



Die Geschichte der Medienwirkungsforschung (German Edition)

Inga Baumhoer

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Akademische Arbeit aus dem Jahr 2006 im Fachbereich Pädagogik - Medienpädagogik, Note: 1,0, , Sprache: Deutsch, Abstract: Die Medienwirkungsforschung beschäftigt sich mit möglichen Auswirkungen bzw.

Einflüssen von Medien auf den Rezipienten. Zunächst soll ein grober Einblick in die Geschichte der Wirkungsforschung gegeben werden. Beispielhaft werden hierzu einige Ansätze der Wirkungsforschung erläutert, an denen der Wandel der Sichtweisen in diesem Forschungsfeld deutlich werden soll.

Dieser Forschungsbereich hat im letzten Jahrhundert einige Veränderungen erfahren und lässt sich grob in drei Richtungen differenzieren: Die Wirkungsforschung, die Nutzenforschung und die interaktionistische Forschung. Diese werden im Folgenden kurz erläutert.

Aus dem Inhalt:

- Phase 1: wirkungsstarke Medien,
- Phase 2: wirkungsschwache Medien,
- Phase 3: neue Konzepte



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