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, DGPuK) 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 Nossek (College of Management Academic Studies, Tel-Aviv)

   Lunch

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
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<td>13:30-15:00</td>
<td>Explaining Exposure to and Effects of News (Luthersaal)</td>
<td>Chair: Christoph Klimmt (Hannover University of Music and Drama)</td>
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<td></td>
<td>Impacts of Gender, Self-Esteem, Achievement and Affiliation Motivation on German News Readers’ Exposure to News Topics</td>
<td>Silvia Knobloch-Westerwick (Ohio State University), Julia Brueck (Univeristy of Tech. Dresden) &amp; Matthias R. Hastall (University of Erfurt)</td>
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<td>Patterns of Attention in the Reception of Print and Online Media. Results of an Eyetracking Study</td>
<td>Hans-Jürgen Bucher &amp; Peter Schumacher (University of Trier)</td>
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<td>Break</td>
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<td>15:30-16:30</td>
<td>Emotional Aspects of Media Use (Luthersaal)</td>
<td>Chair: Volker Gehrau (University of Münster)</td>
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<td>Emotional Gratifications During Media Use – An Integrative Approach</td>
<td>Anne Bartsch (Martin-Luther-Universität Halle), Roland Mangold (Hochschule der Medien Stuttgart), Peter Vorderer (University of Southern California) &amp; Reinhold Viehoff (Martin-Luther-Universität Halle)</td>
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<td>“Moral Management”: Selective-Repressive Processing of Media Content Preserves Enjoyment of Violent Video Games</td>
<td>Christoph Klimmt, Andreas Nosper, Hannah Schmid &amp; Tilo Hartmann (Hannover University of Music and Drama)</td>
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<td>Break</td>
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<td>17:00-18:30</td>
<td>Round Tables</td>
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<td>Uses and Effects (Luthersaal)</td>
<td>Chair: Helena Bilandzic (Ilmenau University of Technology)</td>
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<td>Discussants: Péter Csigó (École des Hautes Études en Sciences Sociales, Paris), Henk Westerik (University of Nijmegen)</td>
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<td>Communication with and Reception of Interactive Media (Straßburg)</td>
<td>Chair: Friedrich Krotz (University of Erfurt)</td>
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<td>18:30-19:00</td>
<td>Business Meeting of the Reception Studies Division (Luthersaal)</td>
<td>Dinner: Restaurant Christoffel</td>
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Saturday, January 28

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<tr>
<th>9:00-10:30</th>
<th>Integrating Media into Everyday Life and Interpersonal Communication (Luthersaal) <em>Chair: Friedrich Krotz (University of Erfurt)</em></th>
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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                                                                                                                  |
|            | 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). *Chair: Wolfgang Schweiger (LMU München)* |
|            | 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/
Contact: Dr. Helena Bilandzic, Phone +49/361/7374182, Email helena.bilandzic@uni-erfurt.de.