



# **Agenda-Setting: Aggregat- Oder Individualdaten-Phanomen? Konsequenzen Der Analyseebene Fur Die Forschung (German Edition)**

*Peter Neitzsch*

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Studienarbeit aus dem Jahr 2005 im Fachbereich Medien / Kommunikation - Methoden und Forschungslogik, Note: 1,3, Technische Universität Dresden (Institut für Kommunikationswissenschaft), Veranstaltung: Seminar: Agenda-Setting, 12 Quellen im Literaturverzeichnis, Sprache: Deutsch, Anmerkungen: Die Seminararbeit befasst sich mit Agenda-Setting-Studien aus statistisch-methodischer Sicht. Dabei wird zu erst in den Unterschied zwischen Aggregat- und Individualdaten eingeführt, um so dann die Probleme der herkömmlichen Studien mit Aggregatdaten (wie z.B. den ökologischen Fehlschluss) zu erläutern. Schließlich werden Lösungswege aufgezeigt. , Abstract: Der Agenda-Setting-Ansatz beschäftigt sich mit der Themensetzungsfunktion von Medien. Seine zentrale These beruht auf der Beobachtung von Cohen, der feststellte: „The Media may not be successful in telling us what to think, but it seems to be stunningly successful in telling us what to think about.“ An die Stelle des einfachen Stimulus-Response-Modells der Medienwirkung trat damit ein Ansatz, der kognitive Prozesse der Rezeption in weit stärkerem Umfang berücksichtigte. Statt Veränderungen in Einstellung und Verhalten der Mediennutzer zu suchen, liegt der Fokus beim Agenda-Setting auf den Veränderungen in Wissensbeständen, Aufmerksamkeit und Problembewusstsein der Rezipienten. Bei den klassischen Agenda-Setting-Studien, die sich an der Ausgangsstudie von McCombs und Shaw zum amerikanischen Präsidentschaftswahlkampf von 1968 orientieren, werden die über einen bestimmten Zeitraum mittels Inhaltsanalyse und Umfragedaten erhobenen Agenden von Medien und Mediennutzern verglichen. Dabei kann die Ausgangshypothese unterschiedlich streng formuliert werden: von einem deterministischen Zusammenhang der Themenrangordnung von Medien und Menschen (priorities-modell), bis zu der einfachen Vermutung größere Publizität führe zu einer verstärkten Problemwahrnehmung des Rezipienten (salience- und awareness-modell). Gemeinsam ist all dies

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