

**Conference Program: Media use and selectivity –  
New approaches to explaining and analysing audiences**

January 26-28, 2006

Organized by the Division "Reception Studies" of the German Communication  
Association (Deutsche Gesellschaft für Publizistik- und  
Kommunikationswissenschaft, DGPK)  
and supported by the University of Erfurt

**Thursday, January 26**

18:00            Get together & registration: Ristorante Paganini

**Friday, January 27**

8:00-9:00      Registration (Augustinerkloster, Luthersaal)

9:00-11:00     Welcome & Keynotes (Luthersaal)

*Chair: Patrick Rössler (University of Erfurt)*

Keynote 1: The 'Media Use as Social Action' Approach: Recent  
Developments

*Karsten Renckstorf (Radboud University Nijmegen)*

Keynote 2: Old Questions – New Media

*Friedrich Krotz (University of Erfurt)*

Keynote 3: Cultural Capital and Media Use

*Hillel Nosssek (College of Management Academic Studies, Tel-Aviv)*

Break

11:30-12:30    Patterns of Cross Media Use (Luthersaal)

*Chair: Holger Schramm (Universität Zürich)*

Media Repertoires as a Result of Selective Media Use: A Conceptual  
Approach to the Analysis of Patterns of Exposure

*Uwe Hasebrink & Jutta Popp (Hans Bredow Institute Hamburg)*

Trans-Media Use-Styles – Empirical Evidence of a New Concept

*Wolfgang Schweiger (Ludwig-Maximilians-Universität München)*

Lunch

13:30-15:00 Explaining Exposure to and Effects of News (Luthersaal)  
*Chair: Christoph Klimmt (Hannover University of Music and Drama)*

Why Private TV News have No Effects? A „Performative“ Approach to Choice Mediated Media Effects

*Péter Csigó (École des Hautes Études en Sciences Sociales, Paris)*

Impacts of Gender, Self-Esteem, Achievement and Affiliation Motivation on German News Readers' Exposure to News Topics  
*Silvia Knobloch-Westerwick (Ohio State University), Julia Brueck (University of Tech. Dresden) & Matthias R. Hastall (University of Erfurt)*

Patterns of Attention in the Reception of Print and Online Media. Results of an Eyetracking Study  
*Hans-Jürgen Bucher & Peter Schumacher (University of Trier)*

Break

15:30-16:30 Emotional Aspects of Media Use (Luthersaal)  
*Chair: Volker Gehrau (University of Münster)*

Emotional Gratifications During Media Use – An Integrative Approach  
*Anne Bartsch (Martin-Luther-Universität Halle), Roland Mangold (Hochschule der Medien Stuttgart), Peter Vorderer (University of Southern California) & Reinhold Viehoff (Martin-Luther-Universität Halle)*

“Moral Management”: Selective-Repressive Processing of Media Content Preserves Enjoyment of Violent Video Games  
*Christoph Klimmt, Andreas Nosper, Hannah Schmid & Tilo Hartmann (Hannover University of Music and Drama)*

Break

17:00-18:30 Round Tables

Uses and Effects (Luthersaal)

*Chair: Helena Bilandzic (Ilmenau University of Technology)*

*Discussants: Péter Csigó (École des Hautes Études en Sciences Sociales, Paris), Henk Westerik (University of Nijmegen)*

Communication with and Reception of Interactive Media (Straßburg)

*Chair: Friedrich Krotz (University of Erfurt)*

18:30-19:00 Business Meeting of the Reception Studies Division (Luthersaal)

Dinner: Restaurant Christoffel

**Saturday, January 28**

9:00-10:30	Integrating Media into Everyday Life and Interpersonal Communication (Luthersaal) <i>Chair: Friedrich Krotz (University of Erfurt)</i>
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Understanding the Domestication of Interactive Television through Narrative Interviews

*Lars Holmgaard Christensen (Aalborg University Denmark)*

“My last Sony-Ericsson?” - Findings of a Qualitative Survey on Seniors’ Appropriation of the Mobile Phone

*Veronika Karnowski, Thilo v. Pape (Ludwig-Maximilians-Universität München) & Werner Wirth (Universität Zürich)*

Observing Interpersonal Communication about Media in the Laboratory - A New Approach to Reception Analysis?

*Denise Sommer & Fanny Backhaus (Friedrich-Schiller University Jena)*

Break

11:00-12:30	Round Tables
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International Perspectives on Media Use (Luthersaal)

*Chair: Irena Reifova (Charles University Prague)*

*Discussants: Oliver Zöllner (Research Worldwide), Uwe Hasebrink (Hans Bredow Institute Hamburg), Stepanka Matuskova (Charles University Prague)*

Media as Technologies? (Straßburg)

*Chair: Maren Hartmann (University of Erfurt)*

*Discussants: Lars Holmgaard Christensen (Aalborg University Denmark), Oscar Peters (University of Twente), Thilo von Pape (Ludwig-Maximilians-Universität München)*

Lunch

13:30-14:30	New Perspectives in Uses and Gratifications: Focus on Digital Media (Luthersaal). <i>Chair: Wolfgang Schweiger (LMU München)</i>
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Explaining and Analysing Audiences: A Social Cognitive Approach on Selectivity and Media Use

*Oscar Peters (University of Twente)*

Social Cognitive Perspective on Uses and Gratifications – Comparative Analysis of Different Websites

*Matthias Rickes, Christian von Criegern & Sven Jöckel (Ilmenau University of Technology)*

Break

15:00-16:00 Explaining Exposure to Narratives (Luthersaal)

*Chair: Patrick Rössler (University of Erfurt)*

„Play it again, Sam“ - A Differentiating View on Repeated Exposure to Narrative Media

*Jella Hoffmann (Ludwig-Maximilians-Universität München)*

What Film Do You Want to See This Time? Combining Different Approaches to Explain Selectivity in Cinema Going

*Sven Jöckel (Ilmenau University of Technology)*

16:00-16:30 Final Statement (Luthersaal)

*Helena Bilandzic (Ilmenau University of Technology)*

18:00 Erfurt at Night: Guided Tour

20:00 Dinner: Restaurant Zumnorde

### **Locations:**

Conference Center: Augustinerkloster

Augustinerstraße 10, 99084 Erfurt, phone: +49 361 576600.

By public transport (from Central Station Erfurt): tram 5 (to „Zoopark“); stop: „Augustinerstraße“. Or: all trams to the stop „Anger“; change into tram 1 (to „Grubenstraße“); stop: „Augustinerstraße“. The tram stops in the Johannesstraße, the Augustinerstraße is right opposite to the tower Johannesturm.

Get together January, 26, 18:00: Ristorante Paganini

Fischmarkt 13/16, 99084 Erfurt, phone: +49 361 6430692. By public transport (from Central Station Erfurt / Anger): tram 3, 4 or 6 (to "Zentrum/Domplatz "); stop "Fischmarkt".

Dinner January, 27, 19:30: Restaurant Christoffel

Michaelisstr. 41, 99084 Erfurt, phone: +49 361-2626943. By public transport (from Central Station Erfurt / Anger): tram 3, 4 or 6 (to "Zentrum/Domplatz "); stop "Fischmarkt".

Dinner January, 28, 20:00: Restaurant Zumnorde

Grafengasse 6, 99084 Erfurt, phone +49 361 – 6585791. By public transport (from Central Station Erfurt): all trams; stop "Anger".

For links to the locations please consult the division website: [http://www.dgpuk.de/fg\\_rez/](http://www.dgpuk.de/fg_rez/)  
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