



Potentiale von Nachrichten-Webvideos: Interaktives Massenmedium oder Nischenprogramm? (German Edition)

André Burghardt

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Diplomarbeit aus dem Jahr 2010 im Fachbereich Medien / Kommunikation - Journalismus, Publizistik, Note: 2,9, Fachhochschule Bonn-Rhein-Sieg (Technikjournalismus), Sprache: Deutsch, Abstract: Untersuchung der Potentiale von Informations- und Nachrichten-Videos im Internet.

Basierend auf sieben Experteninterviews mit leitenden Redakteuren führender Off- und Online-Medien wurde das Nutzungsverhalten der Nachrichtenvideo-Rezipienten erforscht und Möglichkeiten abgeleitet, dieses Verhalten positiv zu beeinflussen.

Experten dieser Arbeit sind leitende Redakteure von Spiegel/Spiegel Online, Kölner Stadtanzeiger, RTL, Netzwelt.de, ARD/Tagesschau, WAZ/Der Westen sowie ein Professor für Interaktive Medien, Audiovisuelle Gestaltung und Informationsarchitektur

Schlagworte: Internet, Fernsehen, Nachrichten, Tagesschau, Konvergenz, iPad, iPhone, Laptop, Computer, PC, Plattform, Mediennutzer, Mediennutzungsverhalten, Informationen, Journalismus, Web 2.0, Zweitverwertung, Online-Journalismus, Video, Film, Massenmedien, Multimedia, Interaktivität, Verdienstmmodell, Print, Radio, Fernsehen, TV, Website, Webseite, Sendung, Abbruchquote, Positionierung, Startseite, Durchsuchbarkeit, Tags, Schlagworte, Verschlagwortung, Archiv, Creative Commons, Rundfunkgebühr, VOD, Video-on-Demand, Flash, Download, DSL, Bandbreite, Video-Suchmaschine, Youtube, Google, Zusatznutzen, Videojournalist, Blog, Twitter, Facebook, Social Media, Internetfähige Fernseher, Mobile Endgeräte, Mobile Internetnutzung, Kostenlos-Kultur, ARD/ZDF-Onlinestudie.

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