

Field for Dissertations

Media-influenced behaviour and well-being

Dissertation projects which fall into this field carry out research on the media-influenced behaviour of adolescents with regard to the following aspects: Which desires for a “good life” do the media generate? In which way does the media-influenced behaviour create a feeling of “well-being” among adolescents? Such an investigation will focus on what is a conflicting relationship. Media can, on the one hand, make the everyday life of adolescents more interesting and entertaining. It can fulfil needs in areas such as play, communication and information. On the other hand, media-influenced behaviour creates ever new desires and needs. Dissertation projects in this field should consider gender and environmental differences and can be carried out in a qualitative or quantitative way.