service Media – Contributions to Society Media Pluralism Monitor	http://hbi.to/6193	European Broadcasting Union (EBU)	
Media Pluralism Monitor	http://hbi.to/6194	European University Institute	
Media Performance and Democracy	http://hbi.to/6205		Prof. Dr. R. Weiß and Prof. Dr. O. Jandura (Universität Düssel- dorf), Prof. Dr. B. Stark und Dr. M. Magin (Universität Mainz), Dr. J. Seethaler (Institut für Vergleichende Medien- und Kommuni- kationsforschung, Wien), Prof. Dr. O. Jarren (Universität Zürich)
#hhwahl – Social Media in the Hamburg Elections 2015	http://hbi.to/6195		Prof. Dr. Thomas Faas, Universität Mainz; Martin Fuchs (hamburger-wahlbeobachter.de); Thorsten Puppe (politik-tweets-hamburg.de)
Communicative Figurations of Mediatized Worlds	http://hbi.to/5090		Researchers from the Universities in Hamburg and Bremen
Repertoires of Communication:	http://hbi.to/6051		
Public Connections Public and Participation			
Motivation for Participation: epetitions	http://hbi.to/5155		Julian Staben (HIIG)
Youth Media Protection and Media Education in Digital Media Environments	http://hbi.to/6050	Bundesministerium für Familie, Se- nioren, Frauen und Jugend BMFSFJ (Federal Ministry for the Family, Seniors, Women and Youth)	
Research Monitoring „Growing up with Digital Media“	http://hbi.to/6196	Bundesministerium für Familie, Se- nioren, Frauen und Jugend BMFSFJ (Federal Ministry for the Family, Seniors, Women and Youth)	
Identification of Good Practice in Youth Media Protection: an International Comparison	http://hbi.to/5096	Schweizerisches Bundesamt für Sozialversicherungen BSV (Swiss Federal Office for Social Insurances)	Prof. Dr. Manuel Puppis (Université Fribourg), Prof. Dr. Matthias Künzler (FU Berlin)
MIRACLE (Machine-readable and Interoperable Age Classification Labels in Europe)	http://hbi.to/6048	ICT Policy Support Programme of the EU Commission	BBFC (British Board of Film Classification, UK), NICAM (Neder- lands Instituut voor de Classificatie van Audiovisuele Media, NL), PEGI (Pan European Game Information, BE), FSM (Freiwillige Selbstkontrolle Multimedia-Diensteanbieter, DE), NCBI (Národný centrum bezpečnosti internetu, CZ), JusProg (Verein zur Förderung des Kinder- und Jugendschutzes in den Telemedien e.V., DE), Optenet (ES)
Opportunities and Organisation of Cross-Border Online Labelling	http://hbi.to/5107		Center for Social Responsibility in the Digital Age (SRDA)
Changes in Asian Media Systems	http://hbi.to/6046		
UNESCO Chair on Freedom of Communication and Information	http://hbi.to/6047		Deutsche UNESCO-Kommission; Universität Hamburg
Projects in Media and Telecommunications Law			
Analyzing Governance Structures of Social Media	http://hbi.to/4996	Alexander von Humboldt Institute for Internet and Society (HIIG)	Prof. Dr. Niva Elkin-Koren und Tal Zarsky, University of Haifa/ University School of Law New York
Convergence and the Regulatory Consequences	http://hbi.to/6056	The Broadcasting Commission of the Federal States	Prof. Dr. Winfried Kluth, Universität Halle
Notions of the Public in Information Law	http://hbi.to/6053		
Doing Participative Media Regulation	http://hbi.to/6054		
Concepts for the Future Regulation of Audiovisual Media in Europe	http://hbi.to/6055	RTL Group	IvIR, Institute for Information Law, Amsterdam
Innovation Workshop “Data Protection”	http://hbi.to/6057	Amt Medien, Senatskanzlei, Freie und Hansestadt Hamburg (State Chancellery of the Land Hamburg)	
iLinc: Establishing a European Network of Law Incubators	http://hbi.to/6058	EU Commission, Framework 7	Ian Walden (Project coordinator; Queen Mary and Westfield College, University of London); Nico van Eijk (University of Amsterdam), Peggy Valcke (KU Leuven), Jonathan Askin (Brooklyn Law School; [Associate Partner])
PhD project: Decisions in Cases of Uncertainty in the Protection of Minors in the Media	http://hbi.to/876		
PhD project: Guarding Access to Online-Platforms in Media Law	http://hbi.to/47942		
PhD project: Net Neutrality in the Internet – Necessity and Provision by Existing German Law	http://hbi.to/4795		
PhD project: Ensuring the Possibility of Internet- based Communication – a Survey of the Concept of Protection in Constitutional Law	http://hbi.to/4708		
PhD project: Disciplinary Law in Schools and the Combating of Cyberbullying – an Analysis with Elements of Comparative Law	http://hbi.to/6078		
PhD project: Code as a Key Problem in Internet Regulation	http://hbi.to/6197		

Projects in Media Organisation and Media Industry

The (Re-)Discovery of the Audience. The Relationship between Journalism and Audience under the Conditions of Web 2.0	http://hbi.to/4173	Deutsche Forschungsgemeinschaft (DFG)	
Relationships between Journalism and Audiences: Role Differentiation and News Production	http://hbi.to/6064		
Audience Participation in Youth Radio	http://hbi.to/6065		
When 'Data' Becomes 'News': Developing an Instrument for a Content Analysis of Data-driven Coverage	http://hbi.to/4701	Alexander von Humboldt Institute for Internet and Society (HIIG)	C. W. Anderson (University of New York)
Conditions of Employment for Freelancers in Journalism in Northern Germany	http://hbi.to/6200	Norddeutscher Rundfunk	
PhD project: Branded Journalists. The Theoretical Conception and Empirical Exploration of Branding in Journalism	http://hbi.to/6066		

Projects in Media Offerings and Media Culture

Social Media and Networked Publics	http://hbi.to/5097		
Network of Competencies for Complementary Medicine in Oncology (KOKON)	http://hbi.to/4831	Deutsche Krebshilfe (German Cancer Care)	
Entangled Media Histories (EMHIS)	http://hbi.to/6067	Swedish Foundation for International Cooperation in Research and Higher Education (STINT)	Patrik Lundell and Dr. Marie Cronqvist (Lund University), Hugh Chignell and Kristin Skoog (Bournemouth University), Dr. Christoph Hilgert (Frankfurt am Main)
Public Communication as Facilitated by the Media from the 1950's to the 1980's	http://hbi.to/1699		
„Sounds like...“ Sounds from the Past and Historical Communications Processes	http://hbi.to/6068		
Media Memory: Communication about the Past	http://hbi.to/909		
Collective Identities: Discourses in Hamburg and Leipzig 1919-1975 on Identity as Related to Localities	http://hbi.to/6069		Prof. Dr. Inge Marszolek, Universität Bremen
PhD project: Watching the Holocaust on TV – the Meaning of Television for the Long-term Development of Recipients' Representations	http://hbi.to/4249		

Projects in Media Use and Media Effects

Mobile Internet Use in the Everyday Life of Children and Young People	http://hbi.to/6070	Bundesministerium für Familie, Senioren, Frauen und Jugend BMFSFJ (Federal Ministry for the Family, Seniors, Women and Youth)	
The Acceptance, Use and Further Development of Technical Instruments for Youth Media Protection	http://hbi.to/6049	Bundesministerium für Familie, Senioren, Frauen und Jugend BMFSFJ (Federal Ministry for the Family, Seniors, Women and Youth)	
Children and (Online) Advertising. Forms of Internet Advertising, Cross-Media Marketing Strategies and their Reception by Children	http://hbi.to/5900	Landesanstalt für Medien Nordrhein-Westfalen (LfM) (The State Media Authority of Northrhine-Westphalia), Bundesministerium für Familie, Senioren, Frauen und Jugend BMFSFJ (Federal Ministry for the Family, Seniors, Women and Youth)	
Reuters Institute Digital News Survey	http://hbi.to/6072	die medienanstalten (The Media Authorities)	Nic Newman, David Levy, Rasmus Kleis Nielsen (Reuters Institute for the Study of Journalism)
Information Repertoires of the German Population	http://hbi.to/3795	Beauftragter der Bundesregierung für Kultur und Medien (Federal Government Commissioner for Culture and the Media)	
COST Action "The Digital Literacy and Multimodal Practices of Young Children" (DigiLitEY)	http://hbi.to/6201	COST-Programm (European Cooperation in Science and Technology)	Prof. Jackie Marsh, University of Sheffield and others
COST Programme "Transforming Audiences – Transforming Societies"	http://hbi.to/3617	COST Programme (European Cooperation in Science and Technology)	
European Media Audiences	http://hbi.to/6071		Klaus Bruhn Jensen (University of Copenhagen), Jean-Michel Lebrun (Ipsos Belgium) and teams from 8 more countries
A Long-term Study on Media Appropriation	http://hbi.to/6073		Prof. Dr. Andreas Hepp, Universität Bremen
Convergence from the User's Perspective – the Concept of Communication Modes	http://hbi.to/913		
EU Kids Online	http://hbi.to/6074	European Commission, for EU Kids Online I furthermore Landesanstalt für Medien Nordrhein-Westfalen LfM (Media Authority North Rhine-Westphalia), AOL and Microsoft Deutschland; for EU Kids Online III: Landesanstalt für Medien Nordrhein-Westfalen LfM (Media Authority North Rhine-Westphalia) and Medienpädagogischer Forschungsverbund Südwest (Media Pedagogical Research Unit)	Researchers from 32 countries
Media Education through Parents: Promotion of Media Competence in the Family between Aspiration and Reality	http://hbi.to/4182	Landesanstalt für Medien Nordrhein-Westfalen LfM (Media Authority North Rhine-Westphalia)	JFF – Institut für Medienpädagogik in Forschung und Praxis [Institute for Media Education in Research and Practice] (Dr. Ulrike Wagner, Christa Gebel)
World Hobbit Research Project	http://hbi.to/6207		Researchers from 46 countries worldwide

