



Stefan Geiß

Die Aufmerksamkeitsspanne der Öffentlichkeit

Eine Studie zur Dauer und Intensität
von Meinungsbildungsprozessen



Nomos

Die Aufmerksamkeitsspanne Effektivität Intensität T Meinungsbildungsprozessen

Marc Ziegele



Die Aufmerksamkeitsspanne Öffentlichkeit Intensität Meinungsbildungsprozessen:

Measuring Media Use and Exposure Christina Peter, Teresa K. Naab, Rinaldo Kühne, 2019-09-11 The precise measurement of media use and exposure to media content posits currently one of the main methodological challenges in communication research Against this background new communication technologies have been gaining particular importance because they change existing patterns of media use and create new types of media use At the same time these technologies do not only present a challenge for communication research but they also provide new opportunities for the assessment of media use The volume regards current developments and trends in the measurement of media use and exposure from various perspectives Contributions deal with the refinement and advancement of classical approaches and new methods and measures of assessing media use are introduced and evaluated They also discuss the advantages and challenges of using online behavioral data as indicators for media exposure Contributions tackle questions how different methods of measuring media use and exposure can be combined to gain a more accurate picture and what pitfalls can occur

Kommunikations- und Medienethik reloaded? Marlis Prinzing, Bernhard S. Debatin, Nina Köberer, 2020-10-21 Medienumgebungen und öffentliche Kommunikation werden digitaler mobiler und plattformdominierter die Corona Krise hat diese Entwicklung weiter beschleunigt Damit verbundene Veränderungen adressieren zentrale ethische Werte und Normen darunter u a informationelle Selbstbestimmtheit Privatheit Transparenz Das verlangt einen empirisch fundierten und theoriegeleiteten Diskurs sowie Überlegungen welche Handlungsfolgen sich daraus ergeben und welche Handlungsempfehlungen sich aus normativer Sicht formulieren lassen Es stellen sich also grundlegende Fragen an die Kommunikations- und Medienethik Sind bestehende Konzepte und Modelle angesichts dieser digitalisierungsbedingten Veränderungen noch tragfähig Müssen sie verändert oder erweitert werden Wo müsste ein Reload der Kommunikations- und Medienethik ansetzen Die Beiträge dieses Bands entwickeln hierzu Wegmarken z B zu ethischen Anforderungen an Innovationen sowie zu Wahrheit und Weltbild in der postfaktischen Gesellschaft Mit Beiträgen von Klaus Dieter Altmeppen Christian Augustin Christoph Bieber Roger Blum Ekkehard Brüggemann Bernhard Debatin Tobias Eberwein Rainer Erlinger Daniel Fiene Alexander Filipovi Andrea Ginter Matthias Karmasin Nina Köberer Larissa Krainer Geert Lovink Colin Porlezza Marlis Prinzing Matthias Rath Pierre Rieder Christian Schicha Josephine B. Schmitt Sonja Schwetje Saskia Sell Ingrid Stapf Hansi Voigt Thomas Zeilinger und Marc Ziegele

From Media Hype to Twitter Storm Peter Vasterman, 2025-10-01 The word media hype is often used as rhetorical argument to dismiss waves of media attention as overblown disproportional and exaggerated But these explosive news waves as well as nowadays the twitter storms are object of scientific research because they are an important phenomenon in the public area Sometimes it is indeed much ado about nothing but in many cases these media storms have play an important role in political issues scandals and crises Twitter storms sometimes ruin reputations within hours Although different concepts are used such as media hypes news waves media storms information cascades or risk amplification all the studies in

this book refer to the same process in which key events trigger a chain of reactions and interactions building up huge news waves in the media or rapidly spreading social epidemics in the social media This book offers the first comprehensive overview of this important topic It is not only interesting for scholars and students in media and journalism but also for professionals in PR and communication crisis communication and reputation management **Mediatisierung der**

Klimapolitik Jörg Haßler, 2016-10-04 Jörg Haßler zeigt am Beispiel der Klimapolitik dass Parteien und Fraktionen vor allem diejenigen inhaltlichen medialen Erfolgskriterien übernehmen die sie für sich selbst gewinnbringend einsetzen können Anhand einer Input Output Analyse und eines Vergleichs medialer und politischer Offline und Online Kommunikationskanäle untersucht er die Übernahme der Medienlogik durch die Politik Die Gegenüberstellung von Medienlogik und politischer Logik leistet einen theoretischen Beitrag zur Systematisierung des Mediatisierungsansatzes Die Ergebnisse zeigen erstens dass sich die Medienlogik und die politische Logik offline und online nicht wesentlich unterscheiden Zweitens orientiert sich die Politik bei der Darstellung der Klimapolitik nur teilweise an der Medienlogik Drittens übernehmen Parteien und Fraktionen auf ihren Webseiten die Medienlogik kaum stärker als in ihren Offline Kanälen Nutzerkommentare als

Anschlusskommunikation Marc Ziegele, 2016-05-10 Marc Ziegele untersucht was Nachrichten im Internet nicht nur lesenswert sondern auch diskussionswert macht Hierfür entwickelt der Autor auf Grundlage der Nachrichtenwerttheorie ein theoretisches Modell über die Motive von Internetnutzern Nachrichten zu kommentieren und zeigt auf warum sich bestimmte Kommentarinhalte bei bestimmten Meldungen häufen Dieses Modell wird in drei qualitativen Untersuchungen empirisch fundiert und erweitert Eine zentrale Erkenntnis der Arbeit ist dass Nachrichtenfaktoren in journalistischen Meldungen unter anderem Kontroverse Erfahrbarkeit und Diskussionsfaktoren in Kommentaren unter anderem Aggressivität lebensweltliche Erfahrungen das Kommentierverhalten von späteren Nutzern in einem dynamischen Zusammenspiel beeinflussen und für unterschiedliche Diskussionsqualitäten verantwortlich sind **Die Aufmerksamkeitsspanne der Öffentlichkeit**, 2015

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