

CURRICULUM VITAE

Jörg Matthes
 Professor of Communication
 Chair of Advertising Research
 Chair, Department of Communication
 University of Vienna
 Währingerstr. 29, A-1090 Vienna, Austria
 T: +43-1-4277-493 07
 eMail: joerg.matthes@univie.ac.at
 Web: <http://advertisingresearch.univie.ac.at/>

RESEARCH INTERESTS

- **Political Communication**
 - Media effects theories (Agenda Setting, Framing, Spiral of Silence)
 - Political advertising
 - Interpersonal and cross-cutting communication
 - Trust and credibility research
- **Advertising research**
 - Product Placements
 - Children and advertising
 - Green advertising and sustainability communication
 - Gender Stereotypes
- **Qualitative and quantitative methods of communication research**

ACADEMIC CAREER

- since 02/2014 **Chair** of the [Department of Communication](#), University of Vienna, Austria. The Department of Communication at the University of Vienna is one of the world's largest departments for communication science. Set up during the 1940s, the Department now has more than 4,500 students, more than 70 employees, and more than 120 teaching staff.
- 09/2012-02/2014 **Vice-Chair** of the [Department of Communication](#), University of Vienna, Austria
- 10/2011- **Full Professor for Communication and Chair of Advertising Research**
 Department of Communication, University of Vienna; Inaugural Lecture, January 2013:
 "Unbemerkte Werbewirkung. Konturen eines Forschungsprogramms" ["Subtle Advertising
 Effects: Outlining a Research Program"]
- 04/2010 **Visiting Scholar**, School of Media and Public Affairs, George Washington University,
 Washington, DC, USA
- 08/2009-09/2011 **Assistant Professor for Political Communication & Political Behavior within the [NCCR Democracy](#)**, **University of Zurich**; Inaugural Lecture, March 2010: "Freie politische Willensbildung und Medienberichterstattung" ["Free' Political Opinion Formation and the News Media"]
- 06/2008-10/2008 **Visiting Scholar**, School of Communication, The Ohio State University, USA

- 05/2007-08/2009 **Post-doc**
Institute of Mass Communication and Media Research, University of Zurich, Switzerland
- 10/2003-05/2007 **Ph.D. Student**
Institute of Mass Communication and Media Research, University of Zurich, Switzerland
- 01/2002-09/2003 **Research Associate**, Department of Communication, Friedrich-Schiller-University Jena, Germany

EDUCATION

- 05/2007 **Doctor of Philosophy**
University of Zurich, Switzerland
("Framing-Effekte. Theorie und Empirie zum Einfluss der Politikberichterstattung auf die Einstellungen der Rezipienten") ["Framing Effects of the News Media on the Attitudes of Recipients"]
Overall Grade: summa cum laude ["with highest honor"]
- 10-1995-01/2002 **Master Degree in Psychology**
Friedrich-Schiller-University Jena, Germany
Compulsory optional subject: Media and Communication Science
Grade: "Excellent"
- 11/2001 **Master Thesis:** "Operationalisierung von Vertrauen in Medien" ["Operationalization of Trust in News Media"]
Grade: "Excellent"
- 10/1998-03/2001 **Double degree program "Media and Communication / Philosophy / Intercultural Business Communication"**
Friedrich-Schiller-University Jena, Germany, Degree: Certificate of Study

COMPETITIVE RESEARCH AWARDS

- 08/2017 **Top 1 Faculty Paper Award** for the paper "Young Muslims' responses to anti-Islamic right-wing populist campaigns: Discrimination, social identity threats, and hostility", Political Communication Interest Group, AEJMC annual convention, Chicago, Illinois, USA.
- 08/2016 **Hillier Kriegbaum Under 40 Award** by the Association for Education in Journalism & Mass Communication (AEJMC), awarded to scholars under 40 years of age who have shown outstanding achievement and effort in all three AEJMC areas: teaching, research and public service. AEJMC annual convention, Minneapolis, USA.
- 08/2016 **Second Place Faculty Research Paper Award** for the paper "Nudity of male and female characters in television advertising across the globe", Advertising Division, AEJMC annual convention, Minneapolis.
- 05/2015 **Top Faculty Paper Award** for the paper "Questionable Research Practices in Experimental Communication Research: A Systematic Analysis from 1980 to 2013", Mass Communication Division of the International Communication Association (ICA).
- 05/2015 **Best Research Paper Award of the Year 2014** for the paper "Usefulness of online consumer reviews of experience and search goods", granted by the journal *Werbeforschung & Praxis. Zeitschrift für Kommunikation und Markenführung* (jointly published by the German and Austrian Advertising Academies).

- 01/2015 First recipient of the **IGor-Award** for the best and most interesting lecture delivered to communication students in the winter semester 2014/15, awarded by the students of the Department of Communication, University of Vienna, based on online votes.
- 10/2014 **Sir Robert M. Worcester Award** by the World Association for Public Opinion Research (WAPOR) for the article „Do hostile opinion environments harm political participation? The moderating role of generalized social trust.“ (published in *International Journal of Public Opinion Research*).
- 05/2014 **Young Scholar Award** by the International Communication Association (ICA), awarded to the scholar with the most outstanding research career worldwide seven years past the PhD, ICA annual convention, Seattle, WA.
- 08/2013 **Top Three Faculty Paper** for the paper “Taking a closer look at green ads. Consumers’ green involvement and the persuasive effects of emotional versus functional advertising appeals”, Advertising Division, AEJMC annual convention, Washington, DC.
- 08/2013 **Top Theory Paper** for the paper “Toward a cognitive-affective process model of hostile media perceptions: A multi-country structural equation modeling approach”, Communication Theory and Methodology Division, AEJMC annual convention, Washington, DC.
- 08/2013 **Top Faculty Paper Award** (1st prize), also for the paper “Toward a cognitive-affective process model of hostile media perceptions: A multi-country structural equation modeling approach”, Communication Theory & Methodology Division, AEJMC annual convention, Washington, DC.
- 06/2013 **Top Faculty Paper Nomination** for the paper “Why do green consumers tend to trust green ads? Testing the mediating roles of informational utility and emotional appeal” at the International Conference on Research in Advertising (ICORIA), Zagreb (nominated were the best six conference papers).
- 09/2012 **Best Paper Award** (3rd prize) for the best media psychological paper published in 2010 and 2011, Media Psychology Division, German Psychological Society, for “Affective priming in political campaigns: How campaign-induced emotions prime political opinions” published in *International Journal of Public Opinion Research*, as a co-author of Rinaldo Kühne.
- 08/2012 **Top Faculty Paper Award** (1st prize) for the paper “Child exposure to food and beverage placements in movies: Toward an implicit persuasion model”, Advertising Division, AEJMC annual convention, Chicago.
- 05/2012 **Top Faculty Paper Award** for the article “Who learns from cross-cutting exposure? Motivated reasoning, counterattitudinal news coverage, and awareness of oppositional views“, Mass Communication Division of the International Communication Association.
- 05/2012 **Top Ten Nominee** for the 2012 Credit Suisse Award for Best Teaching at the University of Zurich. The focus of the 2012 university-wide award was “Passion for Science”. The nomination is based on votes by the students of all departments at the U of Zurich.
- 09/2011 The article “The content analysis of media frames: Toward improving reliability and validity” was ranked by the International Communication Association as the **Journal of Communication's top-cited article of 2010**.
- 09/2009 **Best Paper Award** (1st prize) for the best media psychological paper published in 2007 and 2008, Media Psychology Division, German Psychological Society, for “Does ‘passing the courvoisier’ always pay off? Positive and negative evaluative conditioning effects of brand placements.” published in *Psychology & Marketing*, as a co-author of Christian Schemer.
- 05/2009 **Top Three Faculty Paper** for the paper “A primer for communication researchers on probing

single-degree- of-freedom interactions in linear regression models with SPSS and SAS implementations”, Information Systems Division of the International Communication Association.

- 08/2008 **Top Faculty Paper** (1st prize) for the paper “Tiptoe or tackle? How product placement prominence and exposure frequency moderate the mere exposure effect”, Advertising Division of the Association for Education in Journalism and Mass Communication (AEJMC)
- 05/2008 **Top Doctoral Dissertation Award**
Award by the *German Communication Association (DGPuK)* for an outstanding contribution to the field of communication. The prize is awarded every two years and is endowed with € 2,000.
- 05/2008 **Top Doctoral Dissertation Award**
1st prize of the Association of Swiss Market and Social Science Research (VSMS). The prize is awarded every two years and is endowed with 3000 Swiss Francs.
- 04/2008 **Top Doctoral Dissertation Award**
Price for the best dissertation in 2007 at the Faculty of Philosophy, University of Zurich. The philosophical faculty has 34 institutes and seminars and is the largest faculty of the University of Zurich. The award was presented by the Rector of the University of Zurich at Dies Academicus 2008 and is endowed with 5000 Swiss Francs.
- 09/2007 **Dissertation Support Award**
Support by the Swiss Communication Association (SGKM) for publishing the doctoral thesis. Amount: 2500 Swiss Francs.
- 09/2007 **Naomi C. Turner Prize.** The article “Media frames and public opinion. Testing of on-line and memory-based model of framing effects in a two-wave panel study”, held at the 60th annual meeting of the World Association of Public Opinion Research in Berlin, was honored as **the best student paper** (1st prize).
- 07/2007 **Best Paper Award for** the article “The need for orientation towards news media” (published by: *International Journal of Public Opinion Research*, Issue 4, 2006) for the best media psychological paper published in 2005 and 2006, Media Psychology Division, German Psychological Society.
- 08/2006 **Top Faculty Paper** for the article “The content analysis of media frames: Toward improving reliability and validity”, submitted to the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Communication Theory and Methodology Division.
- 05/2005 **Top Faculty Paper** for the article “Trust in news media. Development and validation of a multidimensional scale”, submitted to the annual conference of the International Communication Association (ICA), *Journalism Studies Interest Group*.
- 05/2004 **Best Paper Award** for the article “Operationalisierung von Vertrauen in Journalismus”, published in the journal *Medien & Kommunikationswissenschaft*, by the *German Communication Association (DGPuK)*, honoring the **best journal publication in 2003 (1st prize)**.

GRANTS & SCHOLARSHIPS

- 03/2017 Grant for the research project “SMART?Phone. Consequences of Smartphone Use in Children’s and Adolescents’ Everyday Lives”. Funded by the *Austrian Federal Ministry of Science, Research and Economy* (Sparkling Science Program); **Principal Investigator**
Total: **167.599,60 EUR**
- 03/2017 Grant for the project “Evaluation der Informationskampagne ‘AusBildung bis 18’”. Funded by the *Federal Ministry of Labour, Social Affairs and Consumer Protection*; **Principal Investigator**
Total: **97.629 EUR**
- 05/2016 Grant for the project “Image study of the University of Vienna”. Funded by the *Rectorate of the University of Vienna*; **Principal Investigator** (together with Christian von Sikorski)
Total: **40.000 EUR**
- 05/2016 Grant for the research project “The Political Participation Observer. A Citizen Science Tool for Tracking Political Participation”. Funded by the *Austrian Federal Ministry of Science, Research and Economy* as ‘Top Citizen Science Expansion Project’; **Principal Investigator**
Total: **49.908 EUR**
- 12/2014 Grant for the research project “Food Product Placements in Children’s Movies: Content, Mechanisms and Protective Measures”. Funded by the *Anniversary Fund* of the Austrian National Bank; **Principal Investigator**
Total: **109.000 EUR**
- 11/2014 Grant for the research project “Young Adults’ Political Experience Sampling (YAPES)”
Funded by the ‘Young Citizen Science Project’ of the *Austrian Federal Ministry of Science, Research and Economy*; **Principal Investigator**
Total: **32.200 EUR**
- 10/2014 Grant of the research project “Facepolitics: FacePolitics: Social Media and Participatory Politics for Adolescents”
Funded by the ‘Sparkling Science Program’ of the *Austrian Federal Ministry of Science, Research and Economy*; **Principal Investigator**
Total: **108.461 EUR**
- 06/2010 Grant of the research project “Reception of news on immigration – the audience studies” in the overall project “Mediation of Migration: Media impacts on Norwegian immigration policy, public administration and public opinion”. Funded by the *Research Council of Norway*; **Co-Principal Investigator**
Total (whole grant): **1.200.000 EUR** (with colleagues in Oslo and New York, project money in Zurich)
- 08/2009 Grant of the research project “The Antecedents of Public Opinion Expression. A Cross-National Study of Debate Participation”, Project 14 of module 4 in the NCCR Democracy
Funded by the *Swiss National Science Foundation*; **Principal Investigator**
Total: **30.000 EUR**
- 08/2009 “Seed money” to build an international research network for the NCCR Democracy.
Funded by the *Swiss National Science Foundation*; **Principal Investigator**
Total: **14.100 EUR**
- 04/2008 Grant of the research visit “Investigating the Role of Individual Differences for Spiral of Silence Theory” at Ohio State University, USA.

Funded by the *Swiss National Science Foundation*; **Principal Investigator**

Total: **5.500 EUR**

09/2006 Sponsorship and grant of the 8th annual convention of the Methods division of the German Communication Association

Funded by *private and public sponsors (together with Werner Wirth)*.

Total: **12.700 EUR**

09/2006 Scholarship for the “Methods in the Social Sciences”, Lugano Summer School, Switzerland. Funded by the Swiss National Science Foundation.

Total: **560 EUR**

07/2005 Research project “Political decision-making in the Swiss media society” (PI, together with Werner Wirth and Christian Schemer). Funded by the Swiss Federal Office of Communications; **Principal Investigator**

Total: **41.000 EUR**

05/2005-03/2007 Several junior fellowships to support conference travel. Funded by the Swiss Academy of Humanities and Social Sciences

Total: **2.800 EUR**

MEMBERSHIP

since 01/2015 *Citizen Science Association*

since 06/2014 *American Academy of Advertising (AAA)*

since 2013 *Austrian Advertising Research Association (WWG)*

since 2011 *Austrian Communication Association (ÖGK)*

since 2012 *Network of European Political Communication Scholars (NEPOCS)*

since 2011 *European Advertising Academy*

since 06/2006 *Association for Education in Journalism and Mass Communication (AEJMC)*, Communication Theory & Methodology and Advertising Divisions

since 09/2005 *World Association for Public Opinion Research (WAPOR)*

since 05/2005 *International Communication Association (ICA)*, Political Communication, Journalism Studies, and Mass Communication Divisions

since 10/2003 *Swiss Communication Association (SGKM)*

since 2003 *Swiss Centre for Studies on the Global Information Society (SwissGiss)*

since 04/2002 *German Society of Psychology, Media Psychology Division*

since 04/2002 *German Communication Association (DGPUK)*

ACADEMIC LEADERSHIP AND SERVICE (INTERNATIONAL, SELECTED)

- 2017 **Committee member** for the 2017 ASCoR McQuail Award (Best Paper-Award for 2016)
- 2017 **Advisor and Program Board Member** for the accreditation process to launch a PhD program in Communication Science at the Masaryk University in Brno, Czech Republic
- since 08/2016 **Division Head**, Communication Theory and Methodology Division of the **Association for Education in Journalism and Mass Communication (AEJMC)**.
- since 08/2015 **Program Chair and Vice-Head**, Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication (AEJMC),
- 2015 **Committee member** for the 2015 ASCoR McQuail Award (Best Paper-Award for 2014)
- 12/2014 Nominated by the German Communication Association (DGPUK) to serve on the **Review Board** of the **German National Science Foundation (DFG)**
- 2014-15 Elected **Research Chair**, Communication Theory and Methodology Division of the **Association for Education in Journalism and Mass Communication (AEJMC)**.
- since 2014 **Vice-Chair** of the working group “Effects” of the COST project “Populist Political Communication in Europe: Comprehending the Challenge of Mediated Political Populism for Democratic Politics”.
- 2014 **Committee member** for the 2014 ASCoR McQuail Award (Best Paper-Award for 2013)
- 2013-14 **Chair**, 2013 ICA Political Communication Division Kaid-Sanders Best Article Award
- 2013-14 **Professional Freedom & Responsibility Chair (PF&R)**, Communication Theory and Methodology Division of the **Association for Education in Journalism and Mass Communication (AEJMC)**.
- since 03/2013 Member, **Political Communication Joint Publications Committee** of the International Communication Association and the American Political Science Association
- 2012-2013 **Committee member**, 2012 ICA Political Communication Division Kaid-Sanders Best Article Award
- 2012-13 **Newsletter Chair**, Communication Theory and Methodology Division of the **Association for Education in Journalism and Mass Communication (AEJMC)**.
- since 2012 Elected member of the **Executive Board** of the Communication Theory and Methodology Division of the **Association for Education in Journalism and Mass Communication (AEJMC)**.
- 09/2010 – 10/2014 **Division head**, Methods Division, German Communication Association (twice-elected)
- 05/2010 - 05/2013 **Chair** of the German Communication Association (DGPUK) committee “Evaluating the Teaching of Methods in BA and MA programs”
- 01/2010 -12/2012 **Board of Directors**, Doctoral School of the NCCR Democracy, U of Zurich, funded by the Swiss National Science Foundation
- 04/2008 - 04/2010 **Division head**, Methods division, Swiss Communication Association (SGKM)

- since 05/2008 Member of the German Communication Association (DGPuK) committee “Evaluating the Teaching of Methods in BA and MA programs”
- 02/2005 - 04/2008 Member of the German Communication Association (DGPuK) committee “Judicial situation of the non-professorial faculty”
- 02/2005 – 04/2008 **Vice-Head**, Methods division, Swiss Communication Association (SGKM)

INSTITUTIONAL LEADERSHIP (U OF VIENNA)

- since 2014 **Chair** of the [Department of Communication](#), University of Vienna, Austria.
- 2012-2014 **Vice-Chair** of the [Department of Communication](#), University of Vienna, Austria

ACADEMIC SERVICE (U OF VIENNA, SELECTED)

- 2017 Member of the **committee** awarding the yearly dissertation completion fellowships at the University of Vienna (all disciplines)
- 2015-2016 Elected Chair of the **hiring committee** for a full professorship of communication, chair of Journalism
- 2015-2016 Elected Chair of the committee to develop the curriculum for the new English language research master program at the Department of Communication (starting fall 2015)
- since 2015 Member of the **hiring committee** for a full professorship of communication, chair of Political Communication
- 2013-2014 Elected Co-Chair of the **hiring committee** for a full professorship of communication, chair of Media Innovation and Media Change
- 2013-2014 Member of the **hiring committee** for a full professorship of communication, chair of Empirical Social Science Methods
- 2013-2014 Reviewer for the **hiring committee** for a full professorship of communication, chair of Public Relations
- 2013-2014 Member of the **hiring committee** for a Senior Lecturer position of Advertising
- since 2014 Founder and Chair of the **Annual Research Award**. The Department of Communication’s research award aims to support PhD students and post-docs to pursue, hone and enhance their own line of research.
- since 2014 Chair and organizer of the **Research Colloquium Series**, Department of Communication
- since 2014 Chair of the **Alumni committee**, Department of Communication
- since 2014 Editor of the **Newsletter** of the Department of Communication
- 2013 Organizer of the **Research Colloquium Series**, Department of Communication
- 2012-2014 Elected substitutional member of **Dean's Advisory Board**, Faculty of Social Sciences
- Since 2013 Elected substitutional member of the **Senate**, University of Vienna

- 2011-2014 Member of the **Internationalization committee**, Department of Communication
- since 2012 Member of the **Doctoral Advisory Board**, Faculty of Social Sciences
- 2011-2012 **Chair** of of the committee homepage re-launch, Department of Communication
- 2011-2012 **Chair** of the committee for the teaching of methods, Department of Communication

ACADEMIC SERVICE (U OF ZURICH, SELECTED)

- 2009-2010 Introduction lecture for pupils at the Welcome Days, U of Zurich
- 2007 – 2008 **Organizer and Chair**, research colloquium at the Institute of Mass Communication and Media Research, University of Zurich
- 2006 – 2007 Member of the committee “Quality management in BA/MA classes”, Institute of Mass Communication and Media Research, University of Zurich
- 2004 – 2006 Member of the committee “Teaching methods in BA/MA”, Institute of Mass Communication and Media Research, University of Zurich.

PUBLIC SERVICE

- since 10/2014 Elected member of the *Austrian Advertising Council* (‘*Österreichischer Werberat*’)
- 10/2014 Jury Member for the *Austrian National Award for Public Relations 2014*
- since 05/2014 Awarded the title of *Scientific Senator*, *Public Relations Association Austria (PRVA)*
- since 03/2014 Jury Member for the Scientific Award for Public Relations, *Public Relations Association Austria*

EDITORSHIPS

- since 01/2017 **Associate Editor** of **Human Communication Research**, flagship journal of the International Communication Association
- since 01/2016 **Editor-in-Chief** of the journal *Communication Methods & Measures*, journal of the Communication Theory & Methodology division of the **Association for Education in Journalism and Mass Communication (AEJMC)**.
- since 12/2014 **Editor** of the book series *Forschungsfeld Kommunikation*, UVK, Germany
- 2015 Special Issue **Guest Editor**, *International Journal of Public Opinion*, Title: Informal political conversation across time and space.
- 2013-2014 **Associate Editor** of **The Journal of Communication**, flagship journal of the International Communication Association
- 2012 Special Issue **Guest editor**, *American Behavioral Scientist*; Title: Framing Politics
- 07/2010 – 12/2015 **Associate Editor** of the journal *Communication Methods & Measures*, journal of the Communication Theory & Methodology division of the **Association for Education in**

Journalism and Mass Communication (AEJMC).**BOARD MEMBERSHIPS**

since 2017	Editorial Board, <i>Mass Communication and Society</i>
since 2016	Editorial Board, <i>Annals of the International Communication Association</i>
since 2015	Editorial Board, <i>Journal of Media Psychology</i>
since 2015	Editorial Board, <i>Medien Journal; journal of the Austrian Communication Association</i>
since 2014	Editorial Board, <i>Journalism & Mass Communication Quarterly</i>
since 2014	Editorial Board, <i>Journal of Advertising</i>
since 2013	Editorial Board, <i>transfer – Werbeforschung & Praxis. Zeitschrift für Kommunikation und Markenführung; journal of the Austrian Advertising Research Association</i>
since 2013	Editorial Board, <i>International Journal of E-Politics</i>
since 2012	Editorial Board, <i>Studies in Communication Media; journal of the German Communication Association</i>
since 2012	Editorial Board, <i>Studies in Communication Sciences, journal of the Swiss Communication Association</i>
since 2012	Editorial Board <i>Journal of Applied Communication Research</i>
since 2011	Editorial Board <i>Communication Research</i>
since 04/2010	Editorial Board of the <i>International Journal of Public Opinion Research</i>
10/2009-10/2011	Board Member of the Swiss Centre of Expertise in the Social Sciences (FORS) at the University of Zurich

AD HOC REVIEWER FOR JOURNALS (69)**Communication**

- *Asian Journal of Communication*
- *Communication Methods and Measures*
- *Communication Monographs*
- *Communication Quarterly*
- *Communication Research*
- *Communication Theory*
- *Communications: The European Journal of Communication Research*
- *Howard Journal of Communications*
- *Human Communication Research*
- *International Journal of Advertising*
- *International Journal of Communication*
- *International Journal of Press/Politics*

- *International Journal of Public Opinion Research*
- *Journal of Applied Communication Research*
- *Journal of Broadcasting and Electronic Media*
- *Journal of Communication*
- *Journal of Computer-Mediated Communication*
- *Journal of Global Mass Communication*
- *Journal of Media Psychology*
- *Journalism Practice*
- *Journalism & Mass Communication Quarterly*
- *Journalism Studies*
- *Journalism: Theory, Practice and Criticism*
- *Mass Communication and Society*
- *Media Psychology*
- *Medien & Kommunikationswissenschaft*
- *New Media & Society*
- *Public Opinion Quarterly*
- *Public Understanding of Science*
- *Publizistik*
- *Science Communication*
- *Social Media and Society*
- *Studies in Communication Sciences*

Political Science/Sociology/Psychology

- *American Behavioral Scientist*
- *Behavior Research Methods*
- *European Political Science Review*
- *European Union Politics*
- *International Journal of E-Politics*
- *International Journal of Psychology*
- *International Migration Review*
- *Journal of Ethnic and Migration Studies*
- *Journal of Peace Research*
- *Journal of Social and Personal Relationships*
- *Media, War & Conflict*
- *Nationalism and Ethnic Politics*
- *Nature Climate Change*
- *Policy Studies*
- *Scandinavian Political Studies*
- *Sex Roles*
- *Social Influence*
- *Social Science Computer Review*
- *Sociological Spectrum*
- *Sustainability*
- *The American Journal of Political Science*
- *The Gerontologist*
- *The Social Science Journal*
- *Time-Sharing Experiments for the Social Sciences*
- *West European Politics*

Business/Advertising

- *Academy of Management Review*
- *European Journal of Marketing*
- *Journal of Business Research*
- *Journal of Consumer Behavior*
- *Journal of Current Issues & Research in Advertising*
- *Journal of Global Marketing*
- *Journal of International Consumer Marketing*
- *Journal of Marketing Communications*
- *Marketing ZFP – Journal of Research and Management*
- *The Journal of Advertising*

Interdisciplinary Journals

- *Asian Women*
- *Environmental Communication*
- *Poetics*

AD HOC REVIEWER FOR GRANTS

- Austrian Agency for International Cooperation in Education and Research (OeAD-GmbH)
- German Research Council (DFG) (multiple times)
- Israel Science Foundation (ISF), Israel
- National Science Foundation (NSF), United States
- Netherlands Council for the Social Sciences (NWO)
- Research Foundation – Flanders (Fonds Wetenschappelijk Onderzoek – Vlaanderen, FWO)
- Swiss National Science Foundation (SNF)

REVIEWER FOR CONFERENCES

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| 2017 | Reviewer for the <i>Communication Theory & Methodology Division (CT&M)</i> of the AEJMC for the 100th annual AEJMC conference, Chicago, USA |
| 2016 | Reviewer for the annual meeting of the <i>Reception and Effects</i> Division of the German Communication Association, Erfurt, Germany |
| 2016 | Reviewer for the <i>Communication Theory & Methodology Division (CT&M)</i> of the AEJMC for the 99th annual AEJMC conference, Minneapolis, USA |
| 2016 | Reviewer for the 66 th annual conference of the International Communication Association (ICA), Fukuoka, Japan; <i>Political Communication Division</i> |
| 2015 | Reviewer for the 17 th annual meeting of the Methods Division (Paul Lazarsfeld-Awards) of the German Communication Association (DGPK), Hohenheim, Germany |
| 2015 | Reviewer for the International Conference on Research in Advertising (European Advertising Academy), in London 2015, UK |
| 2015 | Reviewer for the 65 th annual conference of the International Communication Association (ICA), Puerto Rico; <i>Political Communication Division, Mass Communication Division</i> |

- 2014 Reviewer for the *Communication Theory & Methodology Division (CT&M)* of the AEJMC for the 97th annual AEJMC conference, Montreal, Canada
- 2014 Reviewer for the International Conference on Research in Advertising (European Advertising Academy), in Amsterdam 2014, The Netherlands
- 2014 Reviewer for the 64th annual conference of the International Communication Association (ICA), Seattle, USA; *Political Communication Division, Mass Communication Division*
- 2013 Reviewer for the *Communication Theory & Methodology Division (CT&M)* of the AEJMC for the 96th annual AEJMC conference, Washington, D.C., USA
- 2013 Reviewer for the International Conference on Research in Advertising (European Advertising Academy), Zagreb 2013, Croatia
- 2012 Reviewer for the 13th annual meeting of the *Visual Communication Division* of the German Communication Association, Berlin, Germany
- 2013 Reviewer for the 63rd annual conference of the International Communication Association (ICA), London, UK; *Political Communication Division, Mass Communication Division, Information Systems Division*
- 2012 Reviewer for the *Communication Theory & Methodology Division (CT&M)* of the AEJMC for the 95th annual AEJMC conference, Chicago, USA
- 2012 Reviewer for the 62nd annual conference of the International Communication Association (ICA), Phoenix/Arizona, USA; *Political Communication Division, Mass Communication Division, Information Systems Division*
- 2012 Reviewer for the annual meeting of the German Communication Association (DGpuK), Berlin, Germany
- 2012 Reviewer for the meeting of the *Advertising Interest Group* of the German Communication Association (DGpuK), Würzburg, Germany
- 2012 Reviewer for the annual meeting of the Swiss Communication Association (SGKM), Neuchatel, Switzerland
- 2011 Reviewer for the *Communication Theory & Methodology Division (CT&M)* of the AEJMC for the 94th annual AEJMC conference, St. Louis, USA
- 2011 Reviewer for the 61st annual conference of the International Communication Association (ICA), Boston, USA
- 2011 Reviewer for the annual meeting of the German Communication Association (DGpuK), Dortmund, Germany
- 2011 Reviewer for the 7th conference of the *Media Psychology Division* of the German Psychological Society (DGPs), Bremen, Germany
- 2011 Reviewer for the meeting of the *Political Communication Division* of the German Communication Association (DGpuK), Münster, Germany
- 2010 Reviewer for the 60th annual conference of the International Communication Association (ICA), Singapore; *Political Communication Division, Mass Communication Division*
- 2010 Reviewer for the annual meeting of the German Communication Association (DGpuK), Ilmenau,

Germany

- 2010 Reviewer for the meeting of the *Reception & Effects Division* of the German Communication Association (DGPuK), Berlin, Germany
- 2010 Reviewer for the annual meeting of the Swiss Communication Association (SGKM), Luzern, Switzerland
- 2009 Reviewer for the annual meeting of the German Communication Association (DGPuK), Bremen, Germany
- 2008 Reviewer for the ECREA 2008 Conference, Barcelona, Spain

CONFERENCE ORGANIZATION

- 03/2013 Organization of an international conference of the Network of European Political Communication Scholars (NEPOCS), Department of Communication, University of Vienna, March 8-10.
- 09/2006 Organization of the eight annual convention of the Methods Division, German Communication Association (together with Werner Wirth). Topic: Operationalization, measurement and validation in communication research.

CONFERENCE SERVICE

- 01/2016 Panel Chair, "Uses and effects of political information", annual conference of the *Media Audiences and Effects Division* of the German Communication Association (DGPuK), Amsterdam, The Netherlands
- 08/2015 Panel Chair, *Communication Theory & Methodology Division* at the 98th annual AEJMC convention, San Francisco, USA
- 05/2015 Panel Chair, *Mass Communication Division* at the 65th annual conference of the International Communication Association (ICA), Puerto Rico
- 09/2014 Panel Chair at the annual meeting of the *Methods Division*, German Communication Association, Munich, Germany
- 08/2014 Panel Organizer, "'Big data': Professional and field-wide challenges." *Communication Theory & Methodology Division* and *Political Communication Interest Group* at the 97th annual AEJMC convention, Montréal, Canada
- 08/2014 Panel Organizer, "Open access? The future of publishing?" *Communication Theory & Methodology Division* and *Political Relations Divisions* at the 97th annual AEJMC convention, Montréal, Canada
- 08/2014 Panel Chair, *Communication Theory & Methodology Division* and *Political Communication Interest Group* at the 97th annual AEJMC convention, Montréal, Canada
- 08/2014 Panel Respondent, *Communication Theory & Methodology Division* at the 97th annual AEJMC convention, Montréal, Canada
- 05/2014 Panel Respondent, *Mass Communication Division* at the 64th annual conference of the International Communication Association (ICA), Seattle, USA

- 05/2014 Panel Chair, *Mass Communication Division* at the 64th annual conference of the International Communication Association (ICA), Seattle, USA
- 09/2013 Panel Chair at the annual meeting of the *Methods Division*, German Communication Association, Münster, Germany
- 08/2013 Panel Respondent, *Communication Theory & Methodology Division* at the 96th annual AEJMC convention, Washington, DC, USA
- 05/2013 Panel Chair at the 63rd annual conference of the International Communication Association (ICA), London, UK
- 09/2012 Panel Chair at the annual meeting of the *Methods Division*, German Communication Association, Zurich, Switzerland
- 08/2012 Panel Respondent, *Communication Theory & Methodology Division* at the 95th annual AEJMC convention, Chicago.
- 09/2011 Panel Chair at the annual meeting of the *Methods Division*, German Communication Association, Hannover, Germany
- 09/2010 Panel Chair at the annual meeting of the *Methods Division*, German Communication Association, Vienna, Austria
- 05/2009 Panel Chair at the 59th annual conference of the International Communication Association (ICA), Chicago, USA
- 05/2008 Organization of the Panel “Media Trust and Media Credibility” at the 58th annual conference of the International Communication Association (ICA), Montreal, Canada
- 06/2007 Panel Respondent, *Communication Theory & Methodology Division* at the 90th annual AEJMC convention, Chicago, USA
- 05/2007 Organization of the Panel “New Developments in Agenda Setting Theory and Research – 35 Years Later” at the 57th annual conference of the International Communication Association (ICA), San Francisco, USA

PROMOTION OF YOUNG ACADEMICS AND GENDER

- 2016-2019 Successful nomination of the PhD candidate Raffael Heiss for a three-year uni:docs fellowship awarded by the Center for Doctoral Studies of the University of Vienna (October 2016 – September 2019)
- 09/2015 Mentor for the *Gertrude J. Robinson Mentoring Program for Female Scientists*, German Communication Association (DGPuK)
- 09/2014 Lectures and workshop on “Scientific Publishing” and “Presenting your work nationally and internationally” at the second convention for emerging scholars of the German Communication Association (DGPuK), in Berlin, Germany
- 2014-2017 Successful nomination of the PhD candidate Desirée Schmuck for a three-year uni:docs fellowship awarded by the Center for Doctoral Studies of the University of Vienna (October 2014 – September 2017)
- 08/2014 Successful nomination of a student for the Paul-Lazarsfeld-Award of the Paul-Lazarsfeld-Society

- to attend the annual meeting of the Methods Division of the German Communication Association.
- 04/2014 Successful nomination of a PhD student from Charles University Prague for a four-month scholarship awarded by the Austrian Agency for International Cooperation in Education and Research (OeAD-GmbH) to do research work at the Department of Communication, University of Vienna (from October 2014 – January 2015)
- 07/2011 Successful nomination of a student for the “Developing Talent Initiative” of the *European Society for Opinion and Marketing Research* (ESOMAR) to visit the ESOMAR Congress 2011 in Amsterdam.
- 08/2010 Successful nomination of two students for the Paul-Lazarsfeld-Award of the Paul-Lazarsfeld-Society to attend the annual meeting of the Methods Division of the German Communication Association.
- 2010-2012 Gender Mentor in the context of “Carriere accademiche al femminile”, Gender-service of the Università della Svizzera Italiana in Lugano, Switzerland, to advance the career of female researchers.
- 03/2010 Mentor of nation-wide doctoral students for the doctoral program of the Swiss Communication Association (SGKM).
- 02/2010 Expert Mentor for doctoral students within the doctoral program “Medialisierung” of the Universities of Muenster, Erfurt and Zurich (Germany and Switzerland).
- 07/2009 Successful nomination of a student for the “Developing Talent Initiative” of the *European Society for Opinion and Marketing Research* (ESOMAR) to visit the ESOMAR Congress 2009 in Lausanne, Switzerland.
- 01/2004-12/2007 Evaluation of the situation of doctoral and non-doctoral young academics, funded by the German and the Swiss Communication Association.

PUBLICATIONS

Impact

Over [5090 citations in Google scholar](#), **h-index: 30**

Contracted Books

Matthes, J., Davis, C. & Potter, R. (Eds.), *International Encyclopedia of Communication Research Methods*. Wiley-ICA Sub-disciplinary Encyclopedias of Communication edited by Wolfgang Donsbach. Three Volumes expected in 2017. *The ICA Encyclopedia will be a comprehensive resource for communication methods, from data collection to data analysis, from qualitative to quantitative, and from classical to modern approaches.*

Edited Special Issues (2)

1. Hopmann, D. N., Matthes, J., & Nir, L. (2015) (Eds.). Informal political conversation across time and space. Special Issue. *International Journal of Public Opinion Research*, 27, 448-601.
2. Matthes, J. (Ed.) (2012). Framing Politics: An Integrative Approach. Special Issue. *American Behavioral Scientist*, 56, 247-375.

Books (12)

3. Wirth, W., Sommer, K., Wettstein, M., & Matthes, J. (2015) (Eds.). *Qualitätskriterien in der Inhaltsanalyse [Quality criteria in content analysis]*. Cologne: Halem.
4. Bilandzic, H., Schramm, H., & Matthes, J. (2015). *Lehrbuch Medienrezeptionsforschung [Textbook media reception Research]*. Stuttgart: UTB.
5. Sommer, K., Wettstein, M., Wirth, W., & Matthes, J. (2014) (Eds.). *Automatisierung in der Inhaltsanalyse [Automated content analysis]*. Cologne: Halem.
6. Matthes, J. (2014). *Framing*. Baden Baden: Nomos.
7. Kriesi, H., Lavenex, S., Esser, F., Matthes, J., Bühlmann, M., & Bochsler D. (2014). *Демокрацията в епохата на глобализация и медиатизация*. Sofia: Academic Publishing House (Bulgarian Translation of *Democracy in the age of globalization and mediatization*).
8. Kriesi, H., Lavenex, S., Esser, F., Matthes, J., Bühlmann, M., & Bochsler D. (2013). *Demokratija u eri globalizacije i medijizacije*. Edicija 'Libertas', Beograd: Albatros Plus (Serbian Translation of *Democracy in the age of globalization and mediatization*).
9. Naab, T., Schlütz, D., Möhring, W., & Matthes, J. (Eds.) (2013). *Standardisierung und Flexibilisierung als Herausforderungen der kommunikations- und publizistikwissenschaftlichen Forschung [Standardization and flexibility as a challenge for communication research]*. Cologne: Halem Verlag.
10. Kriesi, H., Lavenex, S., Esser, F., Matthes, J., Bühlmann, M., & Bochsler D. (2013). *Democracy in the age of globalization and mediatization*. Basingstoke: Palgrave.
11. Matthes, J., Wirth, W., Daschmann, G., & Fahr, A. (Eds.) (2008). *Die Brücke zwischen Theorie und Empirie: Operationalisierung, Messung und Validierung in der Kommunikationswissenschaft*. [Bridging theory and data: Operationalization, measurement and validation in the field of communication]. Cologne: Halem.
12. Matthes, J. (2007). *Framing-Effekte. Zum Einfluss der Politikberichterstattung auf die Einstellungen der Rezipienten [Framing Effects. How political news affect citizens' attitudes]*. Munich: Fischer.
13. Siegert, G., Wirth, W., Matthes, J., Pühringer, K., Rademacher, P., Schemer, C., & von Rimscha, B. (2007). *Die Zukunft der Fernsehwerbung. Produktion, Verbreitung und Rezeption von programmintegrierten Werbeformen in der Schweiz*. [The Future of Advertising. Production, Distribution, and Reception of Hybrid Ads in Switzerland]. Berne: Haupt.
14. Kohring, M., & Matthes, J. (2001). *Das Hochschul-Journal. Eine empirische Untersuchung zur Öffentlichkeitsarbeit von Hochschulen [University newspapers: Investigating the public relations of universities]*. Bonn: Hochschulrektorenkonferenz.

Journal Articles (97) [70 ISI listed]

15. Naderer, B., Matthes, J., & Spielvogel, I. (accepted). How brands appear in children's movies. A systematic content analysis of the past 25 years. *International Journal of Advertising*. [ISI listed]
16. Matthes, J., Maurer, P., & Arendt, F. (accepted). Consequences of politicians' perceptions of the news media: A hostile media phenomenon approach. *Journalism Studies*. [ISI listed]
17. Karsay, K., Matthes, J., Platzer, P., & Plinke, M. (accepted). Adopting the objectifying gaze: Exposure to sexually objectifying music videos and subsequent gazing behavior. *Media Psychology*. [ISI listed]
18. Mayrhofer, M., & Matthes, J. (accepted). Drinking at work. The portrayal of alcohol in workplace-related TV dramas. *Mass Communication and Society*. [ISI listed]
19. Schmuck, D., Matthes, J., & Paul, F. (accepted). Negative stereotypical portrayals of Muslims in right-wing populist campaigns: Perceived discrimination, social identity threats, and hostility among young Muslim adults. *Journal of Communication*. [ISI listed]
20. von Sikorski, C., Schmuck, D., Matthes, J., & Binder, A. (accepted). "Muslims are not terrorists": Islamic state coverage, journalistic differentiation between terrorism and Islam, fear reactions, and attitudes toward muslims. *Mass Communication and Society*. [ISI listed]
21. Karsay, K., & Matthes, J. (accepted). Sexualizing pop music videos, self-objectification, and selective exposure: A moderated mediation model. *Communication Research*. [ISI listed]
22. Matthes, J., & Beyer, A. (accepted). Toward a cognitive-affective process model of hostile media perceptions: A multi-country structural equation modeling approach. *Communication Research*. [ISI listed]
23. von Sikorski, C., Knoll, J., & Matthes, J. (2017). A new look at celebrity endorsements in politics: Investigating the impact of scandalous celebrity endorsers and politicians' best responses. *Media Psychology*. [OnlineFirst] [ISI listed]
24. Schmuck, D., Heiss, R., Matthes, J., Engesser, S., & Esser, F. (2017). Antecedents of strategic game framing in political news coverage. *Journalism*, 18(8), 937-955. [ISI listed]
25. Marti, M., Stauffacher, M., Matthes, J., & Wiemer, S. (2017). Communicating earthquake preparedness. The influence of induced mood, perceived risk and gain or loss frames on homeowner's attitudes towards general precautionary measures for earthquakes. *Risk Analysis*. [OnlineFirst] [ISI listed]
26. Vonbun-Feldbauer, R., & Matthes, J. (2017). Do channels matter? Investigating media characteristics in the agenda-building process of an election campaign. *Journalism Studies*. [OnlineFirst] [ISI listed]
27. Naderer, B., Matthes, J., & Zeller, P. (2017). Placing snacks in children's movies: Cognitive, evaluative, and conative effects of product placements with character product interaction. *International Journal of Advertising*. [OnlineFirst] [ISI listed]
28. Ahmed, S., & Matthes, J. (2017). Media representation of Muslims and Islam from 2000 to 2015: A meta-analysis. *International Communication Gazette*, 79(3), 219-244. [ISI listed]
29. Schmuck, D., & Matthes, J. (2017). Effects of economic and symbolic threat appeals in right-wing populist advertising on anti-immigrant attitudes: The impact of textual and visual appeals. *Political Communication*. [OnlineFirst] [ISI listed]
30. Heiss, R., & Matthes, J. (2017). Who "likes" populists? Characteristics of adolescents following right-wing populist actors on Facebook. *Information, Communication & Society*, 20(9), 1408-1424. [ISI listed]
31. Matthes J., & Schmuck, D. (2017). The effects of anti-immigrant right-wing populist ads on implicit and explicit attitudes: A moderated mediation model. *Communication Research*, 44(4), 556-581. [ISI listed]
32. Knoll, J., Matthes, J., Münch, A., & Ostermann, M. (2017). How long does celebrity meaning transfer last? Delayed effects and the moderating roles of brand experience, celebrity liking, and age. *International Journal of Advertising*, 36(4), 588-612. [ISI listed]
33. Schmuck, D., Matthes, J., Naderer, B., & Beaufort, M. (2017). The effects of environmental brand attributes and nature imagery in green advertising. *Environmental Communication*. [OnlineFirst] [ISI listed]
34. Heiss, R., & Matthes, J. (2017). Citizen Science in the Social Sciences: A call for more evidence. *GAIA – Ecological Perspectives for Science and Society*, 26(1), 22-26. [ISI listed]

35. Van Aelst, P., Strömbäck, J., Esser, F., de Vreese, C., Matthes, J., Hopmann, D.N., ... Stanyer, J. (2017). Political communication in a high-choice media environment: A challenge for democracy? *Annals of the International Communication Association*, 41(1), 3-27.
36. Knoll, J., & Matthes, J. (2017). The effectiveness of celebrity endorsements: A meta-analysis. *Journal of the Academy of Marketing Science*, 45(1), 55-75. [ISI listed]
37. Arendt, F., & Matthes, J. (2016). Nature documentaries, connectedness to nature, and pro-environmental behavior. *Environmental Communication*, 10(4), 453-472. [ISI listed]
38. Naderer, B., Matthes, J., Marquart, F., & Mayrhofer, M. (2016). Children's attitudinal and behavioral reactions to product placements: Investigating the role of placement frequency, placement integration, and parental mediation. *International Journal of Advertising*. [OnlineFirst] [ISI listed]
39. Heiss, R., & Matthes, J. (2016). Mobilizing for some. The effects of politicians' participatory Facebook posts on young people's political efficacy. *Journal of Media Psychology*, 28(3), 123-135. [ISI listed]
40. Matthes, J., Prieler, M., & Adam, K. (2016). Gender-role portrayals in television advertising across the globe. *Sex Roles*, 75(7), 314-327. [ISI listed]
41. Naderer, B., Matthes, J., & Mestas, M. (2016). Do you take credit cards? The attitudinal and behavioral effects of advergames targeted at children. *Journal of Consumer Behaviour*, 15(6), 580-588. [ISI listed]
42. Marquart, F., & Matthes, J. (2016). Campaigning subtle exclusionism: The effects of right-wing populist positive ads on attitudes toward foreigners in Austria. *Studies in Communication | Media*, 5(2), 223-239.
43. Marquart, F., Matthes, J., & Rapp, E. (2016). Selective exposure in the context of political advertising: A behavioral approach using eye-tracking methodology. *International Journal of Communication*, 10, 2576-2595. [ISI listed]
44. Brunbauer, S., & Matthes, J. (2016). Wissensvermittlung durch Produktplatzierungen. Lerneffekte von platzierten Marken- und Produktinformationen in unterhaltenden Medieninhalten [Knowledge gain via product placements. Learning effects of placed brand information in entertainment media]. *Publizistik*, 61(2), 123-144.
45. Matthes, J., & Naderer, B. (2016). Product placement disclosures: Exploring the moderating effect of placement frequency on brand responses via persuasion knowledge. *International Journal of Advertising*, 35(2), 185-199. [ISI listed]
46. Hopmann, D.N., Matthes, J., & Nir, L. (2015). Informal political conversation across time and space: Setting the research agenda. *International Journal of Public Opinion Research*, 27(4), 448-460. [ISI listed]
47. Matthes, J., Marquart, F., Naderer, B., Arendt, F., Schmuck, D., & Adam, K. (2015). Questionable research practices in experimental communication research: A systematic analysis from 1980 to 2013. *Communication Methods & Measures*, 9(4), 193-207.
48. Arendt, F., Marquart, F., & Matthes, J. (2015). Effects of right-wing populist political advertising on implicit and explicit stereotypes. *Journal of Media Psychology*, 27(4), 178-189. [ISI listed]
49. Beyer, A., & Matthes, J. (2015). Attitudes toward illegal immigration and exposure to public service and commercial broadcasting in France, Norway, and the United States. *International Journal of Communication*, 9, 3264-3279. [ISI listed]
50. Schmuck, D., & Matthes, J. (2015). How anti-immigrant right-wing populist advertisements affect young voters: Symbolic threats, economic threats, and the moderating role of education. *Journal of Ethnic and Migration Studies*, 41(10), 1577-1599. [ISI listed]
51. Matthes, J. (2015). Observing the 'spiral' in the spiral of silence. *International Journal of Public Opinion Research*, 27(2), 155-176. [ISI listed]
52. Beyer, A., & Matthes, J. (2015). Public perceptions of the media coverage of irregular immigration. Comparative insights from France, the United States and Norway. *American Behavioral Scientist*, 59(7), 839-857. [ISI listed]
53. Bowe, B. J., Fahmy, S., & Matthes, J. (2015). U.S. newspapers provide nuanced picture of Islam. *Newspaper Research Journal*, 36(1), 42-57.
54. Matthes, J., & Naderer, B. (2015). Children's consumption behavior in response to food product placements in movies. *Journal of Consumer Behaviour*, 14(2), 127-136. [ISI listed]

55. Matthes, J., & Marquart, F. (2015). A new look at campaign advertising and political engagement. Exploring the effects of opinion-congruent and -incongruent political advertisements. *Communication Research*, 42(1), 134-155. [ISI listed]
56. Fürer, R., & Matthes, J. (2014). Zur Wirkungsweise von Selbstironie und Spott in der politischen Rede [The effects of irony and satire in political speech]. *Medien & Zeit*, 29(3), 33-42.
57. Engesser, S., & Esser, F., Reinemann, C., Scherr, S., Matthes, J., & Wonneberger, A. (2014). Negativität in der Politikberichterstattung: Deutschland, Österreich und die Schweiz im Vergleich [Negativity in the press: Comparing Germany, Austria, and Switzerland]. *Medien & Kommunikationswissenschaft*, 62(4), 588-605.
58. Arendt, F., Marquart, F., & Matthes, J. (2014). Implizite Kognition und Medien: Zur Notwendigkeit impliziter Messmethoden für die Kommunikationswissenschaft [Implicit cognition and the media: Why implicit measures are important for communication research]. *Medien Journal*, 38(2), 32-42.
59. Schmuck, D., & Matthes, J. (2014). Das Ende der Politikverdrossenheit? Politische Social Media-Angebote für Jugendliche [The end of political apathy? Social media and participatory politics for adolescents]. *Psychologie in Österreich*, 34(4), 264-269.
60. Matthes, J., Wonneberger, A., & Schmuck, D. (2014). Consumers' green involvement and the persuasive effects of emotional versus functional ads. *Journal of Business Research*, 67(9), 1885-1893. [ISI listed]
61. Matthes, J., & Wonneberger, A. (2014). The skeptical green consumer revisited: Testing the relationship between green consumerism and skepticism toward advertising. *Journal of Advertising*, 43(2), 115-127. [ISI listed]
62. Schloffer, M., & Matthes, J. (2014). Zur Nützlichkeit von online-Kundenrezensionen bei Such- und Erfahrungsgütern [Exploring the usefulness of online consumer reviews for search and experience goods]. *transfer – Werbeforschung & Praxis. Zeitschrift für Kommunikation und Markenführung*, 60, 7-18.
63. Matthes, J., & Rauchfleisch, A. (2013). The Swiss "Tina Fey Effect". The content of late-night political humor and the negative effects of political parody on the evaluation of politicians. *Communication Quarterly*, 61(5), 596-614.
64. Matthes, J. (2013). Elaboration or distraction? Knowledge acquisition from thematically related and unrelated humor in political speeches. *International Journal of Public Opinion Research*, 25(3), 291-302. [ISI listed]
65. Matthes, J., & Marquart, F. (2013). Werbung auf niedrigem Niveau? Die Wirkung negativ-emotionalisierender politischer Werbung auf Einstellungen gegenüber Ausländern [The effects of negative affective political ads on attitudes toward immigrants]. *Publizistik*, 58, 247-266.
66. Matthes, J. (2013). The affective underpinnings of hostile media perceptions: Exploring the distinct effects of affective and cognitive involvement. *Communication Research*, 40(3), 360-387. [ISI listed]
67. Hayes, A. F., Matthes, J., & Eveland, W.P. Jr. (2013). Stimulating the quasi-statistical organ: Fear of social isolation motivates the quest for knowledge of the opinion climate. *Communication Research*, 40(4), 439-462. [ISI listed]
68. Matthes, J. (2013). Do hostile opinion environments harm political participation? The moderating role of generalized social trust. *International Journal of Public Opinion Research*, 25(1), 23-42. [ISI listed]
69. Arendt, F., Marquart, F., & Matthes, J. (2013). Positively valenced calming political ads influence the correspondence between implicit and explicit attitudes. *Journal of Media Psychology*, 25(2), 72-82. [ISI listed]
70. Matthes, J., Hayes, A.F., Rojas, H., Shen, F., Min, S.J., & Dylko, I. (2012). Exemplifying a dispositional approach to cross-cultural spiral of silence research: Fear of social isolation and the inclination of self-censor. *International Journal of Public Opinion Research*, 24(3), 287-305. [ISI listed]
71. Matthes, J., Wirth, W., Schemer, C., & Pachoud, N. (2012). Tiptoe or tackle? The role of product placement prominence and program involvement for the mere exposure effect. *Journal of Current Issues and Research in Advertising*, 33(2), 129-145.
72. Matthes, J., & Schemer, C. (2012). Diachronic framing effects in competitive opinion environments. *Political Communication*, 29(3), 319-339. [ISI listed]
73. Matthes, J. (2012). Exposure to counter-attitudinal news and the timing of voting decisions. *Communication Research*, 39(2), 147-169. [ISI listed]
74. Matthes, J. (2012). Framing politics: An integrative approach. *American Behavioral Scientist*, 56(3), 247-259. [ISI listed]

75. Schemer, C., Wirth, W., & Matthes, J. (2012). Value resonance und value framing effects on voting intentions in direct-democratic campaigns. *American Behavioral Scientist*, 56(3), 334-352. [ISI listed]
76. Matthes, J., Kuhlmann, C., Gehrau, V., Jandura, O., Möhring, W., Vogelgesang, J., & Wunsch, C. (2011). Zur Methodenausbildung in kommunikationswissenschaftlichen Bachelor und Masterstudiengängen. Empfehlungen einer Kommission im Auftrag der Fachgruppe Methoden der Deutschen Gesellschaft für Publizistik- und Kommunikationswissenschaft [The teaching of research methods in Bachelor and Master programs. Recommendations by a commission of the Methods Division of the German Communication Association]. *Publizistik*, 56, 461-481.
77. Morrison, K.R., & Matthes, J. (2011). Socially motivated projection: Need to belong increases perceived opinion consensus on important issues. *European Journal of Social Psychology*, 41(6), 707-719. [ISI listed]
78. Matthes, J., Wirth, W., Schemer, C., & Kissling, A. (2011). I see what you don't see. The role of individual differences in field dependence-independence as a predictor of product placement recall. *Journal of Advertising*, 40(4), 89-104. [ISI listed]
79. Kühne, R., Schemer, C., Matthes, J., & Wirth, W. (2011). Affective priming in political campaigns: How campaign-induced emotions prime political opinions. *International Journal of Public Opinion Research*, 23(4), 485-507. [ISI listed]
80. Matthes, J., Morrison, K.R., & Schemer, C. (2010). A spiral of silence for some: Attitude certainty and the expression of political minority opinions. *Communication Research*, 37, 774-800. [ISI listed]
81. Wirth, W., Matthes, J., Schemer, C., Wettstein, M., Friemel, T., Hänggli, R., & Siegert, G. (2010). Agenda building and setting in a referendum campaign. Investigating the flow of arguments among campaigners, the media, and the public. *Journalism and Mass Communication Quarterly*, 86, 328-345. [ISI listed]
82. Wirth, W., Schemer, C., & Matthes, J. (2010). Trivializing the news? Affective context effects of commercials on the perception of television news. *Mass Communication and Society*, 13, 139-156. [ISI listed]
83. Matthes, J. (2009). What's in a frame? A content analysis of media-framing studies in the world's leading communication journals, 1990-2005. *Journalism and Mass Communication Quarterly*, 86, 349-367. [ISI listed]
84. Matthes, J. (2009). Framing responsibility for political issues. The preference for dispositional attributions and the effects of news frames. *Communication Research Reports*, 26, 82-86.
85. Hayes, A.F., & Matthes, J. (2009). Computational procedures for probing interactions in OLS and logistic regression: SPSS and SAS implementations. *Behavior Research Methods*, 41, 924-936. [ISI listed]
86. Meijnders, A., Midden, C., Olofsson, A., Öhman, S., Matthes, J., Bondarenko, O., Gutteling, J., & Rusanen, M. (2009). The role of similarity cues in the development of trust in sources of information about GM food. *Risk Analysis*, 29, 1116-1128. [ISI listed]
87. Schemer, C., Matthes, J., & Wirth, W. (2009). Applying latent growth models to the analysis of media effects. *Journal of Media Psychology*, 21, 85-89. [ISI listed]
88. Wirth, W., Matthes, J., Schemer, C., & Stämpfli, I. (2009). Glaubwürdigkeitsverlust durch programmintegrierte Werbung? Eine Untersuchung zu den Kontexteffekten von Produktplatzierungen im Fernsehen [Does program-integrated advertising lead to a credibility loss? Exploring the context effects of product placements on television]. *Publizistik*, 54, 1-18.
89. Matthes, J. (2008). Need for orientation as a predictor of agenda setting effects. Causal evidence from a two-wave panel study. *International Journal of Public Opinion Research*, 20, 440-453. [ISI listed]
90. Matthes, J. (2008). Media frames and political judgments. Exploring the boundaries of framing effects in a two-wave panel study. *Studies in Communication Sciences*, 8, 101-128.
91. Matthes, J., & Kohring, M. (2008). The content analysis of media frames: Toward improving reliability and validity. *Journal of Communication*, 58 (2), 258-279. [ISI listed]
92. Schemer, C., Matthes, J., & Wirth, W. (2008). Toward improving validity and reliability of information processing measures in surveys. *Communication Methods and Measures*, 2, 1-33.
93. Schemer, C., Matthes, J., Wirth, W., & Textor, S. (2008). Does "passing the courvoisier" always pay off? Positive and negative evaluative conditioning effects of brand placements. *Psychology & Marketing*, 25, 923-943. [ISI listed]

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95. Matthes, J., Schemer, C., & Wirth, W. (2007). More than meets the eye: Investigating the hidden impact of brand placements in television magazines. *International Journal of Advertising*, 26, 477-503. [ISI listed]
96. Matthes, J. (2007). Beyond Accessibility? Toward an on-line and memory-based model of framing effects. *Communications: The European Journal of Communication Research*, 32, 51-78. [ISI listed]
97. Matthes, J., Wirth, W., & Schemer, C. (2007). Measuring the unmeasurable? Toward operationalizing on-line and memory-based political judgments in surveys. *International Journal of Public Opinion Research*, 19, 247-257. [ISI listed]
98. Kohring, M., & Matthes, J. (2007). Trust in news media. Development and validation of a multidimensional scale. *Communication Research*, 34, 231-252. [ISI listed]
99. Schemer, C., Matthes, J., & Wirth, W. (2007). Werbewirkung ohne Erinnerungseffekte? Eine experimentelle Studie zum Mere Exposure-Effekt bei Product Placements [Advertising effects without recall? An experimental study on product placement mere-exposure effects]. *Zeitschrift für Medienpsychologie*, 19, 2-13. [ISI listed]
100. Matthes, J., Wirth, W., & Mögerle, U. (2006). Learning by doing? Eine empirische Studie zum Status quo und den Konsequenzen der Nachwuchsbetreuung in der Kommunikations- und Medienwissenschaft [Status quo and consequences of Phd supervision in the field of communication]. *Beiträge zur Hochschulforschung*, 28, 82-100.
101. Matthes, J. (2006). The need for orientation towards news media. Revising and validating a classic concept. *International Journal of Public Opinion Research*, 18, 422-444. [ISI listed]
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Short Contributions (6)

161. Matthes, J., Niederdeppe, J., & Shen, F. (2016). Reflections on the need for a journal devoted to communication research methodologies: Ten years later. *Communication Methods and Measures*, 10, 1-3.
162. Schönbach, K., Götzenbrucker, G., & Matthes, J. (2013). Neue Forschungsfelder und -perspektiven [New research areas and perspectives]. *Medien Journal*, 37, 29-34.
163. Matthes, J., Kuhlmann, C., Gehrau, V., Jandura, O., Möhring, W., Vogelgesang, J., & Wünsch, C. (2011). Schwerpunkte ermöglichen – eine Antwort auf die Stellungnahme von Krotz, Keppler, Meyen, Neumann-Braun und Wagner [Allowing a main focus: A response to Krotz, Keppler, Meyen, Neumann-Braun and Wagner]. *Publizistik*, 57, 225-227.
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Unpublished Research reports (10)

167. Wirth, W., Matthes, J., Schemer, C., Wettstein, M., Friemel, T., Hänggli, R., & Siegert, G. (2008). Agenda building and setting in a referendum campaign. “Investigating the flow of arguments among campaigners, the media, and the public. NCCR Democracy Working Paper No. 24. Available at: <http://www.nccr-democracy.uzh.ch/nccr/publications> [09.07.2008].

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TALKS

Invited Talks (34)

1. Matthes, J. (2017, September). Overestimating digital media for youth political engagement. Keynote at the international symposium “Digital Media, Political Polarization and Challenges to Democracy”, September 22, Vienna, Austria.
2. Matthes, J. (2017, May). Research Methods for Populist Communication. Keynote at the COST Training School “Disentangling Populism: Reception and Effects of Populist Communication”, May 11, Bucharest, Romania.
3. Matthes, J. (2016, October). Social Media and Young Citizen’s Political Engagement. Invited talk at the Institute for Media and Communication Studies of the University of Mannheim, October 5, Mannheim, Germany.
4. Matthes, J. (2016, April). Publizieren in begutachteten Zeitschriften. Invited talk at the “Workshop zu Publikationsstrategien an der Fakultät für Sozialwissenschaften” at the University of Vienna, April 19, Vienna, Austria.
5. Matthes, J. (2015, December). Greenwashing Environmental Claims. Invited talk at the seminar series “Current Issues in Environmental Geosciences” at the Department of Environmental Geosciences of the University of Vienna, December 14, Vienna, Austria.
6. Matthes, J. (2015, November). Social Media and Youth Political Engagement. Invited keynote at the 13th International Conference “Cyberspace 15” at the Masaryk University Brno, November 27, Brno, Czech Republic.
7. Matthes, J. (2015, June). Die Wirkung rechtspopulistischer Werbung auf explizite und implizite Einstellungen gegenüber Ausländern. Invited talk at the research colloquium of the Department of Applied Social Psychology and Consumer Research. Faculty of Psychology, University of Vienna, June 11, Vienna, Austria.
8. Matthes, J. (2015, June). Strategische Kommunikation umweltbezogener Botschaften. Invited talk at the Flash-Talk-Workshop Environmental Sciences at the University of Vienna, June 10, Vienna, Austria.
9. Matthes, J. (2015, January). Rechtspopulistische Kampagnen und Ausländerfeindlichkeit. Invited talk at the Department of Communication of the Johannes Gutenberg-University Mainz, January 29, Mainz, Germany.
10. Matthes, J. (2014, December). 'Muttertag statt Selbstmordanschlag'. Zur Wirkungsweise rechtspopulistischer Werbung. Invited talk at the research colloquium of the Institute of Communication and Media Studies (icmb) at the University of Bern, December 11, Bern, Switzerland.
11. Matthes, J. (2014, November). Produktplatzierungen: Wirkungsweisen, Potenziale und Grenzen. Invited talk at the lecture series “Marketing Insights”, Vienna University of Economics and Business, November 20, Vienna, Austria.
12. Matthes, J. (2014, September). Scientific Publishing. Invited Lecture at the second convention on emerging scholars of the German Communication Association (DGPK), Berlin, Germany.
13. Matthes, J. (2014, September). Presenting your work nationally and internationally. Invited Lecture at the second convention on emerging scholars of the German Communication Association (DGPK), Berlin, Germany.
14. Matthes, J. (2014, June). Modern political communication research. Invited talk at the *AJC Intensive Seminar* at the Department of Communication, University of Vienna, June 11, Vienna, Austria.
15. Matthes, J. (2014, April). Methodenimpuls. Invited talk at the workshop of the BMBF-Forschungsverbund “PolitCIGs”: *Die Kulturen der Zigarette und die Kulturen des Politischen*. Department of Communication, University of Vienna, April 28, Vienna, Austria.
16. Matthes, J. (2014, April). The dynamic relationship between opinion climate perceptions and political discussion frequency in six European countries. Invited talk at the *International Workshop on Interpersonal Political Communication*. Centre for Journalism, University of Southern Denmark, April 25, Odense, Denmark.
17. Matthes, J. (2014, April). The determinants of political discussion in Europe: A six-country study. Invited talk at the conference *European Public Sphere: Understanding the role of mass media and interpersonal discussion in shaping today's European citizenship*. Center for European Studies, The University of Texas at Austin, April 10, Austin, USA.
18. Shah, D., Hanna, A., Wells, C., Maurer, P., Friedland, L., & Matthes, J. (2014, April). Debates as moments of national conversation and polarization online: A computational approach to understanding the French and U.S. presidential elections. Invited talk at the conference *European Public Sphere: Understanding the role of mass media and*

interpersonal discussion in shaping today's European citizenship. Center for European Studies, The University of Texas at Austin, April 10, Austin, USA.

19. Matthes, J. (2014, February). Inhalte und Wirkungsweisen ethisch fragwürdiger Werbung: Ein Überblick. Invited keynote at the symposium 'Discrimination sells? Werbeethik und Werbekritik heute.' Department of Communication, University of Vienna, February 27, Vienna, Austria.
20. Matthes, J. (2013, September). Effects of modern political communication: Enlightenment or manipulation? Invited lecture at the Summer School Politics and Media, Masaryk University Brno, September 5, Brno, Czech Republic.
21. Matthes, J. (2013, July). "Daham statt Islam?" Zu den Wirkungen rechtspopulistischer Werbung. Invited talk at the Egyptian-Austrian Youth (ÄÖJ), July 1, Vienna, Austria.
22. Matthes, J. (2013, February). Schutzbedarf von Kindern versus Marktbedürfnisse – eine Herausforderung. Invited talk at the 'Studientag des ORF-Publikumsrats' (Austrian Public Broadcaster ORF). February 1, Vienna, Austria.
23. Matthes, J. (2013, January). Unbemerkte Werbewirkung. Konturen eines Forschungsprogramms. Inaugural lecture, Great Ballroom, University of Vienna, January 11, Vienna, Austria.
24. Matthes, J. (2012, November). Beeinflussung durch Werbung: Schutzschilder und Hintertüren. Invited lecture at the Karl-Franzens-University, Karl-Franzens-University Graz, November 15, Graz, Austria.
25. Matthes, Jörg (2012, May). Gefährliche Beeinflussung? Zur Platzierung von Nahrungsmitteln in Kinderfilmen. Invited lecture at the Institut für Pädagogik und Psychologie of the Johannes Kepler University Linz, May 10, Linz, Austria.
26. Matthes, Jörg (2012, January). The timing of voting decisions in political campaigns: Does cross-cutting news exposure matter? Invited talk at the Department of Methods in the Social Sciences, University of Vienna, January 25, Vienna, Austria.
27. Matthes, Jörg (2012, January). Wie wirken Werbespots und Produktplatzierungen zusammen? Experimentelle Befunde und psychologische Mechanismen. Invited talk at the Chairs of Marketing und International Marketing of the Department of Business Economics, University of Vienna, January 23, Vienna, Austria.
28. Matthes, Jörg (2011, November). Getting Published. Tipps fürs (und Fallstricke beim) Publizieren in Fachzeitschriften. Invited talk at the Faculty of Social Sciences of the University of Vienna, November 30, Vienna, Austria.
29. Matthes, J. (2010, October). Mass media and public opinion: Manipulating or enlightening? Invited talk at the 9th dialogue on Science "Challenging democracy", Academia Engelberg, Benediktinerkloster Engelberg, October 14, Engelberg, Switzerland.
30. Matthes, J. (2010, April). Diachronic framing effects in competitive opinion environments. Invited talk at the School of Media and Public Affairs, The George Washington University, April 6, Washington DC, USA.
31. Matthes, J. (2010, March). „Freie“ politische Willensbildung und Medienberichterstattung. Inaugural Lecture, University of Zurich, Zurich, Switzerland.
32. Matthes, J. (2009, December). Analyzing issue-specific frames: Toward an integrated approach. Invited keynote presentation at the Department of Media and Communication, University of Oslo, December 3, Oslo, Norway.
33. Matthes, J. (2009, January). Medien-Frames (be-)greifen. Von der Inhalts- zur Wirkungsanalyse. Invited talk at the Graduiertenkolleg „Gruppenbezogene Menschenfeindlichkeit“ of the Philipps-University Marburg und der University of Bielefeld, January 8, Marburg, Germany.
34. Wirth, W., Schemer, C., & Matthes, J. (2005, October). Heimliche Wirkung? Zum effektiven Einsatz von Product Placements in unterschiedlichen Medienformaten. Invited lecture at the "Screen-up 2005", Zurich, Switzerland.

Full Paper Talks, peer-reviewed (92)

35. Schmuck, D., Matthes, J., & Paul, F. (2017, August). Young Muslims' responses to anti-islamic right-wing populist campaigns: Discrimination, social identity threats, and hostility. Paper accepted for presentation to the Political Communication Interest Group at the *AEJMC Annual Convention*, August 9-12, Chicago, Illinois, USA.
36. Matthes, J., Knoll, J., & von Sikorski, C. (2017, August). The "Spiral of Silence" revisited: A meta-analysis on the relationship between perceptions of opinion support and political opinion expression. Paper accepted for presentation at the *AEJMC Annual Convention*, August 9-12, Chicago, Illinois, USA.

37. von Sikorski, C., Matthes, J., & Schmuck, D. (2017, August). The Islamic State in the news: Journalistic differentiation between terrorism and Islam, terror news proximity, and islamophobic attitudes. Paper accepted for presentation to the Religion and Media Interest Group at the *AEJMC Annual Convention*, August 9-12, Chicago, Illinois, USA.
38. Valenzuela, S., Hopmann, D., & Matthes, J. (2017, May). Partisan media, affective polarization, and cross-cutting talk: Studying the antecedents of disagreement in political discussion. Presentation at the 67th annual conference of the *International Communication Association (ICA)*, May 25-29, San Diego, USA.
39. Naderer, B., Matthes, J., Binder, A., Marquart, F., Mayrhofer, M., Obereder, A., & Spielvogel, I. (2017, May). Shaping children's healthy eating habits with food placements? Healthy and unhealthy food placements in movies, children's BMI, food-related parental mediation strategies, and food choice. Presentation at the 67th annual conference of the *International Communication Association (ICA)*, May 25-29, San Diego, USA.
40. Naderer, B., Matthes, J., & Spielvogel, I. (2017, May). How brands appear in children's movies. A systematic content analysis of the past 25 years. Presentation at the 67th annual conference of the *International Communication Association (ICA)*, May 25-29, San Diego, USA.
41. Karsay, K., Knoll, J., & Matthes, J. (2017, May). Sexualizing media and self-objectification. A meta-analysis. Presentation at the 67th annual conference of the *International Communication Association (ICA)*, May 25-29, San Diego, USA.
42. von Sikorski, C., Schmuck, D., Matthes, J., & Binder, A. (2017, May). "Muslims are not terrorists": Islamic State coverage, journalistic differentiation between terrorism and Islam, fear reactions, and attitudes toward Muslims. Presentation at the 67th annual conference of the *International Communication Association (ICA)*, May 25-29, San Diego, USA.
43. Matthes, J., & Prieler, M. (2016, August). Nudity of male and female characters in television advertising across the globe. Paper presented to the Advertising Division at the *AEJMC Annual Convention*, August 4-7, Minneapolis, USA.
44. Ahmed, S., & Matthes, J. (2016, August). Media framing of muslims: A research review. Paper presented to the Religion and Media Interest Group at the *AEJMC Annual Convention*, August 4-7, Minneapolis, USA.
45. Matthes, J., Hopmann, D.N., & Valenzuela, S. (2016, August). Learning the other side? Motivated reasoning, awareness of oppositional and likeminded views, and political tolerance. Paper presented to the Political Communication Interest Group at the *AEJMC Annual Convention*, August 4-7, Minneapolis, USA.
46. Naderer, B., Matthes, J., & Zeller, P. (2016, August). Placing snacks in children's movies: Cognitive, evaluative, and conative effects of product placements with character product interaction. Paper presented to the Advertising Division at the *AEJMC Annual Convention*, August 4-7, Minneapolis, USA.
47. Mayrhofer, M., & Matthes, J. (2016, August). Drinking at work: The portrayal of alcohol in workplace-related TV dramas. Paper presented to the Mass Communication and Society Division at the *AEJMC Annual Convention*, August 4-7, Minneapolis, USA.
48. Matthes, J., Prieler, M., & Adam, K. (2016, June). Gender-role portrayals in television advertising across the globe. Presentation at the 66th annual conference of the *International Communication Association (ICA)*, June 9-13, Fukuoka, Japan.
49. Karsay, K., Matthes, J., Platzer, P., & Plinke, M. (2016, June). Adopting the sexual gaze: Exposure to sexually objectifying music videos and visual attention toward women. Presentation at the 66th annual conference of the *International Communication Association (ICA)*, June 9-13, Fukuoka, Japan.
50. Koll, J., Matthes, J., & Heiss, R. (2016, June). The social media participation model: A goal systems theory perspective. Presentation at the 66th annual conference of the *International Communication Association (ICA)*, June 9-13, Fukuoka, Japan.
51. Knoll, J., & Matthes, J. (2016, June). The effectiveness of celebrity endorsements: A meta-analysis. Presentation at the 66th annual conference of the *International Communication Association (ICA)*, June 9-13, Fukuoka, Japan.
52. Knoll, J., Matthes, J., Münch, A., & Ostermann, M. (2016, June). How long does celebrity meaning transfer last? Delayed effects and the moderating roles of brand familiarity, celebrity liking, and age. Presentation at the 66th annual conference of the *International Communication Association (ICA)*, June 9-13, Fukuoka, Japan.

53. Ahmed, S., & Matthes, J. (2015, August). The role of social media in setting the Muslims and Islam agenda: A three-country study. Paper presented to the Religion and Media Interest Group at the *AEJMC Annual Convention*, August 6-9, San Francisco, CA, USA.
54. Schmuck, D., Heiss, R., & Matthes, J. (2015, August). Antecedents of strategic game framing in political news coverage. Paper presented to the Political Communication Interest Group at the *AEJMC Annual Convention*, August 6-9, San Francisco, CA, USA.
55. Beyer, A., & Matthes, J. (2015, August). Attitudes toward illegal immigration and exposure to public service and commercial broadcasting in France, Norway, and the United States. Paper presented to the Political Communication Interest Group at the *AEJMC Annual Convention*, August 6-9, San Francisco, CA, USA.
56. Karsay, K., & Matthes, J. (2015, August). Sexualizing pop music videos, self-objectification, and selective exposure: A moderated mediation model. Paper presented to the Mass Communication and Society Division at the *AEJMC Annual Convention*, August 6-9, San Francisco, CA, USA.
57. Vonbun, R., & Matthes, J. (2015, August). Channel characteristics and issue types in the agenda-building process of election campaigns. Paper presented to the Newspaper and Online News Division at the *AEJMC Annual Convention*, August 6-9, San Francisco, CA, USA.
58. Matthes, J., Marquart, F., Naderer, B., Arendt, F., Schmuck, D., & Adam, K. (2015, May). Questionable research practices in experimental communication research: A systematic analysis from 1980 to 2013. Presentation at the 65th annual conference of the *International Communication Association (ICA)*, May 21-25, San Juan, Puerto Rico.
59. Marquart, F., Matthes, J., & Rapp, E. (2015, May). Selective attention and selective avoidance in the context of political advertising: A behavioral approach using eye-tracking methodology. Presentation at the 65th annual conference of the *International Communication Association (ICA)*, May 21-25, San Juan, Puerto Rico.
60. Schmuck, D., & Matthes, J., Naderer, B., & Beaufort, M. (2015, May). Effects of environmental brand attributes and nature imagery in green advertising on brand attitude and purchase intention. Presentation at the 65th annual conference of the *International Communication Association (ICA)*, May 21-25, San Juan, Puerto Rico.
61. Arendt, F., & Matthes, J. (2015, May). Nature documentaries, connectedness to nature, and pro-environmental behavior. Presentation at the 65th annual conference of the *International Communication Association (ICA)*, May 21-25, San Juan, Puerto Rico.
62. Matthes, J., & Schmuck, D. (2015, April). Explaining the effects of right wing populist ads on explicit and implicit attitudes toward immigrants. Paper presented at the *Team Populism May 2015 Conference* "Solving the Puzzles of Populism", April 30-May 2, London, UK.
63. Matthes, J., & Schmuck, D. (2014, August). The effects of right wing populist ads on implicit and explicit attitudes: A moderated mediation model. Paper presented to the Political Communication Interest Group at the *AEJMC Convention*, August 5-9, Montréal, Canada.
64. Marquart, F., & Matthes, J. (2014, August). Campaigning subtle exclusionism: The effects of right-wing populist positive ads on attitudes toward foreigners. Paper presented to the Political Communication Interest Group at the *AEJMC Convention*, August 5-9, Montréal, Canada.
65. Matthes, J., & Naderer, B. (2014, August). The "Boomerang Effect" of disclosures: How placement disclosures affect brand memory, persuasion knowledge, and brand attitude. Paper presented to the Advertising Division at the *AEJMC Convention*, August 5-9, Montréal, Canada.
66. Matthes, J. (2014, August). Observing the 'spiral' in the spiral of silence: A latent growth modeling approach. Paper presented to the Communication Theory & Methodology Division at the *AEJMC Convention*, August 5-9, Montréal, Canada.
67. Ahmed, S., & Matthes, J. (2014, August). Us and them: A meta-analysis of research on media representation of Muslims and Islam from 2000 to 2013. Paper presented to the Religion and Media Interest Group at the *AEJMC Convention*, August 5-9, Montréal, Canada.
68. Matthes, J., Marquart, F., Arendt, F., & Wonneberger, A. (2014, June). The selective avoidance of threat appeals in populist political ads: An implicit cognition approach using eye-tracking methodology. Paper presented at the *13th International Conference on Research in Advertising (ICORIA)*, June 26-28, Amsterdam, The Netherlands.

69. Matthes, J., Maurer, P., & Arendt, F. (2014, May). Politicians' perceptions of biased news media: A hostile media phenomenon approach. Paper presented to the Mass Communication Division at the 64th annual conference of the *International Communication Association (ICA)*, May 22-26, Seattle, USA.
70. Arendt, F., & Matthes, J. (2014, May). Negation of media stereotypes and its consequences on prejudice. Paper presented to the Information Systems Division at the 64th annual conference of the *International Communication Association (ICA)*, May 22-26, Seattle, USA.
71. Arendt, F., Marquart, F., & Matthes, J. (2014, May). Investigating the effects of right-wing populist political posters on implicit and explicit stereotypes. Paper presented to the Mass Communication Division at the 64th annual conference of the *International Communication Association (ICA)*, May 22-26, Seattle, USA.
72. Schmuck, D., & Matthes, J. (2014, May). The effects of right-wing populist advertisements on young voters: Symbolic threats, economic threats, and the moderating role of education. Paper presented to the Political Communication Division at the 64th annual conference of the *International Communication Association (ICA)*, May 22-26, Seattle, USA.
73. Esser, F., Engesser, S., Matthes, J., & Berganza, R. (2014, May). Negativity in the news: Exploring the drivers of 'bad news'. Paper presented to the Political Communication Division at the 64th annual conference of the *International Communication Association (ICA)*, May 22-26, Seattle, USA.
74. Hanna, A., Wells, C., Maurer, P., Shah, D. V., Friedland, L., & Matthes, J. (2013, November). Partisan alignments and political polarization online: A computational approach to understanding the French and U.S. presidential elections. In *Politics, Election, and Data Workshop Proceedings (PLEAD)*, 2013. November 1, San Francisco, CA.
75. Esser, F., Engesser, S., Matthes, J., & Berganza, R. (2013, September). Negativity in the news. Paper presented at the *ECREA Political Communication Section Conference 'New trends in political communication'*, September 19-20, Milano, Italy.
76. Matthes, J., & Beyer, A. (2013, August). Toward a cognitive-affective process model of hostile media perceptions: A multi-country structural equation modeling approach. Paper presented to the Communication Theory & Methodology Division at the *AEJMC Convention*, August 7-11, Washington, D.C., USA.
77. Matthes, J., Wonneberger, A., & Schmuck, D. (2013, August). Taking a closer look at green ads. Consumers' green involvement and the persuasive effects of emotional versus functional advertising appeals. Paper presented to the Advertising Division at the *AEJMC Convention*, August 7-11, Washington, D.C., USA.
78. Matthes, J. (2013, June). Buying green. Antecedants of green consumption behavior and implications for advertisers. Paper presented at the *12th International Conference on Research in Advertising (ICORIA)*, June 27-29, Zagreb, Croatia.
79. Matthes, J., & Wonneberger, A. (2013, June). Why do green consumers tend to trust green ads? Testing the mediating role of informational utility and emotional appeal. Paper presented at the *12th International Conference on Research in Advertising (ICORIA)*, June 27-29, Zagreb, Croatia.
80. Matthes, J., & Wonneberger, A. (2013, June). The skeptical green consumer revisited: Testing the relationship between green consumerism and skepticism toward advertising. Presentation held at the 63rd annual conference of the *International Communication Association (ICA)*, June 17-21, London, UK.
81. Matthes, J., & Marquart, F. (2013, June). A new look at campaign advertising and political engagement: Do opinion-incongruent and -congruent ads matter? Presentation held at the 63rd annual conference of the *International Communication Association (ICA)*, June 17-21, London, UK.
82. Arendt, F., Marquart, F., & Matthes, J. (2013, June). Positively valenced calming political ads influence the correspondence between implicit and explicit attitudes. Presentation held at the 63rd annual conference of the *International Communication Association (ICA)*, June 17-21, London, UK.
83. Matthes, J. (2012, August). Elaboration or distraction? Knowledge acquisition from thematically related and unrelated humor in political speeches. Paper presented to the Communication Theory & Methodology Division at the *AEJMC Convention*, August 9-12, Chicago/Illinois, USA.
84. Matthes, J. (2012, August). Child exposure to food and beverage placements in movies: Toward an implicit persuasion model. Paper presented to the Advertising Division at the *AEJMC Convention*, August 9-12, Chicago/Illinois, USA.

85. Lecheler, S., & Matthes, J. (2012, May). Framing effects over time: Comparing affective and cognitive news frames. Paper presented at the 62nd annual conference of the *International Communication Association (ICA)*, May 23-29, Phoenix/Arizona, USA.
86. Valenzuela, S., & Matthes, J. (2012, May). Self-censorship as demotivation: A moderated-mediation model of willingness to self-censor, motivated processing and discussion frequency. Paper presented at the 62nd annual conference of the *International Communication Association (ICA)*, May 23-29, Phoenix/Arizona, USA.
87. Matthes, J., & Valenzuela, S. (2012, May). Who learns from cross-cutting exposure? Motivated reasoning, counterattitudinal news coverage and awareness of oppositional views. Paper presented at the 62nd annual conference of the *International Communication Association (ICA)*, May 23-29, Phoenix/Arizona, USA.
88. Kühne, R., Schemer, C., & Matthes, J. (2012, May). Establishing measurement invariance in communication research: Pitfalls and opportunities. Paper presented at the 62nd annual conference of the *International Communication Association (ICA)*, May 23-29, Phoenix/Arizona, USA.
89. Matthes, J. (2011, August). The affective underpinning of hostile media perceptions: Exploring the distinct effects of affective and cognitive involvement. Paper presented to the Communication Theory & Methodology Division at the 2011 *AEJMC convention* in St. Louis, USA.
90. Matthes, J., & Horisberger, F. (2011, August). Combining product placements and spot advertising: Forward encoding, backward encoding, and image activation effects. Paper presented to the Advertising Division at the 2011 *AEJMC convention* in St. Louis, USA.
91. Matthes, J. (2011, May). Network hostility dampens political participation for individuals low in generalized social trust: Exploring the underlying mechanisms. Paper presented to the Political Communication division at the 61st annual conference of the *International Communication Association (ICA)*, May 22-26, Boston, USA.
92. Hayes, A.F., Matthes, J., & Eveland, W.P. Jr. (2011, May). Stimulating the quasi-statistical organ: Fear of social isolation motivates the quest for knowledge of the opinion climate. Paper presented to the Mass Communication division at the 61st annual conference of the *International Communication Association (ICA)*, May 22-26, Boston, USA.
93. Matthes, J. (2010, August). Exposure to counter-attitudinal news and the timing of voting decisions. Paper presented to the Communication Theory & Methodology Division at the 2010 *AEJMC convention* in Denver, USA.
94. Matthes, J. (2010, August). Do hostile opinion environments harm political participation? The moderating role of generalized social trust. Paper presented to the Communication Theory & Methodology Division at the 2010 *AEJMC convention* in Denver, USA.
95. Matthes, J., Schemer, C., & Wirth, W. (2010, August). Individual differences in the perception of product placements: Field dependence-independence, brand recall, and brand liking. Paper presented to the Advertising Division at the 2010 *AEJMC convention* in Denver, USA.
96. Schemer, C., Wirth, W., & Matthes, J. (2010, August). Value resonance and value framing effects on voting intentions in direct-democratic campaigns. Paper presented to the Communication Theory & Methodology Division at the 2010 *AEJMC convention* in Denver, USA.
97. Matthes, J. (2010, June). Diachronic framing effects in competitive opinion environments: The moderating role of attitude certainty. Paper presented to the Mass Communication Division at the 60th annual conference of the *International Communication Association (ICA)*, June 22-26, Singapore.
98. Matthes, J., Hayes, A.F., Rojas, H. Shen, F., Min, S-J., & Dylko, I. (2010, June). Testing the spiral of silence theory in nine countries: An individual difference perspective. Paper presented to the Intercultural Communication Division at the 60th annual conference of the *International Communication Association (ICA)*, June 22-26, Singapore.
99. Wirth, W., Kühne, R., Schemer, C., & Matthes, J. (2010, June). The interplay of affect and cognition in attitude formation in political campaigns. Paper presented to the Political Communication Division at the 60th annual conference of the *International Communication Association (ICA)*, June 22-26, Singapore.
100. Schemer, C., Wirth, W., & Matthes, J. (2010, May). Value framing effects on voting preferences in a political campaign about immigration. Full-Paper presentation at the annual meeting of the *German Communication Association*. Ilmenau, Germany.
101. Matthes, J. (2009, September). Explaining public opinion expression: The interactive effects of perceived media support and media use intensity. Paper presented at the *WAPOR 62th Annual Conference*, Lausanne, Switzerland.

102. Matthes, J., Morrison, K. R., & Schemer, C. (2009, May). A spiral of silence for some: Attitude certainty and the Expression of Political Minority Opinions. Paper presented to the Political Communication Division at the 59th annual conference of the *International Communication Association (ICA)* in Chicago, USA.
103. Matthes, J., Hayes, A.F., & Shen, C. F. (2009, May). Dispositional fear of social isolation and willingness to self-censor: A cross-cultural test of spiral of silence theory. Paper presented to the Intercultural Communication Division at the 59th annual conference of the *International Communication Association (ICA)* in Chicago, USA.
104. Morrison, K. R., & Matthes, J. (2009, May). So you think you are popular? Fear of social isolation triggers perceptions of consensus on important issues through selective exposure. Paper presented to the Political Communication Division at the 59th annual conference of the *International Communication Association (ICA)* in Chicago, USA.
105. Hayes, A. F., & Matthes, J. (2009, May). A primer for communication researchers on probing single-degree-of-freedom interactions in linear regression models, with SPSS and SAS implementations. Paper presented to the Information Systems Division at the 59th annual conference of the *International Communication Association (ICA)* in Chicago, USA.
106. Schemer, C., Wirth, W., & Matthes, J. (2009, May). Media effects on group-related stereotypes and policy opinions – evidence from a two-wave panel survey in a political campaign. Paper presented to the Political Communication Division at the 59th annual conference of the *International Communication Association (ICA)* in Chicago, USA.
107. Matthes, J. (2008, August). How stable are framing effects? A two-wave experiment on competing news frames, judgment formation, and judgment stability. Paper presented to the Communication Theory & Methodology Division at the 2008 *AEJMC convention* in Chicago, USA.
108. Hayes, A. F., Matthes, J., Hively, M., & Eveland, W. (2008, August). In search of the opinion climate: A new (and novel) test of spiral of silence theory. Paper presented to the Communication Theory & Methodology Division at the 2008 *AEJMC convention* in Chicago, USA.
109. Matthes, J., Wirth, W., Schemer, C., & Pachoud, N. (2008, August). Tiptoe or tackle? How product placement prominence and exposure frequency moderate the mere exposure effect. Paper presented to the Advertising Division at the 2008 *AEJMC convention* in Chicago, USA.
110. Matthes, J., Wirth, W., Schemer, C., & Wettstein, Martin (2008, August). Agenda building and setting in a referendum campaign. Investigating the flow of arguments among campaigners, the media, and the public. Paper presented to the Mass Communication & Society Division at the 2008 *AEJMC convention* in Chicago, USA.
111. Matthes, J. (2008, May). The effects of episodic and thematic framing revisited. Exploring the role of attributional styles. Paper presented at the 58th annual conference of the *International Communication Association (ICA)* “Communicating for Social Impact”, May 22-26, Montreal, Canada.
112. Matthes, J. (2008, May). Powerful news frames? The role of judgment formation for the longevity of framing effects. Paper presented at the 58th annual conference of the *International Communication Association (ICA)* “Communicating for Social Impact”, May 22-26, Montreal, Canada.
113. Schemer, C., Wirth, W., & Matthes, J. (2008, May). Kognitive und affektive Einflüsse auf Einstellungen in direktdemokratischen Kampagnen. Paper presented at the meeting of the division *Elections and Political Attitudes*, May 15-16, University Duisburg-Essen, Germany.
114. Stämpfli, I., Matthes, J., Schemer, C., & Wirth, W. (2008, May). Zum vermeintlichen Glaubwürdigkeitsverlust von Medienangeboten durch programmintegrierte Werbung. Eine Untersuchung zu den Folgen von Produktplatzierungen im Fernsehen. Paper presented at the annual meeting of the *German Communication Association (DGPK)*, April 30-May 2, Lugano, Switzerland.
115. Matthes, J. (2007, September). Media frames and public opinion. Testing an on-line and memory-based model of framing effects in a two-wave panel study. Paper presented at the *WAPOR 60th Annual Conference* “Public opinion and the challenges of the 21st century”, September 19-21, Berlin, Germany.
116. Schemer, C., Wirth, W., & Matthes, J. (2007, September). The emotional underpinnings of democracy – The impact of positive and negative affect in a political campaign in Switzerland. Paper presented at the *WAPOR 60th Annual Conference* “Public opinion and the challenges of the 21st century”, September 19-21, Berlin, Germany.

117. Matthes, J., Schemer, C., Wirth, W., & Kissling, A. (2007, August). I see what you don't see. The role of individual differences in field dependence-independence as a predictor of product placement recall. Paper presented to the Advertising Division at the 2007 *AEJMC convention* in Washington, DC, USA.
118. Schemer, C., Matthes, J., Wirth, W. (2007, August). Toward improving the validity and reliability of media information processing measures in surveys. Paper presented to the Communication Theory & Methodology Division at the 2007 *AEJMC convention* in Washington, DC, USA.
119. Schemer, C., Matthes, J., & Wirth, W. (2007, August). Trivializing the News? Affective Context Effects of Commercials on the Perception of Television News. Paper presented to the Mass Communication & Society Division at the 2007 *AEJMC convention* in Washington, DC, USA.
120. Matthes, J. (2007, May). Looking back while moving forward. A content analysis of media framing studies in the world's leading communication journals, 1990-2005. Paper presented at the 57th annual conference of the *International Communication Association (ICA)* "Creating Communication: Content, Control, Critique" in San Francisco, USA.
121. Matthes, J., & Kohring, M. (2006, August). The content analysis of media frames: Toward improving reliability and validity. Paper presented to the Communication Theory & Methodology Division at the 2006 *AEJMC convention* in San Francisco, USA.
122. Matthes, J. (2006, August). Beyond accessibility? Toward an on-line and memory-based model of framing effects. Paper presented to the Communication Theory & Methodology Division at the 2006 *AEJMC convention* in San Francisco, USA.
123. Matthes, J., Schemer, C., & Wirth, W. (2006, August). More than meets the eye: Investigating the hidden impact of brand placements in television magazines. Paper presented to the Advertising Division at the 2006 *AEJMC convention* in San Francisco, USA.
124. Schemer, C. & Matthes, J., Textor, S., & Wirth, W. (2006, August). Does "passing the courvoisier" always pay off? Positive and negative evaluative conditioning effects of brand placements in rap videos. Paper presented to the Advertising Division at the 2006 *AEJMC convention* in San Francisco, USA.
125. Matthes, J., Wirth, W., & Schemer, C. (2005, September). Measuring the unmeasurable? Towards operationalizing on-line and memory-based political judgements in surveys. Paper presented at the *WAPOR 58th Annual Conference* "Search for a New World Order – the Role of Public Opinion", Cannes, France.
126. Kohring, M., & Matthes, J. (2005, May). Trust in news media. Development and validation of a multidimensional scale. Paper presented to the "Journalism Studies" Interest Group at the 55th annual conference of the *International Communication Association (ICA)* "Communication: Questioning the Dialogue", in New York, USA.

Abstract-based submissions, peer-reviewed (51)

127. Naderer, B., Spielvogel, I., Obereder, A., & Matthes, J. (2016, November). Darstellung und Einbindung von Produktplatzierungen in deutschen Kinderfilmen. Presentation held at the annual conference of the *Advertising Division* of the German Communication Association (DGPUK), November 16-18, Münster, Germany.
128. Naderer, B., Obereder, A., Spielvogel, I., & Matthes, J. (2016, November). Die Perspektive der Eltern zur Werbepaxis von Produktplatzierungen. Zu Regulierungsmaßnahmen eingebetteter Werbeformen. Presentation held at the annual conference of the *Advertising Division* of the German Communication Association (DGPUK), November 16-18, Münster, Germany.
129. Heiss, R., Schmuck, D., Eicher, C., & Matthes, J. (2016, June). Citizen science as a method of data collection: Exploring the predictors of participation among school students. Paper accepted for presentation at *Communication Research Methods 2016: Practices & Challenges*, pre-conference to the 66th annual conference of the *International Communication Association (ICA)*, June 9-13, Fukuoka, Japan.
130. Peter, C., & Matthes, J. (2016, January). Framing in crisis? – The future of framing research in communication studies. Workshop at the annual conference of the *Media Audiences and Effects Division* of the German Communication Association (DGPUK), January 28-30, Amsterdam, The Netherlands.
131. Naderer, B., Matthes, J., & Mestas, M. (2015, November). Do you take credit cards? The attitudinal and behavioral effects of advertising in board games targeted at children. Presentation at the *Children, Adolescents and Advertising' ECREA Symposium*, November 5-6, Madrid, Spain.

132. Arendt, F., Marquart, F., & Matthes, J. (2013, October). Die Erforschung von negativen Einstellungen gegenüber sozialen Minderheiten im Wandel: Zur Notwendigkeit impliziter Messmethoden für die Kommunikationswissenschaft. Presentation held at the annual conference of the *Austrian Communication Association (ÖGK)*, October 17-19, Klagenfurt, Austria.
133. Matthes, J. (2013, May). Explaining public distrust in news media: A cross-national panel study on the role of affects in hostile media perceptions. Presentation held at the *66th Annual World Association for Public Opinion Research (WAPOR) Conference 'Revolutions in the Measurement of World Public Opinion'*, May 14-16, Boston, USA.
134. Matthes, J. (2013, May). Toward conceptualizing and measuring debate efficacy in public opinion research. Presentation held at the *66th Annual World Association for Public Opinion Research (WAPOR) Conference 'Revolutions in the Measurement of World Public Opinion'*, May 14-16, Boston, USA.
135. Marquart, F., Arendt, F., & Matthes, J. (2013, May). "Nein zu kriminellen Ausländern!" Wirkungspfade rechtspopulistischer Werbung im Kontext von Salienz und egalitärer Werthaltung. Presentation held at the annual conference of the *German Communication Association (DGPUK)*, May 8-10, Mainz, Germany.
136. Engesser, S., Esser, F., Reinemann, C., Scherr, S., Wonneberger, A., & Matthes J. (2013, May). Testing a new index of negativity in news: A comparison of online and offline media in Austria, Germany and Switzerland. Presentation held at the annual conference of the *German Communication Association (DGPUK)*, May 8-10, Mainz, Germany.
137. Matthes, J., & Marquart, F. (2012, November). Bald fremd in unserer Heimat? Wirkung negativer visueller Frames in Wahlplakaten auf die Einstellungen gegenüber Ausländern bei niedriger gebildeten Personen. Presentation held at the annual conference of the *Visual Communication Division of the DGPUK*, November 29-December 1, Berlin, Germany.
138. Matthes, J., & Naderer, B. (2012, November). Zum Einfluss von Nahrungsmittelplatzierungen in Kinderfilmen: Effekt auf das Verhalten, nicht aber die Einstellungen? Presentation held at the annual conference of the *Advertising Interest Group of the DGPUK*, November 21-23, Würzburg, Germany.
139. Arendt, F., Marquart, F., & Matthes, J. (2012, November). Unscheinbare politische Werbung? Der Einfluss positiv-beruhigender Plakatsmotive auf die Korrelation zwischen impliziten und expliziten negativen Einstellungen gegenüber Ausländern. Presentation held at the annual conference of the *Advertising Interest Group of the German Communication Association (DGPUK)*, November 21-23, Würzburg, Germany.
140. Matthes, J. (2012, May). How to test spiral of silence theory: Bringing the media back in. Presentation at the annual meeting of the *International Communication Association (ICA)*, May 23-29, Phoenix/Arizona, USA.
141. Matthes, J. (2011, November). Framing politics. An integrated approach. Presentation at the *4th NCCR Democracy Conference*, November 11, Thun, Switzerland.
142. Matthes, J. (2011, May). Searching for the 'spiral' in the spiral of silence. Modeling true change relationships between opinion climate and opinion expression over time. Presentation held at the 61st annual conference of the *International Communication Association (ICA)*, May 22-26, Boston, USA.
143. Matthes, J. (2011, February). Zum Scheitern der Framing-Forschung: Eine (wissenschafts-)theoretische Betrachtung. Presentation at the annual meeting of the division *Politics and Communication* of the *German Political Science Association (DVPW)* and the division *Communication and Politics* of the *German Communication Association (DGPUK)*, February 11-13, Münster, Germany.
144. Esser, F., & Matthes, J. (2010, October). The challenge of mediatization and its implications for democracy. Presentation at the *3rd NCCR Democracy Conference*, October 28-29, Thun, Switzerland.
145. Kühne, R., Schemer, C., & Matthes, J. (2010, September). Messäquivalenz in der komparativen Forschung: Eine Bestandsaufnahme. Presentation held at the meeting of the *Methods* division of the *German Communication Association (DGPUK)*, Vienna, Austria.
146. Matthes, J. (2010, June). The hostile media phenomenon: Triggered by cognitive or affective involvement? Presentation to the Mass Communication division at the 60th annual conference of the *International Communication Association (ICA)*, June 22-26, Singapore.
147. Matthes, J. (2009, May). Frames in mass communication: Sites of fracture. Presentation to the Mass Communication division at the 59th annual conference of the *International Communication Association (ICA)* in Chicago, USA.
148. Matthes, J., Wirth, W., Schemer, C., & Kühne, Rinaldo (2009, January). Nutzen oder glauben? Zum Verhältnis von Mediennutzung, Vertrauen in die politische Berichterstattung und Politikvertrauen. Presentation held at the meeting

- of the *Reception and Effects* division of the *German Communication Association* (DGPUK), January 22-24, Zurich, Switzerland.
149. Schemer, C., Wirth, W., & Matthes, J. (2009, January). Wie man "Elefanten enttarnt" – Der Einfluss von sich gegenseitig neutralisierenden Medieneffekten in politischen Kampagnen. Presentation held at the meeting of the *Reception and Effects* division of the *German Communication Association* (DGPUK), January 22-24, Zurich, Switzerland.
 150. Schemer, C., Matthes, J., & Wirth, W. (2008, September). "Method matters" beim Kausalnachweis von Medienwirkungen. Der Einfluss von statistischen Auswertungsverfahren auf das Ergebnis in Medienwirkungsstudien. Presentation held at the meeting of the *Methods* division of the *German Communication Association* (DGPUK), September 17-19, Bad Tölz, Germany.
 151. Matthes, J., Wirth, W., & Schemer, C. (2008, May). Understanding the consequences of trust. The effects of trust in news media on trust in politics. Presentation at the 58th annual conference of the *International Communication Association (ICA)* "Communicating for Social Impact", May 22-26, Montreal, Canada.
 152. Matthes, J. (2008, May). Identität und Vielfalt des Framing-Ansatzes. Eine systematische Analyse der Forschungsliteratur. Presentation held at the annual meeting of the *German Communication Association* (DGPUK), April 30-May 2, Lugano, Switzerland.
 153. Schemer, C., Wirth, W., & Matthes, J. (2008, February). „Du sollst nicht sentimental werden!“ Die moderierende Wirkung von Normen auf den Einfluss von Emotionen bei der politischen Urteilsbildung von Mediennutzern. Presentation held at the annual meetings of the DGPUK divisions (*German Communication Association*) *Communication and Politics* (together with the division *Politics and Communication* of the *German Political Science Association*, DVPW) and *Communication and Media Ethics*, February 14-15, Munich, Germany.
 154. Wirth, W., Matthes, J., & Schemer, C. (2008, January). Product Placements effektiv einsetzen: Praxisrelevante Befunde aus der experimentellen Rezeptions- und Wirkungsforschung. Presentation held at the meeting of the *Reception and Effects* division of the *German Communication Association* (DGPUK), Hamburg, Germany.
 155. Schemer, C., Wirth, W., & Matthes, J. (2007, September). Affektive Mediation des Medieneinflusses auf politische Einstellungen. Zur Bedeutung affektiver Valenz und Aktivierung. Presentation held at the 5th meeting of the *Media Psychology* division of the *German Association for Psychology* (DGPs), September 5-7, Dresden, Germany.
 156. Matthes, J. (2007, May). The need for orientation in agenda setting theory: Testing its impact in a two-wave panel study. Presentation held at the 57th annual conference of the *International Communication Association (ICA)* "Creating Communication: Content, Control, Critique" in San Francisco, USA.
 157. Bonfadelli, H., Matthes, J., Wirth, W., Marr, M., Schemer, C., & Friemel, T. (2007, May). Effects of campaigns – processes of knowledge acquisition and attitude formation. Presentation held at the 58th annual conference of the *International Communication Association (ICA)* "Creating Communication: Content, Control, Critique" in San Francisco, USA.
 158. Schemer, C., Matthes, J., & Wirth, W. (2006, October). Zum "vermeintlichen" Glaubwürdigkeits- und Qualitätsverlust von Medienangeboten durch programmintegrierte Werbung. Presentation at the first workshop of the research group *Advertising* in Cologne, Germany.
 159. Matthes, J. (2006, September). Anything goes? Die inhaltsanalytische Operationalisierung von Medien-Frames in 135 internationalen Fachzeitschriftenaufsätzen, 1990-2005. Presentation held at the 8th annual meeting of the *Methods* division of the *German Communication Association* (DGPUK), Zurich, Switzerland.
 160. Wirth, W., & Matthes, J. (2006, September). Konstruktoperationalisierung und -Validierung in der Kommunikationswissenschaft: Probleme und Perspektiven am Beispiel der Skalenkonstruktion. Presentation held at the 8th annual meeting of the *Methods* division of the *German Communication Association* (DGPUK), Zurich, Switzerland.
 161. Schemer, C., Wirth, W., & Matthes, J. (2006, September). Out of the lab, into the field – Operationalisierung von Informationsverarbeitungsprozessen für die Umfrageforschung. Presentation held at the 8th annual meeting of the *Methods* division of the *German Communication Association* (DGPUK), Zurich, Switzerland.
 162. Matthes, J., Schemer, C., & Wirth, W. (2005, October). Zur Wirkung von Product Placements auf Bewertung und Erinnerung. Presentation held at the workshop "Die Zukunft der Fernsehwerbung" in Zurich, Switzerland.

163. Schemer, C., Matthes, J., & Wirth, W. (2005, September). Werbewirkung ohne Erinnerungseffekte? Experimentelle Studien zum Mere Exposure Effekt bei Product Placements. Presentation held at the 4th meeting of the *Media Psychology* division of the *German Association for Psychology* (DGPs), Erfurt, Germany.
164. Matthes, J., Wirth, W., & Mögerle, U. (2005, May). Selbstbestimmung trotz Abhängigkeit? Betreuungssituation und Berufszufriedenheit des wissenschaftlichen Nachwuchses. Presentation held at the annual meeting of the *German Communication Association* (DGPK) in Hamburg, Germany.
165. Wirth, W., Matthes, J., Mögerle, U., & Prommer, E. (2005, May). Traumberuf oder Verlegenheitslösung? Der Einstieg in die Wissenschaft. Presentation held at the annual meeting of the *German Communication Association* (DGPK) in Hamburg, Germany.
166. Prommer, E., Lünenborg, M., Matthes, J., Mögerle, U., & Wirth, W. (2005, May). Gleiche Chancen für alle? Geschlechtsspezifische Befunde zur Situation des Nachwuchses. Presentation held at the annual meeting of the *German Communication Association* (DGPK) in Hamburg, Germany.
167. Kohring, M., & Matthes, J. (2005, May). Seeing is believing? Zum vermeintlichen Glaubwürdigkeitsvorsprung des Fernsehens im Vergleich zu Tageszeitung, Zeitschrift und Radio. Presentation held at the annual meeting of the *German Communication Association* (DGPK) in Hamburg, Germany.
168. Mögerle, U., Matthes, J., & Wirth, W. (2005, April). Zur Situation des wissenschaftlichen Nachwuchses in der Schweiz. Ergebnisse einer Befragung von Nachwuchswissenschaftlern bis zur Promotion. Presentation held at the annual meeting of the *Swiss Communication Association* (SGKM), Winterthur, Switzerland.
169. Matthes, J. (2005, April). Zusammenbringen, was zusammen gehört? Zur Verknüpfung von qualitativen und quantitativen Methoden in Forschung und Lehre. Presentation held at the annual meeting of the *Swiss Communication Association* (SGKM), Winterthur, Switzerland.
170. Matthes, J. (2004, January). Operationalisierung von Schemata in der Rezeptions- und Wirkungsforschung. Presentation held at the annual meeting of the *Reception and Effects* division of the *German Communication Association* (DGPK), Salzburg, Austria.
171. Matthes, J. (2003, September). Die Verknüpfung von qualitativen und quantitativen Methoden im Prozess der Skalenkonstruktion. . Presentation held at the 5th annual meeting of the *Methods* division of the *German Communication Association* (DGPK), Münster, Germany.
172. Kohring, M., & Matthes, J. (2002, May). Mehr als Agenda Setting? Zur Operationalisierung und empirischen Umsetzung des Frame-Ansatzes. Presentation held at the annual meeting of the *German Communication Association* (DGPK) "Chancen und Gefahren der Mediendemokratie", Dresden, Germany.
173. Matthes, J., & Kohring, M. (2002, May). Vertrauen in Politik durch Vertrauen in Journalismus. Empirische Überprüfung eines Faktorenmodells journalistischer Vertrauenswürdigkeit. Presentation held at the annual meeting of the *German Communication Association* (DGPK) "Chancen und Gefahren der Mediendemokratie", Dresden, Germany.
174. Suckfüll, M., Matthes, J., & Markert, D. (2001, September). Welchen Nutzen haben Rezeptionsmodalitäten? Presentation held at the 2nd meeting of the *Media Psychology* division of the *German Association for Psychology* (DGPs), Landau, Germany.
175. Kohring, M., & Matthes, J. (2001, April). Wissenschaftskommunikation – Projekt Hochschul-Journal. Presentation held at the FSU Jena (Abschlussstagung mit Überblicksvortrag vor den Journal-Verantwortlichen der teilnehmenden Hochschulen und Mitgliedern des Arbeitskreises "Evaluation von Hochschul-PR" der Bundesarbeitsgemeinschaft der Hochschulpressestellen in Deutschland, FSU Jena), Jena, Germany.
176. Suckfüll, M., Matthes, J., & Markert, D. (2001, January). Rezeptionsmodalitäten. Definition und Operationalisierung individueller Strategien bei der Rezeption von Filmen. Presentation held at the annual meeting of the *Reception and Effects* division of the *German Communication Association* (DGPK), Berlin, Germany.
177. Suckfüll, M., Markert, D., & Matthes, J. (2000, February). Definition und Operationalisierung von Rezeptionsmodalitäten. Poster presentation at the 1st meeting of the *Media Psychology* division of the *German Association for Psychology* (DGPs), Cologne, Germany.

TEACHING

Lectures, University of Vienna

Spring 2017	Introduction to Media Psychology
Spring 2017	Data Analysis with SPSS
Fall 2016	Introduction to Advertising Research
Fall 2016	Introduction to Strategic Communication
Fall 2016	Styles of Advertising and their Effects
Spring 2016	Introduction to Media Psychology
Spring 2016	Data Analysis with SPSS
Fall 2015	Persuasive Political Communication
Fall 2015	Introduction to Advertising Research
Spring 2015	Introduction to Media Psychology
Spring 2015	Data Analysis with SPSS
Fall 2014	Introduction to Advertising Research
Fall 2014	Styles of Advertising and their Effects
Spring 2014	Data Analysis with SPSS
Fall 2013	Persuasive Political Communication
Fall 2013	Introduction to Advertising Research
Spring 2013	Data Analysis with SPSS
Fall 2012	Styles of Advertising and their Effects
Fall 2012	Introduction to Advertising Research
Spring 2012	Data Analysis with SPSS
Fall 2011	Introduction to Advertising Research
Fall 2011	Persuasive Political Communication

Seminars, University of Vienna

Spring 2017	Master Thesis Colloquium
Spring 2017	Research Master Class: Seminar Research Project A
Spring 2016	Master Thesis Colloquium
Spring 2016	Research Class: Green Advertising
Fall 2015	Bachelor Class: Advertising & Effects Research
Spring 2015	Master Thesis Colloquium
Spring 2015	Research Class: Cross-Cutting Exposures
Fall 2014	Bachelor Class: Advertising & Effects Research
Spring 2014	Master Thesis Colloquium
Spring 2014	Research Class: Gender roles in advertising
Fall 2013	Bachelor Class: Advertising & Effects Research

Spring 2013	Master Thesis Colloquium
Spring 2013	Research Class: Populist Advertising
Fall 2012	Bachelor Class: Modern Political Communication
Fall 2012	Research Class: Green Advertising
Fall 2012	Health Communication Research Methods
Spring 2012	Research Class: Boundaries of Advertising: Consumer Sovereignty
Spring 2012	Master Thesis Colloquium
Fall 2011	Research Class: Advertising and Children

Doctoral Classes, University of Vienna

Fall 2013	Framing in Sociology, Psychology, Political Science, and Communication
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Lectures, University of Zurich

Fall 2010	Introduction to Political Communication Effects
Fall 2009	Introduction to Political Communication Effects
Fall 2008	Applied Research in Lab and Field (with Matthias Hofer)
Spring 2008	Introduction to Advertising Effects (with Christian Schemer)
Spring 2006	Multivariate Statistics (with Holger Schramm)
Fall 05/06	Framing in Communication Science (with Martina Leonarz)
Spring 2005	Multivariate Statistics (with Holger Schramm)
Spring 2004	Multivariate Statistics (with Werner Wirth and Christian Schemer)

Seminars, University of Zurich

Fall 2011	MA Research Class: Effects of Political Communication (Part II)
Spring 2011	MA Research Class: Effects of Political Communication (Part I)
Spring 2011	Master Thesis Colloquium (with Werner Wirth)
Fall 2010	Master Thesis Colloquium (with Werner Wirth)
Fall 2010	MA Research Class: Referendum Campaigns (Part II)
Spring 2010	Doctoral Colloquium (with Werner Wirth)
Spring 2010	MA Research Class: Referendum Campaigns (Part I)
Spring 2010	Master Thesis Colloquium (with Holger Schramm)
Fall 2008	Master Thesis Colloquium (with Werner Wirth)
Spring 08	BA Research Class: Trust in News Media (Part II)
Fall 07/08	BA Research Class: Trust in News Media (Part II)
Fall 07/08	Excercise: Statistik und Datenanalyse II
Spring 2007	Lizentianden-Kolloquium (with Werner Wirth)
Spring 2007	Research Class: Effects of Product Placements (with Werner Wirth)

Fall 06/07	Master Thesis Colloquium (with Werner Wirth)
Spring 2006	Master Thesis Colloquium (with Werner Wirth)
Spring 06	BA Research Class: Effects of Frames (Part II)
Fall 05/06	Master Thesis Colloquium (with Werner Wirth)
Fall 05/06	BA Research Class: Effects of Frames (Part I)
Spring 2005	Master Thesis Colloquium (with Werner Wirth)
Fall 04/05	Research Class: Political Persuasion (with Werner Wirth)
Spring 2004	BA Research Class:: Infotainment in TV (Part II)
Fall 03/04	BA Research Class:: Infotainment in TV (Part I)
Fall 03/04	Research Class: Trust in Online Media (with Werner Wirth)

Doctoral Classes, University of Zurich

Fall 2010	Advertising Psychology; Postgraduate Center, Department of Psychology
Spring 2010	Impact of Mediatization on Citizens' Satisfaction with Politics; Doctoral Programm in Political Science and Communication, NCCR Democracy
Fall 2009	Advertising Psychology; Postgraduate Center, Department of Psychology
Spring 2009	Advertising Psychology; Postgraduate Center, Department of Psychology

Seminars, Friedrich-Schiller-University Jena, Germany

Spring 2003:	Proseminar: Agenda-Setting
Fall 02/03:	Proseminar: Framing
Fall 01/02:	Proseminar: Survey Methods (with Matthias Kohring)

Developed Full Online Curricula

Spring 2011	“Changing Information Environments” for the Master Program International Relations Online, Center for Global Politics, Department for Political Sciences, Free University of Berlin, Germany.
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Erasmus Teaching Exchange

Spring 2014	Seminars and lecture: Modern Political Communication, Recent Trends in Advertising Research on the BA/MA programme <i>Public Relations and Journalism</i> , Faculty of Social Sciences, Department of Media Studies, Charles University in Prague, Czech Republic.
Spring 2013	Seminars and lecture, Recent Trends in Advertising Research, Sofiiski Universitet „Sveti Kliment Ohridski“ (University of Sofia). Sofia, Bulgaria.