

English Abstracts

Werner Früh / Carsten Wunsch / Pascal Klopp: TDU Entertainment Index. An Instrument for Empirical Determination of the Entertainment Experience (TDU-Unterhaltungsindex. Ein Instrument zur empirischen Ermittlung von Unterhaltungserleben), pp. 515–544

A measuring instrument is developed and validated in three empirical investigations in order to assess the experience of entertainment. This goes back to the „triadic-dynamic entertainment theory“ (Früh 2002 & 2003a) which understands the experience of entertainment as an experience akin to emotion (macro emotion), characterized by a tendentious positive valence, basic controllability of the consequences of reception and use of general planning freedoms (sovereignty, control). On the basis of these aspects, the measuring instrument can assess entertainment as a constant feature in arbitrary contexts (thus e.g. also in the case of news reception). Apart from reliability, objectivity and face validity, construct validity is examined in particular within the scope of the validating studies. The results range from satisfactory to good. They show that the instrument presented leads to other and (from our theoretical perspective) better measurement results than known methods of measuring entertainment.

Keywords: entertainment, entertainment experience, empirical methods

Jörg Matthes: The Schema Theory in Media Effects Research: A Blurred View into the „Black Box“? (Die Schema-Theorie in der Medienwirkungsforschung: Ein unscharfer Blick in die „Black Box“?), pp. 545–568

In recent years, schema theory has gained increasing popularity among media effects researchers. According to schema theory, the absorption and processing of information depends on learned, relatively stable cognitive structures of knowledge, so called schemata. The purpose of this paper is to discuss the merits of schema theory for media effects research. After outlining the main features and functions of schemata, this paper is mainly concerned with a critical discussion of schema theory. It is argued that schema theory not only provides a simplified picture of information processing, but it is also plagued by methodological concerns regarding the reliable and valid measurement of schemata. Furthermore, schema theory fails to provide clear predictions of media effects. This critical discussion of schema theory is then followed by a sketch of possible alternatives and advancements to schema theory. Finally, the paper argues for a stronger orientation towards more recent concepts from Cognitive and Social Psychology.

Keywords: schema theory, schemata, media effects, knowledge, information processing, connectionism, attitude

Michael Niehaus: What is Celebrity on Television? (Was ist Prominenz im Fernsehen?), pp. 569–582

The phenomenon of celebrity cannot be sufficiently comprehended if celebrity is understood as a specific characteristic instead of as the effect of appellations which, as a rule, presuppose a media connection. While the printed media attributes celebrity by

layed price adjustments, under- as well as overreactions, can be observed after particular news reports have been published. This points to inadequacies in the efficient markets hypothesis as well as in behavioral finance theories: Delayed reactions too often appear to be explained away as anomalies within models of rational pricing. However, they appear too erratically to be explained as normalities such as in newer models of systematically irrational pricing. In other words: Asset prices frequently do not react to news published in the media. Yet sometimes they do. The evidence leads to the conclusion that markets can be efficient and inefficient at the same time.

Keywords: Business news, news effects, media effects, economic communication, financial markets, share prices, efficient market hypothesis, behavioral finance