
Contents

1	Multimedia Stories: A Melting Pot of Innovations	1
2	The Specter of the Internet: Journalism in the Digital Sphere	11
2.1	Two Decades Ago: Journalism Entering the Internet	11
2.1.1	Convergence: Pack Your Things and Go Online	15
2.1.2	Gatekeeping: Journalism's Lost Cause	18
2.2	Digital Journalism: The Cases of the US and Germany	19
2.3	An Everlasting Challenge: Refinancing Journalism on the Internet	24
2.4	Internet-specific Potentials: Exploring the Digital World	26
2.4.1	Participation	27
2.4.2	Interactivity	29
2.4.3	Multimediality	30
2.5	Brief Summary	32
3	Media Genres and Journalistic Display Formats	35
3.1	Definition and Functioning of (Media) Schemas	35
3.2	Patterns of Reporting and Journalistic Display Formats	39
3.2.1	Classifications of Traditional Journalistic Display Formats	41
3.2.2	Adaptation and Invention of Journalistic Display Formats in Digital Journalism	44
3.2.3	Classifications of Digital Display Formats	50
3.3	Brief Summary	57

4	Multimedia Stories Defined	59
4.1	Multimedia, Longform, and Digital Storytelling: Terminology	59
4.2	A Closer Look into the Format of Multimedia Stories	64
4.2.1	The Rise of Multimedia Stories	64
4.2.2	Classifications, Potentials, and Theoretical Dimensions	67
4.2.3	Aspects of Technology, Story Content, and the Audience	69
4.2.4	The Production of Multimedia Stories	72
4.3	Brief Summary	77
5	Research Design: Theoretical Basis, Empirical Approach	79
6	Study I: Multimedia Stories in Journalism Research	83
6.1	Systematic Reviews in Journalism Research	83
6.2	Review Scope, Research Question, and Data Extraction Form	90
6.2.1	Review Scope	90
6.2.2	Review Question	97
6.2.3	Data Extraction Form	98
6.3	The Breadth of the Topic: Assessing the Format’s Surroundings	100
6.4	Six Dimensions of Multimedia Stories in Digital Journalism	104
6.4.1	Technology: Its Important Role for Digital Journalism	104
6.4.2	Storytelling: Different Terms, Different Concepts	114
6.4.3	The Digital News User: Engagement and Participation	132
6.4.4	Digital Journalism: The Field of Investigation	139
6.4.5	Journalistic Values and Aims: What about Journalism’s Democratic Function?	142
6.4.6	Online News: The Contrast to Long and Complex Story Formats	148
6.5	Interim Discussion & Conclusion I: Answers to RQ1	153

7	Study II: Quantitative Analysis of Multimedia Stories	163
7.1	Quantitative content analysis	163
7.2	Quantitative Content Analysis of Multimedia Stories	165
7.2.1	Research Question 2	165
7.2.2	Sampling Stories for the Analysis	166
7.2.3	General Structure of the Codebook	176
7.2.4	The Analyzed Variables	182
7.2.5	Hypotheses Derived from the Literature Review	191
7.3	Pretest	194
7.4	Coding and Data Collection	195
7.5	Results of the Quantitative Analysis of Stories	195
7.5.1	Formal Attributes: The Sample	195
7.5.2	Traditional and Innovative Multimedia Elements (H1, H2)	198
7.5.3	Complexity of Multimedia Stories (H3)	207
7.5.4	Content of Multimedia Stories (H4)	212
7.5.5	Internet-Specific Qualities of Multimedia Stories (H5)	218
7.5.6	Numbers and Professions of Story Producers (H6)	227
7.5.7	Four Story Clusters (H7)	231
7.6	Interim Discussion & Conclusion II: Answers to RQ2	243
8	Study III: The Perspective of Story Producers	251
8.1	The Significance of the Format within (Digital) Journalism	251
8.2	Qualitative Interviews and the Interview Guide	252
8.2.1	Qualitative Interviews in Journalism Research	252
8.2.2	Development of the Interview Guide	254
8.3	Methodology: Qualitative Interviews for Data Collection	258
8.3.1	Interviews and Interview Partners	259
8.3.2	Pretest and Adjustments of the Questionnaire	261
8.3.3	Analyzing the Interviews: Qualitative Content Analysis	262
8.3.4	Deductive Categories for Analysis	263
8.4	Results of the Interview Study: Multimedia as the New Standard?	265
8.4.1	Multimedia Story Producers and Their Perceptions of the Format	265

8.4.2	The Production Process: What’s Important?	272
8.4.3	The Hypotheses and Clusters	280
8.4.4	The Future of Multimedia Stories	285
8.5	Interim Discussion & Conclusion III: Answers to RQ3	288
9	Limitations of the Three Studies	295
10	Summary and Conclusion: A Format with Vague Boundaries	301
	References	315