

RESEARCH PRACTICE

# Hybrid Media Systems in Comparative Perspective

Univ.-Prof. Dr. Annie Waldherr

*University of Vienna, Department of Communication*

Winter Term 2021/2022

Place: Seminarraum 5, Währinger Straße 29 1.UG

Time: Monday, 9:45 – 11:15 a.m.

## Course description

In this seminar, you will experience the entire empirical research process and practice it in the scope of an ongoing international research project at the department: the Observatory for Political Texts in European Democracies (OPTED). OPTED is a design study that lays the foundation for an infrastructure that will serve as a major hub for political text analysis in Europe. Students will contribute to a growing database of media sources for different European countries which will enable researchers to conduct comparative content analysis of journalistic texts.

In the first part of the course, students will learn methodological and theoretical foundations of comparative research, typologies of media systems, and the current development of hybrid media systems and new information ecologies. Students will then choose two (or more) media systems which they want to describe and compare. After a guided coder training and pretest, students collect and code traditional and new media sources of the chosen countries into predefined categories. In the end, they will write and present a final project report, in which they comparatively analyze the media systems along these categories.

## Mode

The seminar will take place in the format of blended learning. The first five sessions until Nov 15 will be on-site in the classroom (i.e., face-to-face), following a self-study period with digital sessions to touch base. The final three sessions in January will be on-site again. Of course, this plan might need updates to adjust for further developments of the pandemic.

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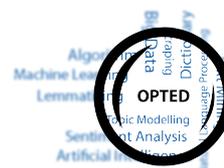
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# Course Schedule

## *Introduction & Theory*

- 11.10.21      1      Getting to know each other and OPTED  
<https://opted.eu>
- 18.10.21      2      Comparing Media Systems  
  
Esser, F., & Vliegthart, R. (2017). Comparative research methods. In J. Matthes, C. S. Davis, & R. F. Potter (Eds.), *The International Encyclopedia of Communication Research Methods*. Wiley.  
<https://doi.org/10.1002/9781118901731.iecrm0035>  
  
Hallin, D. C. (2016). Typology of media systems. In *Oxford Research Encyclopedia of Politics*. Oxford University Press.  
<https://doi.org/10.1093/acrefore/9780190228637.013.205>
- 25.10.21      3      The Hybrid Media System  
  
Chadwick, A. (2011). The political information cycle in a hybrid news system: The British prime minister and the “bullygate” affair. *International Journal of Press/Politics*, 16(1), 3-29.  
<https://doi.org/10.1177/1940161210384730>  
  
Mattoni, A., & Ceccobelli, D. (2018). Comparing hybrid media systems in the digital age: A theoretical framework for analysis. *European Journal of Communication*, 33(5), 540-557.  
<https://doi.org/10.1177/0267323118784831>
- 08.11.21      4      Classifying Media Sources  
  
Balluff, P., Lind, F., Boomgaarden, H. G., & Waldherr, A. (2021). *Towards an inventory of journalistic mass-mediated political texts: Conceptual overview of text data. OPTED Deliverable 3.1.*  
[https://opted.eu/fileadmin/user\\_upload/k\\_opted/OPTED\\_Deliverable\\_D3.1.pdf](https://opted.eu/fileadmin/user_upload/k_opted/OPTED_Deliverable_D3.1.pdf)  
  
Kelly, M., Mazzoleni, G., & McQuail, D. (Eds.). (2004). *The media in Europe: The Euromedia handbook*.



## *Training & Coding*

15.11.21	5	Coder Training Session. Introduction to the OPTED Meteor website ( <a href="https://wp3.opted.eu">https://wp3.opted.eu</a> )
22.11.21	6	Pretest
29.11.21	7	Second Coder Training
06.12.21	8	Coder Meeting
13.12.21	9	Coder Meeting

## *Analysis & Presentation*

10.01.21	10	Coder Meeting / Help with Analyses
17.01.21	11	Open Office Hour / Prepare Presentations
24.01.21	12	Final presentations

## Moodle and Zoom

Moodle will be our digital home base where you will find all recommended readings and materials. There also is a discussion forum where you can post any questions, issues or ideas. We will respond as soon as possible.

Online sessions will take place via Zoom. Follow the link in the Moodle course to join. Sessions will NOT be recorded to ensure active participation by all of you. Please keep minutes for your working group so that important information is not lost.



# Grading

Active and regular in-class participation is a basic requirement for passing the class. You may be absent at two sessions without excuse.

Furthermore, the following are expected: active participation in a group project (max. 3 students), regular progress reports in joint meetings, a final oral presentation as well as a written final report.

Course grading is based on a poster presentation (30%) and written report (70%) of the group project. In this project students compare two or more media systems by collecting and analyzing data on media sources. We will assign groups of 2 to 3 students in session 3 on October 25.

In detail the requirements for the student projects are:

- Choose two or more media systems in Europe that you would like to analyze.
- Research and analyze literature describing those media systems.
- Collect data on the media sources with the help of the codebook and platform developed by the OPTED team.
- Comparatively analyze and describe the media systems with the collected data and additional literature.
- Summarize your results on a poster which you will present orally (5-10 minutes) in one of the last sessions.
- Write a final term paper elaborating on your results.

For successfully passing the course, you have to achieve at least 50% of the total points.



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