

Completed Projects

At the End of the 1st Funding Period (2010-2012)

Schools as Mediatized Social Organizations

Prof. Dr. Andreas Breiter (Bremen)

Mash-Up-Media

Prof. Dr. Gebhard Rusch (Siegen)

Reception and Production of Information
by Adolescents in a Converging Media World

Prof. Dr. Bernd Schorb (Leipzig)

Prof. Dr. Helga Theunert (Munich)

Dr. Ulrike Wagner (Munich)

Calculating Inclusion

Prof. Dr. Tilman Sutter (Bielefeld)

Dr. Jan-Hendrik Passoth (Bielefeld)

PD Dr. Josef Wehner (Bielefeld)

At the End of the 2nd Funding Period (2012-2014)

TV Series as Reflection and Projection of Change

Prof. Dr. Lorenz Engell (Weimar)

Prof. Dr. Jens Schröter (Siegen)

A Qualitative Longitudinal Study About the
Mediatization of Social Relationships

Prof. Dr. Friedrich Krotz (Bremen)

Prof. Dr. Andreas Hepp (Bremen)

Music and Media Survey

Dr. Steffen Lepa (Berlin)

Prof. Dr. Stefan Weinzierl (Berlin)

How has the omnipresence of the media changed communication and our everyday lives? How are organizations, communities, business models, and the home transformed by media communication? Which new forms of games, deliberation, and net culture have developed? How are these transformations reflected in media content?

These questions, as well as many others, are addressed in the projects of the Priority Program 1505 "Mediatized Worlds", which is funded by the German Research Foundation (DFG). In its third funding period, twelve different research projects are exploring different aspects of mediatization. Their activities are clustered into the three research fields "Action and Interaction Forms", "Networks" and "Contexts" of mediatization processes.

The Priority Program assumes that people's lives and experiences increasingly are taking place in mediatized worlds. This concept describes spheres of activity and social worlds, in which the relevant forms of social practices and cultural sense-giving have become inseparably entangled with the media. Mediatized worlds are concretized in public and political spheres, but also in everyday life, social and gender relationships, gainful employment and consumption, social institutions, and labor organizations.

The Priority Program began 1 October 2010.

Prof. Dr. Friedrich Krotz

ZeMKI, Centre for Media, Communication
and Information Research

Universität Bremen

Linzer Straße 4, D-28359 Bremen

Phone: +49-(0)421/218-67625
+49-(0)421/218-67603 (secretariat)
E-Mail: krotz@uni-bremen.de
Internet: www.mediatizedworlds.net

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Mediatized Worlds

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Projects

Coordinating Project

Prof. Dr. Friedrich Krotz; Cathrin Despotović;
Merle-Marie Kruse (Bremen)

- The coordinating project focuses on cooperation between the different research areas of the Priority Program as well as on comprehensive theoretical work.

Research Field

Action and Interaction Forms

The Mediatization of Gambling III: The Example of Small Investors

Prof. Dr. Ronald Hitzler; Dr. Gerd Möll (Dortmund)

- The research project aims at reconstructing ethnographically recent knowledge bases and strategies of individual investors, which have developed parallel to the mediatization of the financial markets.

Scopic Media

Prof. Dr. Karin Knorr Cetina;
Dr. Werner Reichmann (Konstanz)

- The project is a comparative study of the production, functioning, and consequences of scopic media, which are screen-based technologies for monitoring and projection that render distant and invisible phenomena situationally present.

Mediatized Media Reception

Prof. Dr. Udo Göttlich; Dr. Martin R. Herbers
(Friedrichshafen)

- Recently, audiences select, use and watch fictional TV shows against the backdrop of co-orientation processes. These become visible on the TV show's homepages as well as on Facebook or Twitter in the form of comments. This leads to processes of mediatization of media reception, which the project analyzes with regard to their different forms and consequences.

Modding and Editor-Games: Participative Practices of Mediatized Worlds

J.-Prof. Dr. Benjamin Beil; Dr. Pablo Abend (Cologne)

- The project reflects the complex interplay of digital technological innovations and new action and interaction forms, using the example of videogame modding and level editors.

Mediatization of Parent-Child-Relationships in Transnational Migration

Prof. Dr. Heike Greschke (Gießen)

- How do families maintain intimate relationships and everyday life when geographical distances and national borders separate children from their parents? In which ways do ICTs shape practices of remote parenting? This project investigates the articulation of mediated and embodied practices of care and education in transnational families.

Research Field

Networks

The Communicative Construction of Communitization within Mediatized Worlds

Prof. Dr. Andreas Hepp; Matthias Berg;
Cindy Roitsch (Bremen)

- With mediatization, the processes of communicative networking and corresponding communitizations are changing. The project examines these changes for middle agers and compares the results in a media-generational perspective with the mediatized communitizations of younger and elderly people.

The Mediatized Home III: Contrasting Household Studies on Drivers of Dynamic Mediatization

Prof. Dr. Jutta Röser; Dr. Kathrin F. Müller (Münster)

- The project aims at identifying and analyzing indicators for dynamics and persistence in the domestic mediatization process. For this purpose, a concluding evaluation based on the extensive material of the systematic panel study 2008-2014 is planned. In contrast to the previous examination, couple households, which are characterized by a comprehensive mediatization and a special emphasis on the use of digital media technologies within the home, will be recruited and interviewed concerning their media use as part of a discrete empirical study.

Political Deliberation on the Internet

Prof. Dr. Caja Thimm; Mario Anastasiadis;
Jessica Einspänner-Pflock (Bonn)

- The main objectives of the third phase of the project focus on the interdependencies between the political context and the deliberative practices ("transmedia extensions") enabled by the Twitter media logic. Twitter will be conceptualized as public "stage" for political deliberation on the internet.

Research Field Contexts

Mediatization as a Business Model III

Prof. Dr. Michaela Pfadenhauer; Tilo Grenz (Vienna)

- Taking as our point of departure the insights into the dynamic interaction processes in commercially provided media environments gained during Phase 2 of the project, we examine de-mediatization approaches that could prove to be moments of discontinuity—or antidotes—in the process of reflexive mediatization.

The Mediatization of German Forensics

Prof. Dr. Jo Reichertz; Caroline Plewnia (Essen)

- This particular project investigates the monitoring and surveying methods of activated audiences of forensic TV-formats and of private entrepreneurs, their efforts to appeal to these markets, the type of products and services that are generated for these markets and the impact they have on the circulation of forensic knowledge in these fields.

Political Positions

Prof. Dr. Thomas Scheffer; Stefan Laube
(Frankfurt/Main)

- The project investigates the practical conditions of taking part in political discourse in the age of increased mediatization. Our ethnographic field studies examine representatives' offices in two national parliaments. We study the various ways of fabricating and utilizing political content ('political positions') and compare them with regard to the more or less mediatized arenas of democratic competition.